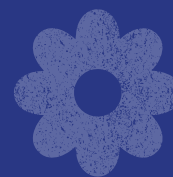




MERCHANDISE TOOLKIT

Concept & Design Style Guide

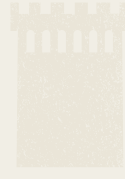


TIME FOR TIPPERARY

PLEASE NOTE: PHOTOGRAPHS IN THIS DOCUMENT ARE PLACEHOLDERS ONLY AND ARE NOT FOR REPRODUCTION.

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Concept	4
Messaging Style	5
Colour Palette	8
Typography	11
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Merchandise	20
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Concept

TIME FOR TIPPERARY

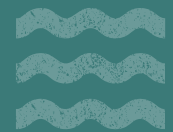
Immerse yourself in nature, travel back in time, dive in to a new adventure... or just unwind from the daily grind. A place to wander, travel, explore. It's time, for Tipperary...

LET YOUR IMAGINATION RUN WILD

PLEASE NOTE: PHOTOGRAPHS IN THIS DOCUMENT ARE PLACEHOLDERS ONLY AND ARE NOT FOR REPRODUCTION.



MESSAGING STYLE



Messaging Style

Language

The *Time for Tipperary* concept re-imagines Tipperary as a distinctive destination that offers something new to the tourism market. Tipperary is easily accessible yet provides a unique landscape where visitors can escape and immerse themselves in a variety of activities, including historical sites, food experiences, outdoor adventures, music, festivals, and much more.

A range of copy lines have been developed to support the Time for Tipperary merchandise concept. The language is active and engaging, with a clear call to action encouraging visitors to come and explore Tipperary for themselves. The language is structured as follows:

- Overarching merchandise message
- Activity-specific
- Colloquial expressions (to incorporate local sayings)

For more examples see pg 7



MAIN MESSAGING

MERCHANDISE MESSAGE - TIPPERARY	ACTIVITY SPECIFIC	SUPPORTING COPY
Time for Tipperary	Time to uncover - Heritage	Time to fill up on nature - food
Time to wander	Time to indulge - Food	Time to go off the beaten track - activities
Time to discover	Time to reconnect - Nature	Time to savour the flavours - food / drink
Time to explore	Time to roam - Hiking/Road Trips	Time to go wild - experiences
Time to unwind	Time to find joy - New Experiences	Time to blaze a trail - experiences / location
Time to make memories	Time to dance - Cultural Events	Time to find your wild - personal adventures
Time to breathe	Time to leap - Sport	
	Time to create - kids + adult workshops	
	Time to shine - activity	

MERCHANDISE MESSAGING

MERCHANDISE MESSAGE - TIPPERARY	COLLOQUIAL MERCHANDISE
Beanie Hats - Time for Tipperary	Beanie Hats - On the loose / Out and about
Mugs - Time for Tipperary	Mugs - Time for tea / What's the story?
T-Shirts - Time to wander	T-Shirts - Tipperary Wanderer
Sweatshirts - Time to go wild	Sweatshirts - Tipperary Roamer
Hoodies - Tipperary, wild thing	Hoodies - Tipperary Trailblazer
Keychains - Time for a wander	Keychains - Time for a spin
Umbrellas - Time for sunshine & showers	Umbrellas - It's fierce mild / It's wild
Clothing - Feel the beauty	Clothing - Fine things
Food - Time to fill up on nature	Food - Lovely stuff

