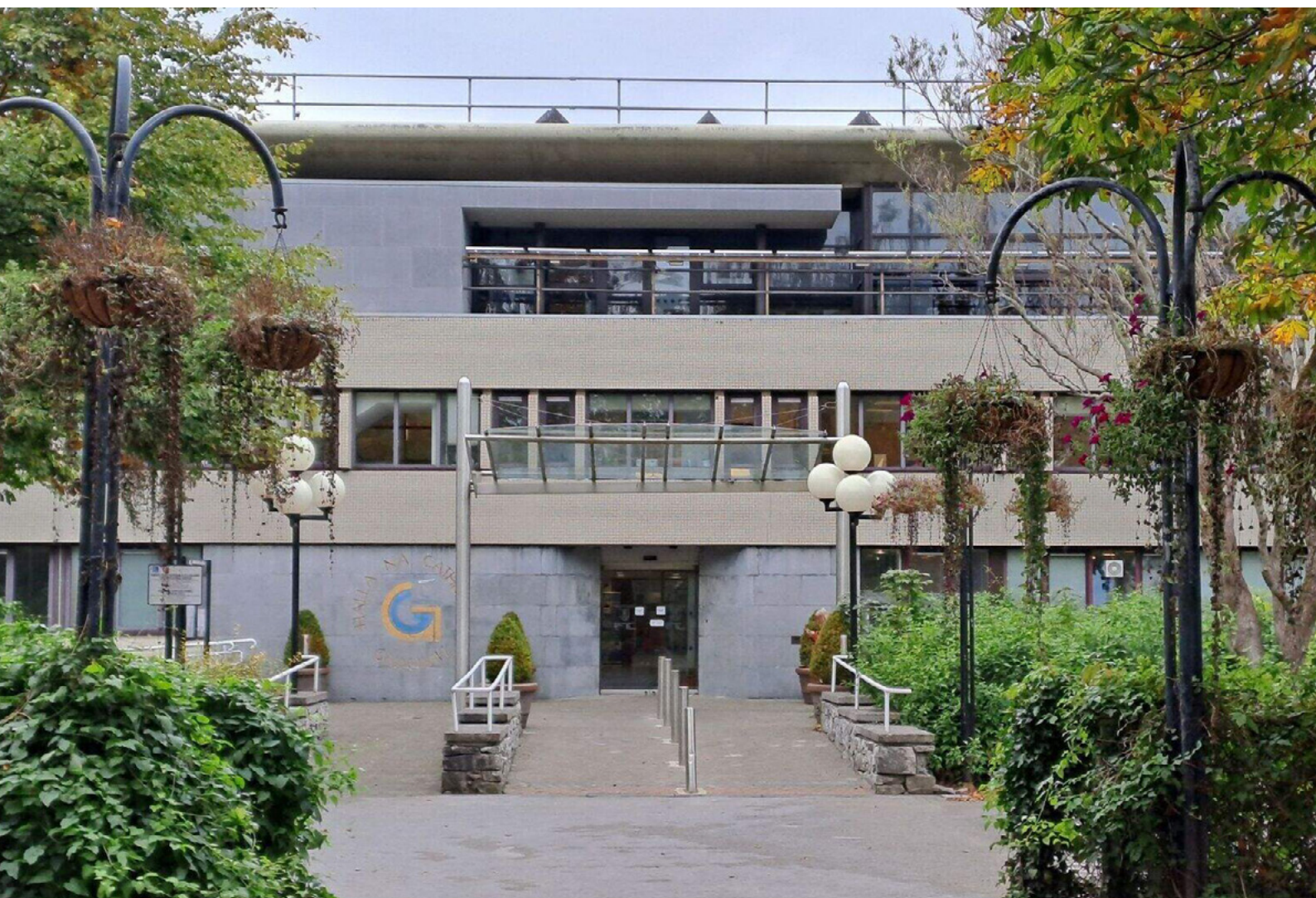




Galway City Council
Brand Audit Report
29th June 2026



TurasBranda

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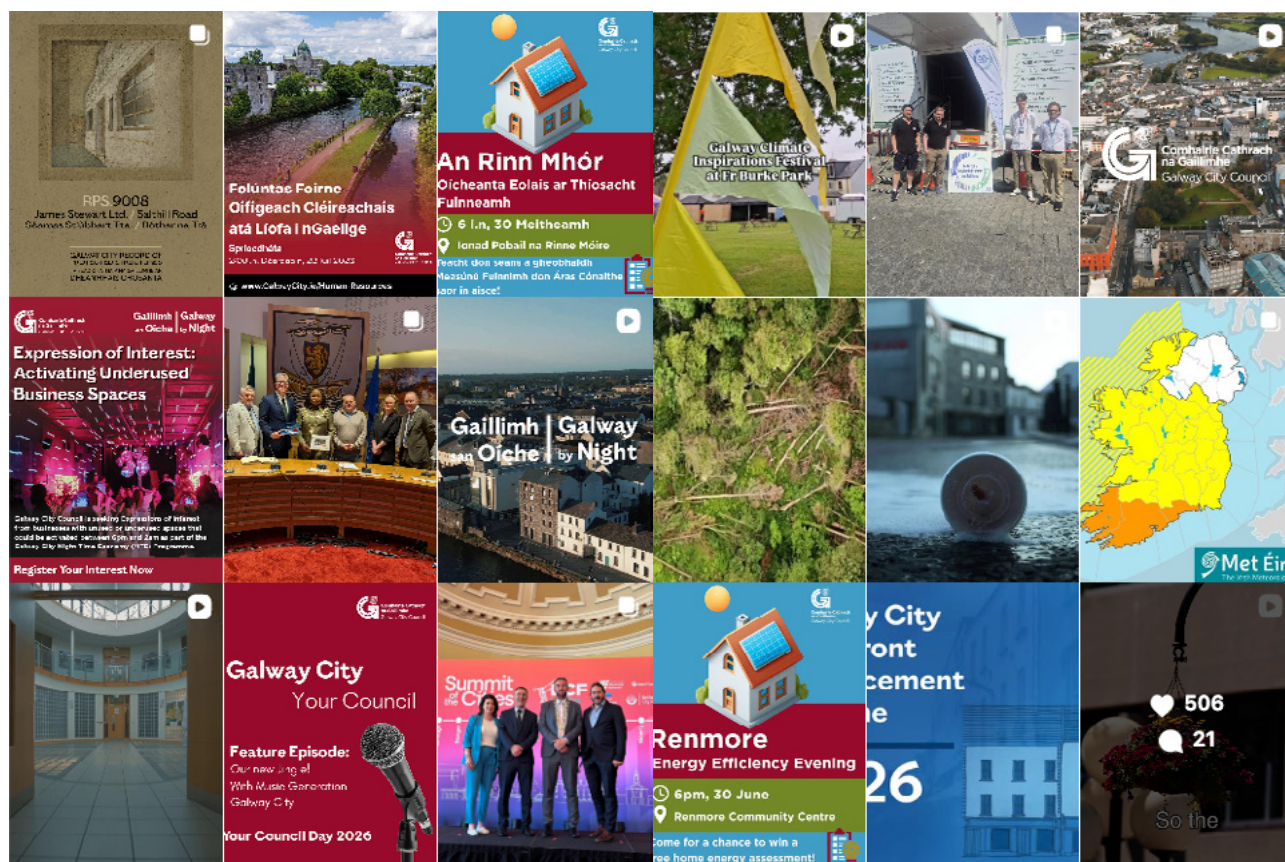
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Introduction



Executive Summary



A strong organisational brand is built upon a clear understanding of the organisation it represents. Before developing a new identity for Galway City Council, it is essential to evaluate how the Council currently communicates, how it is experienced across its many services and touchpoints, and how effectively its existing brand reflects its purpose, values and ambitions.

This Brand Audit Report provides an assessment of Galway City Council's current organisational brand, examining the visual identity, communications, digital presence, brand architecture and overall customer experience. The audit considers not only how the Council presents itself, but also how consistently the brand is applied across departments, services and public-facing communications.

The review has been undertaken to establish a clear baseline from which the new organisational brand can be developed. It identifies existing strengths, highlights inconsistencies and explores opportunities to create a more cohesive, accessible and recognisable identity that better reflects the Council's role as a modern civic leader.

Importantly, this audit extends beyond the visual identity alone. A successful organisational brand is shaped by every interaction the public has with Galway City Council—from digital communications and printed publications to public buildings, signage, customer service and community engagement. Collectively, these experiences influence public perception, trust and confidence in the organisation.

The findings presented within this report should be viewed as an initial assessment and will be further tested through stakeholder engagement during the next phase of the project. Together with the Galway City Identity & Context Review, this report establishes the evidence base upon which the Galway City Council Brand Strategy, Verbal Identity and Visual Identity System will be developed.

By understanding both the identity of Galway and the current organisational brand of Galway City Council, the project is well positioned to create a future brand that is authentic, consistent and reflective of the city's ambition, while strengthening the Council's role as a trusted and forward-looking public service organisation.



