IRISH FERRIES

BRAND GUIDELINES
2017

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1. IRISH FERRIES & IRISH CONTINENTAL GROUP (ICG) PLC

2. IRISH FERRIES - COMMUNICATIONS

ONBOARD

ONLINE & WEB

PRESS & TRADITIONAL MEDIA

OUTDOOR

ICON SUITE

SERVICE DELIVERY

Colour and elements:

Pantone 287c	Pantone 355c	Pantone 284c
C 100	C 100	C 56
M 69	M 0	M 18
Y 0	Y 90	Y 0
K 12	K 5	K 0
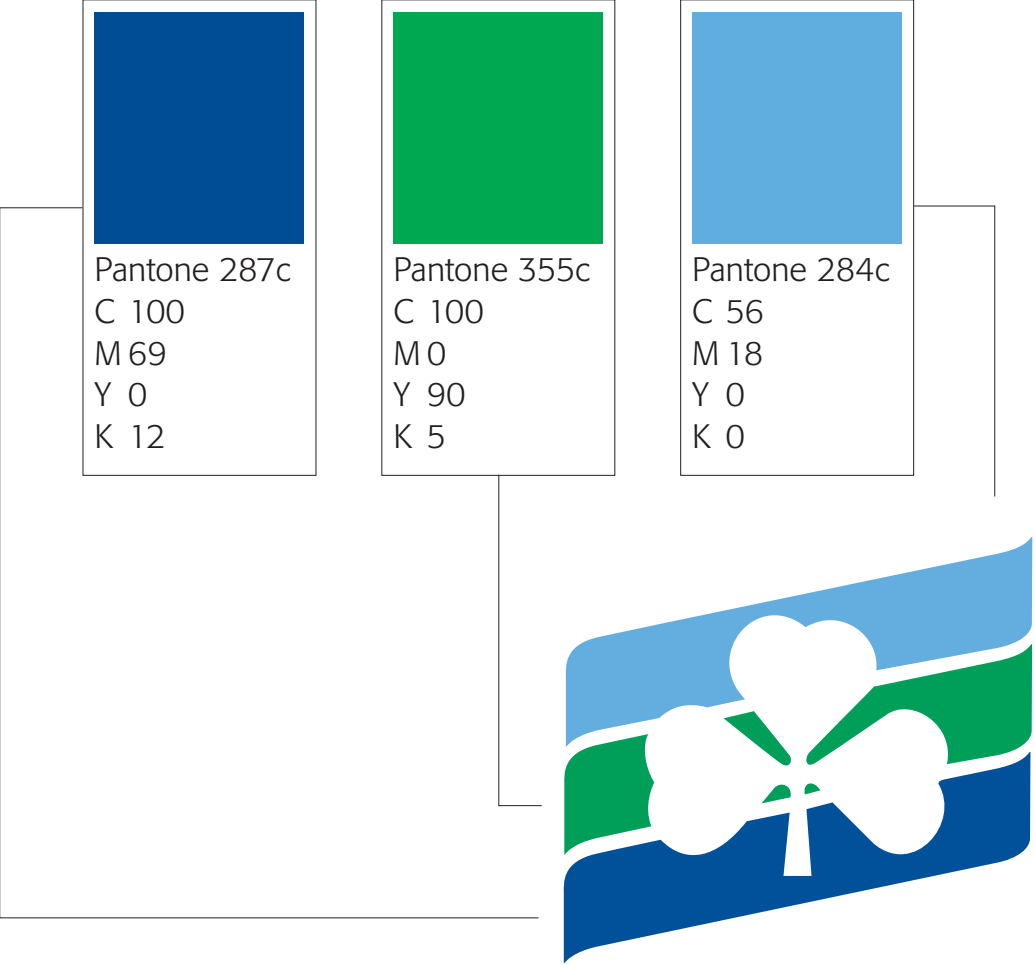
IRISH FERRIES

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

Clearspace area

X

X

RISH

X

X

X

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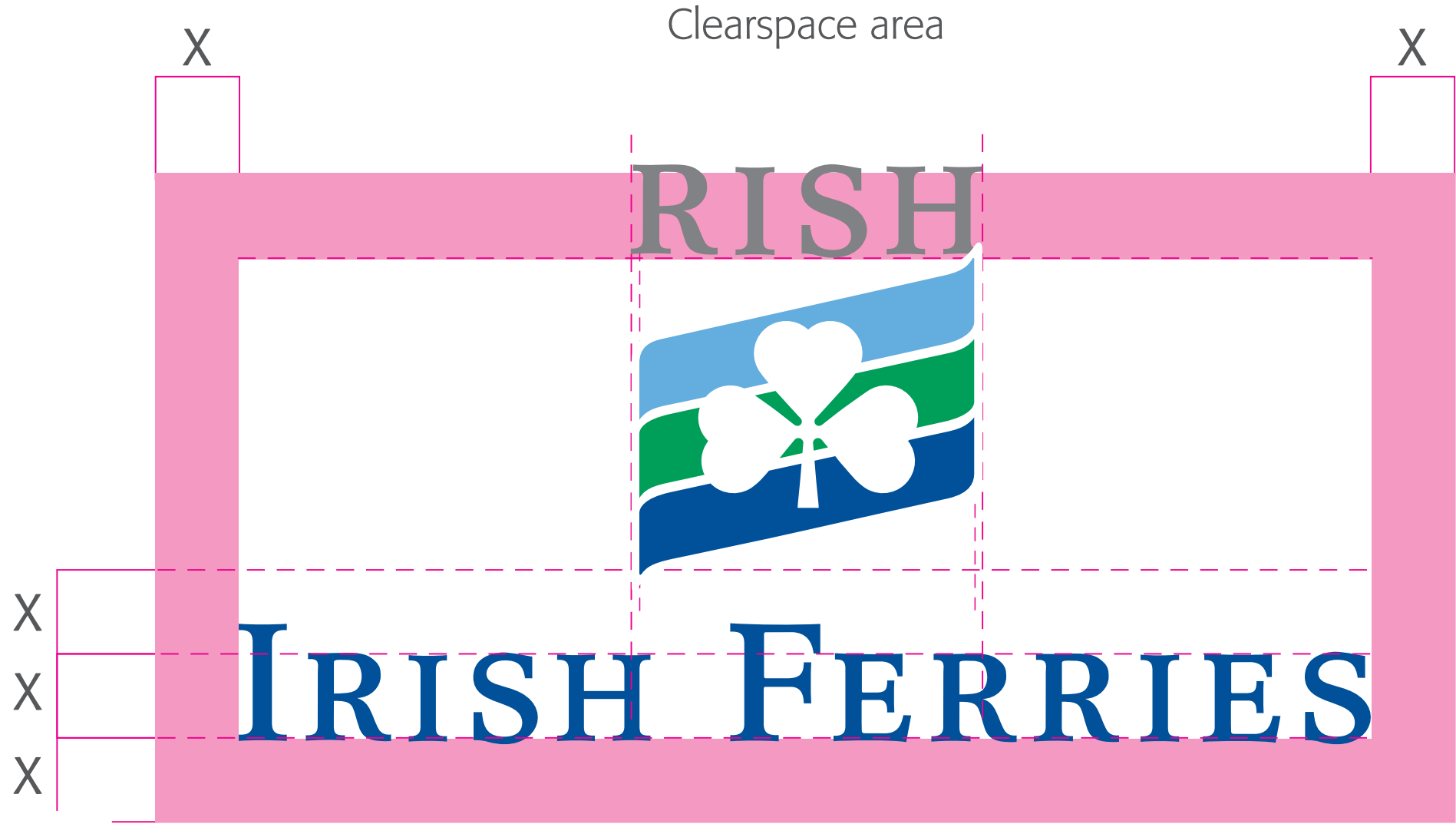
NB: THIS LOGO SHOULD NEVER BE STRETCHED OR DISTORTED IN ANY WAY.

The following variants of the logo may be used:

Colour:

IRISH FERRIES

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.

IRISH FERRIES

IRISH FERRIES

Placed on Background Colour
Customer Facing Material

IRISH FERRIES

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"
Colour Breakdown: C88 M23 Y98 K9
Pantone: 363c

See Press and Poster applications on Page 10 of this document.

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

IRISH FERRIES

The logo may be applied over an image ONLY when the design does not allow for usage of one of these blocks of colour - for example in small formats as shown, or when it is deemed necessary for the background to be visible.
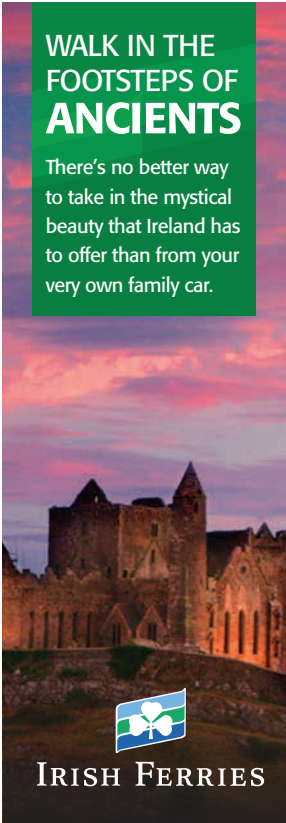
The specifications contained in this manual show the correct use and consistent application of the logo and its elements. These specifications are mandatory and the logo must not be varied or adapted in any way. The logo should never be stretched or distorted in any way. The proportions for the Irish Ferries logo must remain equal at all times.

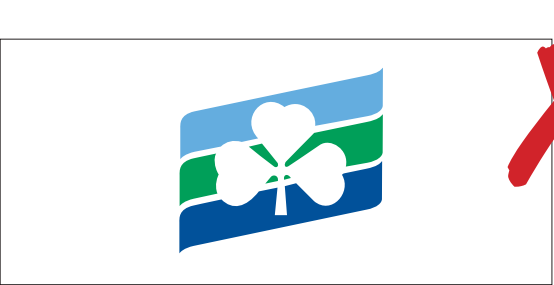## Incorrect usage of logo:

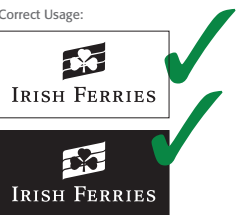Do NOT alter text;

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 FERRIES

On background:

Placed on a colour background the white type version of the logo should be used. It may be reversed out of one ot 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.

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.

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 ot 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.

