



**EXPLORE
CARRICK-ON-SUIR**

BRAND IDENTITY

ELICKSON CREATIVE SOLUTIONS

INTRODUCTION

The Explore Carrick-on-Suir brand celebrates the town's unique character by capturing its essence through a cohesive and easily recognizable visual identity.

This new brand serves to spotlight not only Carrick-on-Suir itself but also its surrounding areas. By doing so, we set ourselves apart from other destinations, making a lasting impression on potential visitors. Our brand promises a one-of-a-kind travel adventure, shaping expectations of what visitors can anticipate seeing and experiencing in the Carrick-on-Suir region, and ultimately influencing the emotions they'll encounter during their exploration. Our brand encapsulates the essence and distinctive traits of Carrick-on-Suir through a straightforward yet vivid portrayal of who we are as a destination and as a community.

This brand is a collective effort, belonging to everyone involved in the town and in the wider tourism community. Only with your support in establishing this robust and captivating brand can we unlock our true potential as a tourism hotspot, driving growth in visitor numbers and revenue, and solidifying our status as a sought-after tourist destination.



RATIONALE

Carrick-on-Suir is rich in heritage and intrigue, an unspoilt and charming medieval town located in the spectacular setting in the heart of the Golden Vale.

The town provides a modern creative economy which builds on its rich culture, history and natural beauty benefits. Nestling on the banks of the River Suir, in the lush, fertile and tranquil valley between the iconic mountain of Slievenamon and the Comeragh Mountains.

A thriving town with a strong sense of community, Carrick-on-Suir is at the heart of the three counties, Waterford to the south, Tipperary to the west and northwest and Kilkenny to the east. The town is a welcoming, inclusive and authentic place where musical traditions are celebrated, people are proud to live and visitors are welcomed.

The Explore Carrick-on-Suir brand demonstrates the town's rich heritage and intriguing history and offers an unrivalled experience for casual day trippers and all other tourists. The Explore brand suggests it is the ideal destination to explore the region and hinterland's breathtaking landscapes.

The new brand champions the town's personality, culture and values, translating its essence into a coherent and recognisable visual language that will help us to promote the region as a whole, making it a memorable destination among tourists.



EXPLORE CARRICK ON SUIR: TOWN CHARACTERISTICS

Following our brand development process, we were able to define the notable characteristics of the town, to really explore its essence and define what stands it apart from other destinations:

NATURAL BEAUTY AND ENVIRONMENT

The town and hinterlands' stunning natural landscapes, the incredible river, the attractive waterfront, the picturesque riverwalk, the scenic surroundings, the swans and the quays stand out as natural beauty highlights evoking tranquillity and relaxation. The connection to nature and outdoor recreational opportunities is a central focus of the brand vision.

SENSE OF COMMUNITY SPIRIT AND PRIDE

The tight-knit locals are a very important aspect of the town, which is the centre of a huge community in the three-county area. There is a great atmosphere and charm, strong bonds, a shared identity, diverse perspectives, and a sense of solidarity and belonging for its people. The friendliness and warmth of the people is noteworthy. People talk about "our place" and being "part of the community". The town is a welcoming, inclusive and authentic place where its people are proud to live and visitors can experience genuine connections and alluring local culture.

RICH HERITAGE AND CHARM

Carrick-on-Suir's rich history, preservation and love of heritage is a distinguishing feature which adds to the town's captivation and appeal. This historical charm creates a unique sense of place and authenticity that sets Carrick-on-Suir apart from other destinations. The town's medieval aspect adds depth to the cultural experience for both residents and visitors. The local landmarks and cultural sites bring visitors back to the past while the well-preserved historic landmarks celebrate the past and embrace the future.

THRIVING VISUAL ARTS

Carrick-on-Suir's flourishing arts scene from music to drama and theatre is significant. Carrick-on-Suir is positioned as a vibrant cultural hub within the region. The pub culture, live concerts, Culture Night, Bealtaine Festival and Clancy Brothers Festival are a definite appeal, while the two long established theatres, Brewery Lane and Strand Theatre underscore the town's commitment to the arts by providing a platform for local and visiting artists which in turn attracts cultural enthusiasts and day trippers to the town, interested in enriching experiences like live performances, exhibitions, and events.



BRAND ELEMENTS

THE SUN

is representing the warmth and friendliness, its scale above the picturesque town creates an intimacy.

STUNNING NATURAL LANDSCAPE

forms our backdrop of beautiful trees, rich forests and rolling hills, embracing the green lifestyle, a connection to nature, the biodiversity and eco-friendly features of Carrick-on-Suir and its surrounds.

SLIEVENAMON

'Mountain of the Women', visible northwest of Carrick-on-Suir with dramatic views over the three counties: Waterford, Tipperary + Kilkenny.

RICH MUSICAL HERITAGE

is represented by the subtle music notes of the Clancy Brothers tune 'The Parting Glass' around the sun.

ARTS & THEATRE

are represented by both the handwritten font used for the word explore and the theatre street signage.

THE HISTORIC OLD BRIDGE

was the first stone bridge above the estuary of the Suir, "built before Columbus" in 1447, of strategic importance as a link between Waterford and Tipperary or South Leinster and East Munster.

THE SWANS

famous for frequenting the river and nesting on the riverbank, great icons of successful biodiversity in the region, showing a slower pace of life and tranquility.

