

Brand Guidelines

June 2023



IRISH FERRIES

Sea travel differently

LOGOS

Our master campaign logo is a lock-up of our reversed brand logo and the 'Sea travel differently' strapline.

Where possible, our logo should appear as a lock-up with our supporting strapline, especially on static or print communications.

Reversed brand logo with strapline

File name:
Irish_Ferries_Reversed_Brand_Logo_with_Strapline_RGB.ai

Reversed brand logo

File name:
Irish_Ferries_Reversed_Brand_Logo_RGB.ai

Please see our [Sea Travel Differently Toolkit.zip](#) for assets in print and digital format.



LOGOS

Our full colour logos can be used in instances where our brand green background can not be used, and also for corporate applications such as annual reports and official stationary.

Brand logo with strapline

File name:

Irish_Ferries_Full_Colour_Brand_Logo_with_Strapline_CMYK.ai

Brand logo

File name:

Irish_Ferries_Full_Colour_Brand_Logo_CMYK.ai

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IRISH FERRIES

Sea travel differently



IRISH FERRIES

STRAPLINE

In certain circumstances, for example, where space is limited or in animated digital assets, we can split the logo lock up and use the strapline as a sign-off of campaign message.

Sea travel differently strapline (white)

File name:

Reversed_Sea_Travel_Differently_Strapline_RGB.ai

Sea travel differently strapline (dark blue)

File name:

Dark_Blue_Sea_Travel_Differently_Strapline_RGB.ai

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Sea travel differently



Sea travel differently

LOGO SAFE AREAS



COLOURS

Gradient (for digital)

For digital assets, we use a digital gradient made up of the following colours. It should always appear with the lighter green at the top and the darker green at the base with a gradual fade.

Lighter green

R0 G158 B88

Darker green

R0 G61 B36

Solid green (for print)

For print assets, including external signage, we use our solid green colour that derives from our logo. It provides consistency across our physical estate and assets.



Pantone 355 C

C100 M0 Y90 K5

Lighter green

Logo green

Darker green

SUPPORTING COLOURS

Please use the following colour breakdowns when setting up type in our secondary lozenge.

Dark blue

Light blue

Light blue tint
Set to 25%

Pantone 287c
C100 M69 Y0 K12
R0 G73 B146

Pantone 284c
C56 M18 Y0 K0
R118 G178 B226

Reference

Britain to **Ireland**
from **£149** one way

Book early at [irishferries.com](https://www.irishferries.com)

FLAGS

Destination Ireland

Example of our destination Ireland flag

File name:

Irish_Ferries_Flag_Ireland_RGB.tif

Destination Britain

Example of our destination Britain flag

File name:

Irish_Ferries_Flag_Britain_RGB.tif

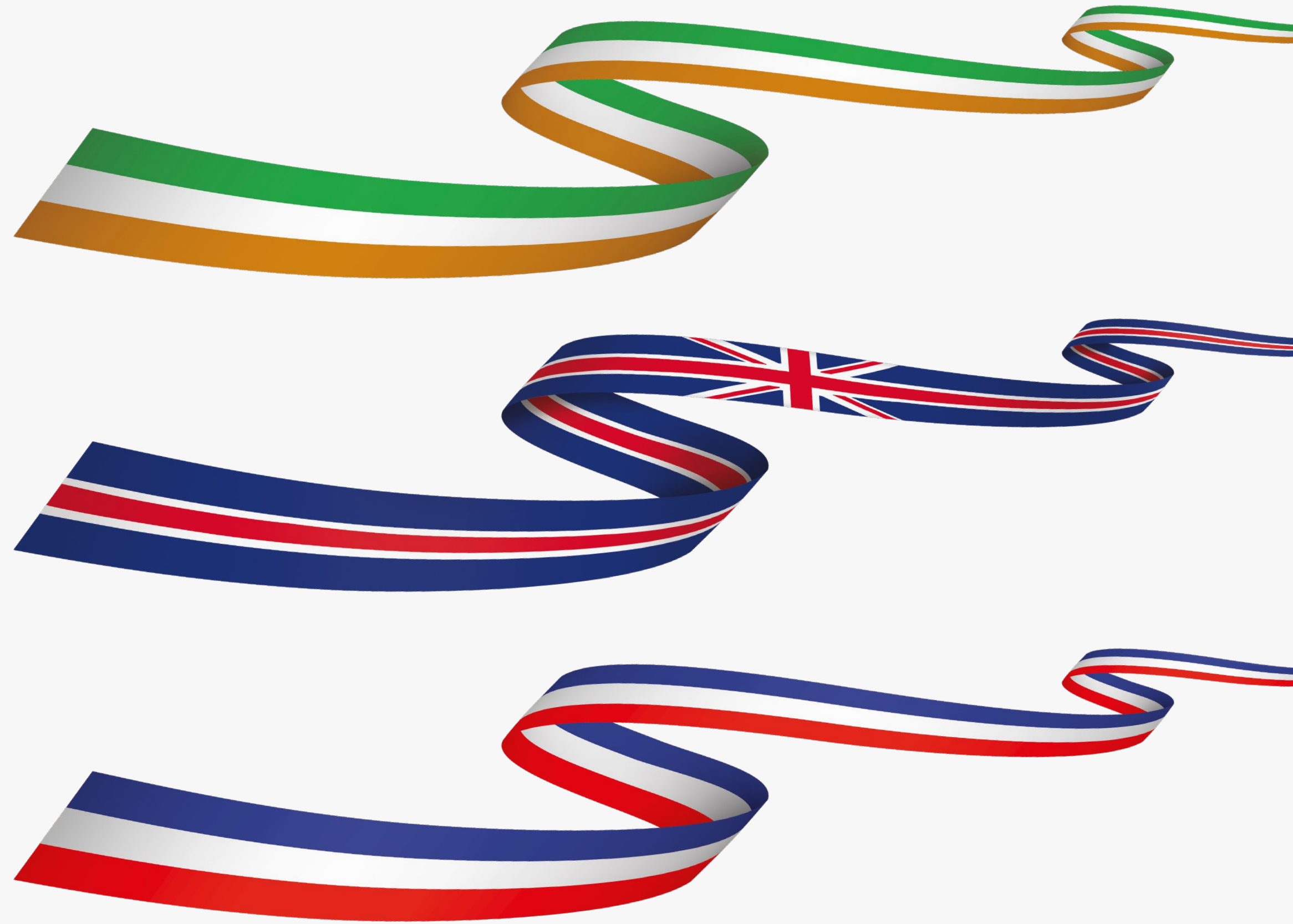
Destination France

Example of our destination France flag

File name:

Irish_Ferries_Flag_France_RGB.tif

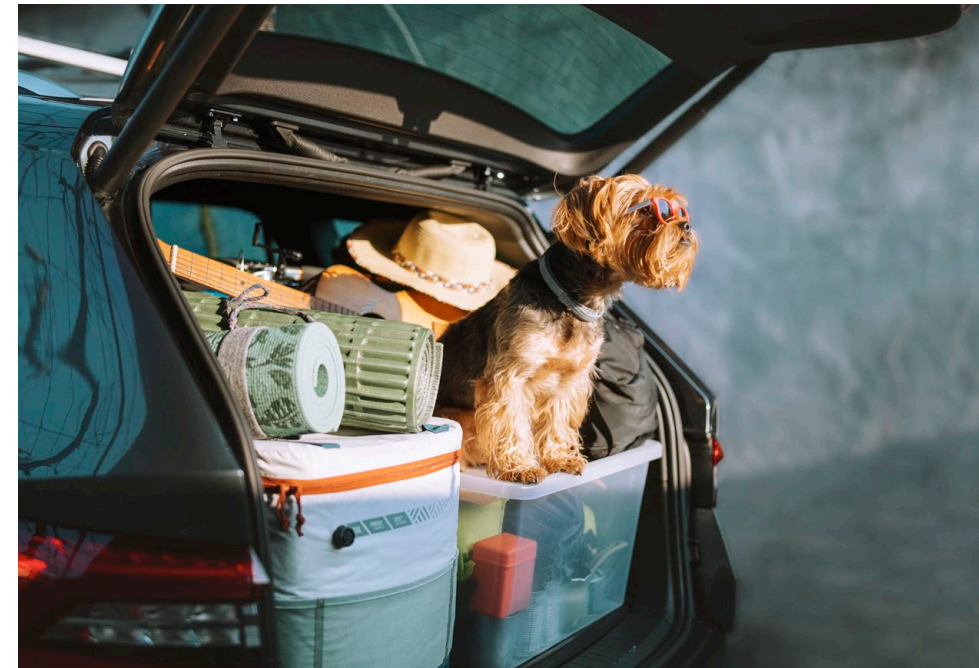
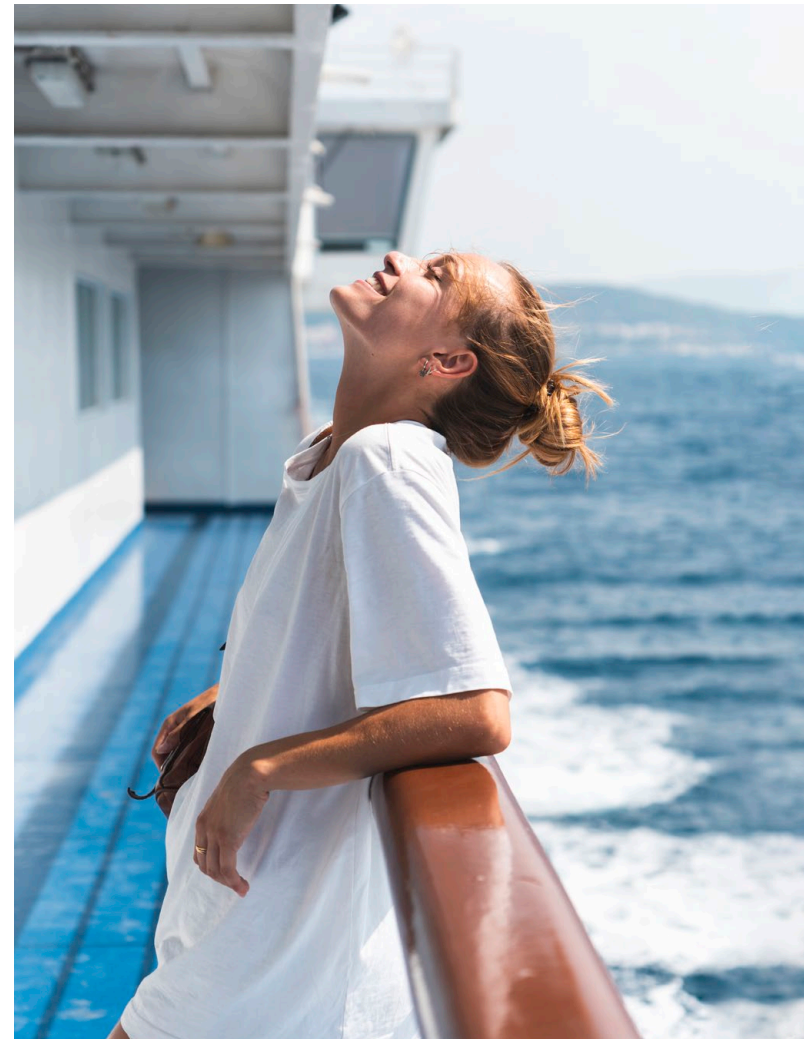
Please see our [Sea Travel Differently Toolkit.zip](#) for assets in print and digital format.



PHOTOGRAPHY

A few tips for sourcing stock imagery – people

Look for images flooded with natural light and avoid shots that are overly edited or have effects applied



Look for authentic emotion in imagery and avoid shots where expressions feel too forced or fake

Warm, friendly and natural rather than cheesy and staged

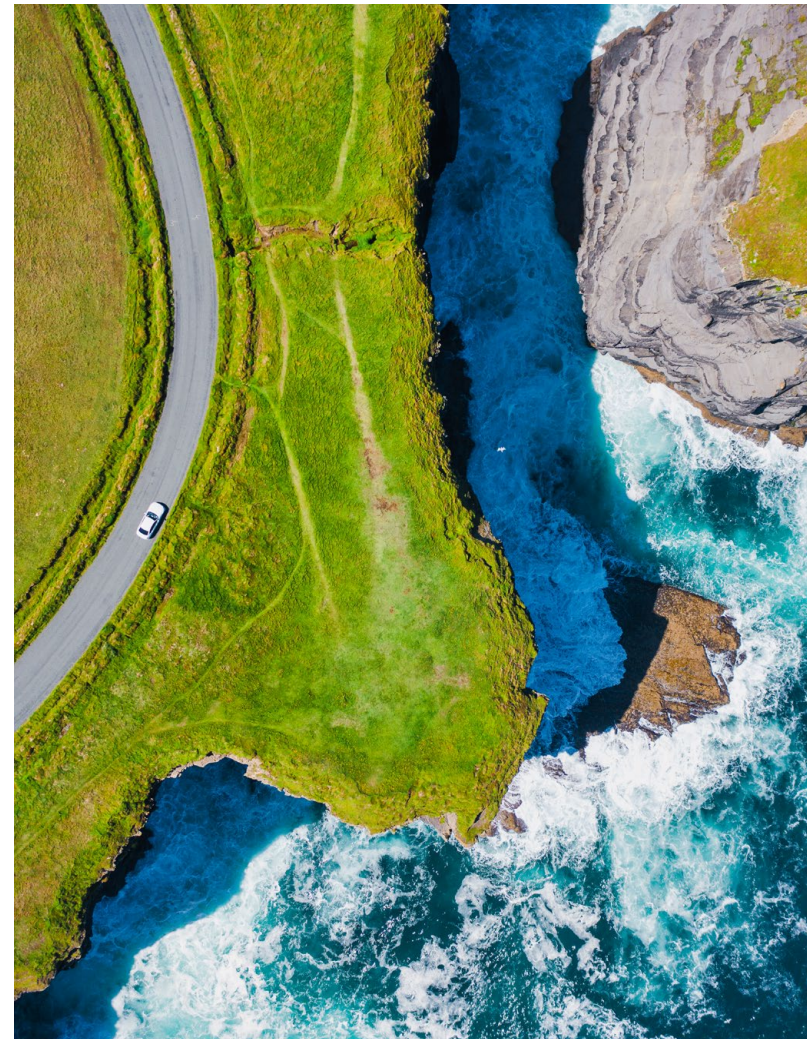
Images with different viewpoints/perspectives e.g. from behind add variety to image selects