Regular

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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £¼¾¼½

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

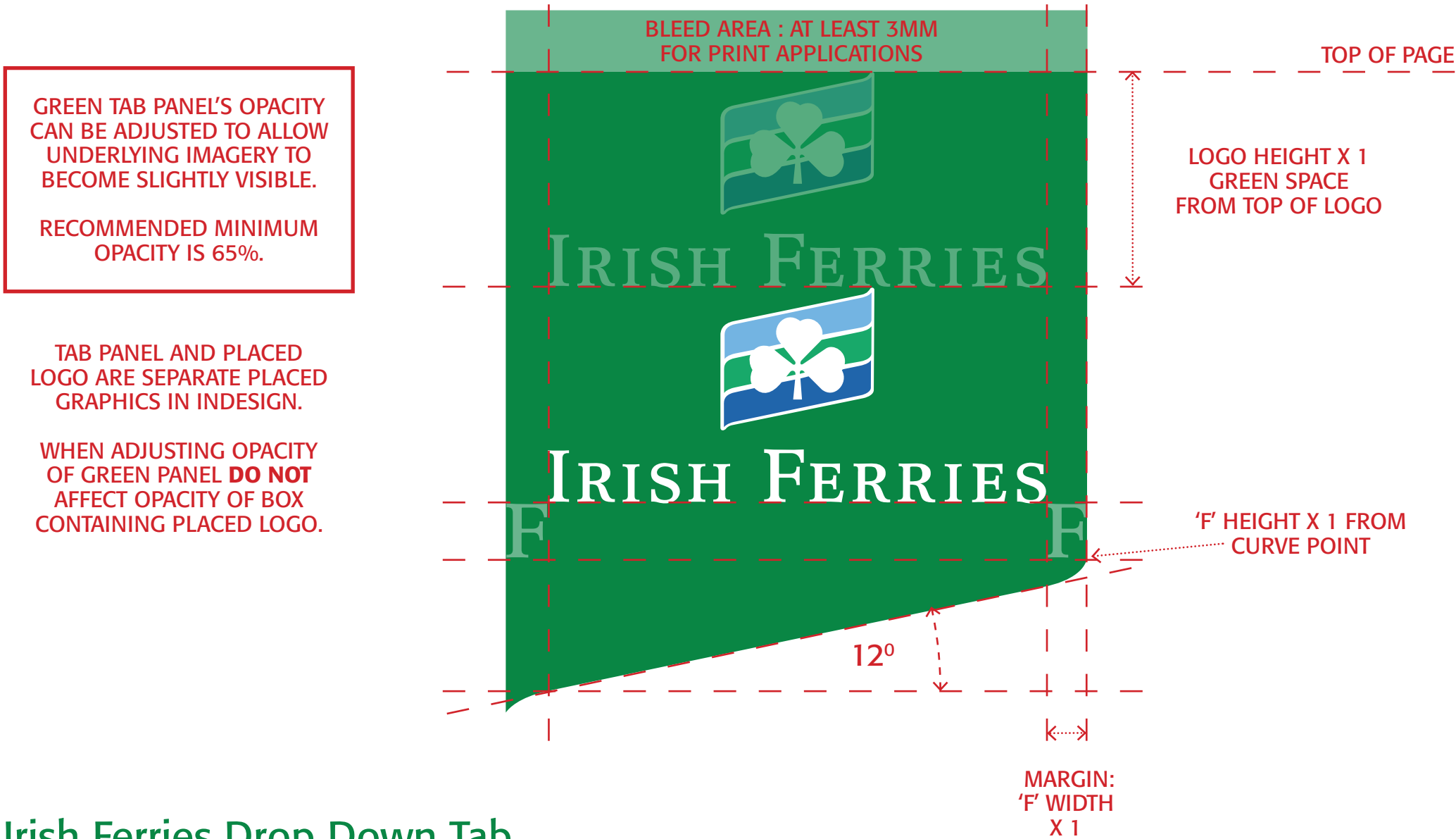DROP DOWN TAB **ONBOARD PRINTED MATERIAL**

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, slighty 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.

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.

BLEED AREA : AT LEAST 3MM FOR PRINT APPLICATIONS

TOP OF PAGE

LOGO HEIGHT X 1 GREEN SPACE FROM TOP OF LOGO

IRISH FERRIES

IRISH FERRIES

'F' HEIGHT X 1 FROM CURVE POINT

12°

MARGIN: 'F' WIDTH X 1

Irish Ferries Drop Down Tab

GET READY TO TUCK IN

BOYLAN'S
BRASSERIE

WELCOME ABOARD

3MM BLEED

WIDTH
MINIMUM: 20%
MAXIMUM: 30%

WIDTH 100%

MARGIN WIDTH:
FLAG DEVICE X 1

Irish Ferries Drop Down Tab

The tab should always appear on the top right or top middle of the design area. This example shows how on a narrow width format such as the adjacent Boylans menu, the tab works best centred to create symmetry. The tab background is an Indesign graphic - therefore the level of opacity can be adjusted to suit the image upon which it lies. As a guide - the opacity shouldn't go below 65% - the green begins to lose its impact.

PANEL OPACITY
90%

PANEL OPACITY
90%

SALES AHOY!
VISIT OUR ONBOARD SHOP

WELCOME ABOARD

WHEN DO WE EAT?

SERVING DELICIOUS FOOD AND BEVERAGES
CAFÉ
LAFAYETTE

WELCOME ABOARD

BOTH EXAMPLES SHOW
HOW LOGO IS PLACED IN
A SAFE AREA WHERE IT
DOESN'T OBSCURE IMPORT-
ANT FOCAL FEATURE POINTS.

WHEN TAB IS APPLIED TO A TALL NARROW DESIGN SPACE SUCH AS THIS DL ROLL FOLD, IT IS PREFERABLE THAT IT IS CENTRED.

HOWEVER IN THIS INSTANCE THE TAB CAN OCCUPY UP TO 35% OF THE WIDTH OF THE SPACE.

IRISH FERRIES
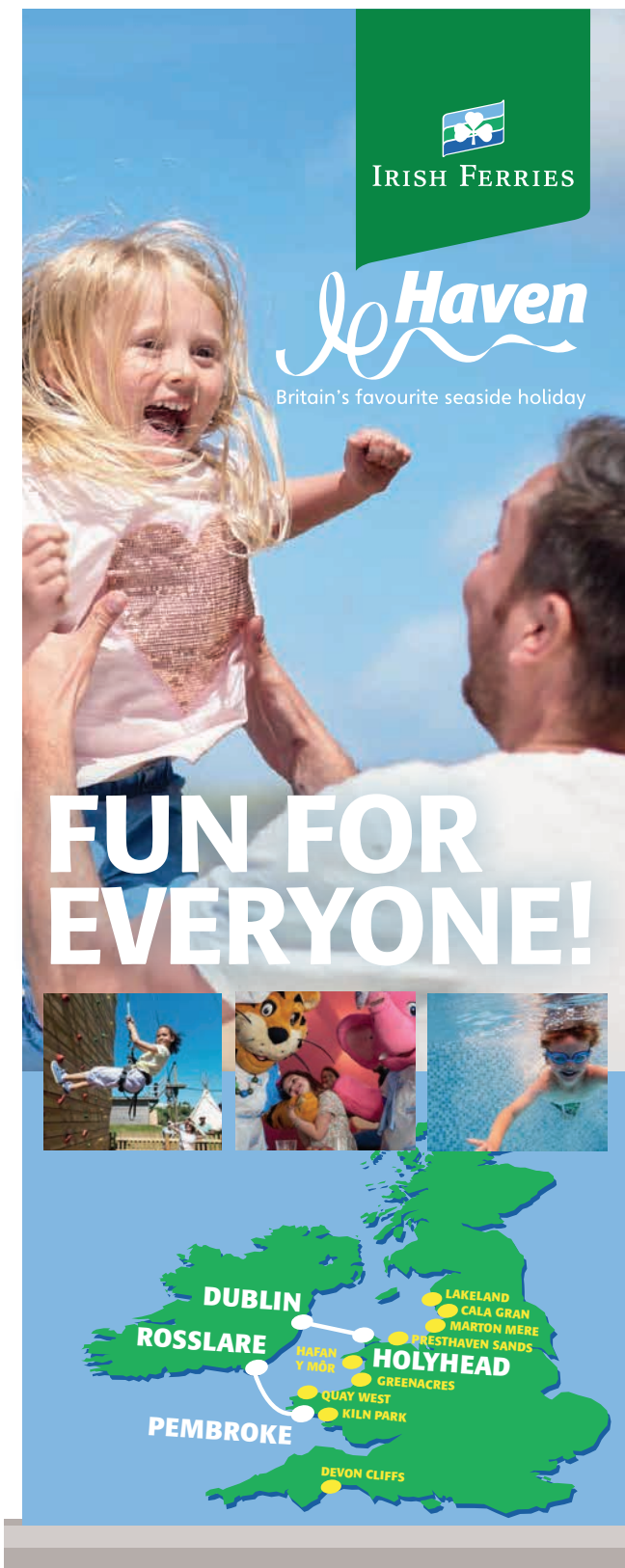
**SAMPLE HAVEN
PULL UP BANNER**

**TAB SHOULD BE PLACED TOP
RIGHT. IT SHOULD OCCUPY
A MINIMUM OF 30% OF THE
WIDTH OF THE BANNER.**

WINE LIST TENT CARD

**NEW, MORE CONTEMPORARY LOOK AND FEEL
ON A TALLER, MORE ELEGANT SHAPE.**

Red
Wine List

Olivier Lacour Cabernet Sauvignon.
€9.90 75cl
Our highly recommended 'House Red' is sourced from France's sunny Languedoc region. Only the ripest grapes are sourced for this bold, full-flavoured Cabernet-Sauvignon.

Bordeaux Superieur Chateau Ballan Larquette.
€12.00 75cl
Situated in the Entre-deux-mers region to the east of Bordeaux. This great value wine is produced by Régis Chaigne on his estate, one of the most talented small wine growers of the region. Blend of Cabernet Sauvignon and Merlot Grapes it's brimming with red fruit and especially blackcurrant flavours with a long finish and ripe tannin.

Crozes Hermitage, Cave de Tain.
€8.85 37.5cl
Grown around the town of Tain L'Hermitage in the Northern and slightly cooler part of the Rhône Valley, this gutsy red is made principally from the Syrah grape and offers seductive plum rich fruit with a twist of smoky oak on the finish.