Audit Methodology

The Galway City Council Brand Audit has been undertaken to establish a comprehensive understanding of the organisation’s current brand before the development of a new organisational identity. The audit provides an objective assessment of how the Council currently presents itself, communicates with its audiences and delivers a consistent brand experience across all touchpoints.

The methodology combines desktop research, document review, observational analysis and strategic evaluation to identify both strengths and opportunities for improvement. The findings contained within this report represent the baseline from which the future Brand Strategy and Identity System will be developed.

Areas Reviewed

The audit has considered the following aspects of Galway City Council’s existing organisational brand:

- Corporate identity and existing visual identity
- Corporate Plan and strategic documentation
- Brand architecture and organisational structure
- Website and digital presence
- Social media channels and digital communications
- Printed publications and corporate literature
- Public signage, wayfinding and environmental graphics
- Customer communications and service touchpoints
- Internal communications and branded templates
- Photography, imagery and visual style
- Typography, colour palette and graphic elements
- Bilingual implementation (Irish and English)
- Accessibility and inclusive communications
- Consistency of brand application across departments and services



Audit Methodology

Audit Approach

The review has been undertaken through a four-stage process:

01

Review

An assessment of existing documentation, communications, brand assets and publicly available information.

02

Observe

A review of how the Council's brand is experienced across digital, printed and physical environments.

03

Evaluate

An analysis of the effectiveness, consistency and clarity of the existing organisational brand, benchmarked against recognised best practice in local government branding.

04

Identify

The identification of key strengths, inconsistencies and opportunities that will inform the development of the future Galway City Council Brand Strategy and Identity System.



Purpose

The purpose of this audit is to objectively assess Galway City Council's existing brand, recognising its established strengths while identifying practical limitations and opportunities for improvement. These findings will inform the development of a strategic, evidence-based identity system that meets the Council's current and future communication needs.

This report should be read alongside the Galway City Identity & Context Review, which explores the wider identity of Galway and the strategic context within which Galway City Council operates. Together, these documents provide the research foundation for the development of a distinctive, authentic and future-focused organisational brand.



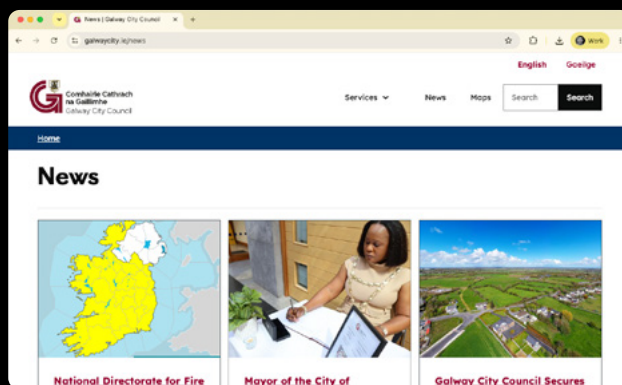
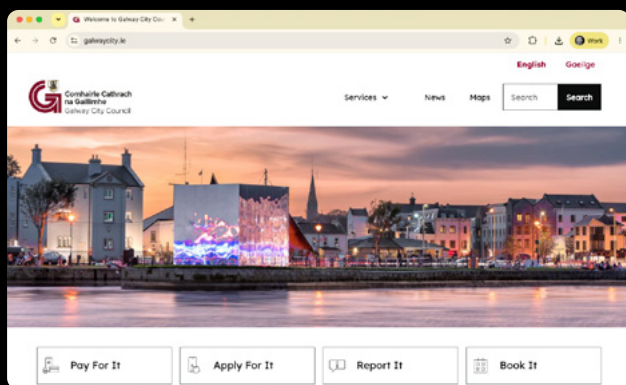
What is a Brand?

When people think of a brand, they often think of a logo, colour palette or visual identity. While these elements are important, they represent only a small part of what a brand truly is.

A brand is the overall perception of an organisation. It is shaped by every interaction people have with it—through its communications, services, behaviours, people and experiences. For Galway City Council, the brand exists in every conversation, every planning application, every library visit, every community event, every website interaction and every public space managed by the organisation.

An effective organisational brand creates clarity, consistency and trust. It helps people understand who the organisation is, what it stands for and the role it plays in the lives of the communities it serves. A strong brand also supports employees, partners and stakeholders by providing a shared sense of purpose and a consistent framework for communication.

For Galway City Council, the branding project is therefore about much more than developing a new visual identity. It is an opportunity to better communicate the organisation's purpose, strengthen public confidence, improve consistency across services and create an identity that reflects the Council's ambitions for Galway's future.



A Brand is...

- A shared purpose
- A clear identity
- A consistent experience
- A trusted reputation
- A reflection of organisational values
- A promise delivered through every interaction

A Brand is not...

- Just a logo
- A colour palette
- A typeface
- A marketing campaign
- A slogan
- A set of brand guidelines

Brand Implications

The future Galway City Council brand should be viewed as an organisational framework rather than a visual identity alone. Every element of the brand, from strategy and messaging to customer experience and design, should work together to create a consistent, accessible and trusted experience for citizens, businesses, visitors, staff and stakeholders.

The visual identity will ultimately become the most visible expression of the brand, but it will be the strategy, behaviours and experiences that give the brand its meaning and long-term value.



Current Brand Review



Current Brand Overview

Galway City Council has an established organisational identity that has served the organisation across a wide range of services, communications and public-facing activities. Over time, the Council has developed a significant body of branded materials, digital platforms, publications, signage and departmental communications that collectively contribute to how the organisation is recognised and understood.

The existing identity provides a level of familiarity and recognition for citizens, businesses, staff and stakeholders. However, as the organisation has evolved, so too have expectations of public services, digital communications, accessibility and organisational transparency. The Council now operates within a significantly different environment than when many of its current brand assets and communication practices were first developed.

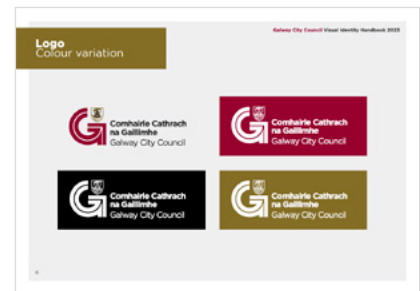
The Corporate Plan 2024–2029 presents Galway City Council as an ambitious, collaborative and forward-looking organisation with a clear vision for the future of the city. While these ambitions are evident throughout the Council's strategic documentation, there is an opportunity to ensure that the organisational brand more consistently reflects this vision across every public touchpoint.

Initial observations indicate that the current brand performs its primary function of organisational identification, but there are opportunities to improve consistency, flexibility and clarity across the wider brand ecosystem. As with many large public sector organisations, individual services and departments have developed their own communications over time, resulting in variations in visual presentation, messaging and application.

This audit does not seek to evaluate the success or otherwise of previous branding decisions. Instead, it considers how effectively the existing brand supports Galway City Council's current strategic ambitions and identifies opportunities to create a more unified, contemporary and accessible organisational identity for the future.



Current Brand Overview



INITIAL OBSERVATIONS

Our initial review suggests that Galway City Council already benefits from several important brand strengths:

A recognised and established organisational identity.

Strong civic credibility and public recognition.

A respected role within Galway's social, cultural and economic development.

A clear strategic vision articulated through the Corporate Plan.

An extensive range of public-facing services and communications that provide opportunities to strengthen brand visibility.

Alongside these strengths, several opportunities will be explored throughout this audit:

Improving consistency across departments and services.

Strengthening the relationship between the organisational brand and Galway's identity as a city.

Modernising the visual and verbal identity to better reflect the Council's strategic ambitions.

Enhancing accessibility and bilingual implementation across communications.

Developing a more cohesive and flexible brand system capable of supporting future growth and evolving public expectations.



Current Brand Overview

BRAND IMPLICATIONS

The current organisational brand provides a strong platform from which to build. The opportunity is not to replace the Council's identity, but to evolve it into a more cohesive, accessible and strategically aligned brand that reflects Galway City Council as a modern civic organisation and trusted leader of the city.

The chapters that follow examine the Council's current brand in greater detail, identifying where the organisation is already performing well and where opportunities exist to strengthen consistency, communication and public perception.



Visual Identity Audit



Visual Identity Audit

EXISTING LOGO ASSESSMENT

An established civic identity with limitations across contemporary applications.

Galway City Council's existing logo has developed considerable recognition through decades of use. The prominent G and historic civic crest provide familiarity and continuity, representing an important part of the Council's visual heritage.

However, the audit has identified several limitations affecting its performance across modern communications.



CIVIC CREST LEGIBILITY

The detailed civic crest becomes difficult to distinguish when reproduced at smaller sizes, particularly across digital platforms, social media and mobile devices. Its intricate features lose definition, reducing the visibility of an important heritage element.

G LETTERFORM REPRODUCTION

The internal line within the G becomes increasingly difficult to distinguish at reduced sizes. Depending on reproduction conditions, fine details can soften, merge or become visually unclear, limiting the symbol's reliability across different formats.

TYPOGRAPHY AND ACCESSIBILITY

The existing typography presents opportunities to improve clarity and readability, particularly within the bilingual wordmark. The design should be reviewed against contemporary legibility and accessibility considerations, including letterform recognition, spacing and reproduction at smaller sizes.

