



**ENNISKILLEN  
ISLAND TOWN**  
NATURALLY WELCOMING

---

**BRAND  
GUIDELINES**  
2021 v.1

---

# WELCOME

These guidelines serve as a guide to enforce a the consistent use of the master brand, its elements and to give direction on its use.

We also feel it is just that, a guide. We don't want to restrict creative expression or ambition in its application.

We will layout out a guide to help create visual and tonal consistency across everything we do. If you feel a visual application will work but is not in the guidelines you can discuss this with the communications team.

# OUR PROPOSITION

A scenic view of a stone castle with two towers on a hillside, surrounded by lush green trees and a modern white canopy structure in the foreground. The castle is built of grey stone and has a flag flying from one of the towers. The canopy is a large, white, conical structure supported by several white poles. The background is a blue sky with white clouds.

**WE ARE IRELAND'S ONLY ISLAND TOWN SURROUNDED BY NATURAL AND BUILT HERITAGE AND MILES OF LOUGH SHORE  
WE ARE A DIVERSE MIX OF PEOPLE, BUSINESSES AND VISITORS LOCATED CLOSE TO THE BORDER IN FERMANAGH**

# OUR PROPOSITION

A photograph of a modern shopping mall interior. The space is characterized by a large, multi-paned glass skylight that allows natural light to illuminate the area. The ceiling is white with recessed lighting. The floor is a light-colored tile with a geometric pattern. On the right side, there are several retail stores, including one with a 'look' sign. People are seen walking through the mall, and a stroller is visible in the distance. The overall atmosphere is bright and clean.

WE PROACTIVELY PROMOTE OUR TOWN, ITS UNIQUE CULTURAL, HISTORIC AND TOURISM OFFERING  
WE PROVIDE OPPORTUNITIES FOR EVERYONE TO EXPLORE OUR EXTENSIVE NATURAL ASSETS ON WATER AND LAND

# OUR PROPOSITION



WE DO THIS FOR OUR VISITORS, PEOPLE AND OUR BUSINESS COMMUNITY  
WE PROVIDE A STUNNING ESCAPE FOR VISITORS,  
A SAFE AND RELAXING PLACE FOR OUR COMMUNITIES AND A GREAT OPPORTUNITY TO 'ERNE A LIVING'.