White
Wine List

Olivier Lacour Sauvignon
€9.95 75cl
Our highly recommended 'House White' is sourced for us in the Languedoc Region of the South of France. This vibrant Sauvignon blanc is dry and aromatic, and is bursting with ripe, citrus fruit flavours.
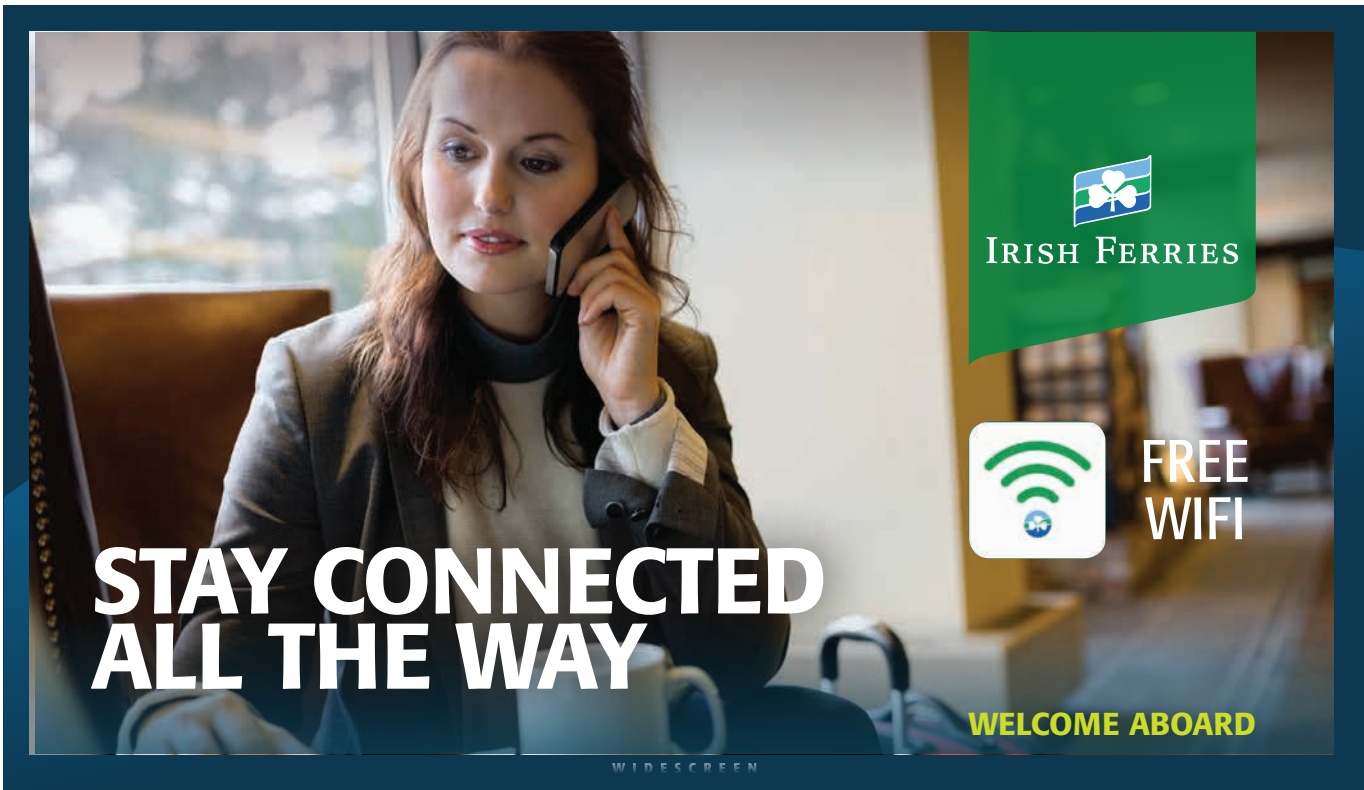
Cotes de Gascogne Domaine.
€11.95 75cl
Is a designated wine-producing zone in the Armagnac region of Southwest France. Made from local grape Colombard - Ugni Blanc, these white wines offer aromatic notes of citrus and exotic fruits.

Muscadet Sevre et Maine Manoir de la Firetiere.
€6.75 37.5cl
The Melon de Bourgogne vines are planted on schist soils and the traditional training enables the grapes to have lots of sun.
The estate produces then low acidity wine that are fruity and well balanced. The vines are planted on a schist soil. The wine is vinified under controlled temperatures and the stays on its lees.

Rosé Wine

Cabernet d'Anjou, Réserve des Vignerons. €
€11.75 75cl
Produced in the Loire valley from the Cabernet Franc variety, this lovely fruity rosé displays lifted aromas of raspberry and strawberry with a sweet, mouth filling finish.

SHOP 'TIL
YOU DOCK

WELCOME ABOARD

BLOCKBUSTERS
ONBOARD

SHOWTIME DETAILS DISPLAYED ONBOARD

WELCOME ABOARD

IRISH FERRIES

GLORIOUS FOOD!

SERVING DELICIOUS FOOD AND BEVERAGES
CAFÉ LAFAYETTE

WELCOME ABOARD

IRISH FERRIES

STAY CONNECTED ALL THE WAY

WELCOME ABOARD

2017

GLORIOUS
FOOD!

CAFÉ
LAFAYETTE

WELCOME ABOARD

SHOP 'TIL
YOU DOCK

WELCOME ABOARD

STAY
CONNECTED
ALL THE WAY

WELCOME ABOARD

FREE WIFI

OUR FREE WIFI IS FOR EVERYONE

A satellite WiFi service is available in designated areas onboard. It's not like your WiFi at home, so please remember that:

- We are moving across the sea, with variable conditions, all of which affect the link to a satellite at least 35,000km away.

- You are sharing this service with everyone else too. Please respect their requirements too.

- For the benefit of all users, access to sites that stream data (eg: YouTube, Netflix, onlinegaming, Skype etc.) has been filtered out.

- This is an open network, and is by its nature insecure. Be careful with your private data.

IRISH FERRIES

OUR FREE WIFI IS FOR EVERYONE

WELCOME ABOARD

OUR FREE WIFI IS FOR EVERYONE

WELCOME ABOARD

FREE WIFI

OUR FREE WIFI IS FOR EVERYONE

A satellite WiFi service is available in designated areas onboard. It's not like your WiFi at home, so please remember that:

- We are moving across the sea, with variable conditions, all of which affect the link to a satellite at least 35,000km away.

- You are sharing this service with everyone else too. Please respect their requirements too.

- For the benefit of all users, access to sites that stream data (eg: YouTube, Netflix, onlinegaming, Skype etc.) has been filtered out.

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IRISH FERRIES

OUR FREE WIFI IS FOR EVERYONE

A satellite WiFi service is available in designated areas onboard. It's not like your WiFi at home, so please remember that:

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- You are sharing this service with everyone else too. Please respect their requirements too.

- For the benefit of all users, access to sites that stream data (eg: YouTube, Netflix, onlinegaming, Skype etc.) has been filtered

- This is an open network, and is by its nature insecure. Be careful with your private data.

FREE WIFI

IRISH FERRIES

STAY
CONNECTED
ALL THE WAY

WELCOME ABOARD

Irish Ferries WiFi logo

This Irish Ferries WiFi logo has been devised for use on selected printed materials. 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, this symbol can be used as it requires sharper printing to be legible.

The logo needs to be suitably scaled to reproduce well on newsprint, from standard desktop printers or in the online space.

For online use, logo needs to be minimum 200px square.

2017

BRITAIN
TAKE THE
**GRAND
TOUR**

IRISH FERRIES

BRITAIN
FOR A
**GRAND
PRICE**

IRISH FERRIES

BRITAIN
FROM JUST
€89
ONE WAY

NO LIMITS

BRITAIN

ALL IN!

NO LIMITS

BRITAIN

**BOOK
NOW**

IRISH FERRIES

SUMMER IN

FRANCE

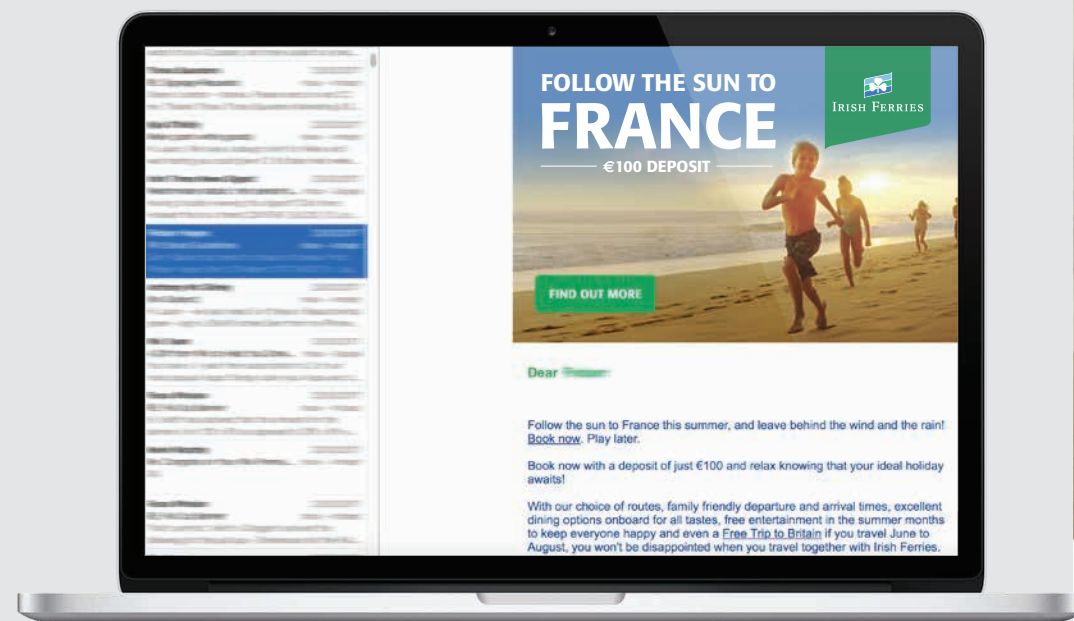IS JUST A CLICK AWAY   IRISH FERRIES

BOOK NOW >>   IRISH FERRIES

IRISH FERRIES

TAB SHOULD BE PLACED TOP RIGHT OF EDM HERO IMAGE. IT SHOULD OCCUPY A MINIMUM OF 22% OF THE WIDTH OF THE VISUAL.

HEADLINE/OFFER SHOULD BE GIVEN PRIORITY AND ALLOWED BREATHING SPACE USING CLEAR SPACE WITHIN THE VISUAL, AS ILLUSTRATED...
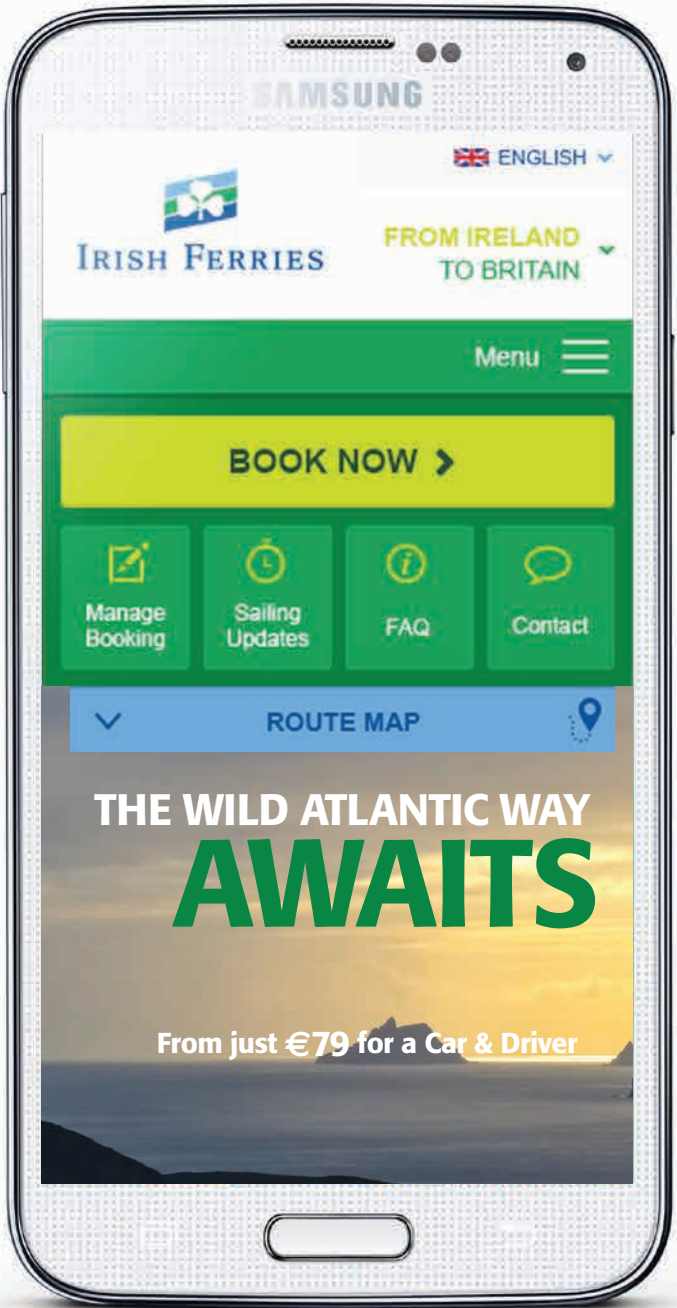
FOLLOW THE SUN TO
FRANCE
€100 DEPOSIT

