Greenway

Design and brand guidelines

A visual rulebook for the Greenway brand

Greenway

Table of contents

1. Brand overview
2. Brand application
3. Clear space & minimum size
4. Social media
5. Typography & text hierarchy
6. Colours
7. Mockups
8. Signage
9. Map legend
10. Irish language

01 Brand overview

The rationale behind the brand mark and associated imagery.

The brand mark concept
Greenway imagery

Definition of a Greenway

A Greenway is a recreational or pedestrian corridor exclusively for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities.

The brand mark concept
The Green “Way”

This brand mark focuses on, in a visually exact sense, the green “way’. The word ‘way’ is more symbolically powerful than any other trail or path word signifier. Way showers are spiritually significant in many religions and the word ‘way’ has more idioms attached to it than almost any other word. This logo takes the ‘way’ and uses it to literally slice a passage through the block of green colour. The curvature at the top represents the topography and variety of land around the Greenway. It has been designed in such a fashion that it works alongside the Blueway logo reflecting their similarities while also emphasising their differences.

Greenway imagery

Moodboard

Visual representation of the emotion and style the brand reflects.

02 Brand application

The Greenway brand mark needs to be a strong representative of the brand regardless of the circumstances of its usage. Here are guidelines for its use in various backgrounds and places.

Greenway brand mark
Greenway naming conventions
Application on background

Greenway brand mark

(for use within Ireland)

Greenways Ireland brand mark

(for use internationally)

Greenway brand mark

Greenway logo types

Individual trail logo vs overarching logo

The identifying Greenway route name is an important part of the logo. The name should be in Amsi Pro font.

In cases when collateral is multi-use, or represents entire brand, the overarching mark is relevant.

Greenway trail logo

Name of the Greenway

Overarching logo

Use Greenway mark for overarching brand

Greenway trail logo for multiple words

Name of the Greenway

Greenway logo application

Logo

Logo B&W

Reverse Logo

Application on background and reverse logo

Here are three examples as to how the logo should be applied to a white and in reverse format on a coloured background. On a white background the standard logo should be used. On a coloured background the logo should always be white.

03 Clear space & minimum size

These guidelines aim to maximise visibility even in the smallest of spaces, including across digital, mapboards, print and other communications.

Clear space
Minimum size
Logo construction

Clear space

A clear space all round the brand mark ensures clear visibility and maintains its integrity amongst other brands.

Minimum size

In order for the brand mark to be clearly legible in print or digital applications, it should never appear smaller than its minimum size of 13mm.