COMPLEXITY AND VISUAL HIERARCHY

The combination of the large G, detailed crest and bilingual wordmark creates several competing visual elements. This complexity makes it difficult to maintain a clear hierarchy and consistent recognition across different applications.

DIGITAL ADAPTABILITY

The existing logo was developed for a different communications environment. Today, Galway City Council's identity must operate effectively across websites, mobile devices, social media, digital interfaces, signage, publications and public-service communications.

The current configuration offers limited flexibility across these varied formats, particularly where space is restricted.

OVERALL FINDING

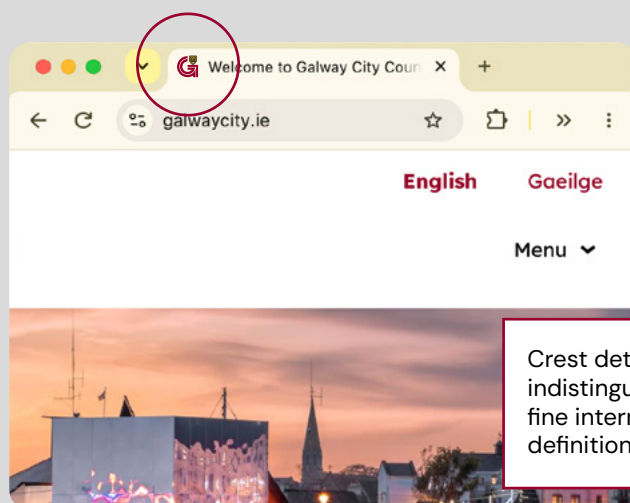
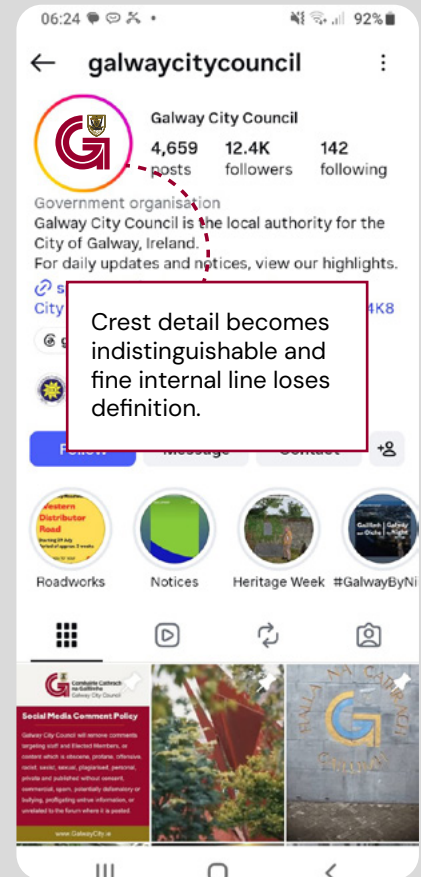
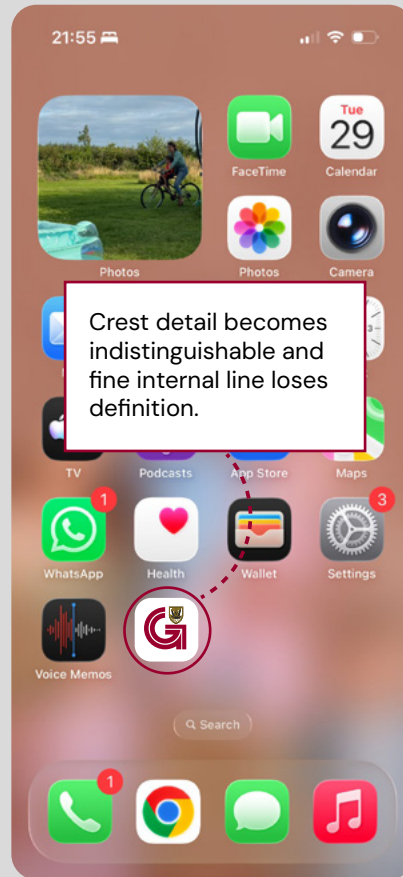
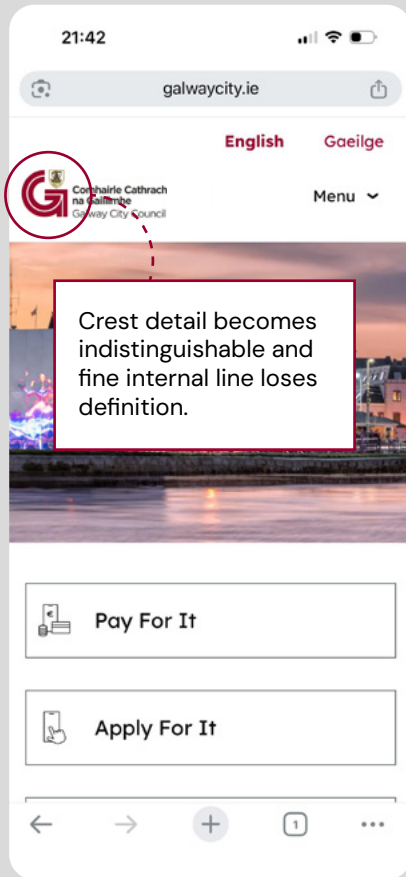
While the existing identity retains important heritage and recognition value, its technical and practical limitations demonstrate a clear need for modernisation.

The opportunity is to develop a more flexible, legible and accessible civic identity that preserves meaningful connections to Galway City's heritage while supporting the communication requirements of a contemporary public-service organisation.



Visual Identity Audit

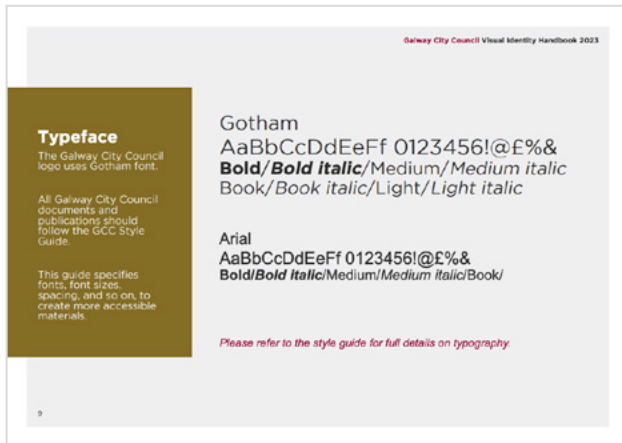
EXISTING IDENTITY: REPRODUCTION AND LEGIBILITY ASSESSMENT.



Visual Identity Audit

TYPOGRAPHY

Functional but inconsistently applied.



Current guidelines – The Gotham font feels too generic and corporate for the characteristics of Galway City

Typography varies across publications, presentations, digital communications and departmental materials, creating inconsistency in the overall visual identity.

Opportunity

Use a font or fonts that reflect the characteristics of Galway City. Develop a clearer typographic hierarchy that improves readability, accessibility and consistency across all communications.

The specified Gotham typeface is not consistently applied across the communications reviewed. In two samples below, both fonts are different. The logo is also inconsistently applied across collaterals.



Housing Information Clinic For Traveller Families

📍 Community Hub Ballybane

Dates and Times

📅 Monday 29 June or Tuesday 30 June

🕒 11:30am - 2:30pm

📞 Booking by appointment only

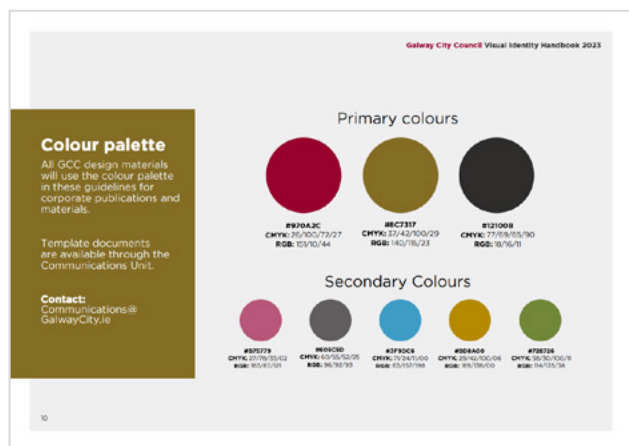
📞 091 536 400



Visual Identity Audit

COLOUR PALETTE

Established foundation with opportunities to better express Galway's identity.



Current guidelines

Maroon has become an established and recognisable colour within Galway City Council's existing identity. While it provides continuity and a strong visual anchor for the organisation, it offers only a limited expression of Galway's rich and diverse character.

The current Brand Guidelines include a supporting palette of additional colours; however, for a city as vibrant, creative and culturally diverse as Galway, there is an opportunity to develop a broader and more expressive colour system. An expanded palette would provide greater flexibility across a wide range of communications while helping to keep the brand fresh, engaging and adaptable across both digital and printed applications.

