



RANDLES HOTEL  
KILLARNEY

BRAND BOOK

## Principal Tagline

“LUXURY BY NATURE”

This evokes the luxury of the hotel in its enviable location next to the National Park.



# INTRODUCTION

The following identity and brand system for Randles Hotel was created to help you present the brand in a consistent, recognisable, and proprietary way

In short, the brand identity guidelines describe the key elements of our brand. Living up to our brand promise is how we ensure consistency between what we want the brand to be, how our customers experience it, and what they tell other people about it.



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Our logo has been inspired by urban meeting nature. Randles Hotel gives you the best of both worlds. We're just a stone's throw from the town centre while the breathtaking scenery of the National Park is just a short stroll away.



## LOGO USAGE

- When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance
- The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type
- The preferred use of the signature is colour on a white or light background. This application of the logo should always be considered as the first design option.
- While our default logo is colour, use the black or white version on layouts that are black and white only
- You can also use the white version on dark backgrounds so it's easy to see



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# LOGO GUIDELINES

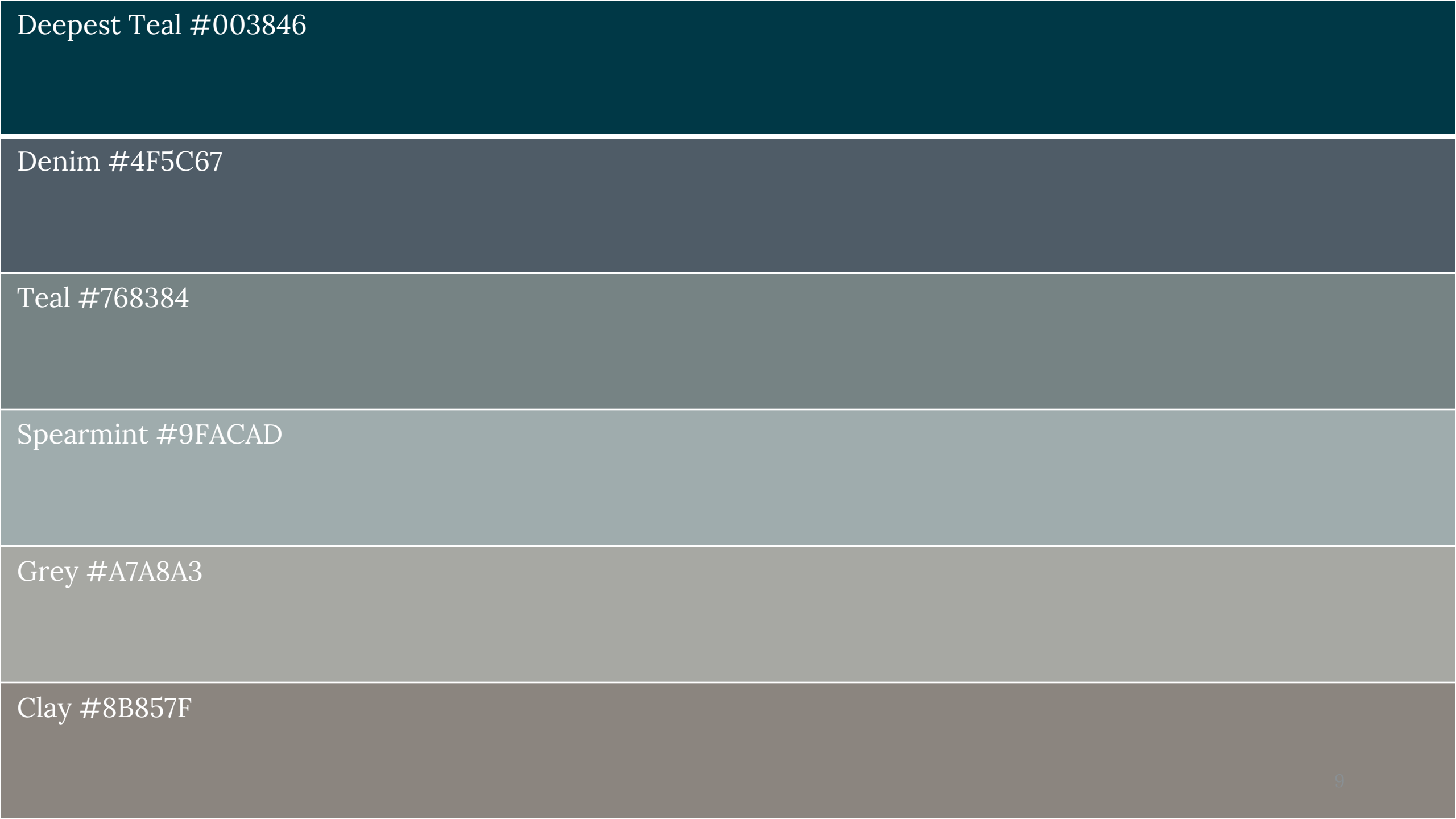
- Do not alter the colour from agreed standards
- Do not fill the colour or pattern
- Do not place the logo within a line of text
- Do not fill shapes with patterns or add special effects
- Do not overprint the logo on complex photographs or textures that will show through the open spaces of the logo
- Do not skew or scale the width or height
- Do not alter size or proportions of the logo in relation to the logotype
- Do not rotate the logo to any degree
- Do not add or change typeface of logo type



# COLOUR PALETTE

The colours we have chosen have a calm relaxing tone with a natural element which is easy on the eye.





