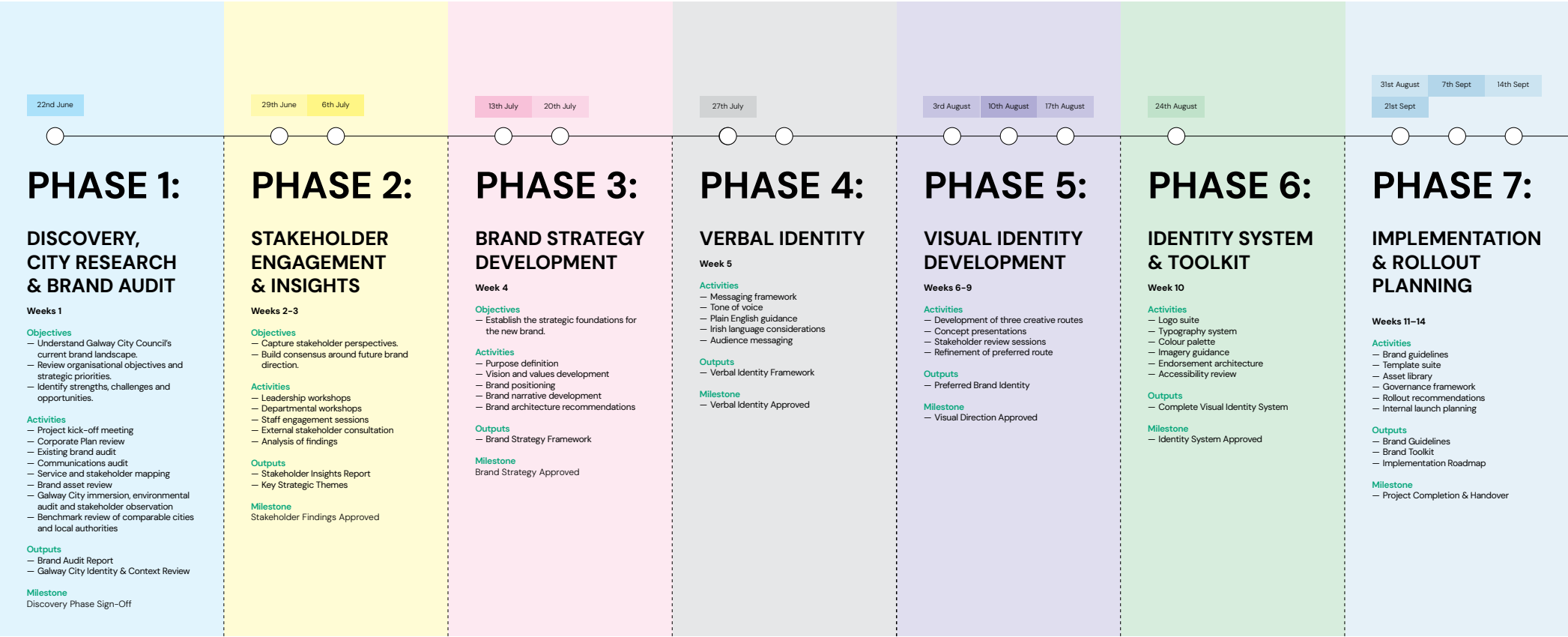


Galway City Council
Brand Strategy
31st July 2026



TurasBranda

Project Timeline



From Discovery to Strategy

Every strategic recommendation presented today is **grounded in the evidence** gathered throughout the Discovery Phase.



From Discovery to Strategy



Over the past number of weeks, Galway City Council has participated in a comprehensive organisational brand discovery programme.

Through strategic research, organisational analysis and extensive stakeholder engagement, we have developed a shared understanding of:

Galway City's identity

Galway City Council's role

The organisation's strengths

Future opportunities

The aspirations of those who work within, engage with and are served by the Council.



Today's Brand Strategy does not represent a new direction. It represents the natural progression of everything we have collectively discovered.



What Discovery Confirmed



Galway City's identity is defined by its people, culture and sense of place.



The Council's contribution is greater than many people realise.



Better communication represents the greatest opportunity.



One organisation deserves one clear identity.



Leadership should inspire confidence in Galway City's future.



The future brand should reflect who Galway City Council already is.