COLOUR PALETTE



SEA BLUE

PROCESS:
C100 M94 Y13 K3

PANTONE:
3591 Coated

RGB:
R0 G50 B134

HEX:
283986

SKY BLUE

PROCESS:
C62 M11 Y14 K0

PANTONE:
2985 Coated

RGB:
R87 G179 B206

HEX:
57b3ce

HEATHER PINK

PROCESS:
C4 M34 Y0 K0

PANTONE:
4064 Coated

RGB:
R235 G182 B212

HEX:
ebb6d4

ZESTY ORANGE

PROCESS:
C0 M46 Y73 K0

PANTONE:
715 Coated

RGB:
R248 G156 B87

HEX:
f89c57

RUST RED

PROCESS:
C0 M81 Y93 K0

PANTONE:
2028 Coated

RGB:
R241 G90 B44

HEX:
f15a2c

SAND

PROCESS:
C10 M9 Y19 K0

PANTONE:
7500 Coated

RGB:
R228 G222 B204

HEX:
e4decc

FOREST GREEN

PROCESS:
C67 M17 Y38 K33

PANTONE:
4165 Coated

RGB:
R59 G122 B120

HEX:
3b7a78

SUN YELLOW

PROCESS:
C1 M19 Y71 K0

PANTONE:
122 Coated

RGB:
R252 G206 B101

HEX:
fcce65

KHAKI GREEN

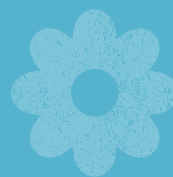
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PANTONE:
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RGB:
R130 G161 B135

HEX:
82a187

TYPOGRAPHY



Typography

Font

Time for Tipperary uses Dunbar Tall
Bold for all copy on merchandise.

Available in a wide variety of weights,
the font is available to use with Adobe
software from Adobe Fonts.

fonts.adobe.com

**A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p
q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0 ? ! € % and *

ICON SUITE



Icon Suite

Visual Language

The *Time for Tipperary* icon suite visually represents the diverse locations and offerings in Tipperary. Inspired by ancient Irish symbols the merchandise icon suite is simple in style. The icons can be displayed as a complete set or grouped to highlight specific activities, supporting the main messaging.

The icons have been supplied as flat icons and textured icons so there is flexibility when printing i.e. flat icons will scale better for applications where space is limited e.g. keyrings, pens:

Icon Types:

- Flat Icons
- Textured Icons

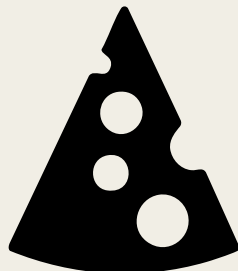
For more examples see pg 20



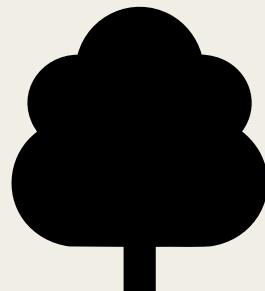
ICON
LEGEND



Horse Country



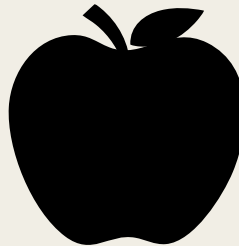
Cashel Cheese



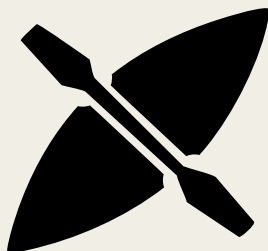
Nature Activities



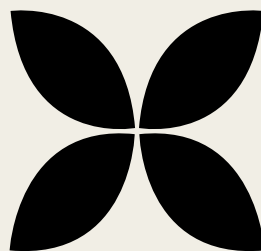
Hurling Tradition



Cider Country



Water Sports



Architecture



Lakes + Rivers



Devil's Bit / Hiking



Honey Products



High Crosses



Rock of Cashel



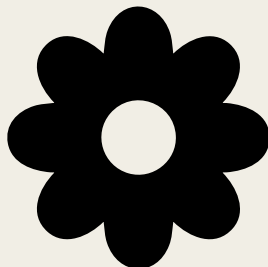
Music + Festivals



Nenagh Castle



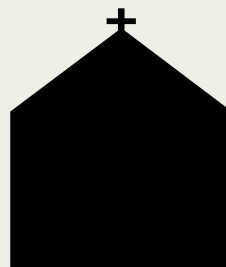
Food + Drink



Flora & Fauna



Ring Forts



Churches

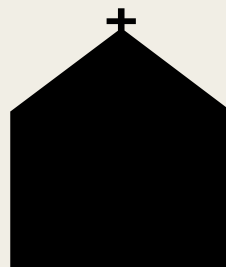
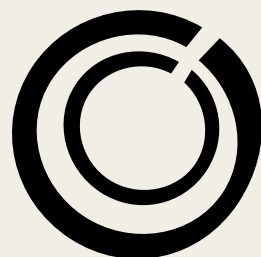
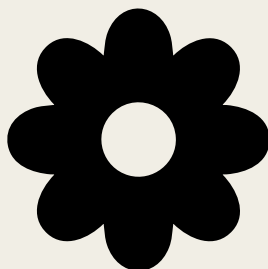
