



northernireland  
tourist board

# Your definitive communications design toolkit – devised by NITB, delivered by you.

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# What is this guide?

**This is a guide to the brand for Northern Ireland tourism.**

It summarises what a brand is and why Northern Ireland tourism needs one. It is also a box of design tools and tips that you can use to tell your story to your potential visitors in the hope of encouraging them to 'Explore More' of what Northern Ireland has to offer.

# Who is the guide aimed at?

**These design guidelines have been devised by NITB for you – our marketing partners.**

They provide you with the background knowledge and hands on tools to help you communicate Northern Ireland's key tourism messages, clearly, consistently and to the point.

They are a step by step guide to help you communicate what Northern Ireland and your tourism experience has to offer.

NITB has created a logo, a typeface, photograph style, colour palette and a writing style. Showcasing examples, these guidelines give ideas on how to apply each tool to your communications. They are not designed to be a list of do's and don'ts. They simply provide you with a framework for your communications.

# Why does Northern Ireland tourism need a design toolkit?

## Set of tools for you

**We know the old adage that the 'whole is greater than the sum of the parts'. Applying these design tools to your marketing will do just that.**

**Tourism is big business, worth £529 million per annum to the Northern Ireland economy.**

Needless to say it is a very competitive industry. We often hear from you, our partners, that you get lost in the multitude of promotional avenues and channels. By pulling together in partnership, in the same direction, you can achieve greater returns on your marketing investment.

By working together, we can bring our vision to life - a vision that will make Northern Ireland the destination on everyone's wishlist. We can build a collective "voice" for the industry, increasing power and influence. And that's something we can all benefit from.

Using these design tools sends out a message to potential visitors that what you are selling is part of a bigger offering - you will be recognised alongside NITB's award winning marketing campaigns.

Our collective goal is to communicate one consistent big idea that Northern Ireland is 'confidently moving on'.

The following pages guide you through the complete kit of design elements that come together to create a distinctive and universally recognisable Northern Ireland tourism message.

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# First things first

This way please...

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# Northern Ireland tourism brand

## Okay – so what is a brand?

A brand is a way of keeping promises. It helps define what is unique, precious and special about Northern Ireland tourism. It makes us think about how we communicate with visitors; it makes us identify and develop the right type of product and experiences.

## Why do we need a brand?

Plain and simple: to stand out from the competition. We need to spell out why Northern Ireland should be top of everyone's destination wish list.

We need to define Northern Ireland's unique and special qualities to give people reasons to choose us.

### **What is the Northern Ireland tourism brand?**

The Northern Ireland tourism brand is made up of a Big Idea, a Vision, Values, Themes and Behaviours. These are the concepts which we have used to help build our design toolkit. They are owned by everyone involved in tourism.

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## Northern Ireland Big Idea 'Confidently moving on'

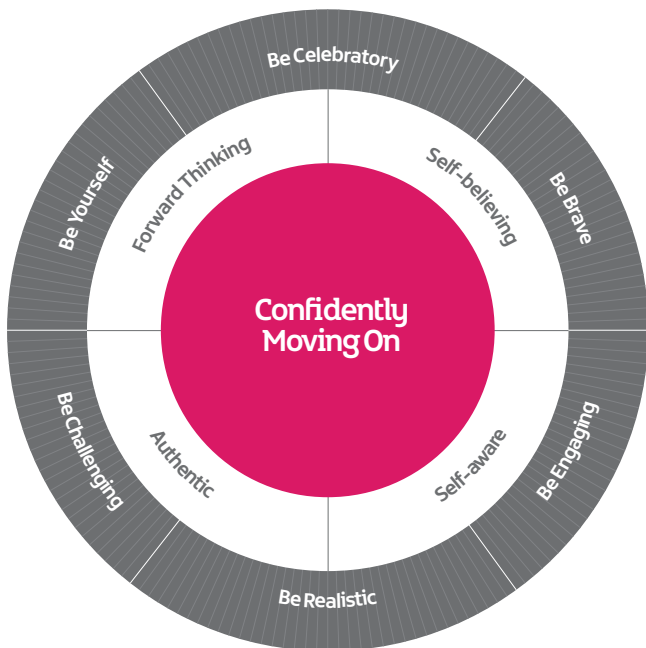
### What does this mean?

