



**ONCE UPON A TIME**  
*OUR BRAND STORY*

## **LET'S MAKE HISTORY...**

**Tourism is very important to Kilkenny. It makes a significant contribution to Kilkenny's reputation as a place to work, live and visit, is inherently complementary to our Craft and Food sectors, and to our overall economic performance.**

Though Kilkenny has experienced considerable success in tourism, its full potential has yet to be achieved. Aligned to our ambition to grow the future economic footprint of tourism in Kilkenny, we have begun an investment programme – in partnership with Fáilte Ireland – known by the name 'Ireland's Medieval Mile'.

It is our intention to leverage this investment with the unifying brand 'Ireland's Medieval Mile' which is outlined in this document. The brand – which is designed to appeal to the burgeoning cultural tourism market – will aggregate the significant historic and cultural offering in Kilkenny and support our ambition to encourage visitor's to stay longer, spend more, and visit more often.

**Joe Crockett**  
*Kilkenny City and County Manager*

**Martin Brett**  
*Mayor of Kilkenny*

***FROM CASTLE TO CATHEDRAL  
AND EVERYTHING IN-BETWEEN...***



# *UNDERSTANDING* **OUR BRAND**

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## INTRODUCING **OUR BRAND**

This guide is written to help you understand our brand and what it means to you – as tourism providers, retailers, chamber members, promoters of culture and entertainment, as well as local resident communities and civic development groups.

### WELCOME

**Our brand, Ireland's Medieval Mile is the endorsement and guarantee of a unique experience. It is also our major competitive differentiator and an integral part of the Kilkenny Tourism commercial offer.**

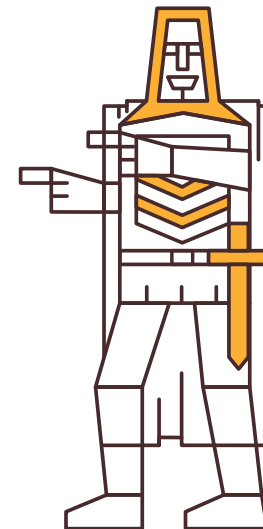
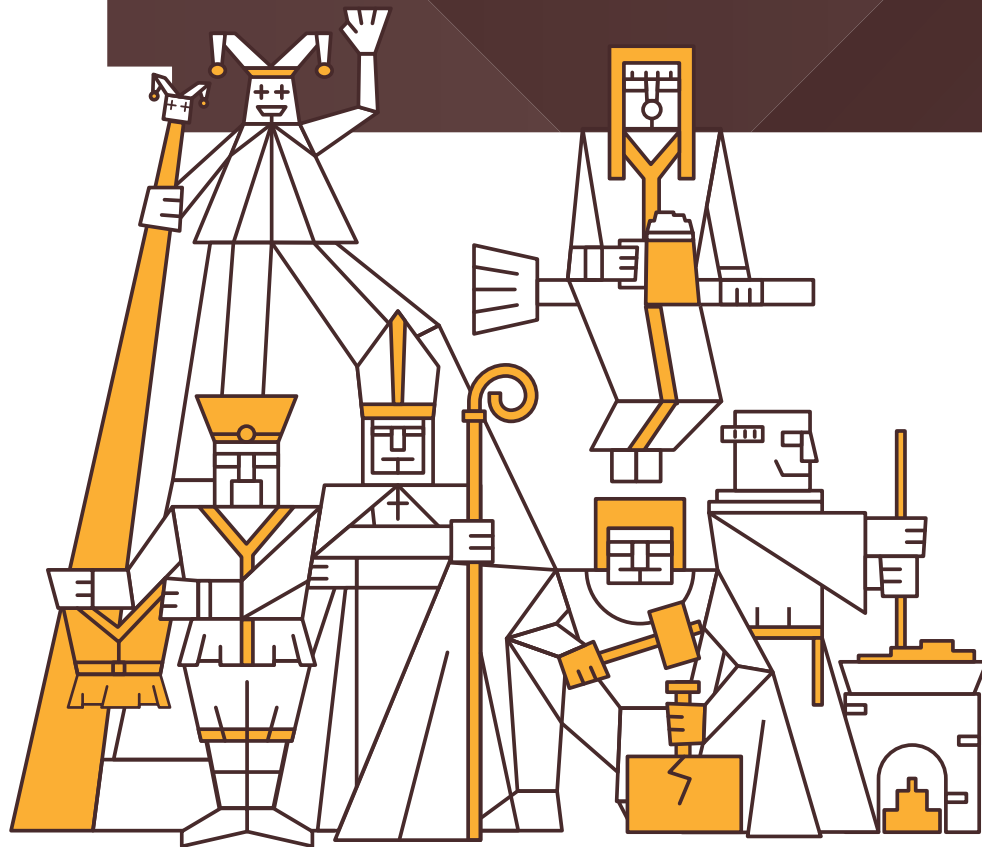
It should therefore, be considered as important as any other valuable visitor asset and similarly demands careful management and resources.

This booklet details the important attributes and components of the brand and encourages you to embrace it in every aspect of your promotional plans and actions.

To make it easier, we have included two types of information in this book; Our Brand and Our Identity.

**Our Brand:** The first type outlines the brand positioning, proposition and personality for Ireland's Medieval Mile as well as an introduction to our visitor audiences.

**Our Identity:** The second provides all the specific details you need to form a clear and comprehensive picture of our brand, including tips on how the brand influences your promotion of Ireland's Medieval Mile.

