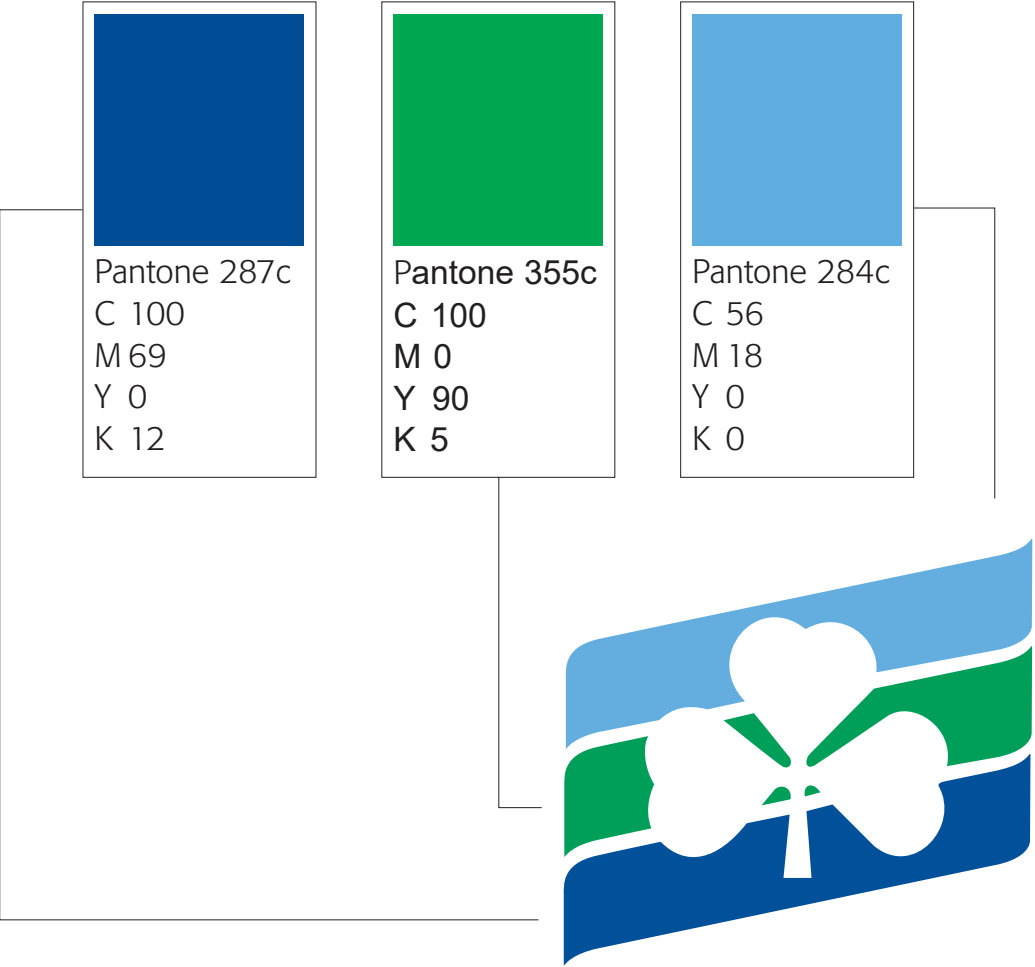




BRAND GUIDELINES

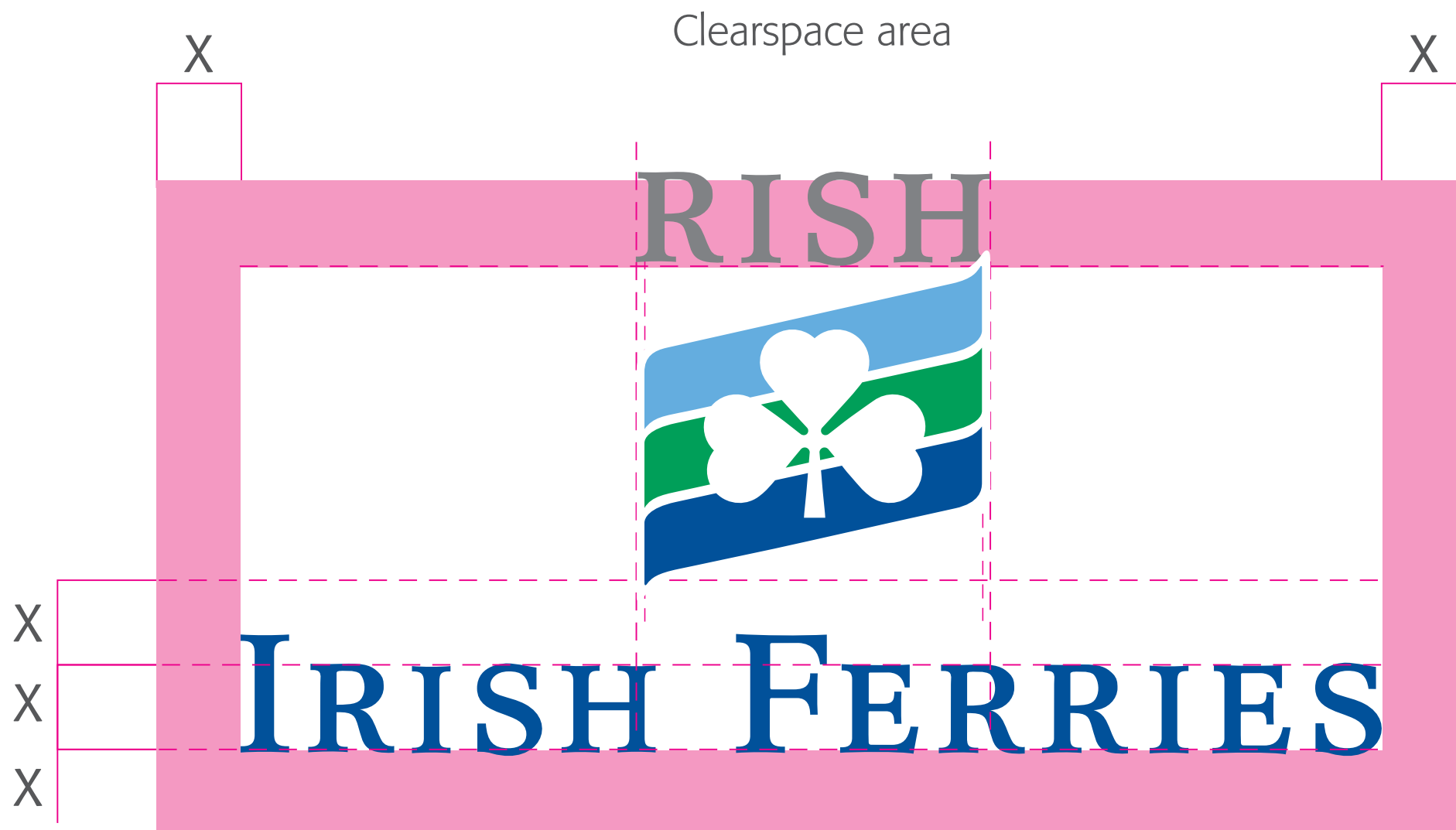
2022

Colour and elements:



IRISH FERRIES

Type Colour - C100/M69/Y0/K12 - Pantone 287c



NB: THIS LOGO SHOULD NEVER BE STRETCHED OR DISTORTED IN ANY WAY.

The following variants of the logo may be used:

Colour:



This is the primary version of our logo for use on corporate applications such as Annual reports and official stationery.

Black & White:

ONLY to be used when logo is less than 7mm high or printing process requires a solid black, for example printing on a pen.



Placed on Background Colour
Customer Facing Material



White Logo Placed on Dark
Background Colour / Image
Customer Facing Material



To enhance brand presence on customer facing applications such as press, posters, POS and outdoor, the reversed brand logo is used reversed out of a **specified Irish Ferries "Print Green"...**

Irish Ferries "Print Green" can be made up with this colour breakdown:

C96 M27 Y100 K50. Pantone: 363c

Where printing digital please run swatch to check the colour breakdown against pantone colour supplied. Green should match 363c as closely as possible. Breakdown supplied applies to SAV.

Where printing litho using process colours please use colour bridge breakdown and check and adjust on press to achieve the closest match.

Sample swatches should be used to colour match.

The specifications contained in this manual show the correct use and consistent application of the logo and its elements. These specifications are mandatory and the logo must not be varied or adapted in any way. The logo should never be stretched or distorted in any way. The proportions for the Irish Ferries logo must remain equal at all times.



