

Irish Ferries

Corporate Logo Guidelines

and on-board outlet logo guidelines



IRISH FERRIES *Irishferries*  **COM™**

These guidelines cover the use of Irish Ferries trading and corporate logos in all consumer facing publicity and communications material in Ireland, the UK, and Europe.

The Irish Ferries logos have been specifically designed, and are not to be amended, recreated or redrawn in any way.

Logos and Guidelines can be downloaded from
www.irishferries.com/downloads
and from the ICG Intranet.

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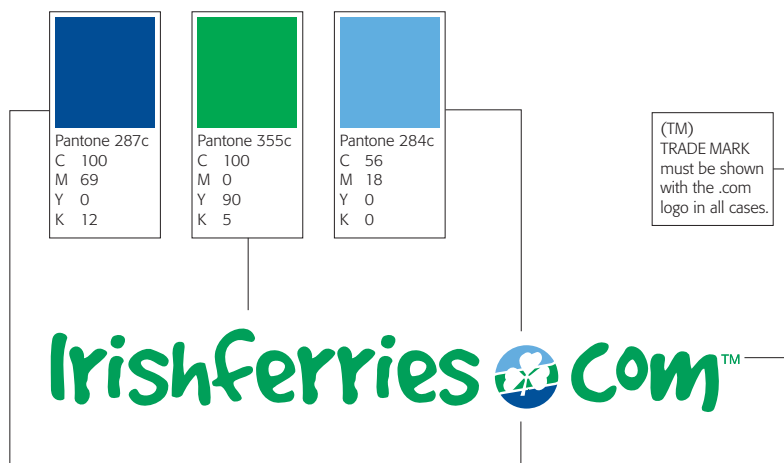
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Irish Ferries

Logo Guidelines - Commercial (trading) Logo

This logo should be used in all sales/marketing communications to the travel trade and/or material promoting a fare/service message to the general public.

Logo Colours & Elements



Clearspace

The logo must maintain a consistent amount of clearspace - inside which no other elements may exist.

Clearspace guide:



Irish Ferries

Logo Guidelines - Commercial (trading) Logo

Ways in which the logo may be used:

Primary Use - on white.



Black & White



On Black



When the logo is applied over an image or solid colour it may be reversed out from one of the three pantone colour blocks below.

On Dark Blue Pantone 287c



On Green Pantone 355c



On Light Blue Pantone 284c



Unacceptable Usage:

The logo should never be stretched or distorted in any way.

The proportions for the Irish Ferries logo must remain equal at all times.

Correct Usage.

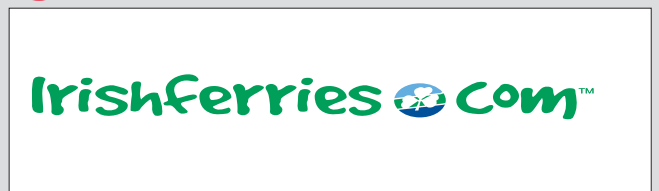


Unacceptable Usage:

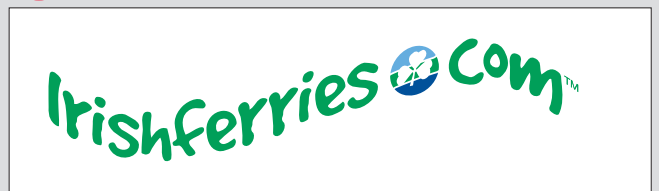
 Unacceptable Condensed Usage



 Unacceptable Stretched Usage



 Unacceptable Distortion Usage



 Unacceptable Truncated Usage

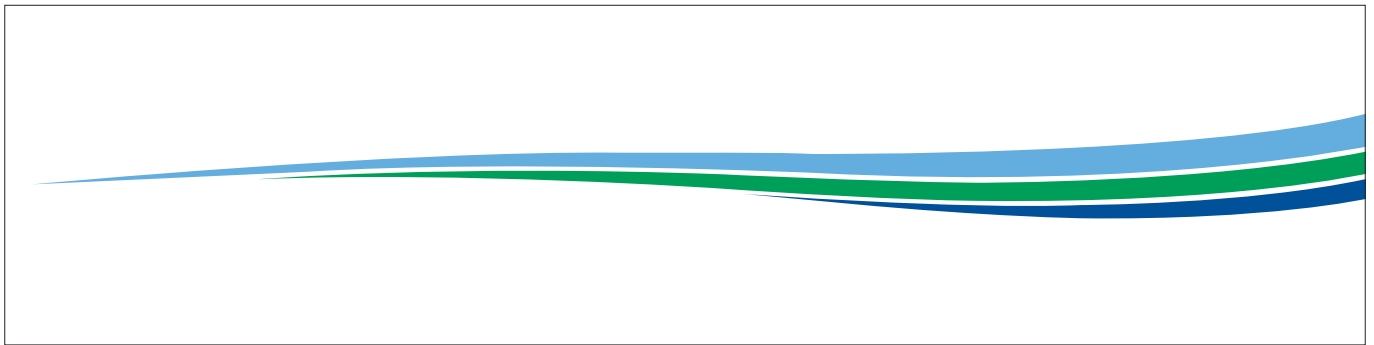


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Irish Ferries Logo and Wave Device

Single Elements:



Elements combined:

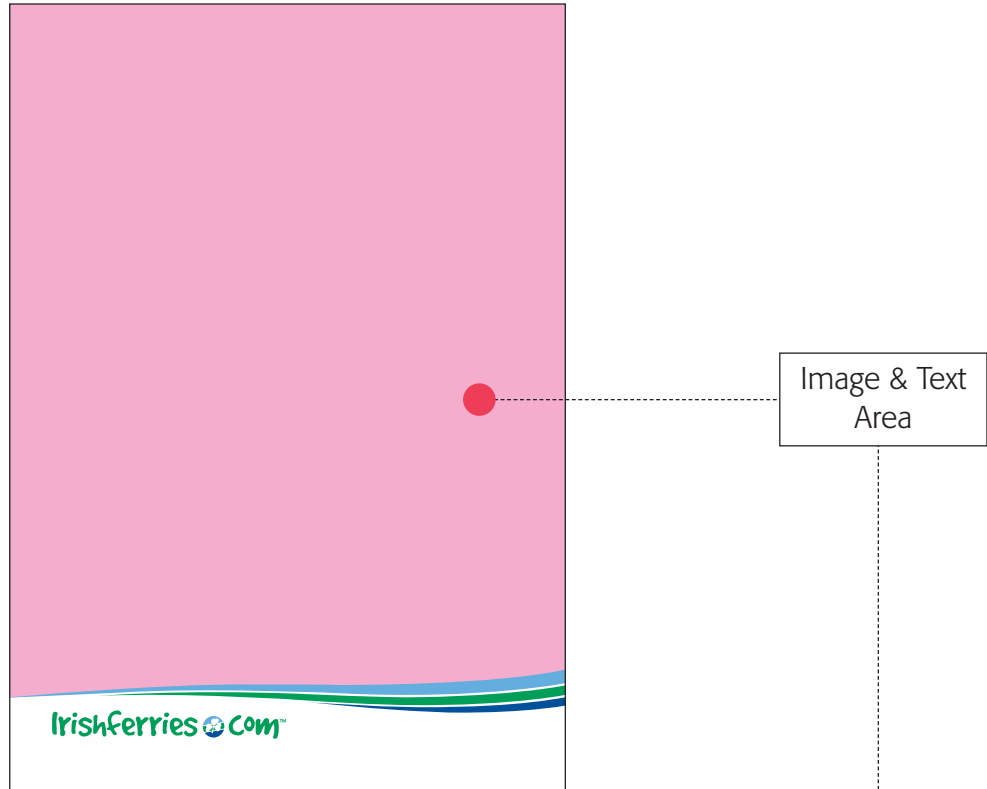


NB: This logo should never be stretched or distorted in any way.
See page 4 for details.