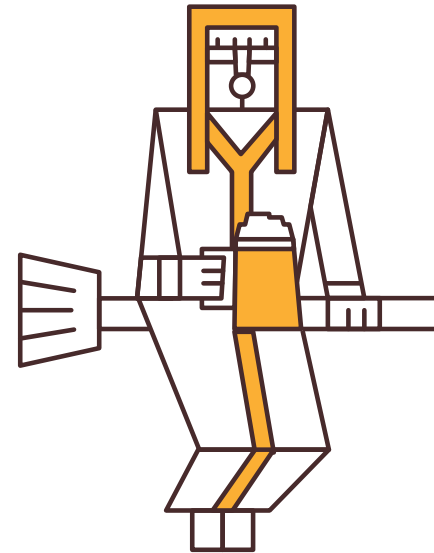


## *THE ROLE OF OUR BRAND*

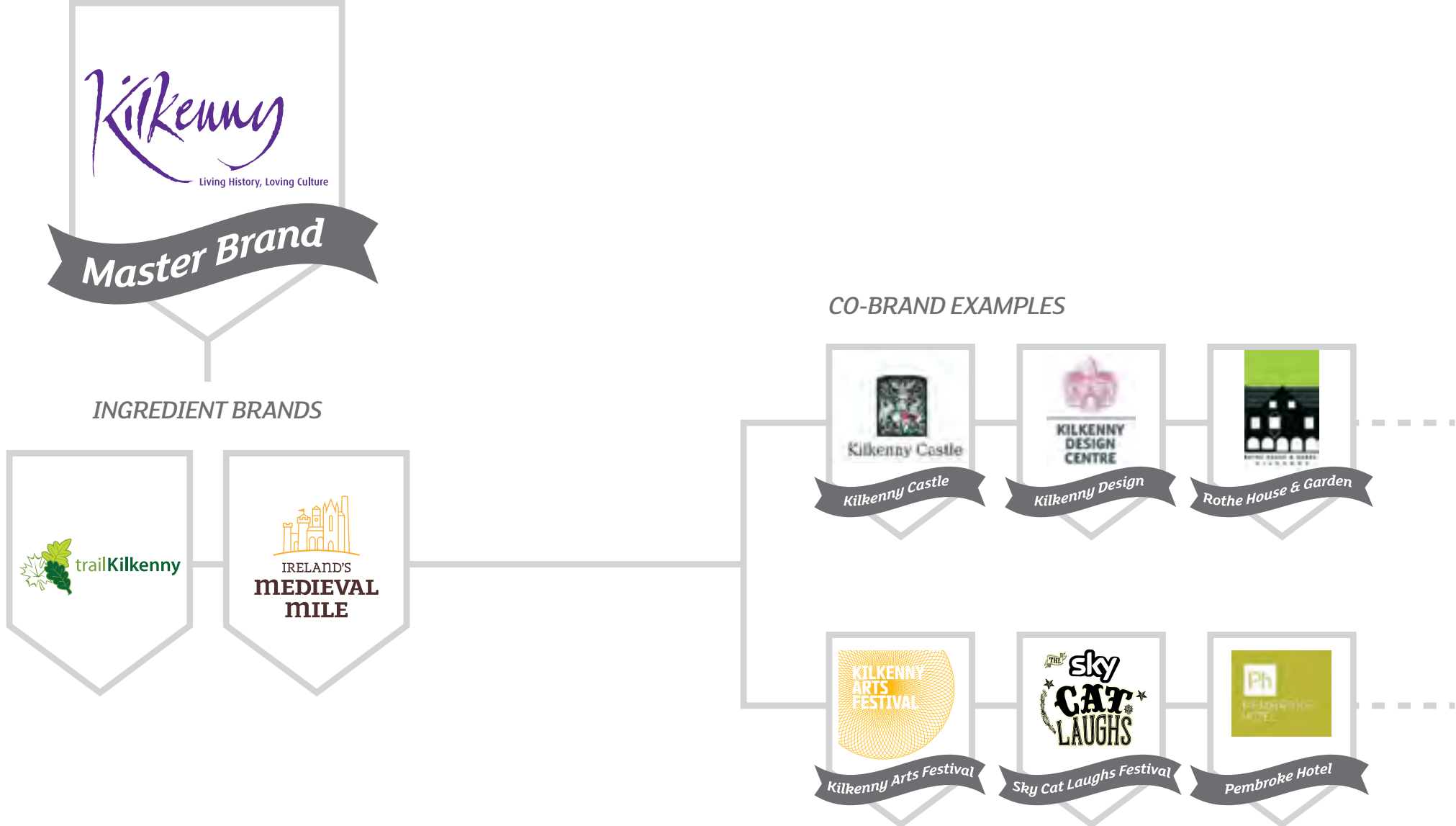
The primary motivation of 'Ireland's Medieval Mile' is to establish a visitor experience in Kilkenny City – and a recognisable brand of sufficient scale and singularity – to enable successful marketing overseas.

### **DEFINING OUR BRAND**

The brand strategy has been developed through a collaboration between Fáilte Ireland, Tourism Ireland, Destination Kilkenny, Kilkenny Tourism, industry providers as well as local tourism providers, retailers, The Chamber of Commerce, cultural and entertainment venues, event promoters, local resident communities and civic development groups.



**Kilkenny Tourism**  
Brand Architecture



# BRAND ENGAGEMENT

The Medieval Mile stretches from **Kilkenny Castle** to **St. Canice's Cathedral** and works as an experience brand proposition for Kilkenny City; a central ingredient of Kilkenny's tourism offer today...





**OUR BRAND** is supported by the participation and dedication of the local community who ensure that both the visitor promise and experience are matched.

Kilkenny's historical attributes are combined with a year round cultural programme and a visionary development strategy for its heritage and cultural products.

This provides a platform for the brand to be the premier medieval city centre destination in Ireland.

Two categories of brand engagement are available for our supply side tourism community:

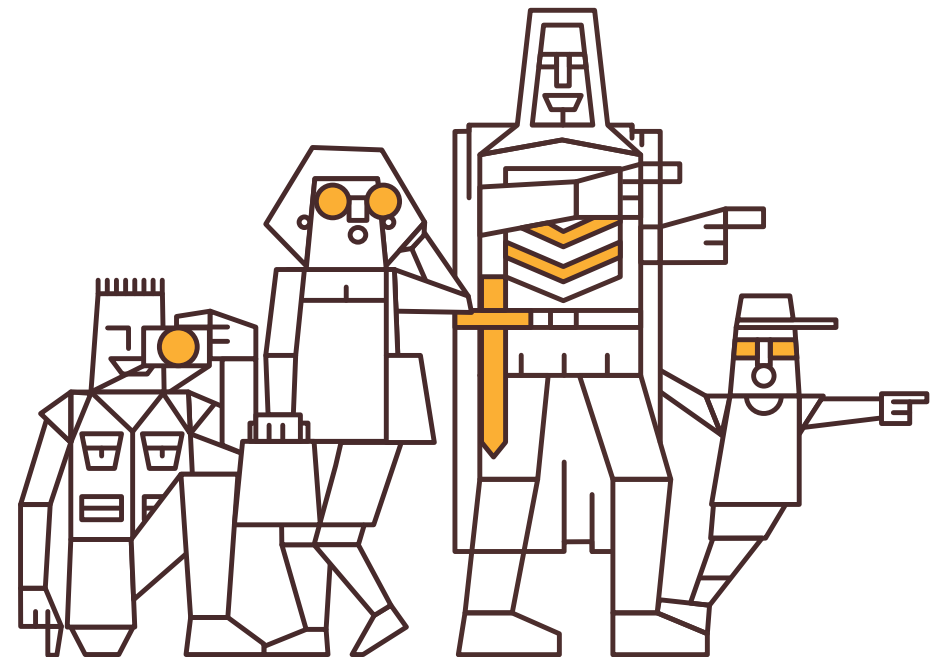
1. Brand implementation by physical attributes and associated visitor experiences located directly on the mile stretch.
2. Brand promotion and awareness building by tourism and associated visitor experiences and interests located off the mile who support Ireland's Medieval Mile.

*Both categories are directed by specific brand identity elements outlined in the visual identity section of the guidelines.*

# 4

*OUR BRAND*  
**POSITIONING**

Brand positioning provides the internal guide for our brand and communications strategy. It outlines the strengths and associations that make our brand not only different but also meaningful and memorable.



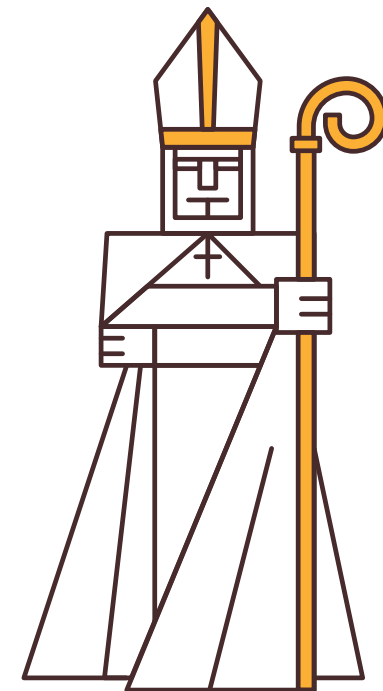
***VISIT AND EXPLORE  
IRELAND'S MEDIEVAL MILE!***

Ireland's Medieval Mile is an exciting historic city centre. It is an experience that boasts a stunning castle and cathedral, historic buildings, slipways and streets – all in a cosmopolitan setting surrounded by creative, entertaining people who want visitors to feel totally immersed.

