



***Inspiration***

The Tigh Filí Cultural Centre is entering a new era in its development, moving all of its cultural activities to its new base in St. Luke's Cathedral. This is a huge change for the organisation, which needs to be reflected in the rebrand.

The main factors that were taken into consideration for this rebrand were; Tigh Filí is now very much a traditional organisation but features cutting edge exhibitions and events, and the fact that Tigh Filí's soul function is to encourage and facilitate the self-expression of others, while also having a strong community focus.



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## *The Logo*



# Tigh Filí Cultural Centre

## *Rational*

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The new Tigh Filí Cultural Centre logo had to represent both the old and the new elements of the brand, without losing the sense of freedom and movement that Tigh Filí represents.

The logo is a direct result of combing all aspects of the brand, the 't' and 'f' obviously represent Tigh Filí but the arrangement and treatment of the type embodies the emotional qualities of the brand. Heavily influenced by studying calligraphy, the mark feels traditional, with musical and script like qualities, to represent the past tradition of the Tigh Filí Cultural Centre.

The placement within a circle then adds a contemporary feel to the mark, while the typeface Helvetica ST Bold further compounds the overall modern feel of the logo. The black

colour adds to the contemporary feel of the mark, but this is flexible as shown on the stationary page. The logo as a whole reflects where Tigh Filí has come from and where they are going in the future, with a traditional but contemporary mark and a typeface as established as Helvetica ensures this logo contains all the elements necessary to stand the test of time.

The stationery and branding follows this way of thinking with clean minimal design providing the bases for the expressive, energetic imagery, in many ways mirroring the function of Tigh Filí as a facilitator to the self expression of others.

Stationery



Brand Guidelines Poster

# Brand Guidelines

## Logo Types



**Tigh Filí Cultural Centre**

## Description

Our logo has been created to reflect both the traditional and the contemporary. It communicates the diversity and flexibility of the brand through it's flowing shape and simple symmetrical form. Each separate application has been adapted to ensure these qualities are always communicated effectively.

## Secondary Applications



## Colour Styles

		Pantone 118 M C:0 M:15 Y:100 K:0
		Pantone 3125 M C:85 M:0 Y:21 K:0
		Pantone 1807 M C:0 M:100 Y:98 K:28

## Brand Imagery



Primary for the brand imagery we want to use black and white photography of cultural events. Because this gives the brand a feeling of tradition and a certain maturity, this balanced with the minimal application of the logo can create a traditional but contemporary feel for the brand.

Other colours may be used sparingly, what we really want to do is communicate flexibility through the imagery that we use.

## Promotional Imagery



The Tigh Filí Cultural Centre is a place for others to express themselves creatively, or view the work of other creatives. Therefore we want the imagery used for promotion to primarily feature people expressing themselves.

## Stationery

The stationery has been designed to reflect both the contemporary and diverse nature of the Cultural Centre.

The letterhead is designed to give the mark independence. While the business cards will be a metaphor for the unity of the group. With the reverse of each card having a different section of the logo.




Below: Minimal forms to the business card capturing the diversity of work that happens at Tigh Filí.

Left: Photo or scan with of related info.