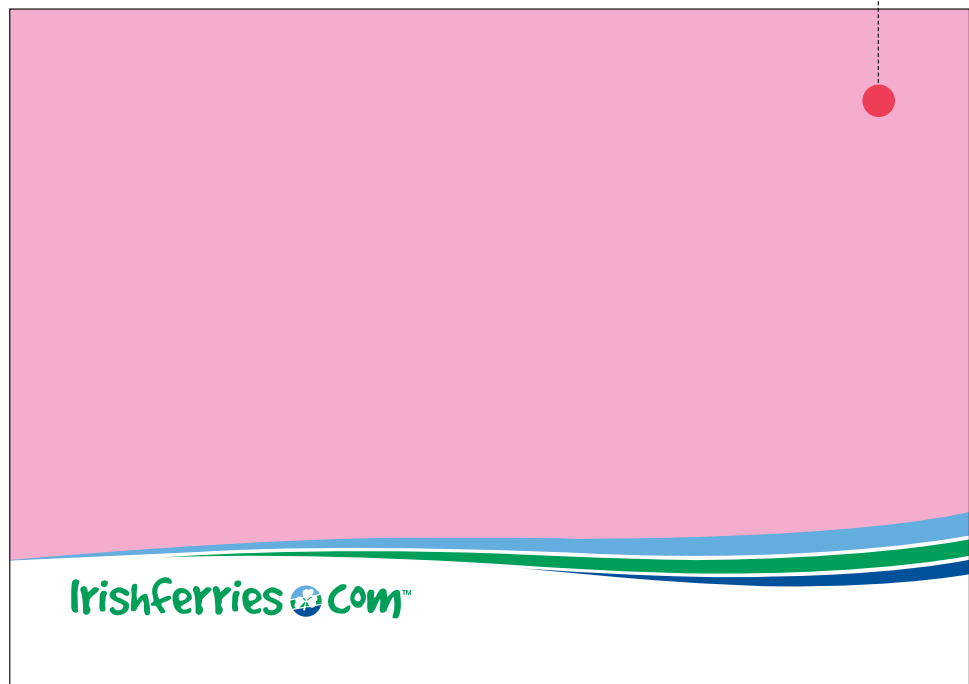
Irish Ferries Logo and (Long) Wave Device

Long Wave device should be used across the full page.

Portrait
example



Landscape
example



Irish Ferries Logo and (Short) Wave Device

Short Wave device should not be used across the full page.

Portrait
example

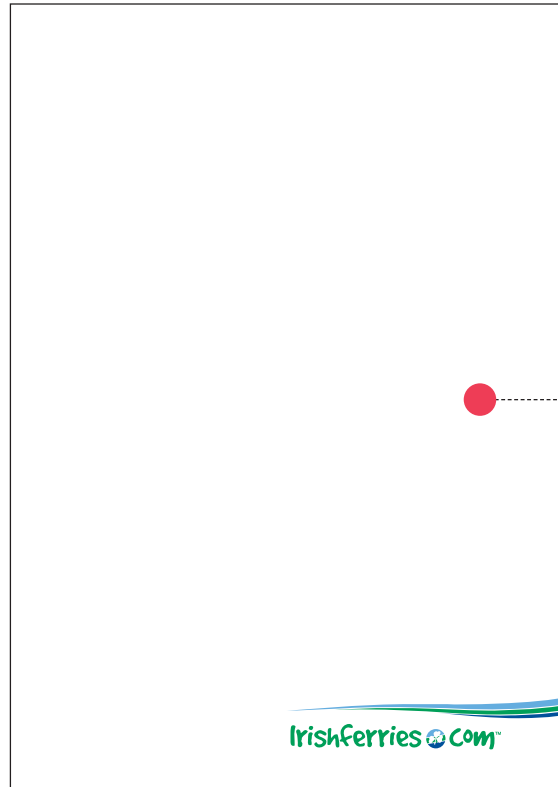


Image & Text
Area.

Note: logo to
appear on white
background.

Landscape
example

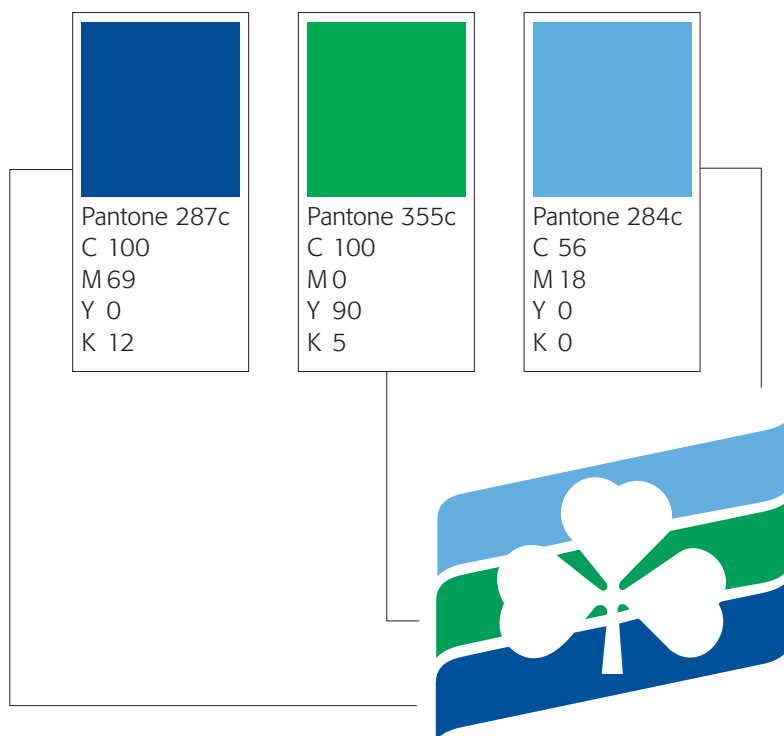


Irish Ferries

Logo Guidelines - Corporate Logo

The Corporate 'Flag' logo should only be used in all communications relating to ICG and Irish Ferries activity which is non sales/marketing related.