Overarching logo

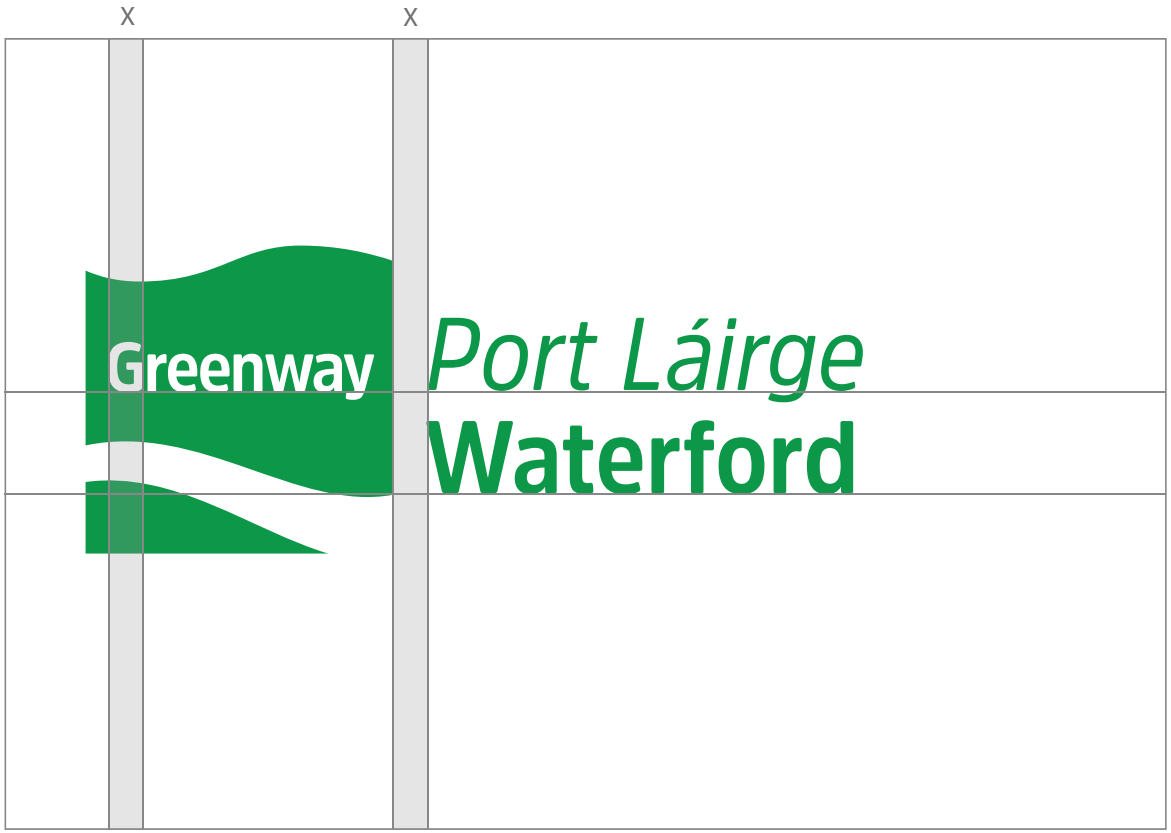
Greenway trail logo

Greenway trail logo for multiple words

Logo construction

The logo is built from a square shape. Using the Rule of Thirds, this grid's overlapping circular configurations create a focus on the most important elements of the logo.

The distance between square and first letter of the text is equivalent to width of letter 'G' in Greenway. This space is denoted by 'X' below.

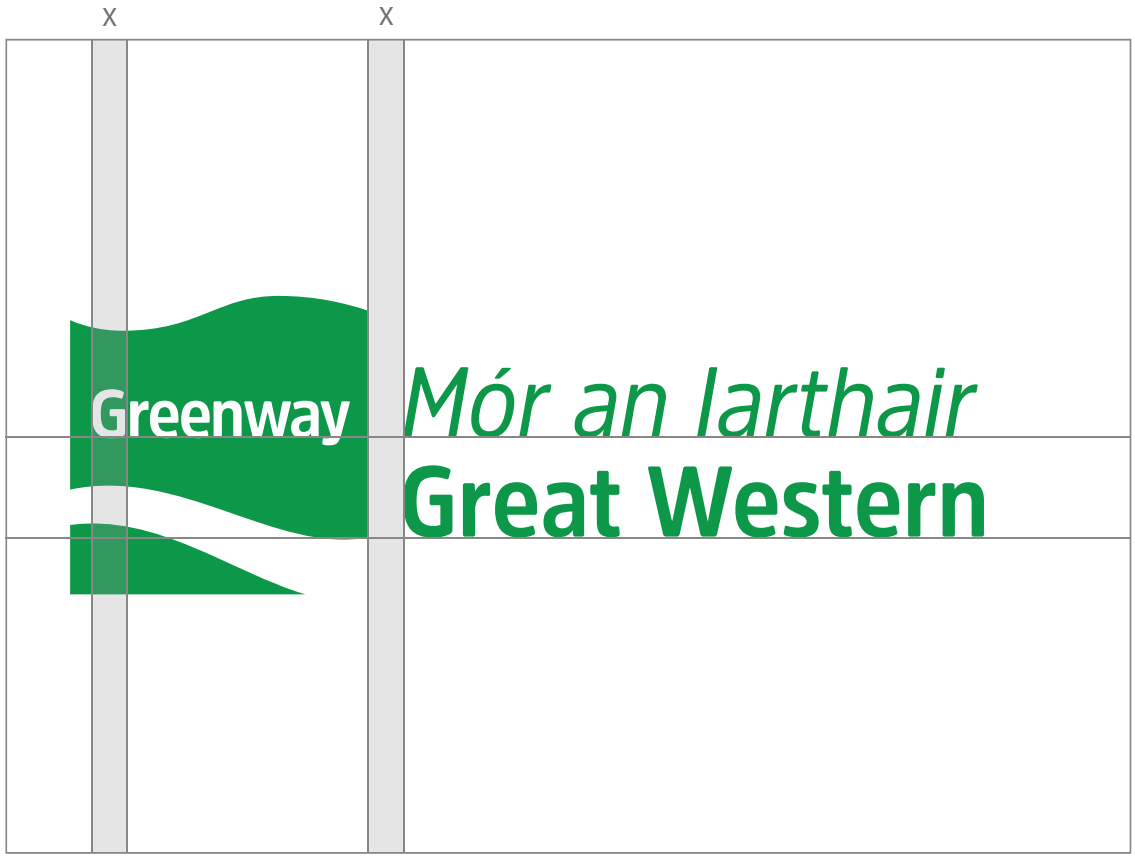


First line of text aligned to bottom of 'Greenway'

