

An Dearadh Dátheangach don Ghnó: Cuid 1

Bilingual Design for Business: Part 1

# Comharthaíocht Dháttheangach

treoir ar an gcleachtas is fearr

# Bilingual Signage

a guide for best practice



## Réamhfhocal

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

- Seasamh amach ó d'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 prófléamh 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 an méid atá 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

## Foreword

Foras na Gaeilge is delighted to bring you the first in a series of guidebooks on Bilingualism for Business. Here you will find the tools you will need to ensure your Irish language signage 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

# Cén fáth an Ghaeilge?

# Why Irish?



## AN GHAEILGE MAR BHRANDA

Tuigtear do níos mó gnólachtaí go n-éiríonn le hainmneacha branda Gaeilge i margáí easpórtála agus sa bhaile. Léirítear i dtaighde leanúnach go músclaíonn an Ghaeilge mothúchán dearfach i dtomhaltóirí is cuma cén cumas teanga atá acu. Féadann comhlachtaí atá ag feidhmiú sa Ghaeltacht (uirbach nó tuaithe) tairbhe a bhaint as comharthaíocht i nGaeilge amháin nó comharthaíocht a thugann tús áite don Ghaeilge (féach [www.udaras.ie](http://www.udaras.ie)). Tá comharthaí i nGaeilge amháin le picteagraim éifeachtach chomh maith (e.g. Fáilte, Fir/Mná, Slán go fóill). Ar fud na hÉireann cuirfidh comharthaí dátheangacha luach breise le branda gnó. Is féidir le Foras na Gaeilge cuidiú le do ghnólachtaí tairbhe a bhaint as an nGaeilge. (Féach [gaeilge.ie/gno](http://gaeilge.ie/gno)).

## AN CUR CHUIGE DÁTHEANGACH

Ná bíodh imní ort – ní hionann comharthaíocht dhátheangach agus iallach a bheith ort gnó a dhéanamh trí Ghaeilge. Is é is féidir léi a chur in iúl, go ndéanann do ghnólacht machnamh cúramach faoina cuid custaiméirí (i. an fearr leo Béarla nó Gaeilge a labhairt agus a fheiceáil). Baineann sé leis an gcustaiméir ag mothú go bhfuil siad tábhachtach duit agus iad ag roghnú gnó a dhéanamh leatsa. Ach comhionannas teanga a ghlacadh go dáiríre beidh dea-thorthaí ann do do ghnólachtaí. fíú mura chreideann tú fós go bhfuil comharthaíocht dhátheangach d'achan duine.

## IRISH AS A BRAND

More and more Irish businesses are understanding that Irish brandnames succeed in export markets and at home. Continuing research shows that Irish evokes a positive emotional response in consumers regardless of linguistic ability. Companies operating in the Gaeltacht (urban or rural) can benefit from signage in Irish only or signage which gives prominence to Irish (see [www.udaras.ie](http://www.udaras.ie)). Signage in Irish only, with pictograms, are also effective (e.g. Fáilte, Fir/Mná, Slán go fóill). All over Ireland bilingual signs will add extra value to a business brand. Foras na Gaeilge can help your business benefit from Irish (see [gaeilge.ie/Business](http://gaeilge.ie/Business)).

## THE BILINGUAL APPROACH

Don't worry – bilingual signage does not mean that you are obliged to conduct your business through Irish. What it can communicate, is that your business thinks carefully about its customers (i.e. whether they prefer to speak and see English or Irish). It's all about the customer feeling important to you and them choosing to do business with you. Taking language equality seriously will return compelling results for your business even if you are not yet a believer that Irish signage is for everyone.