*OUR BRAND*  
**PROPOSITION**

Our unifying brand is  
Ireland's Medieval Mile.  
It clearly defines where we  
are and what we stand for.

It communicates  
***OUR CORE OFFER...***



## ***WHEN VISITING IRELAND'S MIEVEAL MILE...***

You explore a vibrant living culture,  
surrounded by history.

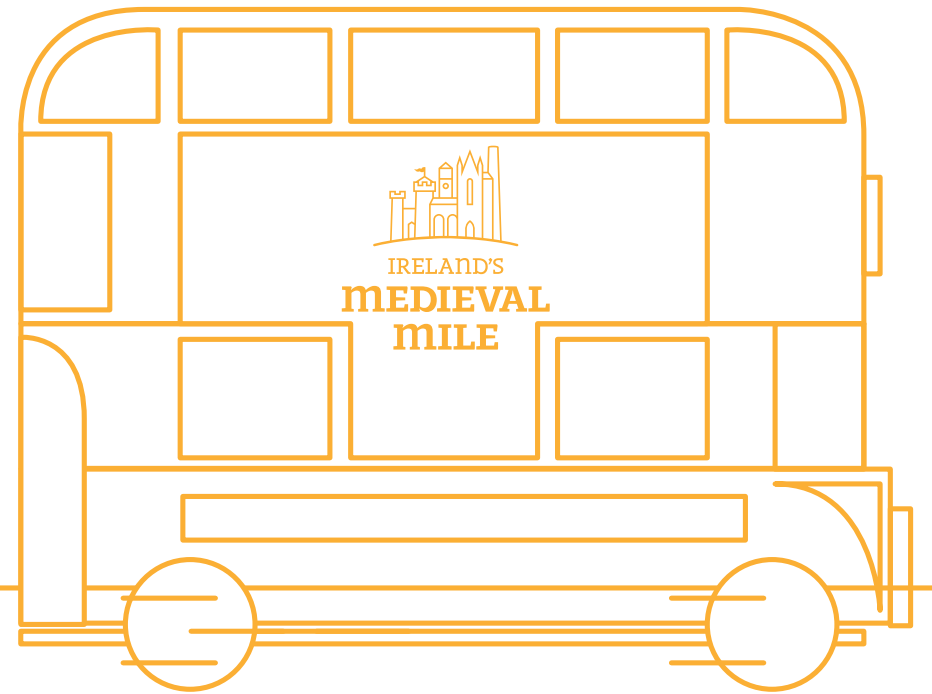
The cosmopolitan setting makes your  
exploration of history more meaningful  
by creative and entertaining locals –  
who want you to feel totally immersed  
as you have an unforgettable experience  
made from multiple moments of  
vibrancy and delight.

The unique experiences you have and  
the people you meet will make you feel  
uplifted and full of life.

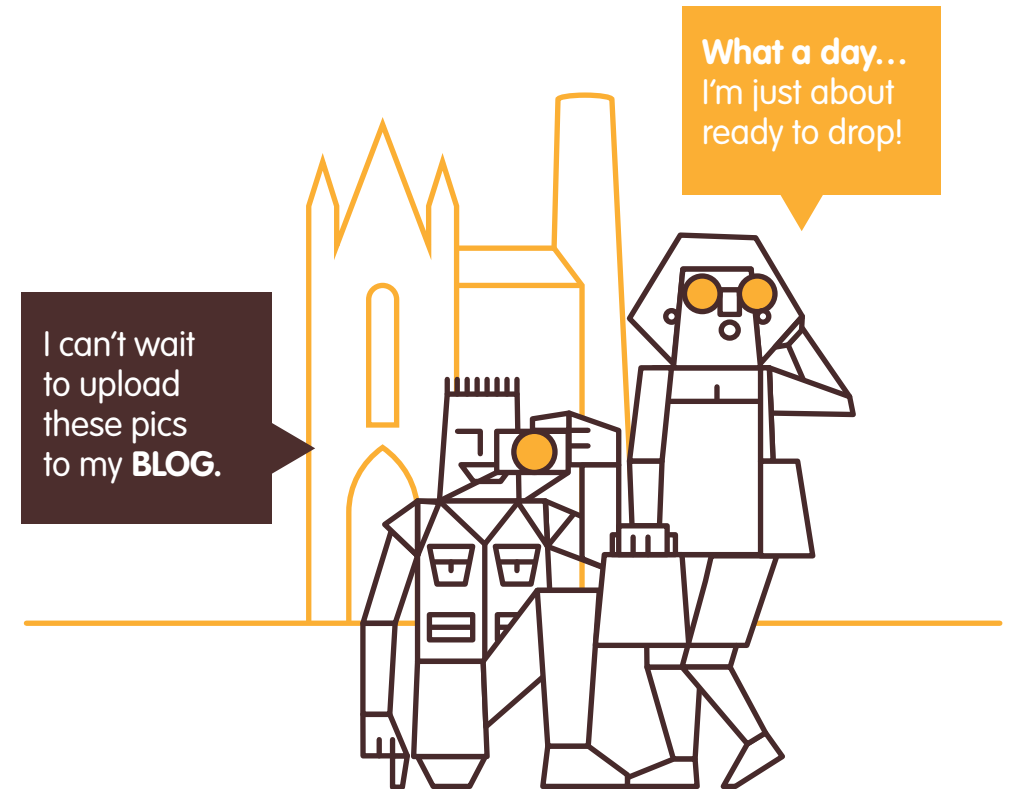
**Desired responses to the brand**  
*On seeing our brand communications...*