Images with a clear focal point usually work well in layouts

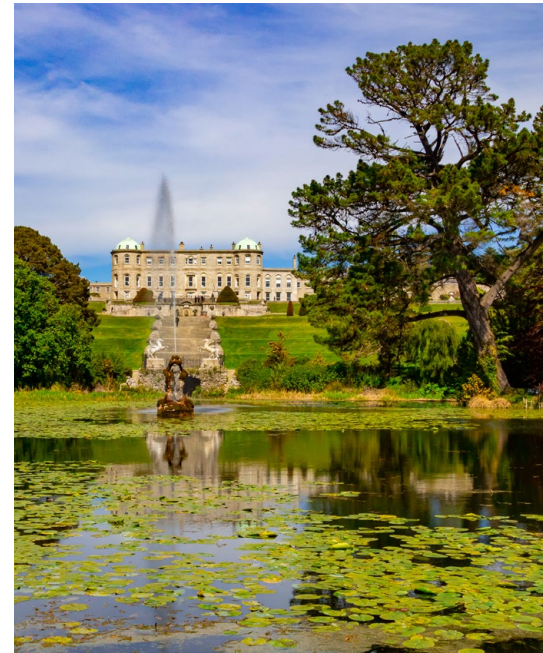
PHOTOGRAPHY

A few tips for sourcing stock imagery – destinations & driving

Epic shots to showcase the destination – even better if they showcase travelling by car



Images which showcase local landmarks



Shots which hint at car travel are always good, especially if they include the destination and people in frame too



Images with different viewpoints/perspectives and an injection of colour



Car travel showing real moments of fun with children and families work well



Pets are a good way to highlight the versatility of taking your car on an Irish Ferry

Application

DROP DOWN TAB

Onboard communications

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.

Without strapline



With strapline
Logo reduces in size to accommodate strapline



UPWARD TAB

Onboard communications

If a drop down tab is not suitable for a particular design or a different placement of our logo is preferred, an upward tab should be used instead.

