



Ireland's Hidden
HEARTLANDS

Brand Adoption Guidelines for
County Fermanagh
Tourism Business

Northern
Ireland



Embrace a
Giant Spirit

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Background to the Initiative

A licensing agreement between Tourism Northern Ireland and Fáilte Ireland means eligible County Fermanagh Tourism businesses can now use the Ireland's Hidden Heartlands brand.

Owned by Fáilte Ireland, Ireland's Hidden Heartlands brand promotes Ireland's central, more rural heartland, popular with visitors seeking natural beauty and calm adventure.

The agreement represents an exciting opportunity for tourism businesses in County Fermanagh, enhancing your visibility and connecting you with visitors to give them a more cohesive experience when exploring the area.

Importantly, the initiative will help sustain local jobs, strengthen the industry and support growth in the region.

Guidelines

Subject to acceptance of the terms and conditions and approval from Tourism Northern Ireland, tourism businesses in County Fermanagh will have the opportunity to download and use brand assets for both:

Ireland's Hidden Heartlands and Northern Ireland – Embrace a Giant Spirit to use in their marketing campaigns via these guidelines.

These guidelines will help guide businesses on how to use both brands for maximum effectiveness.



Ireland's Hidden Heartlands

Ireland's Hidden Heartlands offers unparalleled opportunities to get 'active in nature' and to 'get off the beaten track' with a latticework of vibrant waterways and myriad walking trails. It is a region full of intriguing hidden gems, places, people, and experiences to be uncovered at your own pace, in your own time.

From the River Shannon to Lough Erne, Ireland's Hidden Heartlands offers visitors a unique, authentic, local, and immersive journey for those keen to get away from it all.



Finn Lough, Co. Fermanagh



Cloughoughter Castle, Co. Cavan



Pod Umna Village, Portumna, Co. Galway



Marble Arch Caves, Co. Fermanagh



Attychraah loop walk, Co. Limerick



Lough Erne, Co. Fermanagh

The natural rhythm

Being active in nature and with nature

Nature is everywhere, it's all around us, but in Ireland's Hidden Heartlands, it's expansive and seems more tangible than it is elsewhere.

The fresh, silvery waters of the River Shannon split a landscape of thick forest, fertile bog, and rolling drumlins to create an immersive playground for visitors. Feel the ground beneath your feet as you trek through the many misty trails. Listen to the rich, organic soundtrack as you wander through deep forests that stretch beyond your view. Unwind as you pedal or paddle past local landscapes and lifestyles that draw you in.

It is an easy accessible destination in the midlands, but it feels like a world away. Here, tourists can really allow themselves to escape, clear their heads, connect with nature and have genuine interactions that rejuvenate their soul. Let's leverage this idea to make them feel like, even though they may arrive here as a stranger, they will leave as a local, more in tune with their surroundings and themselves.

Keenaghan Thatched Cottage, Co. Fermanagh

All in good time

Making the most of it

Allowing yourself time to experience something, is allowing yourself time to experience more. Whether someone is here for a weekend or just a week, here, life is embraced at a much more personal pace.

Formed by glacial erosion, this region is used to leisurely, gradual change and knows it is something to be embraced. However, while one visitor might enjoy a slow, serene and tranquil adventure another will savour a dynamic, energetic and activity packed experience and we have it all. Get lost in thought while staring into a fire pit watching the sparks flicker against the dusky sky. Move slowly through a forest, inhaling deeply and sensing the noises, colours and swell of nature around. Glide your hand through the cool, refreshing river water before taking off downstream breathing in the crisp, fresh air as you go.

In an increasingly impatient world, it is rare to discover a destination where life can go as fast or as slow as you want but here, we provide experiences that give people a chance to relax, switch off and genuinely re-centre themselves. Let's champion this idea in our communications.

The alignment between County Fermanagh and Ireland's Hidden Heartlands

Ireland's Hidden Heartlands AND YOUR BUSINESS

So what makes Ireland's Hidden Heartlands so inviting? Or, more specifically, what is it about your businesses that make it so?

