

Our Brand



DONEGAL

IT'S IN OUR DNA



**Diverse
Natural
Authentic**

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About the Brand



Brand Proposition

Donegal's DNA is integral to Ireland and our success.

We embody all that is great about our island.

We are steeped in Irish history, heritage and genealogy.

We preserve our cultural inheritance through our thriving.

Our awe-inspiring landscapes and golden beaches are the building blocks for relaxation and creativity and unique experiences.

We are welcoming and inclusive. A Céad Míle Fáilte for all.

Brand Proposition

We are WAW and WWW and we seamlessly combine turf, tech and talent. Our DNA connects our past and our future. Donegal is progressive and ambitious.

We've invested heavily in our digital connectivity and our natural ability to evolve and adapt underpins our economic transformation. We're home to leading multinational companies and a flourishing innovative enterprise base.

Our communities are thriving and vibrant hubs that are Diverse, Natural and Authentic. Whether you want to Invest, Work, Study, Live or Explore Donegal, we can deliver.

It's in our name and it's in our DNA.



Brand Drivers

Ireland’s DNA is the brand driver for international audiences and should be used for Investment and Tourism promotion.

It’s in our DNA is the brand driver for domestic audiences and should be used for Live and Work promotion. Study can use either depending on the nature of the campaign as it can cohes both local and international markets.

The DNA positioning cannot be replicated by another County as the letters are unique to Donegal, as DNA is unique. It connects Donegal to Ireland - and positions Donegal as the platform for all that is great about Ireland.

INTERNATIONAL BRAND DRIVER

Ireland’s DNA

DOMESTIC BRAND DRIVER

It’s in our DNA

Brand Pyramid



Tone of Voice

Our tone of voice is an expression of our brand personality. We express our brand every time we communicate with people; whether we're talking to them directly, sending them direct marketing or interacting with them online. Our overall personality must be reflected in our overall tone of voice, passionate, bold, energetic and confident.

Authentic
Natural
Energetic
Friendly
Diverse
Progressive
Ambitious

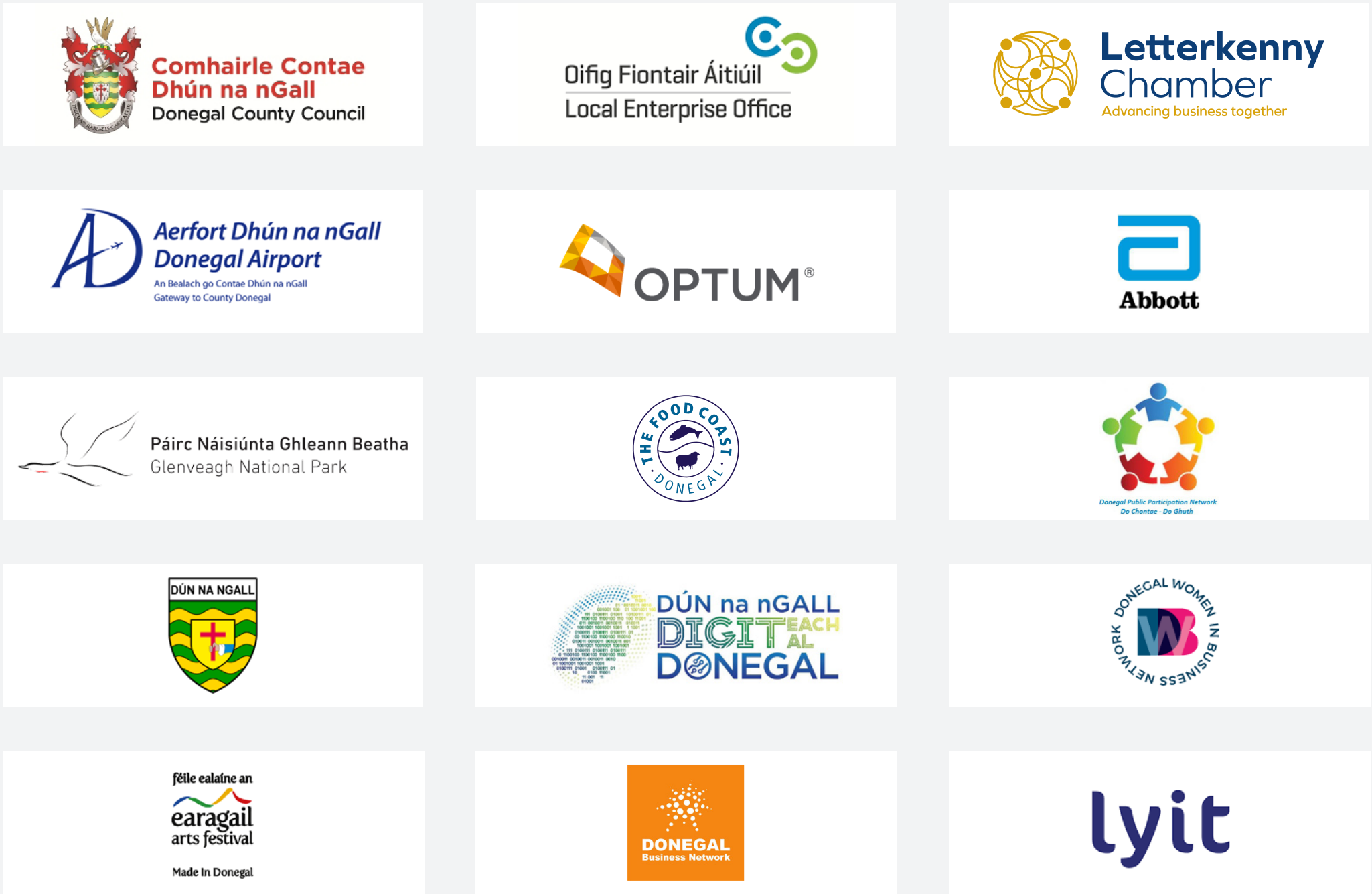
Brand Architecture

The Donegal Place Brand is an overarching brand that can tell of Donegal from one position. It has been developed to support and compliment existing stakeholder and partner brands and will help to promote the region under one unified voice through many different channels. The key pillars on which the brand is based will continue to engage with audiences through their own brands, however they can introduce the Place Brand to work in conjunction with these.