IRISH FERRIES

FIND OUT MORE

Dear ▬▬▬▬

Follow the sun to France this summer, and leave behind the wind and the rain! Book now. Play later.
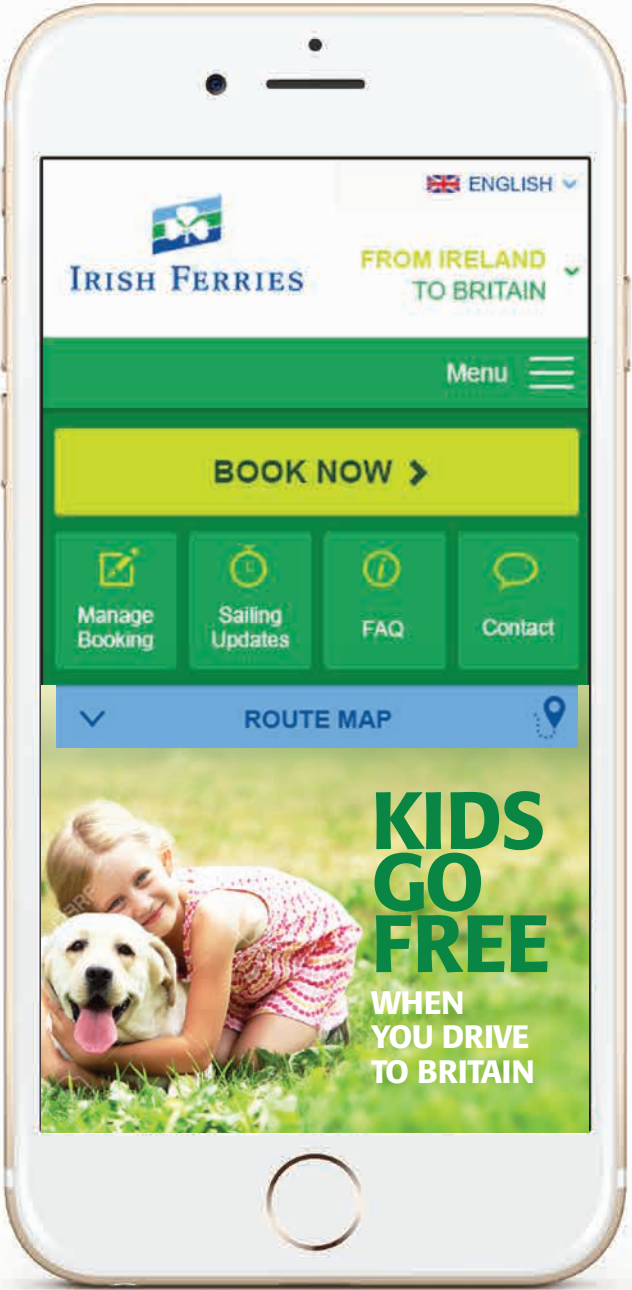
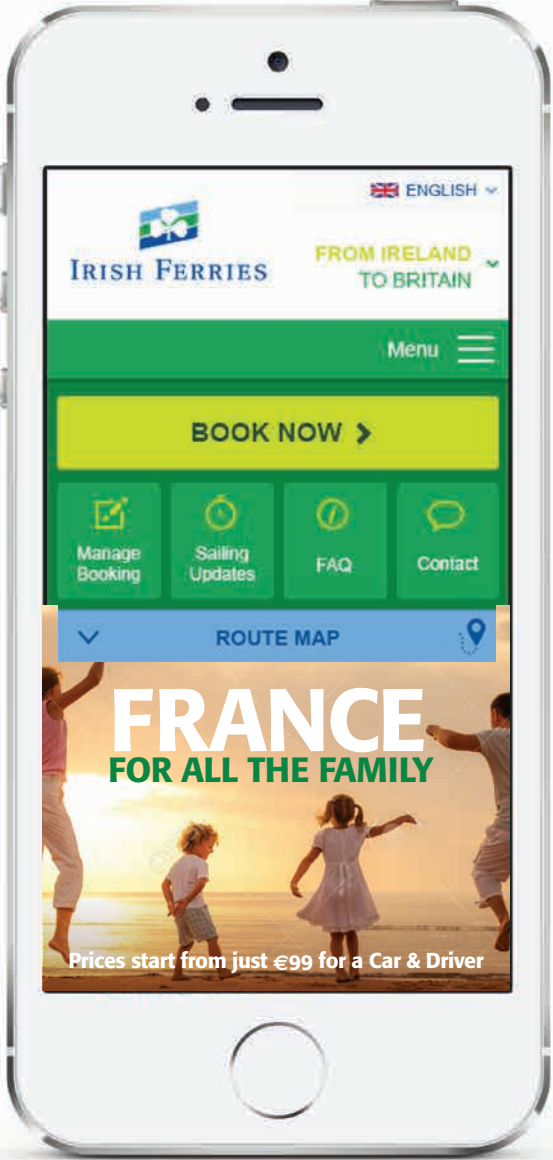Book now with a deposit of just €100 and relax knowing that your ideal holiday awaits!
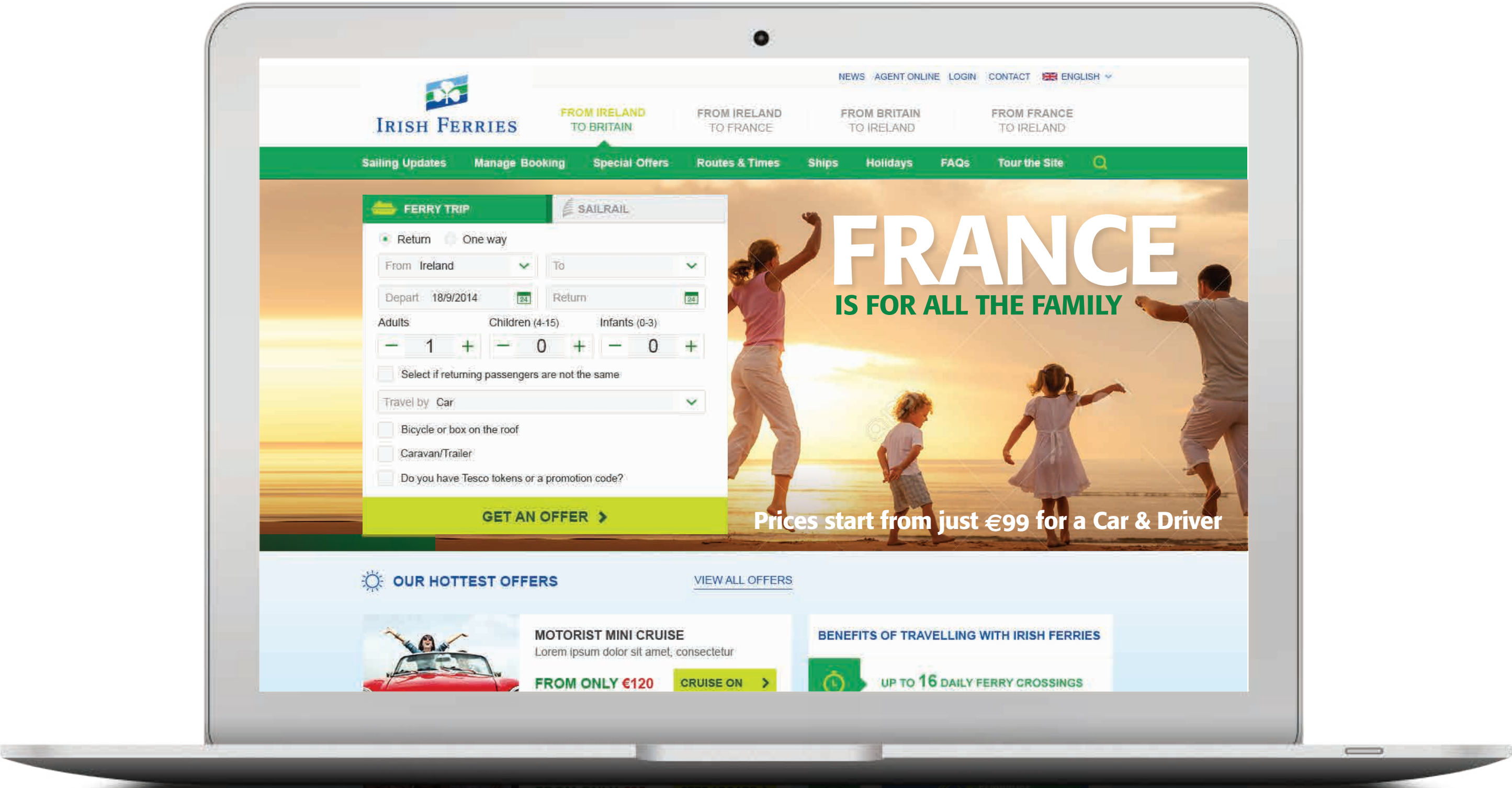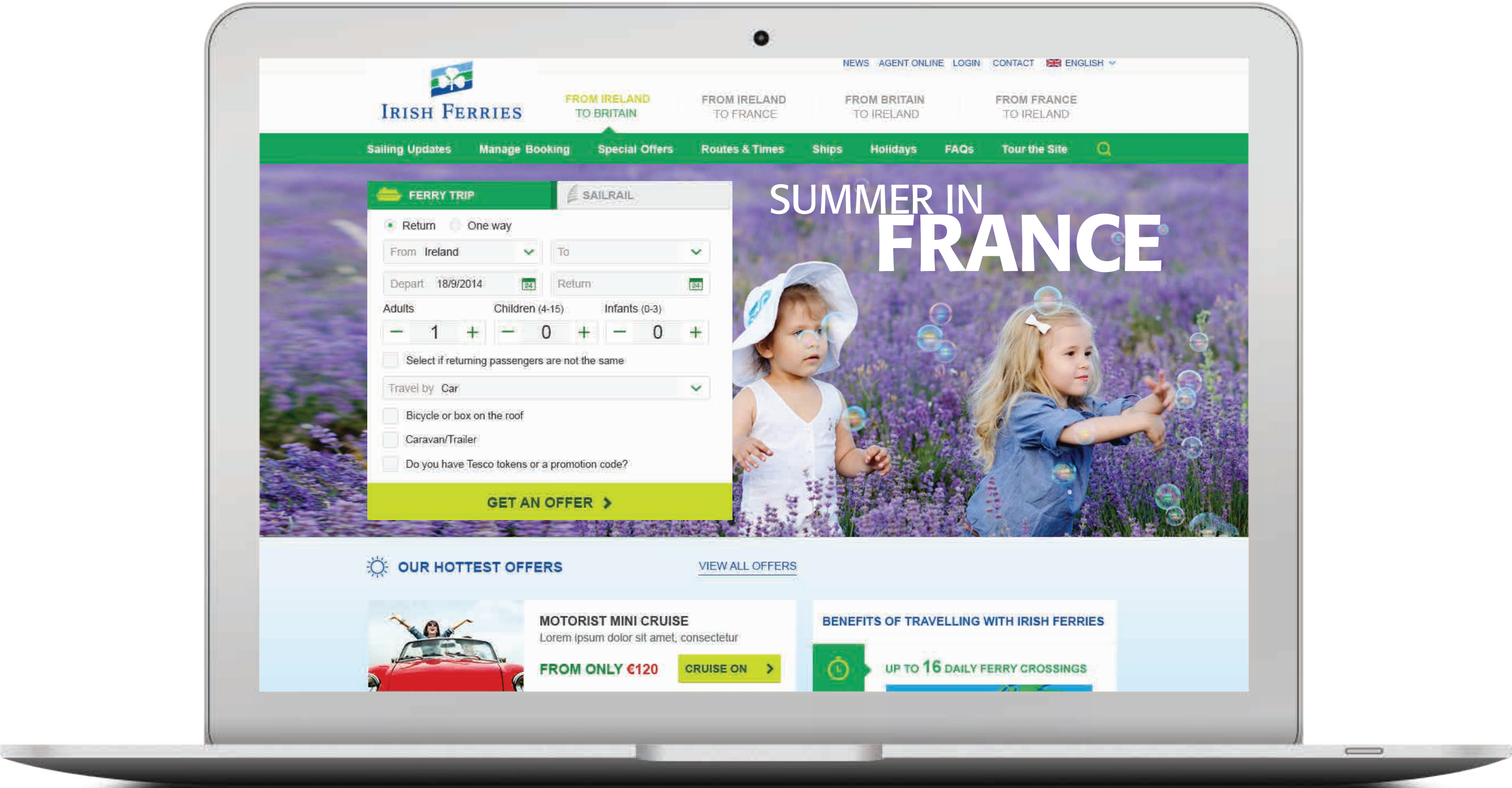
2017
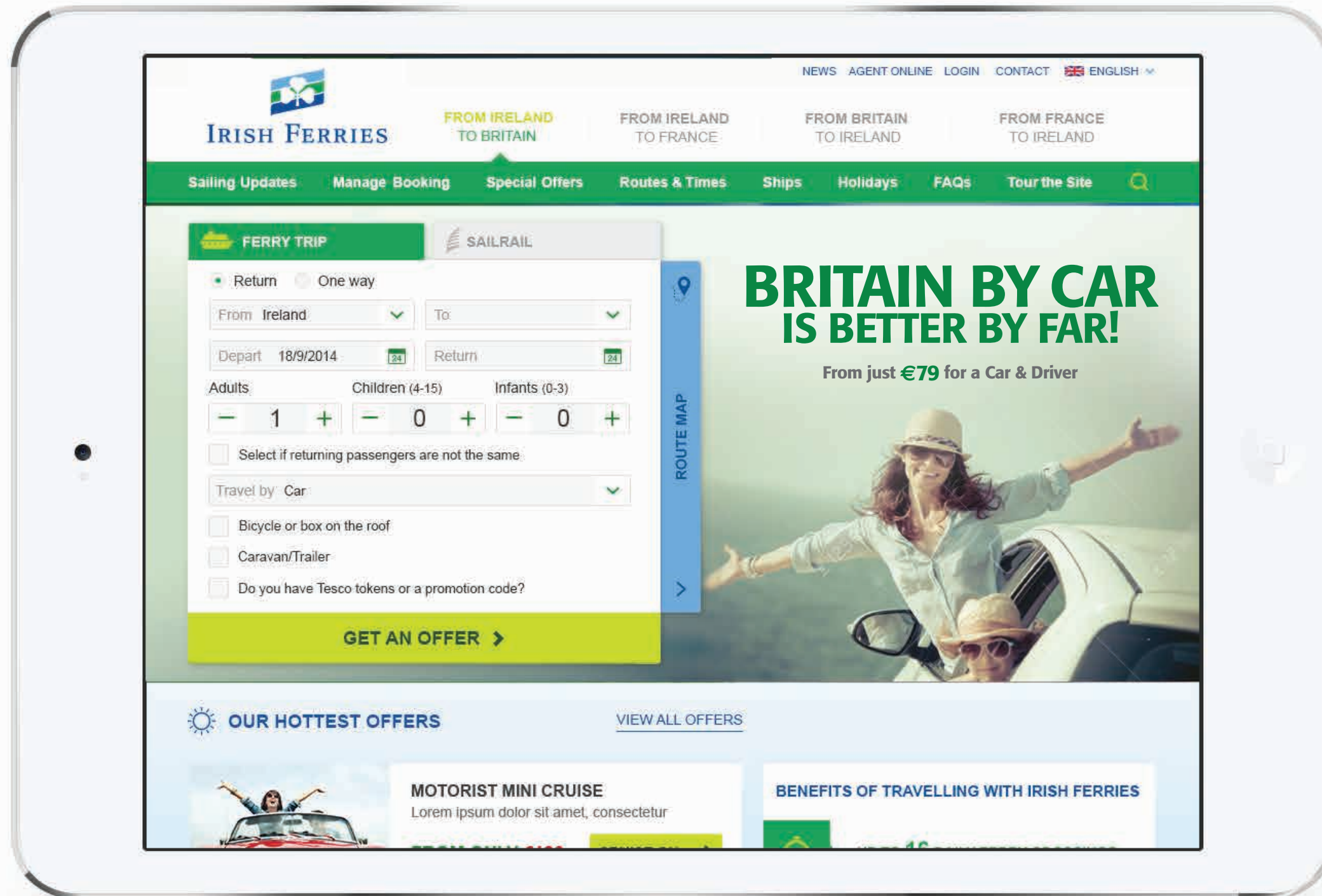
IRISH FERRIES