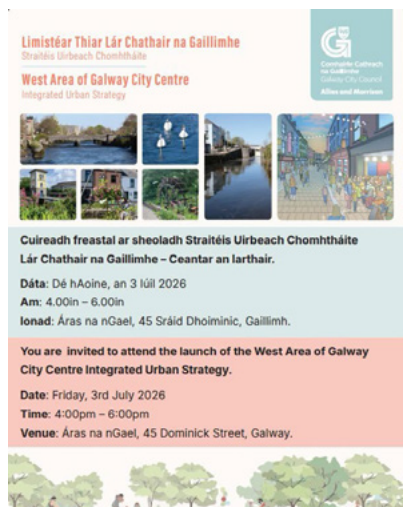
Our review also identified variations in how colours are applied across departments and communications, resulting in inconsistencies in the overall visual identity.

Opportunity

Develop a more versatile and accessible colour system that reflects Galway's distinctive personality while supporting consistency across all communications. The future palette should provide greater creative flexibility, improve accessibility, strengthen digital performance and reinforce organisational recognition across every touchpoint.

Example 01

Example 01 goes against the current brand guidelines and creates inconsistency with the rest of the brand. Example 02 uses the maroon but looks quite lifeless and needs some other colour to lift it and make it exciting.



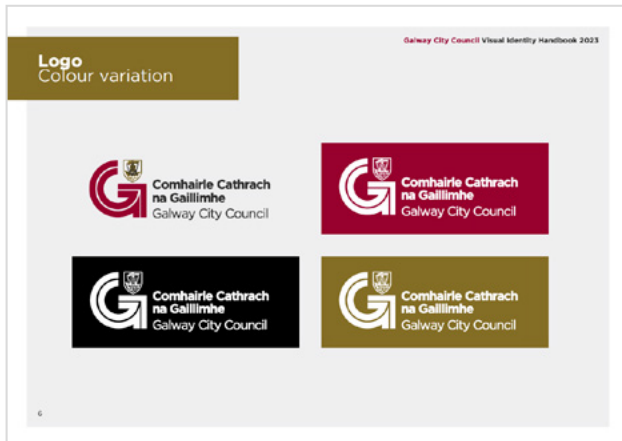
Example 02



Visual Identity Audit

GRAPHIC LANGUAGE

Limited supporting visual system.



Current guidelines have no design system or look and feel outlined.

The current identity relies heavily on the logo without a broader family of graphic elements to create recognition across communications.

Opportunity

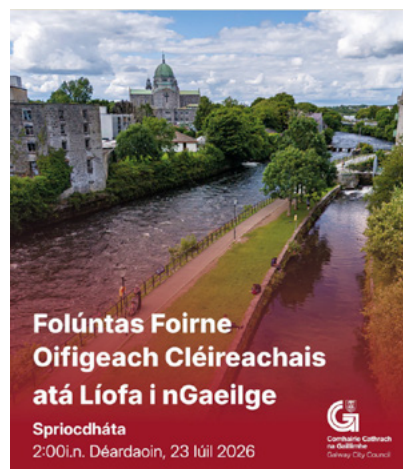
Develop a cohesive graphic language incorporating colour, typography, layout principles, photography, graphic devices and supporting visual elements to strengthen consistency across every touchpoint.

The below examples lack balance and are quite cluttered. It becomes very evident that there is no design system in place.

Example 02



Example 01



Example 02



Visual Identity Audit

BRAND ARCHITECTURE

Opportunity to create greater consistency.

Galway City Council manages a diverse range of services, facilities, programmes and initiatives. The relationship between these identities is not always immediately clear from a branding perspective.

Opportunity

Develop a structured brand architecture that provides consistency across departments while allowing flexibility where individual identities are appropriate. Furthermore, easy to follow guidelines on how to co-brand items will be paramount.

BILINGUAL IMPLEMENTATION

Strong commitment with opportunities for greater consistency.

The use of both Irish and English reflects Galway's unique identity and statutory responsibilities. However, bilingual implementation varies across communications and applications.

Opportunity

Develop clear bilingual design principles that ensure both languages are presented consistently, legibly and with equal consideration across all communications.

ACCESSIBILITY

Increasingly important for future communications.

The Council has an opportunity to strengthen accessibility across both digital and printed communications, ensuring the identity system supports inclusive design principles from the outset.

Opportunity

Embed accessibility as a core component of the new identity system, including typography, colour contrast, digital applications and document design.



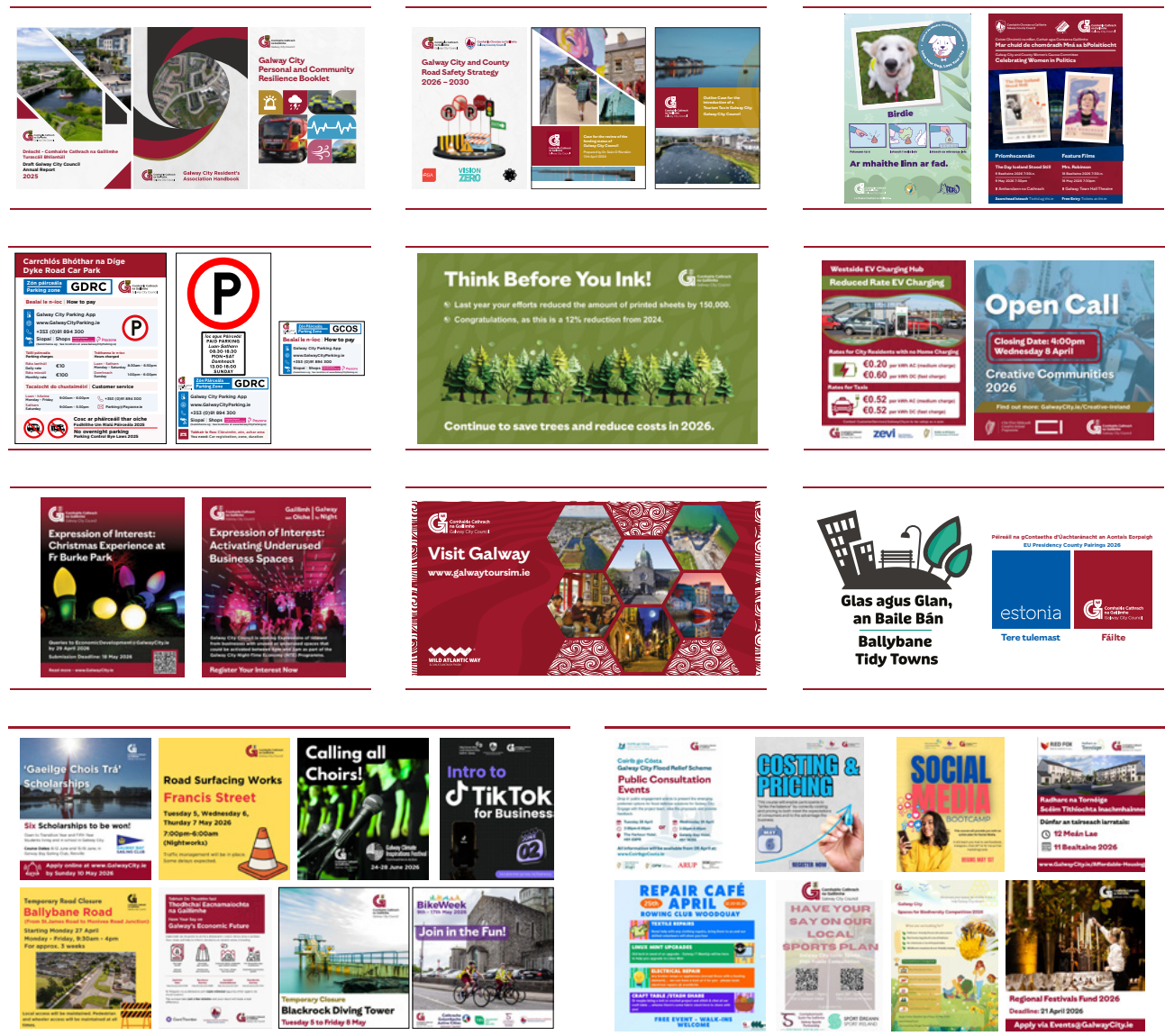
Visual Identity Audit

OVERALL FINDINGS

The review indicates that Galway City Council already possesses a recognised and trusted visual identity. The opportunity lies not in replacing that recognition, but in evolving the identity into a more flexible and comprehensive system capable of supporting the organisation across every communication channel and public interaction.

The future identity should move beyond just a logo-led approach to become a complete organisational design system, providing consistency, accessibility and clarity while reflecting Galway City Council's ambition to be a modern, confident and inclusive civic organisation.

The below examples show a range of collaterals that are inconsistent. A vast array of graphic styles are used, resulting in an inconsistent visual identity for the Galway City Council.



Communications Audit



Communications Audit

OVERALL ASSESSMENT

Professional communications with opportunities to improve consistency, accessibility and organisational recognition.

Galway City Council communicates with a broad range of audiences across numerous platforms and formats, including its corporate website, social media channels, printed publications, public notices, reports, consultation documents, campaigns and customer communications. Collectively, these touchpoints play a significant role in shaping public perception of the organisation and influence how citizens experience the Council's services.

