Tides of Time

Stories of a River Town



Brand Guidelines

Tides of Time
Stories of a River Town

Brand Guidelines

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Tides of Time

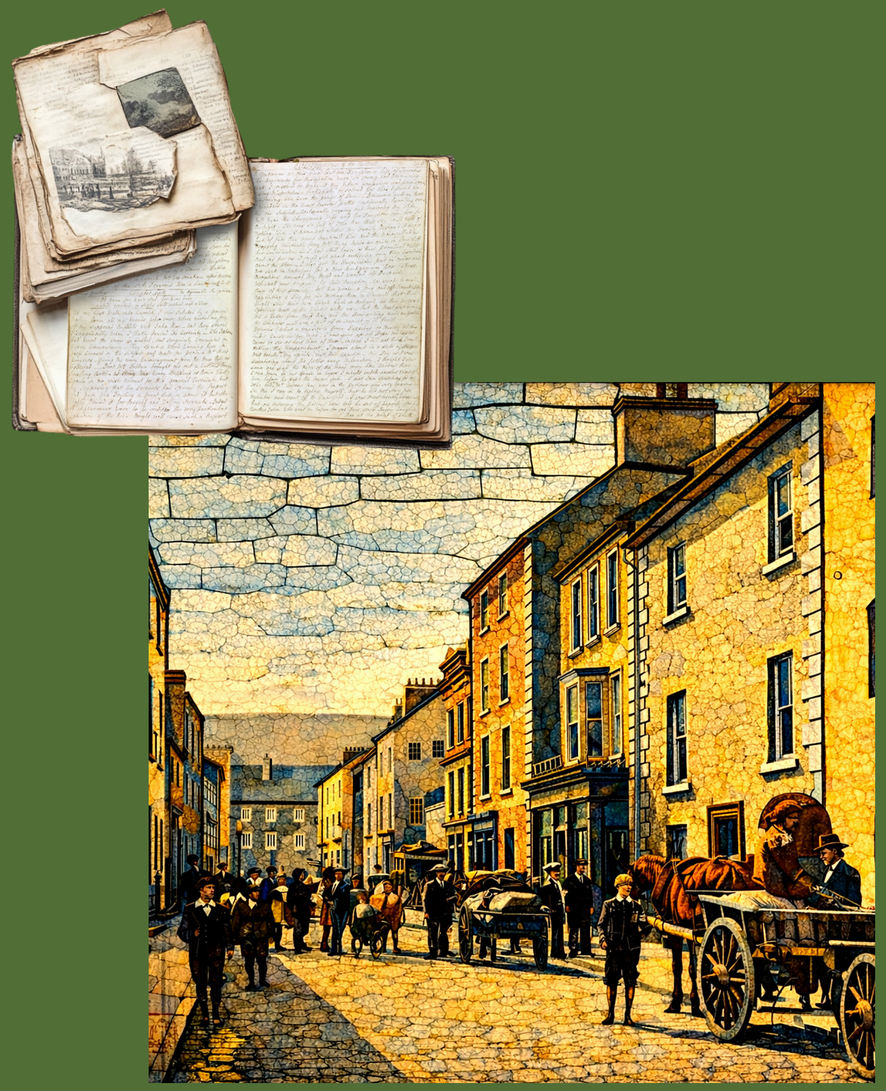
Stories of a River Town

Vision

To ignite curiosity through an immersive journey where voices, river and memory collide, bringing Carrick-on-Suir's past vividly alive through story, technology and human connection.

Mission

To create an immersive, story-led experience that connects people with Carrick-on-Suir's heritage, bringing voices, river, and memory together to inspire reflection, understanding and meaningful cultural connection.



Welcome to the Tides of Time Branding Guidelines

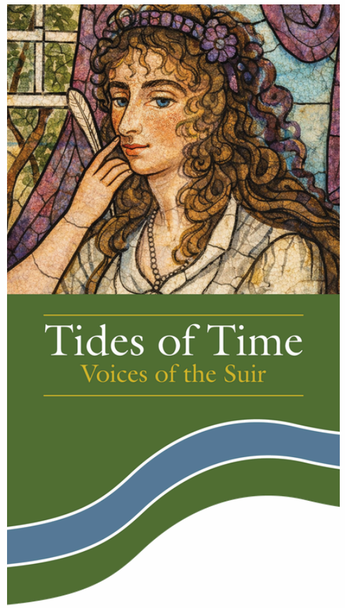
Tides of Time brings the spirit of Carrick-on-Suir to life through story, place and memory. It is a shared visual and narrative language that shapes how visitors experience the town, not just what they see, but how they feel. Tides of Time is a reflective, literary heritage experience rooted in place, memory, and storytelling. These guidelines ensure the brand remains distinctive, coherent and true to its quiet, reflective voice, while allowing space for creativity and storytelling to flourish.