Deepest Teal #003846

Denim #4F5C67

Teal #768384

Spearmint #9FACAD

Grey #A7A8A3

Clay #8B857F

# PANTONE 3025C -FOR PRINTING

- <https://icolorpalette.com/color/pantone-3025-c>
- Pro Blue 67.24
- Violet v2 1.71
- Black 17.58
- HD Ext 13.47





## COCKTAIL MENU

All cocktails - €14.00

**SWEET SEDUCTION MARTINI**  
Baileys, Jameson, Coffee, Sugar Syrup

**LADY KILLMORE'S SPELL**  
Dingle Vodka, Passion Fruit Liqueur, Cranberry Juice, Sugar Syrup, Lime Juice, Egg White

**STRAWBERRY DAIQUIRI**  
Bacardi Superior Rum, Cointreau, Sugar Syrup, Lime Juice, Strawberry Puree

**REVEREND FOX'S WHISKEY SOUR**  
Jameson Black Barrel, Egg White, Sugar Syrup, Lemon Juice

**SLOE & GENTLE DELEIVINGNE'S SCREW**  
Berthas Revenge Sloe Gin, Disaronno, Lemon Juice, Egg White

**RESIDER HERBERT'S TIPPLE**  
Muckross Gin, Green Chartreuse, Midori, Lemon Juice, Sugar Syrup, Egg White

**DIAMOND CUT DIAMOND**  
Pink Beara Gin, Crushed Ice, Mint Leaves, Raspberry Puree, Sugar Syrup, Lime Juice

**VALENTINE'S SINS**  
Havana Club Anejo Rum, Pineapple Juice, Lime Juice, Coconut Puree, Orgeat, Wray Nephew

**RANDLE'S LOG**  
Muckross Gin, Peach Schnapps, Lemon Juice, Prosecco Top

**THEY FLEW ALONE**  
Dingle Vodka, Raspberries, Lime Juice, Sugar Syrup, Ginger Juice, Mint Leaves, Soda Water Top



# TYPOGRAPHY

HEADINGS ARE WRITTEN IN THE GOOGLE FONT POIRET  
ONE

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

Body text is written in the Google font Lora

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

# USE OF TYPOGRAPHY

- POIRET ONE
  - A fresh decorative, elegant typeface, it has stylish lines and graceful curves. It is suitable for large signs, labels, titles, headlines and any type of graphic design. We use the font in UPPERCASE and only for headings.
- Lora
  - Lora is the font used for body text. Lora is a well-balanced contemporary serif with roots in calligraphy. It is well suited for body text. A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story.



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# TONE OF VOICE

Our voice is friendly and welcoming, similar to what our guests will experience as they walk through our doors.

We speak as though we're talking directly to our guests who have joined us for a wonderful stay in Killarney. We are here to offer our local knowledge. We use descriptive language to reflect the warm atmosphere of the hotel and the surrounding area. Like an old friend waiting to welcome you.



# VOICE TONE ATTRIBUTES

OUT TONE OF VOICE IS	RATHER THAN
Natural	Forced
Approachable	Pretentious
Relaxed	Slangy
Friendly	Over familiar
Inclusive	Exclusive
Knowledgeable	A know it all



# tone of voice – how we write

- We use simple and clear language
- We show our personality and see ourselves a bit like a local friend always ready to offer recommendations based on experience
- We talk about the beauty of the destination
- We are knowledgeable but not arrogant
- We use descriptive language to reflect the ambience and mood of the hotel, team and local area
- We're straight-talking. We don't use long words and we never hide behind complexity. That's because we're human and we remember our reader is human too
- We don't ramble!



# USE OF GRAMMAR AND PUNCTUATION

- On headings, we use UPPERCASE
- On sub-headings, we use lower case
- We only use the ampersand (&) in headings
- We use numbers instead of text. EG: 5 reasons to book direct
- We don't use full stops in headings or in bulleted lists

# TAGLINES

1. The home of easygoing luxury
2. A 5-minute stroll from the bustle of town
3. Relax and reconnect in snug corners with crackling fires
4. Where you'll always feel at home
5. We love having you here
6. Check in, slow down
7. Old-fashioned hospitality with modern luxuries
8. A pinch of luxury and a sprinkle of indulgence
9. Perched on the main Muckross Road, just a stone's throw from the town and National Park
10. Captivating beauty in Killarney's National Park
11. Fresh air, everywhere
12. Immerse yourself in nature
13. Uncover hidden gems on the path less travelled
14. The Wild Atlantic Way - Wild, Natural, Rugged, Exciting
15. Enjoy the best of countryside and town centre with our enviable position between the National Park and the bustling streets of Killarney
16. Our blissful beds are dressed head to toe in crisp white linen and snuggle up duvets, you'll drift off in no time
17. Beautiful aromatic Irish toiletries from Voya paired with an invigorating power shower and fluffy white towels
18. Best Rate Guarantee - Our word is our bond



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