---

# THE BIG IDEA

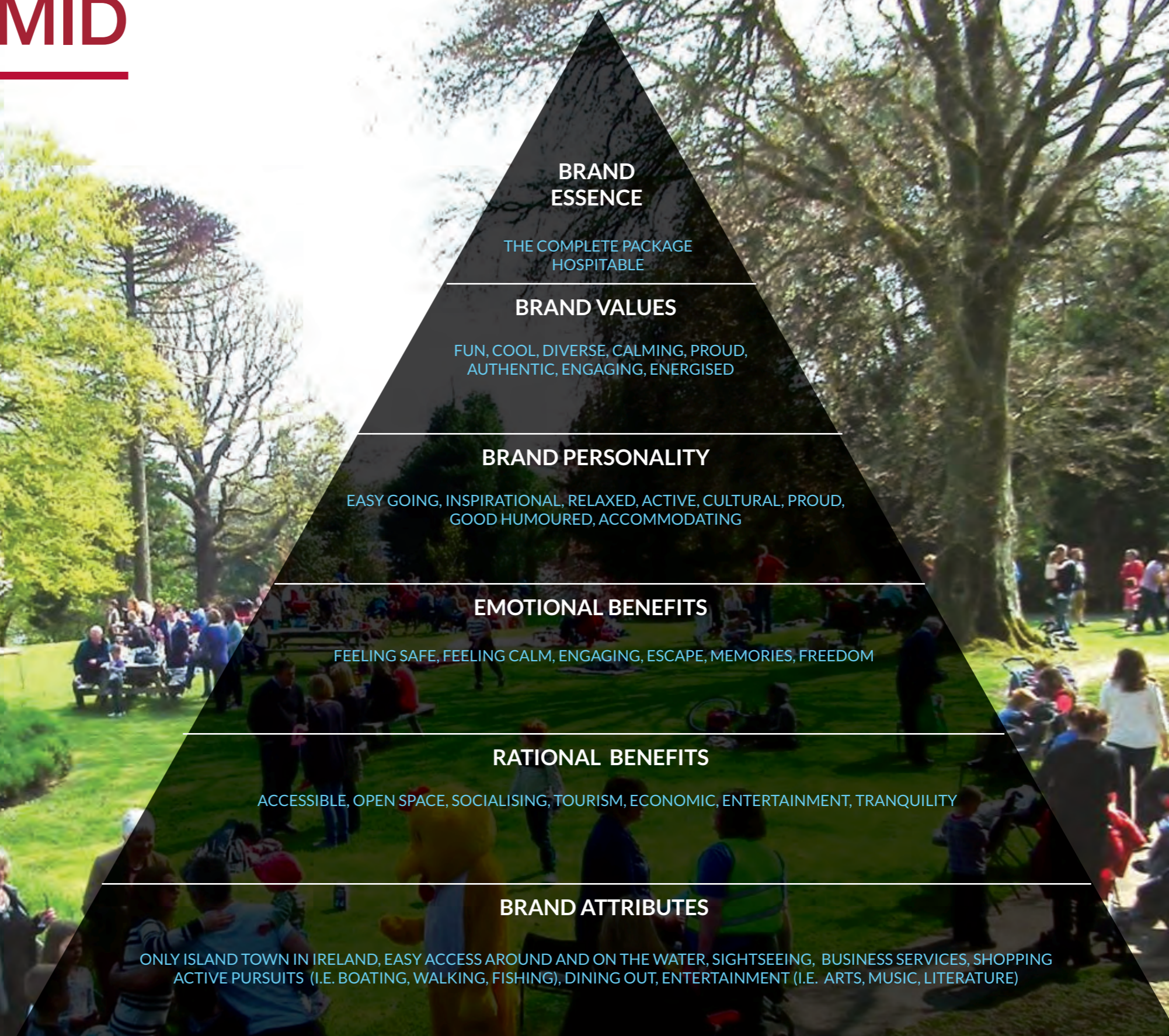
---

**PRIMARY STRAPLINE**  
**- NATURALLY WELCOMING**

**SECONDARY STRAPLINES**  
**- WELCOMING TOURISM**  
**- GREAT FOOD NATURALLY**

**IF THERE IS ANOTHER OPTION**  
**YOU THINK IS APPROPRIATE,**  
**IT MUST BE PAST BY A MEMBER**  
**OF THE PLACE BRAND TEAM**

# BRAND PYRAMID



---

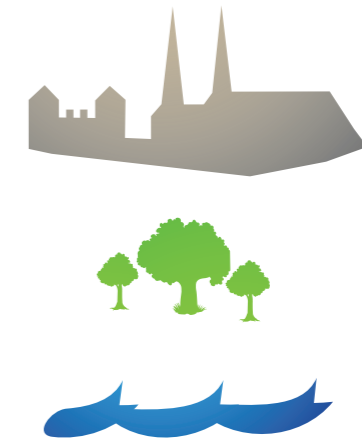
# OUR VISUAL IDENTITY

---

Our Enniskillen Island Town place brand visual identity is inspired by the lapping waves that surround the island town, the three waves make up the letter 'E' that represents Enniskillen. The three waves are colour coded on the master identity to represent the key elements that make up place.

The built heritage is represented by grey/taupe top wave, the forests and parklands are represented by the green and the lakes are represented by the blue waves.

Our visual identity is often the public's first interaction with Omagh so it is essential that this is applied across all brand touch points in a consistent manner.



**ENNISKILLEN  
ISLAND TOWN  
NATURALLY WELCOMING**



---

# OUR VISUAL IDENTITY OPTIONS

---

Our Enniskillen place brand visual identity has a stacked and a landscape version.

It is preferred where possible to use the landscape version, however on the limited occasions that this isn't possible we have created a stacked version.

We have also included graduated versions to add individuality to promotional campaigns.



**Preferred option: Landscape**



**ENNISKILLEN  
ISLAND TOWN**  
NATURALLY WELCOMING

**Secondary option: Stacked**

# COLOUR PALETTE

We have a master palette of colours that are gradients. We have also developed a system where it is flexible enough to allow the creation of gradients to suit an individual campaign. You must always ensure there is enough contrast between the colour and the background. We will show some samples in this colour palette section. Initially all campaigns should be past be a member of brand communications team. this graduation guide can be requested from the brand communications team or the following pages can be opened in Adobe Illustrator to obtain the colour values.

## PRIMARY GRADUATIONS



# COLOUR PALETTE

## EXPRESS YOURSELF

WHAT'S YOUR INSPIRATION: BUILT HERITAGE - WATER - GREENWAYS - MORNING - NOON - NIGHT.  
CREATE THE GRADUATION THAT BEST TELLS YOUR STORY



# COLOUR PALETTE

## HOW WE CAN USE THE FLOW LINES & GRADUATIONS



# OUR SAFE ZONE

The visual identity is most effective when positioned away from competing graphics. Graphics and text too close to the visual identity will tend to crowd the logo, making visual recall more difficult. Illustrated here is the minimum control space. However, the more space we give our logo, the greater the visibility.

**E** Our safe zone is constructed from the letter 'E' in our name



**Minimum size for usage:**  
25mm wide for printed material  
and 54 pixels wide for online.

# MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the logo over a busy image. When using the logo over image areas, select a wide swathe of very dark or light colour. The monochrome or high contrast gradient version will work best in



**NEVER:** Stretch the logo



**NEVER:** Squash the logo



**NEVER:** Rotate the logo



**NEVER:** Re-create the logo in any way



**NEVER:** Create a color variation of the master identity



**NEVER:** Add additional elements to the logo

---

# OUR FONTS

---

HEADER FONT  
THE QUICK

MUSEO SANS ROUNDED 900

BODY COPY

BROWN

LATO FAMILY

*FOX JUMPS*

OVER THE

DESCRIPTOR FONT

*Lazy Red Dogs*

MACBETH REGULAR

**FONTS AVAILABLE ON CREATIVE CLOUD**

If Lato is not available on your computer system it can be substituted with Calibri.  
Consumer facing documents should always be created by a professional with access to the relevant fonts.