Incorrect usage of logo:

Do NOT alter text;



Do NOT distort logo in any way:



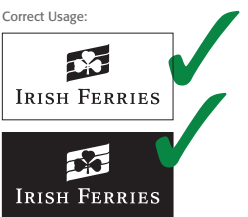
Do NOT use graduations or patterns:



Do NOT use elements of the logo alone:



Small usage (less than 7mm high):



Irish Continental Group Logo:

Colour:



This is the primary version of our logo and should be used whenever possible. The preferred background colour for the identity is white.

On background:



Placed on a colour background the white type version of the logo should be used. It may be reversed out of one of the three Irish Ferries pantone colours. The logo may be applied over an image ONLY when the design does not allow for usage of one of these blocks of colour.

Black & White version:



ONLY to be used when logo is less than 7mm high or printing process requires a solid black, for example printing on a pen.

Landscape Version:

ONLY to be used when space does not allow for the stacked version.

Colour:



This is the primary version of our logo and should be used whenever possible.
The preferred background colour for the identity is white.

On background:



Placed on a colour background the white type version of the logo should be used. It may be reversed out of one of the three Irish Ferries pantone colours. The logo may be applied over an image ONLY when the design does not allow for usage of one of the blocks of colour.

The Irish Ferries font
The font **Formata** is recommended for use of Irish Ferries text, used in customer facing communications.

Regular

Formata Bold - Use this font for Main Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £¼¾½