**HEY** whats this all about? It looks interesting!

**HMM!** Culture, History and Entertainment... Just the holiday I'm looking for!



**Desired responses to the brand**  
*Having experienced Kilkenny...*



# 6

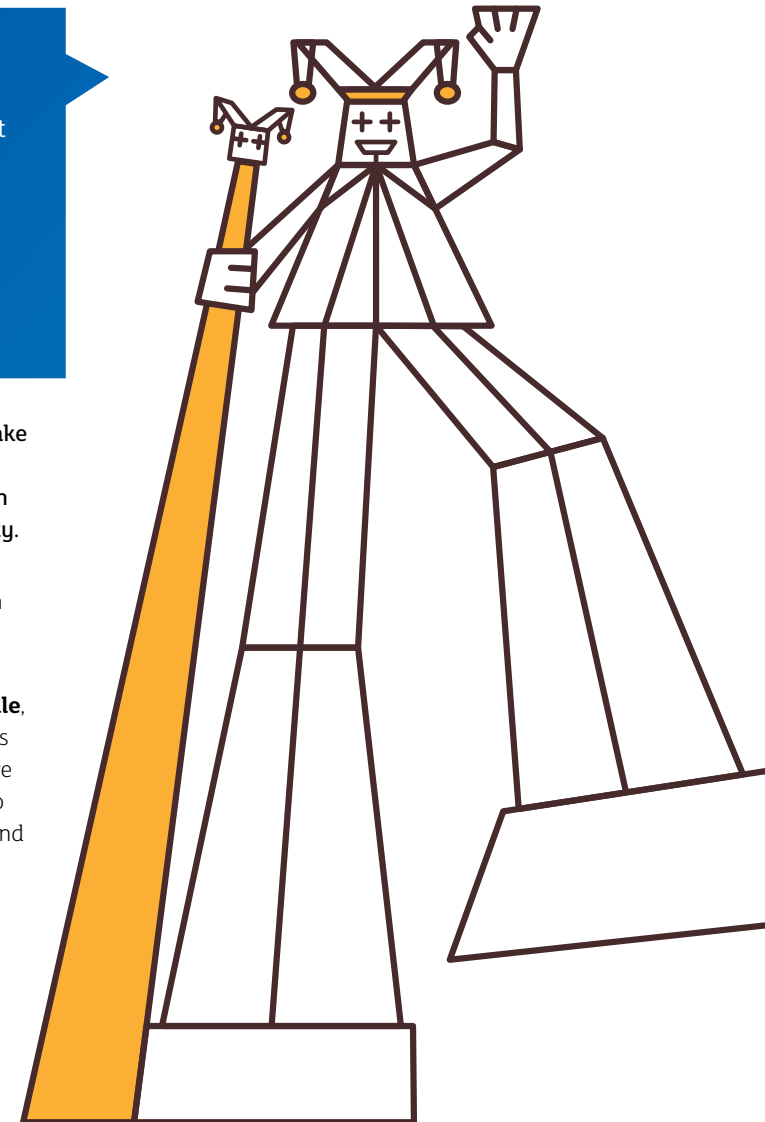
## WHAT'S OUR **PERSONALITY & OUTLOOK?**

Our personality is a distinct part of our brand. It describes the human characteristics that we associate with our brand. These characteristics are emotionally driven and they relate to how we represent our brand to our target audience.

With that in mind, we need to make sure that we always represent ourselves in ways that strengthen and support our brand personality.

It's vital that our warmth, knowledge and ability to entertain is brought to life through our brand communications.

Our brand; **Ireland's Medieval Mile**, is the common bond that unites us in our passion and purpose, and we should harness this opportunity to show the world the rich heritage and culture we have to share.





OUR BRAND VALUES POINT TO  
THE TYPE OF CHARACTER AND  
IMAGE WE COMMUNICATE...

***APPRECIATIVE***

Warm and very interested in visitors.

***ENTERTAINING***

Creative, talented and fun.

***COSMOPOLITAN***

We are engaging & diverse city folk  
welcoming everyone.

***KNOWLEDGEABLE***

We are well informed, we know  
our history and what's on today!

***NATURAL***

We are honest and authentic.

***CONSISTENT***

Like our mile route, we have  
standards and a common view.

***PASSIONATE***

We take pride in the city and  
in our own part in it.

***CONSCIENTIOUS***

We are always looking at how  
to add to your experience.

***SOPHISTICATED***

We have a cool cosmopolitan lifestyle.

***EXTROVERTED***

We love performing and have great  
festivals events all the time!

## **BUILDING A CONSISTENT BRAND**

These brand guidelines express our most important brand components. Everything we create or do should be measured against this standard, guaranteeing that we constantly reinforce who we are – **THUS BUILDING A STRONGER BRAND.**

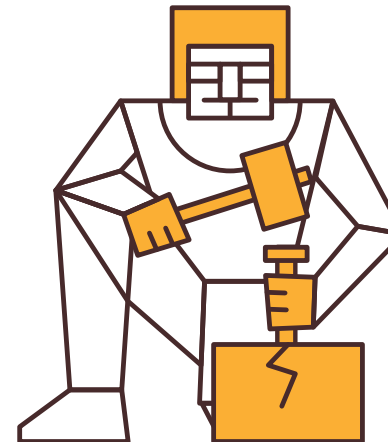
### **A NEW WAY OF LOOKING AT IRELAND'S MEDIEVAL MILE**

Understanding visitor expectations from our brand – how should anyone associated with the brand deliver on these needs?

We need to ensure we always do everything to help visitors fully experience each attraction and service, and ensure they learn about our medieval and cultural heritage.

We should always consider how we:

- Communicate the brand offer
- Present our attractions and services
- Interact with visitors at every turn
- Make sure they explore the complete mile



## MAKING ***HISTORY!***

Our brand represents our unique position in the market and captures the sense of what makes us different and meaningful.

***AFTER ALL, THERE IS ONLY ONE MEDIEVAL MILE IN IRELAND!***

### **BRAND POSITIONING**

**We bring our brand to life through our individual and unified communications; print literature, display stands, public way finding, websites and presentations.**

The objective of our messages is to create awareness and encourage people – in particular those in our key target markets; North America, Britain, France and Germany to book their next trip to Ireland's Medieval Mile, Kilkenny.

Whenever creating a new promotion, always use our brand as the starting point, then use its key elements to determine how they will inform your specific communications.

And remember, as each message builds our brand, we are making and contributing to history - adding to our rich heritage and culture.



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## GETTING TO KNOW **OUR VISITORS**

It is important to remember our visitors do not represent a single demographic. They come from different age groups, income levels and countries.

### **OUR VISITORS**

The brand development process considered the latest market research on important target segments identified within the key market areas; GB, Germany the US and France.

Visitors are described in groups which helps us to understand their expectations and needs. One of the most important is the '**Culturally Curious**'. For more information on other groups please visit: [www.failteireland.ie](http://www.failteireland.ie) or contact your local Fáilte Ireland Office.



## The Culturally Curious

### Visitor Profile

A new segmentation model was developed by Fáilte Ireland and Tourism Ireland to give a clear view of who you should target overseas and how best to reach them.

The new segmentation model identified the Culturally Curious as one of the segments in our key overseas markets with most potential for conversion in the near term. Ireland's Medieval Mile is a proposition with distinctive visitor experiences specifically tailored to the interests, needs and motivations of this segment.

#### THE CULTURALLY CURIOUS

##### Who are they:

The Culturally Curious are mostly over 45 and more than a quarter are over 65.

- They travel as couples or on their own. If they had children, they have grown up or have left home.
- They want to broaden their minds and have a need for new experiences.
- They are curious about everything and need to re-discover life again.

##### What they want from a holiday:

They want it to be authentic!

- They won't choose a place to visit just to follow the herd.
- They want to discover history and get real insight.
- Independent, 'active' sightseers.
- They like to broaden their mind and immerse themselves in a place.
- They like to give their senses a holiday too – sights, sounds, smells, tastes.
- They like to connect with people.

##### Most likely to be seen doing:

Exploring landscapes - Megalithic or early Christian relics!