Samsung S5

iPhone 6

iPhone 5s

Portrait Press Option 1:

In this version a Vertical Strip Device is employed to House Branding and Support Graphics onto a full bleed image.

The new brand layout for Irish Ferries serves to take all the brand elements and repurpose them for use over all the various media adaptations.

The first significant element is the use of the corporate brand mark throughout the communication. Housing this in a strong Irish Ferries corporate green lends a subtle modern confidence to a classic, trusted brand mark.

It also helps house other key messages and gives Irish Ferries the opportunity to use full bleed, interesting, dynamic images; further reinforcing the freshness and modernity of the brand.

**Irish Ferries
Green for press ads**
c88 m23 y98 k9

**Irish Ferries
Grey**
k70

Headline Font: Formata Medium (All Caps)
Leading is kept tight to create a commanding type block

HEAD LINE HERE

SUB HEADLINE GOES HERE

Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

BRITAIN
FROM **€89**
ONE WAY

New corporate logo lockup houses elements such as the Routemap and the Pricepoint.

The background green houses the corporate mark in a modern confident brand device.

Sub Headline is set in Formata Regular ALL CAPS

Full Bleed Image Area

27-30% of layout width

Body copy should be kept short and concise. It's purpose to add a resolve to the headline whilst delivering a benefit or two.

Use only 3 icons per ad. The smallest size to be used is where the cap height = 1.7mm

Pricepoint and logo lockup are arranged on a vertical axis positioned on the right hand side of the layout.

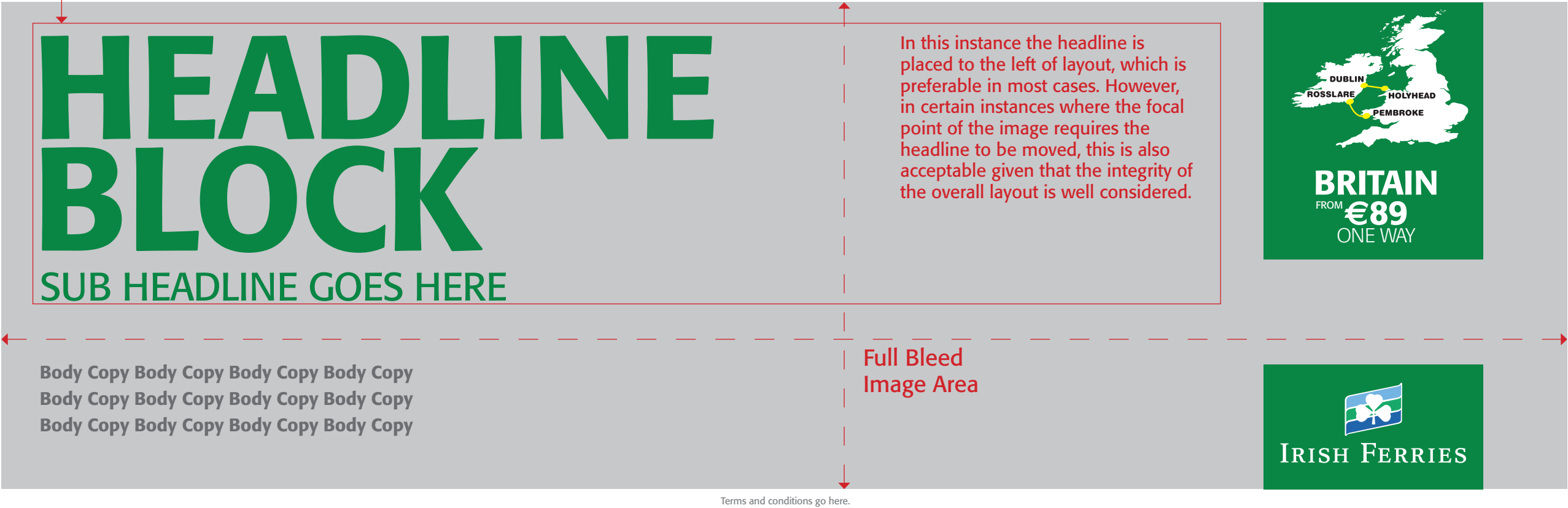30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

IRISH FERRIES

Terms and conditions go here.

Icons and Call to Action are reversed out of full bleed image. Where the image is to light to house the elements the IF Green can be used or the image can be darkened with a multiplied subtle gradient feather in InDesign.

IRISH FERRIES

Headline Font: Formata Medium (All Caps)
Leading is kept tight to create a commanding type block

HEADLINE BLOCK

SUB HEADLINE GOES HERE

In this instance the headline is placed to the left of layout, which is preferable in most cases. However, in certain instances where the focal point of the image requires the headline to be moved, this is also acceptable given that the integrity of the overall layout is well considered.

