



WESTERN  
DEVELOPMENT  
COMMISSION

# Marketing Toolkit



*By showcasing our logo alongside yours....you not only highlight our support but also align your brand with a trusted partner dedicated to regional development.*

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# Unlock your growth potential

The Western Development Commission (WDC) is proud to present a comprehensive free communications and marketing toolkit to help our WIF clients amplify their impact. This toolkit empowers you with practical, low-cost strategies tailored to your specific needs, regardless of your marketing experience.

Learn how to craft compelling messaging, leverage the credibility of the WDC brand, and maximize your marketing budget.

## Benefits of implementing a marketing strategy and engaging with WDC marketing:

- ✓ Enhance stakeholder engagement through strategic communication.
- ✓ Gain access to valuable resources to support your marketing efforts.
- ✓ Increase brand visibility and attract new opportunities for growth. Demonstrate your commitment to your locality and to a thriving West of Ireland.
- ✓ Leverage brand association with the WDC to unlock your full potential.



# A welcome from the WDC team

It may have taken a little while from that initial inquiry on Smart Simple to get to this stage where the papers have been signed and your loan or investment has been approved, but we've gotten here. Now the real journey begins!

To help support you in your start-up, scale-up or expansion, we've provided some guidance to help you leverage the Western Development Commission name and marketing platforms for the benefit of your enterprise.

While you will still be keeping in contact with your respective Investment Managers, we'll also introduce you to our Comms team who are only too happy to support your marketing efforts going forward.

This toolkit simply serves as guidance on how to proceed from here with helpful tips and tricks on how to implement the WDC brand in your business, as well as professional advice on how to promote your business.

*With the Western Development Commission's crucial early support, we were able to grow our team. It is really satisfying to see a second wave of tech companies coming through right now and the WDC is going to be a big supporter of that. My advice for other companies in a similar position would be to engage with the WDC as soon as possible.*

Brian O'Rourke, CEO CitySwift

# Meet the Comms team

We're only a phone call or email away, if you have any questions or need support, we're happy to help.



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# WDC Brand

At the Western Development Commission (WDC), we believe in the power of partnership to drive success.

For businesses or community groups that have received investment from us, integrating our logo into your branding materials is a strategic move. **By showcasing our logo alongside yours on social media profiles, printed materials, or other promotional channels, you not only highlight our support but also align your brand with a trusted partner dedicated to regional development.** This simple addition reinforces your professionalism and legitimacy, signalling to stakeholders and customers that you are backed by a reputable entity invested in your success.

Clear and prominent placement of the WDC logo, alongside maintaining its integrity when resized, is crucial for upholding brand standards and conveying reliability.

**By implementing the WDC logo into your branding, you leverage our credibility to bolster your own,** strengthening your position and fostering trust among your audience.



## Using the WDC logo

### Primary Logo

The primary logo is the version with the symbol in gold. If the background image won't create the necessary contrast, the logo should be used in all white as per the images to the right.

### Spacing

The space around the mark should be left clear of other graphic elements. The minimum space around the mark should be 1.5 x, where x is the space between the symbol and the type.

### File type

Do not insert a white background jpeg logo onto a background other than a white background. For coloured/dark backgrounds, the transparent reverse png version should be used.

### Alterations

Do not change or alter the size, scale or colours of the logo or any of its elements.

[Download artwork files](#)