Logo Colours & Elements



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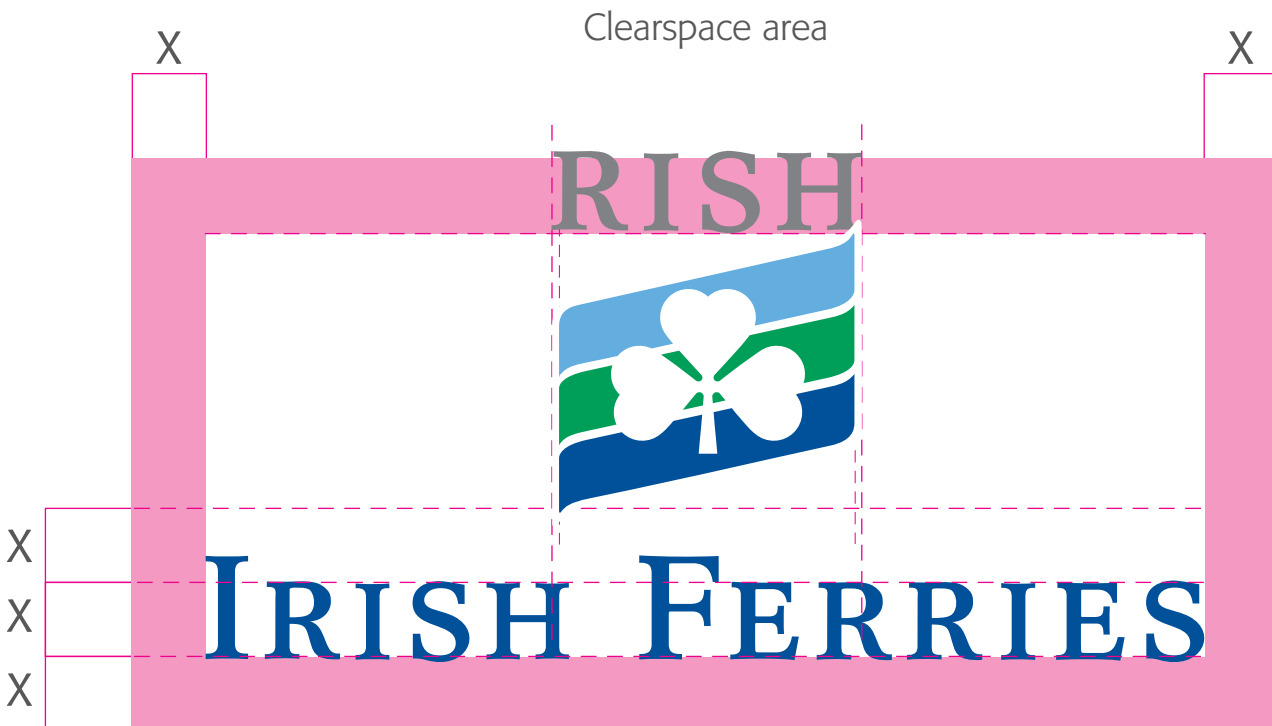
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Logo Guidelines - Corporate Logo

Corporate logo



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NB: NB: This logo should never be stretched or distorted in any way.
See page 4 for details.

Irish Ferries

Logo Guidelines - on-board Logos (Logo files available for download at www.irishferries.com/downloads)

Ulysses, Swift & Isle of Inishmore



NB: These logos should never be stretched or distorted in any way.

See page 4 for details. See page 12/13 for approved sample menu layouts.