THE SUIR BLUEWAY

the walking, cycling or paddling trail runs 53km to Cahir along the River Suir.



THE TIDAL RIVER SUIR

waterway winds its way through the landscape. The River Suir is Ireland's third longest river (184 kms long), starting beyond Thurles, running to Carrick on Suir, where it becomes tidal before continuing to the sea at Waterford. It has ongoing regeneration and biodiversity, and boasts a stunning riverside walk and a picturesque marina. At the C of Carrick-on-Suir, the River runs down to Curraghmore, Slievenamon and Waterford, and winds past the town on the Blueway and Towpath and trails to the hinterlands on the Blueway, to Linguan Valley and Tipperary.

AT THE HEART OF IT ALL

expresses the town being at the centre, or the heart of the three county location, while encompassing the living beating heart of the town.

CYCLING

a la Sean Kelly and exemplary of unique and accessible adventure opportunities like cycling, biking and hiking, indulging visitors in exploring and discovering the hidden treasures of the region.

WATER ACTIVITIES

on the river such as canoeing, kayaking, and boating.

THE WEST GATE TOWER CLOCK

in the 16th century tower house was built in medieval times as part of the original defenses, to protect its citizens and today still offers visitors a glimpse into its past.

THE CARRICK KNOT

dates back to 1783, and is still used by boatmen, fishermen and sailors today. The knot is also known as the Ormond Knot in heraldry, cementing its link to Carrick-on-Suir, where in the Tudor Manor House the Carrick Knot is engraved in the stone above the fireplace in the main banqueting hall and is also found in the decorative plasterwork. Today it is symbolic of the town's close relationship with the River Suir, becoming one of the emblems of the town.

THE HERITAGE CENTRE

in the centre of everything, another preserved historic landmark that celebrates the past and embraces the future. It stands on the site of the original 13th century church and exhibits local memorabilia and artefacts.

TUDOR MANOR HOUSE

is Ireland's only Elizabethan Tudor Manor House situated in the Ormond Castle Quarter, the most famous landmark in the town.

THE BRAND

Carrick-on-Suir is a thriving town with unique features, attractions, and personality which form the cornerstone of its brand identity. In the brand illustration, we have incorporated the flow of the town using many of these unique characteristics.



BRAND TYPEFACE

The culture and tradition is reflected in the new Carrick-on-Suir brand which uses a mix of traditional, intelligent typeface in the town title, with the Explore presented in a cursive script typeface of writers.

The traditional typeface is ITC Galliard Pro Roman, is a modern revival of the historical serif typefaces that the French typographer and punchcutter, Robert Granjon, designed in the sixteenth century, renowned for its beauty and legibility.

ITC Galliard Pro Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

The Explore script, P22 Cezanne Pro, uses long artistic strokes evoking handwritten emotion, elegance, and creativity.

*abcdefghijklmnopqr
stuvwxyz*



BRAND FONTS

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Futura PT

Futura PT is our chosen font for body text.

EXPLORE TEXT

ITC Galliard Pro Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

EXPLORE TEXT

P22 CEZANNE PRO

abcdefghijklmnopqrstuvwxyz

BODY TEXT

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BRAND COLOURS

The chosen colour palette reflects and enhances the natural beauty of Carrick-on-Suir's medieval surroundings. We have used light, fresh, bright and airy colours prevalent in the town such as light blue and green which evoke the freshness and vitality of the river and fields, while yellow and warm greys add warmth and stability.

We have endeavoured to create a palette that is both vibrant and harmonious, perfect for the picturesque medieval riverside town that is Carrick-on-Suir.

SECONDARY PALETTE

The secondary palette is predominantly used as optional background colours optimised to work with the logo. Our website pages and section colours have been selected from this palette.

PRIMARY PALETTE



RGB
136 214 248
CYMK
42 00 00 00
HEX
88D6F8



RGB
148 165 59
CYMK
47 21 99 02
HEX
94A53B



RGB
79 110 51
CYMK
70 36 98 24
HEX
4F6E34



RGB
181 172 148
CYMK
31 28 43 00
HEX
B5AB92



RGB
255 205 03
CYMK
00 19 100 00
HEX
FFCD00



RGB
252 251 227
CYMK
01 00 13 00
HEX
FCFBE3

SECONDARY PALETTE



RGB
101 153 65
CYMK
66 20 100 04
HEX
659941



RGB
154 102 50
CYMK
32 59 91 18
HEX
9A6632



RGB
102 102 51
CYMK
56 44 92 28
HEX
666633



RGB
45 166 146
CYMK
76 12 52 00
HEX
2DA692



RGB
166 115 139
CYMK
36 61 29 02
HEX
A6738B



RGB
101 139 142
CYMK
64 34 40 04
HEX
658B8E



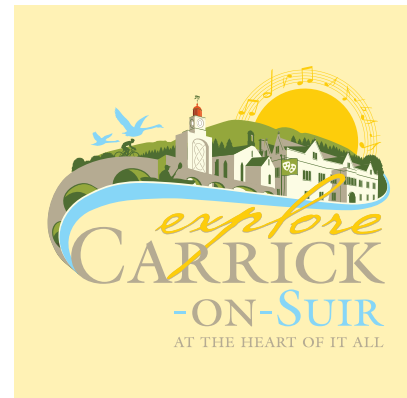
RGB
128 117 142
CYMK
54 54 29 04
HEX
80758E



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