



# BRAND GUIDELINES

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A visual reference for the Get Ireland Walking identity



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# 01 BRAND OVERVIEW

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Get Ireland Walking is an initiative of Sport Ireland, supported by Healthy Ireland and hosted by Mountaineering Ireland.

# WE AIM TO:

Get Ireland Walking is a national initiative that works to promote a vibrant culture of walking for everyone in Ireland by:

01

Unify and enable the efforts of all recreational, sporting and health promotion agencies and associations interested in promoting walking.

02

Increase awareness and encourage widespread participation in walking.

03

Identify and support all existing walking groups.

04

Support the development of new walking groups.

05

Encourage and inspire those that wish to be independent walkers to do so.

06

Promote the benefits of walking.



## 02 LOGO MARK

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**The Get Ireland Walking logo mark must act as a robust representative of the brand in every circumstance of its use.**

The following pages present guidelines for its use in various scenarios.

### PRIMARY STACKED LOGO

The type in the primary Get Ireland Walking logo is laid out over 3 lines. The figure leaving the doorway is always positioned on the right hand side.

#### STACKED

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### SECONDARY LANDSCAPE LOGO

In scenarios where the primary stacked logo is too tall for the format - a secondary landscape logo can be used. The type in this logo is laid out of 2 lines.

#### LANDSCAPE

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### MINIMUM CLEAR SPACE

A minimum clear space all round the brand mark ensures clear visibility and maintains its integrity amongst other brands.

### MINIMUM SIZE

In order for the brand mark to be clearly legible in print or digital applications, it should never appear smaller than its minimum size of 20mm.

STACKED



HORIZONTAL



STACKED



HORIZONTAL



## PARTNER LOGOS

### LANDSCAPE FORMAT

In certain scenarios, the Get Ireland Walking logo will appear alongside its partner logos.

In these instances, the above composition should be used. The get Ireland Walking logo and the partner logos should be the same height. The 'W' from the Get Ireland Walking logo should be used to space out the elements of the composition as illustrated above. The logos should appear in their own individual brand colours, or all black, or all white.

## PROPORTIONS



## COLOUR



## REVERSE EXAMPLE





### PARTNER LOGOS STACKED FORMAT

For tighter formats where the logos would scale to small in size - a stacked format can be used as illustrated.

The get Ireland Walking logo and the partner logos should be the same height. The 'W' from the Get Ireland Walking logo should be used to space out the elements of the composition as illustrated above. The logos should appear in their own individual brand colours, or all black, or all white.

The logos should all be the same height.

### PROPORTIONS



### COLOUR



### REVERSE EXAMPLE



## COLLABORATOR LOGOS

In scenarios where the materials are produced in conjunction with a number of collaborators, a simple rule of: 2x Get Ireland Walking 'W's spacer, should be used between logos (as illustrated).

On certain booklets and documents, a number of collaborator logos will need to be displayed. These logos do not need to be introduced with headings such as: 'Supported By' or 'Hosted By' etc.

These logos do not necessarily need to be locked up with the Get Ireland Walking logo.

The logos should all be the same height.

## PROPORTIONS



## COLOUR



## REVERSE EXAMPLE



## COBRANDING

When the Get Ireland Walking logo appears locked up with another logo, the following proportions should be used.

The clear space allows each logo to appear clearly with the dividing keyline giving stuction to the composition.

### PROPORTIONS

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### MEN'S SHEDS EXAMPLE

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### WOODLANDS FOR HEALTH EXAMPLE









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**LOGO DO'S AND DON'TS!**

**The Get Ireland Walking logo should not be altered.**

The logo standards outlined here should apply across all content produced by Get Ireland Walking. These standards should also be applied for cobranding and partnerships

<p style="text-align: center;">X</p>  <p style="text-align: center;">No drop shadows</p>	<p style="text-align: center;">X</p>  <p style="text-align: center;">Do not place colour logo on a photographic or colour background</p>	<p style="text-align: center;">X</p>  <p style="text-align: center;">Do not place the logo on any shapes or objects.</p>	<p style="text-align: center;">✓</p>  <p style="text-align: center;">The logo should appear all white on coloured or photographic backgrounds</p>
<p style="text-align: center;">X</p>  <p style="text-align: center;">Do not change the colour of the logo elements or apply any strokes or outlines around the logo</p>	<p style="text-align: center;">X</p>  <p style="text-align: center;">Do not rearrange the logo elements</p>	<p style="text-align: center;">X</p>  <p style="text-align: center;">do not rotate or skew the logo, do not place the logo at an angle</p>	<p style="text-align: center;">✓</p>  <p style="text-align: center;">Keep the logo lock-up as it appears - do not alter.</p>



# 03 TYPOGRAPHY

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Several fonts have been chosen that compliment and reflect the Get Ireland Walking identity.

