

Brand Guidelines

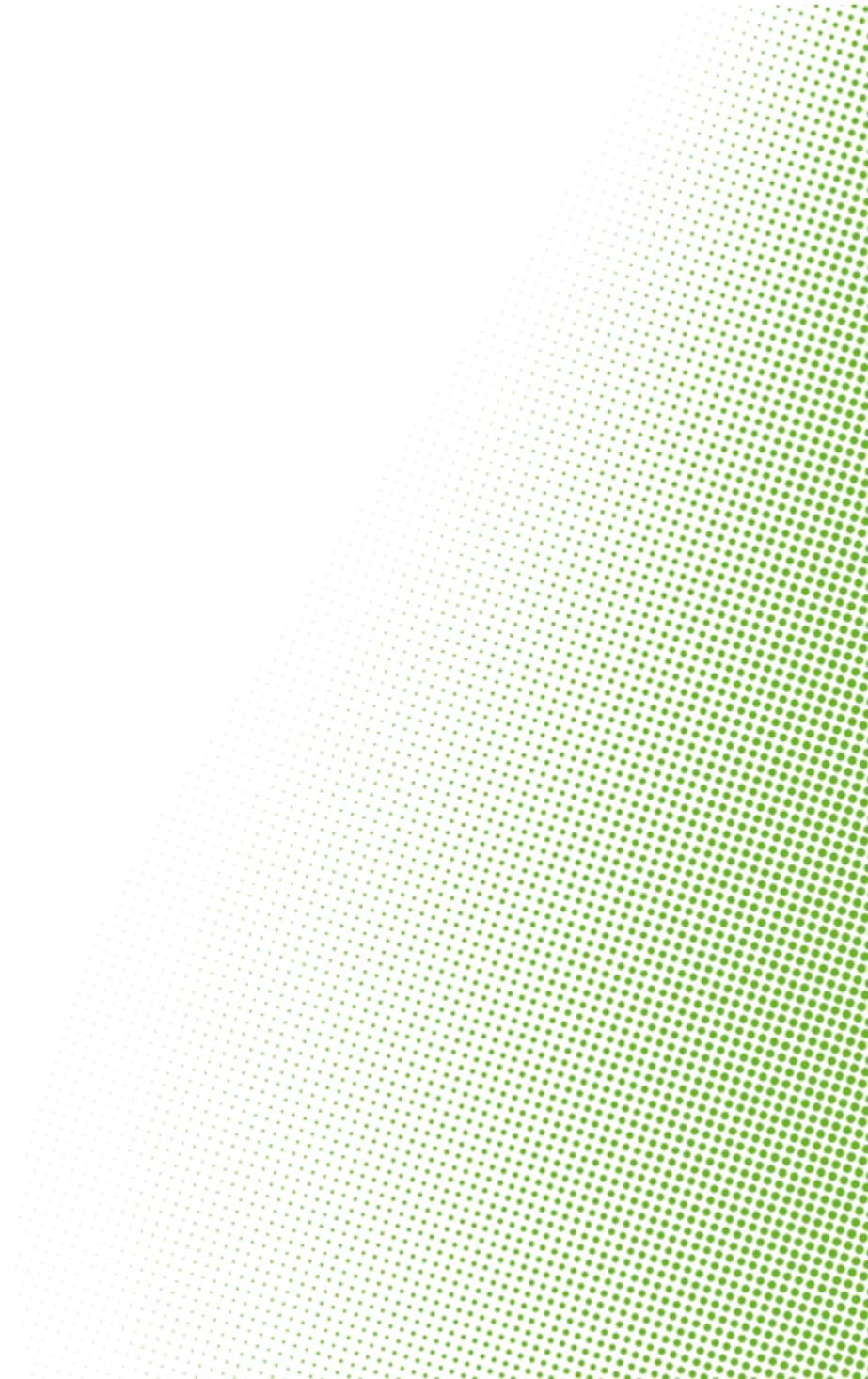
Introduction

The Limerick brand identity is owned and realised by Limerick City and County Council. The brand ensures that all communications are professional, consistent and with a distinctive tone of voice.

This document provides the framework of how the brand looks and feels. The brand identity has been created with careful consideration and it is important that it is clearly understood and consistently applied by all users across all communications.

On the following pages we will explain the different elements that make up the brand; what they are, how they fit together and how to maintain consistency.

It is recommended that these guidelines are read from start to finish, before any specific points are referenced.



Welcome to Limerick

Limerick sits in an enviable position, boasting some of the best connections across Ireland and beyond to Europe, the USA and the rest of the world.

But this geographical position amounts to more than a mere grid reference on a map.

Limerick looks out across the Atlantic, the Americas just five hours away.

And is also an integral part of Europe, with its millennia of rich history.

This dual aspect has informed the character of the place.

A rich combination of the verve that built America and the openness, experience and cultural appeal of Europe.

Our brand both strategically locates Limerick in the world and brings to life the attitude that sets it apart.



Unifying brand proposition

Limerick offers energy, excitement, grit and limitless possibilities from its Atlantic location, combined with the timeless, creative and hospitable character of Europe.

Brand positioning line

ATLANTIC EDGE, EUROPEAN EMBRACE

Limerick's messaging can echo this duality. It has the ability to focus on the literal or multi-faceted meaning of the brand positioning line, as well as the attitude captured by it.

Limerick

Atlantic edge

- An energetic, gritty and driven attitude forged through Limerick's transformative journey
- A destination skilled at regeneration with a world view that welcomes positive disruption and the possibilities that this offers
- A Wild Atlantic Way Gateway City sitting on the tidal River Shannon
- An open-minded approach that creates the conditions for innovation to thrive

European embrace

- A warm and inviting Irish welcome to the world
- An English-speaking partner offering access to continental opportunities
- A home of culture, creativity, history and heritage in the European tradition
- Collaborative and open

Limerick

Platform

Limerick offers a resilient attitude, regional leadership and unparalleled access to the beauty of Ireland

Purpose

To be the catalyst for the ongoing transformation of Limerick into a globally recognised destination

Destination DNA

Limerick.
Atlantic Edge, European Embrace

Personality

Warm	Gritty
Creative	Driven
Humble	Proud

Promise

To unlock advantages and experiences for our audiences, making the most of Limerick's physical and cultural connections

A. Tourism Brand messaging

(AE) = Atlantic Edge
(EE) = European Embrace

Three key messages:

(answering the question “why Limerick?”, either because people know little or nothing of the place or dismiss it as “not for me”)

1. Gateway and source*

A Gateway City to the Wild Atlantic Way (AE) from a city whose identity is forged by European history, culture and art (EE). Limerick is close to nature while acting as a stage for street artists, live music and a calendar of cultural events.

