

An Dearadh Dátheangach don Ghnó: Cuid 2

Bilingual Design for Business: Part 2

Pacáistíocht Dháttheangach

treoir dea-chleachtais gnó

Bilingual Packaging

a guide for best practice



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Foras na Gaeilge



Réamhfhocal

Tá luchtáir ar Fhoras na Gaeilge an dara ceann de shraith treoirleabhar maidir leis an Dátheangachas don Ghnó a chur i do láthair. Anseo gheobhaidh tú na huirlisí a bheas uait lena chinntiú go bhfuil do phacáistíocht dhátheangach furasta a úsáid agus go mbaineann sé amach na buntáistí go léir agus is féidir as an nGaeilge do do straitéis mhargaíochta le go mbeidh tú in ann:

- Seasamh amach ó iomaitheoirí
- Ionannas Éireannach do bhranda a threisiú
- Tairbhe a bhaint as an dea-thoil atá ann maidir le féiniúlacht teanga

Chomh maith leis an tsraith straitéisí maidir le dearadh a chuirtear i láthair anseo, cuireann Foras na Gaeilge fáilte romhat dul i dteagmháil lenár nAonad Tacaíochta Gnó le sainchomhairle a fháil uainn ag céim ar bith de do thionscadal. Táimid anseo le cuidiú agus tá aistriúchán agus profléamh saor in aisce!

Má tá Gaeilge in úsáid agat cheana ar bhealach éigin inis dúinn ionas go mbeimid in ann sárthaispeántas a dhéanamh de do ghnólachta agus aischothú custaiméara a roinnt.

Buíochas ar leith dár bpáirtithe gnó agus tionscail go léir as ucht a bhfuil curtha ar fáil acu, agus d'Irene Ní Mhuireagáin as ucht a cabhrach leis na treoirlínte seo a ullmhú.

An Dr Gearóid Trimble

Bainisteoir Pobail & Gnó, Foras na Gaeilge

Tá dualgas ar ghnólachtaí atá ag fáil tacaíochta ó Údarás na Gaeltachta a chinntiú go mbaineann siad úsáid as an nGaeilge a oiread agus is féidir i ngach gné dá gcuid cumarsáide margadóir, lena n-áirítear lipéadú táirgí agus pacáistíocht.

Foreword

Foras na Gaeilge is delighted to bring you the second in a series of guidebooks on Bilingualism for Business. Here you will find the tools you will need to ensure your Irish language packaging is user-friendly, and maximises the benefits Irish can bring to your marketing strategy so you can:

- Stand out from competitors
- Reinforce your brand's Irish identity
- Tap into the feel-good factor associated with linguistic identity

In addition to the Design Toolkit presented here, Foras na Gaeilge invites you to contact our Business Support Unit to avail of our expert advice at any stage of your project. We are here to help and translation and proof-reading are free of charge!

If you are already using Irish in some way, please let us know so that we can showcase your business and share customer feedback.

A special thanks to all our business and industry partners for their contributions, and to Irene Ní Mhuireagáin for her assistance in preparing these guidelines.

Dr Gearóid Trimble

Community & Business Manager, Foras na Gaeilge

Businesses supported by Údarás na Gaeltachta have a duty to ensure that they use Irish as much as possible in all areas of their marketing communications, which includes product labelling and packaging.

An raibh a fhios agat...

Did you know...



“Tá faighte amach againn go bhfuil an-éileamh ar úsáid na Gaeilge ar ár gcuid saicíní. Faighimid iarratais go rialta ó dhaoine ar fud an domhain ag iarraidh samplaí.”

Olive Barry, GEM PACK FOODS

“We have found the use of Irish on our sachets to be extremely popular. We regularly receive requests from around the world for samples”.

IS BREÁ LE TOMHALTÓIRÍ AN GHAELIGE

Is mar gheall ar mhíneolas ar roghanna do chustaiméirí a chothaítear dílseacht do bhranda. Cé chomh cruinn is atá an t-eolas atá agat ar na roghanna maidir leis an nGaeilge? Déanann Aonad Tacaíochta Gnó Fhoras na Gaeilge taighde uile-oileáin ar bhonn rialta agus tairgeann siad comhairliúchán saor in aisce ar an gcur chuige is mó spéis le do chuid custaiméirí. B'fhéidir go mbeidh iontas ort go bhfuil a lán tuairimí coitianta ann nach bhfuil bunús ar bith leo!

- Is mó muinín ná riamh atá i measc an phobail i gcoitinne maidir le húsáid agus tacaíocht don Ghaeilge.
Luach na Gaeilge san Earnáil Phríobháideach, Ipsos MORI (2006)
- Tá Gaeilge ag 1,774,437 duine i bPoblacht na hÉireann – fás seasmhach 7.1% taobh istigh de 5 bliana.
Daonáireamh CSO (2011)
- Tá Gaeilge ag 64,916 duine i dTuaisceart Éireann.
Daonáireamh TÉ (2011)
- Dúirt 78% de fhreagróirí (uile-Éireann) gur mhaith leo níos mó Gaeilge a fheiceáil ar phacáistíocht/treoracha.
Ipsos MRBI 2012
- Níl aon Ghaeilge nó bhí fíorbheagán Gaeilge ‘ ag 1 as gach 4 a bhí i bhfabhar úsáid mhéadaithe na teanga sa mhargaíocht.
An Ghaeilge sa Ghnó TNS/MRBI (2005)

Féach: <http://www.forasnagaeilge.ie/gno>

CONSUMERS LOVE TO SEE IRISH

Brand loyalty is built upon an intimate knowledge of your customer’s preferences. How intimately do you know their preferences regarding Irish? Foras na Gaeilge’s Business Support Unit regularly conducts all-island research and offers free consultation on what approach would best resonate with your customer base. You may be surprised to find many myths dispelled!

- There’s an increasing confidence amongst the general public regarding the use and support of Irish.
Value of the Irish language to the Private Sector, Ipsos MORI (2006)
- 1,774,437 people in the Republic of Ireland can speak Irish – a steady growth of 7.1% in just 5 years.
CSO Census (2011)
- 64,916 people in Northern Ireland can speak Irish.
NI Census (2011)
- 78% of respondents (all Ireland) said that they would like to see a wider use of Irish on packaging/instructions.
Ipsos MRBI 2012
- 1 in 4 of those who favoured the increased use of Irish in marketing had very poor/no Irish ability.
Irish in Business, TNS/MRBI (2005)

See: <http://www.forasnagaeilge.ie/gno>

An raibh a fhios agat...

Did you know...



TÁ AN GHAELGE AG TEACHT LE REACHTAÍOCHT AN AE

1 Ní sháraíonn Gaeilge ar phacáistíocht rialacháin in Éirinn agus tá sí go hiomlán de réir gach reachtaíocht den Aontas Eorpach.

2 Is teanga oifigiúil de chuid an Aontais Eorpaigh í an Ghaeilge.

3 Tá an Chairt Eorpach do Theangacha Réigiúnacha nó Mionlaigh (CETS 148) daingnithe ag an Ríocht Aontaithe maidir leis an nGaeilge i dTuaisceart Éireann.