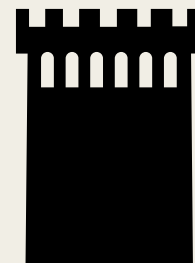
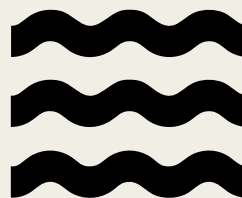
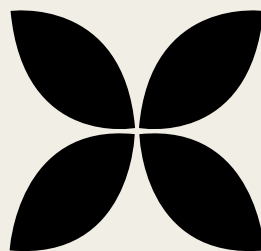
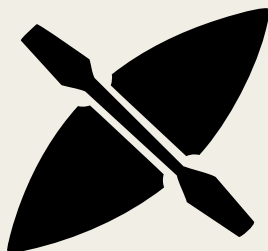
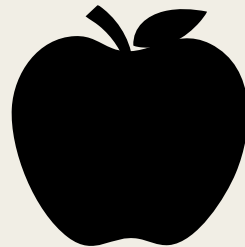
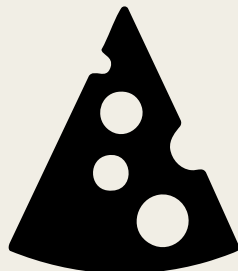


Welcome

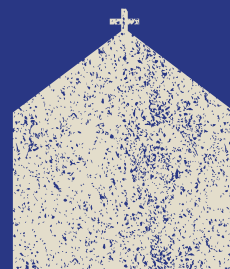
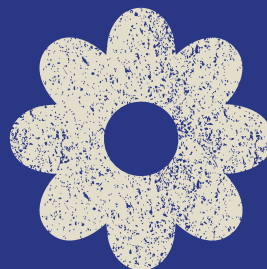
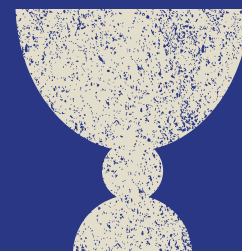
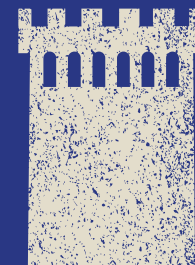
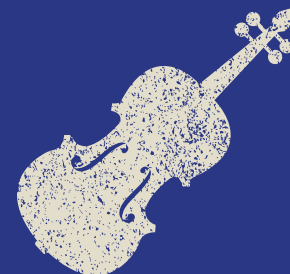
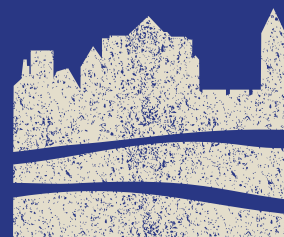
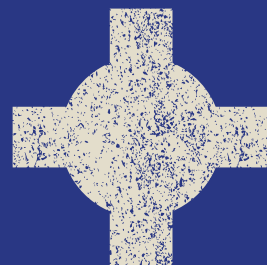
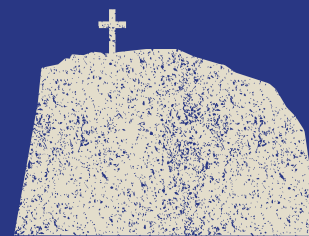
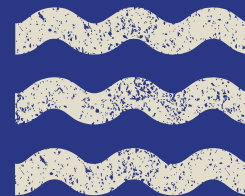
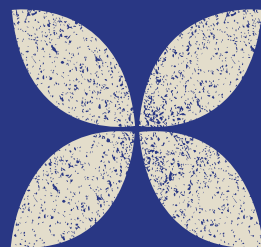
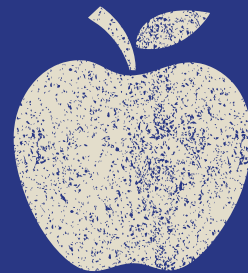
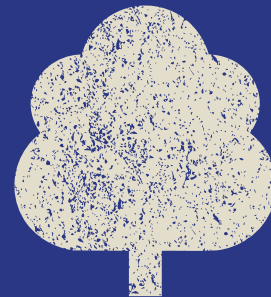
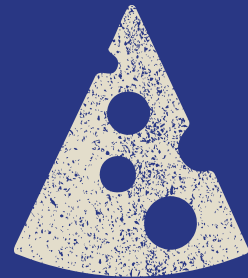
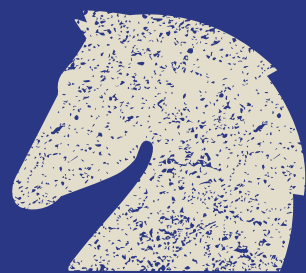