# Tá soléiteacht tábhachtach Legibility matters



## AN TEACHTAIREACTH A BHEITH CEART

Dea-chiall ghnó is ea an chomharthaíocht dhátheangach in Éirinn nó aithníonn sí custaiméirí agus a bhféiniúlacht teanga, bíodh siad ina nGaeilgeoirí líofa nó ná bíodh. Tá an Ghaeilge i gcomharthaí lán chomh tábhachtach do dhaoine atá ag maireachtáil anseo as tíortha eile agus do thurasóirí, a deir go gothaíonn sé braistint áite d'Éirinn.

Mar sin cad é atá do ghnólacht ag iarraidh a chur in iúl? Teachtaireachtaí dearfacha, ar ndóigh. Má bhíonn comharthaíocht dhátheangach déanta i gceart (agus tá neart tacaíochta le cuidiú leat sin a éascú) cuirtear cuid mhór in iúl faoi mar a thugann gnólacht aire agus mar a chuireann gnólacht luach ar an gcruinneas i ngach rud dá ndéanann sí.

Déan teagmháil linn, le do thoil, le cinntiú go bhfuil an t-aistriúchán agus litriú ceart agat ionas go mbeidh na torthaí is fearr agat. Ach aird chúí a thabhairt do mhionsonraí, e.g. a chinntiú go bhfuil séimhiú, urú agus sínte fada go léir san áireamh, agus a chinntiú go bhfuil an Ghaeilge chomh suntasach leis an mBéarla, mura bhfuil sí níos suntasaí, beidh tréan aischothú dearfach ó chustaiméirí.

Le haghaidh tuilleadh cuidiú déan teagmháil le:  
[gno@forasnagaeilge.ie](mailto:gno@forasnagaeilge.ie) am ar bith.

## GETTING THE MESSAGE RIGHT

Bilingual signage in Ireland makes good business sense because it acknowledges customers and their linguistic identity, whether fluent Irish speakers or not. Irish signage is equally as important for people from other countries living here and tourists, who assert it gives Ireland its sense of place.

So what does your business want to convey? Positive messages of course. Getting Irish language signage right (and there is plenty of support to help facilitate that) speaks volumes about how a business takes care and values precision in everything it does.

Please do contact us to make sure you get the translation and spelling right to get best results. Paying proper attention to detail e.g. making sure the lenition, eclipses and accent marks are all included and ensuring that your Irish text appears equally prominent, if not more prominent than, than the English, will attract lots of positive feedback.

For further assistance contact:  
[gno@forasnagaeilge.ie](mailto:gno@forasnagaeilge.ie) at any time.

# Buntús Dátheangach



# Bilingual Basics



## OIDEAS NA RATHÚLACHTA

Tá socraithe agat tabhairt faoi chomharthaíocht dhátheangach do do ghnólachta mar sin... íontach! Is é an chéad chéim eile ná a chinntiú go bhfuil an leagan amach dátheangach chomh héifeachtach agus is féidir agus go méadaítear do thoradh faoi dhó – gan dua a mhéadú duit.

Tá trí ghné riachtanacha ann le haghaidh gach ábhar dátheangach:

- 1 COMHIONANNAS TEANGA  
An bpléitear leis an nGaeilge ar a laghad go cothrom leis an mBéarla? An bhfuil tú ag cur in iúl do do chustaiméirí a bhfuil Gaeilge acu go bhfuil siad lán chomh tábhachtach do do ghnó?
- 2 IDIRDHEALÚ TEANGA  
An féidir leis an tsúil an difear idir na teangacha a fheiceáil de shracfhéachaint? An bhfuil stíl inaitheanta ag gach teanga a dhéanann í a idirdhealú ón gceann eile?
- 3 LEIDEANNA MAIDIR LE RIANÚ  
An féidir leis an tsúil a rogha teanga a rianú gan mhearbhall? An bhfuil na leideanna maidir le rianú comhsheasmhach?

Cuideoidh an treoir seo leat cinntí feasacha a dhéanamh ag gach céim den phróiseas deartha.

## THE RECIPE FOR SUCCESS

So you've decided to consider bilingual signage for your business... great! The next step is to ensure that the bilingual layout is as effective as possible and doubles your return – without doubling your efforts!

