



Thank you for downloading the “Guaranteed Fracking Free” logo.

Feel free to use it in any way you wish, to celebrate, protect, and promote Ireland’s present fracking-free status.

**A version of the logo with the words “Keep Ireland Fracking Free” is also provided for those who may prefer it.**

Medium resolution jpegs and print-ready pdfs are included - in colour, in black and white and reversed out. The colour is Pantone 361; for consistency, please do not use any other Pantone reference. If you require a different format, such as eps, png or a larger jpeg, please email graphics [at] tmprinting.ie.

Please use the logo on stationery, merchandise, websites and in your emails or wherever your imagination takes you.

Whether you use the “Guaranteed Fracking Free” logo for personal or business use, we encourage you to let the Irish Government know that you are using it.

Please consider sending an email to a cabinet minister, asking the Irish government to protect Ireland’s fracking-free status by enacting a permanent ban on hydraulic fracking.

To add impact to your letter, please consider attaching a photograph showing how you have used the logo.

We hope you will drop us a line at [gff.logo \[at\] gmail.com](mailto:gff.logo@gmail.com) to let us know how you have decided to use the logo – we look forward to receiving everyone’s emails and photographs.

Thank you,

Keep Ireland Fracking Free (KIFF)  
[gff.logo\[at\]gmail.com](mailto:gff.logo@gmail.com)

**Attachments:**

Logo campaign press release  
Sample letter 1 (individual)  
Sample letter 2 (business)  
Minister contact details

## For Immediate Release

7 March 2012

### “Guaranteed Fracking Free” Logo Campaign

Keep Ireland Fracking Free (KIFF) launches logo to celebrate Ireland’s fracking-free status

Keep Ireland Fracking Free (KIFF) is a network of people in Ireland and abroad who believe that Ireland’s fracking-free status is something to be celebrated, protected, and widely promoted as a selling point for Ireland.

With the “Guaranteed Fracking Free” logo, launched on 7 March 2012, KIFF offers to Irish businesses, the general public, and the Irish Diaspora a visual means of expressing pride in Ireland as a fracking-free zone.

As KIFF spokesperson Charlie Williams explained, “We feel that Ireland’s status as a fracking-free zone is a real asset, in marketing as well as environmental terms. Ireland has traditionally benefited from its “green” image, especially in the agri-food and tourism sectors. We wanted to give Irish businesses an easy way of promoting the fact that, unlike many other countries, Ireland is completely fracking free.”

The logo, a green shamrock surrounded by the words “Guaranteed Fracking Free”, highlights the fact that hydraulic fracturing (“fracking”) is not at present permitted in Ireland. Therefore, consumers in Ireland and abroad can be confident that Irish food has been grown in a clean environment and is safe.

Similarly, tourists to Ireland can be assured of enjoying the unspoiled, green countryside for which Ireland is renowned.

The logo is offered free of charge for use by anyone who wishes to celebrate and promote Ireland’s present fracking-free status.

In particular, KIFF invites Irish agri-food and tourism businesses to adopt the logo for use in their product labels and promotional materials.

The Irish Diaspora in the US and elsewhere are also free to use the logo in their St. Patrick’s Day celebrations.

The logo can be downloaded from <http://frackingfreeireland.org> and <http://frackingfreeclare.org>.

The logo is available in a number of file formats for ease of use in product labels, letterheads, websites, buttons, T-shirts, banners, farm gate signs, etc. **A version of the logo with the words “Keep Ireland Fracking Free” is also provided for those who may prefer it.**

For further information, contact:

Charlie Williams, KIFF spokesperson  
[charlie2williams\[at\]gmail.com](mailto:charlie2williams[at]gmail.com)  
[gff.logo\[at\]gmail.com](mailto:gff.logo[at]gmail.com)

*\*Thanks to TM Printing in Ennis, Co. Clare for the logo design.*



### **Sample letter 1 (individual)**

“Dear Minister,

I have adopted the “Guaranteed Fracking Free” logo because I believe that Ireland’s fracking-free status is something to be celebrated, protected, and promoted.

I would like to continue to take pride in Ireland as a fracking-free zone. I urge you therefore to enact a permanent ban on hydraulic fracking.

Kind regards,  
[Name]”

### **Sample letter 2 (business)**

Dear Minister,

My business, [Business Name] has adopted the “Guaranteed Fracking Free” logo for use in our promotional materials. We believe that Ireland’s fracking-free status is something to be celebrated, protected, and promoted.

Especially in our business sector, [business sector details], it is a very valuable asset for us to be able to say that Ireland’s environment is guaranteed fracking-free. The maintenance of Ireland’s “green” image is critical to our business.

We would very much like to continue to use the “Guaranteed Fracking Free” logo to promote our business. We therefore urge you to enact a permanent ban on hydraulic fracking in Ireland.

Kind regards,  
[Name]  
[Business name]”

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### **Minister Contact Details**

Taoiseach	Enda Kenny	taoiseach@taoiseach.gov.ie
Minister for the Environment, Community and Local Government	Phil Hogan	minister@environ.ie
Tánaiste and Minister for Foreign Affairs and Trade	Eamon Gilmore	eamon.gilmore@oir.ie
Minister for Jobs, Enterprise and Innovation	Richard Bruton	minister@djei.ie
Minister for Communications, Energy and Natural Resources	Pat Rabbitte	minister.rabbitte@dcentr.gov.ie
Minister for Transport, Tourism and Sport	Leo Varadkar	minister@dtas.ie
Minister for Agriculture, Food and the Marine	Simon Coveney	simon.coveney@oir.ie
Minister of State O’Dowd (NewERA)	Fergus O’Dowd	fergus.odowd@oir.ie