It is envisaged that the Donegal Brand Mark when use with other brands will primarily be used as a co-brand. Where possible the Donegal brand mark should be equally proportionate to the adjacent brand.

Other branding guidance in relation to colours, minimum size etc, should still apply when being used in a co-branding context.

All partners and stakeholders are encouraged to adopt and use the brand. The more we use it the better.



Using the Logo

Co-Branding

Businesses and partner organisations may use the Donegal brandmark as endorsement. The brandmark should appear prominently on all collateral either in full colour or white, depending on the application. In these instances the rule of clear space should be observed. Attention should also be paid to brand architecture.

For examples on co-branding see page 39.



Logos and Use



Our Logo

The Donegal brandmark is a bold and confident statement of we are and reflect our ambitions locally and internationally. The brandmark is a key brand asset and central to our brand identity.

Our logo is a visual representation of our brand, our values and ethos. To ensure consistency, the logo needs to be protected through correct use and application as outlined in these guidelines.

The Donegal logo is made up of two elements, a finger print icon that embodies our DNA and a logotype of the word Donegal. This is our logo and should always be used in the presented lockup.

The primary brand mark is supported with the international strapline, **Ireland's DNA.**



Our Logo

Domestic Brandmark

For local and inward facing communications, we use the domestic brand mark supported with the strapline, **It's in our DNA**.

Donegal's DNA is shared and creates a sense of belonging and connectedness for all our residents.

This brand driver creates a sense of empowerment - we can achieve it, and we are succeeding as "**It's in our DNA**".

Its an inclusive message for Donegal's diaspora and also inspires pride in our County.



Our Logo

Irish Language Brandmark

An Irish language version of the logo is available to use, especially when communicating to Irish speakers.

The Irish language version will be used as the primary version throughout the Gaeltacht region. The Irish version should also be used alongside the English version where possible at events and in marketing campaigns where there is scope to showcase multiple logo versions. e.g. if place brand banners are used in communities and towns, both versions could be deployed.



DÚN NA nGALL

TÁ SÉ IN ÁR DNA

Logo Variations

For maximum recognition and consistency, our logo should appear in our primary brand colours on a white background. A secondary version of the logo is available to use on a dark blue background. This logo can also be used against a dark background or image. Please ensure the contrast between the background and the logo is sufficient, so legibility is not affected.

A monochrome version or grayscale version of the logo should be used in cases when the colour logo cannot be used or for accessibility reasons.



Using the Logo

Clear Space

In order for the logo to stand out and communicate effectively, a minimum amount of clear space is required free from any other graphical or typographic elements. The clear space is defined by the height of the ‘D’ element of the word ‘Donegal’.

Minimum Size

To ensure legibility, the logo should not be used smaller than 25mm wide for printed materials.



CLEAR SPACE



MINIMUM SIZE

Using the Logo

Landscape version (Strapline)

In some instances, due to space constraints, for example website and mobile applications, where the primary logo cannot be used, the landscape version of the logo can be used.

The landscape logo is available with or without strapline.



Using the Logo

Landscape version (No Strapline)

Use this version of the logo where space is limited, or the strapline will be too small to reproduce, the landscape logo can be used without the strapline.



Tourism

A number of logo lockup variations have been approved for tourism use. These lockups are interchangeable and includes the Irish language version for use where appropriate.



Icon

The icon can be used as a stand alone device where space and size is limited. This is particular useful for social media presence or merchandise where the full logo cannot be used.



Incorrect Use

The logo should always be used in the lockup and files provided, and should never be modified or altered in any way. Examples of incorrect use of the logo include:

- Colour other than brand colours
- Used within a device
- Skewed or rotated in any way
- Using a different font
- Not enough contrast between logo and background

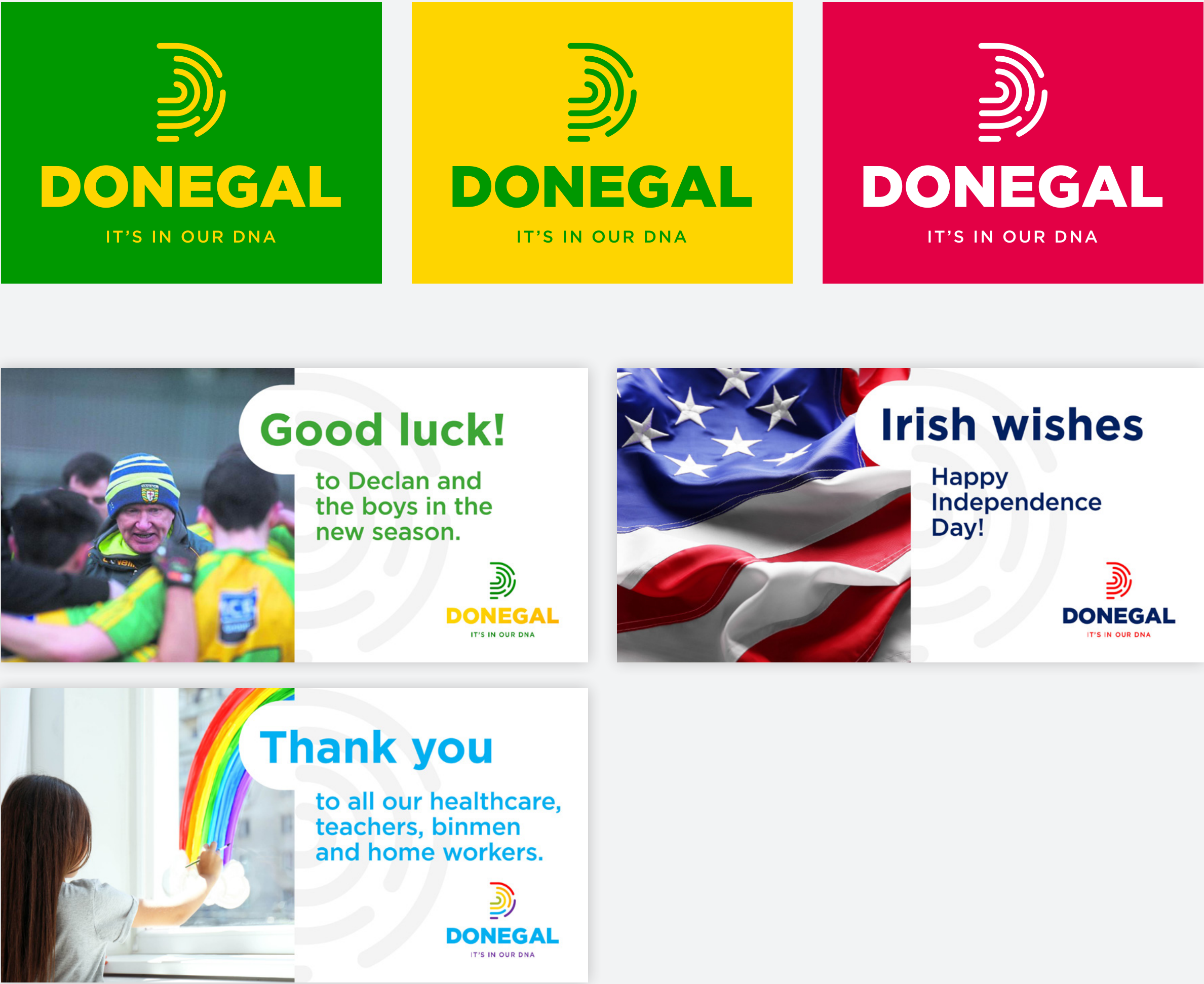
The general principles of clarity and legibility should apply at all times.