All bilingual material requires three must-have elements:

- 1 LANGUAGE EQUALITY  
Is Irish treated at least 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 difference between the languages at a glance? Does each language have a recognisable style that style that differentiates it from the other?
- 3 NAVIGATION CUES  
Can the eye easily follow its chosen language without confusion? Are the navigation cues consistent?

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

# Treoir le haghaidh Dearadh

# Design Brief

Tugann an seicliosta seo a leanas breac-chuntas ar na bunrialacha clóghrafaíochta a bhaineann leis an gcomharthaíocht 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 signage as an internationally recommended standard, adapted to linguistic conditions in Ireland.

## DÉAN NA RUDAÍ SEO A LEANAS

- ✔ méid chló an téacs Gaeilge a dhéanamh ar a laghad chomh mór le méid chló an téacs Béarla, fiú 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 íochtar, 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 comhartha.

## 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 íochtar a úsáid
- ✘ an síneadh fada a fhágáil ar lár nó a chur san áit chontráilte – féadfaidh sé bheith costasach botúin a cheartú.
- ✘ cló *iodálach*, 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 choirneáil nó a thraiceáil) le spás an téacs Béarla a mheitseáil
- ✘ CEANNLITREACHA a úsáid le teangacha a idirscaradh ná mar chlóstíl sa dá theanga. Is fusa litreacha sa chás íochtar a léamh.



## 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 signage.

## 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 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.
- ✘ use CAPSALL to differentiate languages or as a print style in both languages. It's easier to read lower case.

# Dathchódú

Is cóir gnéithe deartha a bheith sa chomharthaíocht 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. Laghdaíonn dathchódú soiléir cuma an tranclaim chomh maith.

## DÉAN NA RUDAÍ SEO A LEANAS

- ✔ dathfhéiniúlacht ar leith a thabhairt do gach aon teanga – sainigh saindath do gach teanga (gan imir).
- ✔ 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 Chaeilge
- ✘ Comharthaí Slándála: ná húsáid dathanna a chruthaíonn deacrachtaí easnamhach i leith aithint ar dhathanna.



# Colour Coding

Bilingual signage 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 to the text and/or the background panel
- ✔ be consistent in all signs 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
- ✘ Safety signs: avoid pairing colours that present problems for the color vision deficient.

# Códú Aondathach

Má mheasann tú nach féidir dathchódú a úsáid mar gheall ar theorainneacha buiséid, amharc arís. Is féidir dath dhromchla nó chúlra an chomhartha a úsáid mar dhath. Mar shampla, má tá dathchódú ag teastáil le hurláir a léiriú, déan an dath a théann le teanga amháin a thiontú ó bhloc dhath an chomhartha. Nuair is féidir, is cóir comharthaí dátheangacha a dhéanamh as ábhar a ghlacann le dathú.

## DÉAN NA RUDAÍ SEO 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

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

## SCÁILEÁIN TAISPEÁNA PHONCMHAITRÍSE

Is fearr i gcónaí scáileán taispeána poncmhairíse daite a úsáid le hábhar dátheangach a thaispeáint le hidirdhealú teanga dathchódaithe a éascú. Ach mura bhfuil ach scáileán taispeána poncmhairíse monacrómach ar fáil, moltar imeacht beagáinín ó na treoracha thuas mar is é an t-aon bhealach le hidirdhealú teanga a dhéanamh ná cás íochtaire agus cás uachtair a úsáid.

Ba chóir an Ghaeilge a bheith sa chéad áit sa chás íochtaire toisc nach féidir sínte fada a úsáid sa chás uachtair. Ba chóir an Béarla a bheith sa chás uachtair sa dara háit. Féach na léaráidí.