# BRAND TOUCH POINTS





# BRAND TOUCH POINTS



# BRAND TOUCH POINTS



# APPLICATION

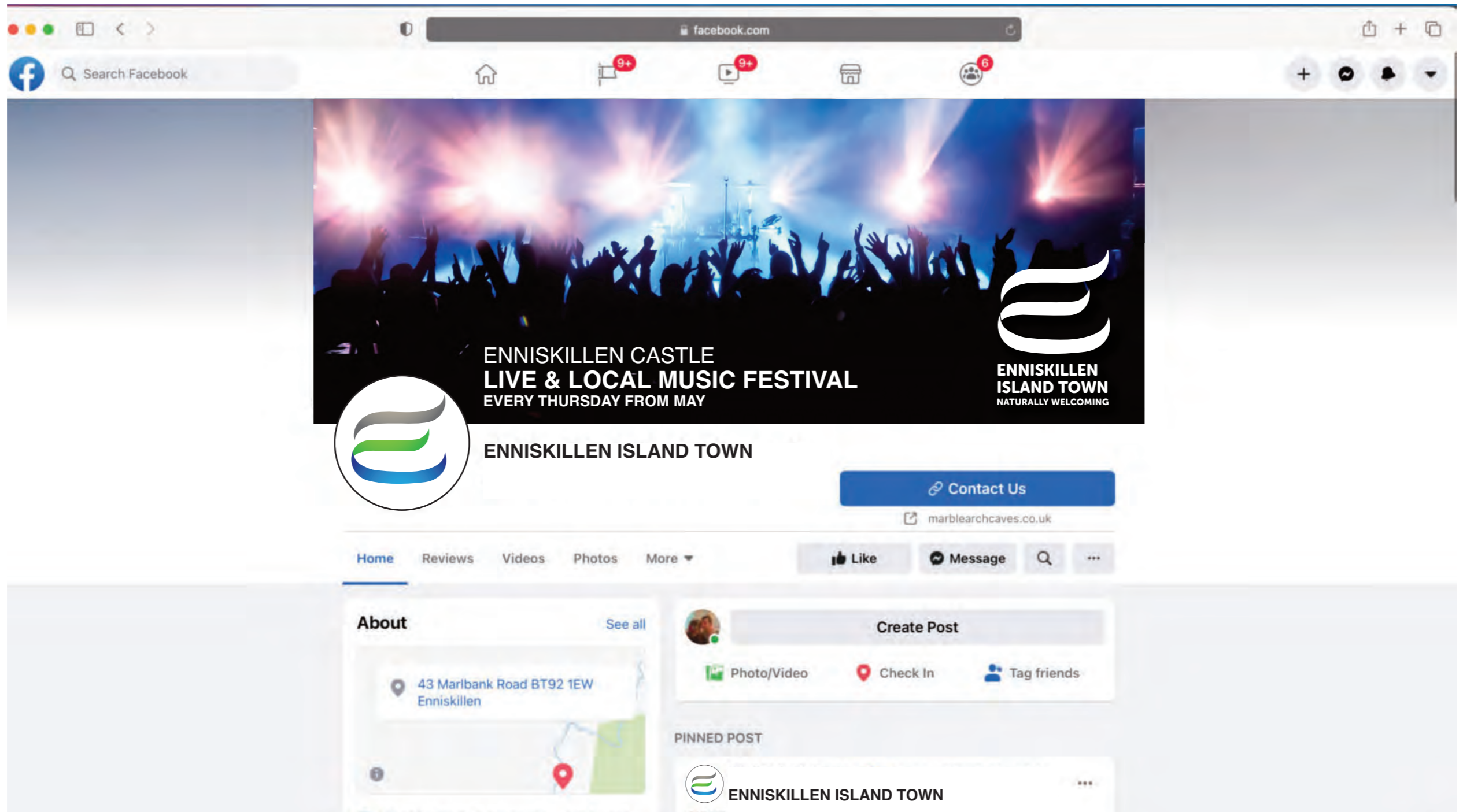


---

## APPLICATION



# APPLICATION



---

## APPLICATION



---

## APPLICATION



---

## APPLICATION





---

APPLICATION





# ENNISKILLEN ISLAND TOWN NATURALLY WELCOMING

BRAND  
GUIDELINES  
2021 v.1

For more information, help or guidance on any aspect of the Omagh Place brand, please contact the Brand Communications Team who will be happy to help out.

Tracey McCallan,  
Audience Development and Marketing Manager  
at Fermanagh & Omagh District Council

Maurica Mackle, Mackle Communications, Communications quer

Darren Lyttle, Circle Creative Communications, Brand application query