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Introduction

What is this document?

The following pages guide you through the complete kit of visual elements that make up both the Tourism Northern Ireland corporate and consumer brands.

The brands have been designed to be flexible in order to cope with the wide range of business areas and formats but it is essential that all elements are seen in context and that the spirit of the brand is understood when applied.

Our vision is to confidently and passionately champion the development and promotion of the Northern Ireland experience. Our brand is central to ensuring we live this vision through all our communications.
Introduction

Understanding the framework
To help you understand why this document has been produced, it is important to know the background and structure of the communications framework.

Central to everything we do is the brand wheel. Within this are values, personality and key messages which we should communicate to our audiences at every opportunity.

Surrounding this is our corporate ‘uniform’. This is everything that we have that reminds us (and shows others) that “I am part of the Tourism Northern Ireland”. This includes our letterheads, our address labels, our business cards and our email signatures.

We talk primarily to three very different audiences. The industry (Visitor Inspired), the consumer (discovernorthernireland.com / Northern Ireland - Inspiring Our Place) and a third audience made up of key influencers, stakeholders and politicians (Invest More).
Tourism Strategy

What NI has to offer

It is said that there are five ingredients that give a destination a ‘sense of place’. Industrial and Agricultural Heritage, The Landscape, The Cuisine, The Human Heritage and The Arts. All these assets define the unique identity and cultural character of a place and we in Northern Ireland have a lot to celebrate. Just take the time to think about it for a minute.

Think of our pioneers, think of our diverse landscapes, think about the quality of food we produce, think about our creativity and the spirit of our people. We have a wealth of resources all packed into a small, intense, concentrated place.

We have a story to tell. We just need to tell it with confidence.
Our vision is to look forward not back. ‘To create the new Northern Ireland experience and get it on everyone’s destination wishlist’.

We are an emerging destination. We have a unique offering that needs to evolve and be celebrated. We worked together to identify all that is precious and special about Northern Ireland. We identified a way of being that confidently communicates all that we are and have to offer. It’s time to take our story to a wider audience.

To bring the past to life, and let it be an inspiration. To understand where we are now and the awakening opportunity it presents to be confident in ourselves and brave in thinking about, and planning our future.

It’s time to ‘confidently move on’.
Tourism Strategy

Northern Ireland Tourism Brand

Collectively, we have defined a set of values that reflect who we are, what we stand for and what we offer. We’ve defined a way of behaving—a way of being—that will make each and every visitors’ experience in Northern Ireland truly special and memorable.

By consistently integrating these values and behaviours into everything we do, even in the simplest of actions, we can give visitors an authentic taste of the real Northern Ireland—the place we know and love.

So, who are we and what do we stand for?

**Brand**
Confidently moving on. This is the essence of Northern Ireland. We are moving on with confidence. Northern Ireland is changing fast, but we can still take great inspiration from our past. Our past has informed our present, which will in turn create a confident future.

**Values**
Our values sum up our character—who we are and how we would like to be seen by visitors.

**Behaviours**
Visitors come to Northern Ireland for many reasons. We need to give them reasons to come back time and again. By putting these behaviours into practice, we can create new and improved experiences based around our values, and who we are as a people.
Tourism Strategy
Stories & experiences

We should be passionate about our people, landscape, culture, arts and heritage and that passion should come through in how we celebrate our story.

Uncover our stories
Stories need to be told about our great achievements and intimate memories, beautiful scenery and unique traditions. Stories told with pride, warmth and humour... that connect emotionally with people and add to their experience. Old stories, new stories. Stories that inspire, enthuse and entertain, and most of all help us share our passion for our country with each other and our visitors.

Experience our awakening
The experience we offer our visitors reflects the experience and expectations we have for ourselves. We have a renewed optimism, collaborative and progressive outlook. We are not looking back but forward, confident in all that we have already achieved and excited about our ambitious plans for tomorrow. Our personal expectations for service have never been higher because we’ve never had such a broad international influence. So while we need to be realistic about where we are on the journey we must not forget to be aspirational, contemporary and set ever higher standards for ourselves in every aspect of how we communicate the story of our place.
So how do we bring a brand like ours to life?
A brand with so much ground to cover and so many unique stories to tell. A brand that can live with our history and meet our aspirations for the future. Very simply we bring our brand to life visually by living out our brand values and telling our story with confidence.