## PRIMARY WDC LOGO



Primary colour logo



Reverse (white) logo

## INCORRECT USE



Do not change the colour of the logo



Do not change the structure/ layout of the logo



Do not change the proportions of the logo



Do not change the font/ lettering of the logo

## WDC colour palette



### State Green

CMYK: 100/0/50/60

RGB: 0, 77, 68

HEX: #004D44

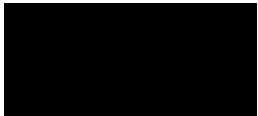


### State Gold

CMYK: 0/11/50/40

RGB: 163, 145, 97

HEX: #A39161



### Black

CMYK: 0/0/0/100

RGB: 0, 0, 0

HEX: #000000

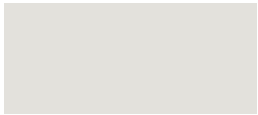


### Dark Grey

CMYK: 0, 0, 12, 75

RGB: 86, 81, 82

HEX: #565148



### Light Grey

CMYK: 3/3/6/7

RGB: 237, 236, 229

HEX: #EDECE5



### Purple

CMYK: 76/76/0/0

RGB: 89, 86, 164

HEX: #5956A4



### Turquoise

CMYK: 86/0/32/0

RGB: 0, 177, 185

HEX: #00B1B9

## Co-branding with WDC

Below is an example of the logo working in a co-branded logo strip. Your logo would be in the position of the Atlantic Economic Corridor logo.





# Writing about WDC

In order to maintain consistency and professionalism in our communication materials, it's important to adhere to a writing house style. This guide outlines key elements to consider when crafting written content for both digital and print platforms.



## House Style Guide

### 1. Tone and Voice:

- Tone should be friendly, professional, and approachable.
- Use active voice whenever possible for clarity and directness.
- Avoid jargon and overly complex language. Aim for simplicity and clarity.

### 2. Grammar and Punctuation:

- Follow standard grammar rules, including proper use of punctuation marks.
- Proofread all content for spelling and grammatical errors before publishing.
- Use sentence case for headings and titles, and capitalise proper nouns.



### 3. Formatting:

- Use consistent formatting for headings, subheadings, and body text.
- Maintain a clean and organised layout, with ample white space for readability. Utilise bullet points and numbered lists to break up text and make information easier to digest.

### 4. Brand Messaging:

- Highlight key brand attributes and unique selling points in a compelling manner. Incorporate storytelling elements to engage and connect with your audience.

### 5. Use of Acronyms:

In the first instance use Western Development Commission (WDC), then it is ok to use WDC thereafter. For info, we are interchangeably known as the Western Development Commission and WDC.

## Writing Press Releases

When relevant, we encourage our partners to include WDC in their press releases. In order to do this, please include a quote from CEO Allan Mulrooney which you can obtain from the WDC Communications team. Likewise, approval for press releases should be through the WDC Communications Team.



*When referring to WDC please ensure the boiler plate below is included in the foot notes of the press release.*

### **About the Western Development Commission (WDC):**

Established in 1997 and formalized as a statutory body on 1st February 1999, the Western Development Commission (WDC) operates under the Department of Rural and Community Development (DCRD). Governed by the Western Development Commission Act of 1998, the WDC's primary focus is to promote and encourage economic and social development in the Western counties of Ireland, including Donegal, Sligo, Leitrim, Roscommon, Mayo, Galway, and Clare.

Since its inception, the WDC has made substantial contributions to the Western Region:

- **Western Investment Fund:** Launched in 2001 with €31 million, the fund has grown to over €100 million, providing vital financial support to regional enterprises.
- **Employment Impact:** Companies supported by the fund directly or indirectly employ 6,000 individuals, contributing significantly to regional employment.
- **Economic Impact:** The economic ripple effect generated by companies supported by the fund is estimated at €3.3 billion, highlighting the WDC's pivotal role in driving economic growth and sustainability.

**To find out more visit [www.westerndevelopment.ie](http://www.westerndevelopment.ie)**

# Marketing, PR and Social Media

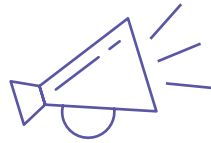
Promoting your business or community group plays a pivotal role in establishing visibility, fostering growth, and building connections with your target audience. **By actively engaging in promotional activities, you not only increase brand awareness but also create opportunities for expansion and collaboration.** Moreover, aligning your communications with reputable entities such as the Western Development Commission (WDC) can significantly enhance your organisation's credibility and trustworthiness.

**As a state agency dedicated to promoting economic and social development in the Western Region of Ireland, the WDC brings with it a stamp of authority and legitimacy.** Here are some tips and tricks on how you can effectively promote your business or community group while leveraging the credibility of the WDC in your communications.

By implementing these tips and expert advice, you can effectively promote your business or community group, build relationships with the media, and enhance your online visibility.