Get Ireland Walking has a Primary Font for bold headings and displays and a Secondary Font used for continuous text and minor sub-headings.

## PRIMARY FONT

### BEBAS NEUE

Bebas Neue has been selected for headings and displays - this font should not be used for continuous text. It can be used for short sub-headings.

Bebas is a web font and can be used for both printed and digital collateral. It is a free font and can be downloaded from several websites.

## BEBAS NEUE BOLD

Letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Numbers

0 1 2 3 4 5 6 7 8 9

Glyphs

! & € " # \$ % & ( ) \* + @ © £ ¢ ®

## BEBAS NEUE BOOK

Letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Numbers

0 1 2 3 4 5 6 7 8 9

Glyphs

! & € " # \$ % & ( ) \* + @ © £ ¢ ®

## SECONDARY FONT

### SOURCE SANS

Source sans is a highly legible font that should be used for minor headings and continuous text.

It can be used for both screen and printed collateral. Highlighted text should be set in Source Sans Semi Bold. Continuous text should be set in Source Sans Light.

It is a free font and can be downloaded from several websites.

### SOURCE SANS SEMI-BOLD

Letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9

Glyphs

! & € ” # \$ % & ( ) \* + @ © £ ¢ ®

### SOURCE SANS LIGHT

Letters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9

Glyphs

! & € ” # \$ % & ( ) \* + @ © £ ¢ ®

**PULL-OUT FONT**

**BROTHER HOME**

**Brother Home has been selected as a font for highlighting pull-out information**

It is to be used sparingly. For example, throughout instructional booklets, it can be used to highlight the heading 'Top Tips'.

Brother Home Alt should be used if there is a double letter in the spelling of a word - or too many of the same letter close together within a sentence.

**BROTHER HOME REGULAR**

Letters

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers

---

0 1 2 3 4 5 6 7 8 9

Glyphs

---

! ¤ € " # \$ % & ' ( ) \* + @ © £ ¤ ®

**BROTHER HOME ALT**

Letters

---

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



## BRINGING THE FONTS TOGETHER PAGE SPREAD

Bebas Neue Semi Bold should be used for the heading. The introductory paragraph or sentence can be set in Source Sans Semi Bold. the continuous text should be set in Source Sans Light, as illustrated.

The fonts should reflect a fun and welcoming appearance. The page layout should follow a grid, but also feel fluid with information displayed in chunks.





## 04 COLOURS

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**A number of colour palettes have been chosen that reflect the Get Ireland Walking identity and the organisations and demographics we communicate with.**

Get Ireland Walking has a primary and secondary palette. These colours have become a recognisable identity for the brand.

Get Ireland Walking also has palettes for its communications with Mens Sheds and schools / young people - should more demographics need particular communications, a palette will be developed.

## COLOUR PALETTES

### PRIMARY COLOUR PALETTE

**The primary colour palette consists of 2 colours.**

The deep blue and bright green denote the feeling of being outdoors. The primary palette is supported by the Get Ireland Walking secondary colour palette.

### SECONDARY COLOUR PALETTE

**The secondary colour palette is to be used as a support for the primary colour palette.**

The colours are bright. They are in contrast to the often earthy tones of the outdoor walking photography that they're used along side.

### PRIMARY COLOUR PALETTE

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C 92 M 63 Y 18 K 3  
R 27 G 97 B 150  
# 1b6196



C 50 M 0 Y 100 K 0  
R 141 G 198 B 63  
# 8dc63f

### SECONDARY COLOUR PALETTE

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C 76 M 15 Y 18 K 0  
R 8 G 165 B 195  
# 08a5c3



C 0 M 20 Y 100 K 0  
R 255 G 203 B 5  
# ffc005



C 71 M 43 Y 23 K 63  
R 36 G 61 B 81  
# 243d51



C 0 M 100 Y 0 K 0  
R 236 G 0 B 140  
# ec008c

## COLOUR PALETTES

### MEN'S SHEDS

The Men's Sheds Palette uses the bright green and Navy Blue of the Get Ireland Walking palette, with the duck egg blue colour of the Men's Sheds logo.