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

BRITAIN
FROM **€89**
ONE WAY

Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy

Full Bleed
Image Area

IRISH FERRIES

Terms and conditions go here.

Landscape Press Option 1:

In this version a Vertical Strip Device is employed to House Branding and Support Graphics

**Irish Ferries
Green for press ads**
c88 m23 y98 k9

**Irish Ferries
Grey**
k70

IRISH FERRIES

Headline Font: Formata Medium (All Caps)
Leading is kept tight to create a commanding type block

HEADLINE BLOCK
SUB HEADLINE GOES HERE

In this instance the headline is placed to the left of layout, which is preferable in most cases. However, in certain instances where the focal point of the image requires the headline to be moved, this is also acceptable given that the integrity of the overall layout is well considered.

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

BRITAIN
FROM **€89**
ONE WAY

Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy

Full Bleed
Image Area
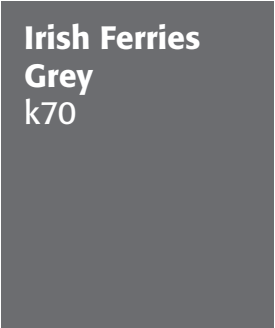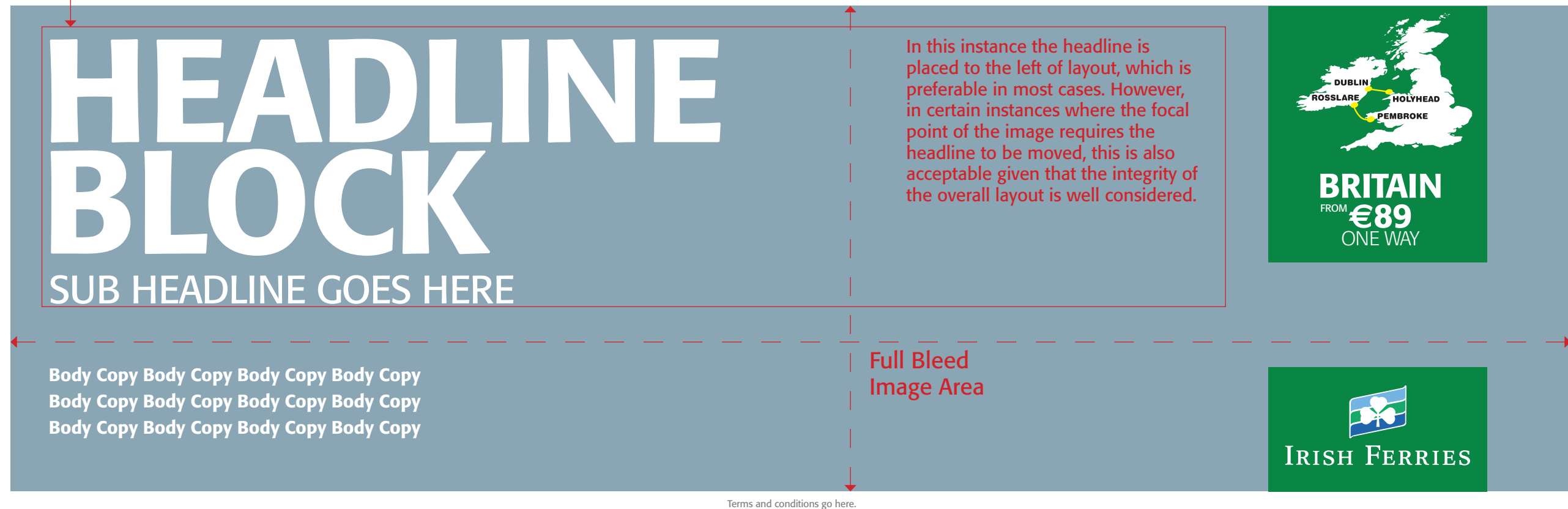
IRISH FERRIES

Terms and conditions go here.

Landscape Press Option 1a:

In this version a Vertical Strip Device is employed to house branding and support graphics. Where the image is dark or has an adequate colour density, the headline and body copy should be reversed out in white. A very subtle outer glow can be applied to the headline if deemed necessary.

**Irish Ferries
Green for press ads
c88 m23 y98 k9**

**Irish Ferries
Grey
k70**

2017

34

IRISH FERRIES

Headline Font: Formata Medium (All Caps)
Leading is kept tight to create a commanding type block

Here, where the focal point of the image is to the left of the full bleed visual, the headline and body copy shift right to facilitate. Care, however must be taken to ensure that the headline and body text do not crowd the branding and graphic area to the right of the layout.

HEADLINE BLOCK
SUB HEADLINE GOES HERE

Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy
Body Copy Body Copy Body Copy Body Copy

Full Bleed
Image Area

DUBLIN
ROSSLARE HOLYHEAD
PEMBROKE

BRITAIN
FROM **€89**
ONE WAY
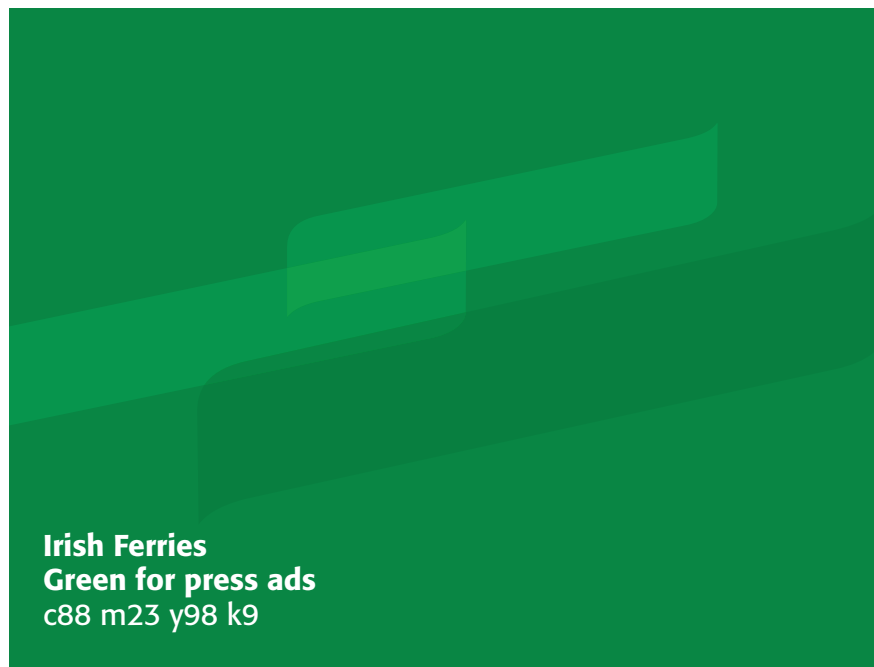
IRISH FERRIES

Terms and conditions go here.

Landscape Press Option 1b:
In this version a Vertical Strip Device is employed to House Branding and Support Graphics. The Headline is moved to facilitate the focal point of the full bleed image.

Irish Ferries
Green for press ads
c88 m23 y98 k9

Irish Ferries
Grey
k70
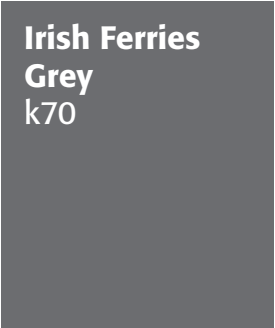
IRISH FERRIES

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

**Irish Ferries
Green for press ads**
c88 m23 y98 k9

IRISH FERRIES

IRISH FERRIES

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

Portrait Press Option 2:

In this version a Composite Graphic Panel housing all key information is overlaid onto a full bleed image.
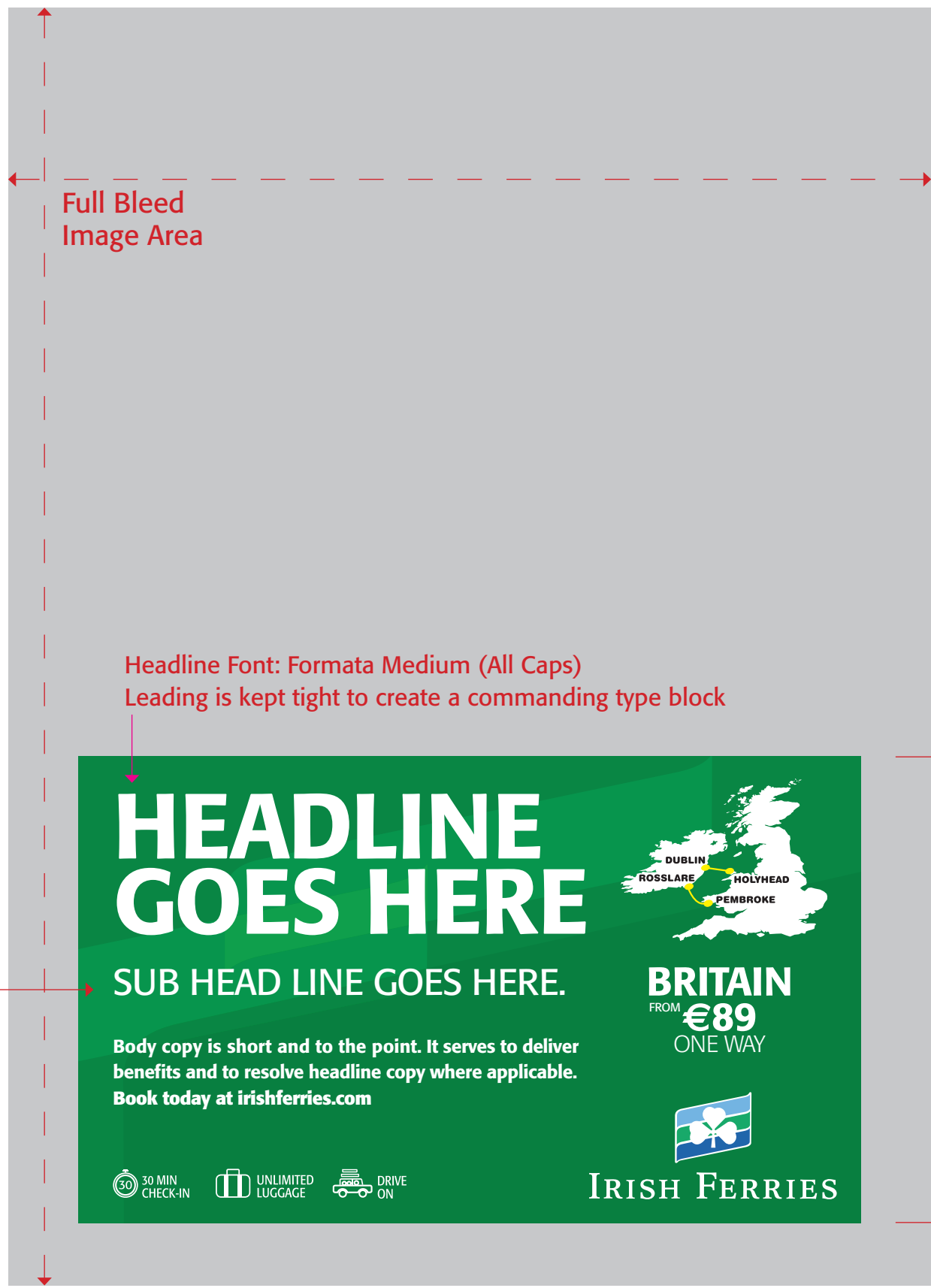
Full Bleed
Image Area

Headline Font: Formata Medium (All Caps)
Leading is kept tight to create a commanding type block

Sub Headline is set in
Formata Regular All Caps

HEADLINE GOES HERE

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

SUB HEAD LINE GOES HERE.

