

This is Cavan Brand Participation Program Logo & Support requests



People recognise our County by the distinctive 'look' of our logotype and icons – the unique combination of the logo, the colour palette, our type style and our unmistakable name 'This is Cavan,

Used together, these elements form the basis for a coherent and powerful identity that reinforces County Cavan's brand values throughout the visitors experience.

Our Brand Participation Program includes standards that everyone can follow. It offers guiding principles for making decisions and for applying the brand identity appropriately.

Remembering that brand identity decisions have an impact well beyond any one or immediate usage situation.

Choosing the right level

When choosing the level of brand that is right for your business, refer to the examples shown in the centrally produced promotional literature available from the Tourism office in Cavan Town.

Request additional information [Please tick]:

- Visual identity guidelines
- Brand Usage Request [This form]
- Understanding our Brand Booklet
- Photographic Images
[Choose from images on www.thisiscavan.ie]
- This is Cavan *DVDs, brochures, merchandise*
Please State Quantity required and purpose

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Keeping the Brand intact is all our responsibility as members of the Tourism Trade. Our brand is the most powerful tool we have for maintaining our image and protecting our reputation and our image.

When we apply our Brand identity correctly, we:

maintain the unique visual image that distinguishes us from our competitors

communicate unity as a destination

increase our impact and recognition

remind visitors that they are welcome and old friends that they are welcome back!

Usage Level

Description of usage requirements

Level 1 Promoting the County

The core Identity is for use **centrally** on marketing communications that promotes the County as a whole



Intended Use

Media [print, signage, internet etc]

Details of planned usage

Level 2 Promoting the County Products

The product icons are used by the County and **product representative organisations** to promote the product category on behalf of the County

Level 3 Promoting the Individual Product

The product icons are by **individual product providers** in conjunction with their own promotions

Intended Use

Media [print, signage, internet etc]

Details of planned usage



Include list of icons required

Your Name

Organisation name

Address

Telephone

Email

Web address **WWW.**