Second line of text aligned to the trail

X = width of letter 'G' in Greenway

Logo construction



First line of text aligned to bottom of 'Greenway'

Second line of text aligned to the trail

X = width of letter 'G' in Greenway

04 Social media

How to use Greenway brand on social media.

Facebook and Twitter
Instagram

Social: Facebook and Twitter (Square)

Great Western Greenway

Waterford Greenway

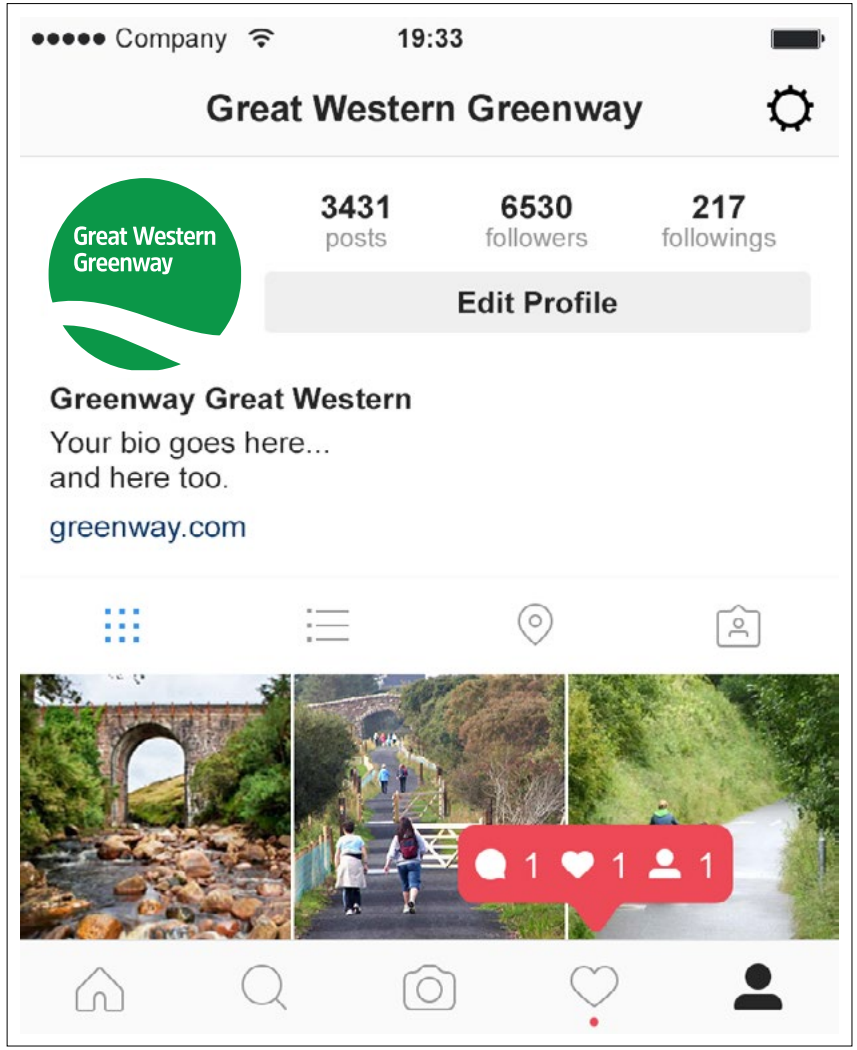
Greenway-specific logo for use as Facebook and Twitter profile picture. When incorporating the Greenway name, reduce font size accordingly.

Social: Instagram (Circular)

Greenway-specific logo for use as Instagram profile picture. When incorporating the Greenway name, reduce font size accordingly. The profile picture for Instagram should use full bleed green at the top of the image.

Great Western Greenway

Waterford Greenway



05 Typography & text hierarchy

Several fonts have been chosen that reflect the Greenway brand personality.

