A guide to the new brand for Fermanagh Lakelands

Version 1.0
There’s a lot going on in the Fermanagh Lakelands.

Our waterways and landscape provide a stunning backdrop for diverse experiences, historical landmarks and state-of-the-art activity centres. We have established crafts and traditions, but we’re fast emerging as a destination you should do business in.

We’ve created a brand which celebrates this diversity. A statement of our confidence and pride in this place, and a foundation for how we show it off to our visitors – our customer. It’s a framework for all our communications; flexible enough to talk appropriately to different people, but strong enough for Fermanagh Lakelands to stand recognisable as a unique destination in Northern Ireland.

This guide takes you through our thinking for the brand and its core elements. We hope you enjoy bringing it to life.
Our new brand – Fermanagh Lakelands

There are lots of different elements that come together to make up a brand.

In creating a brand for Fermanagh Lakelands, we've thought carefully about each of them. The name, the logo itself, the web address, the typeface, the colours, the use of the imagery, the type of photography, and even the style of writing used.

How should I use this guide?

This guide will outline each element and how we recommend they are used to create the best end product. Depending on what you want to produce, you might be able to use just some of the elements, or all of them.

But it is just a guide. It couldn't possibly cover every design or advertising requirement, but we hope that it gives enough information on the look and feel of the Fermanagh Lakelands brand to give consistency across any collateral you might need to produce.
The logo family

There’s a lot going on in the Fermanagh Lakelands. It’s a beautifully distinctive and constantly evolving place.

To communicate all it has to offer, we’ve developed a family of logos based around the name ‘Fermanagh Lakelands’ and its most famous asset – water.

The name change represents what the area is and has to offer, as well as how people actually refer to it.

We’ve brought personality to Fermanagh’s famous water by introducing the ripple element to the logo. It might be a drop on calm water, a wakeboarder creating waves, or kids splashing. These ripples give life to the water, and create patterns with the style, diversity and fluidity you’d expect from the place itself.

The logo family is based around the hero logo. It’s the one to be used when referring to everything the Fermanagh Lakelands has to offer.

To support the hero and to allow flexibility, we’ve also developed logos for our 6 main product areas: Business Tourism, Shopping, Outdoors/Activities, Great Days Out, Events and Short Breaks.

Each area has its own water pattern, explanatory strapline and colour. These shouldn’t be changed as they’ve been developed to reflect the product in question.

Only one logo should be used at a time on any collateral produced, and if in doubt, use the hero.
**Special edition logos**

Throughout the year we run or endorse annual events, one-off festivals or other programmes. Our logo can be adapted to incorporate these pairings if we feel it’s necessary and appropriate.

These special edition logos should be based on either the product area the event, festival or programme falls within, or if in doubt, should be based on the hero logo.

They are to show support and therefore should only be used on collateral associated with the event, festival or programme, so as not to confuse the consumer.

When creating a special edition logo, the typeface and typesize shouldn’t be changed from the master digital files. We’ve proportioned the tagline to be clearly visible, but not to overpower the ‘Fermanagh Lakelands’ name – after all, it’s still our logo.
**Logo variants**

The logo has been designed to look best when it can be seen full colour, on a white or light background. But due to size, context, print techniques or other constraints, it might not always be possible to produce in that way.

It's important that when the logo is applied to any collateral that the name, Fermanagh Lakelands, is clear to read.

We've shown some examples of variants with good contrast here, but it's important that there is a common sense approach when applying a logo.

All logos can be used as semi reversals (where the ‘Fermanagh Lakelands’, or water & strapline become white).

The hero logo can be reproduced as a one colour logo using any of the brand colours (p.9).

If a product logo has to be one colour, then it should be the product area colour (p.9).

All logos can also be used as one colour black or white out reversal.
Logo do's and don’ts

We’ve been through the logo family, special edition logos and variants.

The do’s and don’ts here apply to all of them, but aren’t an exclusive list. Which ever logo you need to use should be always be taken from the original digital logo artwork files, and not altered in any way.

**Do...**

- Give it some space, at least the “F” height on all sides.
- It can be small, but not too small - never any smaller than 20mm wide.
- Make sure that there’s enough contrast between the logo and its background. You can read the logo clearly on this photographic background.

**But don’t...**

- Don’t stretch or squish or skew the logo - it looks very strange.
- Don’t remove the water from the logo. The pattern makes it distinctive.
- Make sure that there’s enough contrast between the logo and its background. You can’t read the logo clearly on these black or photographic backgrounds.