2. Blue and green

The start of the Limerick Greenway to the coast (AE) through some of the continent’s most enticing countryside and villages (EE); The home of outdoor, river and water-based adventures (AE), suitable for everyone (EE).

3. Food and friends

Limerick’s food scene, markets, restaurants and pubs combine the innovative (AE) with the traditional (EE), while being welcoming, family-friendly, full of art, music and easy-going people. (EE).

*Source seeks to show that Limerick excels not just as a ‘gateway’ to something i.e. The Wild Atlantic Way, but also as a destination in its own right i.e. the ‘source’ of history, culture and art. We could have easily said ‘home’ or ‘origin’ instead.

B. Invest Brand messaging

(AE) = Atlantic Edge
(EE) = European Embrace

Four key messages:

(addressing questions around market opportunity, potential for growth, commercial advantage and the wisdom of crowds – core drivers of investment decisions)

1. International market access

A highly connected destination in Europe (AE & EE) that, uniquely, is as close to the Americas (AE) as it is to 27 EU nations (EE).

3. Cost effective, competitive and collaborative

Lower outlays, room to expand - quality current and future office space (AE) - a high yet affordable quality of life, as well as work/life balance (EE), all backed by resourced stakeholder support across the entire region (EE) - and especially true compared to elsewhere in Ireland and Western Europe.

2. Young, talented and English-speaking

Europe's most youthful (AE), educated and English-speaking local population (AE & EE), nearly 50% under 35 (AE), with tens of thousands of university or college students within its catchment area (AE).

4. Fellow company

The home of some of the world's most pioneering (AE) and/or established international businesses (EE), including Uber, Dell, Northern Trust, Johnson & Johnson, Analog, General Motors, Regeneron and Viagogo. In 2018, Limerick was also named a European City of the Future by the Financial Times (EE).

C. Education Brand messaging

(AE) = Atlantic Edge
(EE) = European Embrace

Four key messages:

(covering academic quality and approach, Limerick's affordability and openness, employment prospects and its place in the world)

1. Academic excellence with internationally-rated appraisal

Limerick's highly rated academic institutions (EE) - including University of Limerick, TUS Midlands Midwest, Mary Immaculate College, Griffith College and Limerick College of Further Education - offer student-centric, future-focused undergraduate to post-doctoral studies, with an eye on employability (AE). Some Tertiary Education institutions even have a US-style campus and grading system (AE).

3. Fast growing, bridging two worlds

Excellent employment opportunities locally, but also with an eye to the US/Canada and across the EU (AE & EE).

2. Affordable, caring and compact

Limerick is an affordable and accessible place to live (EE). With nearly 34,000 students making up a quarter of city's population, it's also young, vibrant (AE), safe and supportive (EE). Students find it easy to get around the compact and welcoming city centre, even though it's the country's third largest (EE).

4. Strategic, scenic and sociable

Limerick is the capital of the visually striking West of Ireland, easily accessible internationally and domestically. A walkable city, with shopping, incredible food (EE), nightlife, live music and sport (AE).

D. Internal Brand messaging

(AE) = Atlantic Edge
(EE) = European Embrace

Brand messaging to ensure local understanding and engagement.

Maintaining momentum behind “Atlantic Edge, European Embrace” in ways which contribute to brand growth and encourage sustained support and advocacy from the local population.

1. How the brand aids perception

For both businesses looking to invest and visitors, “Atlantic Edge, European Embrace” immediately locates Limerick in the world, captures our grit and determination, and warmth. It helps establish the city and county as a Gateway City to the Wild Atlantic Way, with strong and unshakeable links to the whole of Europe, now and in the past.

2. How the brand drives participation

1. For groups

Local stakeholders, community groups and businesses now have a platform, which can amplify and coordinate marketing activity to create a more powerful halo effect. By adopting the Limerick Brand and using it to frame communications, we surround visitors with a much greater number and variety of brand interactions. This in turn helps create an impression that is more distinctive, lasts longer and is more likely to be recalled. Ways in which groups can contribute to brand growth include:

- **Branding:** use of the Brand Limerick logo to co-brand marketing materials (e.g. collateral, point of sale, signage).

- **Attitude & messaging:** use of ‘Edge’ and ‘Embrace’ as themes in communications to frame initiatives, promotional offers, marketing strategies, etc.

- **Marketing campaigns:** participation in seasonal Council-led campaigns (e.g. summer tourism campaign) through the use of campaign toolkits, contribution to campaign promotional offers, amplification of marketing activity on own channels.

2. For individuals

The Limerick brand celebrates the beautiful contradictions in all of us and provides a platform for people to showcase and promote the unique spirit of our city and county. Finding opportunities to use and share the language of Edge and Embrace on social media will help the brand grow organically and creates ongoing commentary about the things that make our county special as a place to live, work and visit. What connects you to our tidal river, the coast of county Limerick, or the art, culture and history of the city in a way that exemplifies Edge or Embrace? What’s the most exciting or edgy thing you’ve done or seen in and around the city? On a more personal level, what experiences have you witnessed that demonstrates Limerick’s embrace? Photography, film, song, dance, the format is entirely up to you.

Tone of voice

We can think of Limerick as having a personality – an amalgam of its diverse and dynamic population and coloured by its rich past. When we think about the tone of voice of our communications, we can break it down into the key traits of this personality.