These findings now become the strategic foundations of the Brand Strategy.



Strategic Foundations

The Discovery Phase revealed several enduring truths that will shape Galway City Council's future organisational brand.



Strategic Foundations

The Brand Strategy has therefore been developed around the following strategic foundations:



Human Before Institutional

People are at the heart of Galway City Council's purpose, decisions and services.



Proudly Galway City

The organisation should reflect the distinctive character, culture and identity of the city it serves.



One Council, One Identity

A consistent organisational identity strengthens recognition, trust and understanding.



Visible, Open & Connected

Communication should build relationships, improve understanding and strengthen public confidence.



Celebrate Contribution

The organisation should better communicate the positive impact it has on everyday life.



Build Trust Through Consistency

Every interaction should reinforce trust through clarity, accessibility and consistency.



Authentic Leadership

The brand should express confidence, ambition and leadership while remaining approachable and community-focused.



Future-Focused, Rooted in Place

Galway City Council should embrace change while protecting the character and identity that make Galway City unique.



Our Brand Philosophy



Galway City Council’s brand is not simply how the organisation looks.

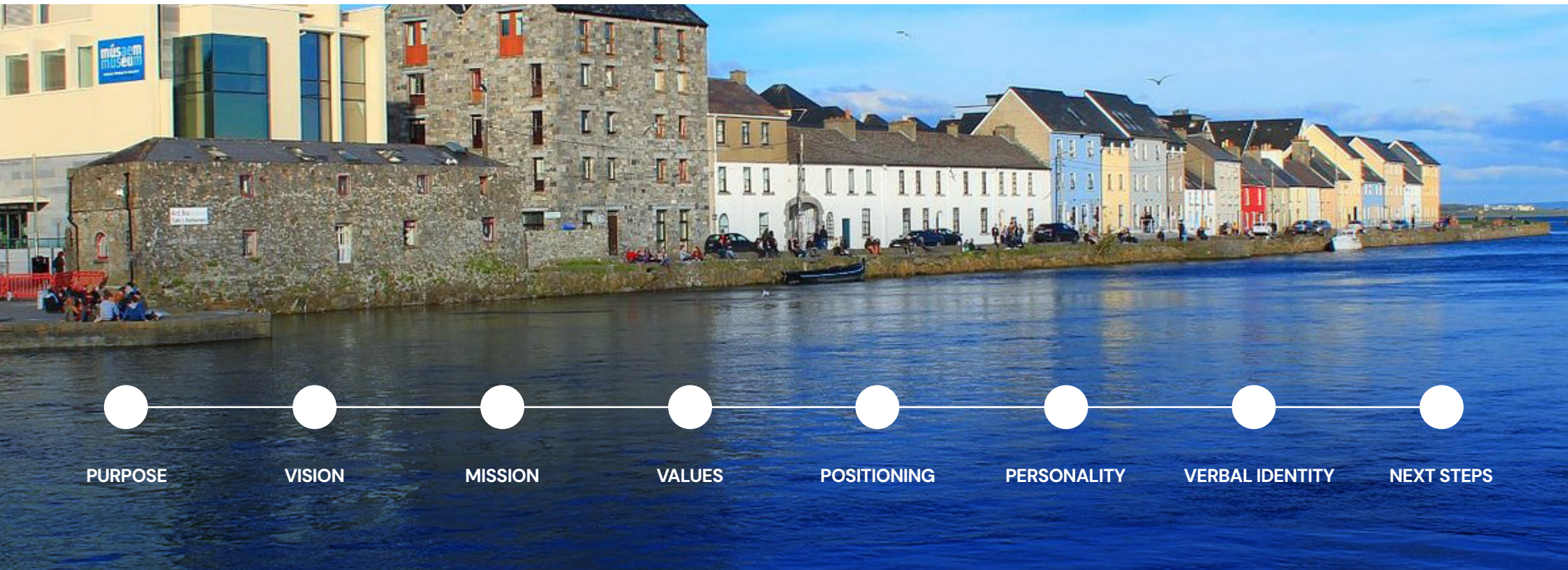
It is how people experience, understand and connect with the Council.

Every interaction, every conversation and every communication either builds or weakens trust.

This strategy provides the framework for creating one consistent, human and authentic Galway City Council brand.