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## Promotion



## Promotion

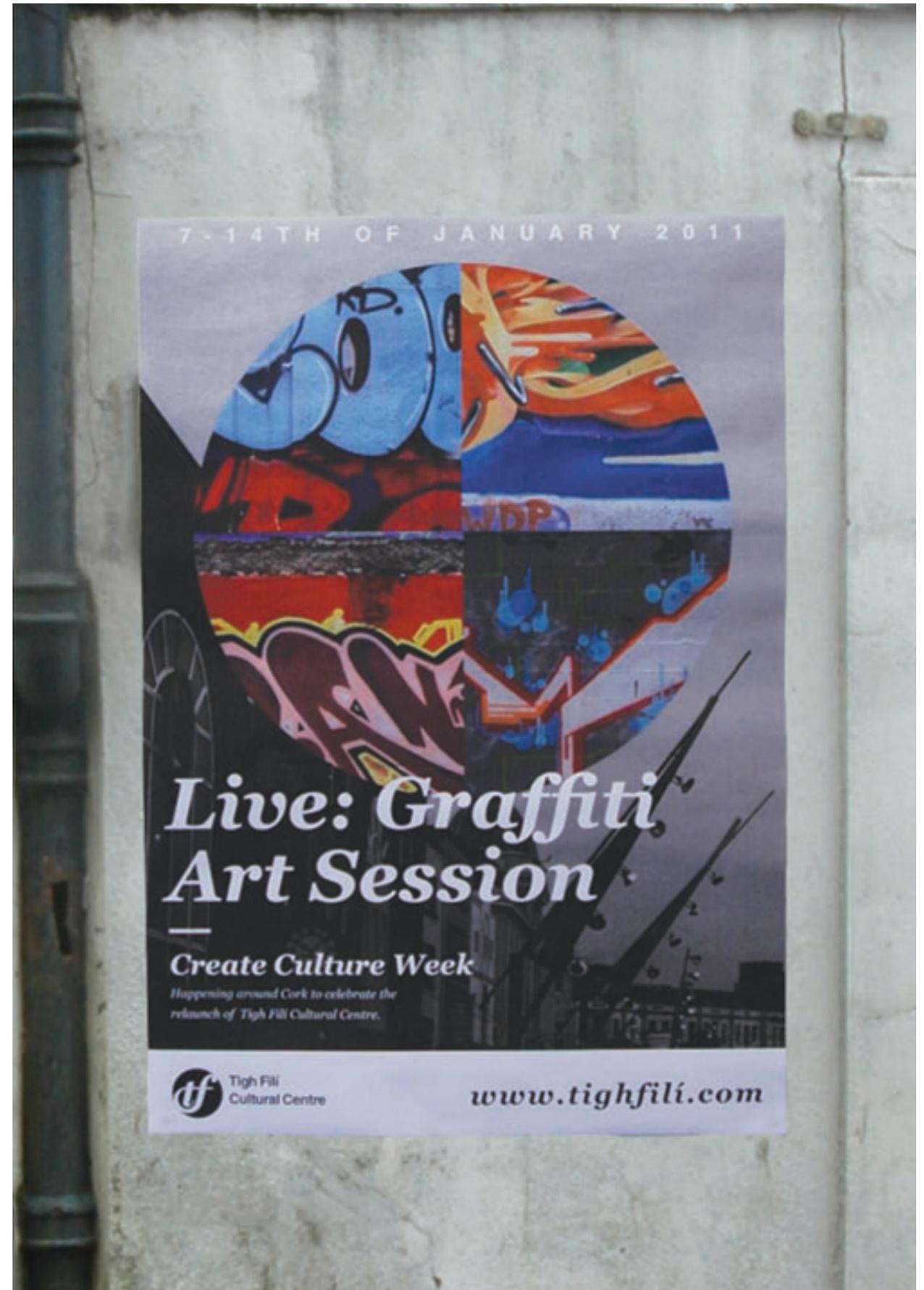
The new location of Tigh Filí is about a twenty minute walk from the city centre, for this reason promotion of the location and the events within the city centre is crucial for development.

The solution; have various small live cultural events with the city centre which encourage the self-expression of people in the city, which will be part of a larger Create Culture Week, where everyone young and old is encouraged to create culture. This can be in any form from artistic exhibitions to crafts fairs, anything that promotes creativity and the creation of culture, because that is essentially the soul function and drive of Tigh Filí the creative self-expression of others.

The events I have chosen to promote are live multi-media, graffiti and theater performances, all happening around Cork City during the Create Culture Week. All of the events will encourage passersby's to get involved and create their own piece of culture, which in the case of the multi media and graffiti art sessions will later be exhibited at the Centre and viewable online.

On the reverse of the poster is a flyer with a list of all of the events going on during the week, this is informative but also allows the poster to be mobile, and placed anywhere.

