We have chosen a crown as the motif in our identity as it is an ancient and iconic symbol of Munster.

An elegant but simple Celtic knot work style is used to illustrate the four mountain ranges – the Comeragh’s, Knockmealdown’s, Galtees and the Ballyhouras – as well as to represent the rich and deep heritage of the region. The design creates the vales in the negative space between the peaks. Three circles top the crown.

A green gradient is used to highlight the M at the centre of the motif.
BRAND ELEMENTS

OUR IDENTITY

The Munster Vales brand identity is made up of two parts – our name and our crown motif.

The identity components should never be separated. Position, size, and colour, along with the spatial and proportional relationships of the identity components are predetermined and should not be altered.

To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.

POSITIVE IDENTITY

This is the positive version of our identity which should be used whenever possible.

This version of our logo should always be used on a white background.

REVERSED IDENTITY

When it isn’t possible to use the Positive Identity a second Reversed Identity has been developed.

This identity should be used only on dark solid colours – black, grey, navy – that don’t conflict with the identity.
BRAND ELEMENTS

SIZE AND SPACE

MINIMUM SIZE
The Munster Vales identity must always be reproduced in a clear and legible manner. The identity should not be reproduced at less than 20mm wide as indicated above, as legibility will be impaired.

The left hand side of the M and right hand side of the R should be used as the width indicator.

MAXIMUM SIZE
There is no maximum size defined for the identity. However the clear space area, defined here, must be adhered to in all applications.

CLEAR SPACE AREA
A minimum clear space requirement has been established to ensure the prominence and clarity of the Munster Vales identity. The minimum clearance can be measured using the height of the letter V from the identity.

It is essential that the clear space remains free of all graphics, taglines, identities, photography, and typography.
BRAND ELEMENTS

OUR IMAGERY

The Munster Vales imagery should always be positive, engaging, vibrant and be an accurate reflection of the subject and their surroundings.
When placing the Munster Vales identity on an image please insure there is an area of similar tone behind the identity.
BRAND ELEMENTS

INCORRECT USE OF THE IDENTITY

Please use master digital artworks when using the Munster Vales brand identity 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 brand identity.

Never place the colour version of the brand identity over a colour background or a busy image.
The Munster Vales has four main colours in its palette – Pantone Green 356, Pantone Dark Green 343, Pantone Grass Green 370 and Pantone Orange 180.

**SWATCHES**

The first line under the swatch defines the colour breakdown for full colour printing. Values are given for Cyan (C), Magenta (M), Yellow (Y) and Black (K).

The second line has the Pantone reference.

The third line defines the colour for usage in RGB (Red, Green, Blue) palettes.

The last line is a HTML reference number for use on web applications.

**MV Green**
- C90 M4 Y100 K26
- PANTONE 356 EC
- R0 G121 B52
- HTML 007934

**MV Grass Green**
- C66 M1 Y100 K25
- PANTONE 370 EC
- R91 G143 B34
- HTML 5B8F22

**MV Dark Green**
- C89 M19 Y72 K68
- PANTONE 343 EC
- R3 G86 B66
- HTML 035642

**MV Orange**
- C0 M80 Y100 K10
- PANTONE 180 EC
- R291 G82 B30
- HTML D8521E
The primary Brand Typeface is Futura BT. This typeface comes in a variety of weights – we recommend four from this family.

Futura BT Book should be used as the main weight for continuous text.

Futura BT Heavy should be used for all titles and headlines.

Futura BT Light and Medium can be used to highlight certain body copy and text.
BRAND ELEMENTS

MASTER DIGITAL ARTWORK

FOR PRINT
MV_Col.ai
MV_Black.ai
MV_White.ai

FOR DESKTOP PUBLICATIONS
MV_Col.jpg
MV_Black.jpg

FOR POWERPOINT AND EMAIL
MV_Col.png
MV_Black.png
MV_White.png
To obtain electronic master logo artworks from this guideline document please contact:
Munster Vales CLG,
C/O Tipperary County Council
Ballingarrane House,
Clonmel, Co. Tipperary
EMAIL: tourism@tipperarycoco.ie