Ancient Craft (Torc)

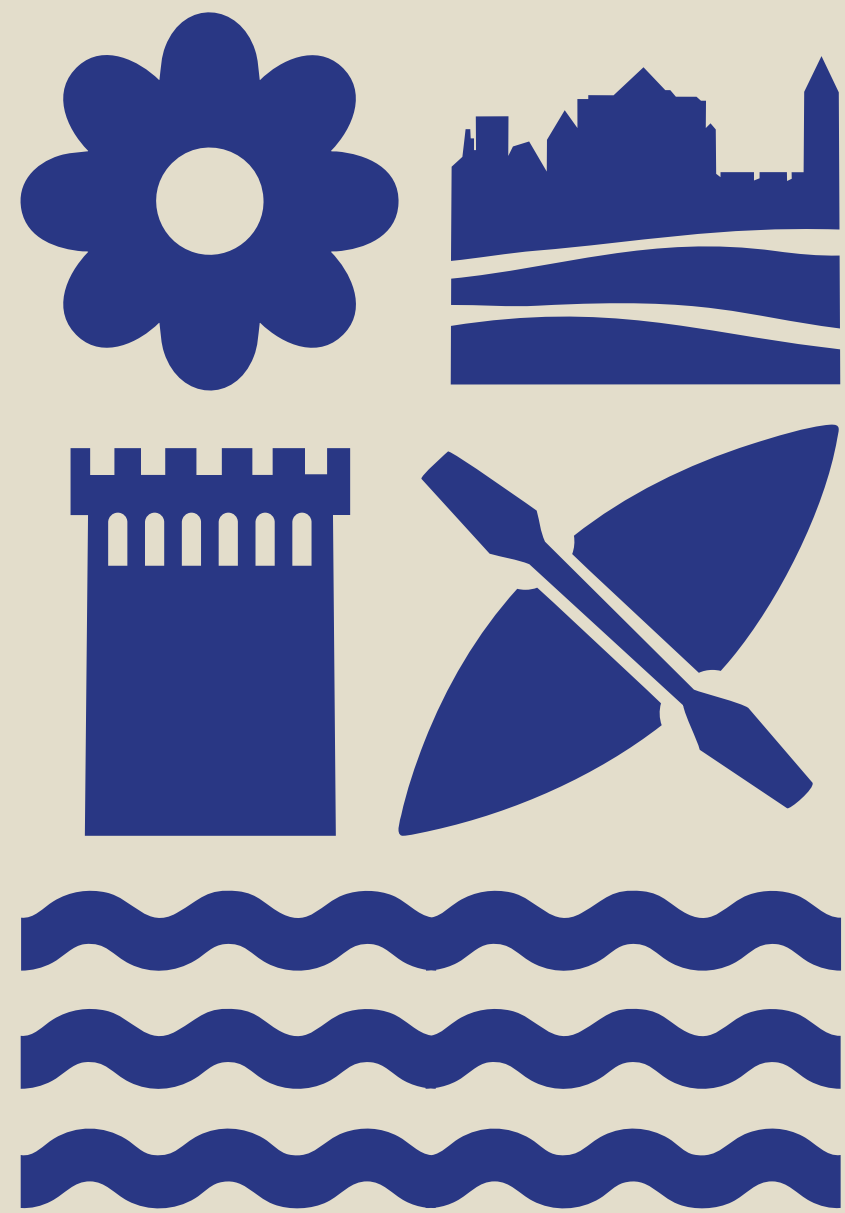
FLAT
ICONS



TEXTURED
ICONS



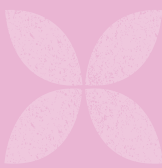
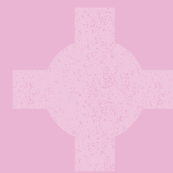
Icon Set:
ACTIVITIES



Icon Set:
FOOD & DRINK

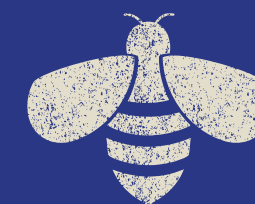
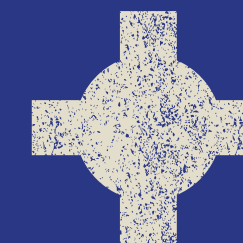
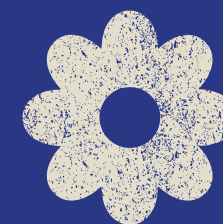
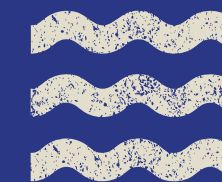
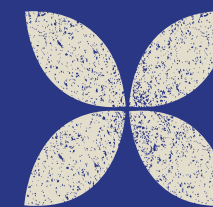
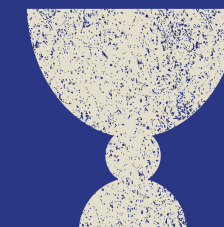
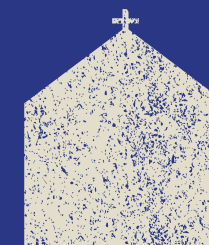