4 Is mó anois ná riamh an deis atá ag déantúsóirí bia agus lucht díolacháin agus margaíochta bia an Ghaeilge a úsáid ar phacáistíocht bia:

✓ **Is féidir an dátheangachas a úsáid ar phacáistíocht bia** agus na ceanglais dlí a bhaineann le lipéadú bia a chomhlíonadh.

✓ Is trí reachtaíocht Eorpach a rialáiltear lipéadú bia i bPoblacht na hÉireann agus i dTuaisceart Éireann go foriomlán, go príomha trí **Threoir 2000/13/EC an Aontais Eorpaigh**. I bPoblacht na hÉireann agus i dTuaisceart Éireann, ní mór lipéadú bia bheith i mBéarla. Is féidir, áfach, **an bia a lipéadú i nGaeilge agus i mBéarla araon** (ach ní leor lipéadú i nGaeilge amháin maidir le heolas a bhfuil gá leis de réir threoracha agus reachtaíocht an AE).

IRISH IS EU LEGISLATION-FRIENDLY

1 Using Irish on packaging does not contravene domestic regulations and complies fully with all EU legislation.

2 Irish is an official language of the European Union.

3 The European Charter for Regional or Minority Languages (CETS 148) has been ratified by the UK in respect of Irish in Northern Ireland.

4 Food manufacturers and those in sales and marketing of food now have even greater opportunities for using Irish on food packaging:

✓ **Bilingualism can be used on food packaging** while complying with the legal requirements governing food labelling.

✓ The labelling of food in the Republic of Ireland and Northern Ireland is regulated overall by European legislation, primarily **European Union Directive 2000/13/EC**. In the Republic of Ireland and Northern Ireland the labelling of foodstuffs must be in English. However, the **foodstuff may be labelled in both Irish and English** (but it is not sufficient to label in Irish alone in respect of information required by EU directives and legislation).

Cuir branda Gaelach air



Brand it Irish



AINMNEACHA BRANDA GAEILGE

Taitníonn an Ghaeilge le tomhaltóirí na hÉireann mar rud **uathúil, pearsanta, nádúrtha, gan mhilleadh**. Cuireann ainm branda Gaeilge go mór le:

- Táirgí bia
- Táirgí orgánacha
- Cúram pearsanta/cosmaidí
- Táirgí nádúrtha sláinte
- Táirgí a bhfuil gné Éireannach iontu a mheallann daoine
- Táirgí traidisiúnta agus/nó folláine

“Ní focal róchoitianta é **Folláin**... ach tarraingíonn sé d’aird agus tá sé dúchasach agus... tagann sé go maith leis an táirge.”

MUIRIS Freagróir Suirbhé

Léiríonn taighde go spreagann úsáid na Gaeilge freagairt dhearfach mhothúcháinach ó thomhaltóirí fiú mura bhfuil mórán Gaeilge acu. Cuireann sé in iúl gur ‘dearadh é seo duitse’.

“Folláin... ghlac mé leis gurbh as Éirinn é. Ní raibh a fhios agam cé acu a cheannóinn agus thóg mé an ceann a raibh an lipéad Gaeilge air óir bhí thart faoin bpraghas céanna orthu uile.”

TOMMY Freagróir Suirbhé

IRISH LANGUAGE BRAND NAMES

The Irish language resonates with Irish consumers as something **uniquely personal, natural, and unspoilt**. An Irish brand name is especially complementary to:

- Food products
- Organic products
- Personal care/cosmetics
- Natural health products
- Irish-appeal products
- Traditional and/or wholesome products

“The word **Folláin** isn’t extremely common... but it just grabs you and it’s authentic as well and... it matches the product.”

MUIRIS Survey Respondent

Research shows that the use of Irish evokes a positive emotional response in consumers even where consumers do not have a great knowledge of the language. It conveys ‘designed just for you’.

“Folláin... I just assumed it was Irish. I didn’t know which one to get so I just picked up the one with the Irish label because they all seemed to be around the same price.”

TOMMY Survey Respondent

Cuir branda Gaelach air



DÉANTA IN ÉIRINN

An bhfuil bealach níos fearr ann lena léiriú go bhfuil do bhranda “Déanta in Éirinn” ná branda nó ainm táirge i nGaeilge? Tá níos mó agus níos mó gnólachtaí Éireannacha ag baint úsáid rathúil as an nGaeilge sna margaí easpórtála agus intíre araon, óir léirítear i dtástálacha gur breá le daoine úsáid na Gaeilge ar tháirgí “as Éirinn”.

“Mar fhiontar beag nó meánmhéide d’fhéadfadh an Ghaeilge bheith go hiontach le do tháirge a idirdhealú sa mhargadh mar tháirge Éireannach... d’fhéadfadh sé bheith an-tráthúil freisin.”

Neil McGowan, IBEC

Mhaígh 89% de fhreagróirí Bhéal Feirste go nglacfadh siad leis gur táirge áitiúil a bhí ann dá mbeadh focail Ghaeilge ar an lipéad.

CUIR BRANDA AR LEITH AIR

Tugann an Ghaeilge tréith do do tháirge nach bhfuil ag táirge de chuid an mhórmhargaidh. Is gné láidir dhíolacháin í an tréith sin. Tá sí i measc na ngnéithe a mheallann tomhaltóirí le saintáirgí a cheannach.

“Arna fhoinsiú ó thobair airtéiseacha... Tá Fíor Uisce á roghnú anois thar uisce speisialaithe ar bith eile”.

fioruisce.com

Brand it Irish



MADE IN IRELAND

What better way to establish your brand as “Made in Ireland” than with an Irish language brand or product name? More and more Irish businesses are using Irish with success in both export markets and at home, as tests reveal a preference for the use of Irish on products “from Ireland”.

“For an SME Irish could be a very good way of distinguishing your product in the marketplace as Irish made... it could be very timely as well.”

Neil McGowan, IBEC

89% of Belfast respondents agreed that they would assume that a product label with Irish words on it had been produced locally.

BRAND IT SPECIAL

Irish gives your product a personality that a mass-market product does not have. That personality is a strong selling point. It is one of the things that make specialty products appealing to consumers.

“Sourced from Artesian wells... Fíor Uisce is now also fast becoming the artisan choice for water”.

fioruisce.com

Gaelach ó Nádúr



Naturally Irish

SAINBHRANDAÍ

An bhfuil bealach níos fearr lena léiriú go bhfuil do bhranda “nádúrtha” nó “déanta faoi chúram” ná trí Ghaeilge a úsáid? De réir torthaí taighde, samhlaíonn tomhaltóirí dátheangachas Béarla/Gaeilge le táirge traidisiúnta, folláin atá déanta ag saincheardaithe in Éirinn. Cuireann an Ghaeilge le meallacht agus uathúlacht saintáirgí bia.