These three colours can appear alongside textures such as gravel, sand, grass or wood - reflecting the surfaces we walk on outdoors.

### SCHOOLS/YOUNG PEOPLE

In order to appeal to young people, a bright and optimistic colour palette has been developed.

Subtle gradients can be used with these colours in order to portray a modern youthful look when designing posters and flyers etc.

### MEN'S SHEDS COLOUR PALETTE



C 50 M 0 Y 100 K 0  
R 141 G 198 B 63  
# 8dc63f



C 71 M 43 Y 23 K 63  
R 36 G 61 B 81  
# 243d51

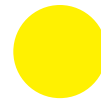


C 51 M 16 Y 25 K 0  
R 0 G 0 B 0  
# 80b3b9

### SCHOOL'S / YOUNG PEOPLE'S COLOUR PALETTE



C 76 M 15 Y 18 K 0  
R 8 G 165 B 195  
# 08a5c3



C 5 M 5 Y 100 K 0  
R 255 G 242 B 0  
# fff200



C 0 M 76 Y 60 K 0  
R 241 G 100 B 93  
# f1645d



C 92 M 63 Y 18 K 3  
R 27 G 97 B 150  
# 1b6196



C 90 M 85 Y 38 K 31  
R 47 G 50 B 88  
# 2f3258



C 0 M 20 Y 100 K 0  
R 255 G 203 B 5  
# ffc005



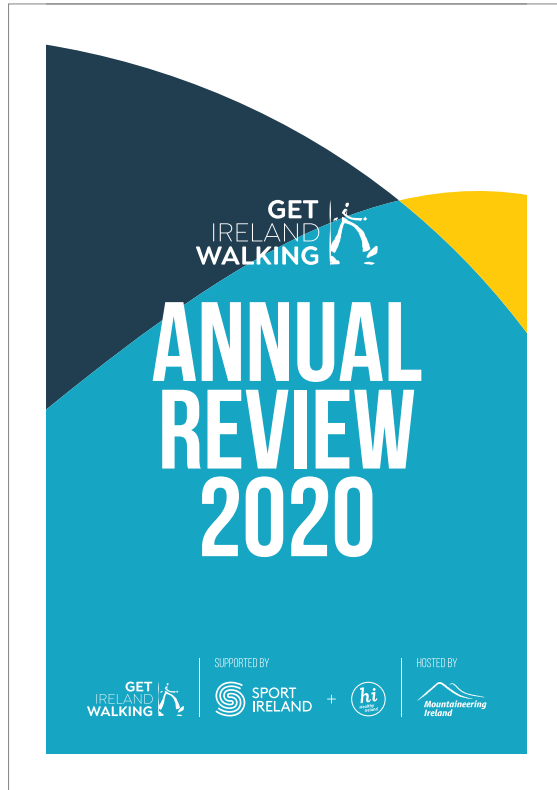
C 15 M 100 Y 100 K 0  
R 210 G 35 B 42  
# d2232a



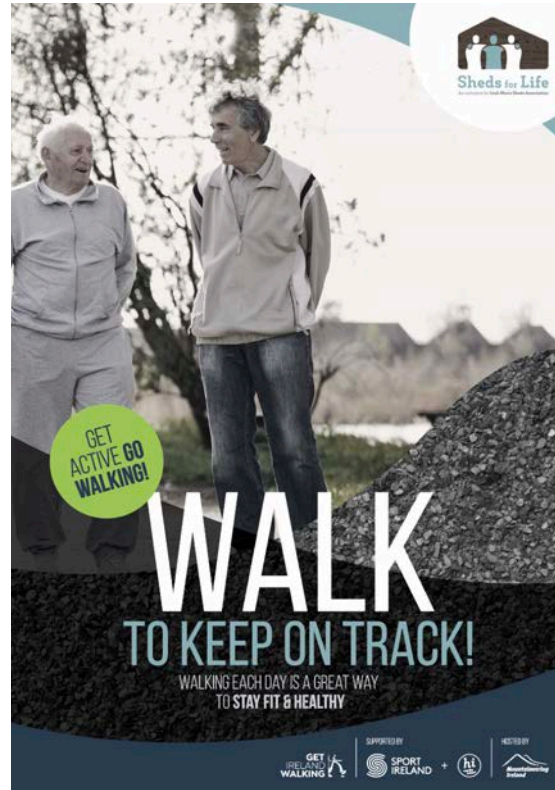
C 78 M 79 Y 0 K 0  
R 86 G 81 B 162  
# 5651a2