Don’t try and recreate the logo with other typefaces.
The web address

To reinforce the name change in the logo, we’ve brought it into the web address as well.

Our online activity is more important than ever.

As well as continuing to allow us to reach a worldwide audience, it can also tell us a lot about them. We can easily see where our online visitors are from, what they’re looking at, when they are most likely to visit, where they’re going to and lots more.

It’s a great measure of any promotions, advertising or other activity we do, and how successful it’s been in getting people to find out more online.

Which makes the web address a really important part of the brand. It should appear on everything we produce in order to give it the most exposure possible.

The web address should always be written as fermanaghlakelands.com - prefixing it with www. isn’t required.
A new typeface

Our brand typeface is called Northern Ireland, and is a new bespoke typeface commissioned by the Northern Ireland Tourist Board, as part of Northern Ireland Tourism’s visual identity.

Using this new typeface allows Fermanagh Lakelands’ individuality and distinction to shine, while still clearly anchoring it within the work being done to develop tourism in Northern Ireland.

Using the typeface

The typeface comes in three weights: Northern Ireland Headline, Bold and Regular.

In general, Headline should be used for headline text and anything that you want to stand out. It shouldn’t be used for long sections of copy.

Bold should be used for sub-headings or to highlight words within body copy.

Regular should be used when there is lots of body copy.

There’s no maximum size for type, but it shouldn’t be any smaller than 8pt.

These are just some examples – the most important thing is that the text is clear to read.

Northern Ireland is available in Open type and True type formats for Mac and PC, and can be supplied on request from Fermanagh Lakelands.

Fresh. Playful. Proud.

Northern Ireland Headline

abcdefghijklmnopqrstuvwxyz

Northern Ireland Bold

abcdefghijklmnopqrstuvwxyz

Northern Ireland Regular

abcdefghijklmnopqrstuvwxyz
We’ve developed a core colour palette for Fermanagh Lakelands. It’s varied enough to be flexible, but it’s small enough to create consistency.

All the colours in the palette have been used in the logo family. The hero logo and generic collateral can use any of the brand colours.

If a piece of collateral is needed for one of the product areas, then it should use the corresponding colour.

There’s also a contrast colour, and a base colour – dark brown and soft white. These are intended to be used as an alternative to black and white where appropriate. They complement and contrast with the rest of the palette, and have a soft, sophisticated feel.
Imagery - the water pattern

Water is a hugely important feature of Fermanagh Lakelands - we’re famous for it! So in creating our new brand, we wanted it to come through in everything we produced. We changed the name, the web address and created a flexible family of logos each with a unique water element representing the style, diversity and fluidity you’d expect from the place itself.

This water element of the logo is another distinctive visual element to our brand, and should be used where possible in any collateral we produce. It can be used with or without photography, as lines or as solid shapes. While it’s a decorative element, we’ve designed it primarily to be a hardworking and useful part of the brand.

Using the water pattern -

In each case, the water patterns and colours used should correspond to the logo it’s been used alongside, (the shopping pattern and colours with the shopping logo for example).

They should be taken from the original artwork files and while the colours can change according to the application, the line weights and shapes shouldn’t be altered.

The lines should always bleed off the edge of the page – you should never see the ends of the lines, or the whole of the shape.

For reference, we’ve included some examples of how and where the water pattern can be used - with or without photography, as lines or as solid shapes.

Without photography: sample generic document folders & product area (business) advertisement

In situations where photography isn’t appropriate or isn’t available, the water pattern can be used as a strong illustrative element to give distinction to both design and advertising collateral.

With photography: sample advertising

When using photography, the image will usually determine how the pattern is used. The photography used in the two examples on the left have clear space for copy to sit comfortably, and the pattern is used playfully as a decorative element. The photography used in the two examples on the right has no natural area for copy – the water pattern can create space with block colour.
Photography

A picture can paint a thousand words and we want them to be the right ones. Any photography used should be true to our brand and show Fermanagh Lakelands as a beautifully distinctive and constantly evolving place.

People make the place, and where possible photography should feature people engaging in activities and with the landscape. Consumers will relate much quicker to images which look natural and spontaneous, so people and subjects featured should not looked posed or forced.

Any photography commissioned should bear this in mind and be taken in conditions showing Fermanagh Lakelands at its best. Special events should be documented to build a wide ranging bank of images for future use.
The language or style of writing we use is as important as any other element of our brand. It’s how we talk to our consumers and our visitors.