Special Use

In exceptional circumstances the logo colour can be adapted to work alongside county, festival or specific campaign colours. All other guidance still need to be adhered to, minimum size, legibility, clear space, etc.

This is reserved for special use only and needs approval from our brand custodian.



Typography



Brand Typography

Our chosen typeface is essential in expressing our character and tone of voice in a consistent way across all of our communications.

Our primary and brand typeface is Gotham Black. It is a bold, confident, clean, modern font and is highly legible used big and small.

The main font is supported by Gotham Medium and Gotham Book. Use the headline font impactful creative communications such as advertising or posters.

HEADLINE TEXT: GOTHAM BLACK

This is a headline

SUB HEADLINE TEXT: GOTHAM MEDIUM

Duis aute irure dolor in reprehenderit in
voluptate velit esse cillum dolore eu fugiati
nulla est pariatur sint occaecat cupidatat.

BODY TEXT: GOTHAM BOOK

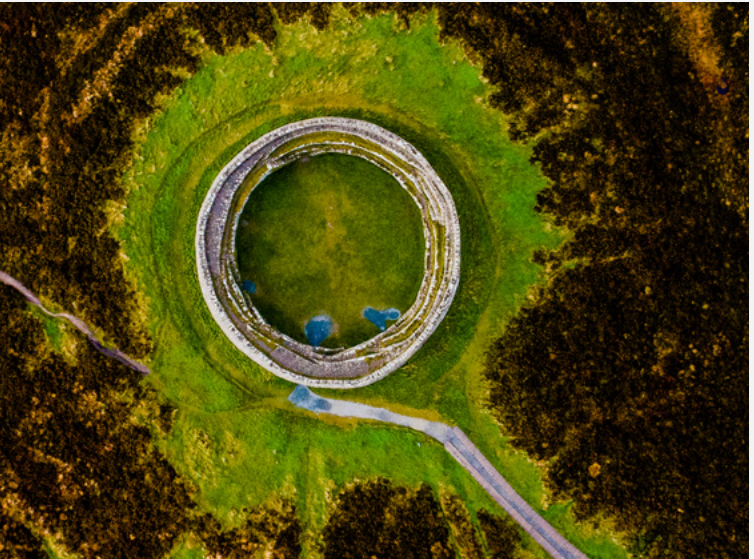
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aute reprehenderit.

Brand Colours



Colour Palette

Our colour palette has been created to reflect rugged and natural landscape and the ever changing skies of the county. The primary colours are made up a deep blue and an earthy green bringing together the land, sea and sky. These are supported by a secondary and neutral palette that reflects the counties beaches, heritage and grasslands.



Bunbeg Blue

Pantone 3035 C
CMYK: 95 65 45 35
RGB: 9 62 82
HTML: 093e52



Ballymastocker Blue

Pantone 5555 C
CMYK: 62 24 47 21
RGB: 92 127 113
HTML: 5C7F71



Lady’s Rock Black

Pantone Black 3 C
CMYK: 74 52 71 90
RGB: 33 39 33
HTML: 212721



Slieve League Grey

Pantone 416 C
CMYK: 45 35 43 18
RGB: 126 127 116
HTML: 7E7F74



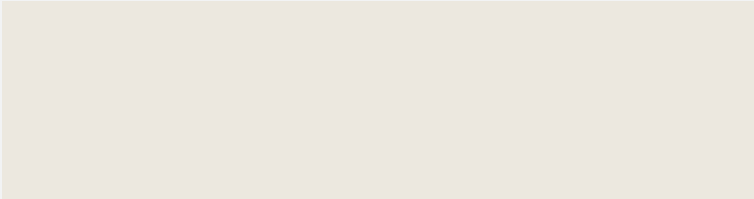
Glenveagh Green

Pantone 5763 C
CMYK: 41 23 69 31
RGB: 115 123 76
HTML: 737B4C



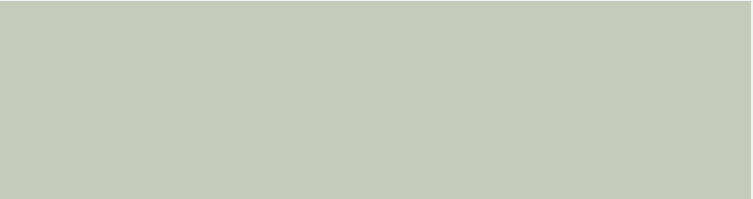
An Grainan Green

Pantone 370 C
CMYK: 49 0 100 30
RGB: 101 141 27
HTML: 658D1B



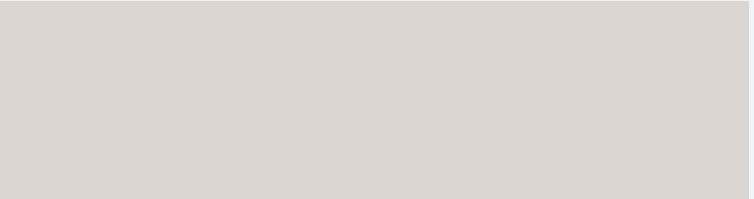
Fanad White

Pantone Warm Gray 1 C
CMYK: 10 10 11 0
RGB: 215 210 203
HTML: D7D2CB



Muckish Green

Pantone 5665 C
CMYK: 24 11 19 0
RGB: 186 197 185
HTML: BAC5B9



Rougey Grey

Pantone 434 C
CMYK: 24 11 19 0
RGB: 186 197 185
HTML: BAC5B9

Photography



Using Images

All images used should be true to the brand of Donegal and reflect the brand essence and values and the language of the brand.