BRAND GUIDELINES

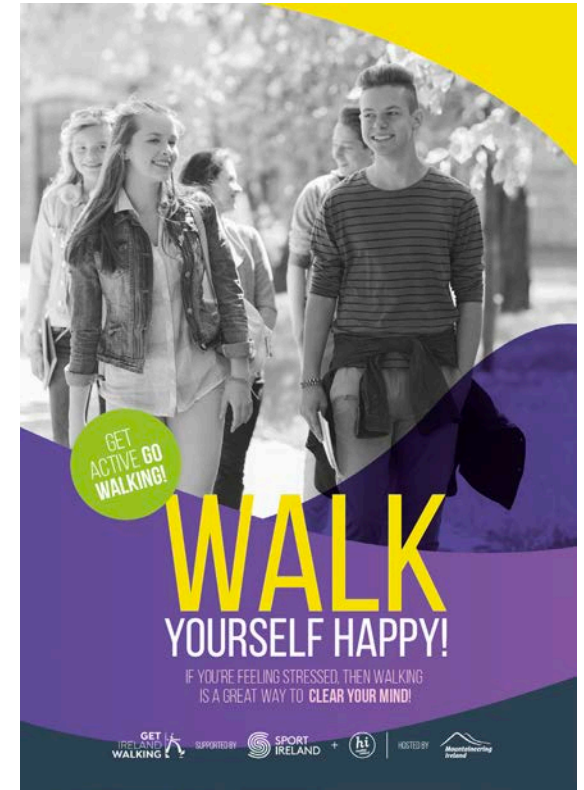
COLOUR PALETTE EXAMPLES



Get Ireland Walking Document Cover



Men's Sheds Poster



School's/Young People's Poster



# 05 ICONS

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**Get Ireland Walking needs to represent a range of walking scenarios.**

From technical hikes, to group walks, to shoppers and families. The images need to work across a range of events and demographics.

## ICONS

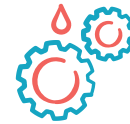
A set of 20 icons has been produced for the Get Ireland Walking brand.

Additional icons should be designed as needed to expand the set that appears here. Icons should be designed to match this suite. Please use appropriate colours for the intended format. Icons can appear in a maximum of 2 colours (as illustrated) or in a single flat colour.

The Icons can appear on their own or in circular holding devices as follows:



Group / Conference



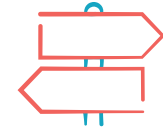
Well oiled joints!



Bone



Lightbulb / Idea



Double Signpost



Heartbeat / Wellbeing



Person Talking



Mental Health



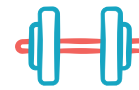
Footwear / Steps



Tree



Good job!



Weights



Target / Crosshairs



Warm-up / Cooldown



Leaves



kettle



Stopwatch



heart



Person



Fir tree



# 06 GRAPHIC IDENTIFIERS

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**Get Ireland Walking brand includes a flexible graphic identifier system.**

To reinforce the identity, a series of angled shapes frame and enhance imagery and text content. Circular flashes are used to pull out important or highlighted text either from the main body text, or as noteworthy text on a poster or pull-up etc.



## GRAPHIC IDENTIFIERS

**Curved diagonal colour blocks and textures can be used to break up photos and text content.**

It can also be used to house partner logos and to create a border for compositional balance.

Interest in the curves can be created by including circular flashes to contain inspirational/ motivational messaging. eg: Get Active, Go Walking.

Please see **Section 9, Bringing it all Together** to review a variety of design examples.

A top boarder can be introduced to balance the composition. The colour should be in keeping with the rest of the poster.

Circular flash to hold motivational message.

Multiply one of the colour blocks over the image to integrate the elements.

The logos should be positioned on the bottom right of the poster. They should be positioned in a navy blue colour block.



Photograph should show people enjoying the outdoors - photos showing special equipment or technical clothing etc. is not necessary.

This colour block can a flat colour, multiplied, texture or gradient depending on the demographic (see **Section 4, Colour**)

Main information should overlap the curves in order to integrate the elements.

## GRAPHIC IDENTIFIERS

The curved diagonals can also be used to break up photos. These compositions can sit on a coloured or a white background.

The compositions should suit the format and create a dynamic and cohesive layout, maintaining a sympathetic relationship with the other graphic elements. eg: logos, contact details etc.