Primary font
Secondary font
Web font
Signage font

Primary font (used for Greenway title)

The font

A bold sans serif condensed font has been selected that is both web and print friendly. There are a variety of weights in this font family that can be used for varying purposes in maps and other communications.

A M S I P R O

Primary font
Amsi Pro Bold

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

Bold

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

Regular

0 1 2 3 4 5 6 7 8 9 0

Numbers

Type examples
Amsi Pro

! " # $ % & ( ) * + 0 @ < > = o { } [ ] © § ¥ ¤ £ ¢ ¦ ®
µ « » º ¿ ≠ ≈ ∫ ∞ √ · / − ∑ ∏ Δ ∂ ℮ Ω ™ ℓ € ‡ † ¶ ø

Glyphs

Secondary font (used for section titles and body text)

The font

This font has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. It has a variety of weights in its family and is available across most design platforms. An italic form of this font is used for the trail names.

MYRIAD PRO

Secondary font
Myriad Pro

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

Bold

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

Italic

0 1 2 3 4 5 6 7 8 9 0

Numbers

Type examples
Myriad Pro

! " # $ % & ( ) * + 0 @ < > = º { } [ ] © § ¥ ¤ £ ¢ ¦ ® ¶ ó

µ « » º ¿ ş ≠ ≈ ∫ ∞ √ · / – ∑ ∏ Δ ∂ ℮ Ω ™ № ℓ € đ ₹ ‡ †

Glyphs

Web font (for online use)

The font

Arial has been selected as the font to be used for websites and apps. It's similar in appearance to Myriad and Amsi Pro and provides maximum compatibility across all versions of web browsers.

Web font
Arial

A R I A L W E B

Bold

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

Regular

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

Numbers

0 1 2 3 4 5 6 7 8 9 0

Glyphs

! " # $ % & ( ) * + 0 @ < > = o { } [ ] © § ¥ ¤ £ ¢ ¦ ® ¶ ø
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Type examples
Arial

Signage font (used for on-road directional signage)

The font

Transport New Heavy is the recommended font for use on all on-road signage. This font is consistent with the guidelines provided by Department of Transport, Tourism and Sport (DTTAS). Regular and italic versions of the font should be used as per section 8 of these guidleines.

Signage Font

TRANSPORT NEW HEAVY

Regular

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

Italic

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

Numbers

0 1 2 3 4 5 6 7 8 9 0

Glyphs

! " # $ % & ( ) * + 0 @ < > = o { } [ ] © § ¥ ¤ £ ¢ ¦ ® ¶ ǿ
µ « » º ¿ ≠ × ∫ ∞ √ · ⁄ – ∑ ∏ Δ ∂ Ω ™ № ł € ‡ †

Type examples
Transport

06 Colours

A variety of colours and icons have been chosen that reflect the Greenway brand.

Colour system
Design elements

Colour system

Explanation

Greenway has two official colours: green and grey. These colours have become a recognisable identity for the brand.

This is the dominant colour palette for all internal and external visible communications concerning the brand mark.