# One Colour Coding

If you think that colour coding cannot be used due to budget limitations, look again. The surface/ background colour of the sign can be used as a colour. For example, if colour coding is required for floor level identification, reverse the colour of one language from a block of the sign's colour. Where possible, bilingual signs should be produced from a material that can be coloured.

## 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 the English a more legible or eye-catching colour.
- ✗ 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.

## DOT MATRIX SCREENS

Its always best to use a coloured dot matrix display to show bilingual material to facilitate colour-coded language differentiation. However, if only a monochrome dot matrix display is available, it is recommended to deviate slightly from the guidance above since the only way to differentiate languages is to use lower case and upper case.

Irish should be displayed in first position in lower since the acute accent cannot be used on upper case. English should be in the upper case in second position. See the illustrations.





# Suíomh sa Leagan Amach

Is cóir machnamh go cúramach faoi shuíomh teanga i leagan amach dátheangach. Foghlaimíonn an tsúil go tapa le téacs nach bhfuil ag teastáil a scagadh i sraith comharthaí ina bhfuil 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 SEO A LEANAS

- ✔ an Ghaeilge a chur ar dtús, ar bharr nó ar chlé. Tá seo de dhíth nó cionn is go bhfuil gach aon Ghaeilgeoir in ann Béarla a léamh tá Gaeilge sa dara háit iomarcaíoch.
- ✔ do mhachnamh a dhéanamh ar an ábhar aistriithe a bheas i ngach comhartha sula socraíonn tú ar leagan amach (TAOBH LE TAOBH nó CARNTHA).
- ✔ cloí le stíl amháin leagan amach ar fud do chomharthaíochta
- ✔ Bheith comhsheasmhach sna leideanna maidir le rianú do gach teanga i ngach comhartha.

## 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

# 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 in a series of signs where 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

- ✔ place Irish first on top or to left. This is necessary because since every Irish speaker can read English, Irish in the second place is redundant.
- ✔ consider the translated content of all signs before deciding upon a layout style (SIDE BY SIDE or STACKED)
- ✔ stick to one layout style throughout all your signage, where possible
- ✔ be consistent in the navigation clues for each language in every sign

## DON'T

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

# Suíomh Deilbhíní

Réiteach ar idirdhealú teanga is ea ar ndóigh deilbhíní, mar lógónna, uimhreacha urláir, saigheada, praghasphointí nó picteagram.

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

## DÉAN NA RUDAÍ SEO A LEANAS

- ✓ do mhachnamh a dhéanamh ar conas a fhéadfaidh picteagram an méid téacs atá ag teastáil a laghdú.
- ✓ bheith comhsheasmhach maidir le suíomh deilbhíní ar fud do chomharthaíochta

### TAOBH LE TAOBH

- ✓ deilbhíní a lárnú idir an dá theanga.