BRITAIN
FROM
€89
ONE WAY

Body copy is short and to the point. It serves to deliver
benefits and to resolve headline copy where applicable.
Book today at irishferries.com

IRISH FERRIES

30 MIN
CHECK-IN   UNLIMITED
LUGGAGE   DRIVE
ON

Composite message area
contains all of the messaging in
one simple graphic rectangular
device.

Terms and conditions go here.

**Irish Ferries
Green for press ads**
c88 m23 y98 k9

**Irish Ferries
Grey**
k70

**Irish Ferries
Pattern**

**An optional template for
complete flexibility:**

To give the brand flexibilty we have
devised a composite graphic device to
house all graphic elements. The device
works particularly well with full bleed
images that have a strong focal point. The
simplicity of this device enables it to be
used seamlessly with little adaptation for
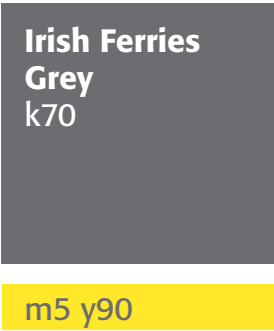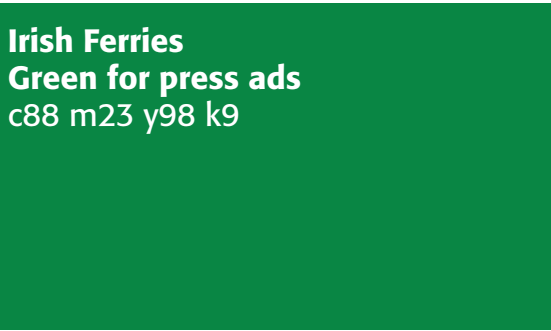both portrait and landscape press layouts.

Landscape Press Option 2:

In this version a Composite Graphic Panel housing all key information is overlaid onto a full bleed image.

Headline Font: Formata Medium (All Caps)
Leading is kept tight to create a commanding type block

Full Bleed
Image Area

Composite message area
contains all of the messaging in
one simple graphic rectangular
device.

HEADLINE GOES HERE

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

SUB HEAD LINE GOES HERE.

**Body copy is short and to the point. It serves to deliver
benefits and to resolve headline copy where applicable.
Book today at irishferries.com**

BRITAIN
FROM **€89**
ONE WAY

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

IRISH FERRIES

Terms and conditions go here.

**Irish Ferries
Pattern**

**Irish Ferries
Green for press ads**
c88 m23 y98 k9

**Irish Ferries
Grey**
k70

m5 y90

Composite Panel Device

KIDS
GO FREE
WHEN YOU DRIVE TO BRITAIN.

This spring, bring the car and the whole crew to Britain
for just €99. Don't delay. Discover a great British family
adventure today. Book today at irishferries.com

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

BRITAIN
FROM €89
ONE WAY

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

IRISH FERRIES

Terms and conditions apply.

Composite Panel Device

KIDS GO FREE
WHEN YOU DRIVE TO BRITAIN.

This spring, bring the car and the whole crew to Britain for just €99. Don't delay. Discover a great British family adventure today. Book today at irishferries.com

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

BRITAIN
FROM **€89**
ONE WAY

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

IRISH FERRIES

Terms and conditions apply.

KIDS
GO
FREE
WHEN YOU DRIVE TO BRITAIN.

BRITAIN
FROM €89
ONE WAY

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

This spring, bring the car and the whole crew to Britain for just €99. Don't delay. Discover a great British family adventure today.

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

IRISH FERRIES

Terms and conditions apply.

2017

Composite Panel Device

BRITAIN WITH
IRISH FERRIES.
YOU'RE LAUGHING!

Bring all the gang on a fun family adventure to
Ireland with Irish Ferries and the kids travel free.
That's sure to put a smile on everyone's face!

Book Ireland today at **irishferries.com**

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

BRITAIN
FROM
€89
ONE WAY

IRISH FERRIES

Terms and conditions apply.

IRISH FERRIES

* The Headline and body copy are moved to the centre of the layout in this instance to facilitate the focal point of the image on the left hand side of the layout.

VISIT BRITAIN. EVERYONE'S INVITED!

Drive to Britain with Irish Ferries and you can bring anything, and anyone, you like. Even Rover's welcome with Irish Ferries!
Book Ireland today at **irishferries.com**

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

BRITAIN FROM **€89** ONE WAY

IRISH FERRIES

Terms and conditions apply.

IRISH FERRIES

Vertical Strip Device

SAIL OUT INTO THE WEST

Follow the Wild Atlantic Way, and experience the beauty and the craic of Ireland's west coast. It's all just a few hours away when you bring your car to Ireland with Irish Ferries.

Book Ireland today at **irishferries.com**

30 MIN CHECK-IN

UNLIMITED LUGGAGE

DRIVE ON

DUBLIN
ROSSLARE — HOLYHEAD
PEMBROKE

IRELAND
FROM **£89**
ONE WAY

IRISH FERRIES

Terms and conditions apply.

Vertical Strip Device

THE WILD ATLANTIC WAY

AWAITS

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

IRELAND
FROM **£89**
ONE WAY

There's no better way to take in the mystical beauty that Ireland has to offer than from the vantage point of your very own family car. Hit the high roads and by roads running with the Irish Sea's best ferry company.

Book today at irishferries.com

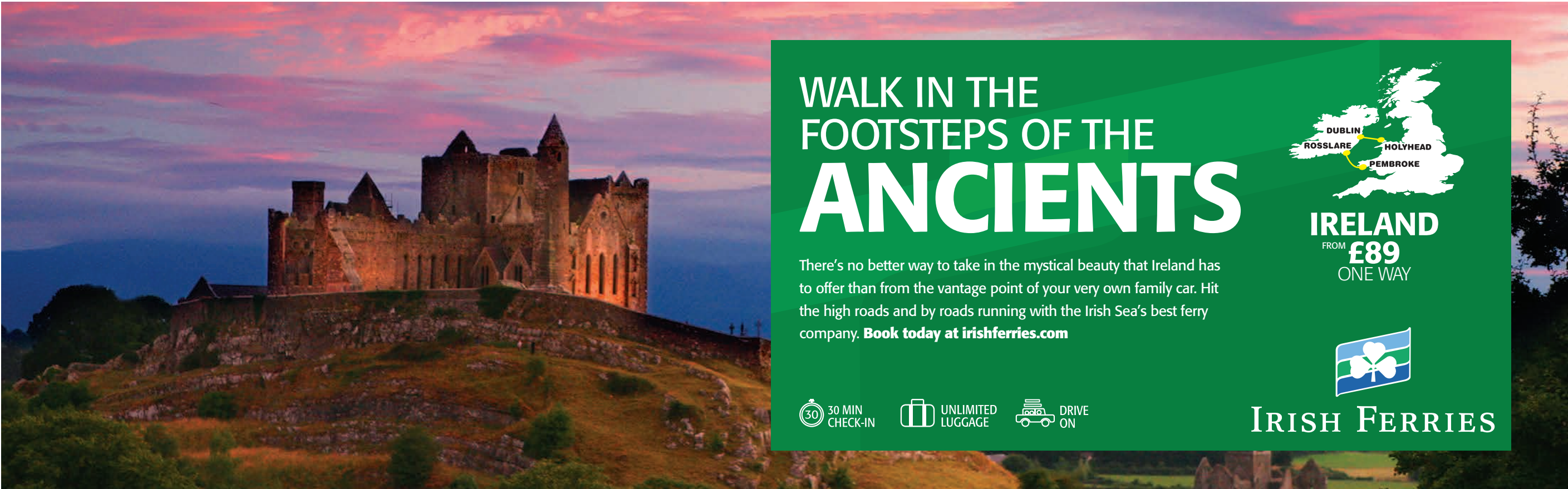30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

IRISH FERRIES

Terms and conditions apply.

Composite Panel Device

WALK IN THE
FOOTSTEPS OF THE
ANCIENTS

There's no better way to take in the mystical beauty that Ireland has
to offer than from the vantage point of your very own family car. Hit
the high roads and by roads running with the Irish Sea's best ferry
company. **Book today at irishferries.com**

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

IRELAND
FROM **£89**
ONE WAY

IRISH FERRIES

30 MIN
CHECK-IN   UNLIMITED
LUGGAGE   DRIVE
ON

Terms and conditions apply.

Vertical Strip Device

FRANCE
GO FOR IT!

**Faciis sero molupta ea enisciis mo blaut et volorro
que est, vition repersped et, volo eatiunt in nobis
et, utas eos dem intorepre dic torumque occum.**

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

DUBLIN
ROSSLARE HOLYHEAD
PEMBROKE
CHERBOURG
ROSCOFF

FRANCE
FROM **€99**
ONE WAY

IRISH FERRIES

Terms and conditions apply.

Vertical Strip Device

FRANCE

BOOK YOUR DREAM HOLIDAY EARLY

**Faciis sero molupta ea enisciis mo blaut et volorro
que est, vition repersped et, volo eatiunt in nobis
et, utas eos dem intorepre dic torumque occum.
Book today at irishferries.com**

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

FRANCE FROM €99 ONE WAY

IRISH FERRIES

Terms and conditions apply.

Vertical Strip Device

SUMMER IN
FRANCE

Faciis sero molupta ea enisciis mo blaut et volorro que est, vition repersped et, volo eatiunt in nobis et, utas eos dem intorepre dic torumque occum.

30 MIN CHECK-IN

UNLIMITED LUGGAGE

DRIVE ON

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE
CHERBOURG
ROSCOFF

FRANCE
FROM **€99**
ONE WAY

IRISH FERRIES

Terms and conditions apply.

Vertical Strip Device

FRANCE
THE ULTIMATE WINE CRUISE

Faciis sero molupta ea enisciis mo blaut et volorro
que est, vition repersped et, volo eatiunt in nobis
Book today at irishferries.com

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE
CHERBOURG
ROSCOFF

FRANCE
FROM **€99**
ONE WAY

IRISH FERRIES

Terms and conditions apply.

IRELAND'S MORE FUN WITH A
FREE+1

DUBLIN
ROSSLARE · HOLYHEAD
PEMBROKE

IRELAND

IRISH FERRIES

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

RIGHT NOW YOU CAN **BRING A FRIEND TO BRITAIN FREE** ON IRISH FERRIES!

Terms and conditions apply.