Northern Ireland is moving towards a confident future.

## Northern Ireland Vision 'To create the new Northern Ireland experience and get it on everyone's destination wish list'

### What does this mean?

We are an emerging destination. We have a unique offering that needs to evolve and be celebrated. We need to take our story to a wider audience.



## Northern Ireland Themes

### 'Experience our awakening' 'Uncover our stories'

#### What does this mean?

Northern Ireland is a new and forward looking destination. We are on the cusp of exciting times.

Northern Ireland has lots of unique stories to celebrate; beautiful scenery; living history and interesting characters.

Encourage visitors to discover the facts and uncover the unique stories of Northern Ireland.

## Northern Ireland Values

### 'They sum up our character – who we are and how we would like to be seen by visitors'

#### What does this mean?

**Self – Believing.** We are proud of our history. We know who we are. We know that we can take on the challenge of creating unique visitor experiences.

**Self – Awareness.** We are proud of our attractions that are some of the best in the world, but aware that we need to improve our offer and constantly raise our game.

**Forward thinking.** Northern Ireland is moving forward, and fast. We are determined to achieve standout from our competitors.

**Authentic.** Northern Ireland and its people have a distinctive character. Where else will you find such unique banter to share with our visitors!

**Want to know more about the  
Northern Ireland tourism brand?**

Visit: [nitb.com/ni-brand](https://nitb.com/ni-brand)

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# Our audience — getting our message out there

**Reaching our number one customer is our number one objective so it's important that we always remember who we're talking to.**

## But who are Northern Ireland's number one customers?

NITB's recently developed 'Know to Grow' 2010 Planning Guide for Northern Ireland Tourism identifies the 'best' prospect leisure visitors to target in Northern Ireland and Republic of Ireland.

We tell the stories of Northern Ireland and use Northern Ireland's special attractions, activities and events in all our campaigns to target these customers. This makes it very easy for people to see what Northern Ireland has to offer and why they should book NOW!

We also use the web and other targeted channels to promote Northern Ireland's fantastic products like: food, gardens and houses, music, events and so on.

Want to find out more about our number one customers? Download:



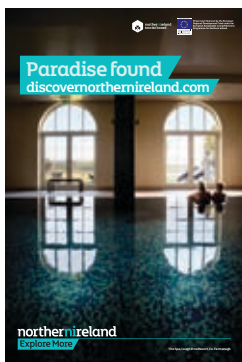
'Know to Grow'  
2010 Planning Guide  
for Northern Ireland.

[nitb.com/ni-brand-guides](http://nitb.com/ni-brand-guides)

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# We want to share our success with you.

Here are some examples of our award winning marketing campaigns in Northern Ireland and Republic of Ireland that bring the Northern Ireland tourism brand to life.



- These advertising campaigns were created to showcase the depth and variety of the unique experiences available to Northern Ireland's visitors.
- They focused on the brand theme 'uncover our stories' and ran throughout Northern Ireland and Republic of Ireland.
- The approach was so effective that the spring 2009 campaign won the CIM's UK Public Sector Marketing Excellence Award.
- Also NITB's online campaigns were highly commended in the category of Best Online Marketing programme in the CIM Marketing Awards 2010.

Develop your  
own award  
winning  
marketing  
campaigns...

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## **The key elements of the design toolkit include:**

- the logo
  - web addresses
  - the Northern Ireland typeface
  - colour palette
  - stunning photography
  - writing style
-

# The logo

A new versatile logo has been designed for Northern Ireland tourism.

