



The concept is based around the Inishowen peninsula shape developed as a 'symbol' - concept which reflects a friendly and welcoming environment and people with natural Celtic connotations.

The symbols work well together and compliment each other. They are clean, simplified and minimised to promote the ease of reproduction and breadth of use.

Influences

The encompassing shore-line and the hillside environment - sea/lakes/hills/beaches etc..

The colours are earthy and vibrant providing a balanced approach - but also suggestive of the shore/hillside and the green isle of Ireland

The font has been selected for its free-flowing nature - presenting freedom, movement and friendliness - essential for the brand and the indigenous identity

The re-usability of the symbol is strong [through its visual balance] and can relate and adapt to a broad range of uses [sub-brands]

The two main shapes are encapsulating and provide a feeling of comfort and safety/security - a reassuring quality

The visual concept can be in mono-colour or multi-coloured and will work well in multiple presentation formats

Donegal . Ireland