THE BIG SAIL
TO IRELAND IS NOW ON

DUBLIN
ROSSLARE · HOLYHEAD
PEMBROKE

IRELAND

IRISH FERRIES

30 MIN CHECK-IN   UNLIMITED LUGGAGE   DRIVE ON

BOOK ONLINE TODAY AND GET **10% OFF** OUR BEST FARES.

Type As Image Version uses watermark style wave motif graphic in background.

Terms and conditions apply.

IRISH FERRIES

10% OFF IRELAND
ALL SUMMER LONG!

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

IRELAND

30 MIN
CHECK-IN

UNLIMITED
LUGGAGE

DRIVE
ON

BOOK ONLINE TODAY AND GET **10% OFF** OUR BEST FARES.

IRISH FERRIES

Terms and conditions apply.

PACK A FRIEND
OFF TO IRELAND

DUBLIN
ROSSLARE   HOLYHEAD
PEMBROKE

IRELAND

30 MIN
CHECK-IN

UNLIMITED
LUGGAGE

DRIVE
ON

RIGHT NOW YOU CAN **BRING A FRIEND TO BRITAIN FREE** ON IRISH FERRIES!

IRISH FERRIES

Terms and conditions apply.

Type As Image Version
uses Wave Motif graphic
in background.

A floating horizontal panel using the Irish Ferries background wave motif panel is used in this instance to house a strong bold headline and the Irish Ferries brand logo.

ROLL ON CHRISTMAS

IRISH FERRIES

Full Bleed Image Area

A simple, strong and impactful headline reverses out in all caps from the full bleed visual.

ROLL ON CHRISTMAS!

Book the best fares online.

IRISH FERRIES

Full Bleed
Image Area

In this instance a full width base panel using the Irish Ferries background wave motif panel is used to house a strong call to action and the Irish Ferries brand logo.

The brand logo breaks the top of the green base panel to establish a link between the various elements whilst also giving it a more commanding foothold within the layout.

2017

Headline type is set in all caps in Formata Regular and Formata Medium to create emphasis around key words within the headline.

UNOFFICIAL CARRIER
OF THE
LANSDOWNE ROAR

IRISH FERRIES

Full Bleed Wave Motif background.

Strong brand device sits bottom right of layout.

Headline type is set in all caps in Formata Regular and Formata Medium to create emphasis around key words within the headline.

Price point forms sub-headline

CTA sits below sub-headline.

Brand device sits centrally poster base.

BRITAIN BY CAR IS

BETTER BY FAR

FROM **€79** ONE WAY

Book today on **irishferries.com**

IRISH FERRIES

Full Bleed
Wave Motif
background.

IRISH FERRIES

BRITAIN BY CAR IS
BETTER BY FAR
FROM **€79** ONE WAY

Book today on **irishferries.com**

IRISH FERRIES

UNLIMITED LUGGAGE

BAGGAGES ILLIMITÉS

NO LIMITS

FREE WIFI

WIFI GRATUIT

FILL YOUR BOOTS

DUBLIN DIRECT

30 MIN CHECK-IN

BOOK ON-THE-GO

DINING CHOICES

CLUB CLASS ONLY €18

PETS WELCOME

FREE SUMMER ENTERTAINMENT

CLUB CLASS ONLY £16

€100 DEPOSIT

£15 KIDS FARE

ILLIMITÉS

DRIVE ON

CAMPERVANS WELCOME

BRING YOUR CARAVAN

CONVENIENT ARRIVAL TIMES

COMFY CABINS

LUXURY CABINS

CABINES DE LUXE

KIDS ENTERTAINMENT

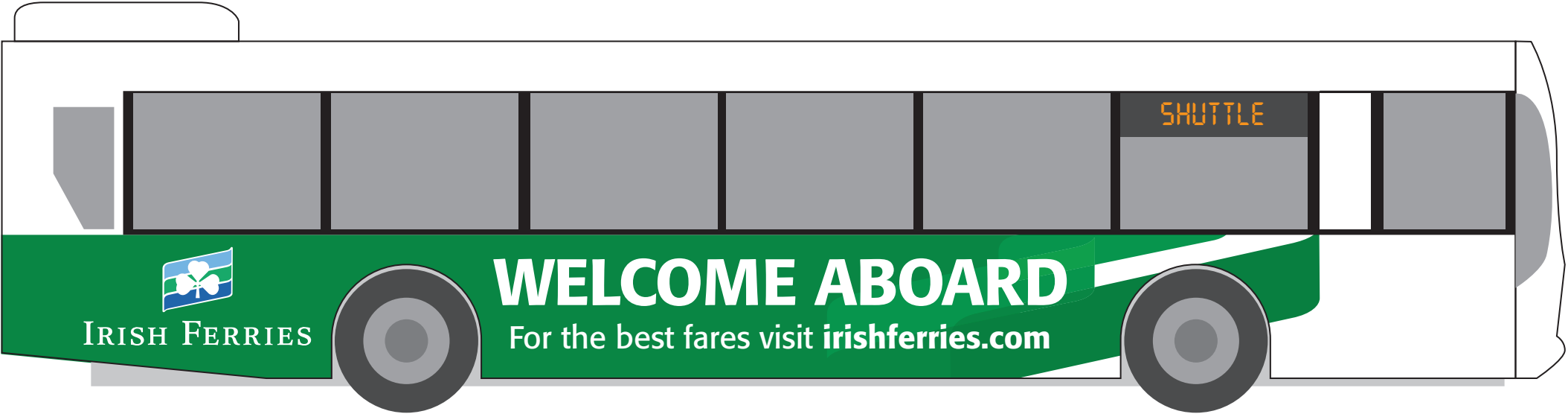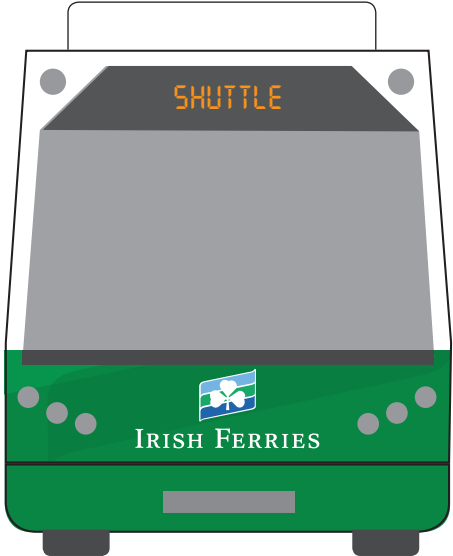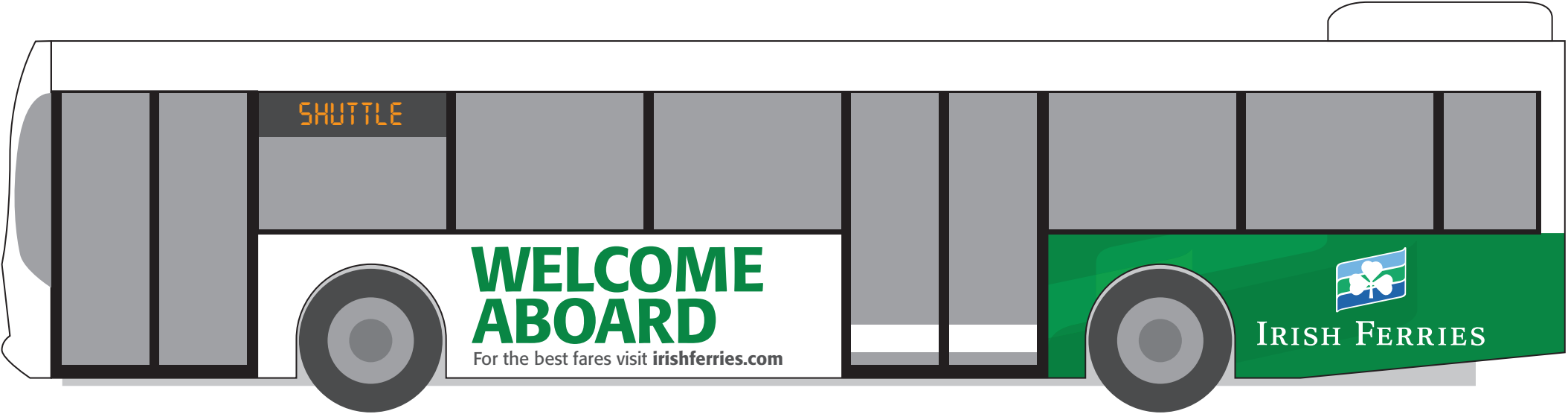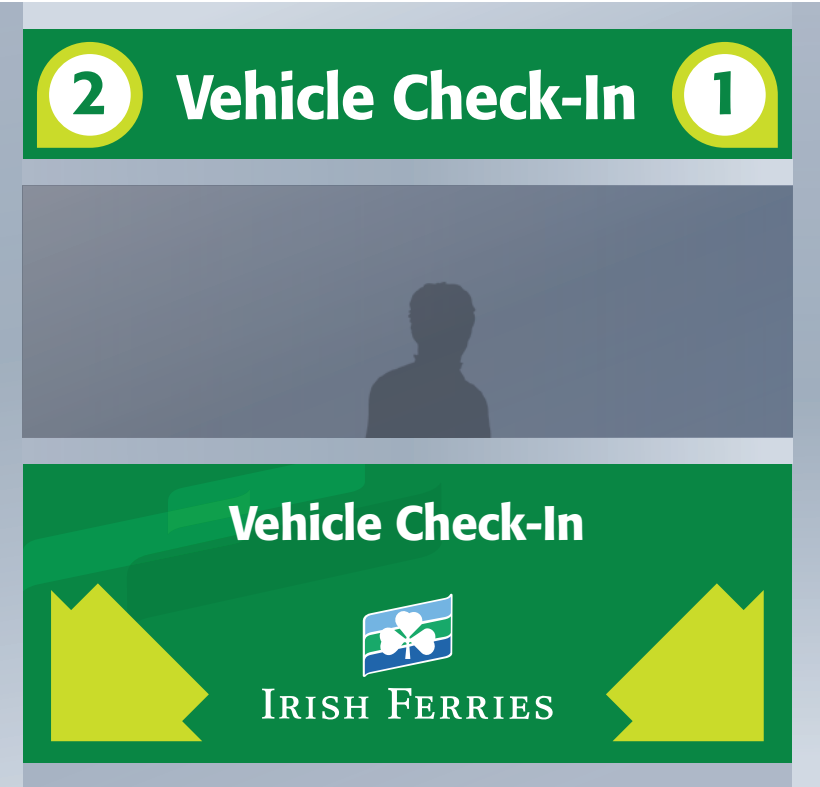16 SAILINGS A DAY

UP TO 16 SAILINGS A DAY

CHOICE OF ROUTES

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.

SHUTTLE

**WELCOME
ABOARD**
For the best fares visit **irishferries.com**

IRISH FERRIES

SHUTTLE

IRISH FERRIES

SHUTTLE

WELCOME ABOARD
For the best fares visit **irishferries.com**

IRISH FERRIES

SHUTTLE

For the best fares visit
irishferries.com

IRISH FERRIES

2017

IRISH FERRIES

Front

Left

Right