The above should be reflected in the photography used on any materials. Images may be a mix of macro, micro, portraits and activities reflecting the lush landscape and seascapes, towns, villages, events and culture of the people in Donegal, residents and visitors alike. All identifiable images must be taken in Donegal.

**Diverse
Natural
Authentic
Ambitious
Aspiring**

Live



Work/Invest



Study



Explore



Brand in Action





Invest

When your company is looking to expand their operations, you know Ireland is a safe choice. The world's leading companies in tech, life sciences and finance choose Ireland for its talent, access to Europe and ease of doing business. Donegal represents the DNA of Ireland. We're Digital Natives and Accessible. We Deliver, Advance and Aspire.

To find out more how you can harness Ireland's DNA see www.donegal.ie



Infheistiú

Nuair a bhíonn do chuideachta ag iarraidh a gcuid oibríochtaí a leathnú, tá a fhios agat gur rogha shábháilte í Éire. Roghnaíonn na cuideachtaí is mó ar domhan i réimse na teicneolaíochta, na n-eolaíochtaí beatha agus an airgeadais Éire as a cuid tallann, rochtain ar an Eoraip agus éascaíocht gnó a dhéanamh. Léiríonn Dún na nGall DNA na hÉireann. Is Dúchasaigh Digiteacha muid atá Inrochtithe. Déanaimid Seachadadh, Dul Chun Cinn agus Saothrú.

Chun tuilleadh eolais a fháil amach conas is féidir leat leas a bhaint as DNA na hÉireann féach www.donegal.ie



Study

LYIT is where the tradition of academic excellence meets innovative tech start-ups. Our students sit at the heart of our community and form an integral part of the DNA of Donegal. Our transition to Technological University makes us Diverse, New and Accessible. And we commit to Drive, Nurture and Advance each individual student to reach their potential.

To find out more how you can harness Ireland's DNA see www.donegal.ie



Staidéar

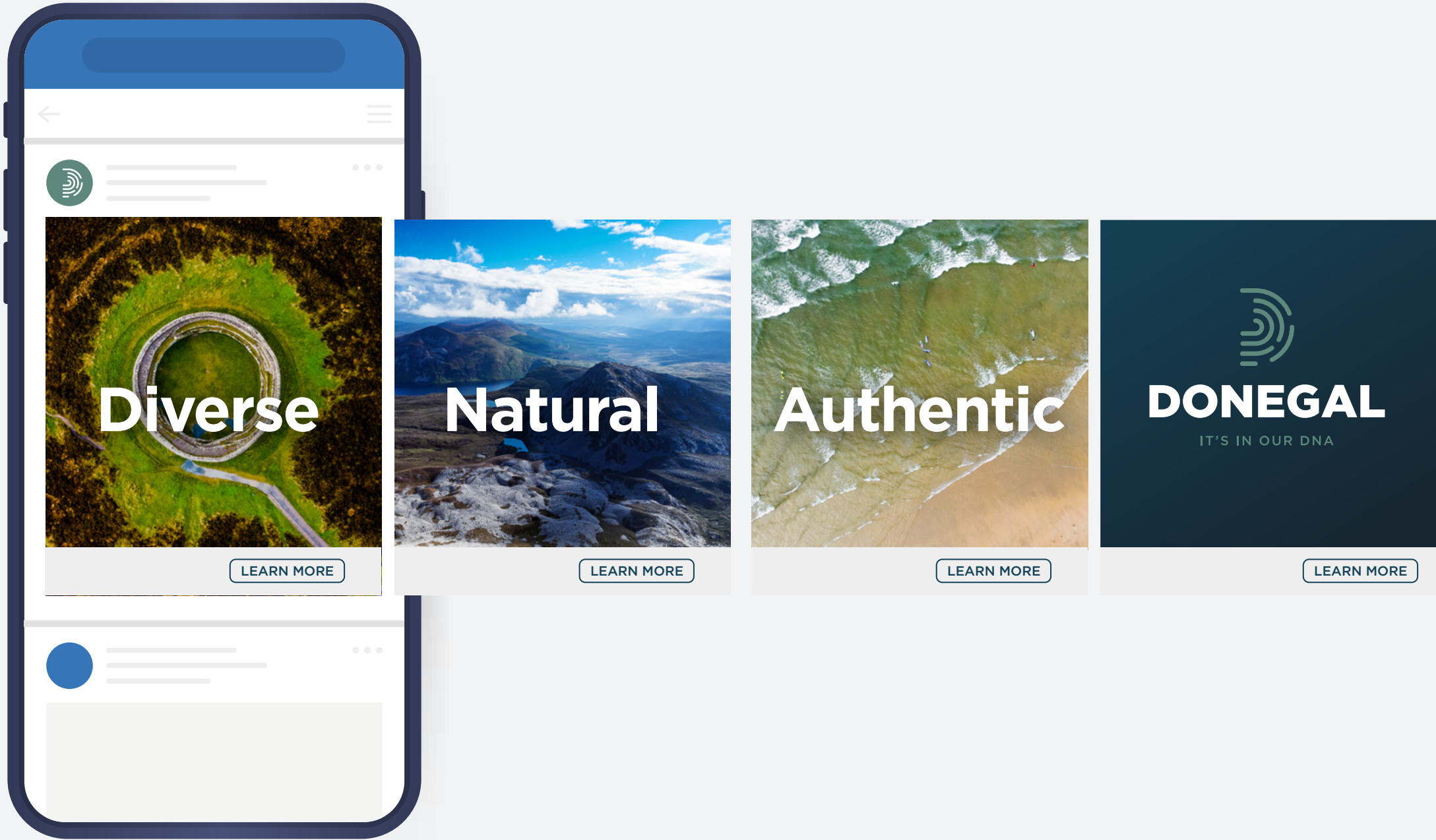
Is é LYIT an áit a dtagann traidisiún an fheabhais acadúil le chéile le gnólachtaí nuathionscanta nuálacha. Suíonn ár gcuid mhic léinn i gcroílár ár bpobal agus tá siad mar chuid lárnach de DNA Dhún na nGall. De bharr ár n-aistriú chuig Ollscoil Teicneolaíochta tá muid Eagsúil, Nua agus Inrochtana. Agus táimid tiomanta do gach mac léinn aonair a Thiomáint, a Choithú agus a Chur Chun Cinn chun a gcumas a bhaint amach.

