**Clone House is a 365-year-old family manor tucked into the hills of Aughrim, Ireland. It has been a country guesthouse for many decades and this year we begin hosting bespoke weddings, parties and corporate events.**

**We are looking for a versatile logo with an ‘old meets new’ aesthetic that reflects a house of both its historical pedigree and modern function.**

**SEE IMAGES:** [**http://clonehouse.com/gallery/**](http://clonehouse.com/gallery/)

The house dates back to the 1650s when it was built for the O'Byrnes of Ballymanus, a famous local family. It played its own small part in the Irish Rebellion of 1798 and was torched by the Irish liberation movement, though a portion of the house remained intact and still stands today. In 1805 it was restored in beautiful Georgian style.

After its restoration, Clone House became a popular guesthouse in the Wicklow area - a warm and welcoming place for people to come together around great food, great wine and great scenery. It’s been in our own family for the last 17 years, and we’ve continued to run it with open doors, warm fires and even warmer smiles.

**THE BRIEF**:

Our team is looking for a FAMILY CREST or COAT OF ARMS style logo that combines various component symbols representing Clone House’s key characteristics:

* The rich history and heritage of the property
* The beautiful natural countryside surroundings, which include lush green rolling hills dotted with grazing sheep
* Her warm, welcoming, open doors, fun-loving, wink-and-a-smile, home away from home personality
* Her function as a unique party place for people to come together and let their hair down

Below we’ve suggested motifs and symbols that represent these characteristics. Happy for you to mix, match and play around with them (or any others you think are relevant).

NOTE: If the artist is so inclined, we would love to see variants of the component symbols submitted separately.

i.e. We may want to use these individual designs on other branded content such as menus, headers on separate sections of the website, etc.

**LOOK & FEEL**:

* Look and feel should pay tribute to the history and heritage of Clone House - a classical or country style, perhaps - while incorporating contemporary elements that speak to the property as a fun and modern events venue.
* The words ‘CLONE HOUSE’ or ‘CLONE HOUSE, AUGHRIM’ don’t need to be incorporated into the visual element of the logo but we do need to understand how they would work in a lock up.
* A single- or limited-colour logo is most practical for our uses.

Image references –

> PHEASANT - We like the rustic hand-drawn etching style of the pheasant combined with the cleaner, more modern typographical elements.

> SHEEP - We love a bit of wit and whimsy, we’re a party venue after all! But err on the side of a wink and a smile rather than an outright guffaw.

**A THOUGHT ON ‘OLD + NEW’:**

As the logo is more of a Family or Household Crest than a warfare-based Coat of Arms, we may be able to play around with traditional Coat of Arms themes to give them a more suitable twist. Examples would be:

* A food platter instead of a shield
* A fork and knife instead of swords or weapons of war
* And any other twists on the traditional that you can think of!

Please note you DO NOT need to stick to the traditional Coat of Arms style if you would prefer to do something different.

**SYMBOLS & MOTIFS:**

**Torches, Peasant Revolts, Four Poster Beds and Wee Women in Bonnets…**

*History and Heritage of Clone House*

At the time of the 1798 Irish Rebellion against the English, Clone House was home to a man of mixed and rather contentious English-Irish Protestant-Catholic background. One night, the famous Catholic rebel Billy Byrne came knocking and Charles Coates was there to open the door. He sheltered Billy, his neighbour, while the danger passed.

Poor old Charles Coates. Billy Byrne repaid the favour by sending Clone House up in flames.

But we can’t judge Billy too harshly: his mission was freedom and his kinsmen came first! Clone House was yet another symbol of English rule and - anyone who has spent time in their company will confirm - the fiery Irish do not take kindly to being told what to do. To be sure!

Yet Billy also had a fondness for the Coates family, who were an example of communion between religions and nationalities at a time of ultimate struggle. They had taken him in, and Clone House had protected him.

So he kind of…half burned it. Took a casual approach. (Which is why some of the original stonework still stands today.) In fact, Clone House is one of very few old English houses in the area that was not reduced to a pile of ashes.

As the story goes, Lady Coates refused to leave her bedroom when Billy came knocking for a second time, torch in hand. So he had his men pluck her fancy four-poster bed right off the floor and carry her out to the lawn. And then, with a tip o’ the hat, he torched the place.

And the Lady watched it burn from the comfort of her bed.

**The Clone House Entryway**

*Warm and welcoming personality of Clone House*

The beautiful Georgian entryway is Clone House’s most emblematic architectural feature. We love the warmth and welcome that an open door implies. And Ireland is the land of Cead Mile Failte, a thousand welcomes!

**Sheep, Irish Farmyard Motifs, The Rolling Hills of Ireland…**

*Beautiful countryside surroundings of Clone House*

The lush green hills around Clone House are mostly farmland with tidy fields divided by hedges into square-like bundles. It looks a soft and rolling patchwork quilt. And trundling around on top of it all are the easy-going sheep, happy to munch and chill. Our kind of animals.

**Plates, Cutlery, Wine Glasses, Whiskey Bottles, Grapes and anything else that represents a Darn Good Party…**

*Clone House as a unique party place where you can let your hair down*

Classy and witty references to Clone House as a place for people to come together in celebration are encouraged! The sharing of great food and wine in great company is our favourite pastime.

**Peacocks & Phoenixes**

*Clone House as a place of abundance and progress*

We think fancy fowls are kind of fun. If sheep like to chill, a Peacock loves to party! And much like a Phoenix, Clone House rose from the ashes in 1805.

**Latin Phrases and Key Dates**

*Heritage of our family and Clone House*

A Coat of Arms sometimes includes key dates / Latin words. Our family is Latin in heritage (well, Italian), so this works on a couple levels. Feel free to include these if it suits your design:

1798 – VERITUS – Clone House is burned to further the cause of the Irish Rebellion

1805 – VIVUS – Clone House rises from the ashes

**Celtic Knots, Braids, Claddagh Rings & Other Traditional Motifs**

*Clone House Irishness*

While we don’t want over-the-top Irish cheesy, a classy nod to the Celtic heritage of the house is welcome. A fresh take on the Claddagh Ring could be interesting as it represents UNITY and LOVE, particularly in marriage.