Our initial review indicates that the Council produces a substantial volume of high-quality communications, reflecting the breadth and complexity of its responsibilities. However, due to the diversity of departments, services and initiatives, there are opportunities to create a more unified approach to visual presentation, messaging and tone of voice across all communication channels.

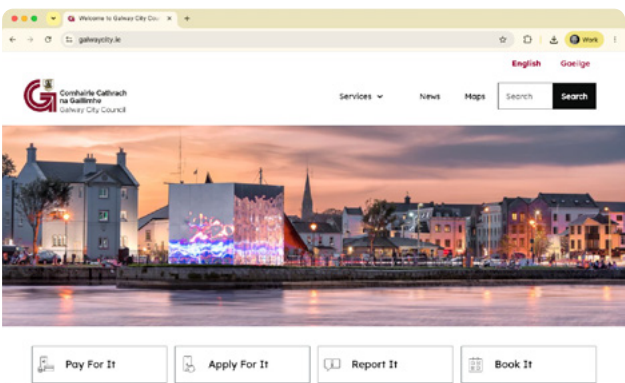
WEBSITE

Comprehensive, informative and well-established.

The Galway City Council website provides a comprehensive source of information and services for citizens, businesses and visitors. It performs an essential role in supporting service delivery and public engagement.

Opportunity

Further strengthen consistency between digital communications and the future organisational brand while continuing to improve user experience, accessibility and visual coherence across all online platforms.



Communications Audit

PUBLICATIONS & REPORTS

Professional content with varying levels of visual consistency.

Corporate publications, strategic reports and consultation documents are generally well structured and informative. However, visual presentation, document layouts and graphic treatments vary between departments, resulting in an inconsistent organisational identity.

Opportunity

Develop a unified publication system with consistent templates, typography, layout principles and bilingual standards that strengthen recognition across all Council publications.



SOCIAL MEDIA

Strong engagement with opportunities for greater brand consistency.

Social media provides Galway City Council with an important platform for engaging directly with citizens and promoting services, initiatives and community activities. Content is informative and responsive, reflecting the Council's active role within the city.

Opportunity

Introduce clearer visual guidelines and content principles to create a more recognisable and consistent presence across all social media channels while maintaining flexibility for different audiences and campaigns.



Communications Audit

CUSTOMER COMMUNICATIONS

Clear and informative with opportunities to strengthen the customer experience.

Letters, emails, forms, public notices and service communications provide many people’s primary interaction with Galway City Council. While communications are generally professional and informative, their appearance and structure vary across departments and services.

Opportunity

Develop a consistent communication framework that supports plain language, accessibility, bilingual implementation and a more recognisable organisational identity across every customer interaction.

Example

The current email signatures are inconsistent across various departments. Different fonts, colours and spacings are used. It’s important that every touch-point is consistent.



Communications Audit

TONE OF VOICE

Professional and authoritative with scope for greater warmth and consistency.

The Council's communications appropriately reflect the responsibilities of a public sector organisation. However, the tone can vary between departments, with differences in writing style, language and levels of formality.

Opportunity

Develop a verbal identity framework that balances professionalism with clarity, accessibility and a more human approach to communication, helping to build trust and strengthen relationships with citizens and stakeholders.

 **Galway City Council**
July 1 at 5:53 PM · 🌐

...

Today Galway City Council marks the start of Ireland's EU presidency.

Mayor of the City of Galway, Cllr Helen Ogbu, raised the European flag alongside the Irish flag at City Hall to mark the beginning of Ireland's Presidency of the Council of the European Union.

Galway City is delighted to be paired with Estonia as part of the County Pairings Programme - we look forward to help shape our shared future, working with other European partners.

#Ireland2026EU #EIRE2026EU [See less](#)

 **Galway City Council**
19h · 🌐

...

An exciting opportunity has arisen at Leisureland, Salthill.

Galway City Council is seeking Expressions of Interest for the operation of a coffee dock.

Learn more and submit your application before 2:00pm on Thursday 23 July 2026 to Events@GalwayCity.ie [See less](#)

 **Galway City Council**
July 1 at 7:30 AM · 🌐

...

Ireland begins its EU Presidency today, an important moment that shows the value of our place in Europe and the opportunities EU membership continues to bring to our communities and cities. 🇪🇺

As part of Ireland's EU Presidency, each county is paired with a member state to strengthen local connections and showcase Ireland's role in Europe. Galway City's partnership with Estonia opens the door to deeper relationships, shared learning and continued collaboration across areas like cultural policy, innovation and the night time economy.

We look forward to showcasing the many links between Ireland and Estonia over the coming months!

#EU2026 #IrelandEU #CountyPairing #FáilteGoGaillimh [See less](#)

 **Galway City Council**
Yesterday at 1:01 PM · 🌐

...

Staff Vacancy: Clerical Officer with Fluency in Irish
Closing Date: 2:00pm Thursday 23 July 2026
www.GalwayCity.ie/Human-Resources [See less](#)

 **Galway City Council**
6h · 🌐

...

A new exhibition, Survivor Stories: Tuam and Ireland's Institutional Past, is now open at Galway City Museum. The first exhibition dedicated to Ireland's Mother and Baby institutions. Hear survivor voices, see their stories, and engage with this vital history.

Created by [University of Galway](#) and [Galway City Museum Ireland](#), the exhibition shares the stories of 18 survivors of the Tuam Mother and Baby institution, honours the groundbreaking work of Catherine Corless, and highlights the survivor-led Tuam Oral History Project.

Visit Galway City Museum to learn more.
📍 Marta Barcikowska, Galway City Museum [See less](#)

 **Galway City Council**
June 30 at 7:01 PM · 🌐

...

Galway City Council is proud to support the national 'Live for Lorcan' campaign, strengthening our commitment to staff and public safety.

The campaign honours Lorcan Deasy, who tragically died in a workplace accident in 2018, by promoting personal responsibility and safer choices in every workplace.

Last Thursday, we hosted a High Impact Safety Seminar featuring Lorcan's mother, Marian Deasy, who shared her experience with workplace Health & Safety. Her message strengthened our resolve to build a stronger safety culture.

The seminar reminded staff that every safety procedure protects real families waiting for their loved ones to come home - it is never just a box-ticking exercise.

#WorkplaceSafety #LiveForLorcan #SafetyFirst #HealthAndSafety #SafetyCulture #PersonalResponsibility #SafetyAwareness [See less](#)



Communications Audit

OVERALL FINDINGS

Galway City Council already communicates extensively and effectively across a wide range of platforms and audiences. The opportunity is not to increase the volume of communications, but to improve their consistency, accessibility and recognisability through a unified organisational brand.

A stronger communications framework will enable every publication, campaign, digital platform and customer interaction to contribute towards a more cohesive public identity, reinforcing Galway City Council's role as a modern, trusted and citizen-focused organisation.



Customer Experience



Customer Experience

OVERALL ASSESSMENT

Strong public service delivery with opportunities to create a more consistent and recognisable customer experience.

Every interaction with Galway City Council contributes to the organisation's brand. Whether visiting a Council building, contacting a department, using an online service, attending a public consultation or receiving written correspondence, each touchpoint shapes public perception and influences trust in the organisation.

Our initial review suggests that Galway City Council delivers a broad range of services through multiple departments, locations and communication channels. While these interactions are generally professional and effective, the customer experience varies depending on the service, location and communication method.

A stronger organisational brand has the opportunity to create greater consistency across these touchpoints, ensuring that citizens experience the same level of professionalism, accessibility and quality regardless of how they engage with the Council.

PUBLIC BUILDINGS & RECEPTION AREAS

Professional civic environments with opportunities for a more unified brand experience.

Council offices, public buildings and reception areas provide important first impressions of the organisation. While functional and welcoming, the visual identity, signage and environmental branding vary between locations.

Opportunity

Develop a consistent environmental branding system that creates a recognisable and welcoming experience across all Council facilities.

For example:



Customer Experience

CUSTOMER SERVICE TOUCHPOINTS

Committed, knowledgeable and community focused.

The people representing Galway City Council are among its strongest brand assets. Every interaction contributes to public trust and reinforces the Council's reputation as a responsive public service organisation.

Opportunity

Support staff with clear brand principles, customer communication guidelines and consistent visual resources that strengthen every interaction.

FORMS, LETTERS & SERVICE COMMUNICATIONS

Functional communications with scope for greater consistency and accessibility.

Many residents experience the Council primarily through application forms, letters, emails and service updates. These communications are informative but vary in design, formatting and visual presentation across departments.

Opportunity

Introduce consistent templates and communication standards that improve readability, accessibility and organisational recognition across all customer-facing documents. Furthermore, use minor touch-points (like forms) to excite people. For example: create a page at the back showcasing Galway City Council and its sub brands.



Comhairle Cathrach
na Gaillimhe
Galway City Council

Recreation & Amenity Section, City Hall, College Road, Galway.

PLAYING PITCH ACCOMMODATION FORM 2025/2026

NOTE: This form must be completed in full. The word "None" must be entered in any case where applicable.