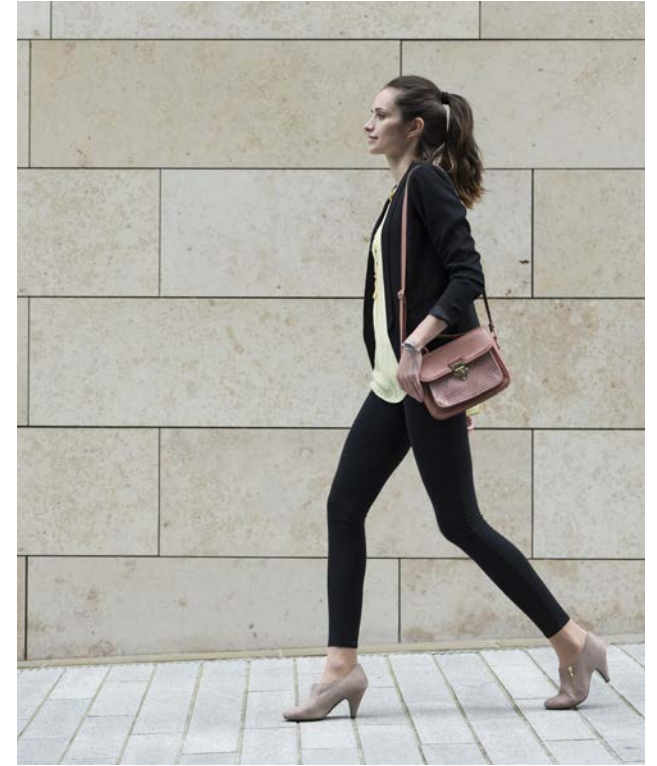
# 07 IMAGERY

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**Get Ireland Walking needs to represent a range of walking scenarios.**

From technical hikes, to group walks, to shoppers and families. The images need to work across a range of events and demographics.







# 08 SOCIAL MEDIA

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How the logo should be rolled out across social media platforms.

## SOCIAL MEDIA AVATAR

The Get Ireland Walking figure should be used as the Avatar across all Social Media platforms.

This is to ensure fast identification of the Social Media page. The words 'Get Ireland Walking' are illegible at the size of the avatar, and should therefore never be used.

The background colour of the avatar should be the Get Ireland Walking Deep Blue.

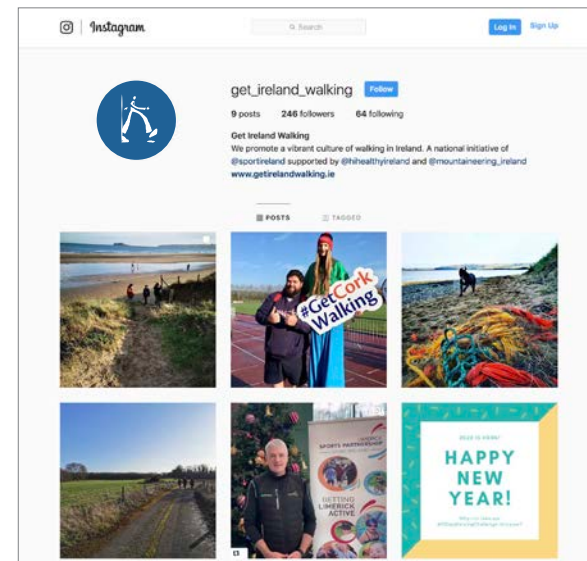
However when an event or a public holiday such as Easter, Christmas etc. needs to be highlighted, an appropriate colour can be selected from the Get Ireland Walking Palette to celebrate the event.