Without strapline



With strapline
Logo reduces in size to accommodate strapline



DROP DOWN TAB CONSTRUCTION

Construction & safe area guidance

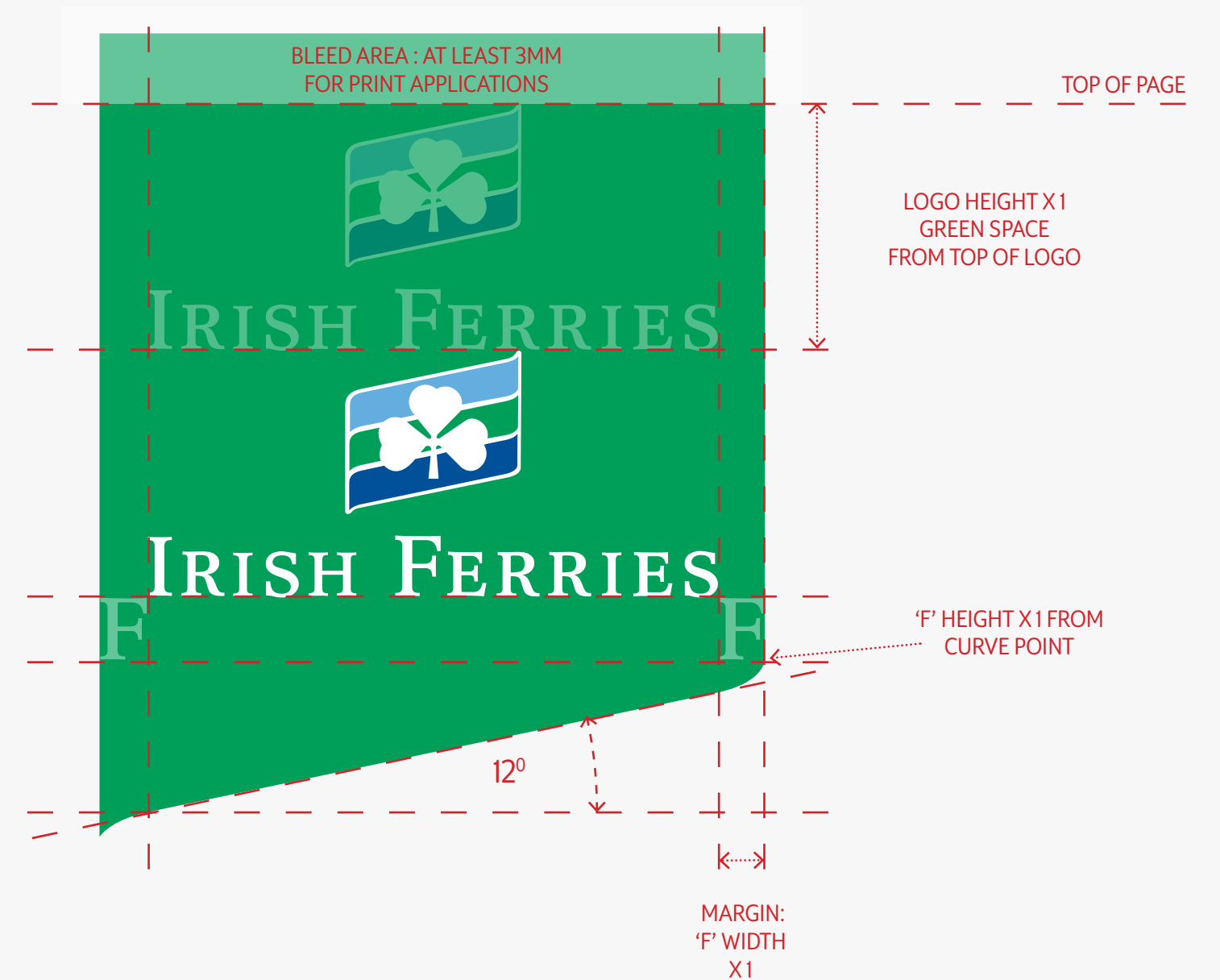
GREEN TAB PANEL'S OPACITY CAN BE ADJUSTED TO ALLOW UNDERLYING IMAGERY TO BECOME SLIGHTLY VISIBLE.

RECOMMENDED MINIMUM OPACITY IS 65%.

TAB PANEL AND PLACED LOGO ARE SEPARATE PLACED GRAPHICS IN INDESIGN.

WHEN ADJUSTING OPACITY OF GREEN PANEL **DO NOT** AFFECT OPACITY OF BOX CONTAINING PLACED LOGO.