Northern Ireland is a special place. Our stories deserve to be told in a forward thinking, authentic, self-believing, self-aware way. That’s why we’ve created a bespoke set of visual tools to help you do just that.

Forward thinking
We have created a unique typeface for Northern Ireland that will be open to all who wish to use it. It is a statement of confidence in who we are and will carry our brand values through each and every word we use.

Self-believing
Our brand relies on imagery of real people, places and stories. We feature them wherever we can. We are proud of them; we believe in them. They are the experiences we’re selling.

Authentic
Every aspect of our visual identity from the colours that have been selected, our typeface, our photography style and our approach to copywriting have all been inspired by an authentic experience of Northern Ireland. More than that we reflect real people, real events and even real weather to live out this very important principle.

Self-aware
Our tone of voice, the way we write and how we sound is simple, straightforward and yet totally engaging. We do not pretend to be something we are not. We reflect who we are right now because that’s the experience we have to offer. We’re positive about ourselves and our shared future.

And never forget who we’re talking to.
As we bring our values to life in our communications we should put the ‘customer’, the audience first. We have developed a creative strategy with flexibility; a framework that can use different combinations of elements to talk more appropriately to different people, from industry professionals, to potential visitors, to partners and stakeholders.
Tourism Strategy

A visual toolkit

The following pages guide you through the complete kit of visual elements that make up both the Tourism Northern Ireland corporate and consumer brands.

It is of course more than just a logo, and all these individual elements come together to create a distinctive and universally recognisable brand. The identity has been designed to be flexible in order to cope with the wide range of business areas and formats but it is essential that all elements are seen in context and that spirit of the brand is understood when applied.

The key elements of the toolkit include:
- Corporate Logotype
- Tone of Voice
- Borders
- What and How Bubbles
- Diagonal Lines
- Charts and Graphs
- "Visitor Inspired" Marque
- Consumer Marque
- Colour Palettes
- Headline Bars
- Graphic Device
- Photography
- Typography
- "Northern Ireland - Inspiring Our Place" Marque
- Colour Variations
- Language - Make it your own

Have fun with all of them.
Corporate Logotype Usage

Corporate Logotype

An updated logotype has been designed for the Tourism Northern Ireland. It has been created using the Northern Ireland typeface 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. The distinctive tonal shades in the icon also help differentiate the logotype. The Corporate Logo is for use on all Corporate documents and when requiring a logo to represent Tourism NI as an organisation.

All proportions of the marque are fixed and should not be altered. It must always be reproduced using the original digital master artwork and must not be modified in any way. Do not scan or try to recreate the marque under any circumstances.

To obtain a copy of all approved versions of the marque, please email ni-brand@tourismni.com
Corporate Logotype Usage

Clearance Areas / Min. Size

The Tourism Northern Ireland logotype 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 letters ‘ni’ taken from the marque 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.
Corporate Logotype Usage

Approved Variations

The Tourism Northern Ireland logotype should be used in its full colour process version where ever possible.

If the full colour process version does not suit the background, please use the white/reversed version (shown middle left).

The black/mono version (shown middle right), is only to be used for single colour/mono printing applications.

The Pantone/spot colour version (shown below), is only to be used when a full colour process print job isn't possible, for example promotional items.

Full Colour Process Version

White/Reversed Version

Black/Mono Version

Pantone/Spot Colour Version
Positioning

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

It should have approximately 12mm of clearance between it and the edges of the page, and no other logos should encroach on the marques clearance area.

If applying third party logos to your communications, they should be placed in one of the other corners if possible.

Here are some examples of the logo placed on a number of different formats.
**Corporate Logotype Usage**

**Web Address**

The web address for all corporate communications is tourismni.com.