1. Official Name of Club/School/College: _____

Official Correspondence Address: _____

Official Email: _____
Please note this email will be solely used by Galway City Council for the purposes of issuing correspondence/invoices relating to this pitch licence application

Code: (GAA, Soccer, Hockey, Athletics etc.) _____

Leagues in which club/school/college participates: _____

2. Full details of any playing facilities available to the Club/school/college other than Galway City Council: _____

Number of Juvenile Teams catered for (U.18): _____

Number of Senior Teams catered for (0.18): _____

3. Pitch/es for which Licence is sought under this application – please refer to Schedule of Available Pitch Areas attached: _____

City Hall
College Road
Galway
091-534400



Comhairle Cathrach na Gaillimhe
Galway City Council

Re: New Supplier Set-Up

A Chara,

As a new supplier to Galway City Council, you must complete Galway City Council's Supplier Set up Form.

All new suppliers are paid by Electronic Fund Transfer and you must therefore submit your bank account details to facilitate payment. These details must be authorised by the Company Director/Financial Controller and returned directly to:

Finance Section, Galway City Council, City Hall, College Road, Galway

Email to: accountspayable@galwaycity.ie

Additional Requirements:

- If you are a construction company and Relevant Contract Tax applies to the work you must also complete and return a **Galway City Council RCT Declaration Form**. See <http://www.galwaycity.ie/supplier-goods-services-information/application-forms/>
- All companies/ individuals receiving payment from a Local Authority must have a valid Tax Clearance Certificate. If total payments reach the €10,000 threshold within a rolling 12 month period, payments cannot be made until a valid Certificate is received.
- All payments to suppliers for professional services e.g. legal, engineering, consultancy, etc are subject to Professional Services Withholding Tax.

Please note that no order can be placed or no payment can be made for goods/services to a new supplier until the relevant tax and bank details are received by our Accounts Payable office.

Invoices must be submitted directly to our Accounts Payable office and a Purchase Order Number must be quoted on the Invoice.

Mise le meas,

N. Moggan,
A/Head of Finance.



Customer Experience

WAYFINDING & SIGNAGE

Opportunity to strengthen navigation and brand visibility.

Signage and wayfinding play an important role in helping residents and visitors navigate Council buildings, facilities and public services. A consistent approach improves usability while reinforcing the Council's identity.

Opportunity

Develop an integrated signage and wayfinding system that combines accessibility, clarity and a consistent visual identity across all locations.

DIGITAL CUSTOMER EXPERIENCE

Strong digital platform with opportunities for continued refinement.

Digital services increasingly provide the primary point of interaction between citizens and Galway City Council. The Council's website and online services provide valuable access to information and services.

Opportunity

Ensure the future brand system is designed with digital-first principles, supporting accessibility, intuitive navigation and a consistent user experience across all digital platforms.



Customer Experience

OVERALL FINDINGS

The customer experience extends far beyond the visual identity. It encompasses every interaction between Galway City Council and the communities it serves.

The opportunity is to create a more cohesive experience where physical environments, customer communications, digital services and staff interactions all work together to reinforce a single organisational identity. By improving consistency across these touchpoints, Galway City Council can strengthen public confidence, improve recognition and deliver a more connected and accessible experience for all users.



Brand Architecture



Brand Architecture

OVERALL ASSESSMENT

An evolving portfolio of brands with opportunities to create greater clarity, consistency and organisational recognition.

Galway City Council delivers a diverse range of services, facilities, programmes and initiatives that collectively serve the people of Galway. Over time, many of these services have developed their own visual identities, communications and promotional materials to meet specific operational needs and engage different audiences.

While this approach provides flexibility, it can also make it difficult for citizens to recognise the relationship between individual services and Galway City Council. As a result, opportunities to reinforce organisational recognition, trust and consistency may be lost across the wider brand ecosystem.

A clearly defined brand architecture can help create stronger connections between services while allowing individual programmes and facilities to retain their own identities where appropriate.

CURRENT OBSERVATIONS

Our initial review indicates that Galway City Council operates across a broad portfolio of public-facing services and initiatives, including:

Corporate Services	Galway City Museum
Housing	Parks & Recreation
Planning	Economic Development
Community Development	Tourism and Events
Environment	Active Travel
Climate Action	Heritage
Arts & Culture	Public Realm Projects
Libraries	Community Initiatives

Many of these services communicate independently, often using different layouts, colour palettes, typography and graphic treatments. While appropriate in some instances, the relationship between these identities and Galway City Council is not always immediately apparent.



Brand Architecture

WHY BRAND ARCHITECTURE MATTERS

A well-structured brand architecture helps people understand how different services relate to one another and to the parent organisation. It creates clarity, strengthens organisational recognition and allows the Council to communicate with greater consistency across every touchpoint.

For Galway City Council, an effective brand architecture should:

Improve public recognition across all Council services.

Strengthen trust through a consistent organisational identity.

Reduce duplication across communications.

Support flexibility where specialist identities are required.

Enable future services and initiatives to be incorporated within a clear framework.

Reinforce Galway City Council's role as the organisation delivering and enabling these services.

INITIAL OPPORTUNITIES

The audit has identified several opportunities that will be explored during the next phase of the project:

Define clearer relationships between Galway City Council and its services, facilities and initiatives.

Develop a scalable brand architecture capable of supporting future growth.

Introduce consistent visual and verbal principles across departments.

Provide greater flexibility while maintaining organisational recognition.

Establish governance principles for future brand development and implementation.



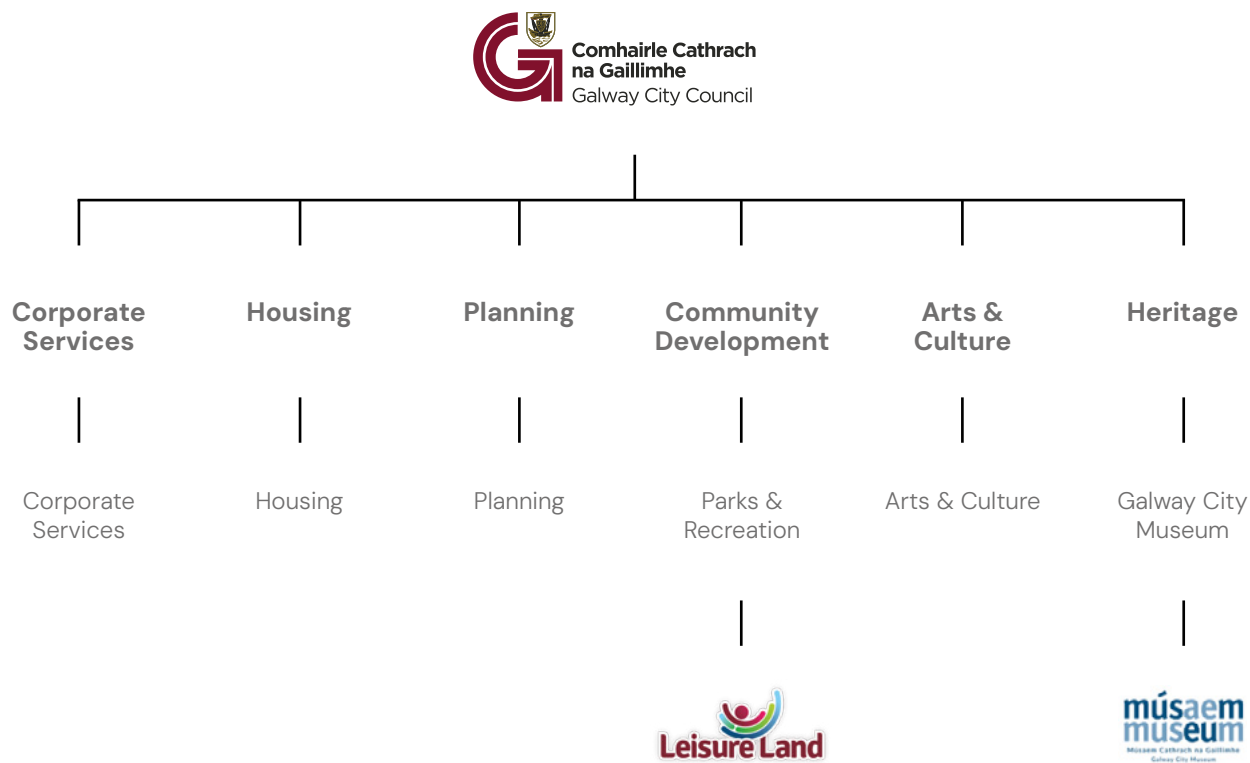
Brand Architecture

BRAND IMPLICATIONS

A clearly defined brand architecture will play an important role in creating a more cohesive organisational identity. Rather than viewing each service or initiative as an individual brand, the future system should enable citizens to recognise them as part of one connected organisation working towards a shared purpose.

The next phase of the project will explore the most appropriate brand architecture model for Galway City Council, ensuring it supports operational needs while strengthening organisational clarity, consistency and public recognition.