Without strapline



DROP DOWN TAB CONSTRUCTION

Construction & safe area guidance

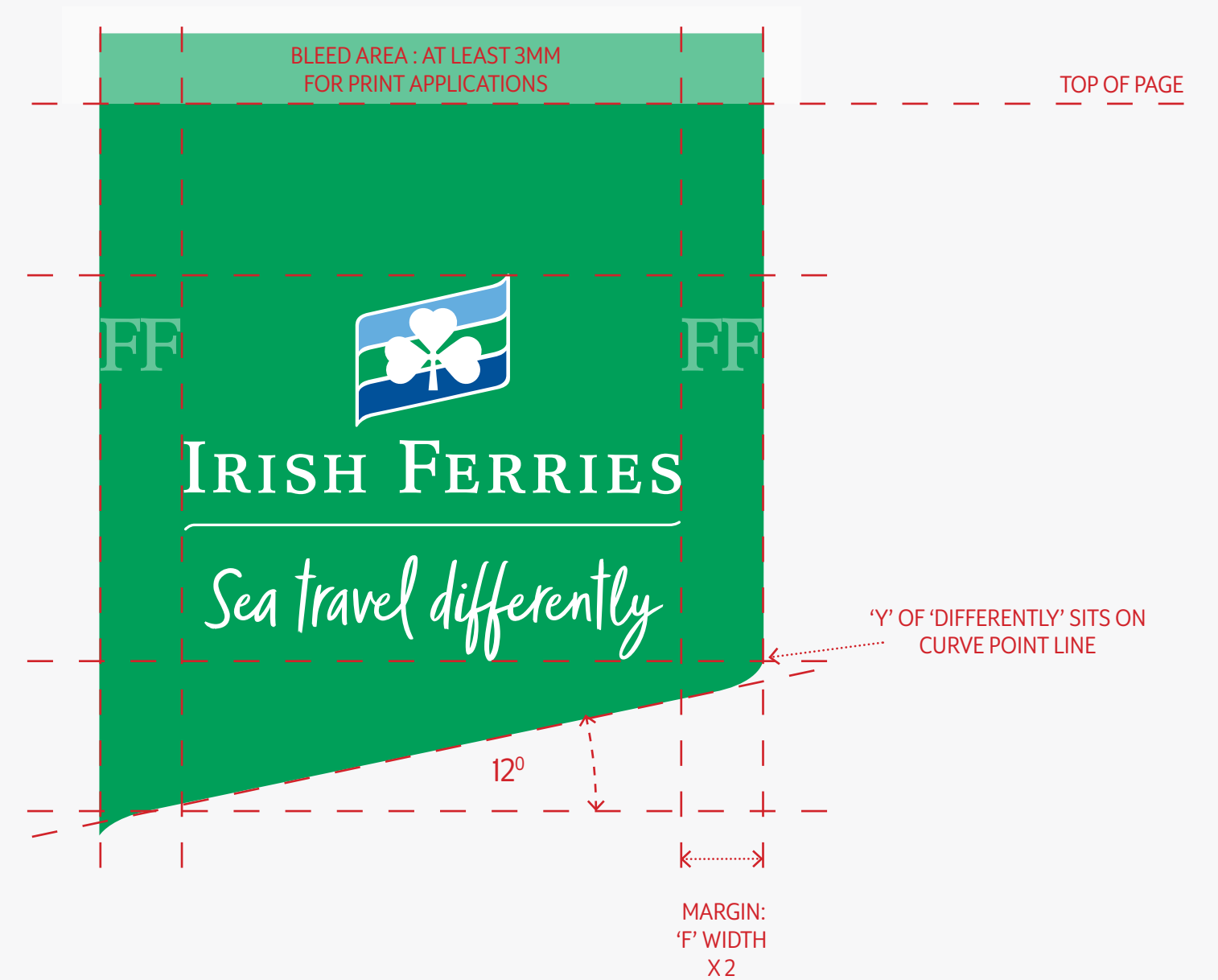
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With strapline



