

*Visit
Dublin*
G E O R G I A

Visit Dublin

BRAND GUIDELINES



Primary logo

The Visit Dublin logo is an integral part of our overall brand identity, serving as a gateway to bring our community into the public eye. We consciously kept the Visit Dublin brand closely attached to the community brand to emphasize our pride in who we are and our desire to warmly welcome visitors into our vibrant community. The Visit brand serves as a reflection of our commitment to showcasing the best of Dublin and creating an inclusive experience for all.

The secondary typeface used in the Visit Dublin logo is the main Dublin family font, which is widely recognized and utilized on street signage and beyond throughout the city. By incorporating this font, we establish a visual connection that reinforces the cohesive brand presence, ensuring that the Visit Dublin logo harmonizes seamlessly with the overall Dublin brand. This consistency enables us to effectively communicate our welcoming spirit and provide a memorable and unified experience for visitors as they explore all that Dublin has to offer.

The logo is a thoughtful design using custom type treatment and should never be altered from the original.

Building a brand's identity relies heavily on maintaining a consistent image. Therefore, we strongly recommend utilizing the full-color version of the Visit Dublin GA logo whenever feasible. However, we understand that certain circumstances may require the use of alternative logo versions. In such cases, we have provided below a selection of alternate logo versions to ensure that the brand remains recognizable and cohesive across various applications.

BLACK AND WHITE LOGO

When printing in black & white, in applications such as news print or fax sheets, only the approved logo should be used.



REVERSED LOGO

A reversed version should only be used on dark, solid backgrounds and approved imagery.





Logotype

The logo is a thoughtful design using custom type treatment and should never be altered from the original. Sometimes for tourism applications, it will make sense to remove the word 'Visit'. This logo version should be used for those applications.

Building a brand's identity relies heavily on maintaining a consistent image. Therefore, we strongly recommend utilizing the full-color version of the Dublin logo whenever feasible. However, we understand that certain circumstances may require the use of alternative logo versions. In such cases, we have provided below a selection of alternate logo versions to ensure that the brand remains recognizable and cohesive across various applications.

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REVERSED

A reversed version should only be used on dark, solid backgrounds and approved imagery.



Clear Space and Sizing

Whenever the Visit Dublin logos are shown, they should be clear and visible.

CLEAR SPACE

To ensure visibility and prevalence, a minimum amount of space around the logos should remain clear of text, symbols, other logos and graphics.

The clear space specifications are proportionate to the size of the logo and should match the x-height of the G in GEORGIA.



SIZING

To guarantee optimal readability, there are certain limitations to the size in which the Visit Dublin logos should be displayed. When printed, the Visit Dublin logos should never be shown smaller than 1 inch wide.



Typography

Headlines - Concourse 3 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Headlines (Web Application Alternative) - Jost SemiBold

In some cases on web-based applications (for example, Google Docs, Google Slides, etc.), the headline font, Concourse, cannot be used. In these cases the Google font, Jost SemiBold, should be used instead.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Subheads - Roboto Slab Font Family (All caps, kerned 100pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Body Copy - Barlow Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Special Callouts (Used Sparingly) - Alkaline Bold

Alkaline Bold should only be used on desktop applications where the custom font can be uploaded to the computer system. It should be avoided on all other platforms, unless custom coded onto a website by a web developer.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Font Hierarchy

It is important to see how font size, color and weight can work together to create a hierarchy of information within a document. Below is an example of how to use the brand fonts when formatting copy.

Large Headlines in Concourse 3 Bold

SUBHEADS IN ROBOTO SLAB FONT FAMILY, ALL CAPS, KERNED 100PT

Body copy in Barlow Font Family. Elit natu laoreet. Mauris venio saluto macto aliquip dolus eros nibh lobortis capto dolor natu aliquam. Feugiat vel, rusticus, abico paratus exerci quae dolus nutus utinam. Oppeto, odio sit populus ibidem persto ea augue abigo reprobato gravis singularis nulla.

Special callouts in Alkaline Bold

Elit natu laoreet. Mauris venio saluto macto aliquip dolus eros nibh lobortis capto dolor natu aliquam. Feugiat vel, rusticus, abico paratus exerci quae dolus nutus utinam. Oppeto, odio sit populus ibidem persto ea augue abigo reprobato gravis singularis nulla.

USAGE

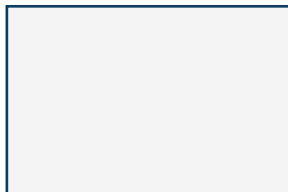
It is strongly suggested that the brand fonts are used in all communications/wherever possible.

Colors

PRIMARY COLORS:



Dublin Blue
 PMS 302 C
 C 100 • M 77 • Y 37 • K 30
 R 13 • G 59 • B 96
 HEX 0d3b60



Dublin White
 PMS P 179-1 C
 C 3 • M 2 • Y 2 • K 0
 R 244 • G 244 • B 244
 HEX f4f4f4

SUPPORTING COLORS:



Dark Green
 PMS 350 C
 C 76 • M 44 • Y 93 • K 44
 R 63 • G 80 • B 48
 HEX 3f5030



Medium Green
 PMS 5615 C
 C 68 • M 36 • Y 73 • K 19
 R 96 • G 117 • B 88
 HEX 607558

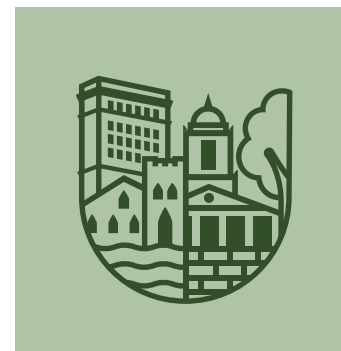


Light Green
 PMS 5645 C
 C 33 • M 13 • Y 38 • K 0
 R 179 • G 193 • B 167
 HEX b3c1a7



Light Blue
 PMS 5435 C
 C 44 • M 23 • Y 20 • K 0
 R 153 • G 171 • B 185
 HEX 99abb9

Logomark



Brand Voice

INVITING

The brand voice for the Visit Dublin logo should exude a warm and inviting tone, welcoming visitors to explore and experience all that Dublin has to offer.

ENTHUSIASTIC

The voice should be enthusiastic and passionate, showcasing a genuine excitement for the unique attractions, events, and experiences available in Dublin.

INFORMATIVE

The brand voice should provide helpful and informative content, guiding visitors with useful information about accommodations, dining options, activities, and local tips.

AUTHENTIC

The voice should convey an authentic and genuine representation of Dublin, highlighting the local culture, landmarks, and hidden gems that make the city special.

ENGAGING

The brand voice should engage and captivate the audience, compelling them to plan their visit, discover new places, and immerse themselves in the Dublin experience.

FRIENDLY

The voice should reflect the friendly and approachable nature of Dublin's community, creating a sense of connection and hospitality.

Vibrant: The brand voice should convey the vibrant energy and lively atmosphere of Dublin, showcasing the city's dynamic events, festivals, and entertainment offerings.

INSPIRING

The voice should inspire visitors to create lasting memories and unique experiences in Dublin, igniting a sense of adventure and curiosity.

TRUSTWORTHY

The brand voice should instill confidence and trust in visitors, providing accurate and reliable information to ensure a seamless and enjoyable visit to Dublin.