“Agus mé in Tesco, déanaimse talamh slán de gur as tír eile an chuid is mó de na táirgí, ach dá bhfeicfinn rud éigin dátheangach nó a raibh Gaeilge air, shílfinn go bhféadfadh sé bheith orgánach.” **NIAMH** Freagróir Suirbhé

BREIS-LUACH

Mhaígh beagnach leathchuid de na freagróirí go roghnódh siad táirgí a bhfuil Gaeilge ar na lipéid seachas táirgí nach bhfuil. Bunús na dtomhaltóirí a mhaígh go n-íocfadh siad níos mó ar tháirge a úsáideann an dátheangachas ar an phacáiste, d’íocfadh siad suas le 50c níos mó ar tháirge €2.50.

SPECIALITY BRANDS

What better way to show that your product is “natural” and “made with care” than by using Irish? Research has shown that consumers associated English/Irish bilingualism with a product that was traditional, wholesome, manufactured in Ireland and specially crafted. Irish is part of what lends charm and uniqueness to specialty food products.

“I just assume in Tesco that most of the stuff has come from abroad whereas if I saw something that was bilingual or just had Irish on it I’d assume that it was maybe organic.” **NIAMH** Survey Respondent

ADDED-VALUE

Almost half those sampled claimed they would choose products incorporating the Irish language into labelling over others that did not. Most consumers who agreed that they would pay more for a product that used bilingualism on the food packaging would pay up to 50c more on a product with a product price of €2.50.

Pacáistíocht Lán-Ghaelach All-Irish Packaging



TAYTO (LARGO FOODS)

Bealach nuálach chun aird a tharraingt ar tháirgí an cur chuige lán-Ghaelach, go háirithe do bhrandaí fadbhunaithe ar mian leo rud éigin úr a thriail gan a n-íomhá a athrú. In Earrach na bliana 2013, d'eisigh Largo Foods líon teoranta pacáí Gaeilge de chriospaí clúiteacha Cáis agus Oinniún. Bhí siad ar fáil i bpaicéid shingile agus i bpacáí de 6.

'Is branda iomráiteach Éireannach é Tayto agus bhí ciall le húsáid na Gaeilge inár mbrandáil. Táimid ag beartú brandáil Ghaeilge a úsáid ar imeachtaí éagsúla agus i bpacáistíocht amach anseo fosta. Rinne an phacáistíocht Ghaeilge muid a idirdhealú ónár gcuid iomaitheoirí agus chuir sé i gcuimhne do chustaiméirí gur comhlacht dúchasach Éireannach muid.

Tháinig feabhas ar an díolachán s'againn ó thús deireadh an fheachtais. An chéad sprioc a bhí againn ná 10,000 bosca Gaeilge a dhíol laistigh de 6 seachtaine ach díoladh an t-iomlán laistigh de níos lú ná leath an ama sin. Ghlac custaiméirí go fonnmar leis agus is rud é ar mian linn tógáil air amach anseo.'

**Raymond Coyle, Cathaoirleach,
Bunaitheoir agus Úinéir, LARGO FOODS**

Am iontach é Seachtain na Gaeilge (i mí an Mhárta) chun triail a bhaint as pacáistíocht lán-Ghaelach. Is féidir le miondíoltóirí bheith páirteach trí tháirgí ar leith a chur chun cinn agus tacaíocht a thabhairt do tháirgí Gaeilge le linn na tréimhse seo.

Féach www.forasnagaeilge.ie/gno

TAYTO (LARGO FOODS)

An all-Irish approach can be a novel way to attract attention, especially for well-established brands who want to do something new without changing image. In the Spring of 2013 Largo Foods issued a limited edition, Irish language pack of the iconic Tayto Cheese and Onion crisps, made available in both single packets & 6 packs.

'Tayto are an iconic Irish brand, and it made sense for us to use the Irish language in our branding. We plan to use Irish branding for various events and packaging in the future also. Our Irish language packaging distinguished us from our competitors, and reminded customers that we are a home-grown, Irish company.

Our sales improved throughout the campaign. Our initial target was to sell 10,000 Irish language boxes within six weeks, however the product sold out in half that time. The reception among the buying public was very positive and it is something that we are looking to build on in the future.'

Raymond Coyle, Chairman, Founder & Owner, LARGO FOODS

Seachtain na Gaeilge (in March) is a great time to test all-Irish packaging. Retailers can get involved by making specific promotions featuring and showing support for Irish language products during this period.

See www.forasnagaeilge.ie/gno

Tayto as Gaeilge

Tayto as Gaeilge



Joe 'Spud' Ó Murchú
Céad rogha na ndaoine ón mbliain 1954 I LEITH.

PRÁTAÍ ÉIREANNACHA 100%.
SPUDS

Cócaraílíte go cúramach i bhFIOR-OLA LUS NA GREINE.

Joe 'Spud' Ó Murchú is ea a bhunaigh Tayto sa bhliain 1954. Tá na milliúin duine tar éis criospaí Tayto a ithe agus a roinnt le chéile ó shin.

Meastar gurbh é Joe 'Spud' Ó Murchú an chéad duine a smaoinigh ar bhlas cáise agus oiníne a chur ar chriospaí. Is ionann criospaí agus Tayto, dar le muintir na hÉireann. Agus cad iad féin?

Prátaí Éireannacha den scoth a chócaraílítear i bhfíor-ola lus na greine. Níl aon amhras ach gurb é Tayto rogha mhuintir na hÉireann i measc na gcriospaí ar fad.

Criospaí Prátaí ar Bhlas Cáise & Oiníne
Comhábhair: Prátaí, Ola lus na greine, Blaisiú Cáise agus Oiníne, (Blasláin, Selam, Flúr Cruithneochta, Dextros, Méadairtheoirí Blais (E621, E635), Fíodar Cáise, Dathanna (Úsc Tuirmic, Úsc Paprika)).

- Eolas breise**
- Oiriúnach do veigeteriáir
 - Oullthrecht (glútan) agus-íocher beime Dactóirí iontu
 - Déantar iad i monarca líne mbliain soláiste á léimhí

Sonraí Tipiciúla Cothaithe

	Per 100g	Per 25g
Foinneamh	2223kJ	556kJ
	532kcal	133kcal
Proitéin	6.4g	1.6g
Carbáidheadról (dar suicr)	49.5g	12.4g
	2.2g	0.5g
Sailt	14.4g	3.6g
dar sáthteáin	3.5g	0.9g
dar monasáthteáin	10.8g	2.7g
dar polysáthteáin	17.5g	4.3g
Snáithín	5.4g	1.3g
Sodiam	0.6g	0.2g
Á choibhéis i bhfoirm salaim	1.6g	0.4g

Cheese & Onion Flavour Potato Crisps
Ingredients: Potato, Sunflower Oil, Cheese & Onion Flavour (Flavourings, Salt, Wheat Flour, Dextrose, Flavour Enhancers (E621, E635), Cheese Powder, Colours (Turmeric Extract, Paprika Extract)).