Limerick is friendly

Looking west to the Americas and east to Europe, we have always welcomed the world. Our open-hearted and hospitable nature should come through in our communications, so let's make it personal. Refer to ourselves in the first person – 'we' and 'our' – and, whenever possible, address our audience in the second person – 'you' and 'your.' This will allow our open and collaborative nature to shine.

And be conversational. We are a warm, witty and engaging bunch. Let that come through.

Limerick is outward-looking

We are progressive people. We are open to new experiences and fresh influences. Throughout our history, we have taken them and used them to enrich our own culture. This attribute can be especially appealing to outsiders looking to invest or study in, or simply visit our home. Let's make sure they see this side in our communications.

Limerick is tough

This inherent resilience can be expressed in a no-nonsense approach to language. Without ever being abrupt, we should be direct. Get straight to the point and avoid verbosity – never use fifteen words where three will do. Avoid jargon, especially when it's obscure. Find and use the everyday word. Don't use clichés. Clichés are dull and we are anything but dull.

And don't bullshit! That just isn't Limerick.

Limerick is ambitious

Just the last few years have shown that we are a community that is going places. We have a strong sense of our place in the world and a clear vision of where we are heading. This can be expressed in a self-confidence that is never arrogant and a sense of optimism that is never unrealistic, rooted as it is in our native practicality.

Section 2: Our Logo

Our logo

The Limerick brandmark is a bold and confident piece of design which reflects Limerick's international ambitions and unerring character.

Transitioning from deep blue through to bright green, it reflects both the County's strategic location at the mouth of the River Shannon, flowing to the Atlantic and the iconic verdant landscape of Limerick

The logo is permeated by a texture derived directly from the Treaty Stone using a reproduction technique from Limerick Printmakers. This hardened exterior provides a visual shorthand for the grit, resilience and strength of Limerick.



Our logo / Anatomy

Limerick's brandmark embodies these key attributes:

- Modern and characterful
- Rich and multi dimensional
- Embedded with Limerick DNA (the Treaty Stone and TUS Midlands Midwest collaboration)
- Evoking multiple powerful interpretations (the Shannon, the Atlantic ocean, sky)

Top edge borderline emphasises the idea of Atlantic Edge.

Texture and gradient to help us stand out and convey our ambitious and resilient character.

ATLANTIC EDGE



Heavy condensed typography, a big statement on its own. Reflects our strong personality and bold proposition.

Strapline defining our brand proposition line.

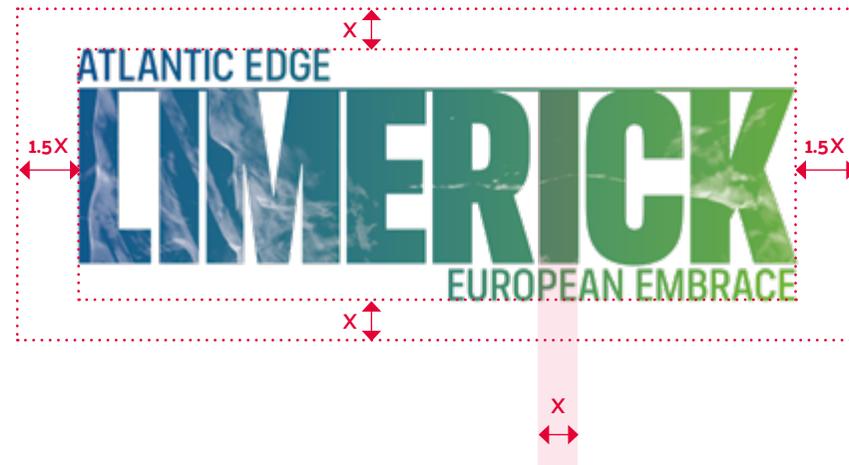
Our logo / Clear space rule

Our brandmark needs space around it to breathe and be protected from other elements.

Always (in all applications and co-branded materials) respect the minimal margins required.

How to ensure we have the right margins?

1. Measure the width of Limerick's "l".
2. Use 1x that measure as the margin on the left and right.
3. Use 1.5x that measure as the margin on top and bottom.



Our logo / Colourways

There are two available colourways of the Limerick brandmark. The blue-green gradient version should be used wherever possible, being always placed on top of a white background.

A secondary white version of the brandmark can be used against dark backgrounds and busy images. Ensure the contrast between the background and the logo is sufficient, so legibility is not affected.

The black version of the logo should be used in cases where the use of the colour version is not possible, or for accessibility reasons.

Note that both colour versions are available in a vector solid version, as well as a textured PSD option. The textured logos are the primary versions of the brand and should only not be used in circumstances where legibility is compromised.

Colour version

Primary



Secondary



White version

Primary



Secondary



Black version

Primary



Secondary



Our logo / Simplified version

For situations with severe spatial constraints where the legibility of the brand strapline is severely compromised, a simplified version of the logo without strapline may be used.

Please always refer to our sizing guide to ensure that legibility is not affected.

Colour version



White version



Black version



Our logo / Sizing & positioning

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in applications. Always maintain their set proportions and never squeeze or extend the logo.

Logo positioning

Our preferred position of the logo is the bottom left corner. For occasions where this is not possible, you may place it center or right aligned.

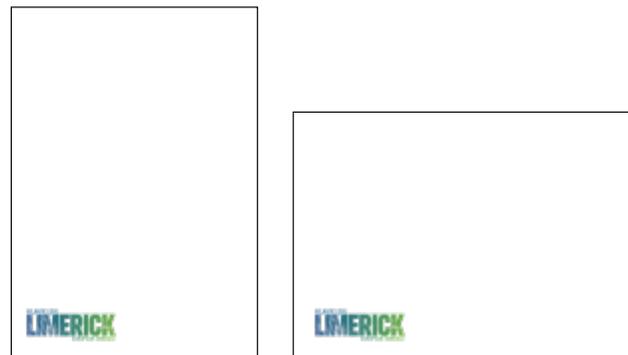
Print



Digital



Preferred logo positioning



Alternative logo positions



Our logo / In use



Our logo / Don'ts

These are common mistakes to avoid when using the logo. Always use the artwork provided and never attempt to recreate the logo.