Primary colour
Green

Colour codes

CMYK: 85 10 100 10
Pantone: 355 C / 355 U
RGB: 0 148 68
Web: #009344

Colour tones

100% 80% 60% 40% 20%

The gradient

Secondary colour
Grey

Colour codes

CMYK: 0 0 0 60
Pantone: 430 U / 430 C
RGB: 128 130 133
Web: #808285

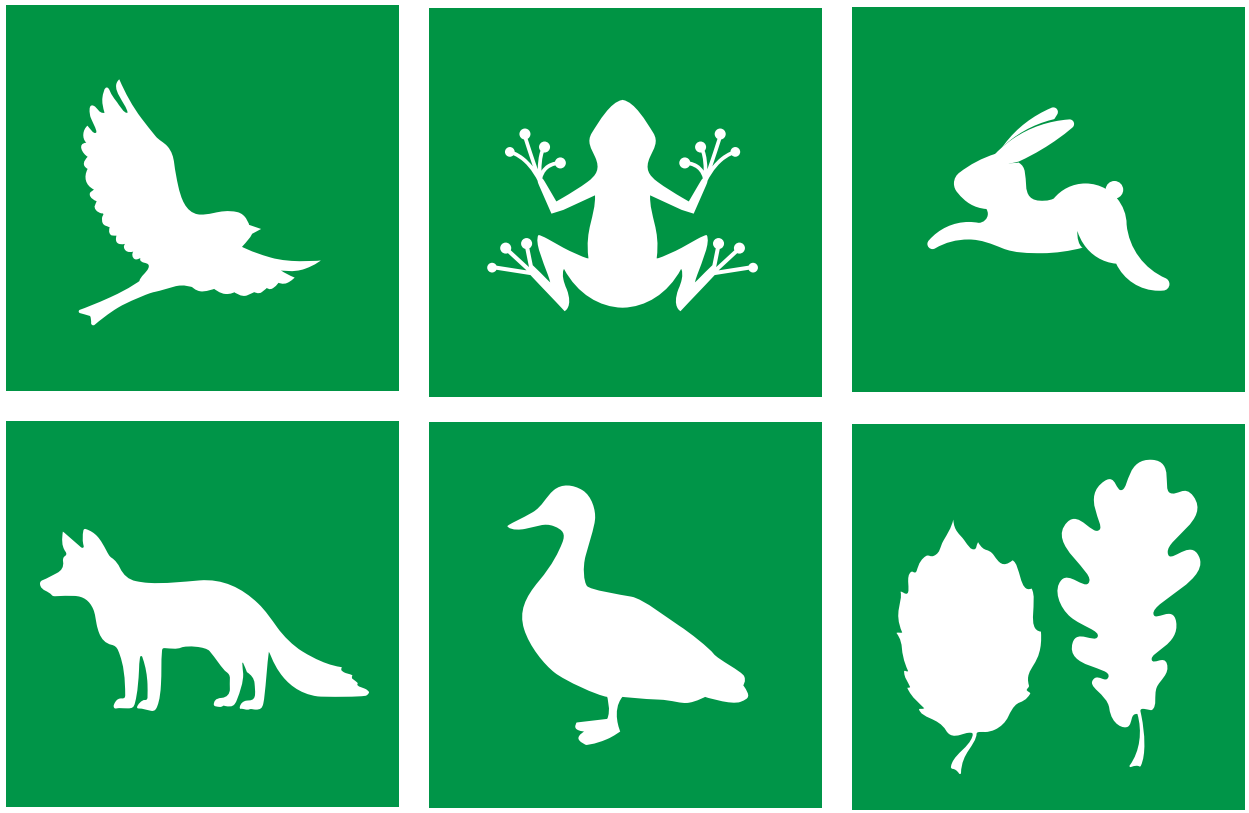
Colour tones

100% 80% 60% 40% 20%

The gradient

Design elements

A variety of illustrations have been developed to reflect the wildlife of the Greenway. These can be used in various communication and design assets as design flourishes.



07 Mockups

Samples of collateral that can be developed using the branding and its elements and symbols.

Greenway mockups

Greenway mockups

Here are some examples of how the brand mark can be used across a variety of brand assets

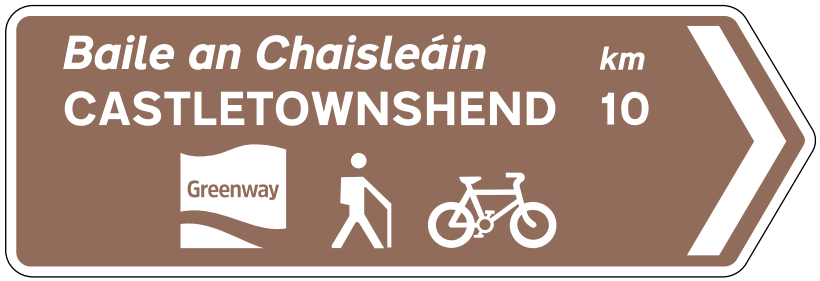
08 Signage

The Greenway brand mark will be used across a variety of maps, signage and map boards. This section will address suggested usage.