UPWARD TAB CONSTRUCTION

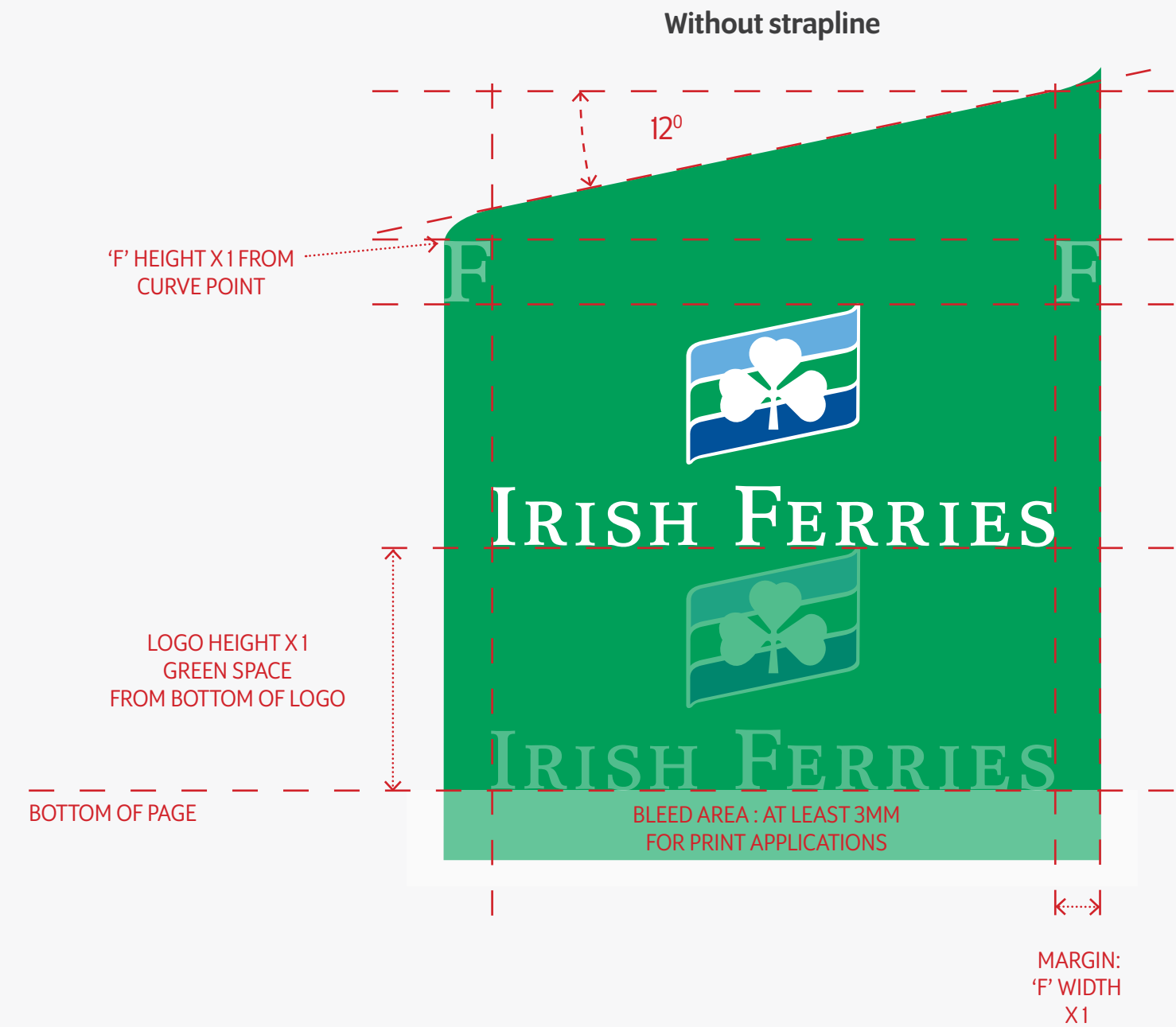
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UPWARD TAB CONSTRUCTION

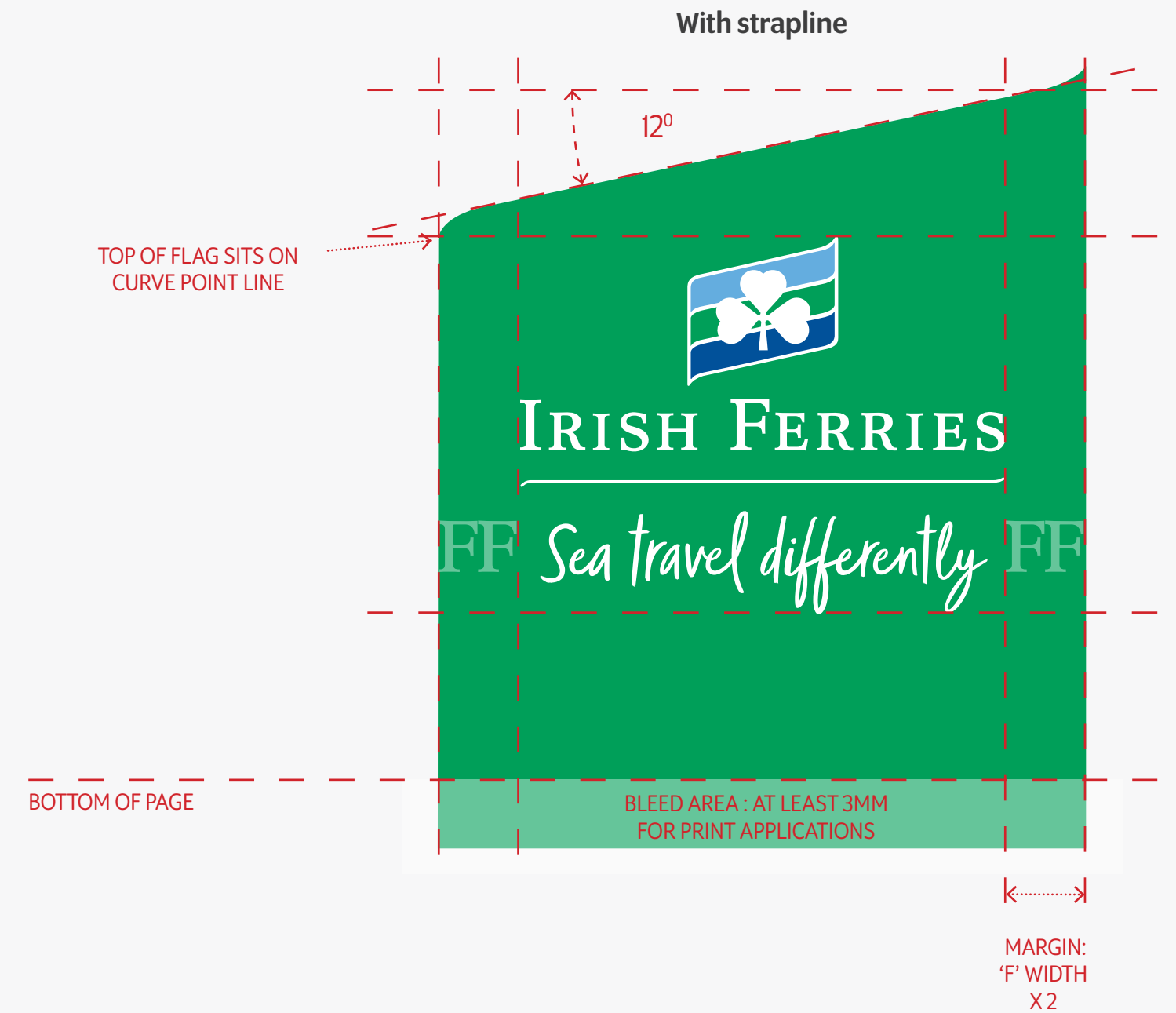
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WHAT'S IN THE SEA TRAVEL DIFFERENTLY TOOLKIT?