- Additional Information**
- Suitable for vegetarians
 - Contains wheat (gluten) and dairy (lactose)
 - Produced in a factory that handles soya

Typical Nutritional Information

	Per 100g	Per 25g
Energy	2223kJ	556kJ
	532kcal	133kcal
Protein	6.4g	1.6g
Carbohydrate (of which sugars)	49.5g	12.4g
	2.2g	0.5g
Fat (of which saturates)	14.4g	3.6g
of which monounsaturates	3.5g	0.9g
of which polyunsaturates	10.8g	2.7g
	17.5g	4.3g
Fibre	5.4g	1.3g
Sodium	0.6g	0.2g
Equivalent as salt	1.6g	0.4g



I ngach míle 25g tá

Carbóid	Súicr	Sáit	Sáit/sáit	Sáitín
133	0.5g	8.6g	0.9g	0.4g
6.7%	0.6%	12.3%	4.3%	6.7%

Is é seo an t-ábhar a bhfuil tuairisc ar é sa tábla seo. Ní féidir a bheith cinnte go dtéann an t-ábhar seo isteach sa tábla seo.

Cotnmíollacha stórála:
Chun go mbeidh do chriospaí chomh blasta agus is féidir, coimeáid in áit fhionnair thirim iad, i bhfad ó shuíle geala agus ó bhfásanna láidre.

TAYTO
Cill Bhrú, Cill Dhéagláin, Co. na Mí.
Tel: 01 835 0611.
www.taytocrisps.ie

Málaí 6 x 25g e
Meáchan Iomlán 150g e



B'fhearr náimh:

Taighde & Féidearthachtaí

Research & Potential



TORTHAÍ TAIGHDE BIA DIT

DIT FOOD RESEARCH FINDINGS

"Is cosúil, de réir torthaí taighde cáilíochtúil, go bhfáiltíonn tomhaltóirí roimh an dátheangachas a bheith ar phacáistíocht bia. Níl siad ar nós cuma liom, beag ná mór, maidir le níos mó dátheangachais a bheith in úsáid, agus breathnaíonn siad air mar ghníomh dearfach ag lucht margáíochta bia. Dearcann siad ar an teanga mar chuid dá bhféiniúlacht agus is féidir é sin a shíneadh i dtreo a bhféiniúlachta mar thomhaltóirí chomh maith. Ach an ghné is tábhachtaí, b'fhéidir, ná go dtaitníonn sé leo an Ghaeilge a bheith le feiceáil acu agus is cosúil gur mhaith leo níos mó di a fheiceáil arís má chuirtear i láthair í ar bhealach ciallmhar, pragmatach, spráúil agus sothuigthe.

Má bhíonn déantúsóirí bia tomhaiste ina gcur chuige i leith an dátheangachais Béarla/Gaeilge agus má chuireann siad pacáistíocht dhátheangach ar fáil atá comhaimseartha agus sothuigthe, éireoidh leo custaiméirí féideartha a mhealladh atá ar thóir a bhféiniúlacht Ghaelach, daoine ar mian leo 'táirgí Éireannacha a cheannach' nó, ar a laghad, tacaíocht a thabhairt dóibh sin atá, dar leo, dearfach i leith an Ghaelachais, chomh maith le daoine ar mó a mian sult a bhaint as gach cineál meáin chumarsáide mhargaíochta, pacáistíocht san áireamh".

Tá cóip iomlán den tuarascáil, "An Dátheangachas ar Phacáistíocht Bia – Ag Taighde na bhFéidearthachtaí" (DIT) ar www.forasnagaeilge.ie/gno

"Overall the qualitative consumer research findings suggest that the inclusion of bilingualism on food packaging is welcomed by consumers. They are far from passive in their response to the increased use of it and see it as a positive act on the part of food marketers. They view language as a part of their identity and that can extend to their consumer identity too. But perhaps most importantly they enjoy exposure to the Irish language and appear to be positively disposed to an increased exposure to it if it is executed in a sensible, pragmatic, entertaining and accessible manner.

If food manufacturers are measured in their approach to incorporating English/Irish bilingualism and they provide consumers with contemporary and accessible bilingual packaging, they will be successful in attracting an audience in search of their own sense of Irish identity, an audience who has a desire to 'buy Irish' or at least support those they perceive as 'Irish friendly' and an audience who have an increasing desire to be entertained by all forms of marketing communications media including packaging".

For a full copy of this report, see "Bilingualism on Food Packaging — Researching the Potential" (DIT) on www.forasnagaeilge.ie/gno

Tá cruinneas tábhachtach



AN TEACHTAIREACT A BHEITH CEART

“Nuair a dhéanann branda fíorthiomantas chun oidhreacht custaiméirí a aithint, mothaíonn siad féin go bhfuil aitheantas á thabhairt dóibh agus meas á léiriú orthu. Is féidir an-dílseacht a ghnóthú trí bhaint a bheith againn le féiniúlacht Éireannach”.

Irene Ní Mhuireagáin (Buaiteoir – Margaíocht trí Ghaeilge)
Gradaim Mhargaíochta Uile-Éireann 2007



aimawards.ie

I ngach cás, maíonn freagróirí “go léiríonn cruinneas an aistriúcháin Gaeilge a lán faoi luachanna an bhranda”. Cuireann aird chúí ar na mionsonraí (m.sh. a chinntiú go gcuimsítear séimhiú, urú agus síntí fada sa chlóchur) in iúl go ndéantar do tháirge “faoi chúram” agus le cruinneas.

Tá seirbhís aistriúcháin agus profáil ar shaothar ealaíne ar fáil saor in aisce trínár nAonad Tacaíochta Gnó.

Déan teagmháil linn lena chinntiú go mbaineann tú a oiread tairbhe agus is féidir as leis an ábhar scríofa atá agat i nGaeilge. Is féidir linn freisin aiseolas a thabhairt duit láithreach ar aon smaointe a bheadh agat faoi do phacáistíocht. Le haghaidh tuilleadh cúnamh, déan teagmháil am ar bith le: gno@forasnagaeilge.ie

Precision matters



GETTING THE MESSAGE RIGHT

“When a brand makes a genuine commitment to recognising the heritage of customers, they feel acknowledged and respected. Strong customer loyalty can be achieved by associating with what it means to be Irish”.

Irene Ní Mhuireagáin (Winner – Marketing through Irish)
All-Ireland Marketing Awards 2007



aimawards.ie

In all instances, respondents assert that “getting the Irish translation right speaks volumes about a brand’s values”. Proper attention to detail (e.g. making sure the lenition, eclipses and accent marks are all included in typesetting) implies that your product was also “made with care” and precision.

Translation and artwork proof-reading is available free through our Business Support Unit.

To make sure you get the most from your Irish language copy, please do contact us. We can also give you instant feedback on any ideas you might have for your packaging. For further assistance, at any time, contact: gno@forasnagaeilge.ie

Gaelach cinnte!



Definitely Irish!



AN CUR CHUIGE DÁT HEANGACH

Tá borradh faoi phríomhshruithú na pacáistíochta dátheangaí, ar bhonn domhanda. Is bealach iontach é an phacáistíocht Chaeilge chun:

- aird a tharraingt
- custaiméirí nua a mhealladh le táirge a thriail
- Éireannachas táirge nó branda a dheimhniú

De réir mar a mhéadaíonn an t-éileamh ar bhia eitneach sna margáí easpórtála, tá glacadh leis an bpacáistíocht dhátheangach agus cuirtear fáilte roimpi nó léiríonn sí "iontaofacht". Is eisceacht í an phacáistíocht dhátheangach in Éirinn agus is acmhainn í fós nár bhain lucht margáíochta ach fíorbheagán tairbhe aisti. Tá bua ag an nGaeilge maidir le tionchar amhairc agus le caidreamh le cliaint.