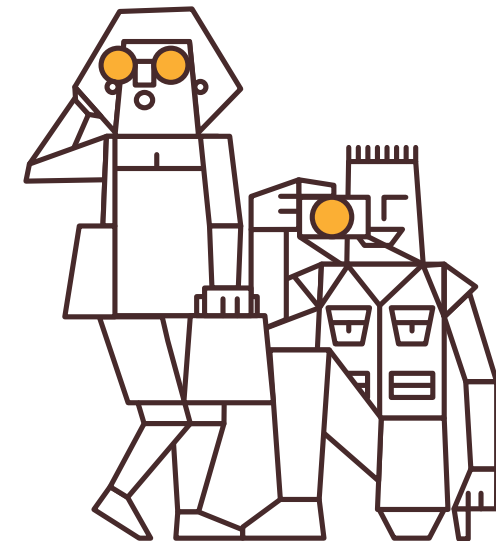
- Castles, gardens, museums, country houses and art galleries.
- Literary tour, World Heritage Sites, Visitors Centre, browsing for books to deepen their experience.
- Enjoying good food and wine, particularly local specialties.
- Unique local festivals and events.

##### Holiday behaviour – How long and where?

Most likely to stay in a hotel, self-catering or a B&B as long as there's a lot to see.

- Will usually choose somewhere with access to scenery and good walks.
- Take more short breaks than average.

CASTLES  
GARDENS  
MUSEUMS  
OH MY!



# 100

## MANAGING OUR BRAND

The brand is a living thing. It must be nurtured, attended to, and managed in order to be sustainable and grow.

### BRAND MANAGEMENT

Managing brand identity assets requires enlightened leadership and a long-term commitment to doing everything possible to build the brand.

Living the brand and implementing the identity is an on-going responsibility for each of us, which will become clearer and more visible as we see it coming to life around us.

We should always consider how we:

- Communicate our brand offer through various media (print, online, signage, etc).
- Present our attractions and services.
- Interact with our visitors.
- Communicate with our local community.



# *INTRODUCING* **OUR BRAND IDENTITY**

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## *OUR* **COAT OF ARMS!**

### **OUR BRANDMARK**

**Our brandmark represents the wealth of historical attractions available on Ireland's Medieval Mile.**

Our symbol reflects Kilkenny's energy and authenticity as a historical city and is the guarantee of quality that unites all our communications.

The brandmark consists of a unique symbol and logotype set within specific proportions and relationships.

For the brand to communicate coherently it is essential that the brandmark is reproduced correctly and consistently.



IRELAND'S  
**MEDIEVAL  
MILE**





## THE ***FINEST COLOURS!***

### OUR PRIMARY PALETTE

On the Medieval Mile, we deal only with the finest colours available!

Our colour palette has been chosen to promote the historical spirit of the Ireland's Medieval Mile experience.

It is essential that our colours are used accurately and consistently whenever our landmark is reproduced.

### OUR SUPPORT PALETTE

A vibrant support palette has been chosen to complement our primary colours and reflect the energy and enthusiasm that can be found on the Medieval Mile. The support palette is inspired by the colourful garments that were fashionable throughout the Medieval period.

#### IMM BLACK

Pantone Black 5  
Process  
M40 / Y25 / K85  
Screen  
R76 / G46 / B45



#### IMM GOLD

Pantone 137  
Process  
M35 / Y90  
Screen  
R255 / G176 / B52



#### IMM RED

Pantone 485  
Process  
M95 / Y100  
Screen  
R238 / G49 / B36



#### IMM BLUE

Pantone Reflex Blue  
Process  
C100 / M75  
Screen  
R0 / G84 / B166



#### IMM GREEN

Pantone 355  
Process  
C95 / Y100  
Screen  
R0 / G168 / B79





*THOU*  
**SHALT**  
**OBEY**  
**THE LAW...**

**BRANDMARK APPLICATION**

It is important that our brandmark always appears in a professional and considered manner. Please ensure you apply the following guidelines.

**MINIMUM CLEAR SPACE**

When applying any version of Ireland's Medieval Mile brandmark a minimum clear area should always be maintained. The minimum distance is the lowercase 'x' height of the logotype characters as illustrated on the right.

**MINIMUM SIZE**

When applying any version of the Ireland's Medieval Mile brandmark it should not appear at a size of less than 20mm across, as indicated on the right. The logo size should always be specified by its width, as measured from the left edge of the logotype 'M' to the right edge of the 'L'.





## LONG LIVE **KILKENNY!**

### INCORPORATING THE KILKENNY STRAPLINE

A version of the landmark that incorporates the 'Kilkenny' strapline has been created to further enforce the destination of the tourist experience.

This version of the landmark is for use in both print and online communications outside of Kilkenny to clearly establish the location of Ireland's Medieval Mile.

### BRANDMARK APPLICATION

#### MINIMUM CLEAR SPACE

When applying any version of the strapline landmark a minimum clear area should always be maintained. The minimum distance is the lowercase 'x' height of the logotype characters as illustrated on the right.

#### MINIMUM SIZE

When applying any version of the strapline landmark it should not appear at a size of less than 20mm across, as indicated on the right. The logo size should always be specified by its width, as measured from the left edge of the logotype 'M' to the right edge of the 'L'.



SPECIFIED WIDTH



20mm



## *ROLL OUT THE FLAGS!*

### **BRANDMARK VARIATIONS**

Ireland's Medieval Mile brandmark appears as a full colour on a white background or as a reverse version out of an IMM Black or Gold background. These are the preferred versions.

### **SINGLE COLOUR USE**

Whenever possible the colour versions of our brandmark should be used. However, there are some applications where use of the colour brandmarks are not possible. On these occasions, please use the single colour examples illustrated to the right and below.





*THOU*  
**SHALT**  
**NOT...**

**INCORRECT USE OF  
THE BRANDMARK**

It is important that our brandmark always appears clearly and legibly. Please use master digital artwork when using the Ireland's Medieval Mile brandmark to avoid the mistakes illustrated on the right and to ensure consistent brand recognition and integrity.



Do not change the proportional and positional relationships of the brandmark, or place the brandmark over busy images.

Do not mix the colour palette in any way other than in the digital artworks provided.



*OUR*  
**HOUSE  
SCRIPT!**

**OUR BRAND TYPEFACE**

FS Lola is our brand typeface, used for both headlines and body copy. A modern sans serif typeface, FS Lola comes in a variety of weights: Light, Regular, Medium, Bold and Extra Bold.

**OUR SCREEN TYPEFACE**

When communicating through digital devices, there is a limitation on the typefaces we can use. In such a case we use Calibri.