**northernireland**  
**Explore More**



The identity has been created using the new Northern Ireland typeface (page 18) and has certain simple characteristics that make it stand out.

The highlighting of 'ni' is the strongest element that differentiates it from a standard typeset logo.

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## Approved variants of the logo

The logo is flexible in that you can adapt its colour from the colour palette (page 22) to reflect your communications.

The Northern Ireland logo has been designed with the flexibility to work in the following formats:

Full colour



Black and white



White on black



Colour on colour



Black and white on colour



Colour on image



All proportions of the Northern Ireland Explore More logo are fixed and should not be altered. The logo must always be reproduced using the original digital master artwork and must not be modified in any way.

Do not scan or try to re-create the Northern Ireland logo.

To obtain a copy of all approved logos and approved variant logos please email [ni-brand@nitb.com](mailto:ni-brand@nitb.com)

## The Northern Ireland logo should always be surrounded by a minimum area of space.

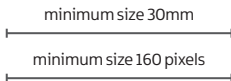
This space or isolation area ensures that headlines, text or other visual elements do not encroach on the logo.

This area is defined by using the height of the letter 'd' taken from the Northern Ireland logo as shown.



To ensure legibility, the minimum size that the logo can appear in print is 30mm wide. For digital reproduction, the minimum size is 160 pixels wide.

There is no maximum reproduction size of the logo.



**The Northern Ireland logo can be placed in any of the four corners of a page.**

It should have approximately 20mm of clearance between it and the edges of the page.



northernireland  
Explore More



northernireland  
Explore More



northernireland  
Explore More



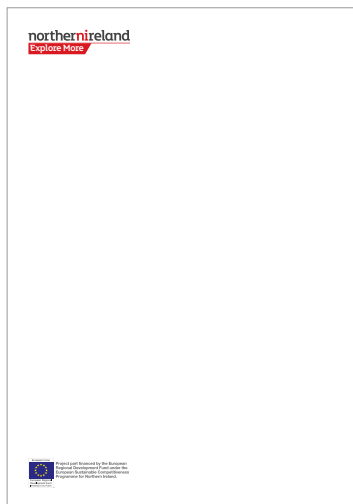
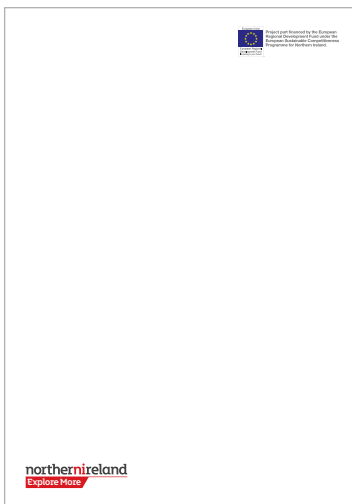
northernireland  
Explore More



## 'Explore More' usage alongside other logos.

If applying other logos to your communications, make sure that all featured logos are of a similar weight and size.

The Northern Ireland logo can be placed in any of the four corners of the page and the other logos should be placed in one of the other corners.



# Web addresses

**The internet is now visitor's preferred way of planning and booking holidays.**

When setting your web address, ensure that there is no **www.** at the start of the address. It is clearly identifiable as a web address and does not require a **www.**

Use a strong contrasting colour to feature your web address. Ideally choose the colour that you have used for the 'Explore More' logo.

Give your web address space to stand out. Feature it in the opposite corner to the logo.

Here is an example of how you could lay your web address out:

Correct

**yourwebaddress.com**

Incorrect

~~**www.yourwebaddress.com**~~



# The Northern Ireland typeface

**Northern Ireland is such a special place that we've created our own typeface. It's called 'Northern Ireland'. It reflects the new confident Northern Ireland.**

The typeface is fresh and playful and is a statement of confidence. It will carry the brand values through each and every word we use.

The typeface comes in three weights (headline, bold and regular) and is supplied in Open type and True type formats for Mac and PC.