1. Do not try to recreate the Limerick logo. Always use supplied artwork.
2. Always respect the exclusion zone – no graphic elements are allowed in this area.
3. Do not apply effects such as drop shadows and keylines.
4. Do not reposition or change the relationship of any elements of the logo or wordmark.
5. Do not alter the colours of the logo elements.
6. Do not create unauthorised straplines for the logo.
7. Do not reorientate.
8. Never contain the logotype within a shape.
9. Do not distort in any way.

1



2



3



4



5



6



7



8



9



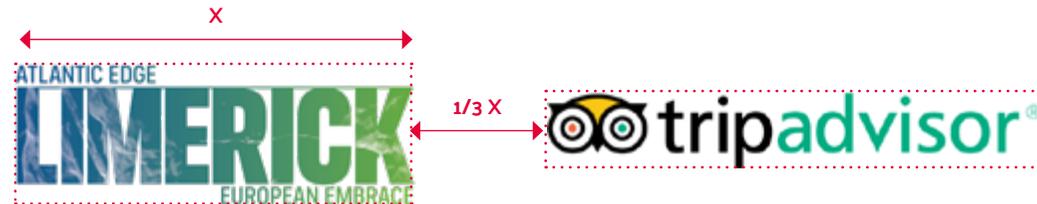
Our logo / Locking up

When using our brandmark in combination with other logos, please always respect this margin and spacing rule.

The minimum distance is equal to 1/3 of the width of our logo.

When used in combination of a wider logo, please ensure the Limerick brandmark is no smaller than 75% of partner logo width.

When used in combination of a taller logo, please ensure the Limerick brandmark is no smaller than 75% of partner logo height.



Section 3: Typography

Typography

These are all the fonts available to use in Limerick brand communications. As a general rule, Palanquin should be used. Bold and regular weights are our preferred versions, although the rest of the suite can also be used if required by the circumstances.

FS Industrie is our special font. We use it for impactful, more creative visuals and pieces of communication. It should be used sparingly in headers and short headlines.

Standart font

Palanquin Bold

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin SemiBold

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin Medium

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin Regular

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Palanquin Extra Light

AaBbCcDdEeFfGghhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZz1234567890!@€\$%&*()

Special font

FS INDUSTRIE NARROW BLACK

ABCDEFGHIJKLMNopQRSTUVWXYZ1234567890

FS INDUSTRIE NARROW MEDIUM

ABCDEFGHIJKLMNopQRSTUVWXYZ1234567890

Typography style

Typography can be used in many ways, it should be used as expressively as possible.

It's important to achieve a sense of hierarchy when applying the different styles.

As a general use, Palanquin font should be the standard font used across our communications.

To enhance visual impact and create emphasis in headlines, words may be highlighted using Limerick's designated accent colour. This is applicable in headlines only, not subheads or body copy.

Sim im nonseas qui totat essi

Sim im nonseas qui totat essi lbusa que et quodipi dessitaecat

I'm body copy lorem ipsum dolorFerspere heniet que diti conest, et rerorpo remperum fugia est es magnihi lluptatium illa comnis exterior porporatur, nonsequi consero is vero disimus apersperum et excerferum eosapero blab illestias nonsect

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Ta delenda escipis alicim qui ut re magnis dempos estiunt otatur?

Porepudignim volorumetus dem nis sa verioria dessi officias eum qui reped qui sam, ulpa sam fugit ea quat vellibus quat dolut lantor

Headline

Displays the most important information, and may include no more than 3 highlighted words.

Subheading

Body copy

Typography style

FS Industrie font should be used for bolder and more impactful creative communications such as advertising or posters. It allows for more flexible and playful layouts.

This approach should aim to create a bigger visual impact, achieved partially by creating contrast in the relationship of the different elements of the layout.



Headline

Can be placed freely in the page, in order to establish certain relationships with an image or to produce a bigger visual impact.

Subheading

Body copy

Section 4: Our Colour Palette

Our colour palette

		C	M	Y	K	R	G	B	Hex Value	Pantone	RAL
	Charcoal To be used for body copy on white backgrounds.	100	83	48	58	19	34	55	132237	5395 CP	5011
	White To be used as a background, and body copy over dark backgrounds.	0	0	0	0	255	255	255	ffffff	P 75-1 C	9016
	Blue Primary colour. May be used generously for headers and backgrounds.	98	70	18	4	5	78	138	054e8a	7462 C	5000
	Pine Green Primary colour. May be used generously for headers and backgrounds.	82	34	47	24	34	110	113	226e71	18-5121 TCX	5021
	Green Primary colour. May be used generously for headers and backgrounds.	74	22	83	6	73	143	79	498f4f	8704 C	6017
	Kelly Green Secondary colour. Use sparsely as a decorative asset. Be cautious when combined with copy.	62	2	99	0	112	180	47	70b42f	2421 CP	6018
	Orange Accent colour. Used for highlights and to make certain elements stand out.	0	58	95	0	239	129	23	ef8117	151 CP	2003
	Limerick Gradient Use sparsely as a decorative asset.	Transition in between the Blue and Kelly Green colours									

Colour pairings

This table indicates all possible text and background colour combinations. Use it as a reference when creating your designs.

Text	Text	Text	Text	Text	Text
⊗	✓	✓	!	⊗	✓
Text	Text	Text	Text	Text	Text
⊗	✓	✓	!	!	✓
Text	Text	Text	Text	Text	Text
⊗	!	!	⊗	⊗	!
Text	Text	Text	Text	Text	Text
✓	⊗	⊗	!	✓	⊗

✓ Use freely in any creatives.

! Use with caution. Make sure the copy is used at large sizes and avoid using this combination on large pieces of copy.

⊗ Don't use.

Section 5: Graphic Elements

The Limerick icon

This is our brand icon. It has been developed from our logotype, and synthesizes it in a simple graphic shape.

It has a flexible nature as visualised in the icon variation section. This allows it to be used as a device that fits into different formats and layouts, as well as creating framing devices for imagery and content.

Its lines and angles have been used to reinforce our brand identity, assuring that every piece of communication we create references back to the Limerick name and logo.