Brand Identity

A quiet, immersive heritage brand rooted in river, memory and voice, connecting people to Carrick-on-Suir's stories through place, storytelling, and reflective cultural experience. Every element from our logo to our color palette reflects our vision and core values.

Tides of Time
Stories of a River Town

TIDES OF TIME LOGO MARK

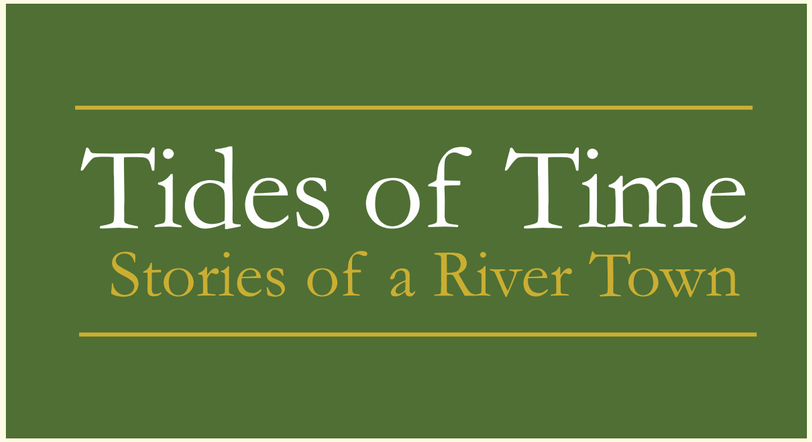


TIDES OF TIME STACK



RIVER ELEMENT

Our Logo



LOGO & TAGLINE FONT: GARAMOND

The Tides of Time logo is a refined, typographic mark that reflects the brand's quiet, literary character. Set in Garamond, the title appears in soft white against a deep Riverbank Green background, conveying calm, depth and heritage.

The subtitle, Stories of a River Town, is rendered in warm gold, introducing a sense of light, warmth and storytelling. Fine horizontal gold rules frame the composition, adding structure and balance.

Overall, the logo is understated yet distinctive, evoking tradition, place and timelessness while remaining elegant and contemporary in its simplicity.

Visitor Centre tag

The Tides of Time Visitor Centre tag shown here hanging off the bottom of the logo.



VISITOR CENTRE TAG

Tides of Time
Stories of a River Town

Tides of Time
Stories of a River Town

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Stories of a River Town

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Primary Color Palette

Our color palette is inspired by nature, creating a fresh and vibrant look. These colors should be used consistently across all media to maintain brand integrity.

White	Gold	Green	Black
HEX: #fEfEfE	HEX: #e6a52b	HEX: ##526f36	HEX: #16171e
RGB: 255 255 255	RGB: 248 241 233	RGB: 99 93 41	RGB: 63 44 30

Secondary Color Palette

Our colour palette is inspired by the jumpers of the Clancy Brothers, Dorothea, amongst other Carrick-on-Suir references.