ABCDEFGHIJKLMN OPQRST  
UVWXYZabcdefghijklmnop  
qrstuvwxyz1234567890

FS Lola Light

ABCDEFGHIJKLMN OPQRST  
UVWXYZabcdefghijklmnop  
qrstuvwxyz1234567890

FS Lola regular

**ABCDEFGHIJKLMN OPQRST  
UVWXYZabcdefghijklmnop  
qrstuvwxyz1234567890**

FS Lola Bold

**ABCDEFGHIJKLMN OPQRST  
UVWXYZabcdefghijklmnop  
qrstuvwxyz1234567890**

FS Lola Extra Bold



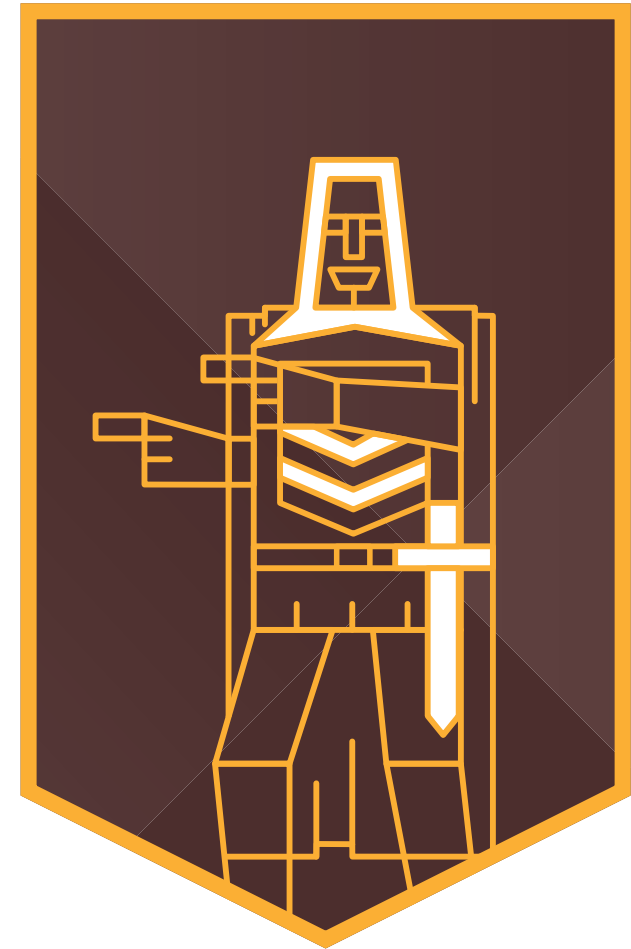


## *THE USUAL SUSPECTS*

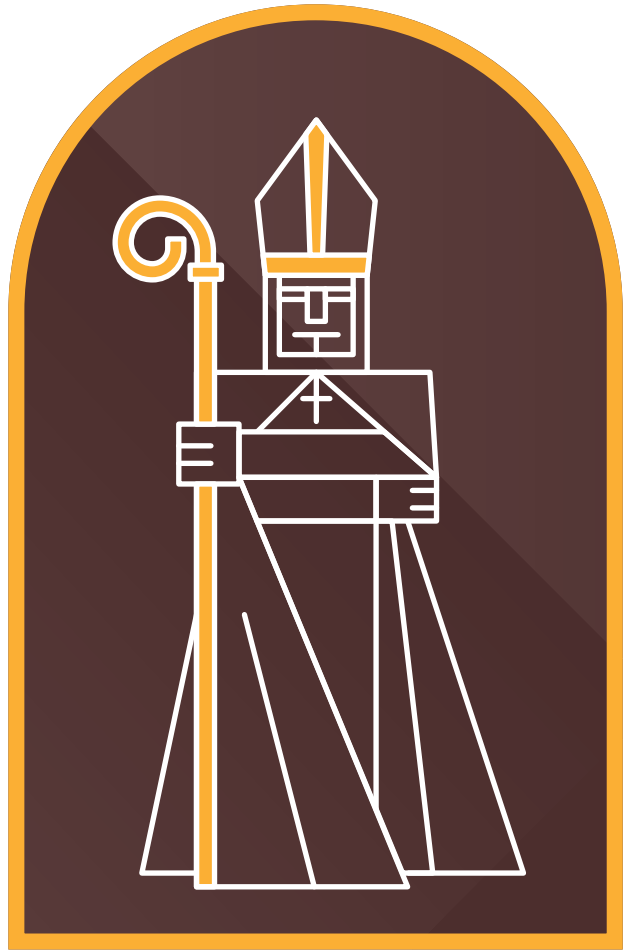
### **OUR CHARACTER SET**

The history of Kilkenny is full of interesting and entertaining characters that have helped shape the city we know so well today. It seems only fitting that they should play an important role in communicating Kilkenny's Medieval experience.

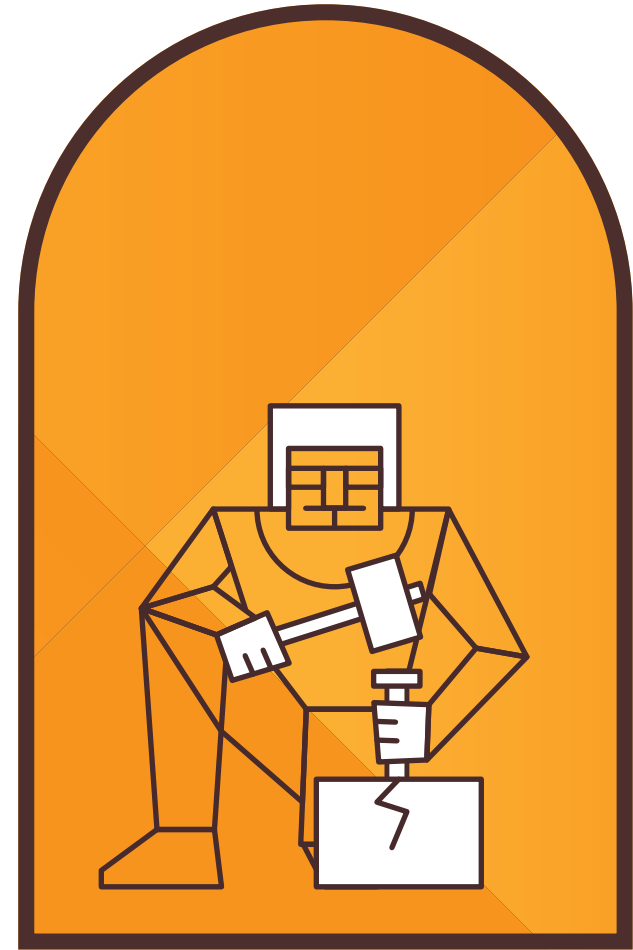
The following seven illustrations can be used as a feature in all communications (print, online, signage, environments, etc).