Irish Ferries

Logo Guidelines - on-board Logos (Logo files available for download at www.irishferries.com/downloads)

Oscar Wilde

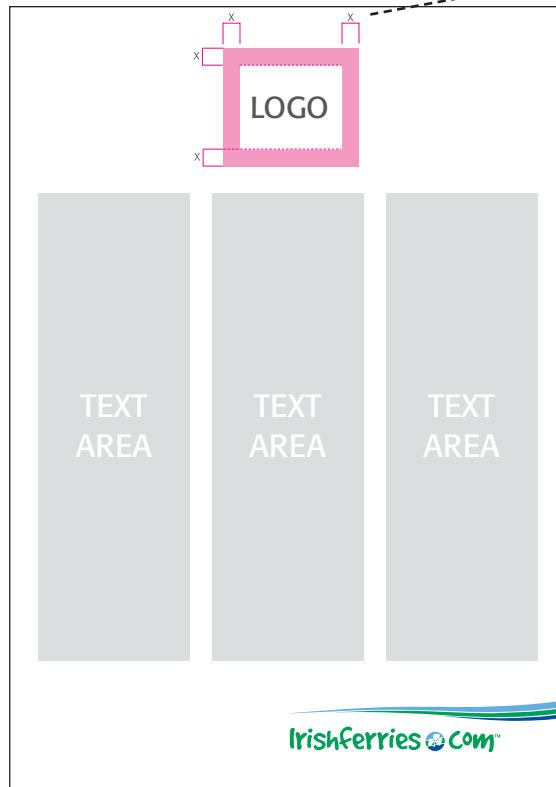


NB: These logos should never be stretched or distorted in any way.
See page 4 for details. See page 12/13 for approved sample menu layouts.

Irish Ferries Logo Guidelines - on-board Logos

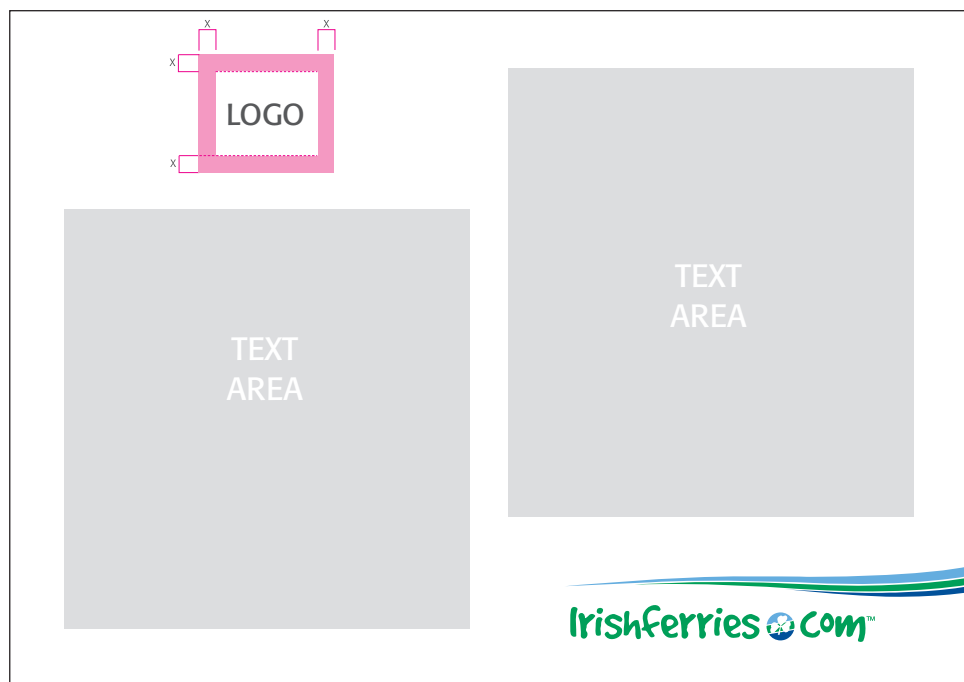
On-board logo usage guidelines.

Portrait
example 1.



x = Minimum Clearspace area
which is proportionally 20%
of the width and height of logo.