When setting the web address, ensure that there is no 'www' at the start of the address (01). It is clearly identifiable as a web address and does not require a 'www' (02).

Specific directory names can also be added to the tourismni.com domain to promote specific areas of communication (03).

When using the corporate logo, the web address should appear in the opposite corner to the logo (04).
Invest More

Introduction
Invest More is an extension of the corporate brand and therefore shares many of its brand attributes, while retaining its own identity.

Corporate documents created by Tourism NI should be designed to reflect a more serious tone and carefully positioned messages that are communicated to industry stakeholders.

These documents are generally heavier in facts, figures and key information, to be read by stakeholders, government and opinion formers. However, it is still essential that these documents be presented in a coherent, easily digestable format and still retain the core principles of the brand.
Let’s work collectively

The launch pad to future growth

Realising our potential

A complete focus on the visitor
Invest More

Colour Palette

It is important that the series of communications that is received throughout the year be consistent and coherent. To that end all communications produced in same financial year shall share the same colour scheme. This has been determined until 2016 as illustrated right. Once you come to the end of the specified years, you should repeat from the start.

In each case two highlight colours have been selected. One that remains constant through the years and the other which compliments the base colour.

April 2010-April 2011
CMYK 63.30.30.52 | RGB 55.87.96

April 2011-April 2012
CMYK 65.100.36.40 | RGB 81.19.73

April 2012-April 2013
CMYK 20.100.100.65 | RGB 94.0.0

April 2013-April 2014
CMYK 90.39.100.51 | RGB 0.73.35

April 2014-April 2015
CMYK 88.10.20.75 | RGB 0.65.79

April 2015-April 2016
CMYK 50.70.45.25 | RGB 115.78.94
Borders

The use of borders on corporate communications serves two purposes. Firstly, it allows the majority of corporate communications to have the same design look and feel, to have a unity and consistency.

Secondly, it can help technically - allowing documents that are produced from within Tourism NI to have the same look as those that are produced by external designers. These documents, both internally and externally produced can therefore be easily reproduced on office printers.

Borders should be used for communications that are positioned within the corporate section of the organisational diagram (shown earlier in the document).
What and How Bubbles

The bubbles are used to contain very important messages and statements of intent or ambition (the ‘what’) and the possible path to achievement (the ‘how’).

These statements should be concise, to the point and hold relevant and appropriate content for the intended audience. The purpose is to engage the reader and strengthen support for tourism in Northern Ireland.

Tourism has the potential to create 10,000 jobs and to contribute £1 billion in revenue to the local economy by 2020.

Tourism NI is focused on the long term sustainability of tourism and advocating the position of the industry as a key driver of the local economy.
Invest More

Diagonal Lines

Although not a major component, the diagonal lines can be used in many subtle ways. In the example (opposite), they have been used to create an area that contains notes and captions for a brochure spread. They could also be used to break up large areas of flat colour or areas of white.

The diagonal lines should run at a 120 degree angle (01), taken from the angle of the Tourism NI logo.
Invest More

Graphic Style
The brand ‘graphic style’ is something which comes directly from the icon in the corporate logo.

For corporate communications, the ‘graphic style’ can be used to add a little bit of depth on plain backgrounds, as shown (opposite). Its use must be subtle, and not overpower the content.

This graphic style must be used to enhance, extend or create space in an image where appropriate. It must NOT be used when working with a good quality image that has negative space for content.

Here is an example of the graphic style.
Charts and Graphs

There are various and many types of charts available to convey key statistics. It is important to choose the type that communicates the information clearly and without confusion. Try not to overload the chart with different types of information unless this is to be compared directly.

The colours in the chart should complement the overall colour of the document and should also be complementary to the other colours in the chart or graph.
Headline Bars
The headline bar takes a lead from the hexagon in the corporate logo, and is designed to highlight headline messages, particularly those that need to sit on imagery. The bar has a fixed angle of 120 degrees and should never be altered.