THE **SOVEREIGN**

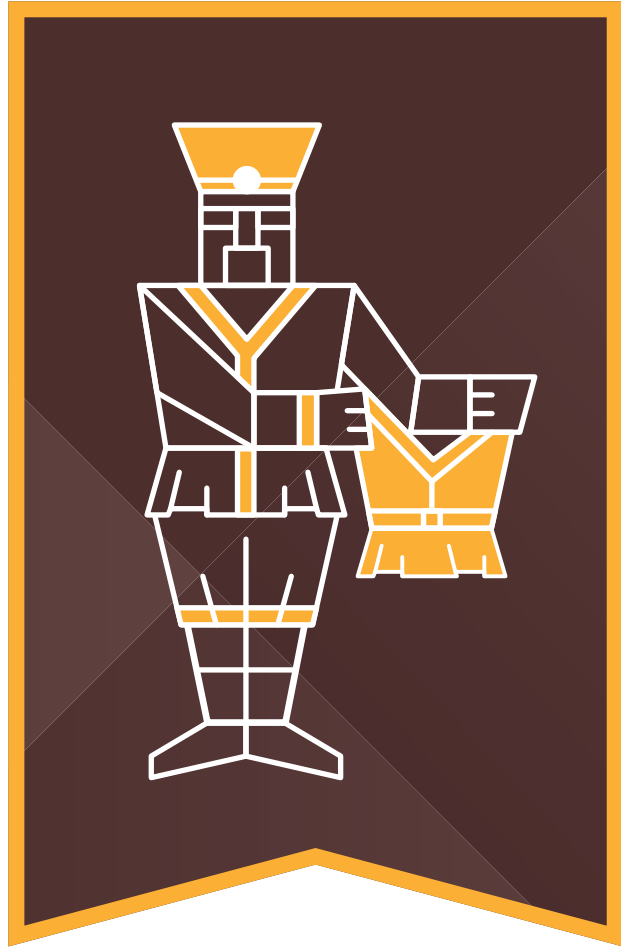


THE **BISHOP**

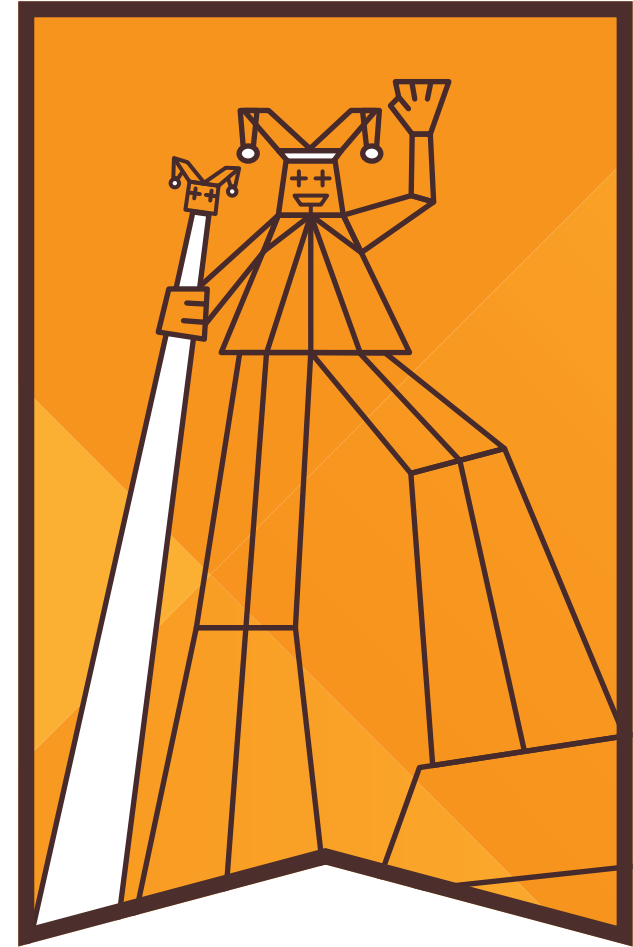


THE **MASON**

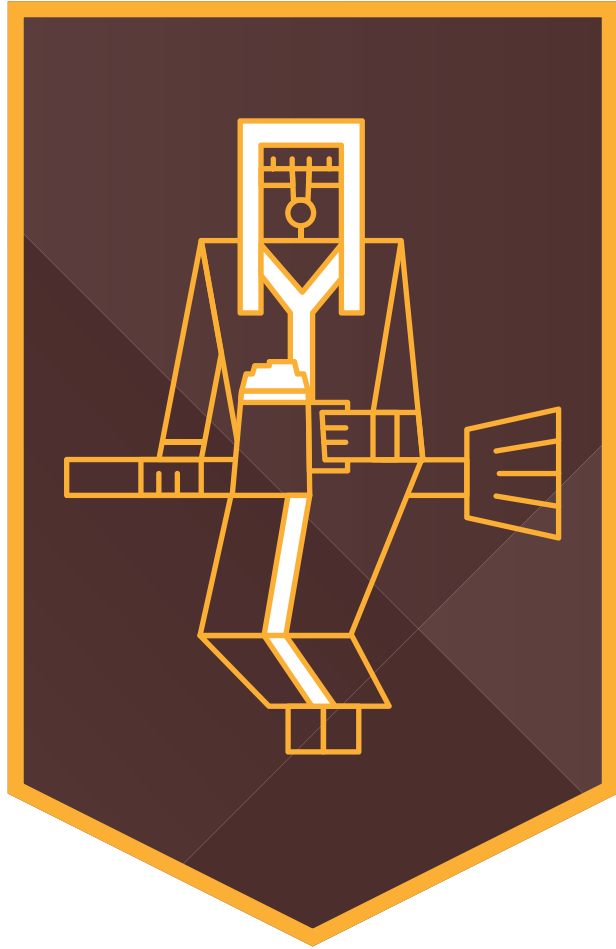




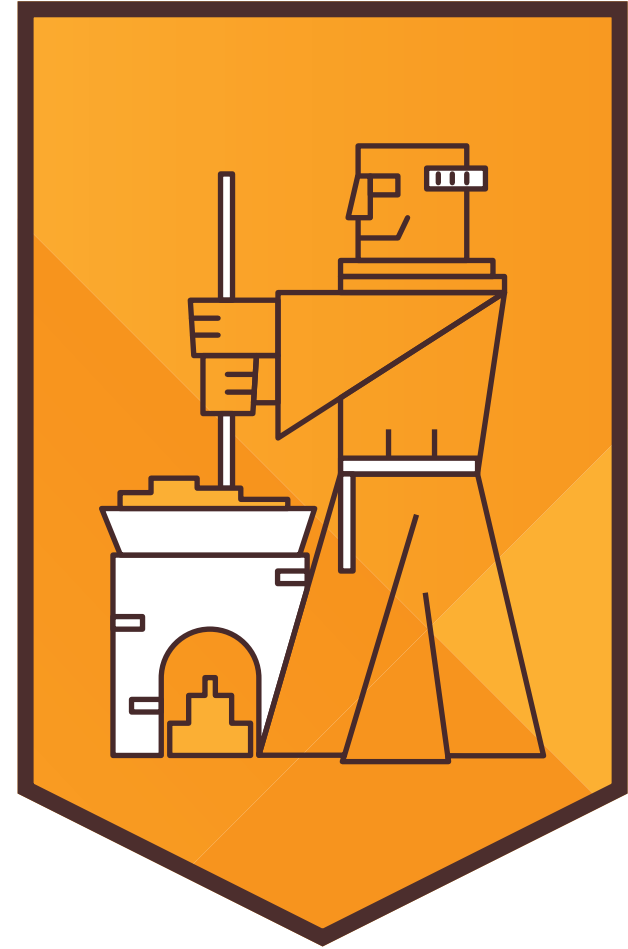
THE **MERCHANT**



THE **FOOL**



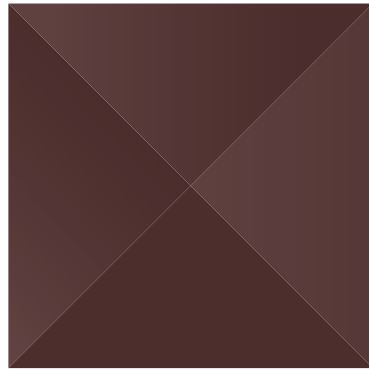
THE **WITCH**



THE **MONK**

### OUR SUPPORT GRAPHIC

A support graphic has been designed to complement the implementation of Ireland's Medieval Mile brand across all visual communications, including: Interior & exterior wall graphics, information display and printed collateral.



DL FLYER  
Example of how the support graphic can be cropped to complement imagery and text. For more examples please refer to section 11 'Our Brand in Action'.



## THE GRAND GALLERY

### PHOTOGRAPHY STYLE

Photography plays an important part in the Medieval Mile Brand.

Images should be engaging, dramatic and mysterious to reflect the Medieval Mile experience. People should be happy, excited and active.