Tá Foras na Gaeilge ar fáil le cuidiú leat an cur chuige is fear a mheas le tairbhe ghnó a bhaint as an nGaeilge do do ghnólachta (féach www.forasnagaeilge.ie/gno).

THE BILINGUAL APPROACH

Bilingual packaging, on a global level, is fast becoming mainstream. The use of Irish on packaging is an excellent way to:

- attract attention
- promote trial among new customers
- affirm the Irishness of a product or brand.

As the demand for ethnic food grows in export markets, bilingual packaging is acceptable and welcomed as a statement of "authenticity". Bilingual packaging in Ireland is exceptional and remains a virtually untapped resource for marketers. Irish works, both in terms of visual impact, and client relationship.

Foras na Gaeilge is available help you assess the best approach towards harnessing the benefits of Irish for your business (see www.forasnagaeilge.ie/gno).

Stíleanna Leagan Amach Dátheangach



OIDEAS AN RATHA

Maidir le pacáistíocht nach gcuimsíonn an iomad painéal le riar ar an dá theanga, is féidir go fóill leagan amach iomlán dátheangach a léiriú go simplí agus go soiléir.

Lena chinntiú go bhfuil an leagan amach chomh héifeachtach agus go bhfaighidh tú toradh atá dhá oiread níos mó (gan dua atá dhá oiread níos mó), is cóir do dhearthóirí aird a thabhairt ar na trí ghné riachtanacha seo a leanas:

1 COMHIONANNAS TEANGA

An gcaitear leis an nGaeilge ar an mbonn céanna leis an mBéarla? (An bhfuil tú ag cur in iúl go bhfuil custaiméirí le Gaeilge chomh tábhachtach céanna do do ghnó?)

2 IDIRDHEALÚ TEANGACHA

An féidir na teangacha difriúla a aithint láithreach? An bhfuil stíl/dath inaitheanta ag an dá theanga a idirdhealaíonn iad óna chéile?

3 LEIDEANNA RIANAITHE

An féidir leis an tsúil a rogha teanga a leanúint gan bheith trína chéile? An bhfuil na leideanna rianaithe, amhail suíomh agus dath, leanúnach?

Tá cuidiú sa treoir seo chun cinntí bunaithe ar eolas a dhéanamh ag gach céim den phróiseas deartha.

Bilingual Layout Styles



THE RECIPE FOR SUCCESS

Packaging that doesn't offer multiple panels for language separation can still effectively present a fully bilingual layout with simplicity and clarity.

To ensure that the layout is as effective as possible and doubles your return (without doubling your efforts) designers should carefully consider these three must-have elements:

1 LANGUAGE EQUALITY

Is Irish treated equally with English? (Are you communicating that Irish speaking customers are equally as important to your business?)

2 LANGUAGE DIFFERENTIATION

Can the eye spot the different languages at a glance? Does each language have a recognisable style/colour that differentiates it from the other?

3 NAVIGATION CUES

Can the eye easily follow its chosen language without confusion? Are the navigation cues, such as position and colour, consistent?

This guide will help you make informed decisions at all stages in the design process.



RIANÚ & IDIRDHEALÚ

Leagan Amach Cúl le Cúl

Is féidir roinnt pacáistí a phriontáil “cúl le cúl” gan stró agus na painéil Bhéarla agus Ghaeilge díreach mar an gcéanna. Nuair a chuirtear iad taobh le taobh ar na seilfeanna, cruthaíonn siad taispeántas an-fheiceálach anseo in Éirinn agus thar lear. Cé gurb é seo an cleachtas le fada an lá maidir le brandaí idirnáisiúnta i gcríocha dátheangacha, is deis í nár tapaíodh ach sa bheag i margáí na hÉireann cé go rachadh sé i gcion go mór ar dhaoine.

DÉAN NA RUDAÍ A LEANAS

- ✔ an léitheoir a threorú ar an dá phainéal le “See reverse for ENGLISH” agus “GAEILGE ar an taobh eile”.
- ✔ profa PDF a thabhairt don aistritheoir lena chinntiú go bhfuil an fhocláocht ag cur leis an íomhá den táirge.



NÁ DÉAN NA RUDAÍ SEO A LEANAS

- ✘ an leagan amach seo a úsáid murar féidir a chinntiú i mura féidir a chinntiú go mbeidh an dá thaobh le feiceáil ar sheilfeanna taobh le taobh i do shiopaí uile.

NAVIGATION & DIFFERENTIATION

Back to Back Layout

Some packages can easily be printed “back to back” repeating English panels identically in Irish. When stacked alternately side-by-side, they can create an eye-catching shelf-presence both at home and abroad. While this layout style has long been the practice for international brands in bilingual territories, it’s remains a virtually untapped opportunity for generating the “Wow!” factor in Irish markets.

DO

- ✔ prompt the reader on each panel to “See reverse for ENGLISH” and “GAEILGE ar an dtaobh eile” on the opposing language side.
- ✔ give your translator a PDF proof of the artwork to ensure the wording is consistent with the product image.

DON'T

- ✘ use this layout style if alternate-side shelf stacking cannot be guaranteed in all your retail outlets.

Treoir le haghaidh Dearadh

Design Brief

Tugann an seicliosta seo a leanas breac-chuntas ar na bunrialacha clóghrafaíochta a bhaineann leis an bpacáistíocht dhátheangach mar chaighdeán molta idirnáisiúnta, curtha in oiriúint do dhálaí teanga na hÉireann.

The following checklist outlines the basic typographic rules that apply to bilingual packaging as an internationally recommended standard, adapted to linguistic conditions in Ireland.

DÉAN NA RUDAÍ A LEANAS

- ✔ méid chló an téacs Gaeilge a dhéanamh ar a laghad chomh mór le méid chló an téacs Béarla (fíú má tá an téacs i dteanga amháin níos faide).
- ✔ an **chló-aghaidh** chéanna a úsáid don dá theanga.
- ✔ cló-aghaidh a roghnú le síneadh fada soléite, ar cheannlitreacha san áireamh, agus le gnáth-“i” sa chás íochtair, le ponc seachas síneadh.
- ✔ an **stíl** chló chéanna (meáchan, cás etc.) a úsáid don dá theanga.
- ✔ dath contrártha, **comhsholéite**, **comhfheiceálach**, a thabhairt do gach teanga ar leith (gan imir).
- ✔ **dathchódú** a chur i bhfeidhm don téacs agus/nó don phainéal cúlra teangascartha.
- ✔ a chinntiú go bhfuil **na leideanna maidir le rianú** (suíomh agus dathchódú) comhsheasmhach i ngach pacáiste.



