

Linger

Limerick Festival

Food | Heritage | Place



Brand Guidelines



Limerick Festival

Food | Heritage | Place

Linger Festival Limerick - Food | Heritage | Place is a community-focused festival that brings together local people and visitors to celebrate everything that makes Limerick unique. It is a celebration of the city's vibrant food culture, rich history and heritage, and the warmth, hospitality and community spirit that define Limerick.

The visual identity has been carefully crafted to reflect these themes. The strong, angular forms of the 'l' and part of the 'n' reference the structured, grid-like layout of Limerick's streets, while the enclosing 'L' serves as a subtle nod to the city's historic walls.

In contrast, the flowing forms of the remaining letterforms introduce a softer, more organic character. These meandering lines evoke both the course of the River Shannon as it winds through the city and the leisurely pace of visitors exploring Limerick's streets, discovering its hidden gems and enjoying everything the city has to offer.

Integrated within the logotype, the pig silhouette pays homage to Limerick's proud pork and bacon heritage. Once renowned internationally for its bacon industry, the city earned the nickname "**Pigtown**"—a legacy that remains an important part of Limerick's identity and reinforces the festival's celebration of food, heritage and place.



Logo

Our logo is a contemporary visual identity, with it's foundation firmly rooted in the Limerick brand.



Linger Limerick Festival of Food, Heritage and place is an extension of this master brand, designed to complement rather than compete. With its shared design features, our logo feeds into the Limerick story, a playful mix of tradition and modernity, Atlantic and European and Edge and Embrace.



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Logo Variations

Logo colourways include Kelly Green, Pine Green, Blue and White. The Linger Limerick Festival of Food Heritage and Place logo should be reproduced in full, without separating any of the elements. The full-colour logo should be applied to a clean, white background wherever possible.

When using the logo on a dark background, use the white version.

When the colour version is not possible, or for accessibility reasons, the single colour white or black version should be used.

Full colour



One Colour Blue



One Colour - Pine



One Colour - Kelly



One Colour - Black



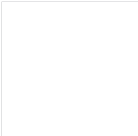
One Colour - White



Logo : Colour Palette

The Linger Limerick Festival of Food, Heritage and Place visual identity incorporates the Brand Limerick colour palette, featuring the brand's Kelly Green and Pine Green in the full colour version.

It should be used in full-colour at all times. When colour application is not possible, single colour (black and white) versions should be used.

		C	M	Y	K	R	G	B	Hex Value	Pantone
	Charcoal To be used for body copy on white backgrounds.	100	83	48	58	19	34	55	132237	5395 CP
	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
	Blue Primary colour. May be used generously for headers and backgrounds.	98	70	18	4	5	78	138	054e8a	7462 C
	Pine Green Primary colour. May be used generously for headers and backgrounds.	82	34	47	24	34	110	113	226e71	18-5121 TCX
	Green Primary colour. May be used generously for headers and backgrounds.	74	22	83	6	73	143	79	498f4f	8704 C
	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
	Orange Accent colour. Used for highlights and to make certain elements standout.	0	58	95	0	239	129	23	ef8117	151 CP

Logo: Clear Space Rule

To ensure maximum impact in all environments and where it appears with other elements, clear space must be maintained on all sides of the logo. Always (in all applications and co-branded materials) respect the minimal margins required.

How to ensure we have the right margins?

1. Measure the area of the “Pig Width”
2. Use the measure of the height of “width of the pig in the ‘G’” as the margin on the left, right, top and bottom edges of the full logo.



Logo: Partner Lock-ups

When using the Linger Limerick Festival of Food Heritage and Place logo in conjunction with other logos, please ensure that it has the same prominence, and is sized appropriately to match the shape and size of other logos displayed.

Where Linger Limerick Festival of Food Heritage and Place is the lead partner or sponsor of an event etc., it should appear at the start of the line-up. The Linger Limerick Festival of Food Heritage and Place logo must never be rendered smaller than any other logo being displayed in the same visual area.

When using the Linger Limerick Festival of Food Heritage and Place logo in combination with other logos, please always respect the surrounding margin and spacing.

The “Pig” spacing rule applies where the minimum distance from the logo is equal to the “Pig” width in the logo.



Minimum Print Size & Margin

To maintain the integrity of the the logo a minimum print size has been set.

When printing the 'Linger' logo, it should be no smaller than 13mm in height.



When placing the 'Linger' logo on an image ensure the minimum distance from the edge of the image is at least the size of the "Pig".

This spacing is to be observed in both print and digital applications.



Logo: Don'ts

These are common mistakes to avoid when using the Linger Limerick Festival of Food Heritage and Place logo. Always use the artwork provided and never attempt to recreate the logo.

1. Do not try to recreate the Linger Limerick Festival of Food Heritage and Place logo. Always use supplied artwork.
2. Always respect the clear space rule – 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 reorientate.
7. Never contain the logotype within a shape.
8. Do not distort in any way.
9. Do not put the full colour logo against detailed, colour or complicated backgrounds.



Typography

The Linger Limerick Festival of Food Heritage and Place Visual Identity incorporates the Limerick Edge/Embrace brand typographic style.

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

FS Industrie is the special font within the Limerick Edge/Embrace Brand. It is used for impactful, more creative visuals and pieces of communication. It should be used sparingly in headers and short headlines.

Standard 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

Background textures

The Linger Limerick Festival of Food Heritage and Place Visual Identity incorporates a set of complimentary background textures. With the exception of the White and Kelly Green version, all textures should be used with the One Colour White logo. The White and Kelly Green version should be used with the Full colour version on the label frame. See Below.



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& Contae **Luimnigh**

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