MERCHANDISE EXAMPLES





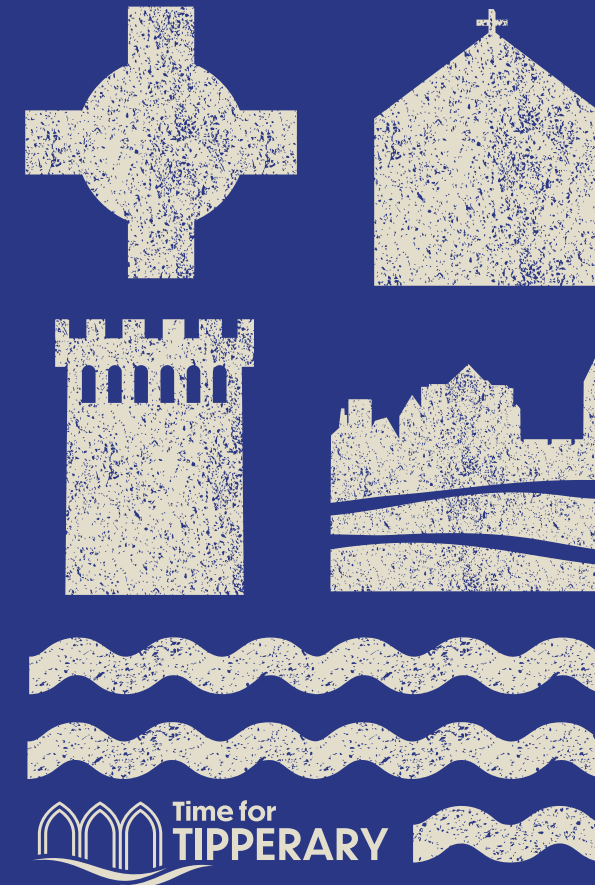
TIME TO
WANDER



Time for
TIPPERARY



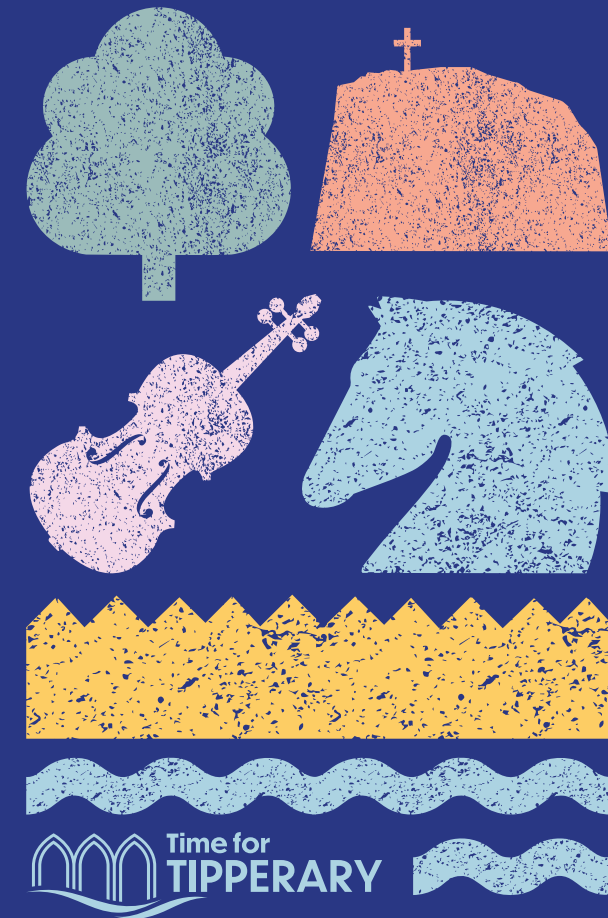
TIME TO WANDER



TIME TO
WANDER

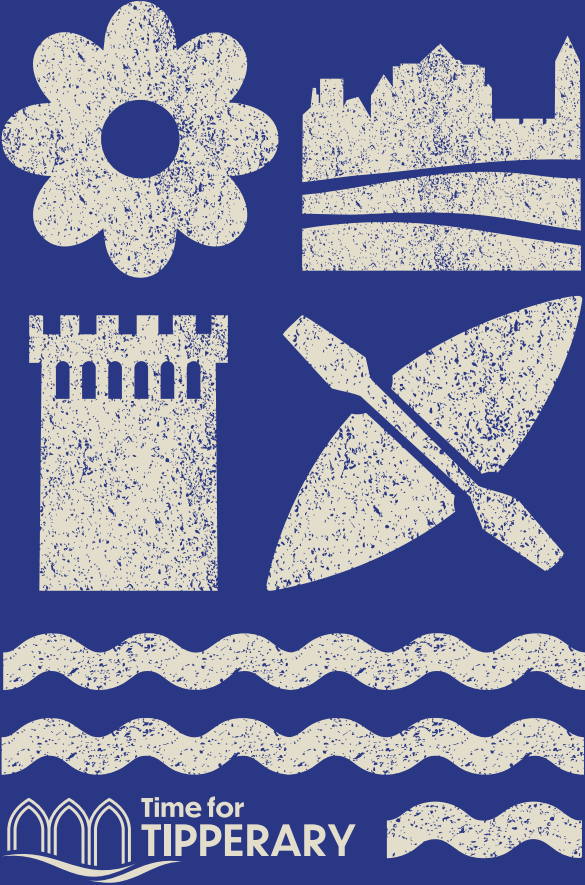


TIME TO
WANDER





TIME TO WANDER

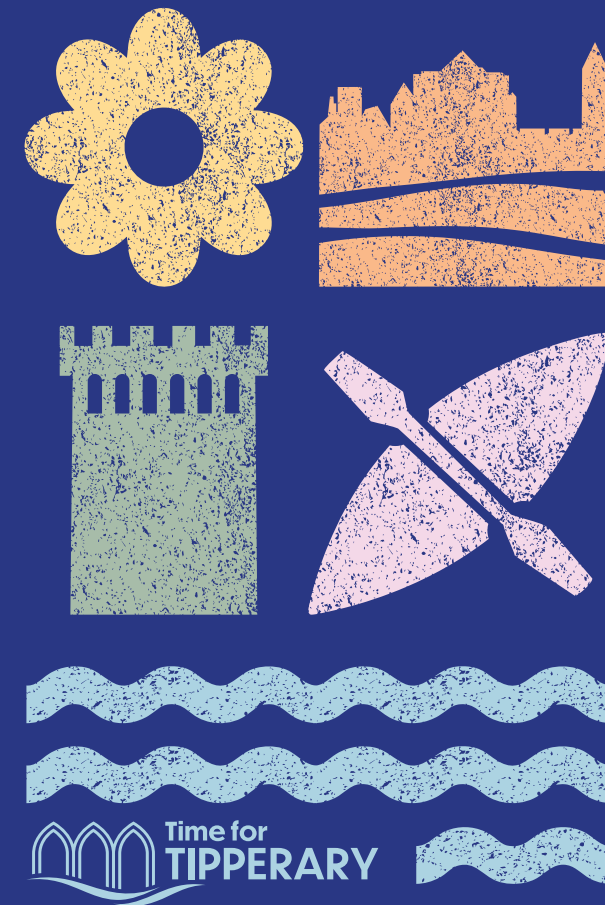


PLEASE NOTE THE ABOVE IS CONCEPT ONLY NOT FINAL ARTWORK





TIME TO GO WILD





PLEASE NOTE THE ABOVE IS CONCEPT ONLY NOT FINAL ARTWORK

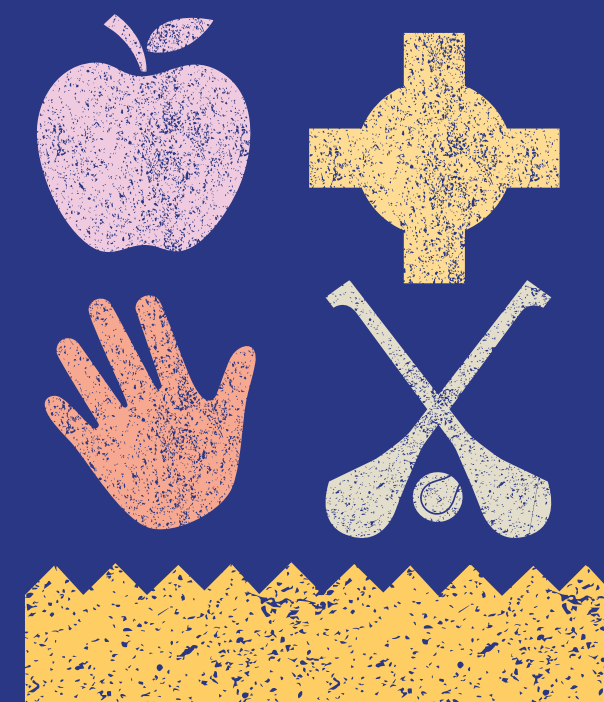


TIME FOR TIPPERARY





TIME FOR SUNSHINE & SHOWERS





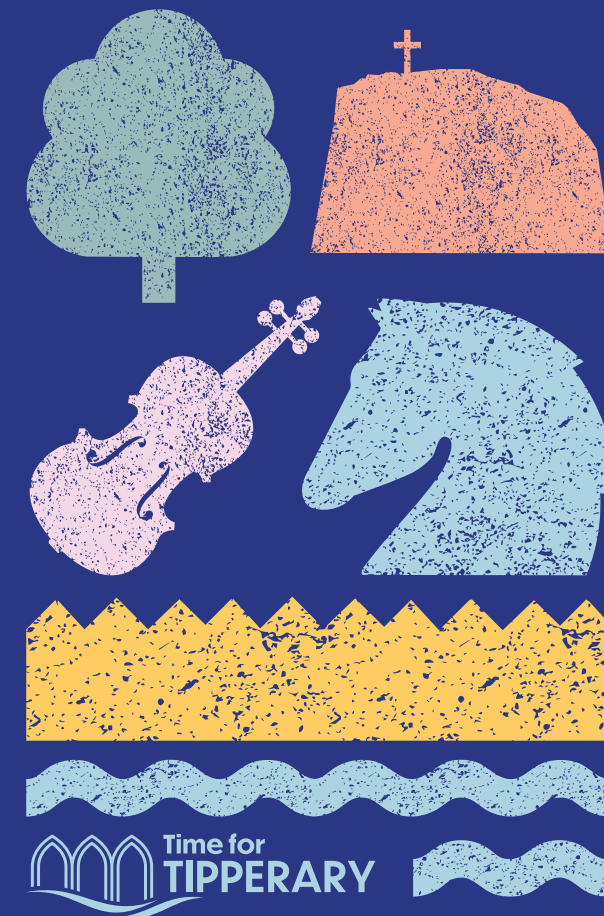
PLEASE NOTE THE ABOVE IS CONCEPT ONLY NOT FINAL ARTWORK