NÁ DÉAN NA RUDAÍ SEO A LEANAS

- ✘ stíl cheannasach a chur i bhfeidhm ar an mBéarla.
- ✘ **cló-aghaidh** le sínte fada gearra ná le ponc maisithe ar an “i” sa chás íochtair a úsáid.
- ✘ an síneadh fada a fhágáil ar lár nó a chur san áit chontráilte – féadfaidh sé bheith costasach botúin a cheartú.
- ✘ cló *iodálach*, CEANNLITREACHA, tulsais (/) nó fleiscín (–) a úsáid mar sheift le teangacha a idirscaradh. Tá feidhm ghramadaí ag fleiscíní sa Ghaeilge.
- ✘ focail a bhriseadh thar dhá líne le spás a shábháil.
- ✘ an Ghaeilge a bhrú le chéile (a choirnéail nó a thraiceáil) le spás an téacs Béarla a mheaitseáil.



DO

- ✔ have the font for the Irish text at least as large as the font for the English text (even if the text in one language runs longer).
- ✔ use the same **typeface** for both languages.
- ✔ select a typeface with a clearly legible acute accent including on capital letters, and with a normal lower case “i”, with a dot rather than an accent.
- ✔ use the same font **style** (weight, case etc.) for both languages.
- ✔ assign an **equally legible** and **equally eye-catching colour** to each language (no tints)
- ✔ apply **colour coding** to the text and/or language–separating background panel.
- ✔ ensure that the **navigation cues** (position and colour coding) are consistent throughout all your packaging.

DON'T

- ✘ apply a dominant visual style to English.
- ✘ use a **typeface** with short acute accents nor with a decorative dot on lower case “i”.
- ✘ omit or misplace acute accents – correction of typos can prove costly.
- ✘ use *italics*, or ALL-CAPS, or forward slash (/) or a hyphen (–) as a language separation device. Hyphens have a grammatical use in Irish.
- ✘ break words across two lines to save space.
- ✘ squash (kern or track) Irish to match the English text.

I ngach riar de 250ml tá

Each 250ml serving contains

Calraí
128
Calories

6.4%

de do threormhéid laethúil

Siúcraí
9.6g
Sugars

11%

Sail
7g
Fat

10%

Sáitheáin
4.6g
Saturates

23%

Salann
0.3g
Salt

5%

of your guideline daily amounts

IDIRDHEALÚ TEANGA

Dathchódú

Is cóir gnéithe deartha a bheith sa phainéal dhátheangach a chuidíonn leis an tsúil aon teanga amháin a roghnú agus a léamh. Is é dathchódú an réiteach is fearr, mar cuidíonn sé leis an tsúil téacs nach bhfuiltear á iarraidh a scagadh amach trí neamhiontas a dhéanamh de dhath amháin. Laghdaíonn dathchódú soiléir cuma an tranglaim chomh maith.

DÉAN NA RUDAÍ A LEANAS

- ✔ dathfhéiniúlacht ar leith a thabhairt do gach aon teanga – sainigh saindath do gach teanga (ná húsáid imir riamh).
- ✔ a chinntiú go bhfuil dath an téacs Gaeilge ar a laghad chomh hinléite agus chomh feiceálach leis an téacs Béarla.
- ✔ dathchódú a chur i bhfeidhm ar an téacs agus/nó ar an bpainéal cúlra teangascartha.
- ✔ bheith comhsheasmhach i ngach comhartha maidir leis an dath céanna agus an suíomh céanna do gach teanga.

NÁ DÉAN NA RUDAÍ SEO A LEANAS

- ✘ dath a shamhlaítear le teanga amháin a úsáid leis an teanga eile.
- ✘ barraíocht dathanna a úsáid (is leor dath amháin i gcomhair gach teanga).
- ✘ dath nach bhfuil chomh hinléite leis an mBéarla nó cló imire a úsáid don Ghaeilge.

LANGUAGE DIFFERENTIATION

Colour Coding

Bilingual panels should incorporate design elements that help the eye select and read one language only. Colour coding is the best solution, because it helps the eye to filter out unwanted text by ignoring a colour. Clear colour coding also reduces the appearance of clutter.

DO

- ✔ give each language a **colour identity** of its own – assign a specific colour to each language (never a tint).
- ✔ make sure that the colour of the Irish text is at least as legible and eye-catching as the English text.
- ✔ apply colour coding to the text and/or the background panel.
- ✔ be consistent in all packaging with the same colour and position for each language.

DON'T

- ✘ apply a colour associated with one language, to the other.
- ✘ overkill using colours (one colour per language is sufficient).
- ✘ use a less legible colour or tinted text for Irish.





IDIRDHEALÚ TEANGA

Cló Aondathach

Nuair is féidir, is cóir pacáistíocht dhátheangach a dhéanamh as ábhar a ghlacann le dathú. Má mheasann tú nach féidir dathchódú a úsáid mar gheall ar theorainneacha buiséid, déan macnamh ar dhath dhromchla nó chúlra an chomhartha a úsáid mar an dara dath. Mar shampla, déan an dath a théann le teanga amháin a thiontú ó bhloc dhath an chló.

DÉAN NA RUDAÍ A LEANAS

- ✓ a chinntiú go bhfuil an Ghaeilge ar a laghad chomh hinléite agus feiceálach leis an mBéarla.
- ✓ úsáid a bhaint as dath atá soléite i gcoinne an chúlra, ach dath na Gaeilge a bheith ar a laghad chomh soiléir feiceálach agus atá dath an Bhéarla.

NÁ DÉAN NA RUDAÍ SEO A LEANAS

- ✗ príomhdhath scríofa (dubh, gorm, bán ar chúlra dorcha) a shannú don Bhéarla agus dath tánaisteach (dearg, buí, glas) a shannú don Ghaeilge.

LANGUAGE DIFFERENTIATION

Single Colour Printing

Where possible, bilingual packaging should be produced from a material that can be coloured. If you find that colour coding cannot be applied due to budget limitations, consider using the surface/ background of the packaging material as a second colour. For example, reverse the text colour of one language from a block of the printing colour.



DO

- ✓ ensure Irish is at least equally as legible and visible as English.
- ✓ use a colour that contrasts well with the background colour, with the colour for Irish being at least as clear and eye-catching as the colour for English.

DON'T

- ✗ assign a principle writing colour (black, blue, white on a dark background) to English while assigning a secondary writing colour (red, yellow, green) to Irish.



RIANÚ & IDIRDHEALÚ

Suíomh sa Leagan Amach

Is cóir machnamh go cúramach faoi shuíomh teanga i leagan amach dátheangach. Foghlaimíonn an tsúil go tapa conas téacs nach bhfuil ag teastáil a scagadh san áit ina mbíonn suíomh teanga soiléir. Tá an chomhsheasmhacht ríthábhachtach. Is cóir aird ar leith a thabhairt do na dathanna a roghnaítear sa chaoi is go mbreathnaíonn an dá teanga chomh tarraingteach lena chéile.