Our Strategic Framework



Galway City Council Purpose

Why we exist



Purpose – Why Galway City Council exists

Organisational Purpose

To enable Galway City and its people to thrive by leading with purpose, serving with integrity and shaping a city where communities, culture and opportunity flourish.

GCC exists to serve the people of Galway City by creating the conditions for a city where everyone can thrive. By leading with purpose, working in partnership and acting as responsible stewards of the city's future, the Council supports strong communities, celebrates Galway City's rich culture, enables sustainable growth and creates opportunities that improve the lives of current and future generations.



Purpose – Why Galway City Council exists

Brand Purpose

To build trust and strengthen connections by making Galway City Council's contribution visible, meaningful and understood.

The Galway City Council brand exists to help people better understand the Council's role in shaping the city and improving everyday life. By communicating openly, consistently and authentically, the brand celebrates the people, projects and partnerships that make Galway City thrive. It transforms services into stories, decisions into understanding and leadership into trust, helping people feel more connected to the Council and more confident in its contribution to the city's future.



Galway City Council Vision

The future we are helping to create



Vision – The future we are helping to create

Organisational Vision

A Galway City that grows with confidence while remaining true to the people, culture and character that make it extraordinary.

Galway City Council envisions a city where sustainable growth enhances rather than compromises its identity. A city where vibrant communities, a thriving economy, rich cultural life and a protected natural environment work together to create an exceptional quality of life. By working collaboratively with residents, businesses, community organisations and public sector partners, the Council will help shape a Galway City that is welcoming, resilient, inclusive and full of opportunity for current and future generations.



Vision – The future we are helping to create

Brand Vision

To be recognised as an open, trusted and approachable Council that inspires confidence locally, earns respect nationally, celebrates Galway City and connects people with the future of their city.

The Galway City Council brand will be recognised for communicating with clarity, consistency and purpose. It will reflect the Council's leadership, celebrate Galway City's unique character and demonstrate the positive impact of its work. Every interaction, campaign and communication should strengthen trust, foster civic pride and reinforce the Council's role as a collaborative leader shaping Galway City's future.



Galway City Council Mission

How we will achieve our vision



Mission – How we will achieve our vision

Organisational Mission

To serve Galway City through trusted leadership, excellent public services and meaningful collaboration, enabling sustainable growth, stronger communities and a better quality of life for all.

Every day, Galway City Council works to make a positive difference to the lives of the people it serves. By delivering high-quality public services, working collaboratively with communities and partners, and planning responsibly for the future, the Council creates opportunities, protects Galway City's rich cultural and natural heritage, and supports a city where everyone can live, work, visit and belong with confidence.



Mission – How we will achieve our vision

Brand Mission

To communicate with clarity, consistency and authenticity, ensuring every interaction builds trust, strengthens understanding and reflects the values of Galway City Council.

The Galway City Council brand will support consistent communication across every touchpoint. Through clear language, accessible information, inclusive design and meaningful engagement, it will help make the Council's work easier to understand and more relevant to people's everyday lives. Every communication should be appropriate to its purpose, whether informing, consulting, guiding or celebrating, ensuring the brand remains a trusted reflection of the organisation and the city it serves.



Galway City Council Values

How we behave every day



Values – How we behave every day

Galway City Council's values define the behaviours, decisions and interactions that shape the organisation every day. They provide a shared framework for employees, elected members and partners, ensuring the Council's purpose and vision are consistently reflected in every service, decision and experience.



Values – How we behave every day

01. Galway City People First

We put Galway City people at the heart of every decision, service and interaction.

We exist first and foremost to serve the people who call Galway City home. Every decision we make should improve their quality of life, promote equity and help create a safe, welcoming, inclusive, accessible and vibrant city for everyone who lives, works, studies, visits and invests here.

02. Lead with Integrity

We lead with honesty, accountability, transparency and responsibility.

We earn trust by acting responsibly, communicating openly and delivering on our commitments. We promote ethical and professional practices, take ownership of our decisions and strive to serve the public with fairness, integrity and respect.

03. Work Together

We achieve more through collaboration and partnership.

Strong relationships create better outcomes. We value teamwork across the organisation and work closely with communities, businesses and partners to shape Galway City's future together.

04. Proudly Galway City

We celebrate the people, culture and character of our city.

