

O'DEA CLAN ASSOCIATION

BRANDING FOR 700TH ANNIVERSARY OF THE BATTLE OF DYSERT O'DEA

A BRAND FOR THE GATHERING

A coincidental meeting with graphic designers resulted in the creation of a “look and feel” across all of the documentation and merchandise for this, the 10th International Gathering and for general use by the Clan.



INSPIRED BY ST TOLA'S CROSS

The designers looked at the carvings on the 12th century St Tola's cross located near the castle.

The head of the west face, facing the church, bears five raised lozenges forming a cross. This formed the inspiration behind the shape and pattern of the new logo.



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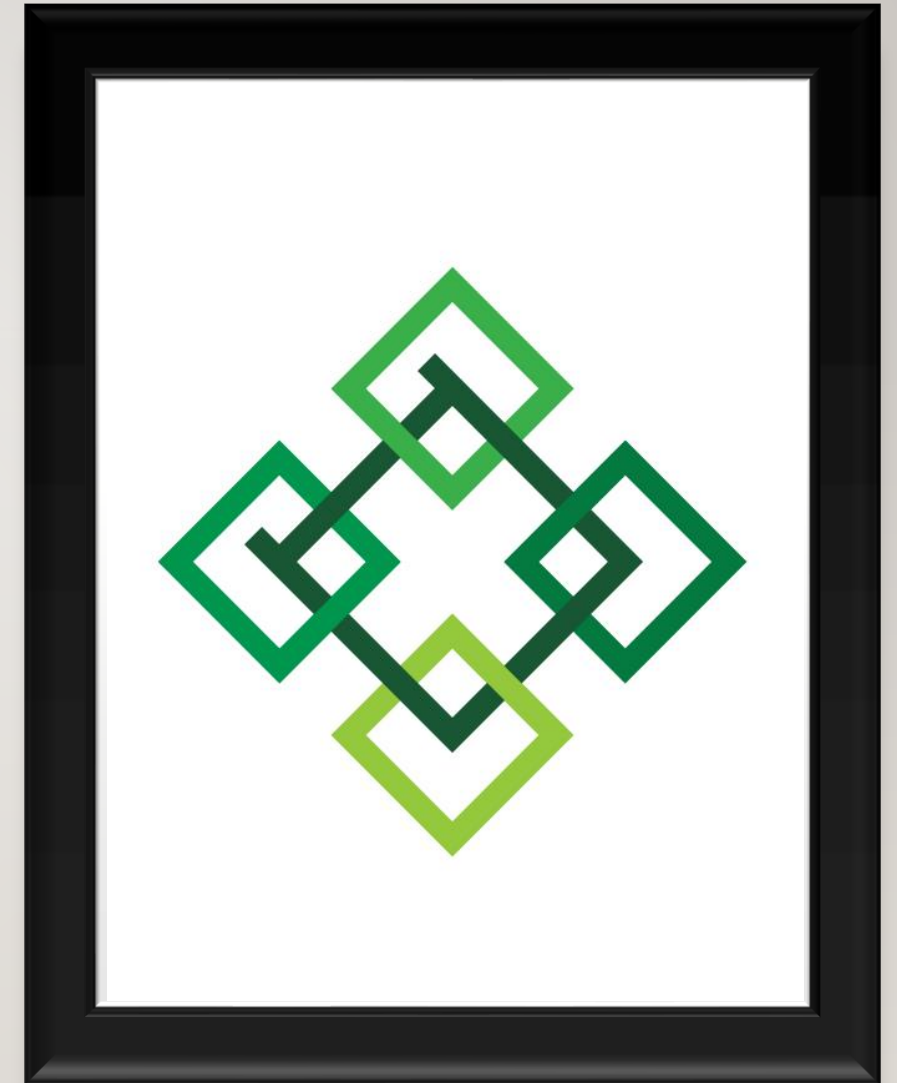
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COMPONENTS OF THE BRAND

The symbol includes both the “O” and the “D” from the O’Dea name, with the four “O’s” representing the spread of our clan and kin to the four corners of the earth.

The colours represent the many shades of green often associated with Ireland.



DEVELOPED FOR THE ANNIVERSARY

We then looked to develop the concept for the very special significance of this Gathering – the 700th Anniversary of the Battle of Dysert O’Dea.

We added a “Welcome Home” message and introduced some new colours.



WHY BLUE?

What if we were to tell you that Ireland's national colour might not be green at all.... but blue!

The first formal use of blue was under the reign of King Henry VIII when Ireland was turned into a Kingdom in 1542.



WHY BLUE?

Centuries later, King George III created a new order of chivalry for the Kingdom of Ireland and with dark blue already in use by The Order of the Garter, a lighter blue was chosen for the Order of St Patrick – becoming “St Patrick’s Blue”.



IMAGERY

We've combined this look with images of Dysert O'Dea significance taken by James O'Dea and iconic images from the county of Clare to produce items for this Clan Gathering.



FONTS

The designers helped us to chose to use fonts we think fit well with our Clan, our history and the look of our brand.

Mason Sans Bold

Cochin

10TH INTERNATIONAL
O'DEA CLAN GATHERING
700TH ANNIVERSARY OF THE
BATTLE OF DYSERT O'DEA
MAY 10, 1318 - MAY 10, 2018

The O'Deas have their origins in the area surrounding Dysert O'Dea in north-west Co. Clare. The O'Deas were part of the Dal gCais, an alliance of clans that included many other Co. Clare clans, principally the O'Briens. On May 10, 2018 we celebrate the 700th anniversary of the Battle of Dysert O'Dea at our ancestral home close by to where the battle took place in 1318.



WE HOPE YOU LIKE IT!

If anyone has any questions or feedback, please let me know during the course of the next few days, I'd be happy to hear your comments.