When creating and promoting your own product story, this toolkit is a useful guide which will help you showcase what makes Ireland's Hidden Heartlands so special.

There's great alignment between Fermanagh and Ireland's Hidden Heartlands, from the River Shannon to Lough Erne. Interconnecting waterways and the lush surrounding countryside make for wonderful, authentic opportunities to experience nature, communities and culture.

It's the natural beauty of the place that leaves a lasting impression on visitors; a part of the country that is brimming with diverse land, steeped in rich history.

Throughout Ireland's Hidden Heartlands, and indeed County Fermanagh, the inviting nature of this region is everywhere, and can live through your business too. This is what we want you to leverage and share with the world.



How to create and promote your own product story aligned with Ireland's Hidden Heartlands



Visitor Attractions, Tours & Activities

Places to unearth

So many experiences in County Fermanagh are already in harmony with Ireland's Hidden Heartlands' tranquil rhythm, natural beauty and opportunities for gentle adventure. Like wandering along forest trails, paddling peaceful waterways, exploring castles steeped in history or discovering small cultural gems, to name but a few.

To position your offering as part of Ireland's Hidden Heartlands, help visitors immerse themselves in all we have to offer, feel connected to the landscape and uncover stories shaped by generations.



Food & Drinks

Secrets to savour

Food and drink experiences in County Fermanagh should emphasise local ingredients, craft producers and the authentic connection between land, people and flavour. Frame your offer as a chance for visitors to slow down, taste the landscape, and enjoy the richness of simple, natural pleasures. In Ireland's Hidden Heartlands, the focus is on honest flavours that celebrate the place.



Hospitality

Doze with delight

County Fermanagh accommodation providers can position themselves as a tranquil escape, where guests can switch off, breathe in quiet landscapes and take in nature made even better by unmatched local hospitality. Lakeside cabins, cosy B&Bs, glamping under the stars or spa-style retreats help connect visitors to the slower, more meaningful pace of Ireland's Hidden Heartlands.

Brand Mark

Ireland's Hidden Heartlands brand mark

The brand mark consists of a symbol and logotype set within specific proportions and relationships.

The brand mark should never be altered in any way. Whenever possible, the full colour version of the brandmark should be used. Single colour versions may only be used in special circumstances.

Please ensure you only use the master digital artworks supplied.



Ireland's Hidden Heartlands clear space & incorrect usage

Clear space

Breathing room is important. To ensure the logo is never over-crowded on layouts and legible at all times, it is important to follow the guides shown on this page. These rules apply to all versions of the logo.

The clear space is determined by the size of the logo's letter "H". This means that elements in a layout such as text, images etc. must never enter the zone marked by the pink lines in the example on the right. This rule is applicable to the logo regardless of its scale.



Incorrect usage

Here are some watch-outs for you to avoid when placing our logo on applications.

- ✗ Don't place the logo over busy images
- ✗ Don't place the full colour logo over dark or strongly coloured backgrounds
- ✗ Don't change the logo's colours
- ✗ Don't alter the logo's proportions.
- ✗ Don't stretch or squeeze the logo
- ✗ Don't rotate the logo
- ✗ Don't add extraneous effects to the logo such as drop-shadows or glow effects

If in doubt always place our full colour logo on light, bright backgrounds and make sure the reversed version (in white) only app



✓ Full colour logo on light coloured background



✓ Full colour logo on light, spacious image



✓ Negative logo on dark background



✗ Full colour logo on similarly toned background



✗ Full colour logo on dark coloured background



✗ Logo placed over busy image



✗ Don't alter or adjust the colour of the logo



✗ Don't stretch the proportions of the logo



✗ Don't add extraneous effects

Using the Ireland's Hidden Heartlands logo and Northern Ireland – Embrace a Giant Spirit

When both logos – Ireland's Hidden Heartlands and Northern Ireland – Embrace a Giant Spirit are used together, it is recommended that:

Full colour, landscape versions of both logos should be used.
The logos should be equal in size and spaced adequately.