When setting headlines within the headline bar, it is important to ensure that the typesetting rules are applied. The point size, kerning and leading guidance is outlined in these examples, and should be adhered to at all times.

Headlines using the bar should only be set in the Northern Ireland – Headline typeface.

Ensure that headline leading is always 1 point size more than the type size

Text point size = 23pt
Leading = 24pt
Kerning = -15
Photography should always be engaging and honest. The new identity relies on imagery of real people and places doing real things. People should be photographed in a natural way that does not look staged. You should always use imagery of real places and of real people doing real things.

Here are some examples.
Visitor Inspired

Graphic Device

The "Visitor Inspired" graphic device is used when talking to industry. Its primary colour is pink, but it may be toned in with specific creative if necessary (outlined later).

The "Visitor Inspired" graphic device should be used with the corporate logo and tourismni.com, and should be the same height as the corporate logo.
Visitor Inspired

Approved Colour Variations

The primary colour for the ‘Visitor Inspired’ graphic device is pink, but there are other colours available for use if necessary.

The graphic device is most likely going to be used in one of the reversal formats, as the ‘Visitor Inspired’ creative approach will mainly use strong vibrant colours.
Visitor Inspired

Tone of Voice
The "Visitor Inspired" tone of voice will be a mixture of the corporate and consumer tone of voice styles. We are talking to industry and so need to be factual, but we also need to inspire them. We always need to talk in a simple, straightforward and engaging way.

Here are some examples.

Develop, Cluster, Promote, Deliver

History within reach

Think about delivering a city experience

Put the visitor at the heart of planning your experience
Visitor Inspired

Graphic Style

The graphic style takes elements from the consumer identity and makes them unique to "Visitor Inspired" creative, but always uses the corporate logotype.

A limited, yet vibrant colour palette is combined with the consumer brand's graphic style and the corporate brand's diagonal lines to create an individual graphic style for "Visitor Inspired".

Here is an example of how the graphic style looks, without photography, on an Evo Pop-up Stand.
Visitor Inspired

Graphic Style
The graphic style has been designed to be flexible, and so can be used in a number of different ways depending on content.

Here is an example of how the flexible graphic style works on ‘A Toolkit for the NI Tourism Industry’.
Visitor Inspired

Headline Bars

The headline bar takes a lead from the hexagon in the corporate logo, and is designed to highlight headline messages, particularly those that need to sit on imagery. The bar has a fixed angle of 120 degrees and should never be altered.

When setting headlines within the headline bar, it is important to ensure that the typesetting rules are applied. The point size, kerning and leading guidance is outlined in these examples, and should be adhered to at all times.

Headlines using the bar should only be set in the Northern Ireland – Headline typeface.

Ensure that headline leading is always 1 point size more than the type size

Text point size = 23pt
Leading = 24pt
Kerning = -15
**Visitor Inspired**

**Photography**

‘Visitor Inspired’ is used when talking to industry, and therefore a certain amount of flexibility is needed depending on the message.

Photography should always be engaging and honest. The identity relies on imagery of real people and places doing real things. People should be photographed in a natural way that does not look staged.

There are four main areas of photography. Reportage style showing real people enjoying real experiences, campaign style to show people what Northern Ireland has to offer, business/people spotlight style, and finally details from around the city. Here are some examples (opposite).
Consumer Guidelines

Tourism

Northern Ireland
Consumer Marque Usage

Consumer Marque

A new versatile marque has been designed for Tourism NI. The call-to-action marque has been created using the Northern Ireland typeface 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. When used on a coloured background or imagery, special attention must be paid to the contrast of the ‘ni’. See page 40 for application example do’s and don’ts.

The distinctive tonal shades in the icon also help differentiate the marque.

Pink is our preferred colour, but this does not preclude the use of other colours. We always want to achieve great brand visibility, so use colours which work effectively with your artwork and/or image. Remember contrast and legibility are of the utmost importance in any case.

NOTE: The consumer marque is for use when talking to the visitor. When using the consumer marque, there is no need to use the Tourism NI corporate logo as well, although use of both may be required in some circumstances.