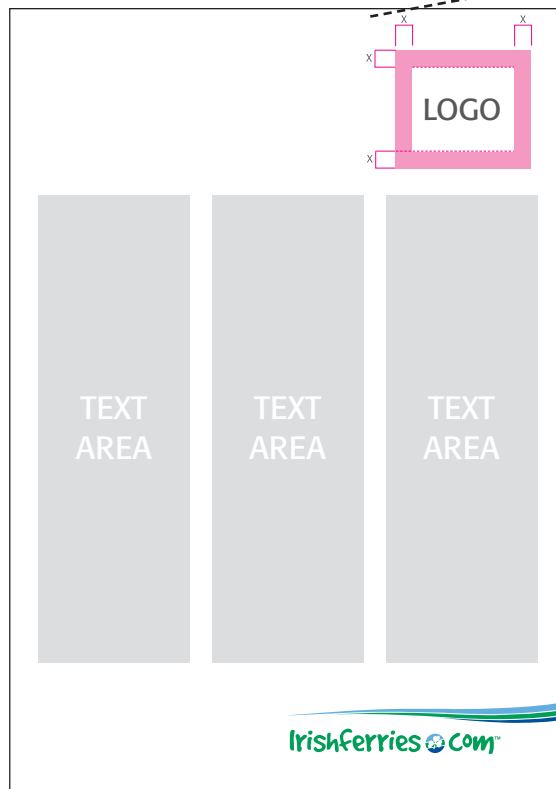
Landscape
example 2.



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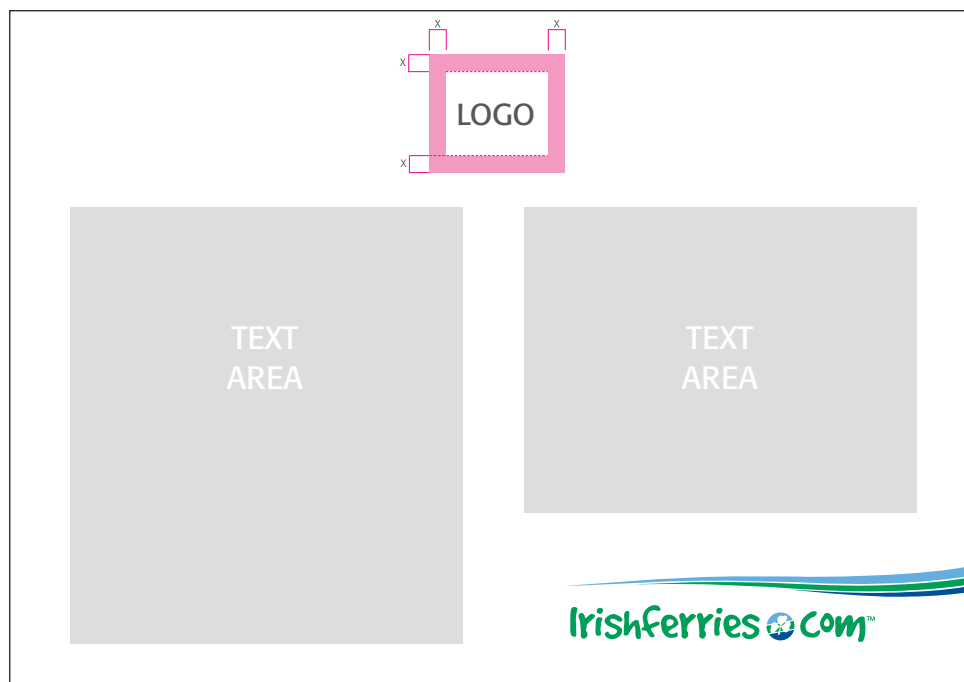
Logo Guidelines - on-board Logos

Portrait
example 3.



x = Minimum Clearspace area
which is proportionally 20%
of the width and height of logo.

Landscape
example 4.



Note: the placement of the logo depends on the layout and intended purpose of the document.

Irish Ferries Typeface - Formata

The Irish Ferries font

The font **Formata** is recommended for use of Irish Ferries text.

Regular

Formata Bold - **Use this font for Main Headings**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £¹/₄³/₄¹/₂

Formata Medium - **Use this font for Sub Headings**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Formata Regular - **Use this font for Body Text**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Formata Light - **Use this font for Incidental Text**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Irish Ferries Typeface - Formata

Italic

Formata Medium Italic - **This font can be used for Main Headings**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Formata Italic - **This font can be used for Sub Headings**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Formata Light Italic - **This font can be used for Body Text**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Common Symbols

The Formata font contains many extra Glyphs. Below are some common examples

£ ¼ ¾ ½ ⅓

£ ¼ ¾ ½ ⅓

£ ¼ ¾ ½ ⅓

£ ¼ ¾ ½ ⅓

£ ¼ ¾ ½ ⅓

£ ¼ ¾ ½ ⅓

£ ¼ ¾ ½ ⅓

Euro Symbol

The Formata font Glyphs do not contain a EURO Symbol. The dedicated font **Euro Sans** is used for the EURO Symbol.

€ € € €

Irish Ferries

Logo Guidelines - Contact Details

For further information and advice please contact:

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