To obtain the typeface, please email [ni-brand@nitb.com](mailto:ni-brand@nitb.com)

Fresh.  
Playful.  
Proud.

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## Northern Ireland – Headline

As the name suggests, Northern Ireland – Headline has been designed specifically for creating headline messages for print and on screen. It is recommended for large titles, and should not be used to set body copy.

- It should always appear in upper and lower case.
- It should never appear in ALL CAPITALS.
- It should never appear in *italics*.

## Northern Ireland – Bold

Northern Ireland – Bold has been developed for use in small titles, headings and sub-headings. It is also a great typeface for highlighting key messages or words within body copy.

- It can appear in upper and lower case.
- It can appear in ALL CAPITALS if required.
- It should never be used to set headline text. It should never appear in *italics*.

# Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ¼ ½ ¾ à á â ã ä å æ ç  
è é ê ë ì í î ï ð ñ ò ó ô õ ö ø ù ú û ü ý þ ÿ ÿ ÿ ÿ  
œ Š š Ÿ Ž ž À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ  
Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç  
+ © ° Δ ° ˆ ... ¡ € # ¢ ∞ § ¶ • º — ≠ ÷ Σ ´ ® † ¥ ¨  
^ Ø Π “ ” Å Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç

### Note:

PC users. To use this bold weight, select the Northern Ireland font and then highlight the 'B' button. See screen grab opposite.



## Northern Ireland – Regular

Northern Ireland – Regular is a light, clean, practical font that has been designed with legibility in mind. It is ideal for body copy in brochures, leaflets, reports, press ads and online campaigns and works best when set at 8, 9 or 10 pt type. 10pt is recommended, although 8pt text may be used when space is limited.

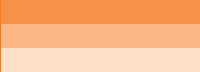
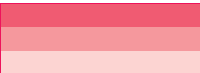

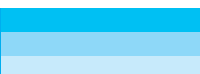


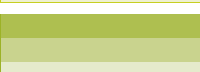

- It can appear in upper and lower case.
- It can appear in ALL CAPITALS if required.
- It should never be used to set headline text.
- It should never be used for sub-headings or titles.
- It should never appear in *italics*.

# Colour palette

A simple colour palette has been created using 16 core colours and two spot colours. These colours have been selected to bring versatility and impact to all communications. Percentage tints can also be used in any of these colours.

Other colours may be used where appropriate. These colours can be applied to the logo and the typeface.

When there is the need for RAL or Pantone colours, the best possible match should be found.

CMYK 0.65.100.0   RGB 243.121.32	
CMYK 0.100.50.0   RGB 236.20.90	
CMYK 0.100.100.10   RGB 215.25.33	
CMYK 100.0.0.0   RGB 0.173.238	
CMYK 0.30.100.3   RGB 244.178.19	
CMYK 20.0.100.8   RGB 197.206.33	
CMYK 30.0.100.20   RGB 156.178.39	
CMYK 0.15.45.55   RGB 137.119.84	