Chun tuilleadh a fháil amach conas is féidir leat leas a bhaint as DNA na hÉireann féach www.donegal.ie

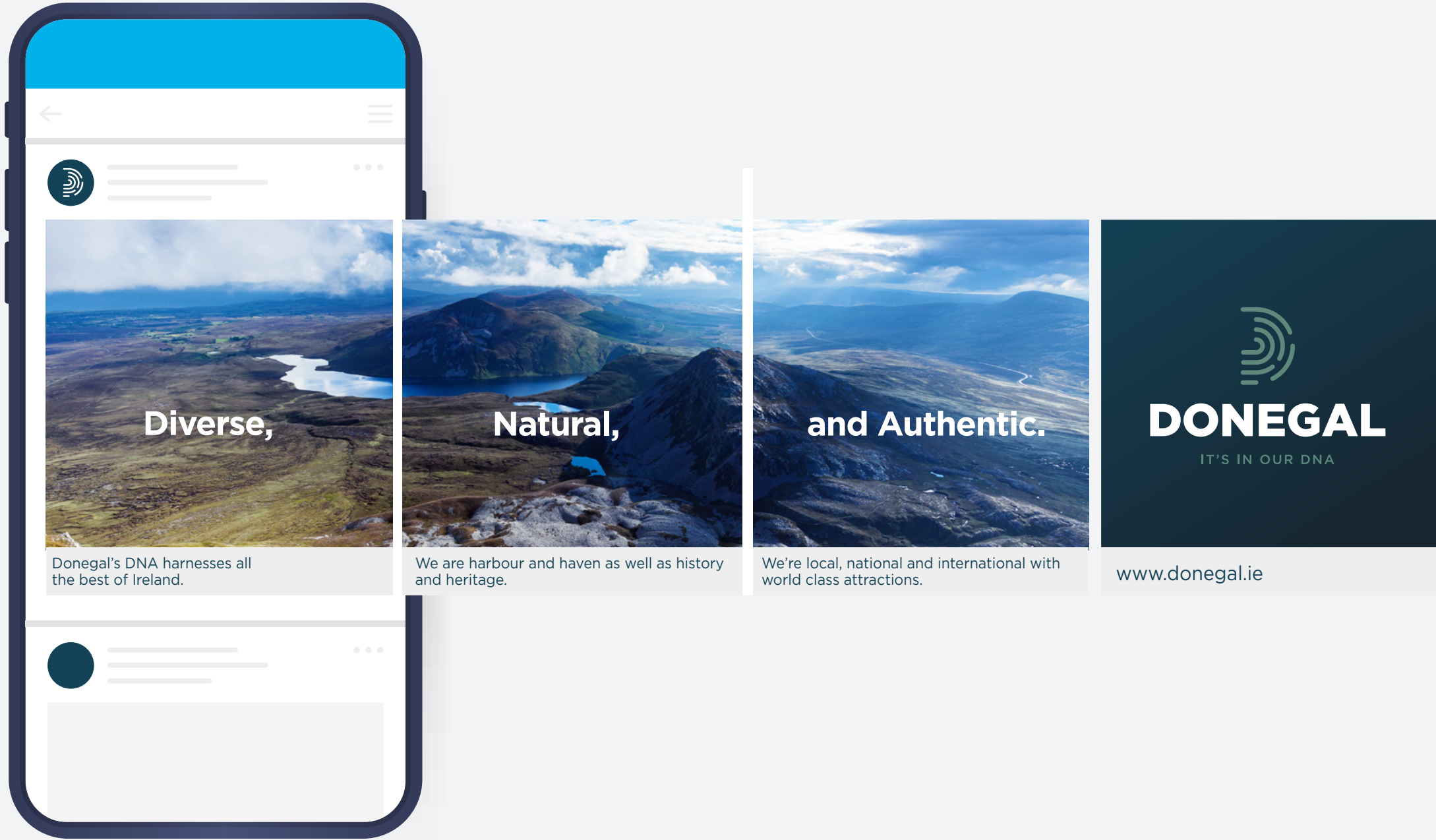






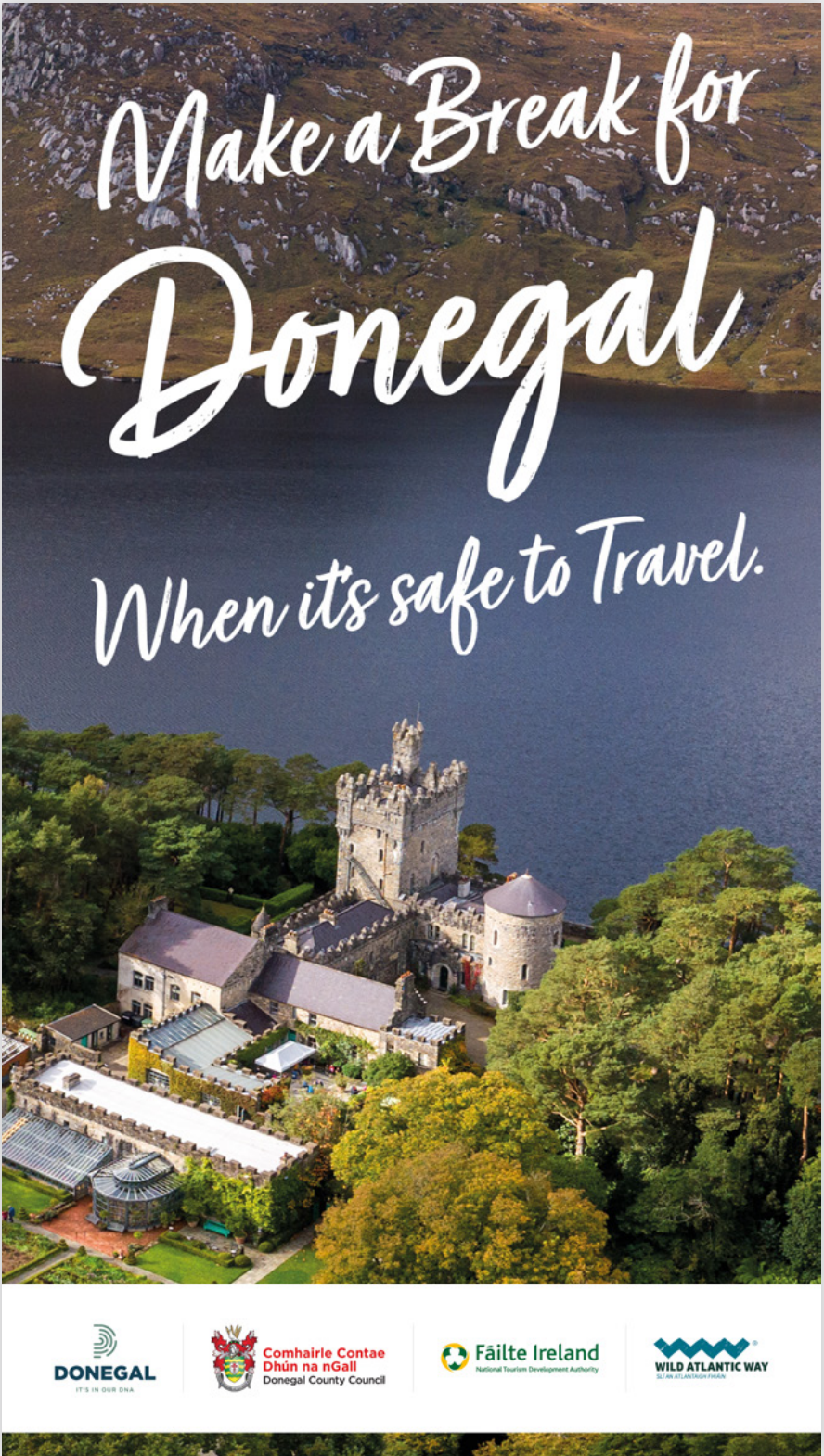