TIME TO FILL UP ON NATURE





TIME TO UNWIND



APPENDIX



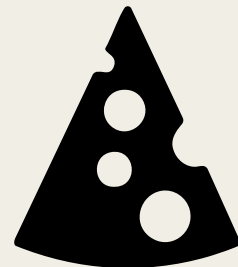
ICON
ARTWORKS

Icons have been supplied as flat icons and textured icons in the following formats in black and sand:

ai, eps, png, jpegs, hires pdfsin black and sand colourways.



Horse Country



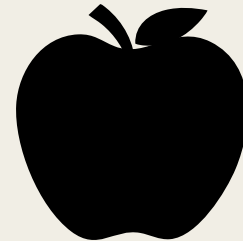
Cashel Cheese



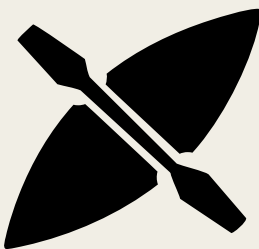
Nature Activities



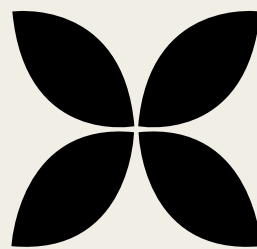
Hurling Tradition



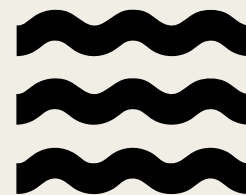
Cider Country



Water Sports



Architecture



Lakes + Rivers



Devil's Bit / Hiking



Honey Products



High Crosses