Shape construction



Main icon



Icon variations



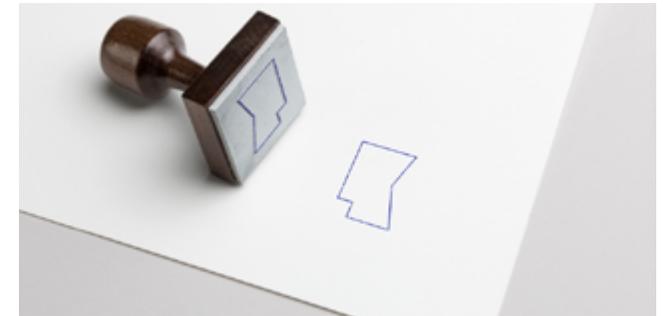
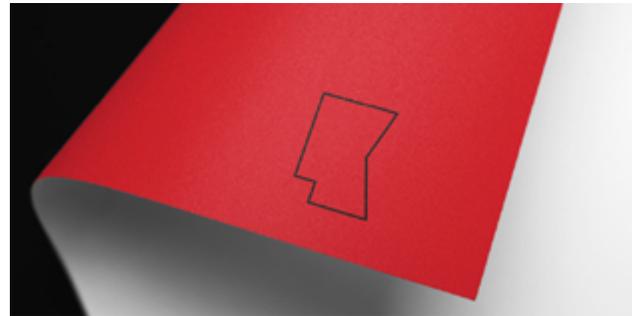
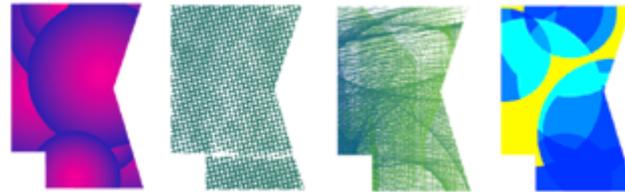
The Limerick icon

The Limerick icon is a versatile and inclusive feature of the brand that can become a vehicle for artistic expression.

It should be used with discretion, and always in the knowledge that the full Limerick logo is the primary landmark.

Circumstances in which it may be deployed include:

- **Extreme small spaces:** such as social media profile thumbnails
- **Merchandise:** as a stamp or design feature
- **Open-source participation*:** people looking to positively promote the Limerick brand may at times be permitted to develop their own versions with the consent of the Limerick City and County Council.

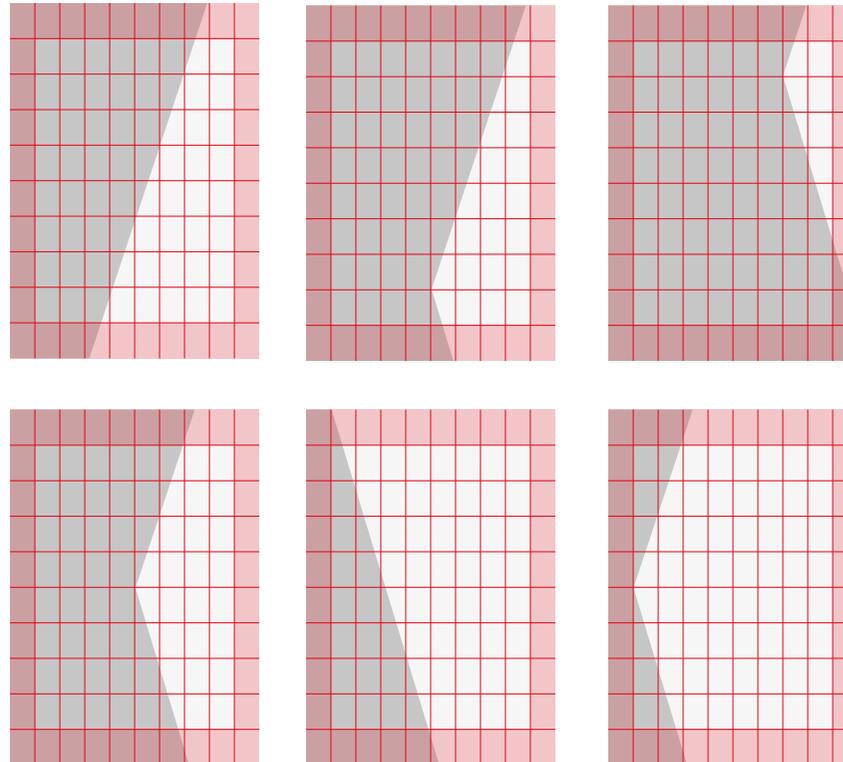


Shapes and frames

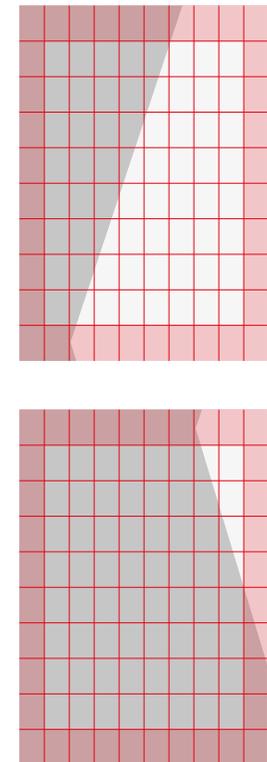
The angled lines of the 'K' from the Limerick logotype have been used to develop our flexible system for creating design layouts. These can be used freely to accommodate the different layout elements.

Please ensure that the vertex of the two lines is not placed within a 10% margin of the length of the layout as shown in the examples.