YOUR LOGO

Brand Application

This opportunity enables eligible tourism businesses in County Fermanagh to collaborate with businesses throughout Ireland's Hidden Heartlands. The collaboration and resulting experiences will lead to an enriched visitor experience, supporting the regional growth of tourism.

County Fermanagh businesses should choose how and where to use the Ireland's Hidden Heartlands brand.

You might wish to consider:



Where
Jurisdiction
of your
marketing



Who
Target
market
for your
marketing



What
Complimentary
experiences from
Ireland's Hidden
Heartlands that
you could feature
in your marketing
activity



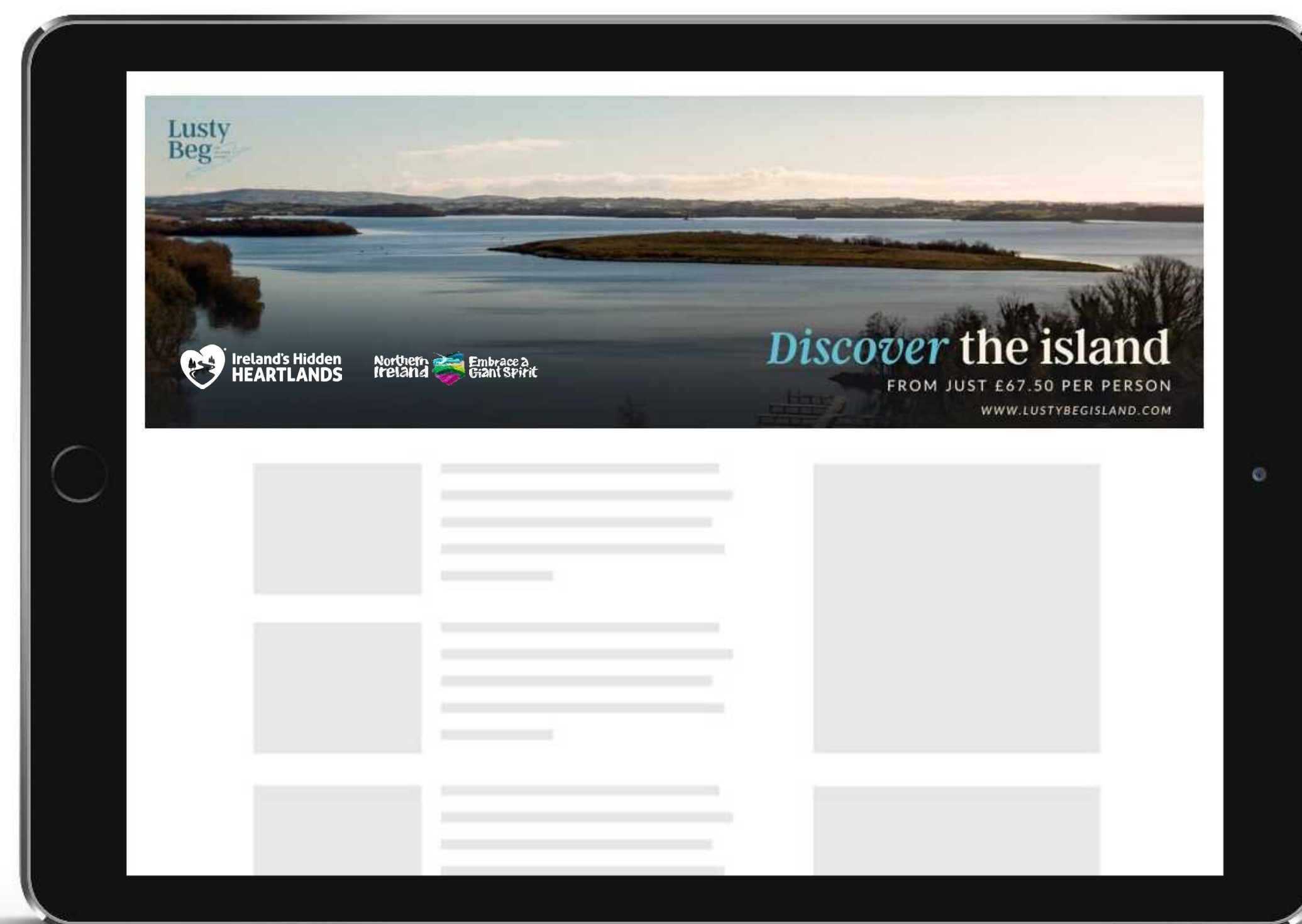
**Call to
action**
Direct target
audience to your
tourism offering
within the Hidden
Heartlands

Brand Application - co branding

Advertising

If you are promoting your business to an Island of Ireland or global audience, you may wish to feature both brands.

