



THE VIADUCT

The Gateway to West Cork

BRAND GUIDELINES

Cork and Bandon Railway.

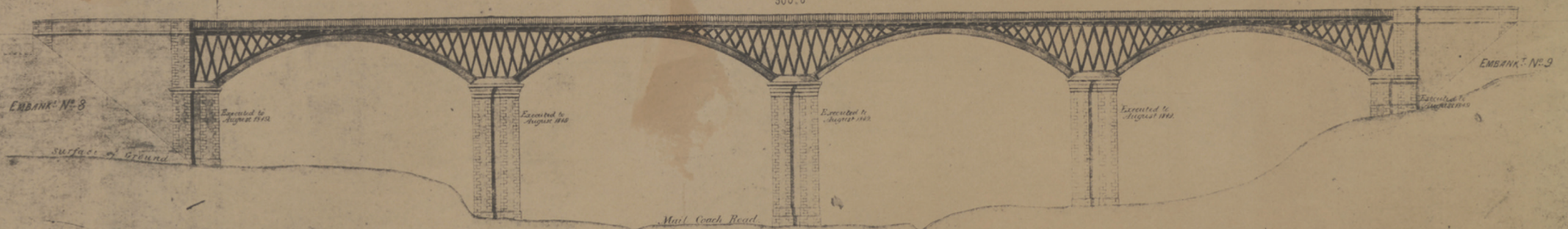
CHETWYND VIADUCT.

— Completed by —

Messrs Sir Charles Fox, John Henderson & Co.

— ELEVATION —

500.0

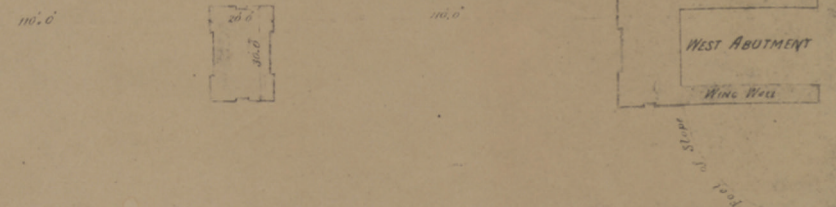
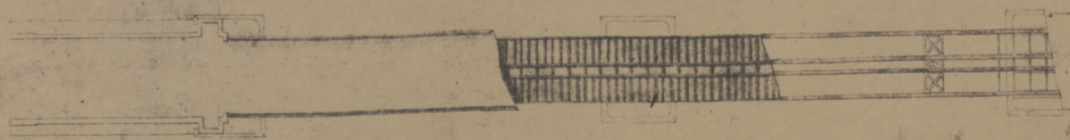


PLAN OF ROADWAY.

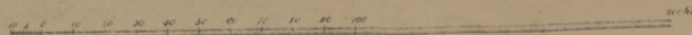
PLAN OF COVERING PLATES.
(UNDER ROADWAY)

PLAN OF GIRDERS.
(WITH PLATES REMOVED)

HALF PLAN OF PIERS ABUTMENTS AND WING WALLS.



Scale, 30 Feet to an Inch.



The Brand

In 2022, The Viaduct Inn was acquired by Cliste Hospitality. The establishment sits just beyond Bishopstown on the N71, en route to West Cork. The Viaduct Inn offers scenic vistas of its namesake—the historic Chetwynd Viaduct, a Victorian-era railway bridge that served the Cork to West Cork line until 1961.

The Viaduct Inn, established in the early 1990s, has since been transformed into a contemporary Irish brasserie. After extensive renovations, it reopened in September 2022, offering seasonal menus. This revitalised spot is a go-to dining choice for Bishopstown locals, Cork residents, and West Cork commuters.



The Logo



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Logo Usage

The Viaduct logo is central to the brand and must be used with care to ensure its effectiveness. Always give the logo sufficient clear space and never alter its colours or proportions. It should appear consistently across all materials, including signage, menus, and digital content. When full colour is not feasible, approved monochrome versions may be used. This consistent application reinforces brand recognition and reflects commitment to quality and heritage.



Colour Palette

The chosen colours reflect a relaxed yet refined atmosphere, inviting guests to a space where history meets modern elegance. Blue-greens promote a calming and restorative dining experience, navy combines authority, trustworthiness, confidence, and calmness. Soft gold creates a grounding effect that complements The Viaduct's natural approach to food and service. Soft gold inspires feelings of success and confidence and is a versatile choice for various design applications, and soft peach promotes joy, warmth, and conversation while creating a serene and inviting atmosphere.

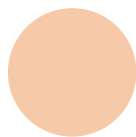




R: 26 G:39 B:49
C:84 M:70 Y:56 K:63
HEX: #1A2731



R: 149 G:143 B:129
C:43 M:38 Y:48 K:4
HEX: #958F81



R: 245 G:200 B:169
C:2 M:23 Y:33 K:0
HEX: #1A2731



R: 326 G:98 B:108
C:91 M:47 Y:48 K:20
HEX: #03626C



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Logo Typeface & Colour Usage

Serif fonts are known to represent the idea of “authority, tradition, respect, and grandeur”.

The chosen Serif font for The Viaduct, is a contemporary and modern take on the classic serif font.

It has clean, classic lines that read well on both digital and print platforms.

The Viaduct typeface logo is designed to work across a diverse colour palette, each selected to complement the other.



FONTS

Primary Typeface:

Headings | Subheadings | Large text applications

FreightBig Pro

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Secondary Typeface:
Subheadings | Body Text

Lato

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc 123
Lato Regular

Leverage agile frameworks to provide
another robust overall synopsis for
alterant high level overviews. Iterative

Aa Bb Cc 123
Lato Italic

*Leverage agile frameworks to provide
another robust overall synopsis for
alterant high level overviews. Iterative*

Aa Bb Cc 123
Lato Light

Leverage agile frameworks to provide
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alterant high level overviews. Iterative

Aa Bb Cc 123
Lato Light Italic

*Leverage agile frameworks to provide
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