Clancy
#fdfbe4

HEX: #fdfbe4

RGB: 255 255 255

Carrick
#e6a52b

HEX:#e6a52b

RGB: 255 255 255

Pink
#cf4c7d

HEX: #cf4c7d
RGB: 255 255 255

Dorothea
#855673

HEX: #855673

RGB: 255 255 255

Blue
#43598A

HEX: #43598a
RGB: 255 255 255

Olive
#70754c

HEX: #70754c

RGB: 255 255 255

Green
#516e36

HEX: #516e36

RGB: 255 255 255

Charcoal
#545454

HEX: #545454

RGB: 255 255 255

Primary Typeface

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

Garamond

Sample Text

Light

Regular

Bold

abcdsefghijklmno

pqrstuvwxyz1234

567890&%$!~

Secondary Typeface

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

Futura

Sample Text

Light

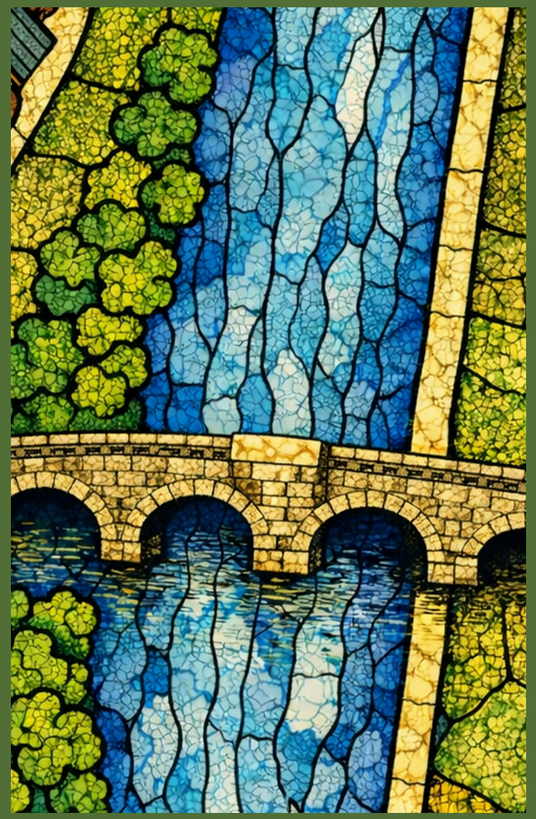
Regular

Bold

abcdsefghijklmno
pqrstuvwxyz123
4567890&%$!~

Imagery Style

Our imagery style is a blend of modern photography with an artistic touch, reflecting innovation and creativity. Images should always be of high quality and relevant to the content.