## Tips and Tricks



### Promoting Your Business or Community Group

- **Define Your Unique Selling Proposition (USP):** Clearly articulate what sets your business or community group apart from the competition. Highlighting your USP will help you stand out in a crowded marketplace.
- **Utilise Multiple Channels:** Don't rely on just one marketing channel. Explore a mix of online and offline tactics, such as social media, email marketing, local events, and partnerships, to reach your target audience effectively.
- **Engage with Your Community:** Foster meaningful connections with your audience by engaging with them on social media, responding to comments and messages, and participating in community events. Building trust and rapport can lead to loyal customers and supporters.



### Building a Media Database

- **Research Relevant Media Outlets:** Identify media outlets that cover topics related to your industry or community. This could include local newspapers, magazines, blogs, podcasts, and online publications.
- **Gather Contact Information:** Compile a database of media contacts, including journalists, editors, and influencers. Keep track of their contact details, and deadlines to streamline your outreach efforts.
- **Personalise Your Pitches:** Tailor your pitches to each media contact, highlighting why your story is relevant to their audience and how it aligns with their interests. Personalised pitches are more likely to grab attention and generate coverage.



### Managing Social Media and Online Visibility

- **Create a Content Calendar:** Plan your social media content in advance by creating a content calendar. This helps ensure consistency and allows you to align your posts with key events, holidays, and promotions.
- **Be Authentic and Engaging:** Share authentic content that resonates with your audience, such as behind-the-scenes glimpses, user-generated content, and customer testimonials. Encourage interaction by asking questions, running polls, and responding to comments.
- **Monitor Your Online Presence:** Keep an eye on mentions of your business or community group across social media and online review platforms. Respond promptly to feedback, whether positive or negative, and take proactive steps to address any issues raised.

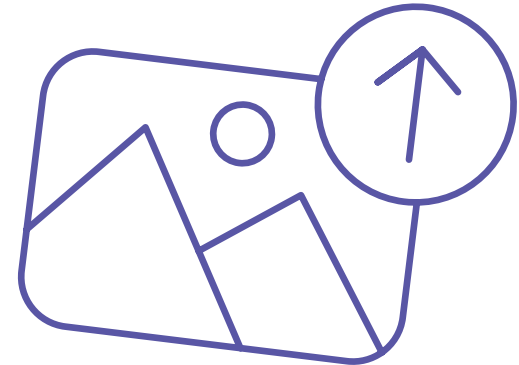
## Social Media

If you haven't already, make sure to claim your company name across all the major social platforms, i.e., LinkedIn, Instagram, Facebook and Twitter (X).

When posting major announcements please be sure to tag us on each platform and mention the funding/investment you received from WDC in your Press Releases.

Please send us a quote that you are happy for us to use with regard to the funding you have received from WDC, see page four for an example.

We have found the most engaging imagery to use on socials is imagery featuring the people involved, be it the company or customers, as opposed to just say product or location imagery.



## Share your photos!

In order for us to promote and showcase your company in Case Studies, on Social Media and in our other Marketing activities, it would be helpful if you would share with us photos of your company, your products and key contacts that we will be free to use.

The handiest way to do this is to set up a free Dropbox account and create a folder of all the relevant photos and then share a link to that folder with the comms team.

# Resources

## Image Bank

The WDC Image Bank is a collection of professional photographs showcasing businesses based along the western counties. It's a resource we provide for promotion of the region.

Images on this site are available to you to use in publications, articles about regional development, investment opportunities, business success stories etc.

The images show a positive light on life and opportunities in the Western Region. Each of the businesses featured has allowed us into their offices and employees lives with the understanding that their business and staff images will be shown with respect and gratitude for their participation.

As a client of WDC we are granting you access to the entire image bank for use in your promotional activities.

**Access the image bank:**

<https://westerndevelopment.ie/image-bank/>

(Send an email to [imagebank@wdc.ie](mailto:imagebank@wdc.ie) to request access)



## Logo Artwork

Our logo files are stored on Dropbox, scan the code below to access the folder. You'll need a free Dropbox account to download the files.



**SCAN ME**

**Access the logo artwork:**

<https://bit.ly/4fiCN7b>





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