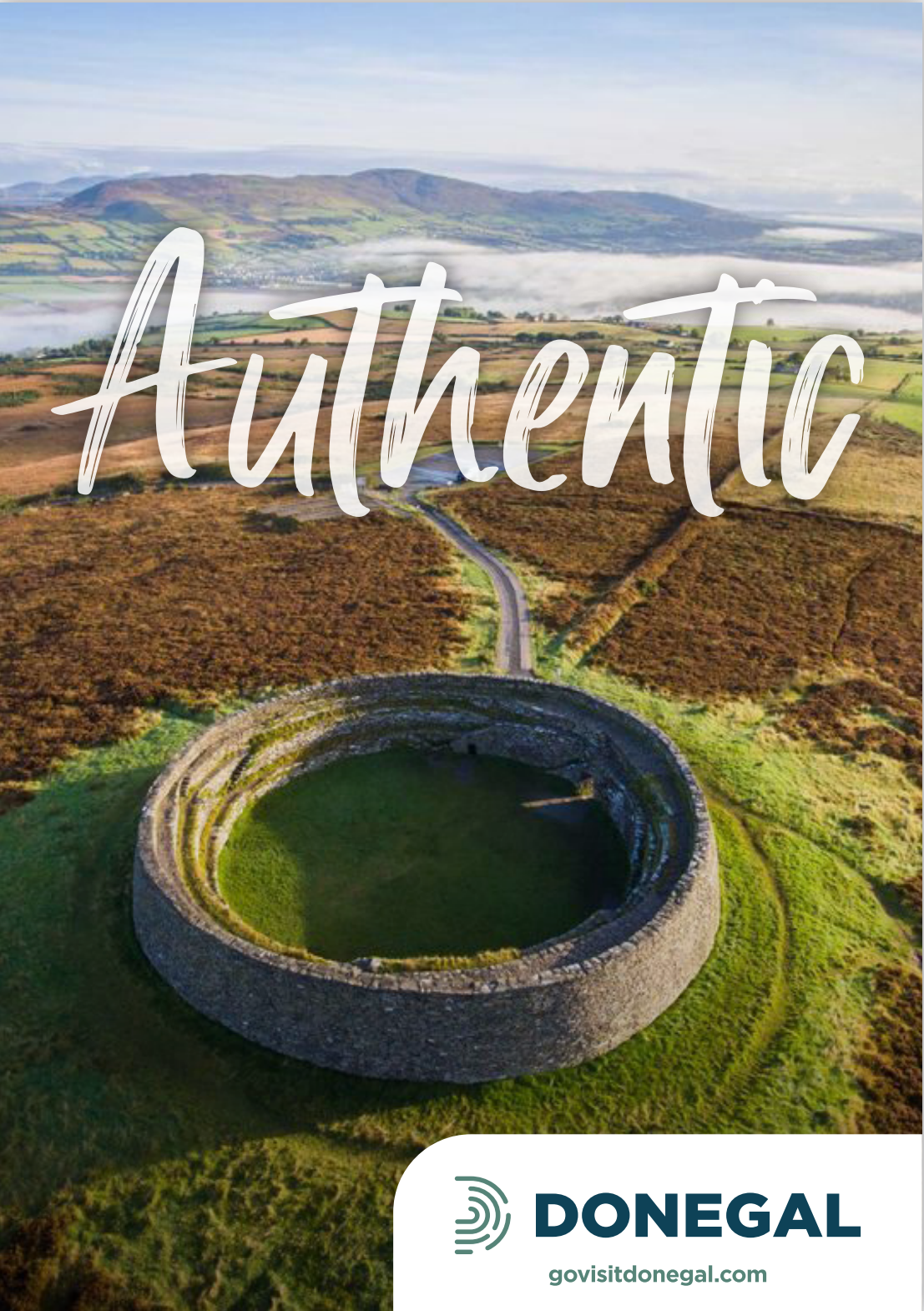
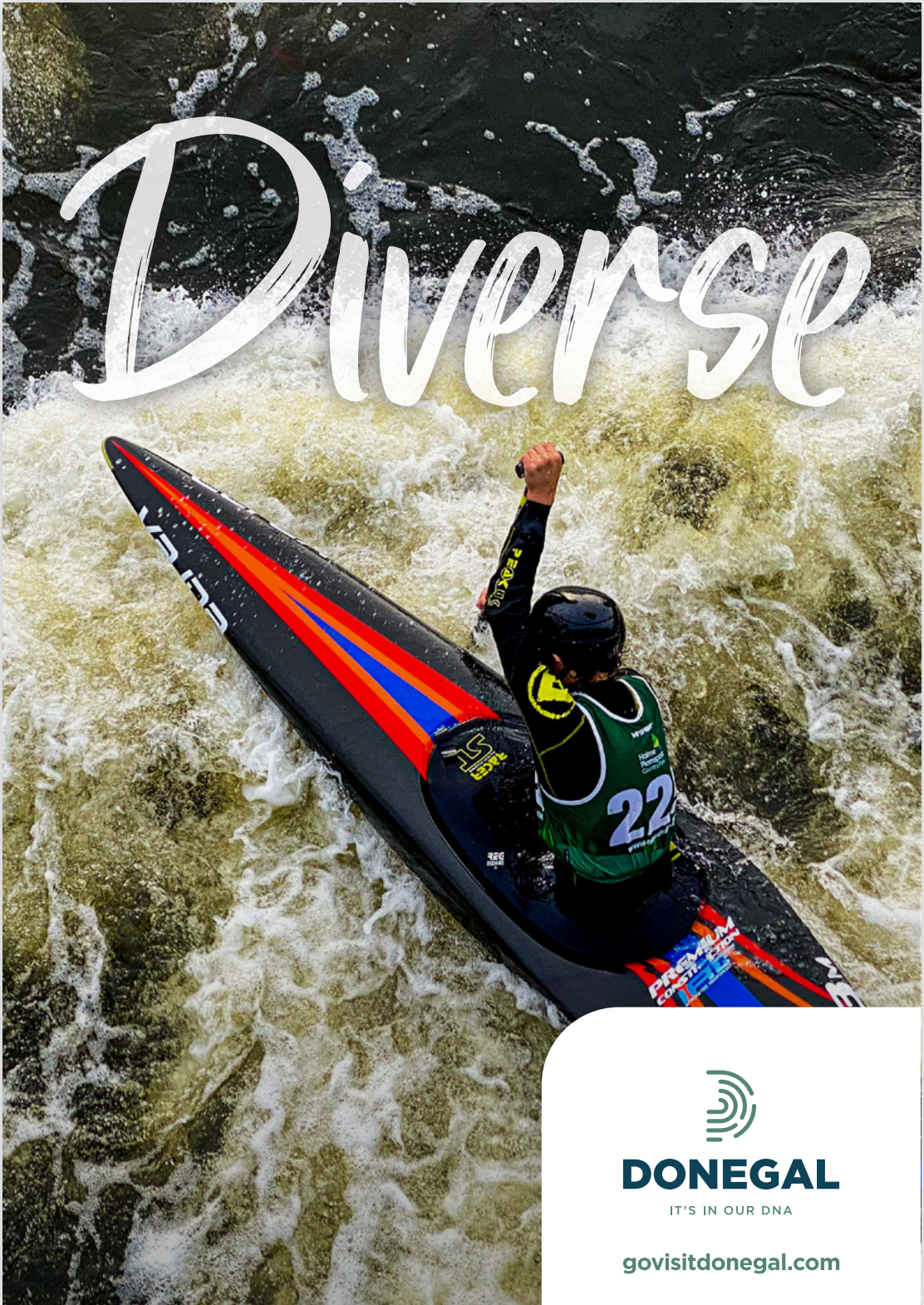
FACEBOOK CAROUSEL