Rock of Cashel



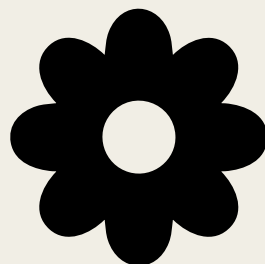
Music + Festivals



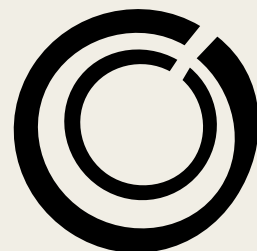
Nenagh Castle



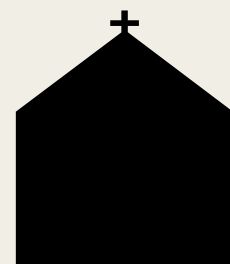
Food + Drink



Flora & Fauna



Ring Forts



Churches



Welcome



Ancient Craft (Torc)

MERCHANDISE ICON SETS

Merchandise concepts have also been included for the following items:

- Totes
- T-Shirts
- Hoodies
- Water Bottle
- Wooden Spoon



Totes

T-Shirts

Hoodies

Water Bottle + Wooden Spoon

For more information please contact:

Caroline Rice - Tourism Marketing and Development Officer
Tipperary County Council

caroline.rice@tipperarycoco.ie