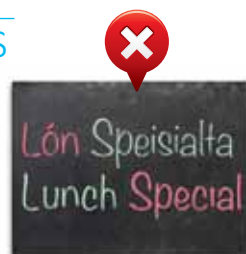
DÉAN NA RUDAÍ A LEANAS

- ✓ do mhachnamh a dhéanamh ar an ábhar aistrithe ina iomláine sula socraíonn tú ar leagan amach (TAOBH LE TAOBH nó CARNTHA nó CÚINNÍ OS COMHAIR A CHÉILE).
- ✓ cloí le stíl amháin leagan amach ar fud an téacs.
- ✓ a chinntiú go bhfuil suíomh gach teanga comhsheasmhach i ngach bloc de théacs.
- ✓ an Ghaeilge a chur ar dtús, ar bharr nó ar chlé, le bheith chomh suntasach agus is féidir. (Cionn is go bhfuil gach aon Ghaeilgeoir in ann Béarla a léamh tá Gaeilge sa dara háit iomarcaíoch).



NÁ DÉAN NA RUDAÍ SEO A LEANAS

- ✗ stíleanna leagan amach nó suíomh teangacha a athrú.
- ✗ meáchan níos troime nó dath níos láidre a thabhairt don Bhéarla.



NAVIGATION & DIFFERENTIATION

Layout Position

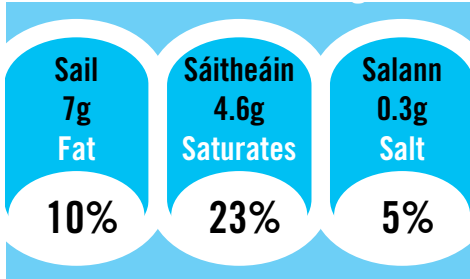
The position of a language in a bilingual layout must also be given careful consideration. The eye learns to quickly to filter out unwanted text once a language's position is clear. Consistency is vital. Particular attention should be given to the selection of colours so that the language in second position appears equally eye-catching.

DO

- ✓ consider the translated content of all text before deciding upon a layout style (SIDE BY SIDE or STACKED or OPPOSING CORNERS).
- ✓ stick to one layout style for all the text, where possible.
- ✓ be consistent in the position for each language in every block of text.
- ✓ place Irish first on top or to left for optimum impact. (Since every Irish speaker can read English, Irish in the second place is redundant).

DON'T

- ✗ switch between layout styles or position of languages.
- ✗ assign a heavier font weight or stronger colour to English.



FAISNÉIS BHEATHAITHE		NUTRITIONAL INFORMATION	
Fuinneamh	274kJ/66 Kcal	Energy	
Próitéin	3.3g	Protein	
Carbaihidráití	4.8g	Carbohydrate	
Saill	3.5g	Fat	
Vitimín B12	0.9ug	Vitamin B	
Cailciam	118mg	Calcium	
Sóidiam	0.06g	Sodium	
CML Ciondáil Mholta Laethúil		RDA Recommended Daily Allowance	

IDIRDHEALÚ TEANGA

Suíomh Deilbhíní

Réiteach ar idirdhealú teanga is ea, ar ndóigh, deilbhíní, mar lógónna, praghaspointí nó picteagram.

Is féidir cuma an traglaim a laghdú agus cothromaíocht a chinntiú go han-éifeachtach ach deilbhíní nó uimhreacha a lárnú idir an dá theanga.

LANGUAGE DIFFERENTIATION

Icon Position

Icons such as logos, price points or pictograms offer a natural solution to language differentiation.

Centering icons or numbers between both languages can be very effective in reducing the appearance of clutter and promoting balance.

DÉAN NA RUDAÍ A LEANAS

- do mhachnamh a dhéanamh ar conas a fhéadfaidh picteagram an méid téacs atá ag teastáil a laghdú nó a chealú.
- bí comhsheasmhach maidir le suíomh deilbhíní ar fud do phacáistíochta

TAOBH LE TAOBH

- deilbhíní a lárnú idir an dá theanga (féach an sampla thuas).

CARNTHA

- na deilbhíní a mhéadú ionas go gclúdaíonn siad an dá theanga NÓ
- deilbhíní a chur go cothrom idir an dá theanga.



DO

- consider how a pictogram might reduce the amount of text required, or eliminate text.
- stay consistent with your positioning of icons throughout all your packaging

SIDE BY SIDE

- centre any icons or numbers between both languages (see above example).

STACKED

- enlarge icons to cover both languages OR
- place the icon between both languages

NÁ DÉAN NA RUDAÍ SEO A LEANAS

- deilbhíní a dhúbailt (is leor deilbhíní amháin san áit cheart)



DON'T

- don't double up on icons (one icon correctly positioned is sufficient)

Fabhtcheartú



BUISÉAD & AM TEORANTA

Ar uairibh, féadfaidh sé go bhfuil an rún ann pacáistíocht dhátheangach a chruthú ach níl an t-am ná an buiséad ann lena dhéanamh. Ná lig dó sin stop a chur ort. Má tá spriocamanna teann, gabh i dteagmháil le Foras na Gaeilge láithreach. Tá aistriúchán ar phacáistíocht saor in aisce agus treoróimid thú go dtí sainseirbhísí.

SPÁS TEORANTA

Ar uairibh tá sé dúshlánach go leor teanga amháin fiú a chur ar lipéad. Bain triail as níos mó íomhánna agus níos lú focal. Ní gá i gcónaí an dubailt teanga. Smaoinigh ar an nGaeilge a úsáid ina haonar taobh le pictogram nó nuair a bhíonn an táirge sofheicthe agus so-aitheanta. Gach seans gur leor Gaeilge amháin freisin nuair a bhíonn an focal an-chosúil leis an Bhéarla (m.sh. “Órgánach” nó “Speisialta”). Mar a luadh cheana, ná bíodh moill ort teagmháil a dhéanamh le Foras na Gaeilge i gcomhair comhairliúchán saor in aisce. Is minic a bhíonn réiteach simplí ar an gceist.

GABH I DTEAGMHÁIL LINN

Tá aonad gnó Foras na Gaeilge anseo le cuidiú leat teacht ar réitigh phraiticiúla agus nuálacha agus tú ag plé leis an bpacáistíocht dhátheangach.

Féach: www.forasnagaeilge/gno nó ríomhphost: gno@forasnagaeilge.ie

LIMITED BUDGETS & TIME

Sometimes, the will to create bilingual packaging may be there but the time, or the budget to do so isn't. Don't let that stop you. If deadlines are tight, contact Foras na Gaeilge immediately. Translation for packaging is free and we will point you in the direction of expert services.

LIMITED SPACE

Sometimes the prospect of fitting one language on a label is daunting enough. Try using more images and less wording. Duplication is not always necessary. Consider using Irish on its own alongside a pictogram or when the contents are visible and easily recognisable. You may also get away with Irish only when the word looks very similar to the English (e.g. “Órgánach” or “Speisialta”). Again, do contact Foras na Gaeilge for a free consultation. Quite often there is a simple solution.

CONTACT FORAS NA GAEILGE

The Foras na Gaeilge business unit is here to help you find practical and innovative solutions for your bilingual packaging. See: www.forasnagaeilge.ie/gno or email your enquiry to: gno@forasnagaeilge.ie

Treoir le haghaidh Aistriúcháin agus Clóchuir

Má chloítear leis na treoirlínte seo a leanas, is giorra an t-aga comhlánaithe, is lú athruithe a bheas i gceist agus laghdófar na costais.