### CARNTHA

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

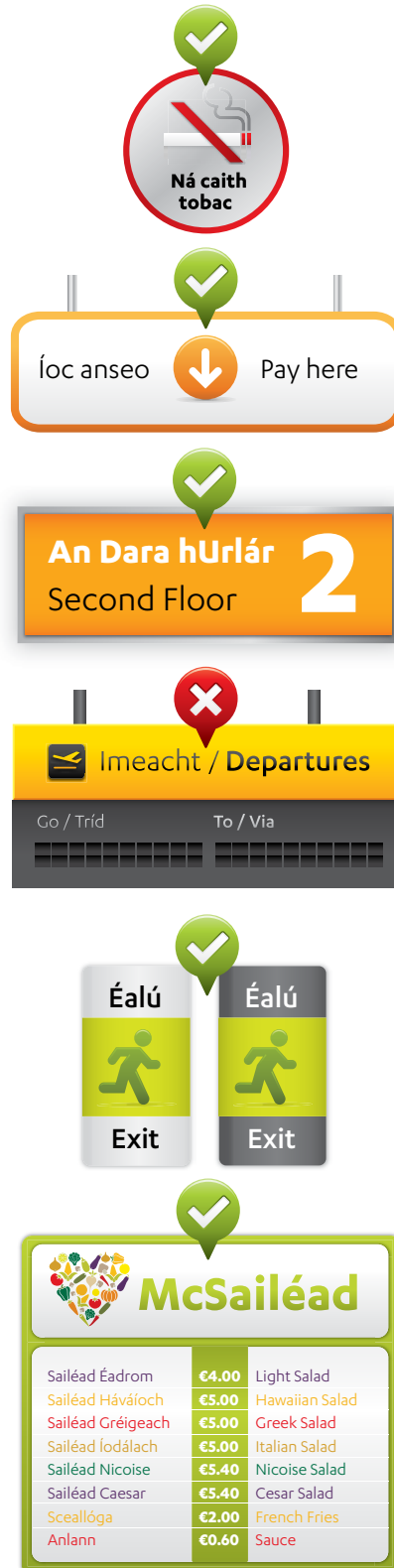
## NÁ DÉAN NA RUDAÍ SEO A LEANAS

- ✗ deilbhíní a dhúbláil (is leor deilbhíní amháin san áit cheart)

# Icon Position

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

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



## DO

- ✓ consider how a pictogram might reduce the amount of text required, if any
- ✓ stay consistent with your positioning of icons throughout all your signage

### SIDE BY SIDE

- ✓ centre any icons between both languages, where possible

### STACKED

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

## DON'T

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



## BUISÉAD & AM TEORANTA

Ar uairibh, féadfaidh sé go bhfuil an rún ann comharthaíocht dhátheangach a úsáid 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 chomharthaí saor in aisce agus treoróimid thú go dtí sainseirbhísí.

## SPÁS TEORANTA

Ar uairibh tá sé dúshlánach go leor teanga amháin fiú a chur ar chomhartha. Féadfaidh sé bheith ina ábhar buairimh maidir le cothromaíocht más ea go bhfuil téacs i dteanga amháin níos faide ná mar atá sa teanga eile. Arís, gabh i dteagmháil le Foras na Gaeilge i gcomhair comhairliúcháin. Is minic réiteach simplí a bheith ann. Ní gá ainmneacha branda a aistriú i gcónaí. Cuimhnigh ar an Ghaeilge do ainmneacha branda nua (féach: [gaeilge.ie/Gno](http://gaeilge.ie/Gno)).

## PICTEAGRAM

Réiteach amháin a bhféadfaí machnamh a dhéanamh air ná picteagram le téacs a laghdú. D'fhéadfá a fháil amach gur féidir Gaeilge a úsáid léi féin in éineacht le picteagram.

## GABH I DTEAGMHÁIL LINN

Tá aonad gnó Foras na Gaeilge anseo le cuidiú leat teacht ar réitigh phraiticiúla agus nuálacha i gcomhair do chomharthaíochta dátheangaí. Féach: [www.gaeilge.ie/gno](http://www.gaeilge.ie/gno) nó ríomhphost: [gno@forasnagaeilge.ie](mailto:gno@forasnagaeilge.ie).

## LIMITED BUDGETS & TIME

Sometimes, the will to use bilingual signage 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 signage is free and we will point you in the direction of expert services.