Circular Avatar using the logo mark only for easy identification



Facebook



Instagram

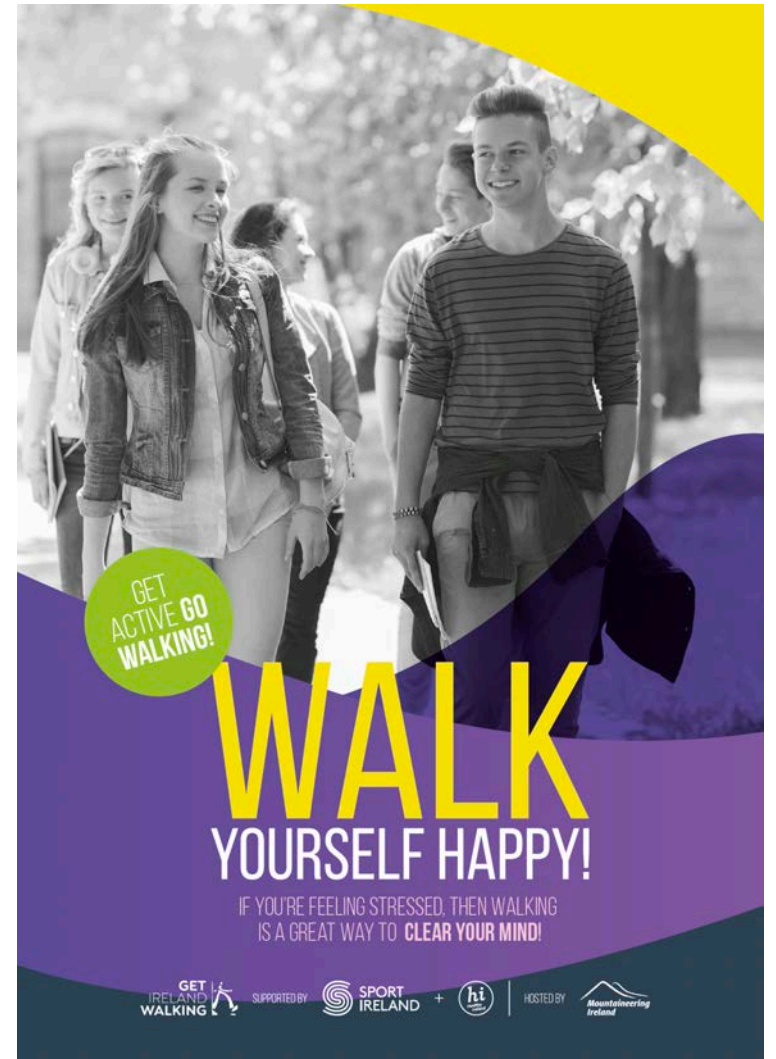
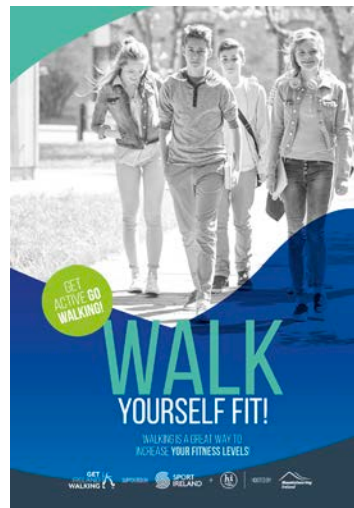


# 09 BRINGING IT ALL TOGETHER

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Here are some examples of how the brand can be applied across a range of scenarios.







Sheds for Life  
A member of the Irish Red Cross Association

► **WALKING:**

- RELIEVES STRESS
- GIVES YOU ENERGY
- STRENGTHENS YOUR BONES
- REDUCES YOUR RISK OF HEART DISEASE
- IMPROVES YOUR BLOOD PRESSURE

GET ACTIVE GO WALKING!

# WALK FOR A CLEAR MIND!

GET OUTSIDE FOR A WALK AND ENJOY A BREATH OF FRESH AIR

GET IRELAND WALKING | SUPPORTED BY SPORT IRELAND + HI | HOSTED BY 





GET IRELAND WALKING

# ANNUAL REVIEW 2020

SUPPORTED BY

SPORT IRELAND + hi

HOSTED BY

Mountaineering Ireland

GET IRELAND WALKING

## WALK THE WALK

GET IRELAND WALKING | SPORT IRELAND | hi | MOUNTAINEERING IRELAND

Sheds for Life

GET IRELAND WALKING

## SHEDS AG SÚIL

GET IRELAND WALKING | SPORT IRELAND | hi | MOUNTAINEERING IRELAND

GET IRELAND WALKING

# WALK LEADER Toolkit

SUPPORTED BY

SPORT IRELAND + hi

HOSTED BY

Mountaineering Ireland

ciste na gceantair dromhaoin  
the dormant accounts fund



**GETIRELANDWALKING.IE**

 /GETIRELANDWALKING  @GETIREWALKING  /GET\_IRELAND\_WALKING

Irish Sports HQ, National Sports Campus,  
Blanchardstown, Dublin 15

**info@getirelandwalking.ie**

(01) 625 1109