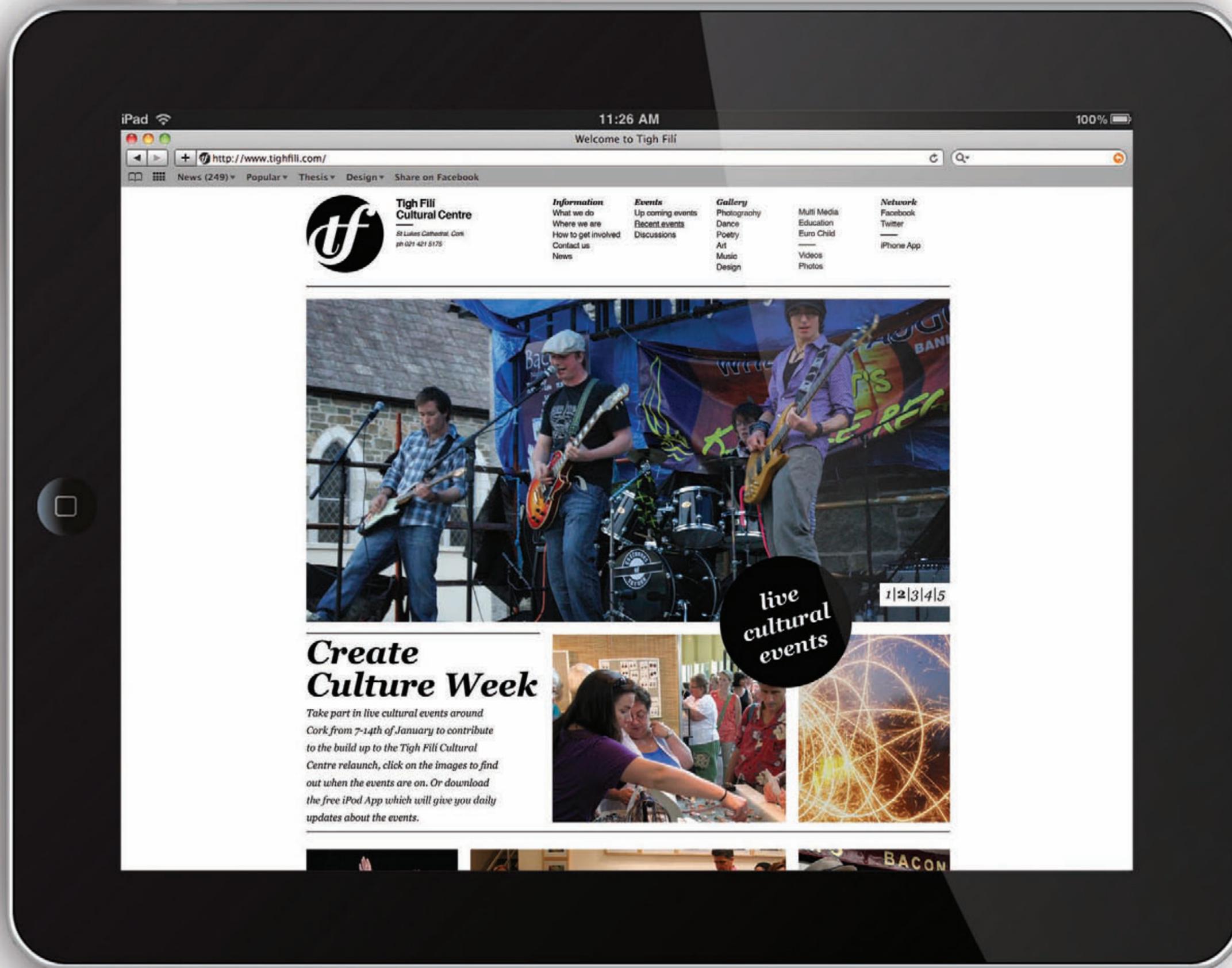
All Posters



Poster Reverse / Flyer



## Website



### Home Page

The website follows the thinking of the brand, by keeping the design minimal, and informative this allows the imagery, and self-expression of people to take centre stage.