DÉAN NA RUDAÍ A LEANAS

- ✔ teagmháil a dhéanamh le FREAGRA nó le Foras na Gaeilge i gcomhair aistriúcháin agus léamh profaí saor in aisce (Más mian leat d'aistritheoir féin a úsáid déan cinnte go bhfuil creidiúnú Fhoras na Gaeilge aige/aici).
- ✔ réamhfhógra a thabhairt do d'aistritheoir ag céim pleanála an tionscadail (lena chinntiú gur féidir cloí le sceidil agus chun moill a sheachaint).
- ✔ gach deis a thapú leis an téacs a shruthlíniú.
- ✔ pleanáil le go mbeidh gach teanga scartha ó chéile maidir le suíomh ar gach painéal pacáistíochta.
- ✔ iarracht a dhéanamh an téacs Béarla ar fad agus an Ghaeilge ar fad a ghrúpáil le chéile (m.sh. cruachta ina ngrúpaí, colúin chomhthreomhara nó cúinní os comhair a chéile).
- ✔ comhad téacs Word nó PDF den obair ealaíne atá ar intinn agat a chur (ionas gur féidir leis an aistritheoir a chinntiú go bhfuil an fhocláíocht ag cur leis an íomhá den táirge).
- ✔ an téacs aistrithe a bheith i mbosca téacs ar leith taobh le gach cuid den Bhéarla a chomhfhreagraíonn dó (chun an obair a éascú don dearthóir grafach).
- ✔ a chur in iúl go sonrach nach bhfuil ainmneacha trádmaíric nó cláraithe le haistriú (ach amháin gur mian leat go n-aistrefar iad!).
- ✔ an t-aistriúcháin a nascadh leis an ealaín go díreach mar a thug an t-aistritheoir duit é.
- ✔ comhairle an aistritheora faoi bhriseadh cuí líne a iarraidh.

NÁ DÉAN NA RUDAÍ SEO A LEANAS

- ✘ uirlisí uathoibríocha nó meaisíní aistriúcháin a thairgeann suíomhanna éagsúla idirlín a úsáid.
- ✘ téacs an aistriúcháin a chur ar fáil ag an nóiméad deiridh. Beartaigh roimh ré.
- ✘ uath-fhleiscíniú a úsáid le Gaeilge a chlóchur. (Cuir as an réamhshocrú seo agus cuir ceist i gcónaí ar d'aistritheoir cén áit ar féidir fleiscín a chur i bhfocal, má tá an fleiscíniú dosheachanta).
- ✘ an téacs a chur chuig na clódóirí gan aistritheoir gairmiúil na profaí obair ealaíne a léamh.

Translation and Typesetting Brief

Compliance with the following guidelines will lead to shorter turnaround time, fewer changes and reduced costs:

DO

- ✔ contact FREAGRA or Foras na Gaeilge for free translation and proof-reading. (If you wish to use your own translator please ensure they have Foras na Gaeilge accreditation).
- ✔ give your translator a heads-up at project planning stage (to ensure schedules can be met and delays avoided).
- ✔ look for every opportunity to streamline text.
- ✔ plan for each language to be clearly separated by location on each packaging panel.
- ✔ try to group all the English together and all the Irish text together (e.g. stacked in groups, parallel columns or opposing corners).
- ✔ send a text file in Word and a PDF of the proposed artwork (so that the translator can ensure the wording is consistent with the product image).
- ✔ Request that the translation be supplied in a separate text box alongside each segment of corresponding English. (In order to facilitate the graphic designer).
- ✔ specify that all trademarked or registered names are not to be translated (unless you wish to do so!).
- ✔ integrate the translation into the artwork exactly as it was provided by the translator.
- ✔ ask the translator for advice on appropriate line breaks.

DON'T

- ✘ use machine or automated translation tools offered by various websites
- ✘ supply text at the last minute for translation. Plan ahead.
- ✘ use auto-hyphenation when typesetting Irish text. (Turn this setting off and always ask your translator where hyphens can be applied in a word, if hyphenation is unavoidable).
- ✘ go to production without a professional translator proof-reading your finished artwork.

Seicliosta Profála

COMHIONANNAS

- ✔ An gcuirtear **clóghrafaíocht** chomh soléite i bhfeidhm don Ghaeilge agus a chuirtear i bhfeidhm don Bhéarla?
- ✔ An bhfuil **dath** chomh soléite don Ghaeilge agus a shanntar don Bhéarla?
- ✔ An bhfuil an Ghaeilge **chomh mór leis** an mBéarla?

IDIRDHEALÚ

- ✔ An bhfuil **dathchód** so-idirdhealaithe sannta do gach teanga ar leith?

RIANÚ

- ✔ An bhfuil an **dathchód** do gach teanga comhsheasmhach tríd is tríd?
- ✔ An bhfuil an **suíomh sa leagan amach** do gach teanga comhsheasmhach tríd is tríd?

CRUINNEAS

- ✔ An raibh an obair-ealaíne chríochnaithe léite ag an aistritheoir roimh an bhfaomhadh deiridh?
- ✔ An ndearna tú **teagmháil** le hAonad Tacaíochta Gnó Fhoras na Gaeilge le haghaidh chomhairle?

Proofing Checklist

EQUALITY

- ✔ Is the **typography** applied to Irish equally legible as that applied to English?
- ✔ Is the **colour** assigned to Irish equally legible as that assigned to English?
- ✔ Is the Irish **as large as** the English?

DIFFERENTIATION

- ✔ Has each language been assigned a distinguishable **colour code**?

NAVIGATION

- ✔ Is the **colour code** for each language consistent throughout?
- ✔ Is the **layout position** of each language consistent throughout?

PRECISION

- ✔ Was the finished artwork proof-read by the translator before final sign-off?
- ✔ Did you **contact** Foras na Gaeilge's Business Support Unit for advice?



forasnagaeilge.ie/gno

Seirbhísí Tacaíochta

Seirbhís aistriúcháin agus/nó faomhaidh saor in aisce í 'FREAGRA' nuair nach bhfuil ach cúpla abairt nó focal i gceist. Ní gá ach...
Glaon nó téacs chuig: +353 87 7935913
nó ríomhphost: freagra@ling.ie

Déan teagmháil linn

Le haghaidh comhairle nó eolais faoinár scéim mhaoinithe do phacáistíocht ghnó nua nó athdeartha, déan teagmháil le:

An tAonad Tacaíochta Gnó,
Foras na Gaeilge,
An Chrannóg,
Na Doirí Beaga,
Gaoth Dobhair,
Dún na nGall

T: +353 74 9558127
R: gno@forasnagaeilge.ie
I: www.forasnagaeilge.ie/gno

Support Services

'FREAGRA' is a free Irish language consultation service for translation / verification when only a few words or sentences are required. Simply phone or text number: +353 87 7935913 or e-mail: freagra@ling.ie

Contact us

For advice and information about our funding scheme for new or replacement packaging please contact:

Business Support Unit,
Foras na Gaeilge,
An Chrannóg,
Na Doirí Beaga,
Gaoth Dobhair,
Dún na nGall

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