Advance directional signage
On-road directional signage
Off-road (on-trail) directional signage
Trail head welcome signage
Signage locations
Map board

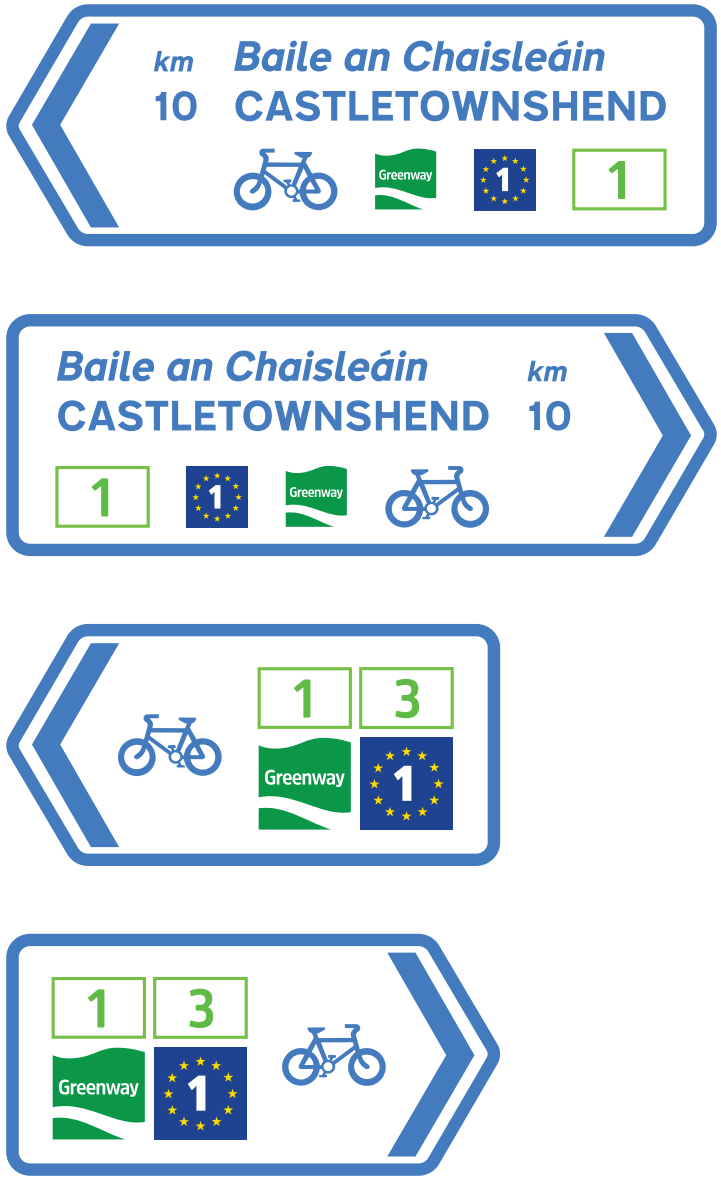
Advance directional signs

w (variable) x h (variable)



Advance directional signs

w (variable) x h (variable)



On-road directional signage

w (variable) x h (variable)

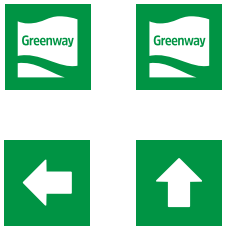
Example of on-road signage used where a cycle route leaves a road and joins a greenway, or vice versa. When joining a greenway show the end destination of the greenway and distance on this sign. Also, include the greenway symbol indicating that the cycle route is now joining a greenway. If applicable include route number.

If part of a EuroVelo route the EuroVelo symbol is used. Pointing the opposite way along the road section, show the end destination of the cycle route and next destination. (See Appendix 1 – section 4.12 from Traffic Signs Manual for more details)

Off-road (on-trail) directional signage

200mm x 'H' mm

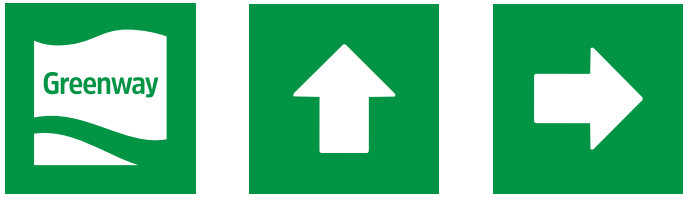
90mm x 90mm (use on waymarking posts)



(DIRECTION ARROW MOUNTED UNDER GREENWAY LOGO)

200mm x 400mm

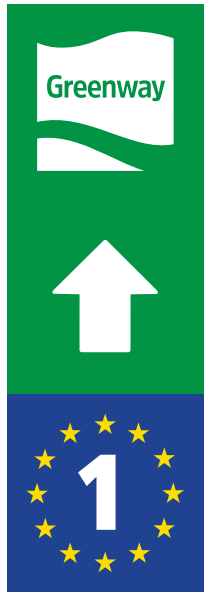
200mm x 200mm (larger waymarking signs)