- ▼ Flags
 - ▼ CMYK
 - Irish_Ferries_Flag_Britain_CMYK.tif
 - Irish_Ferries_Flag_France_CMYK.tif
 - Irish_Ferries_Flag_Ireland_CMYK.tif
 - ▼ RGB
 - ▼ PNG
 - Irish_Ferries_Flag_Britain_RGB.png
 - Irish_Ferries_Flag_France_RGB.png
 - Irish_Ferries_Flag_Ireland_RGB.png
 - ▼ TIF
 - Irish_Ferries_Flag_Britain_RGB.tif
 - Irish_Ferries_Flag_France_RGB.tif
 - Irish_Ferries_Flag_Ireland_RGB.tif
- ▼ Logos
 - ▼ CMYK
 - Dark_Blue_Sea_Travel_Differently_Strapline_CMYK.ai
 - Irish_Ferries_Full_Colour_Brand_Logo_CMYK.ai
 - Irish_Ferries_Full_Colour_Brand_Logo_with_Strapline_CMYK.ai
 - Irish_Ferries_Reversed_Brand_Logo_CMYK.ai
 - Irish_Ferries_Reversed_Brand_Logo_with_Strapline_CMYK.ai
 - Irish_Ferries_White_Brand_Logo_with_Strapline_CMYK.ai
 - Reversed_Sea_Travel_Differently_Strapline_CMYK.ai
 - ▼ RGB
 - ▼ AI vector
 - Dark_Blue_Sea_Travel_Differently_Strapline_RGB.ai
 - Irish_Ferries_Full_Colour_Brand_Logo_RGB.ai
 - Irish_Ferries_Full_Colour_Brand_Logo_with_Strapline_RGB.ai
 - Irish_Ferries_Reversed_Brand_Logo_RGB.ai
 - Irish_Ferries_Reversed_Brand_Logo_with_Strapline_RGB.ai
 - Irish_Ferries_White_Brand_Logo_with_Strapline_RGB.ai
 - Reversed_Sea_Travel_Differently_Strapline_RGB.ai
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 - Irish_Ferries_Full_Colour_Brand_Logo_RGB.png
 - Irish_Ferries_Full_Colour_Brand_Logo_with_Strapline.png
 - Irish_Ferries_Reversed_Brand_Logo_with_Strapline_RGB.png
 - Irish_Ferries_Reversed_Brand_Logo.png
 - Irish_Ferries_White_Brand_Logo_with_Strapline_RGB.png
 - Reversed_Sea_Travel_Differently_Strapline_RGB.png