Both marks must appear at equal size without one dominating the other.



For illustrative purposes only.



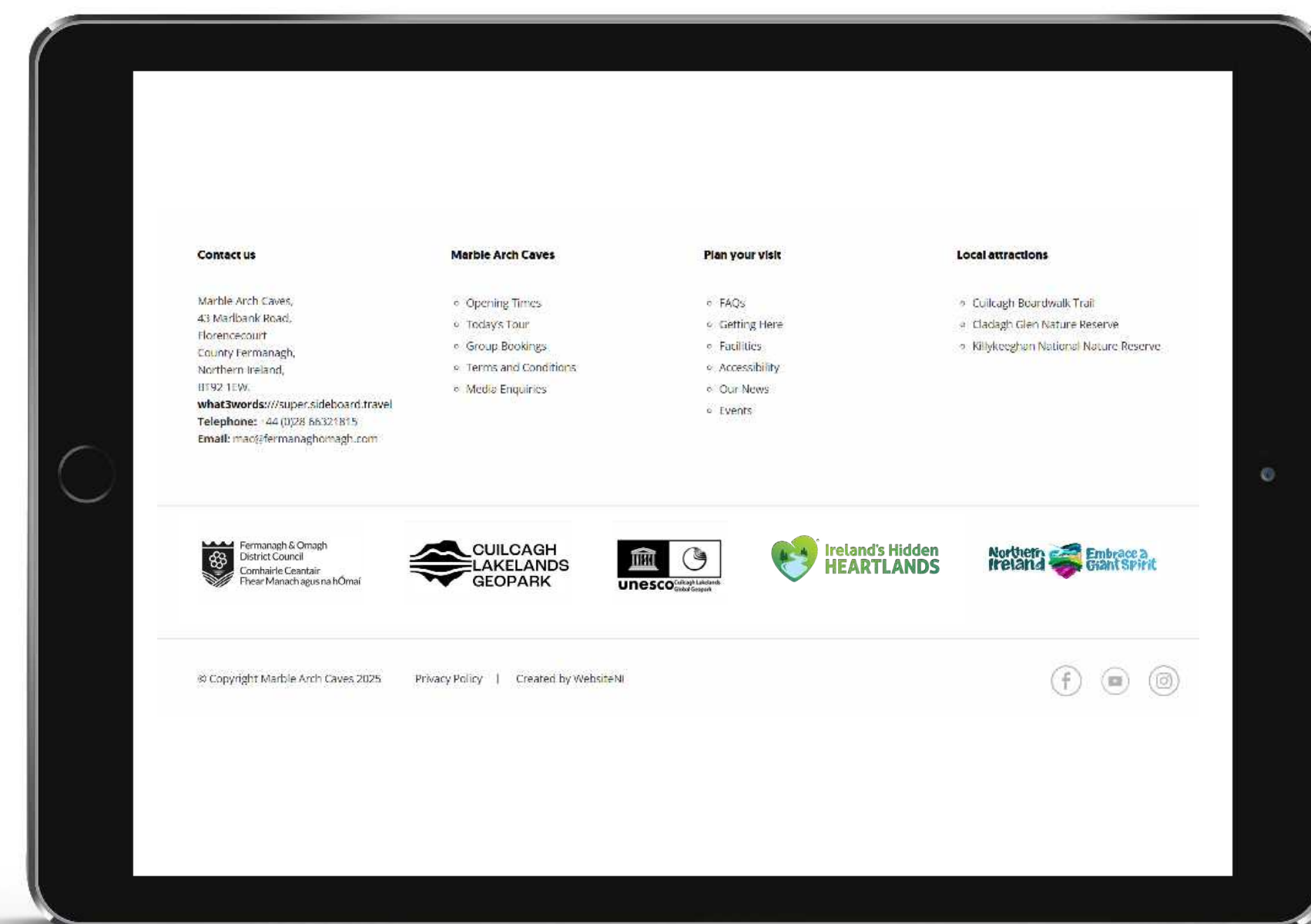
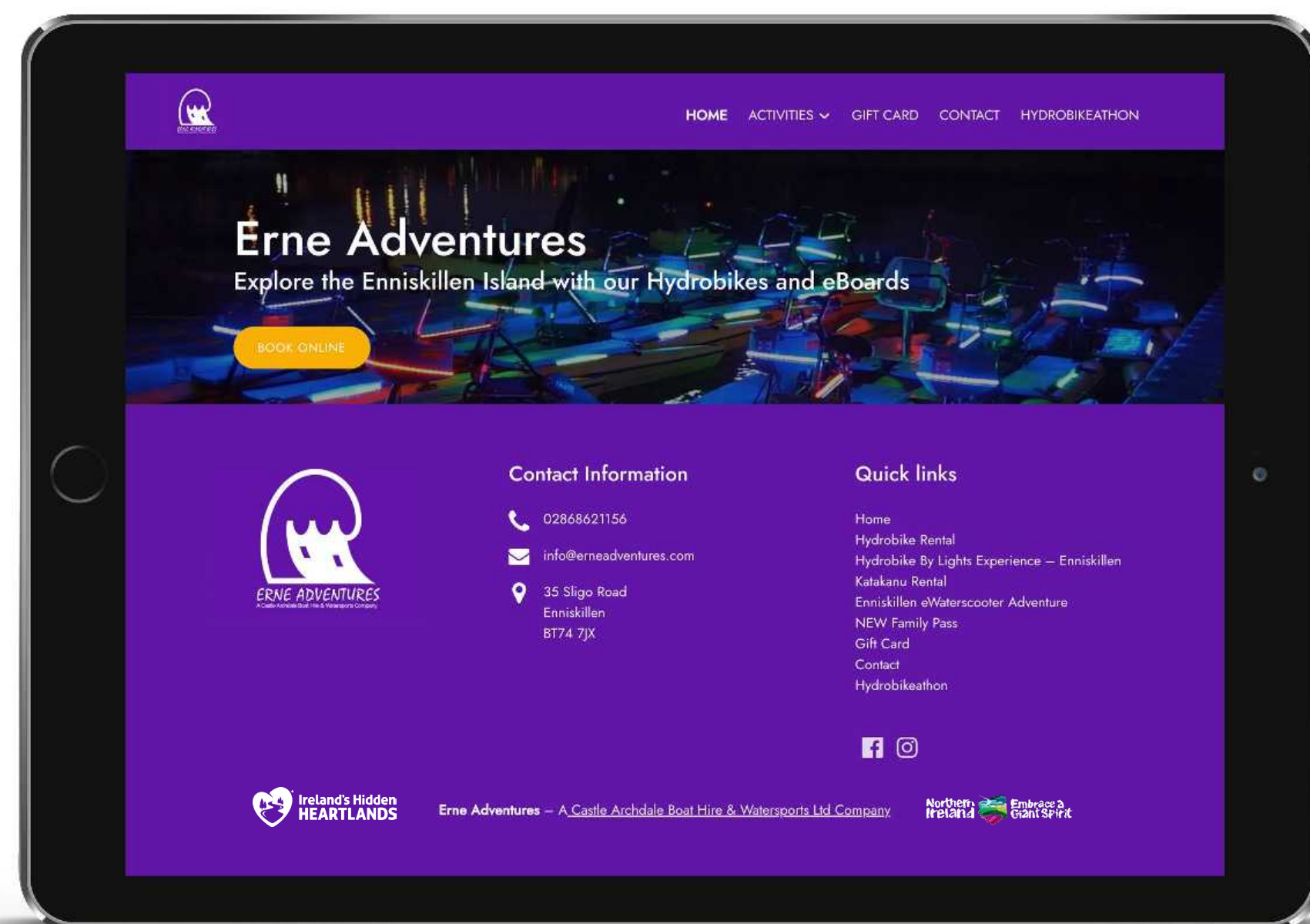
For illustrative purposes only.

