

Asset Metadata

GENERAL INFORMATION

File name:	Murphys_LOGO_Signature_Black_CMYK.pdf
Version :	1.0
Reference ID :	224669
File size :	1863413 KB
Uploaded by :	Claire Gavin
Asset Owner :	Claire Gavin

ASSET TYPE INFORMATION

Asset Type	Imagery
Expiration Date:	(not set)
Description :	New Murphy's logos to be used ONLY in Ireland. These are not available to export markets. Please contact the Murphy's Brand Manager for ai. formats.

Asset Type Details ::

- Creative Classification

Local Asset

- Brand Constrained List

Brand begins with--Begins with M
Brands--Murphy's
Sub Brands--Murphy's Irish Stout

- Channels

e-Commerce (iB2C)

- Sub-channel

Not Applicable

- Campaign

Not Applicable

- Asset Name

Murphy's Logo IRELAND ONLY

- Asset Version

Murphy's Logo IRELAND ONLY

- Asset Objective

(not set)

- Brand Distribution

Local

- Community of Practice

(not set)

- Must Win Battles

(not set)

- Regions Constrained List

Regions--Europe
Europe--Ireland

- Language

Not Applicable

- Agency Name

HEINEKEN Ireland

- Copyright, Usage and Rights Management

N/A

- Campaign Date

30 September 2020

- Production Date

30 September 2020

- Incomplete Asset

(not set)

- Dark Market Asset

(not set)

- Sub Categories

(not set)

- Size

N/A

- Additional 'third party' rights

(not set)

- Does this asset require talent rights?

No

- B2VSource

Valdez

- B2VType

(not set)

- B2VVersionId

(not set)

- B2V

(not set)

- B2VGuardrails

False

- B2VMasterId

(not set)

- B2VStatus

Published

- B2VPreApproved

(not set)

- Status Code

(not set)

- Message

(not set)

- CX Referenceld

(not set)

- Sub-channel: Facebook

(not set)

- Sub-channel: Instagram

(not set)

- Sub-channel: YouTube

(not set)

CATEGORY INFORMATION

Category Name : Beer

BUSINESS ENTITY INFORMATION

Business Entity Name : DAM

TAGS INFORMATION

Tag Name : ireland

Tag Name : logos

Tag Name : murphys

ACCESS MANAGEMENT INFORMATION

DAM : 30 September 2020

TECHNICAL DATA INFORMATION

FileType :	PDF
MIMEType :	application/pdf
MetadataDate :	2020:02:17 16:22:25Z
ModifyDate :	2020:02:17 16:22:25Z
CreateDate :	2020:02:17 16:21:54Z
CreatorTool :	Adobe Illustrator CC 22.0 (Macintosh)
ThumbnailWidth :	256
ThumbnailHeight :	160
ThumbnailFormat :	JPEG
ThumbnailImage :	(Binary data 9154 bytes, use -b option to extract)
Format :	application/pdf
Title :	Print
PDFVersion :	1.5
Linearized :	No
PageCount :	1
ContainerVersion :	11
CreatorVersion :	22

CreateDate : 2020:02:17 16:21:54Z
Creator : Adobe Illustrator CC 22.0 (Macintosh)
ModifyDate : 2020:02:17 16:22:25Z
Producer : Adobe PDF library 10.01
Title : Print



RELATIONSHIP INFORMATION