It needs to be appropriate for the context – think about who is going to read it. It should be conversational and engaging. It should be clearly understood – simple and to the point, avoiding overblown and flowery descriptions. Use words to paint a picture for the consumer – give them reasons to visit Fermanagh Lakelands.

These are just some pointers to keep in mind when writing, and we’ve included a sample paragraph to illustrate the brand’s tone.

**Mystery. Excitement. Adventure.**

**Make a break for the Fermanagh Lakelands and you’ll get much more than breathtaking scenery.**

**Make a splash with canoeing and windsurfing.**
**Play one of the best golf courses in the country.**
**Or simply do nothing at all at Blaney Spa & Yoga Centre.**

**Whatever you’re into, we’ve got it all.**
**And it’s all right here on your doorstep.**
So how do things actually look?

We've looked at each of the brand elements from page 2 in detail - the logo, web address, typeface, colours, imagery, photography and language. Bringing the brand to life means taking these bits and applying them across any collateral we produce.

Ask questions

The logo should be present in all collateral, but there are endless possible applications, and not every brand element will be appropriate in every one. No matter what the job, asking some questions should guide the messaging and the eventual look.

Consider the audience for anything you do – are they consumer or industry? Are they interested in luxury spas or thrills on the lakes? Are they regular visitors for shopping but not for short breaks?

Consider the context – where will they see this? At a holiday fair, in a shopping centre or in a newspaper? Does it have time to get a story across or need quickly understood information?

Consider the lifespan – is it event specific, an annual guidebook, or a document folder to be used over the next few years?

What are the practicalities? Does it need to be produced weekly in-house or can it be professionally printed? Are there production limitations – size, shape, one-colour or mono print?

These are just some pointers, and over the following pages we've taken a few examples to illustrate how the brand elements should be used.

Sample annual events and accommodation guides

Brand elements used: logo, web address, typeface, colours, imagery, photography and language.

Description: These are annual publications, professionally printed, aimed at all consumers, given out in all sorts of places. The logo and web address are clear, headline and regular versions of typeface are used, brand colours and water pattern imagery are used appropriately for the photography. The photography used is engaging and has broad audience appeal. It features people, the right context and isn't time specific. The language is playful, but descriptive and to the point.
So how do things actually look?

Sample generic advertising

**Brand elements used:** logo, web address, typeface, colours, imagery, photography and language.

**Description:** Used to promote awareness of Fermanagh Lakelands to a wide range of audiences.

The logo and web address are clear, headline and regular versions of typeface are used, brand colours and water pattern imagery are used appropriately for the photography. The photography used features people enjoying the landscape at its best and isn’t time specific. The headline language is engaging and conversational.
So how do things actually look?

Sample product area advertising – shopping and great days out

Brand elements used: logo, web address, typeface, colours, imagery, photography and language.

Description: Promoting a specific product to consumers motivated by those activities, but who may not have considered Fermanagh Lakelands as a destination.

The logo and web address are clear, headline and regular versions of typeface are used, brand colours and water pattern imagery are used appropriately for the photography. The photography features people engaging in craft and cooking rather than the landscape to reinforce the message. The headline language is playful but engaging.
So how do things actually look?

Sample product area advertising – business

**Brand elements used:** logo, web address, typeface, colours, imagery and language.

**Description:** Promoting a specific product to consumers motivated by those activities, but who may not have considered Fermanagh Lakelands as a destination.

The logo and web address are clear, headline and regular versions of typeface are used, brand colours and water pattern imagery are used appropriately for this audience. The headline language is playful but engaging.
So how do things actually look?

Sample document folders

Brand elements used: logo, web address, colours and imagery.

Description: Folders may be printed less frequently, and used to house a variety of different collateral. Keeping them free of photography or language means that they have the widest usage possible, and won't go out of date. The logo and web address are clear, brand colours and water pattern imagery are used appropriately.
So how do things actually look?

Sample itinerary templates

**Brand elements used:** logo, web address, typeface and colour.

**Description:** Templates which can be adapted for different uses. Keeping them free of background imagery and photography takes into account the limitations of software such as Microsoft Word and means that they can easily be edited in-house. The logo and web address are clear, while typeface and brand colours give them distinction.
Brand Elements Artwork Files

We’ve compiled a DVD containing the digital artwork for Fermanagh Lakelands brand elements, and outlined the contents here.

The elements of the brand must always be reproduced from these master artworks - this will ensure that it is reproduced consistently.

If you have any questions about the files or their use, just contact one of the Fermanagh Lakelands marketing team on +44(0) 28 66 346736, or by emailing info@fermanaghlakelands.com.

Master Artwork Files

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