Everything we do should reflect the people, culture and character of Galway City. We celebrate the city's creativity, heritage and sense of place while helping to protect what makes Galway City distinctive for future generations.

05. Shape Tomorrow

We act today with tomorrow in mind.

We embrace innovation, sustainability and continuous improvement to create lasting value for Galway City. By balancing ambition with responsibility, every decision should contribute to a resilient, inclusive, equitable and prosperous future.



Galway City Council Positioning

How we want to be recognised



Positioning – How we want to be recognised

Positioning defines the distinct role Galway City Council should occupy in the minds of the people it serves. It establishes how the organisation is recognised, what differentiates it from other local authorities and the lasting impression every interaction should create. Rooted in the Discovery Phase, this positioning reflects the City Council's ambition to build trust, strengthen understanding and communicate its contribution with greater clarity, consistency and confidence.



Positioning – How we want to be recognised

Organisational Positioning

Galway City Council is the trusted civic leader that brings people, place and possibility together to shape a thriving Galway City.

Galway City Council exists to do more than deliver public services. It provides leadership, creates opportunity and works in partnership with communities to shape the future of the city. The Council plays a vital role in enabling sustainable growth while protecting the natural, built and cultural heritage that makes Galway City unique. It supports internationally recognised sectors, including advanced manufacturing, life sciences and Good Manufacturing Practice industries, while helping Galway City remain a vibrant and inclusive place to live, work, study, visit and invest. Through responsible leadership, meaningful collaboration and decisions that improve everyday life, the Council can earn trust locally and command respect nationally as an organisation that enables communities to flourish.



Positioning – How we want to be recognised

Brand Positioning

The brand that helps people see, understand and value Galway City Council's contribution to everyday life.

The Galway City Council brand exists to make the organisation's work more visible, relatable and meaningful. Through clear communication, authentic storytelling and consistent experiences, the brand helps people understand not only what the Council does, but why it matters. It builds trust by connecting everyday services, strategic leadership and long-term investment with the people and communities they positively impact.



Positioning – How we want to be recognised

Our Positioning in one sentence

Galway City Council is the trusted civic leader shaping Galway City's future and helping people understand, value and connect with its contribution every day.



Positioning – How we want to be recognised

Positioning Pillars.

Trusted Leadership

Providing confidence through responsible decision-making.

Strong Communities

Putting people at the heart of every decision.

Proudly Galway City

Celebrating the city's culture, heritage and character.

Visible Contribution

Helping people understand the Council's impact.

Shaping Tomorrow

Creating a sustainable future for generations.



The Spirit of Galway City

Understanding the city we serve

Galway City is unlike any other city in Ireland. It is defined not by its size, but by the strength of its identity. Shaped by the River Corrib, connected to Galway Bay and open to the Atlantic, the city has a global outlook and a local heart. Galway City is internationally recognised for its creativity, culture, higher education, research excellence and entrepreneurial spirit. It is also a centre of excellence for advanced manufacturing, medical technologies and Good Manufacturing Practice (GMP) industries, reinforcing its reputation for innovation, quality and global competitiveness. Home to the University of Galway and a thriving ecosystem of research, innovation and enterprise, the city continues to attract students, talent and investment from across Ireland and around the world.

Galway City’s unique natural, built and cultural heritage is one of its greatest strengths. From protected habitats and waterways to its historic streetscapes and architectural character, these assets shape how the city evolves. Rather than limiting ambition, they encourage thoughtful, sustainable growth that respects the past while creating opportunities for future generations.

People do not simply encounter Galway City, they experience it. Whether living, working, studying or investing here, people are drawn to its warmth, diversity, inclusivity, character and quality of life. These qualities shape how the city is perceived nationally and internationally and provide the foundation upon which Galway City Council’s own brand should be built.

The City Council’s role is not to define Galway City’s identity, but to champion, protect and strengthen it through trusted leadership, meaningful engagement and a commitment to shaping a city where people, place and opportunity continue to thrive.

Human

A welcoming, diverse and inclusive city where everyone belongs and every community is valued.

Creative

A place where culture, education, research, ideas and innovation flourish.

Atlantic

Shaped by the River Corrib, Galway Bay, its Atlantic coastline and a deep connection to the west of Ireland.