BRAND ARCHITECTURE DIAGRAM EXAMPLE: (FOR ILLUSTRATIVE PURPOSE ONLY – THIS WILL BE COMPLETED FURTHER INTO THE PROCESS)



Tone of Voice Audit



Tone of Voice Audit

OVERALL ASSESSMENT

Professional and authoritative, with opportunities to create a more consistent, accessible and engaging organisational voice.

The way Galway City Council communicates is just as important as its visual identity. Every email, report, social media post, public notice and website page contributes to how the organisation is perceived by citizens, businesses and stakeholders.

Our initial review suggests that the Council communicates professionally and appropriately for a public sector organisation. Communications are generally clear, informative and credible, reflecting the organisation's statutory responsibilities and commitment to transparency.

However, due to the breadth of services and departments, variations in writing style, language and tone are evident across different communications. While this is common within large organisations, it can create an inconsistent experience for audiences engaging with Galway City Council.

PROFESSIONALISM

Clear, credible and informative.

The Council's communications successfully convey professionalism and authority. Formal documents, reports and public information are generally well structured and provide confidence in the organisation's expertise and governance.

Opportunity

Maintain this professionalism while introducing greater warmth, clarity and consistency across all public communications.

ACCESSIBILITY & PLAIN LANGUAGE

Strong opportunity to improve readability and engagement.

Some communications are necessarily formal due to legislative or regulatory requirements. However, there are opportunities to simplify language where appropriate, making information easier to understand for a broader audience without compromising accuracy.

Opportunity

Adopt plain language principles to improve readability, accessibility and public understanding across customer-facing communications.



Tone of Voice Audit

CONSISTENCY

Variations in tone across departments and services.

Different services often communicate in different ways depending on audience, subject matter and communication channel. While flexibility is important, greater consistency would strengthen organisational recognition and create a more unified public voice.

Opportunity

Develop a verbal identity framework that establishes shared writing principles while allowing sufficient flexibility for different audiences and service areas.

BILINGUAL COMMUNICATIONS

An important expression of Galway's identity.

The use of both Irish and English reflects Galway's unique cultural identity and statutory responsibilities. Bilingual communications play an important role in expressing inclusivity, heritage and civic identity.

Opportunity

Ensure future verbal identity guidelines support consistent, respectful and well-integrated bilingual communications across all organisational touchpoints.

PERSONALITY

Opportunity to express a more distinctive organisational character.

The Council's communications are appropriately professional, but they do not always communicate the warmth, creativity, openness and confidence that characterise Galway as a city.

As identified within the Galway City Identity & Context Review, Galway is widely recognised as welcoming, creative, community-focused and culturally rich. There is an opportunity for the organisational voice to better reflect these qualities while remaining professional and trustworthy.

Opportunity

Develop a tone of voice that reflects Galway City Council as approachable, confident, inclusive and forward-looking, strengthening the connection between the organisation and the identity of the city it serves.



Tone of Voice Audit

OVERALL FINDINGS

An effective organisational voice should enable Galway City Council to communicate consistently across every audience and communication channel. The opportunity is not to make the Council less professional, but to make its communications clearer, more human and more reflective of the city's unique character.

A well-defined verbal identity will complement the future visual identity, ensuring that every interaction—whether written, spoken or digital—reinforces the same organisational values, personality and purpose.



Digital Audit



Digital Audit

OVERALL ASSESSMENT

A comprehensive digital presence with opportunities to strengthen consistency, accessibility and the overall brand experience.

Digital platforms are now the primary point of interaction between Galway City Council and many of its audiences. The Council's website, online services and social media channels play a critical role in delivering information, supporting public services and engaging with citizens, businesses and visitors.

Our initial review indicates that Galway City Council has established a strong digital presence that provides access to a wide range of services and information. As expectations of digital public services continue to evolve, there is an opportunity to ensure the future organisational brand is designed with a digital-first mindset, creating a more consistent and engaging experience across all online platforms.

WEBSITE

Comprehensive, informative and service-focused.

The Galway City Council website provides an extensive range of information, services and resources. It successfully supports citizens in accessing Council services and reflects the breadth of the organisation's responsibilities.

Opportunity

Continue to improve the user experience through greater visual consistency, clearer content hierarchy and stronger integration of the future organisational brand.

DIGITAL IDENTITY

Recognisable but inconsistent across digital applications.

The Council's digital communications currently utilise a range of layouts, graphics and visual treatments that have developed over time. While individual applications perform well, there is an opportunity to create a more unified digital identity across websites, online services and digital communications.

Opportunity

Develop a flexible digital design system that provides consistency across all online platforms while remaining adaptable for future technologies and services.



Digital Audit

USER EXPERIENCE (UX)

Strong functionality with opportunities for continuous improvement.

The Council's digital platforms provide clear access to information and services, supporting a wide range of public needs. As user expectations continue to evolve, ongoing improvements to navigation, content structure and accessibility will further enhance the overall customer experience.

Opportunity

Adopt user-centred design principles that simplify navigation, reduce complexity and make it easier for users to complete common tasks online.

ACCESSIBILITY

A key priority for future digital communications.

Accessible digital services are essential for ensuring that all users can access Council information and services regardless of ability or circumstance. Accessibility should be considered a fundamental component of the future organisational brand rather than a technical requirement alone.

Opportunity

Embed accessibility principles throughout the future digital identity, including typography, colour contrast, navigation, document formats and digital content design.

SOCIAL & DIGITAL ENGAGEMENT

Active and responsive communication channels.

Social media and digital platforms provide valuable opportunities for Galway City Council to communicate directly with communities, promote initiatives and encourage public participation.

Opportunity

Strengthen the visual consistency and recognisability of digital communications through shared templates, content principles and a unified organisational identity.



OVERALL FINDINGS

Galway City Council has developed a strong digital platform that supports both service delivery and public engagement. The opportunity is to ensure that every digital interaction reflects the same professionalism, accessibility and consistency as the wider organisational brand.

The future identity should be designed with digital-first principles, ensuring it performs effectively across websites, mobile devices, online services, social media and emerging digital platforms. By creating a unified digital experience, Galway City Council can strengthen public confidence while improving accessibility, usability and brand recognition.



Environmental Audit



Environmental Audit

OVERALL ASSESSMENT

A strong civic presence with opportunities to create a more cohesive and recognisable environmental brand experience.

Galway City Council's brand extends far beyond printed publications and digital communications. Every Council building, public facility, vehicle, sign, park, construction project and civic space contributes to how the organisation is experienced by citizens and visitors.

The Council has a significant physical presence throughout the city, making environmental branding an important component of the overall organisational identity. While many locations successfully communicate professionalism and public service, the visual experience varies across different facilities, departments and public environments.

The opportunity is to create a more unified environmental identity that reflects Galway City Council's role as a modern, accessible and confident civic organisation while enhancing the public experience across all physical touchpoints.

CIVIC BUILDINGS

Established civic presence with opportunities for greater consistency.

Council offices, libraries, museums, community facilities and public buildings are among the organisation's most visible brand assets. While these facilities provide important public services, the application of branding, signage and environmental graphics varies considerably between locations.

Opportunity

Develop a consistent environmental branding approach that strengthens recognition while creating welcoming, accessible and contemporary public spaces.

SIGNAGE & WAYFINDING

Functional signage with opportunities for a more unified system.

Directional signage, building identification and public information signs play an essential role in helping people navigate Council facilities and services. Current signage reflects different design styles, materials and graphic treatments developed over time.

Opportunity

Introduce a cohesive wayfinding and signage system that improves navigation while reinforcing Galway City Council's visual identity across all public environments.



Environmental Audit

VEHICLES & OPERATIONAL ASSETS

Highly visible assets with untapped branding potential.

Galway City Council operates a range of vehicles and operational equipment across its services, providing a highly visible presence throughout the city. However, variations in logo application, positioning and overall presentation can limit consistency and organisational recognition across the fleet.

Opportunity

Develop clear vehicle branding guidelines that standardise logo placement, sizing, colour and identification across Council vehicles and operational assets. A consistent approach will strengthen public recognition and reinforce Galway City Council's presence in the everyday delivery of services.

PUBLIC REALM & INFRASTRUCTURE

A significant opportunity to express civic identity.

Galway City Council influences many of the city's public spaces through parks, streetscapes, public realm improvements, infrastructure projects and community facilities. Collectively, these contribute to how people experience both the organisation and the city itself.

Opportunity

Ensure the future organisational identity supports public realm projects through consistent interpretation, project branding and environmental communications that strengthen civic pride and organisational recognition.

TEMPORARY COMMUNICATIONS

Opportunity to improve consistency during projects and public engagement.

Construction hoarding, consultation signage, event branding, temporary information boards and project communications often provide highly visible opportunities to communicate the Council's role within the city.

Opportunity

Develop a suite of temporary branding applications that ensure consistency across public consultations, infrastructure projects, community initiatives and city events.



OVERALL FINDINGS

Galway City Council already has an extensive presence within the physical environment of the city. The opportunity is to ensure that every physical touchpoint contributes to a consistent, recognisable and positive organisational experience.