DO's



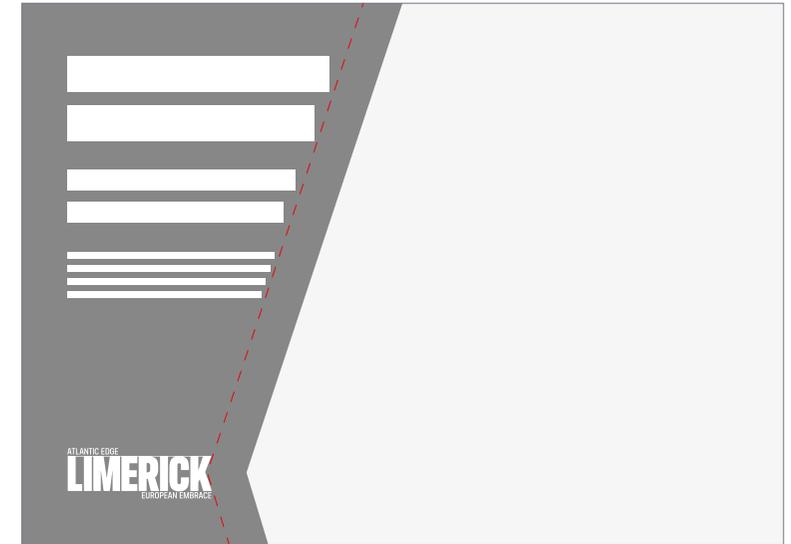
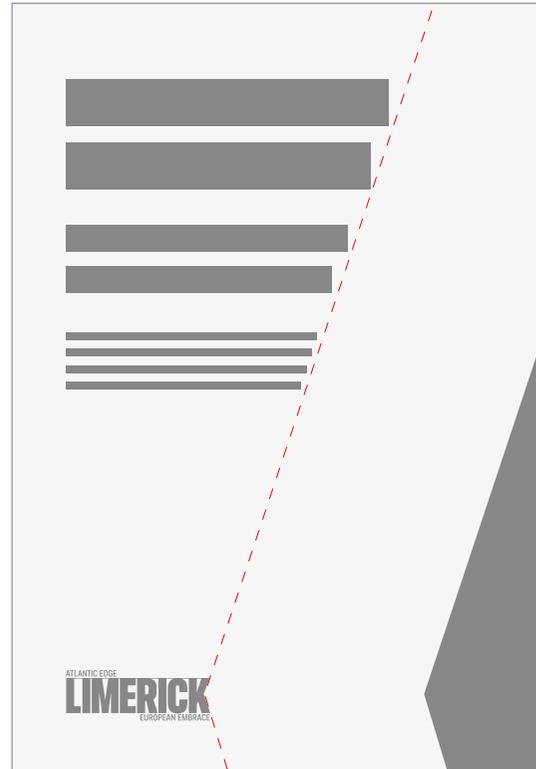
DON'TS



Shapes and frames / Building layouts

The Limerick shape will dictate how the different elements that compose the layout should best be accommodated. Whenever possible, establish connections and relationships between the copy, the logo and the graphic shapes in the layout using the sloping lines originated from our main shape or icon.

These are a couple of examples of how you may do it.



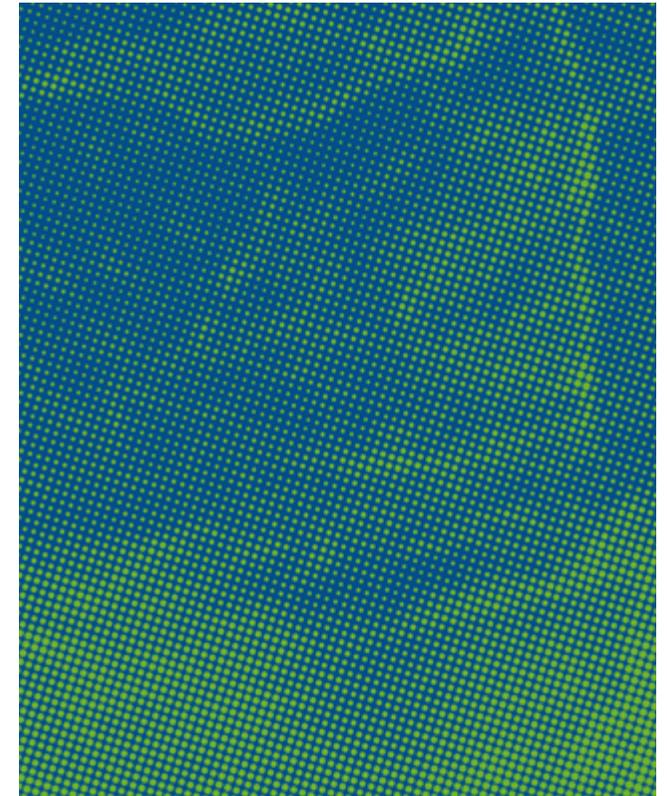
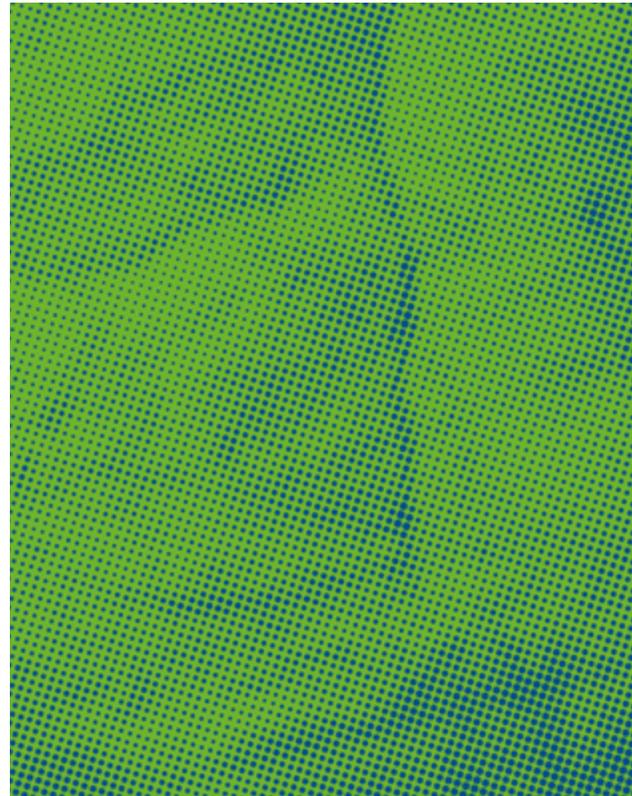
Pattern

We have developed a halftone pattern style as a part of our identity. It's always constituted of our brand colours, which may vary depending on the circumstances. This pattern element can be used sparingly in design as a decorative element to reinforce our brand.