Authentic

Proud of its heritage, language and distinctive character.

Forward Looking

Embracing growth while remaining true to what makes Galway City special.



The Spirit of Galway City

Galway City is not defined by what it has,
but by how it makes people feel.



Galway City Council Personality

How we want to be experienced



Personality – How we want to be experienced

Brand personality defines the human characteristics people should associate with Galway City Council. It influences not only how the organisation communicates, but how every interaction feels. A consistent personality creates familiarity, strengthens trust and ensures every interaction reflects the Council's purpose, values and leadership role within the city.



Personality – How we want to be experienced

Organisational Personality

Human

We put people before process, communicating with empathy, respect and understanding while recognising every decision ultimately affects people’s lives.

Trusted

We act with integrity, transparency and accountability, building trust through every decision we make.

Progressive

We embrace innovation, collaboration and continuous improvement while planning responsibly for the future.

Proud

We celebrate Galway City’s people, culture, language, heritage and achievements, acting as passionate custodians of the city.

Confident

We provide leadership with clarity and purpose, making informed decisions and communicating them openly.

Galway City Council should be experienced as a human, trusted and confident organisation that leads with purpose while remaining approachable and grounded in the communities it serves. It should celebrate Galway City with pride, embrace innovation responsibly and communicate with openness, empathy and clarity. These characteristics should be evident not only in communications, but in every service, decision and interaction.



Personality – How we want to be experienced

Brand Personality

Human

Not bureaucratic.

We speak to people,
not departments.

Clear

Not confusing.

We explain rather
than complicate.

Confident

Not arrogant.

We lead conversations
rather than react.

Inclusive

Not exclusive.

We make everyone
feel represented
and informed.

Inspiring

Not transactional.

We celebrate progress,
possibility and the people
shaping Galway City.



Personality – How we want to be experienced

If Galway City Council were a person, they would be...

Warm without losing professionalism.

Confident without arrogance.

Ambitious without losing sight of its roots.

Knowledgeable without using jargon.

Proud without becoming self-important.

Progressive without leaving people behind.

Visible without seeking attention.

Honest even when conversations are difficult.



If the Spirit of Galway City were a person...

They would be curious, creative and quietly confident.

They would be as comfortable listening to traditional music in a small pub as they would be discussing new ideas in a modern innovation hub.

They would speak with warmth rather than volume, create a sense of belonging and value community over status.

They would honour their heritage without being constrained by it, embracing new ideas while remaining true to their roots.

They would embody a city where creativity, culture and community come together, with an open mind shaped by generations of artists, entrepreneurs, students, dreamers and doers.

Most of all, they would leave people feeling welcome, inspired and connected.

Personality summary:

Creative without trying to impress.

Bohemian without trying to be different.

Welcoming without expectation.

Confident without arrogance.

Independent without isolation.

Curious about new ideas.

Resilient in the face of change.

Authentic in every conversation.

Grounded in community.

Proud of where they come from.



“Galway City is the kind of place
that welcomes you as a visitor but
leaves you feeling like you belong.”



Galway City Council Verbal Identity

How we want to communicate.



What is Verbal Identity?

Verbal Identity defines how Galway City Council communicates across every touchpoint. It ensures that whether people are reading the website, attending a public consultation, receiving a letter, engaging on social media or speaking with a member of staff, the experience feels consistent, human and unmistakably Galway City Council.

A strong verbal identity builds trust by ensuring Galway City Council speaks with one clear, consistent and confident voice.



Verbal Identity – How we want to communicate

Clear

We communicate in plain English, avoiding unnecessary jargon and making information easy to understand.

Open

We communicate honestly and transparently, explaining decisions and keeping people informed.

Human

We write and speak like people, recognising the impact our work has on people’s everyday lives.

Inclusive

We ensure everyone can understand, access and engage with our communications.

Confident

We communicate with clarity and purpose, providing confident leadership while remaining approachable and respectful.



Verbal Identity – How we want to communicate

We sound:

- Human
- Helpful
- Honest
- Clear
- Professional
- Inclusive

We don't sound:

- Bureaucratic
- Cold
- Defensive
- Complicated
- Corporate
- Impersonal

Every communication should...