CMYK 0.70.100.30 | RGB 180.83.20

CMYK 0.100.50.33 | RGB 170.1.63

CMYK 0.100.100.40 | RGB 157.11.15

CMYK 80.100.85.35 | RGB 67.29.43

CMYK 100.80.0.75 | RGB 0.5.63

CMYK 100.0.0.60 | RGB 0.91.127

CMYK 30.0.100.60 | RGB 92.110.14

CMYK 0.0.0.100 | RGB 0.0.0

SPOT SILVER

SPOT GOLD



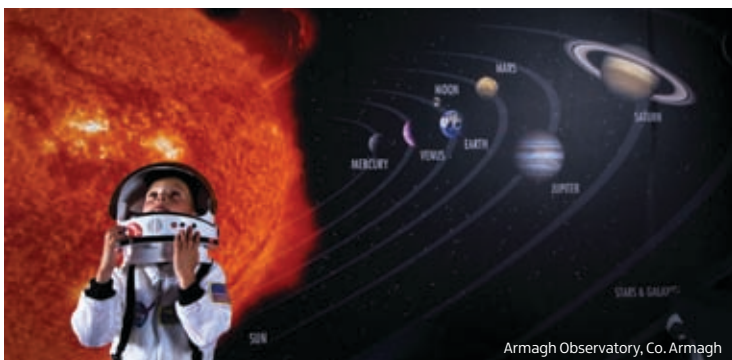
# Stunning photography

We are proud of what we have and want to celebrate it, so we keep it real. We celebrate the weather. We capture real people in real situations. We never forget to caption each place.

Photography should always be engaging, honest and eye-catching. The new identity relies on imagery of real people, places and stories. We feature them whenever possible. We are proud of them; we believe in them. They are the experiences we are selling.

## Photographing people

People should be photographed in a natural way that does not look staged. Clothing should be in bright colours that compliments the image. Perspective and cropping should be used in a way that enhances the composition and message.



## Photographing landscapes

Landscapes must be dynamic. The usual 'calendar' shot or perspective should be avoided. Photograph familiar landmarks in unusual and interesting ways.

Photograph landscapes with and without people to give more choice when choosing images. Try taking images at dawn and dusk to maximise the impact and colour of the shot.



Mourne Mountains, Co. Down



Lough Erne, Co. Fermanagh



Dark Hedges at Stranocum, Co. Antrim

**As photography can be an area of subjectivity, we have drawn up a list of do's and don'ts to help design professionals select their shots.**

## **Do's**

- Photography should be commissioned when possible.
- Use full colour photography.
- Use duotone and black and white imagery if required.
- Capture both landscape and portrait formats.
- Show an interesting angle.
- Contain negative space.
- Tell a story.
- Be honest.
- Feature real people who reflect your best prospect customers (doing real things).
- Be tasteful.
- Be on brief.
- Be from a viewpoint that is accessible, so limit aerial shots.

## **Don'ts**

- Photography should not be staged in a laboured way.
- Don't use glamorous models.
- Don't try and say everything in one image.
- Avoid airbrushing where possible.
- Don't be afraid of the weather.
- Stock images should be avoided.



Halloween Festival, Co. Londonderry

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# Image captions

All images used in all aspects of communication should be captioned. Where possible, captions should state the person/place, a location and the County. Captions should be typeset in upper and lower case in 6pt regular type. There is no fixed place for captions to appear. The image and format of the design will dictate where the caption should go.

NITB has a broad range of images stored in the image library. For help in accessing this media library, please contact the Visitor Servicing Department or the Marketing Department.

Here are some examples of image captions.

Person/Place

Location

County

Ballynoe Stone Circle, Downpatrick, Co. Down



Ballynoe Stone Circle, Downpatrick, Co. Down



Person/Place

Location

County

Struell Wells, Downpatrick, Co. Down



Struell Wells, Downpatrick, Co. Down

# Writing style

When writing copy it is important to use a consistent style that is simple, straightforward and engaging.

Keep it simple. Keep it short and sweet. Keep it conversational.

Keep it real. It's genuine. Don't exaggerate because we don't need to. Engage at all levels and don't overload with facts and figures.

Keep the person you are talking to in mind at all times.

**We've drawn up a list of do's and don'ts to help make it easier:**

## Do's

- Do try to paint a picture in the reader's mind.
- Do entertain.
- Do talk to the reader on a one-to-one basis.
- Do keep sentences short and punchy. Get to the point.
- Do keep it simple and conversational - plain English please.
- Do bring modern together with historical.
- Do inspire with confidence.
- Do make it genuine. Tell it as it is.
- Do make it accessible.

## Don'ts

- Don't bore the reader.
- Don't waffle on and on and on and on.
- Don't blind with science and jargon.
- Don't overload with dates and facts and figures.
- Don't get too clever.
- Don't be patronising or pretentious.