Always make sure this halftone effect doesn't interfere with the legibility of the copy that is placed on it. To achieve this, the opacity of the textured background may be reduced.

How to create a halftone pattern

1. Apply a Colour Halftone effect on Photoshop to the image layer you want to modify. Channel Screen Angles should be set to 108. The Max. Radius may vary depending on the application.
2. Apply a Gradient Map adjustment layer on top of the halftone one, and edit it with our brand colours. These may be a combination of greens and blue, or a single colour transition to white.



Section 6: Photography

Photography style

Photography should seek to capture the beautiful contradictions of Limerick's distinctive character: warm, yet gritty; proud, yet humble; creative, yet driven.

The best images express the two essential elements at the heart of the Limerick brand: Edge and Embrace.

Choose the images that show a different point of view, a quirky side, and exciting angle.



People

Always use imagery that feels natural. Avoid the use of forced poses, people staring directly at camera, or any kind of scene that feels overly staged.

Images that celebrate personality, individuality and that tell a story are most successful.



Places

Limerick is a place with a story around every corner. Our photography of the city and county should seek to reveal, surprise and delight.

Favour light conditions that enhance the beauty of a particular place: avoid flat light in favour of conditions which create contrast and atmosphere such as crisp blue skies, sunset, sunrise, or subtle light.

Use wide angle lenses to cover all the space in big spaces, or use depth of field to narrate a more intimate part of the scene.



Don'ts

Don't use forced poses and expressions.

Don't use overly retouched images.

Don't use photos that lack a story.

Avoid the use of expressions that don't convey a positive or characterful feel.

Avoid pictures where the light is too harsh or contrasted.



Section 7: Applications

Business cards



Social media templates

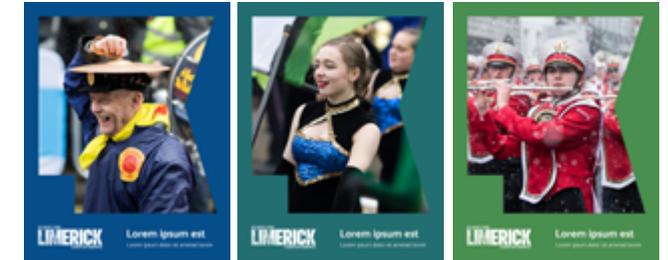
For our social platforms, we should let our images speak for themselves. Making sure the content we share is exciting and appealing must be our priority.

For special occasions when a more branded treatment is needed, we have developed templates using our icon shape, incorporating our logo and copy to describe in more depth a particular image.

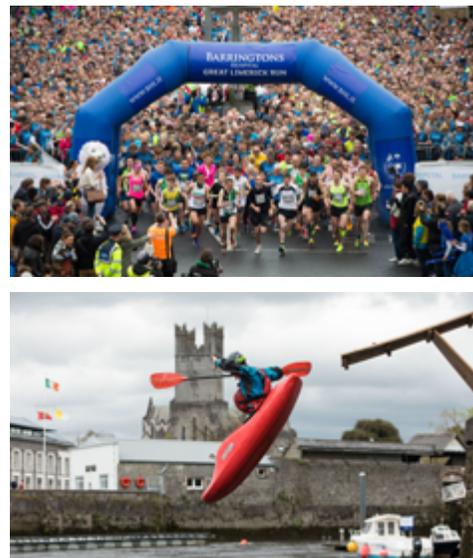
Instagram preferred examples



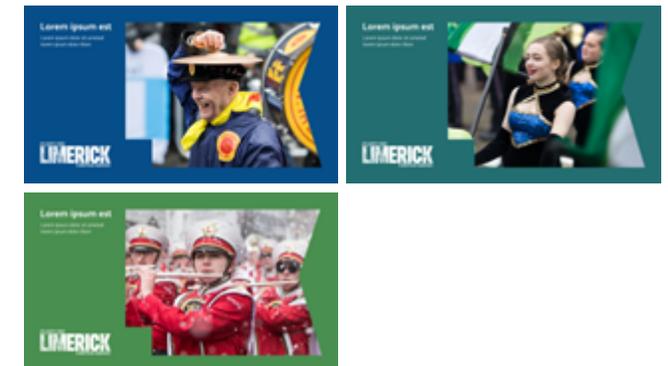
Alternative options



Twitter preferred examples



Alternative options

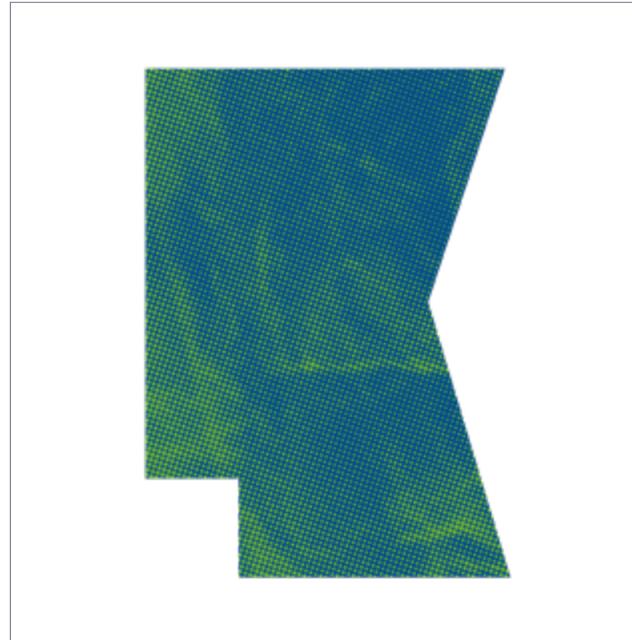


Social media templates / Profile picture

The Limerick Icon is ideal for use in social media profile pictures due to its compact size.

The flexibility of the icon as a frame for imagery and design means that it may be modified to reflect relevant themes, events or moments at the discretion of Limerick City and County Council.