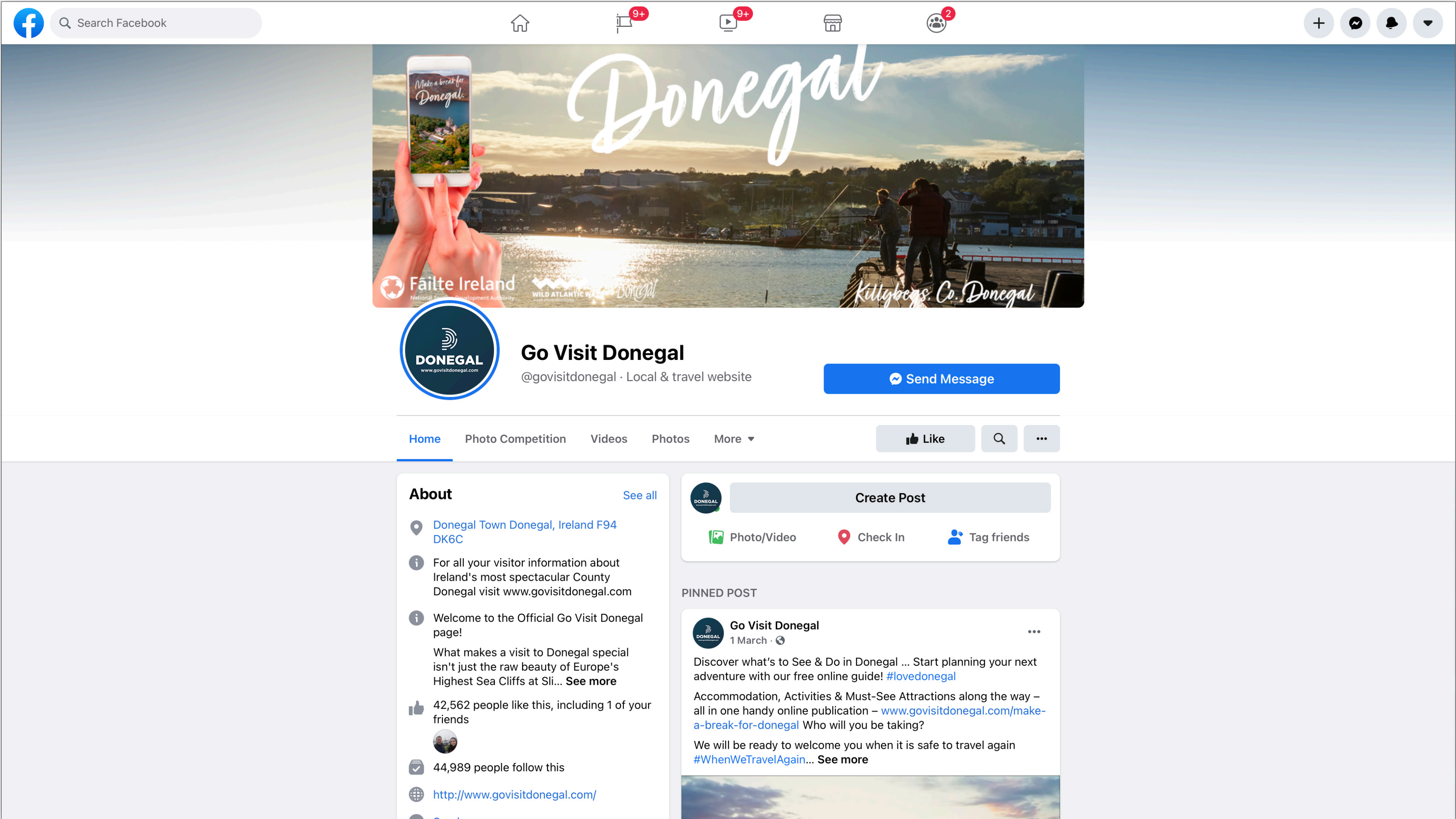


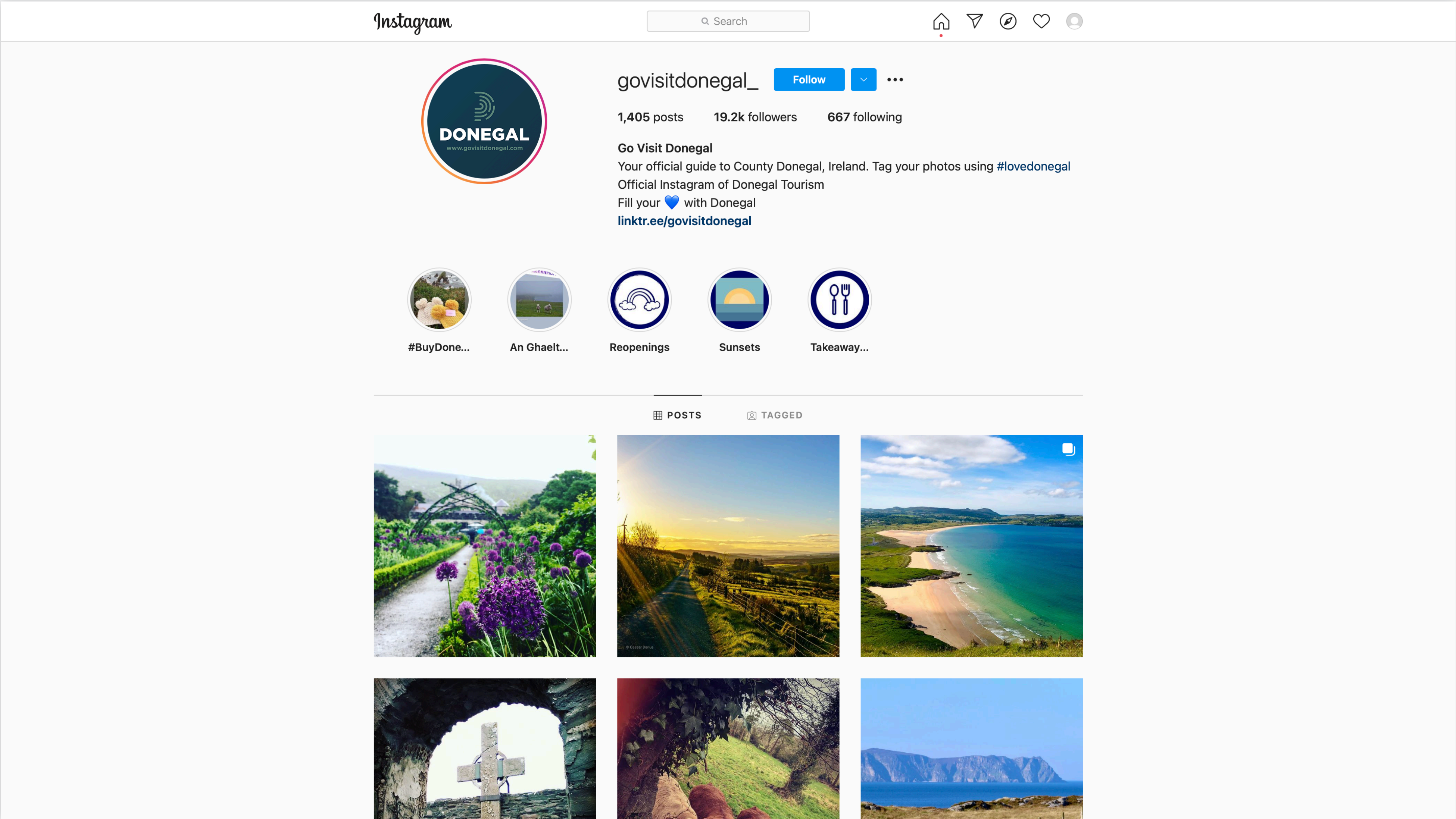
LINKEDIN CAROUSEL













The West Coast Challenge will take place at Bundoran Golf Club this [...]

[MORE EVENTS](#)

Tickets Available from <http://www.diamondspromotions.com>
Original date tickets still valid.

Tickets Available from <http://www.diamondspromotions.com>
Original date tickets still valid.

Gig Guide

No Events

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No Events


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CONTACT US

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 **WILD ATLANTIC WAY**
SLÍ AN ATLANTAIGH PHAÍN

 **DONEGAL**
IT'S IN OUR DNA

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[f](#) [t](#) [v](#) [i](#) [m](#)

[Translate](#)



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