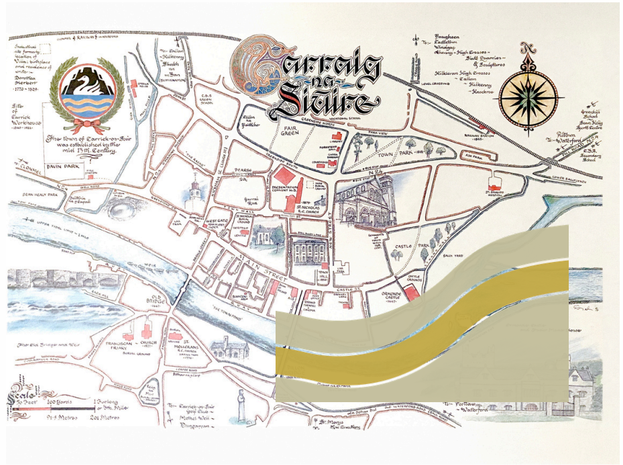




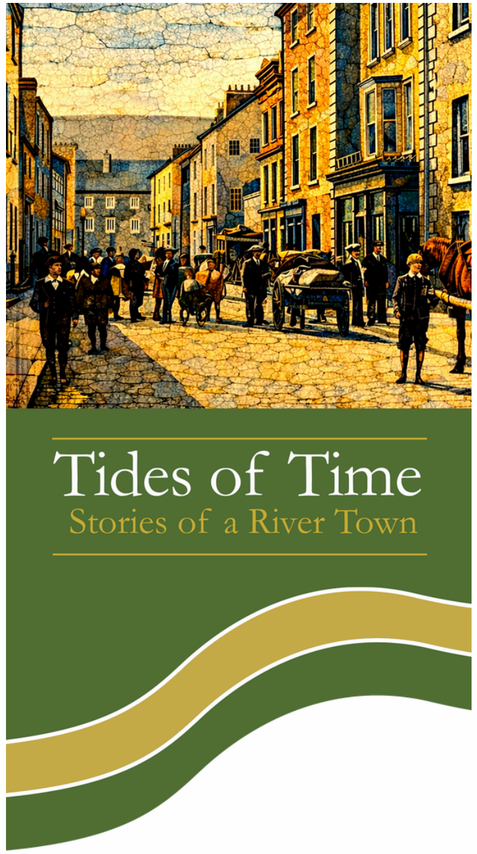
River Element

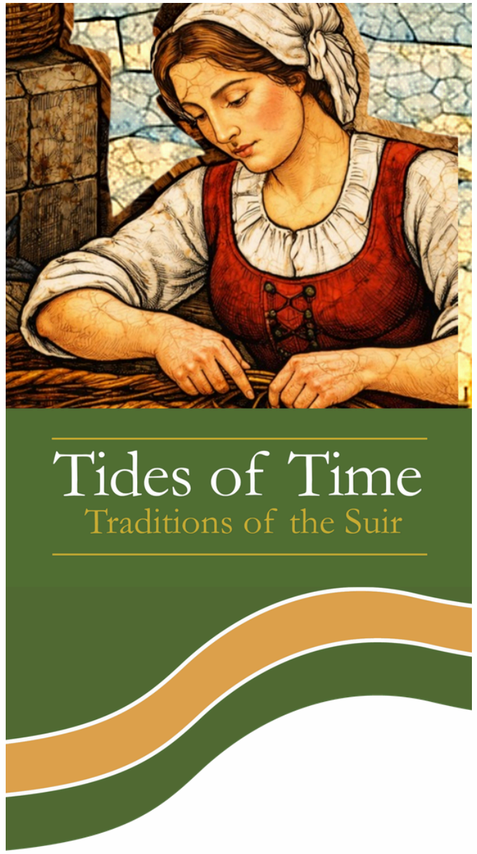


RIVER ELEMENT FLIP



RIVER SUIR PATH THROUGH CARRICK-ON-SUIR

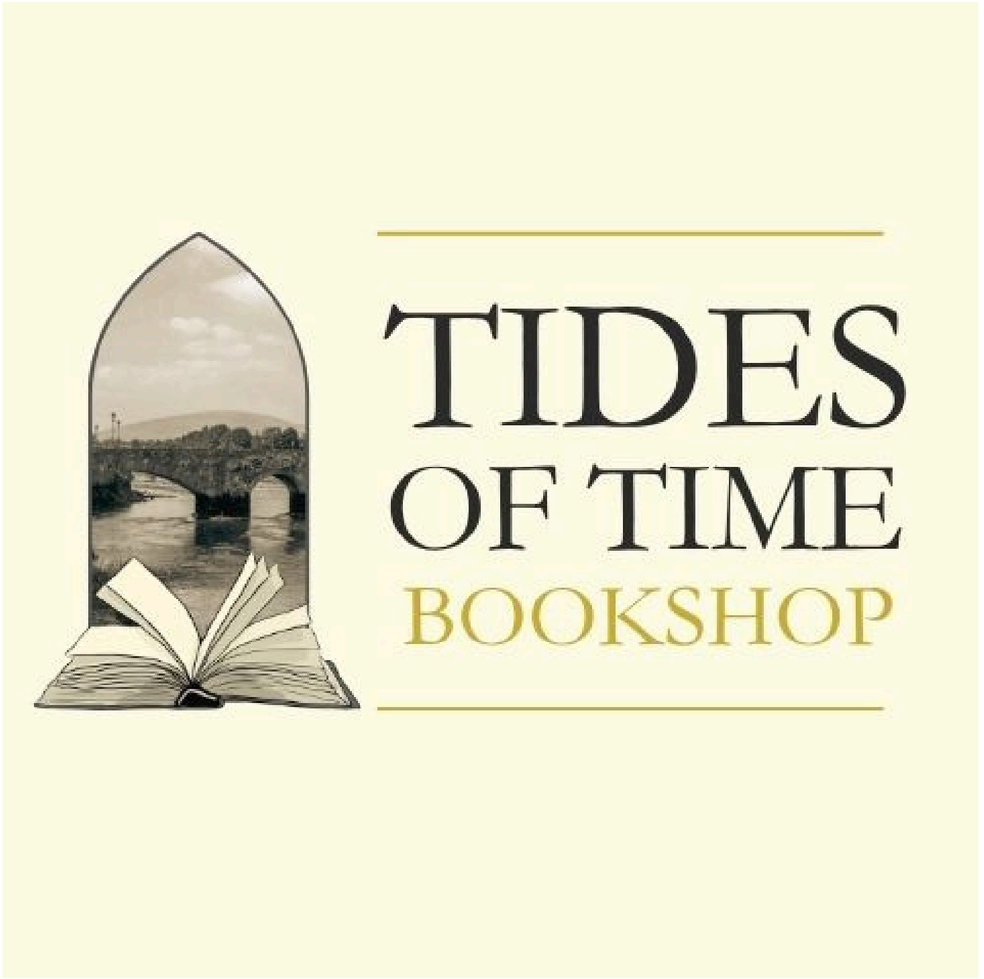




Tides of Time Bookshop

The bookshop in the Heritage Centre is called the Tides of Time bookshop.