When choosing photography and creating new images, we have an opportunity to reflect our brand's values. Refer to the detail of the brand personality to help with selecting images that communicate an understanding of our brand.



## *ART THOUGH* **FRIEND OR FOE?**

### **ENDORSEMENT BADGE**

An endorsement badge has been developed for co-branding purposes with businesses & organisations that are part of Ireland's Medieval Mile area.

There are two categories available:

1. Businesses that are on the Mile
2. Businesses that support the Mile

Examples of the endorsement badges can be seen on the following pages.



1. Version of the endorsement badge for businesses that are directly on the Mile.



2. Version of the endorsement badge for businesses that are around the Mile.



Examples of the 'We're on the Mile' endorsement badge in use.



Examples of the 'We support the Mile' endorsement badge in use.

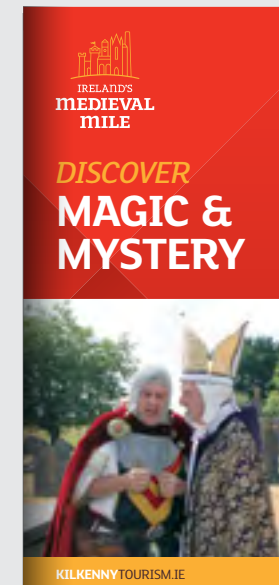
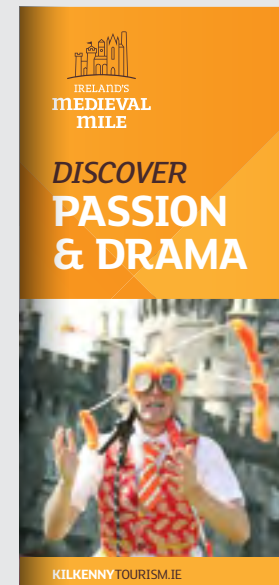


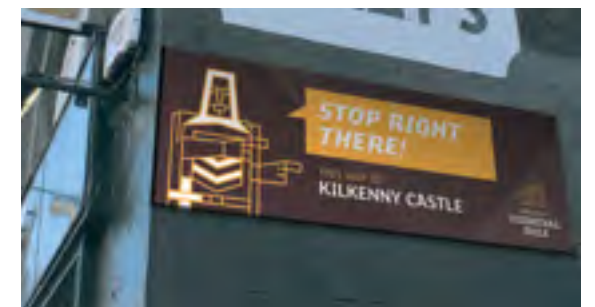
*BEHOLD...*  
**OUR  
BRAND**

**OUR BRAND IN ACTION**

Brand collateral covers a wide range of print, online and merchandise materials communicating our brand to visitors both nationally and internationally.

Each piece should engage with a strong graphic style using contemporary elements from the identity (colour, type, imagery), ensuring our brand is represented clearly and consistently.









## BEHOLD OUR TREASURY

### MASTER DIGITAL ARTWORKS

For queries, permission and access to artwork files for usage and adoption of the brand, please contact:  
[IrelandsMedievalMile@kilkennycity.ie](mailto:IrelandsMedievalMile@kilkennycity.ie)

### INDEX OF MASTER BRAND ARTWORKS

#### PRIMARY BRANDMARK

PRINT (EPS)  
IMM\_Primary Logo\_Col\_PMS.eps  
IMM\_Primary Logo\_Col\_Rev\_Black 5.eps  
IMM\_Primary Logo\_Col\_Rev\_137.eps  
IMM\_Primary Logo\_Col\_CMYK.eps  
IMM\_Primary Logo\_Col\_Rev\_Black\_CMYK.eps  
IMM\_Primary Logo\_Col\_Rev\_Gold\_CMYK.eps  
IMM\_Primary Logo\_Black.eps  
IMM\_Primary Logo\_White.eps

SCREEN (JPEG)  
IMM\_Primary Logo\_Col.jpg

SCREEN (PNG)  
IMM\_Primary Logo\_Col.png  
IMM\_Primary Logo\_Col\_Rev\_Black.png  
IMM\_Primary Logo\_Col\_Rev\_Gold.png  
IMM\_Primary Logo\_Black.png  
IMM\_Primary Logo\_White.png

#### KILKENNY BRANDMARK

PRINT (EPS)  
IMM\_Kilkenny Logo\_Col\_PMS.eps  
IMM\_Kilkenny Logo\_Col\_Rev\_Black 5.eps  
IMM\_Kilkenny Logo\_Col\_Rev\_137.eps  
IMM\_Kilkenny Logo\_Col\_CMYK.eps  
IMM\_Kilkenny Logo\_Col\_Rev\_Black\_CMYK.eps  
IMM\_Kilkenny Logo\_Col\_Rev\_Gold\_CMYK.eps  
IMM\_Kilkenny Logo\_Black.eps  
IMM\_Kilkenny Logo\_White.eps

SCREEN (JPEG)  
IMM\_Kilkenny Logo\_Col.jpg

SCREEN (PNG)  
IMM\_Kilkenny Logo\_Col.png  
IMM\_Kilkenny Logo\_Col\_Rev\_Black.png  
IMM\_Kilkenny Logo\_Col\_Rev\_Gold.png  
IMM\_Kilkenny Logo\_Black.png  
IMM\_Kilkenny Logo\_White.png

#### ENDORSEMENT BADGE

PRINT (EPS)  
IMM\_BADGE\_ON THE MILE\_Col\_PMS.eps  
IMM\_BADGE\_ON THE MILE\_Col\_CMYK.eps  
IMM\_BADGE\_SUPPORT THE MILE\_Col\_PMS.eps  
IMM\_BADGE\_SUPPORT THE MILE\_Col\_CMYK.eps

SCREEN (JPEG)  
IMM\_BADGE\_ON THE MILE.jpeg  
IMM\_BADGE\_SUPPORT THE MILE.jpeg

SCREEN (PNG)  
IMM\_BADGE\_ON THE MILE.png  
IMM\_BADGE\_SUPPORT THE MILE.png

#### CHARACTER ILLUSTRATIONS

PRINT (EPS)  
IMM\_Sovereign\_Col\_CMYK.eps  
IMM\_Sovereign\_Col\_Rev\_CMYK.eps  
IMM\_Witch\_Col\_CMYK.eps  
IMM\_Witch\_Col\_Rev\_CMYK.eps  
IMM\_Merchant\_Col\_CMYK.eps  
IMM\_Merchant\_Col\_Rev\_CMYK.eps  
IMM\_Mason\_Col\_CMYK.eps  
IMM\_Mason\_Col\_Rev\_CMYK.eps  
IMM\_Bishop\_Col\_CMYK.eps  
IMM\_Bishop\_Col\_Rev\_CMYK.eps  
IMM\_Monk\_Col\_CMYK.eps  
IMM\_Monk\_Col\_Rev\_CMYK.eps  
IMM\_Fool\_Col\_CMYK.eps  
IMM\_Fool\_Col\_Rev\_CMYK.eps

#### PATTERN

PRINT (EPS)  
IMM\_Pattern\_Black\_CMYK.eps  
IMM\_Pattern\_Blue\_CMYK.eps  
IMM\_Pattern\_Gold\_CMYK.eps  
IMM\_Pattern\_Green\_CMYK.eps  
IMM\_Pattern\_Red\_CMYK.eps

The Councils of the  
County and City of Kilkenny



**LET'S MAKE HISTORY**