All proportions of the marque are fixed and should not be altered. It must always be reproduced using the original digital master artwork and must not be modified in any way. Do not scan or try to recreate the marque under any circumstances.

To obtain a copy of all approved versions of the marque, please email ni-brand@tourismni.com
Consumer Marque Usage

Clearance Areas / Min. Size

The discovernorthernireland.com marque 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 marque. This area is defined by using the height of the letters ‘ni’ taken from the marque 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.
Consumer Marque Usage

Approved Variations
The marque is flexible in that you can choose it's colour from the colour palettes (on the following pages) to help your communications. **However, pink is the default colour.**

Special attention must be paid to the contrast of the 'ni', particularly when using the reversal version. **Legibility is key.**

(a) Reversing the marque out of colour
When reversing the marque out of colour or an image, use the coloured icon version wherever possible for greater standout.

When using a 'white' icon, make all of the shamrock one colour, preferably the same colour as the background, provided the contrast is sufficient.

The ‘discovernorthernireland.com’ call-to-action has been designed to work in the following formats:

<table>
<thead>
<tr>
<th>Default Full colour</th>
<th>Full colour suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Default Full colour" /></td>
<td><img src="image2" alt="Full colour suggestion" /></td>
</tr>
</tbody>
</table>

(a) Coloured icon version for reversal

Spot Colour Version

There is also a spot colour version of the marque (shown opposite), which is only to be used when a full-colour print job isn’t possible.

![Spot Colour Version](image3)
Primary Colour Palette

It is important that the consumer marque has good standout, particularly when being used on outdoor advertising. Therefore this bright primary colour palette has been developed with that in mind.

There may be a need to create other vibrant versions of the marque depending on the image or colour it is being placed on.

The primary colour palette will be used the majority of the time across all consumer material, with pink being the default colour.
Consumer Marque Usage

Secondary Colour Palette

There will be rare occasions when the primary colour palette may not suit a piece of communication, this may occur in printed material. Therefore, this secondary, more mature colour palette has been developed.

There may be a need to create other versions of the marque for this palette depending on the image or colour it is being placed on, or the context in which it is being used.
Consumer Marque Usage

**Do's and Don'ts**

If there is one rule to follow for the consumer marque it is this: **legibility is key**.

Special attention must be paid to the contrast of the ‘ni’, particularly when using the reversal version.

The highlighting of ‘ni’ is the strongest element that differentiates it from a standard typeset logo and so its legibility is key, particularly on outdoor advertising.

When reversing the marque out of colour or an image, use the coloured icon version (from primary colour palette) wherever possible for greater standout.

Here are some examples of how you should use the consumer marque.

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**Do's**

- Where possible, use a logo from the primary colour palette.
- Light tone in the ‘ni’ to help legibility.
- Avoid using different tones of the same colour on top of each other, use a contrast colour where possible.
- Darkening background image slightly helps with contrast, and coloured icon helps marque’s standout.
- Bright contrast coloured icon and ‘ni’ against image helps legibility.
- Darkened background helps with contrast, and coloured icon helps marque’s standout.
Consumer Marque Usage

Do’s and Don’ts

If there is one rule to follow for the consumer marque it is this: **legibility is key.**

Special attention must be paid to the contrast of the ‘ni’, particularly when using the reversal version. The highlighting of ‘ni’ is the strongest element that differentiates it from a standard typeset logo and so its legibility is key.

When reversing the marque out of colour or an image, use the coloured icon version (from primary colour palette) wherever possible for greater standout.

Here are some examples of how you should NOT use the consumer marque.

- **Don’ts**
  - Not enough contrast between background colour and the consumer marque.
  - Don’t use muted tones in the logo on a muted colour background. Use a contrast colour for greater legibility.
  - Make sure there is sufficient contrast at all times.
  - While there is scope to create new colours for the icon, white or pale colours are not an option.
  - Lack of contrast between logo and image. In this case, a brighter contrast colour should be used on the logo.
  - Lack of contrast between logo and image. In this case, a brighter contrast colour should be used on the logo.
Consumer Marque Usage

Positioning and Scale

The consumer marque can be placed in any of the four corners of a page.