Our logo uses the same font and colour scheme as the Tides of Times artwork. The old bridge features through the church window and an open book blows in the river breeze.



THE TIDE OF TIME BOOKSHOP LOGO

COSDA Press

COSDA Press is the publishing wing of the Tides of Time. The first book COSDA Press will publish is the

COSDA
PRESS



COSDA PRESS LOGO

Icon Collection

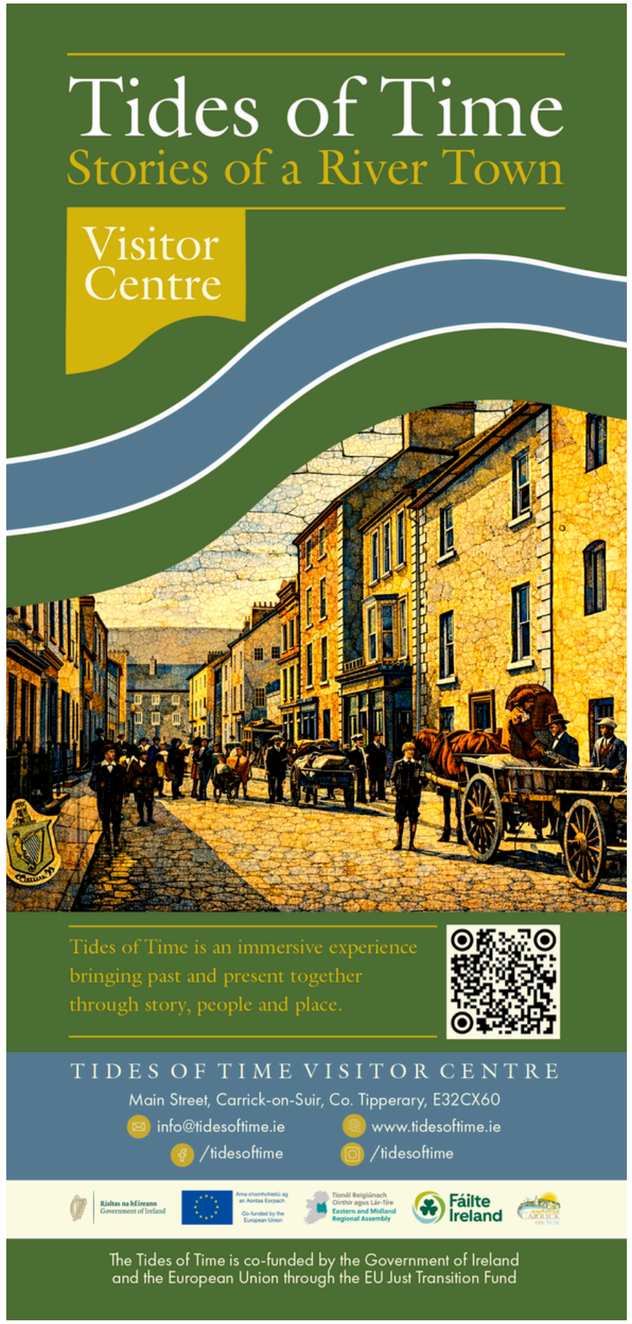
The icons...



Brand Applications

Our brand applications include a range of marketing and communication materials. From print to digital, each application should be consistent with our brand guidelines.





Brand Applications

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Contact Information

Tides of Time
Stories of a River Town

Our brand identity is built on a deep philosophy of innovation and excellence. Every element from our logo to our color palette reflects our vision and core values, The sleek design of our logo embodies our commitment to forward-thinking and creativity, while the vibrant colors in our palette symbolize our passion and energy.



Contact us

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Phone

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Website

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