Inform → Reassure → Explain → Encourage → Build trust

Before publishing, ask yourself:

- [] What's the objective of this communication?
- [] Does this sound human?
- [] Is it easy to understand?
- [] Does it prioritise what people really **NEED** to know?
- [] Does it explain rather than complicate?
- [] Would someone trust this?
- [] Does it sound like Galway City Council?

Every word shapes perception. By communicating consistently, clearly and authentically, Galway City Council builds trust, strengthens understanding and creates better experiences for the people it serves.



Audience Messaging Examples

One Council. Different conversations.

Residents	Businesses	Visitors	Students	Communities	Investors / Partners
Core Message: We're here to make Galway City a better place to live, ensuring every decision contributes to stronger communities, better services and a safe, vibrant city where people can thrive.	Core Message: We're creating the conditions for enterprise, investment and innovation, helping businesses grow while strengthening Galway City's economy and protecting the character that makes our city unique.	Core Message: Whether you are here for a day or a lifetime, we help make Galway City welcoming, accessible and easy to experience, while protecting the culture, character and places that make it unique.	Core Message: Galway City is a place where ideas flourish, opportunities grow and lifelong connections begin. We work to create a safe, welcoming and inclusive city where students can participate, contribute and belong.	Core Message: Together we shape neighbourhoods that are welcoming, inclusive and resilient for everyone who calls Galway City home.	Core Message: Galway City is a confident European city with global ambition, offering partnership, innovation and sustainable opportunity.



The Galway City Council Manifesto

We believe a great city is shaped by more than buildings, roads or services. It is shaped by the people who call it home.
Every decision we make is about creating a city where communities can flourish, businesses can grow and future generations can thrive.
We are here to protect what makes Galway City special.
Its heritage.
Its natural environment.
Its unique character.
Its sense of belonging.
We are here to create opportunity.
To support ambition.
To encourage innovation.
To build partnerships.
To make it easier for people to live, work, study, invest and succeed.
We know that shaping Galway City's future means balancing progress with stewardship.
Growing responsibly.
Listening openly.
Leading with integrity.
Working together.
Because every choice we make today will help define the Galway City of tomorrow.
A city that is safe.
Inclusive.
Sustainable.
Ambitious.
Connected.
Together, we protect what matters and shape what comes next.



The Galway City Manifesto

Galway is more than a city.
It's a place shaped by its people.
By creativity.
By culture.
By community.
It lives in conversations shared over coffee.
In music drifting through narrow streets.
In ideas exchanged between neighbours, students, artists and entrepreneurs.
It celebrates its heritage.
Without being defined by it.
It welcomes new ideas.
Without forgetting where it came from.
It embraces possibility.
While staying true to the character that makes it unmistakably Galway.
Because Galway City isn't simply somewhere you visit.
It's a feeling.
It's the feeling of hearing music spill onto the streets.
Of finding inspiration around every corner.

Of discovering opportunity where you least expect it.
Of feeling connected to a place.
Its people.
Its culture.
Its spirit.
It's the feeling of being welcomed.
Included.
Valued.
Galway welcomes you as a visitor, but leaves you feeling like you belong.
A place where your story can become part of Galway's story.
A place where every generation leaves something behind for the next.
A place that continues to evolve.
Without ever losing its soul.
That is the spirit of Galway.
That is the feeling we share.
That is the future we continue to shape.
Together.



Verbal Identity – Brand Expressions

These expressions demonstrate how the strategy could come to life through short, memorable language. They are exploratory rather than final and will be refined alongside the visual identity. The final expression should work naturally in both English and Irish and represent Galway City Council across a wide range of communications.



Is mothúchán í
It's a feeling



Belong in Galway

A welcoming city where everyone can feel part of something bigger.



Shaped Together

A city continually shaped by its people, communities and shared ambition.



Made of Galway

Celebrating the people, culture and character that define the city.



Next Steps



Next Steps



The strategic foundations are now in place, although they may continue to evolve over the course of the project.



The next phase is to transform these foundations into a visual identity that reflects Galway City Council's purpose, personality and aspirations.



Rather than designing from assumption, every creative decision will be rooted in the research, insights and strategic direction established throughout this process.



This ensures the visual identity is not simply attractive, but meaningful, consistent and built to stand the test of time.



Strategy gives us direction.
Design will bring it to life.



Thank you for your time

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52

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