Here are some copy examples taken from NITB's award winning campaigns.

# Let us entertain you!

## 65 million years of history, all in an afternoon.

Press Example

**Two wheels.  
Endless  
possibilities.**



Cycling in the Sperrins

**Relax. Rejuvenate.  
Refresh.**

Heart wrenching. Tear jerking. Knee breaking. There's nothing quite like the feeling of huffing and puffing your way to the top of a steep hill.

And on Torr Road along the Causeway Coastal Route, the view is well worth the effort. Isolated hill farms. Cliffs which tumble down to the Irish Sea. Spectacular views of the Mull of Kintyre.

It's possibly the most dramatic coastline in Europe. And the best bit? Once you've reached the top, it's downhill all the way...



# What we do at NITB

## We unlock the potential

NITB is YOUR one stop shop for tourism knowledge. Each year we deliver an extensive calendar of research, insights and intelligence to 'unlock the potential' and raise awareness of the importance of tourism to the economy.

We use the facts and figures gleaned from our research programme to regularly pulse check:

- how Northern Ireland tourism is doing
- what visitors want
- what visitors think of us.

On a monthly basis we consider the big picture and consider what's happening in the world and how it could impact on Northern Ireland tourism and your business. We seek out information for you. We make it available to you. We make it easy for you to access and easy for you to apply to your business.



**Know to Grow**  
A Planning Guide  
for NI tourism.



**Knowing the Visitor**  
A factual and insightful  
brochure that contains  
information on our visitors;  
when they visit; what they  
do when they're here;  
how much they spend  
and much, much more!

## We build the tourism product

NITB helps to improve the quality of the visitor experience by funding the development of tourism assets that uncover our stories, experience our awakening and are aligned to visitor needs.

We identify and fill gaps in the tourism offering by managing and directing the allocation of capital and revenue funds. We also collaborate with partners delivering wider regeneration projects that lever tourism benefits.



### Interpretation guidelines

Simple ideas for sharing your stories through interpretation.

## We develop a quality visitor experience

NITB invests in developing people, projects and events that will result in an improved visitor experience and increased opportunities for leisure and business visitors to spend.



### Industry development

We develop and deliver an Industry Development Programme that supports all sectors of the industry to improve the way that the tourism experience is delivered in Northern Ireland.



### 16 Simple Steps

16 Simple Steps to becoming Visitor Inspired.



### Practical tools – 'how to' guides

Packed full of hints, tips, case studies and ideas.



### Case studies

Celebrating the best in Northern Ireland!



### 10 Steps

10 steps towards creating the perfect event.

## We promote the destination

NITB “gets Northern Ireland on everyone’s destination wish list” by delivering a compelling marketing communication’s programme that increases the value of Northern Ireland’s visitor economy.

We promote all that is unique and special about Northern Ireland directly to our best prospect customers at home and in the Republic of Ireland.



**Know to Grow**  
A Planning Guide  
for NI Tourism.

### Brand Guidelines

### Your definitive communications design toolkit

These design guidelines have been devised by NITB for you - our marketing partners. They provide you with the background knowledge and hands on tools to help you communicate the key Northern Ireland tourism messages, clearly, consistently and to the point.

All documents are available  
to download at:  
[nitb.com/ni-brand-guides](http://nitb.com/ni-brand-guides)

# Who will advise me on how to apply the design tools?

Everyone at NITB has had training on how to use these design tools.

Full terms and conditions are available at [nitb.com/ni-brand](https://nitb.com/ni-brand)

## Now over to you!

It is over to you to take the challenge to champion the new Northern Ireland tourism experience.

Work with us to encourage our visitors to 'Explore More'.

**Let the journey begin.  
Exciting, isn't it?**

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**This document may be made available  
in alternative formats on request.**

**Please contact the Destination Marketing  
and PR Department for further details.**

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**nitb.com**

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tourist board

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