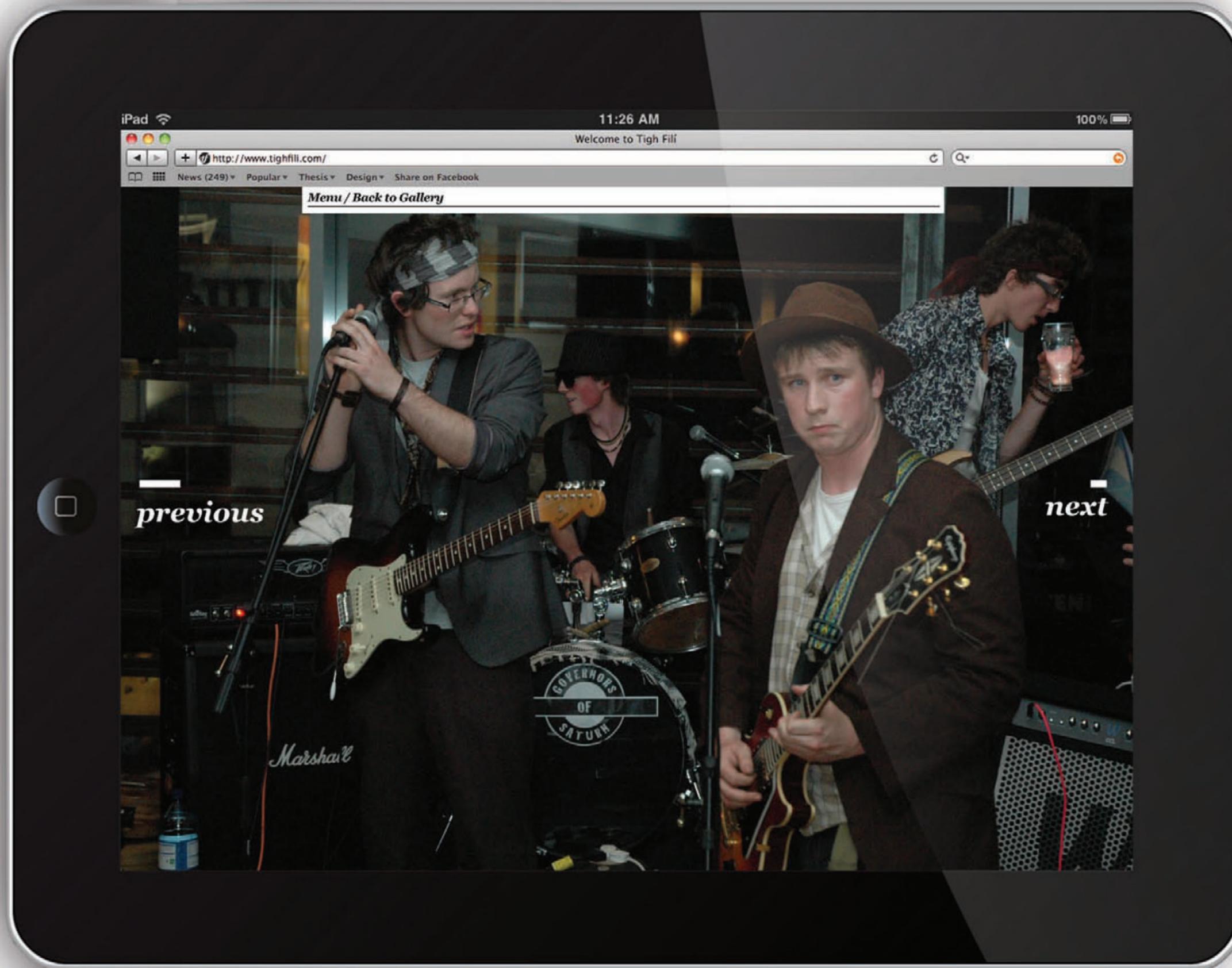
The home page will act as a live wall with the most up to date uploads in each category appearing here. All videos, galleries and events are viewable from here also through the archives at the top of the page, making navigation simple as this menu will always be present. (Shown on next board)

The gallery of events give the viewer a full break down on all the activity on the site, allowing them to view and access information easily.

There is also links to the Centre's Facebook, and Twitter pages which provide updates about recent uploads and events. As well as a free iPhone Application.



## Website



### ***Image Viewing***

The image viewing page provides a space entirely devoted to the people and work being displayed, leaving no question as to what this Center is about, people.

The main menu will fold up into the top of the screen, but is easily accessible by clicking on it which will make it reappear. The navigation once in the image viewer is linear but with the main menu accessible at all times, this allows flexibility of navigation.

## *iPhone Application*



### *iPod App Functionality*

There is also a Tigh Filí Cultural Centre iPhone Application, which has a number of benefits for the users.

It primarily allows the Centre to remain in constant contact with their customers about upcoming events that based on previous 'likes' that they may be interested in attending.

There is also a function which allows the user to create their own gallery of events they would like to attend, which

they will subsequently receive a reminder about. The App also allow the user access to all videos and uploaded content to give them complete connection with the brand even on the move.