By developing a comprehensive environmental identity system, Galway City Council can strengthen visibility, improve navigation, enhance accessibility and reinforce its role as the organisation that shapes, manages and cares for the city.



SWOT Analysis



SWOT Analysis

The Brand Audit has identified a number of strengths that provide a solid foundation for the future Galway City Council brand, alongside opportunities to strengthen consistency, clarity and organisational recognition.

The following SWOT analysis summarises the principal observations emerging from the audit and will inform the next phase of the branding project.

Strengths



- Well-established and recognised organisational identity.
- Strong civic reputation and public trust.
- Clear strategic direction through the Corporate Plan.
- Extensive public presence across buildings, services and digital platforms.
- Strong bilingual heritage reflecting Galway's unique identity.
- Comprehensive website and growing digital services.
- Experienced staff delivering a broad range of public services.

Weaknesses



- Visual identity has evolved over time, resulting in inconsistencies across applications.
- Limited supporting graphic language beyond the core logo.
- Brand architecture lacks clear relationships between services and initiatives.
- Variations in typography, colour usage and document design.
- Tone of voice and customer communications vary across departments.
- Environmental branding and signage have developed inconsistently over time.
- Existing identity does not fully reflect Galway's creative, cultural and contemporary character.
- The existing logo presents legibility and reproduction limitations at reduced sizes, particularly across digital applications.

Opportunities



- Develop a cohesive organisational identity across all services and touchpoints.
- Better reflect Galway's unique identity through a contemporary brand system.
- Create a flexible design system for digital, print and environmental applications.
- Strengthen public understanding of the Council's role and impact.
- Improve accessibility, bilingual implementation and inclusive communications.
- Establish clear brand governance and implementation standards.

Threats



- Continued inconsistency may weaken organisational recognition over time.
- Independent branding across services may dilute the parent organisation.
- Increasing public expectations for accessible and user-centred communications.
- Rapid growth and organisational change may create further inconsistencies if not managed through clear governance.
- Without clear brand governance, future communications may continue to develop independently.
- Missed opportunities to reinforce public confidence through consistent branding and customer experience.



SWOT Analysis

KEY STRATEGIC INSIGHTS

The audit demonstrates that Galway City Council already possesses many of the attributes required for a strong organisational brand. The organisation benefits from an established identity, a respected civic role and a clear strategic vision for the future.

The principal opportunity is not to reinvent the organisation, but to evolve its existing brand into a more cohesive, flexible and contemporary system that better reflects Galway's identity while supporting the Council's ambitions for the future.

The findings also reinforce that branding extends far beyond the visual identity alone. Consistency across communications, digital services, customer experience, environmental applications and organisational behaviours will be equally important in creating a successful and enduring brand.



Key Findings



Key Findings

KEY STRATEGIC INSIGHTS

The Brand Audit has identified a number of recurring themes across Galway City Council's existing brand, communications and customer experience. While the organisation benefits from a strong foundation, several

strategic opportunities have emerged that will help shape the next phase of the branding project. The following findings summarise the principal observations from the audit.

1. A STRONG FOUNDATION ALREADY EXISTS

Galway City Council benefits from an established organisational identity, strong civic credibility and high levels of public recognition. The objective of this project should therefore be to evolve and strengthen the existing brand rather than replace it.

2. THE ORGANISATION HAS EVOLVED FASTER THAN ITS BRAND

The Council has grown significantly in terms of services, digital communications, public engagement and strategic ambition. While the organisation has evolved, the brand has developed organically over time, resulting in inconsistencies across departments, communications and applications.

The existing logo also presents practical limitations in today's digital environment. The detailed civic crest loses clarity at smaller sizes, while fine elements within the G become difficult to reproduce consistently. These challenges highlight the need for a more accessible, adaptable and cohesive visual identity that meets the demands of modern civic communication.

3. GALWAY'S IDENTITY PROVIDES A POWERFUL STRATEGIC PLATFORM

The accompanying Galway City Identity & Context Review demonstrates that Galway possesses a distinctive identity built upon creativity, culture, community, bilingualism, innovation and place. These qualities provide a strong foundation from which the organisational brand can evolve.

4. GREATER CONSISTENCY WILL STRENGTHEN PUBLIC RECOGNITION

The audit identified variations in visual identity, communications, environmental branding and customer touchpoints. Establishing a more cohesive identity system will improve recognition and reinforce public confidence across all interactions with Galway City Council.

5. THE BRAND SHOULD BETTER REFLECT THE COUNCIL'S CIVIC LEADERSHIP ROLE

The Corporate Plan presents Galway City Council as an ambitious, collaborative and forward-looking organisation. The future brand should communicate this leadership role more clearly while reinforcing the Council's commitment to serving the people of Galway.

6. DIGITAL-FIRST THINKING WILL BE ESSENTIAL

Digital platforms are now the primary way many people interact with Galway City Council. The future brand must therefore be designed to perform effectively across websites, social media, online services and emerging digital channels while maintaining accessibility and usability.

7. A CLEAR BRAND ARCHITECTURE WILL IMPROVE UNDERSTANDING

The Council manages a broad portfolio of services, facilities and initiatives. A clearer brand architecture will help citizens understand the relationship between these services while strengthening recognition of Galway City Council as the parent organisation.

8. BRAND EXPERIENCE EXTENDS BEYOND VISUAL IDENTITY

Every interaction with Galway City Council contributes to the organisation's reputation. Customer experience, communications, environmental branding, staff interactions and digital services should all be considered integral components of the future brand.

9. ACCESSIBILITY AND BILINGUAL COMMUNICATION SHOULD BE CENTRAL

Accessibility and bilingual implementation should not be viewed as compliance requirements alone. They represent important opportunities to create a more inclusive, representative and user-centred organisational identity.

10. THE OPPORTUNITY IS EVOLUTION, NOT REINVENTION

The audit has demonstrated that Galway City Council already possesses many of the attributes required for a successful organisational brand. The opportunity is to build upon these strengths by developing a cohesive identity system that better reflects the organisation's purpose, the identity of Galway and the expectations of a modern public service.



Key Findings

SUMMARY

The findings of this audit confirm that Galway City Council has a strong platform from which to build. The next phase of the project will explore these themes through stakeholder engagement, ensuring that the future Brand Strategy is informed by evidence, collaboration and a shared vision for the organisation.

Rather than redefining Galway City Council, the project presents an opportunity to strengthen how the organisation expresses its purpose, communicates its values and delivers a consistent experience for everyone who interacts with it.



Priority Recommendations



Priority Recommendations

SUMMARY

The Brand Audit has identified a number of strategic opportunities that will strengthen Galway City Council's organisational brand and improve consistency across its communications, services and public-facing activities.

These recommendations are intended to guide the next phase of the project and should be considered as strategic priorities rather than immediate design actions. Collectively, they provide the framework for the development of the Galway City Council Brand Strategy and subsequent identity system.

PRIORITY 1: DEVELOP A CLEAR BRAND STRATEGY

The future organisational brand should be underpinned by a clearly defined brand strategy that articulates Galway City Council's purpose, positioning, values, personality and long-term vision.

A strong strategic foundation will ensure that future design decisions are evidence-based and aligned with the Council's organisational ambitions.

PRIORITY 2: CREATE A COHESIVE BRAND IDENTITY SYSTEM

Develop a flexible identity system that extends beyond the logo to include typography, colour, photography, graphic language, templates and digital applications. The objective should be to create a recognisable and consistent brand capable of supporting every department, service and communication channel.

PRIORITY 3: STRENGTHEN BRAND ARCHITECTURE

Develop a clear and scalable brand architecture that defines the relationship between Galway City Council and its services, facilities, programmes and initiatives. A structured approach will improve public recognition while providing flexibility for specialist services where appropriate.

PRIORITY 4: IMPROVE CONSISTENCY ACROSS COMMUNICATIONS

Introduce shared design principles, templates and communication standards that create a consistent experience across publications, digital platforms, customer communications and environmental applications.

Consistency should become a defining characteristic of the future organisational brand.

PRIORITY 5: DEVELOP A DISTINCTIVE VERBAL IDENTITY

Create a Tone of Voice Framework that reflects Galway City Council as professional, approachable, inclusive and confident.

The verbal identity should support clear, accessible and bilingual communications while better expressing the organisation's civic leadership role.

PRIORITY 6: DESIGN FOR DIGITAL AND ACCESSIBILITY

Ensure the future identity is developed using digital-first and accessibility-first principles.

The brand should perform effectively across websites, mobile devices, social media, digital services and emerging technologies while meeting recognised accessibility standards.

PRIORITY 7: STRENGTHEN THE CUSTOMER EXPERIENCE

Extend the organisational brand beyond communications by creating a more consistent experience across customer service, public buildings, signage, wayfinding, environmental graphics and operational assets.

Every interaction with Galway City Council should reinforce the same values, quality and organisational identity.

PRIORITY 8: ESTABLISH BRAND GOVERNANCE

Develop a comprehensive set of Brand Guidelines and governance procedures that support consistent implementation across all departments and future projects.

Clear governance will help protect the integrity of the new brand while enabling flexibility for future growth and organisational change.





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