Primary brand icon



Alternative profile icons

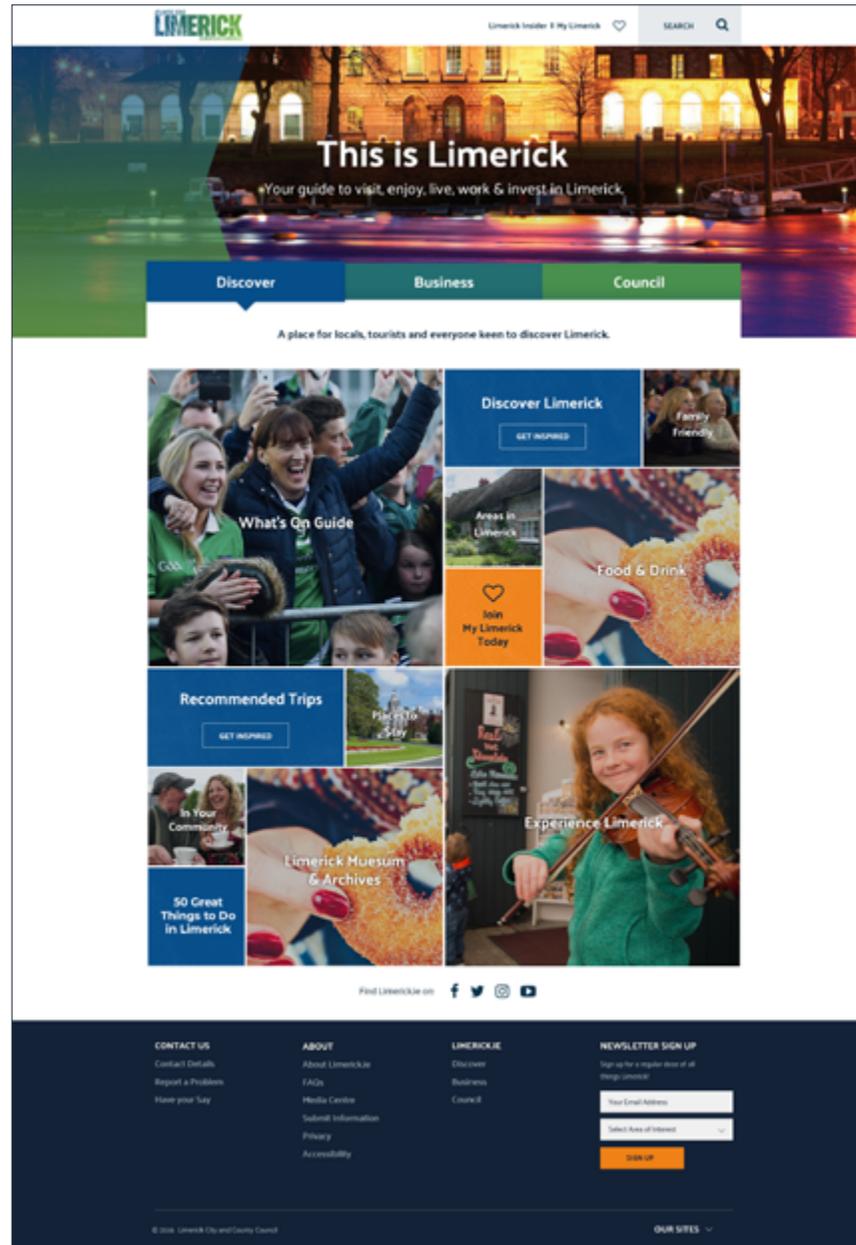


Website

In web applications, Limerick's three primary brand colours have been used to create hierarchy and designate the three pillars of our web presence.

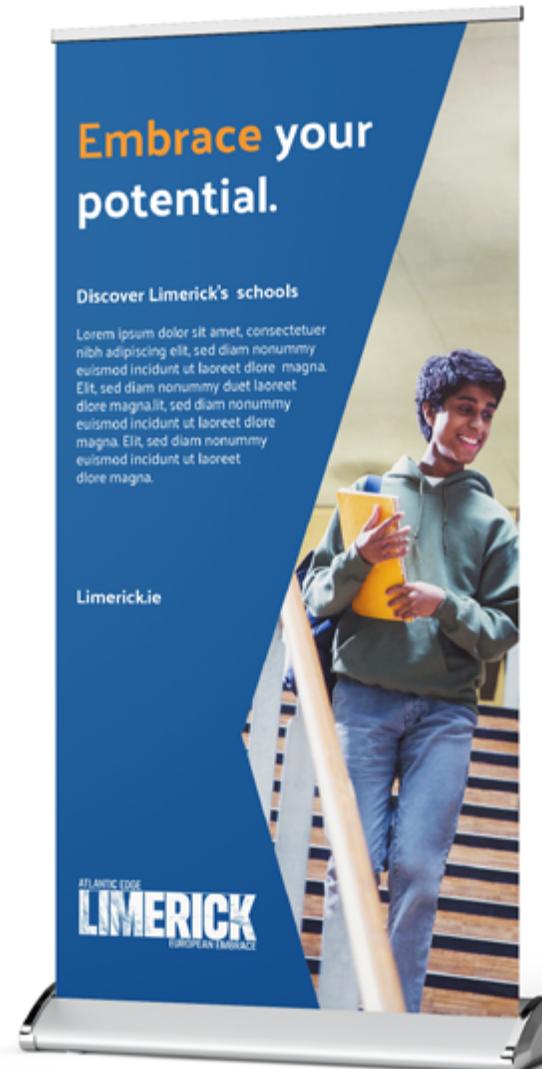
- 'Discover' (Tourism focus) uses Blue
- 'Business' uses Pine Green
- 'Council' uses Green

The creation of new pages within each of these sections should respect the designated colour to ensure consistency and a coherent user journey.



Events

An example of a pull-up banner deployed at events such as Higher Education fairs.



Contact

For any queries please contact:

E: marketing@limerick.ie

T: +353 61 556000

W: www.limerick.ie

Marketing & Communications Department,
Limerick City and County Council,
Merchant's Quay
Limerick V94 EH90