

CORRESPONDENCE

**MEETING OF THE MUNICIPAL DISTRICT OF
ADARE-RATHKEALE**

14TH DECEMBER, 2021

- Email received on 14th November, 2021 from Laura Ryan, Head of Marketing & Communications, Limerick City and County Council, in reply to Councillor Sheehan's proposal for a logo similar to the logo produced for Adare be complied for Askeaton given 2023 will be the 500th anniversary of the Treaty of Askeaton and his request for costing figures for the Adare logo.

From: Ryan, Laura <laura.ryan@limerick.ie>
Sent: Sunday, November 14, 2021 5:33 PM
To: Butler, Karen <karen.butler@limerick.ie>; Coughlan, Sean <sean.coughlan@limerick.ie>
Cc: Harnett, Letitia <letitia.harnett@limerick.ie>; O'Shaughnessy, Aoife <aoife.oshaughnessy@limerick.ie>
Subject: RE: Question Councillor Kevin Sheahan for Municipal District meeting

Hi Karen

Just tying up a few loose ends so replying to this and cc-ing Aoife O'Shaughnessy for any further info. It is a very different beast producing a brand identity for Adare and producing a 'logo' for an event so you can't compare like with like or costs.

A logo:

The logo for the Askeaton event is a once off and essentially a visual identity for a celebration that it a once off thing for Askeaton. I am pretty sure that logo can be created by a graphic designer at a cost that isn't too extortionate, perhaps approx. €1k-€5k. This all depends on the amount of hours that a graphic designer puts into the job.

A brand identity:

This is a much bigger task. This involves creating an identity for a place and involves lots of consultation with the people who represent, live, work and promote a place and involves a deep in-depth analysis into the place to find out its personality and how it should be promoted nationally and internationally. The consultation with Adare has taken approx. 6 months and has been extensive (Aoife O'S can give you more detail if needed)

With the Ryder Cup on the horizon, it is important that we get this right as Limerick and Adare will be promoted on the international stage. This is one of the world's largest sporting events and we are working with one of the best branding agencies in the world to ensure Adare gets the exposure it deserves.

The entire final costs of the process to create a brand identity for Adare are approx. €14k. But as I pointed out earlier, you are not comparing like with like. Asking for a logo for an event is not the same thing.

I hope this clarifies and perhaps ask Aoife for more detail if needs be when preparing a final answer for Cllr Sheahan

Kind Regards

Laura

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