Brand Activation

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Intro…

The following visuals are concepts only. The ideas will need further research, development, engineering, feasibility testing and user experience testing.
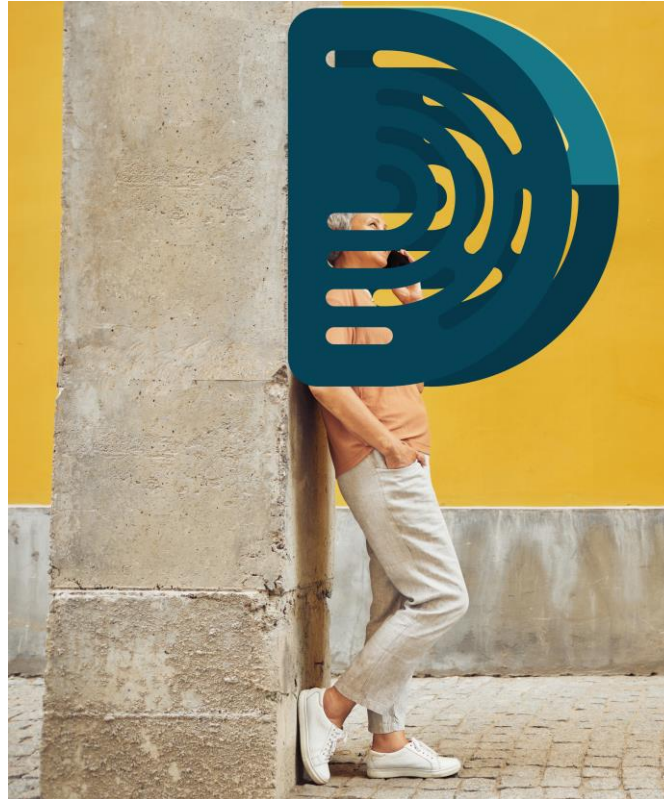
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Shelters

Purpose:

- Mobile charging stations
- QR code booths
- Street shelters

Material Considerations:

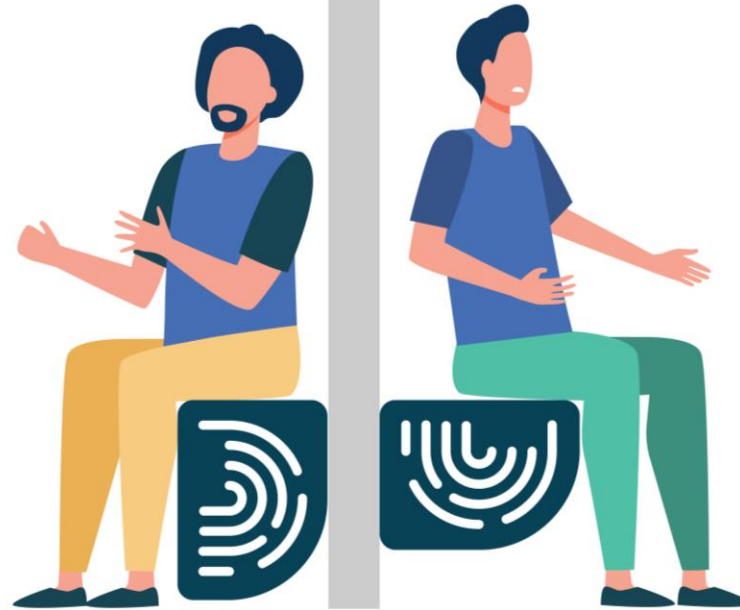- Mobile charging stations
- QR code booths
- Street shelters

Public Seating

Water station

Seating options

Wooden Bird feed Stand

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Public Seating Surrounds

Purpose:

- Surround existing public seating with frame

Material Considerations:

- Metal with cut-through logo

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Public Shelters

Purpose:

- Bus Stop

- Public Shelters

- Parklets

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Public Seating

Purpose:

- Urban seating for possible regen projects

Material Considerations:

- Concrete

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Public Seating

Purpose:

- Attachment for existing urban seating

Material Considerations:

- Metal

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Public Gates

Purpose:

- Gate for public parks and entrances

Material Considerations:

- Metal with cut-through logo

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- Gate for public parks and entrances

Material Considerations:

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Public Sign Tags

Purpose:

- Marking Donegal landmarks

- Marking public amenities (Public toilets, showers etc.)

Material Considerations:

- Aluminium with cut-through logo

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PUBLIC SHOWER

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Event Structure

Purpose:

- Indoor and outdoor event structure that can be used to house:
    - Public exhibitions
    - Public fundraisers
    - Information events i.e. Colmcille 1500

Material Considerations:

- Portable wooden modular frame

Kids Playground Maze
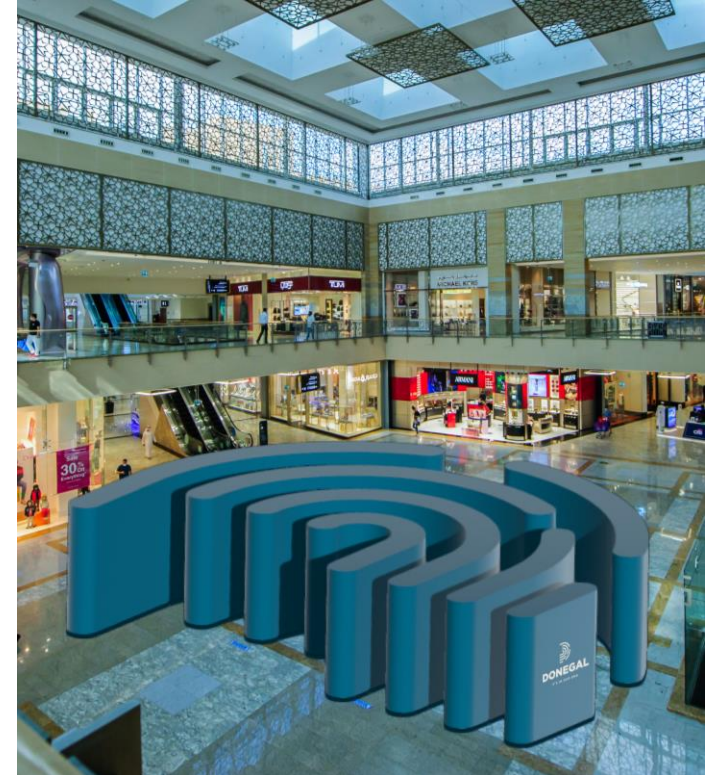
Purpose:

- Maze for kids entertainments

- Public garden/park art piece showing case outdoor exhibitions i.e. garden shows

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Multi-Purpose Pop-up Structure

Purpose:

- International Tradeshows

- Public engagement exercises

- Exhibitions

- Public awareness events
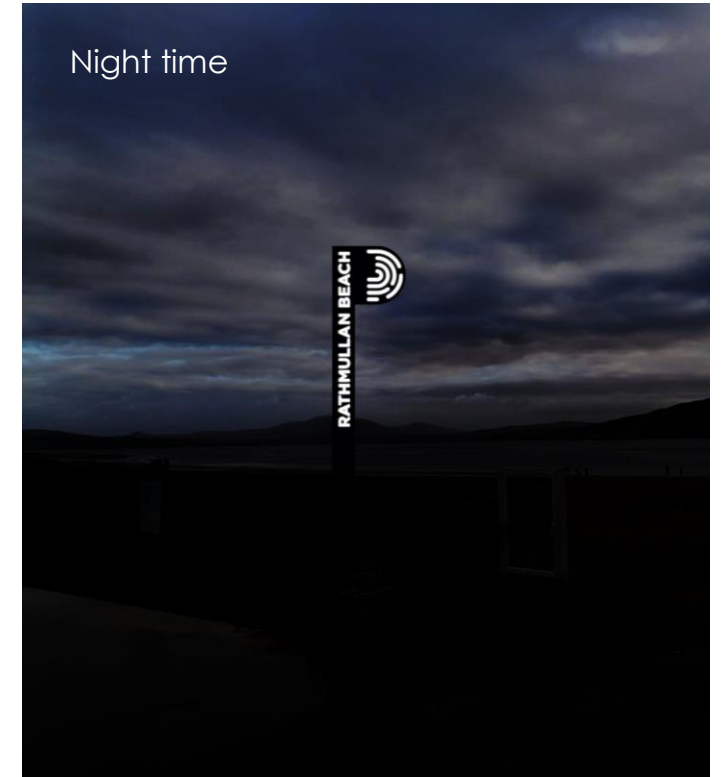
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Landmark Signage

Purpose:

- To mark popular visiting points in Donegal

- *QR code* provided on sign to find out more about that particular landmark or place

Material Consideration:

- Metal with face lit logo and lettering

Daytime

Night time

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Landmark Signage

Purpose:

- To mark popular visiting points in Donegal

- To mark Instagram-ability parts of Donegal

- *QR code* provided on sign to find out more about that particular landmark or place

Material Consideration:

- Metal with face lit logo and lettering

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Landmark Signage

Purpose:

- To mark popular visiting points in Donegal

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- **_QR code_** provided on sign to find out more about that particular landmark or place

Material Consideration:

- Metal with face lit logo and lettering

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Information Signage

Purpose:

- To create brand awareness on information tourist signage

- Notice the 'information' bus stop sign in the background also

Wayfinding Signage

Purpose:

- To provide the public with a clear and consistent wayfinding infrastructure, particularly new visitors

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Digital Signage

Purpose:

- Digital signage for display in public areas:
    - Advertising
    - Video
    - Public Info
    - Place Promotion

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Bicycle Parking & Shelter

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Playground Obstacle

Purpose:

- Climbing obstacle

- Subtly showcasing the Donegal brand within popular playground spaces

Material Consideration:

- Metal bars

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Life Ring Buoy

Purpose:

- Life Rings are important and visible objects on our coastal landscape, incorporating our brand will be a subtly and clever way of promoting our place brand.

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Sail Boat

Purpose:

- Sail boats are also very prominent figures on Donegal's summer landscape, providing boat hire companies with such artwork will help promote our place brand.

Thank You

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