It should have approximately 12mm of clearance between it and the edges of the page, and no other logos should encroach on the marques clearance area.

When applying the Tourism NI corporate logo and any third party logos to your communications, they should be placed in one of the other corners if possible.
Consumer Marque Usage

Positioning and Scale

When applying the Tourism NI corporate logo and the EU logo across a range of consumer communications, it is essential that the scale of the respective logos is consistent.

There are two simple rules to follow:
1. The Tourism NI corporate logo and the EU logo should be the same width as one another.
2. The width of the Tourism NI corporate logo and the EU logo combined should be the same width as the consumer discovernorthernireland.com marque.
Consumer Marque Usage

Positioning and Scale

Here are some examples to show the positioning and scale of the logos on outdoor advertising.
Let us entertain you!

65 million years of history, all in an afternoon.

Take your little monsters to Ireland’s biggest Hallowe’en carnival.

“You have to focus in this job. Many is the time I would take a phone call when making honeycomb and it would boil over and I’d have to scrape it off the floor with a hammer and chisel.”

Consumer Brand Elements

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

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

We’ve drawn up a list of do’s & 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 & 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 examples from previous campaigns.
Two wheels. Endless possibilities.


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...

Fancy brushing up on your culinary skills? At the Belle Isle School of Cookery you can discover the delights of cooking with top quality seasonal Irish produce in a breathtaking setting.

Press Example

Advertorial Example

Make a splash in the Fermanagh Lakelands

Fancy brushing up on your culinary skills? At the Belle Isle School of Cookery you can discover the delights of cooking with top quality seasonal Irish produce in a breathtaking setting.

And after your meal take a Walk & Talk Tour of Enniskillen – or explore the mysterious underground caverns of Marble Arch Caves Global Geopark.

Discover historic Fermanagh with a trip to Enniskillen Castle Museum, before losing yourself in the romantic landscape of Crom Estate – home to a collection of beautiful islands, ancient ruins and untouched woodlands. And at the day’s end, share a tipple in a welcoming pub to the lifting sound of traditional music, or, if you prefer, in a first-class gourmet restaurant.

Whatever you choose to do, you can be sure of a number of ways to help you relax, rejuvenate, refresh in Fermanagh this spring.

With the days getting longer and the weather getting warmer, what better place to embrace the great outdoors this spring... Grab your wetsuit, hit the road and head for a land of unpolished beauty: the breathtaking Fermanagh Lakelands.

Whatever you’re into, the rugged Fermanagh landscape lends itself effortlessly to a vast array of activities in spring. The Kingfisher Cycle Trail is the ideal venue for biking, while hikers can explore Lough Navar Forest which offers spectacular views over Lough Erne and the Sperrin Mountains. For the golf fanatic among you, look no further than the Lough Erne Resort with its world-class course designed by Nick Faldo.

Feeling adventurous? Then pay a visit to Share Holiday Village, Ireland’s largest outdoor activity centre where you can make a splash with everything from canoeing and kayaking to banana boating and windsurfing. Or if you’ve had enough adventure for one day, take a break at Blaney Spa & Yoga Centre and indulge in a little retail therapy at Erneside Shopping Centre.

Take a trip to the world famous Belleek Pottery and you’ll see Ireland’s oldest pottery where distinctive designs are still meticulously crafted by hand. Or if you’re after that truly unique gift for someone special, be sure to talk to the local craftpeople at the Buttermarket Craft & Design Centre.

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With the days getting longer and the weather getting warmer, what better place to embrace the great outdoors this spring... Grab your wetsuit, hit the road and head for a land of unpolished beauty: the breathtaking Fermanagh Lakelands.

Whatever you’re into, the rugged Fermanagh landscape lends itself effortlessly to a vast array of activities in spring. The Kingfisher Cycle Trail is the ideal venue for biking, while hikers can explore Lough Navar Forest which offers spectacular views over Lough Erne and the Sperrin Mountains. For the golf fanatic among you, look no further than the Lough Erne Resort with its world-class course designed by Nick Faldo.