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

DROP DOWN TAB **ONBOARD PRINTED MATERIAL**

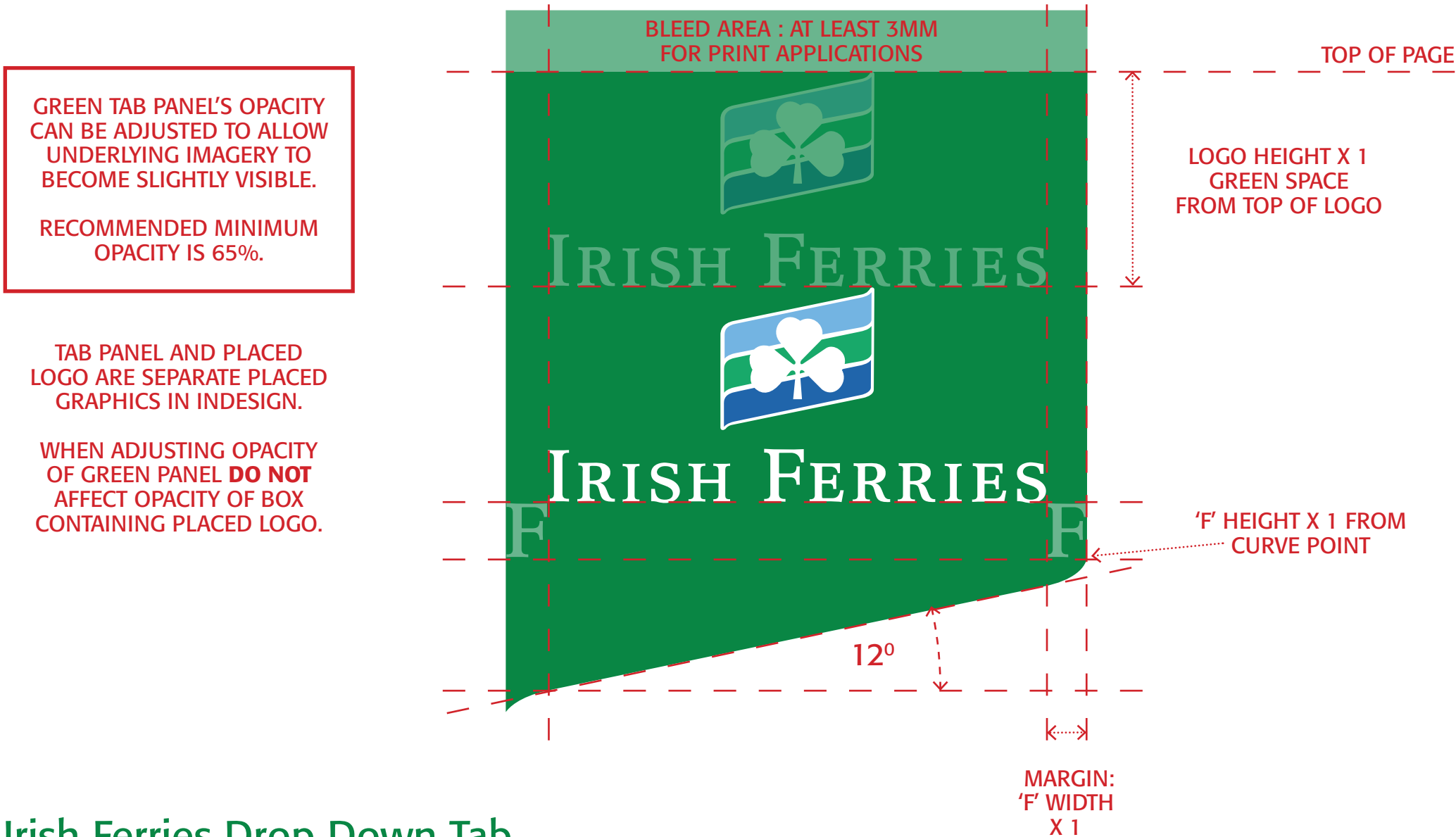


Irish Ferries Drop Down Tab

A drop down tab version has been devised for use on selected printed materials and in digital environments. Where the print process and paper stock being used are of a higher quality, such as on printed leaflets, menu cards, tent cards and onboard posters, the angled drop tab can be used as it requires sharper printing to achieve the desired, slightly transparent, overlay effect.

This effect does not reproduce well on newsprint or from standard desktop printers. The effect can, however be employed with good result in the online space, and therefore can be used on email communications or on social media platforms.

The use of this particular device in the selected environments mentioned, brings each communication in line with brand tv executions.

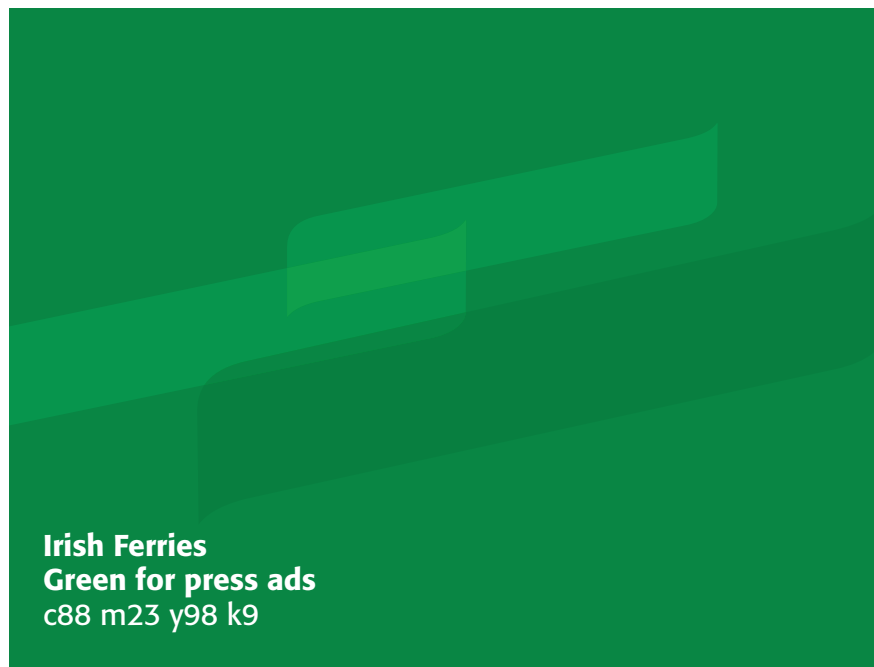


Irish Ferries Drop Down Tab

Brand Textured Background:

For print executions where the Irish Ferries Green is used in large blocks, we have devised a watermark style wave motif to add depth and texture to be used **at the designer's discretion**.

Watermark style wave motif is placed into the IF Green Panel and can be moved or scaled within the box shape adding depth and texture



IMPORTANT: When using the watermark style wave motif, please ensure that it does not sit behind or obscure the Irish Ferries logo. See the above examples...



... In both cases, the motif is added to ensuring a 'safe distance' of IF Green around the logo.

Irish Ferries – Communications Pictograms & Icons



IRISH FERRIES

We have developed a suite of graphic icons for use across all media. They should be used to support copy or reinforce price messages. It's recommended that they are used sparingly with no more than 4 of 5 icons per communication.

The suite has been developed to cater for customers travelling on all routes.

When reversing out of Irish Ferries "Print Green" or from a background image, please use white icons. When placed on white or lighter background images, please use grey icons.

Icons can be sourced from the **Font Awesome** pictogram gallery.