(DIRECTION ARROW MOUNTED UNDER GREENWAY LOGO)

200mm x 600mm

Waymarking with EuroVelo logo (EUROVELO LOGO MOUNTED UNDER GREENWAY LOGO AND ARROW)



Trail head welcome signs

w 1730mm x h 595mm

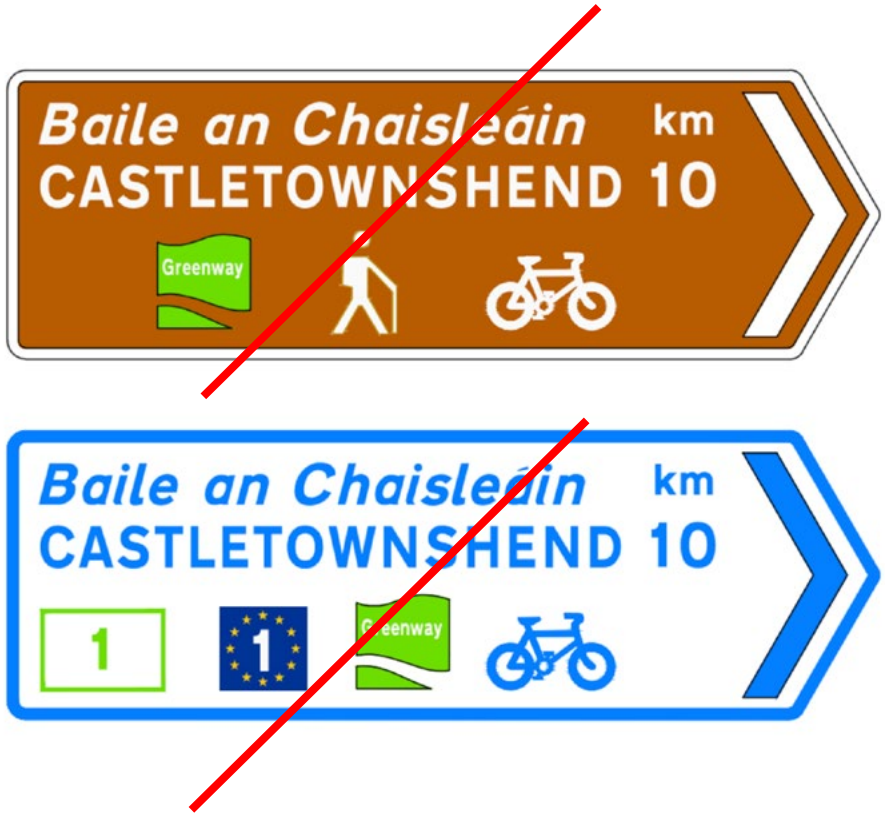
Sign type per location

Map denoting correct situation of on-road and welcome sign types

Greenway

Incorrect usage

Example of incorrect signage



On coloured background, Greenway logo should be reversed in white

Greenway logo must always use:
CMYK: 85 10 100 10
Pantone: 355 C / 355 U

The logo should never have a border

Greenway map board

These are the rules for design of Greenway maps; the use of colour and grouping of information.

Naming System
Logo + Title + Route Name (start & finish)

Main Copy

Trail Information

Map Legend
Alphabetical Order + Logos

Route Indication

A green line should be used to indicate the route.

09 Map legend

The icons used for Greenway maps.

Cafe/
Restaurant

Parking

Telephone

Camping

Picnic Area

Tennis

Fresh Water

Public House

Toilets

Historical
building/ruins

Shop

Train Station

Hotel

Shower

Wheelchair
Accessible

Info

Swimming Pool

Warning

10 Irish language

Greenway Irish language policy.

Greenway Irish language policy

Irish Language Act 2003

Every public body named under the Act has a statutory duty to comply with the Regulations made by the Minister for Arts, Heritage and Gaeltacht under section 9(1) of the Act.

In accordance with the regulations, public bodies have a duty to ensure that their signage is provided in Irish or bilingually as set out under the regulations.

All Greenway signage must be fully compliant with Official Languages Act 2003. If it is not possible to include both Irish and English on the same sign (e.g. map board), a second sign must be situated alongside with equal visual prominence.