Brand Application - co branding

Websites

You may wish to feature both brands on your website to engage with visitors interested in County Fermanagh and Ireland's Hidden Heartlands.

Remember that both marks appear at equal size without one dominating the other.



In this example, multiple stakeholder agency logos are featured. **You should choose the most appropriate logos.** All logos appear at equal size without one dominating the other, and have equal spacing between them.

Tone of Voice

Any assets branded with Ireland's Hidden Heartlands are encouraged to use the tone of voice defined below.

Temptingly curious

We talk in an enigmatic, enchanting way to create intrigue. We want visitors to feel like they're discovering hidden treasure and always leave them wanting to hear just a bit more.



Honestly refreshing

Taking inspiration from the calm, unspoiled landscapes of Ireland's Hidden Heartlands, our voice must be soft, real and conversational. Let's strive to form a bond with readers and listeners – earning their trust and developing a sense of companionship.

Reassuringly relaxed

We don't need to rush or shout. Our tone of voice should reflect the calm, serene subject matter. Confident and knowledgeable in equal measure, we must always take our time and communicate with a feeling of quiet pride.



Photography & video assets

It is recommended that you only use approved Ireland's Hidden Heartlands Photography and video assets. Be creative with the way you use this content and create content and itineraries that showcase your business as part of a visit to Ireland's Hidden Heartlands.

Ireland's Hidden Heartlands imagery is available from: www.irelandscontentpool.com



How to request the Ireland's Hidden Heartlands logo

To use the logos, your business should:

- Have a listing on discovernorthernireland.com
- Have an **address in County Fermanagh**
- Accept the **terms and conditions** and the **Individual user agreement**



All requests from County Fermanagh businesses to use the logo must be made through Tourism Northern Ireland.

01. To request access to the logos. Please visit www.tourismni.com/irelandshiddenheartlands
02. Please accept the terms and conditions and the individual user agreement and fill out the simple form.
03. Once the request has been approved, logos will be shared via the Tourism NI Content Pool's admin site.

To manage the use of the brand, Tourism Northern Ireland will keep a record of requests using the information provided and will monitor usage of the logo.

Summary of brand opportunities

01

Request the logo through the secure form on tourismni.com/irelandshiddenheartlands.



**Ireland's Hidden
HEARTLANDS**

02

Use the brand to **promote your visitor offering** to potential visitors looking to explore County Fermanagh and Ireland's Hidden Heartlands.



Lough Erne Golf Resort, Co. Fermanagh

03

Think about **complementary experiences** that you could partner with to **develop itineraries** that **promote your business** as part of Ireland's Hidden Heartlands.



Descriptor to go here

04

Review the **brand proposition** to understand how to best to promote your product/experience to potential Ireland's Hidden Heartlands Visitors.



Manor House Country Hotel, Co. Fermanagh

Terms and Conditions

The Ireland's Hidden Heartlands brand has been licensed to Tourism Northern Ireland for use by applicable Tourism businesses operating in the County Fermanagh area.

All businesses must accept the terms and conditions outlined in the Individual User Agreement.

Full terms and conditions are available here:

www.tourismni.com/irelandshiddenheartlands

Give careful consideration to:

- The Brand logos may be used in print and digital marketing materials, provided that the user accepts the terms and conditions outlined in the Individual User Agreement.
- The IHH trademark may not be used in signage, packaging, or merchandising of any kind, including clothing and uniform, nor to promote unapproved or unregistered accommodation.
- The IHH trademark is available in black, white, or colour. The supplied trademark artwork must not be altered in any way; it should only be used in its entirety and not broken down into its component parts.