## LIMITED SPACE

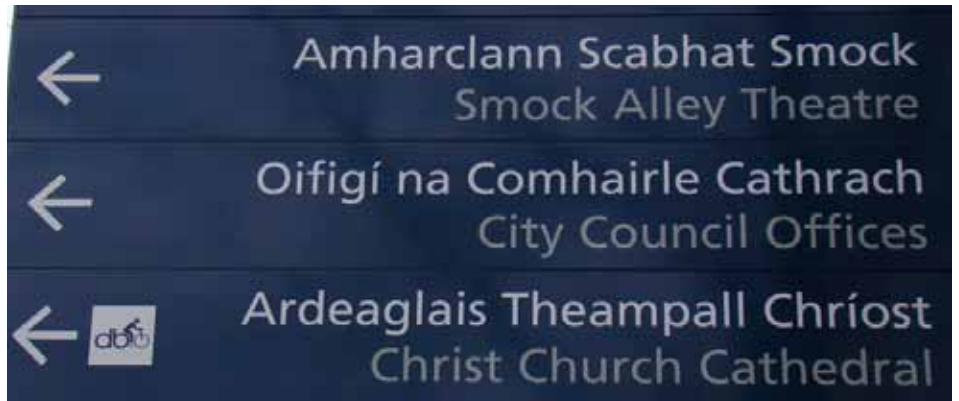
Sometimes the prospect of fitting one language on a sign is daunting enough. And it may be a concern if the text in one language is longer than in the other. Again, do contact Foras na Gaeilge for a consultation. Quite often there is a simple solution. Duplication of brand name in both languages is not necessary. For new brands, consider using Irish only (see: [gaeilge.ie/Business](http://gaeilge.ie/Business)).

## PICTOGRAMS

One solution may be to consider the use of a pictogram to reduce text. You may even find you could get away with using Irish on its own alongside a pictogram.

## CONTACT FORAS NA GAEILGE

The Foras na Gaeilge business unit is here to help you find practical and innovative solutions for your bilingual signage. See: [www.gaeilge.ie/business](http://www.gaeilge.ie/business) or e-mail your query to: [gno@forasnagaeilge.ie](mailto:gno@forasnagaeilge.ie).



## COMHIONANNAS, IDIRDHEALÚ AGUS RIANÚ

## EQUALITY, DIFFERENTIATION AND NAVIGATION

An gcuirtear **clóghrafaíocht** ar a laghad chomh soléite i bhfeidhm don Ghaeilge agus a chuirtear i bhfeidhm don Bhéarla?

Is the **typography** applied to Irish at least as equally legible as that applied to English?

An bhfuil **dath** ar a laghad chomh soléite agus sofheicthe sannta don Ghaeilge agus a shanntar don Bhéarla?

Is the **colour** assigned to Irish at least as equally legible and equally eye-catching as that assigned to English?

An bhfuil an Ghaeilge **ar a laghad chomh mór leis** an mBéarla?

Is the Irish **at least as large as** the English?

An bhfuil **an chló-aghaidh chéanna** agus an stíl chéanna ag an dá theanga?

Do both languages have the **same typeface** and style?

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

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

An bhfuil an **dathchód** do gach teanga comhsheasmhach tríd is tríd?

Is the **colour code** for each language consistent throughout?

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

Is the **layout position** of each language consistent throughout?

Ar ndearna tú **teagmháil** le hAonad Gnó Fhoras na Gaeilge le haghaidh chomhairle?

Did you **contact** Foras na Gaeilge's Business Support Unit for advice?

# Gaeilge.ie /gno

## Seirbhísí Tacaíochta

Seribhís aistriúcháin agus/nó faomhaidh comharthaíochta saor in aisce í 'FREAGRA' ní gá ach...

Glaonó téacs chuig: 087 7935913

nó ríomhphost: freagra@acmhainn.ie

## Déan teagmháil linn

Le haghaidh comhairle nó eolas faoinár Scéim Mhaoinithe do Chomharthaíocht Ghnó nua nó athdeartha, déan teagmháil le:

An Rannóg Pobail agus Gnó  
Foras na Gaeilge,  
An Chrannóg,  
Na Doirí Beaga,  
Gaoth Dobhair,  
Dún na nGall

T: +353 74 9558127

R: gno@forasnagaeilge.ie

I: gaeilge.ie/gno



## Support Services

'FREAGRA' is a free Irish language consultation service for signage translation / verification.

Simply phone or text number: 087 7935913

or e-mail: freagra@acmhainn.ie

## Contact us

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

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

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E: gno@forasnagaeilge.ie

I: gaeilge.ie/business