Feeling adventurous? Then pay a visit to Share Holiday Village, Ireland’s largest outdoor activity centre where you can make a splash with everything from canoeing and kayaking to banana boating and windsurfing. Or if you’ve had enough adventure for one day, take a break at Blaney Spa & Yoga Centre and indulge in a little retail therapy at Erneside Shopping Centre.

Take a trip to the world famous Belleek Pottery and you’ll see Ireland’s oldest pottery where distinctive designs are still meticulously crafted by hand. Or if you’re after that truly unique gift for someone special, be sure to talk to the local craftpeople at the Buttermarket Craft & Design Centre.

Take a trip to the world famous Belleek Pottery and you’ll see Ireland’s oldest pottery where distinctive designs are still meticulously crafted by hand. Or if you’re after that truly unique gift for someone special, be sure to talk to the local craftpeople at the Buttermarket Craft & Design Centre.
**Consumer Brand Elements**

**Headline Bars**

The headline bar takes a lead from the hexagon in the marques, and is designed to highlight headline messages, particularly those that need to sit on imagery. The bar has a fixed angle of 120 degrees and should never be altered.

When setting headlines within the headline bar, it is important to ensure that the typesetting rules are applied. The point size, kerning and leading guidance is outlined in these examples, and should be adhered to at all times.

Headlines using the bar should only be set in the Northern Ireland – Headline typeface.

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Ensure that headline leading is always 1 point size more than the type size

Text point size = 23pt
Leading = 24pt
Kerning = -15
**Consumer Brand Elements**

**Headline Bars**

Headline bars must be used across all consumer creative for consistency purposes. The colour of the headline bars should match that of the consumer marque being used, which will mainly be chosen for standout purposes.

The brand ‘graphic device’ can be used within the headline bars to add a subtle tonal variation if required, but only if it doesn’t affect the legibility of the headline type.

When there is a headline and sub-headline used in the headline bars, the ‘graphic device’ should NOT be used, as two tones should be used to differentiate the headline and sub-headline.

Here are some examples of correct usage.

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**Out of this world**

**Join the culture fest**

2013 UK City of Culture
Derry~Londonderry

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City of Culture
Derry~Londonderry
Consumer Brand Elements

Headline Bars

When the bar is placed on an image, its position will almost always be dictated by the composition (specifically the negative space) within the picture.

Here are some examples to show positioning of the headline bars.
Consumer Brand Elements

Graphic Style

The brand ‘graphic style’ is something which comes directly from the icon in the consumer marque.

This graphic style must be used to enhance, extend or create space in an image where appropriate. It must NOT be used when working with a good quality image with negative space for content. There may also be occasions when a splash of colour is needed, but these will be few and far between.

Here are some examples of the graphic style.
Consumer Brand Elements

Graphic Style - Examples
Here are some examples of the graphic style used in press.

Historic happy hours
Make the most of your Northern Ireland break

Blakes of the Hollow in Enniskillen is a yesteryear gem of a pub. An Aladdin’s cave of nooks, crannies, spirits, ales and liquor – and the cosiest of spots to see in an evening. Pop it on your short break to-do list, amongst Fermangh’s lakeside walks, luxury hotels, spa retreats, shops and intimate saloons.

With all this loveliness so close to home and so close together, you can get some well-deserved time out – without having to pull any effort in...

To make the most of your autumn break, go to discovernorthernireland.com

Check into Cathedral Quarter

You deserve a summer city break, just the two of you, away from it all. And, there’s nowhere better than Belfast. Book a boutique hotel and swing by the bustling Cathedral Quarter, pop coffee and grab the latest from Ulster’s vibrant Metropolitan Arts Centre and indulge in a delicious meal at a restaurant for dinner. Whether it be a traditional Irish pub, a walk on one of our cobbled streets, or a night out in one of our nightlife spots - alcohol, anyone?

Start your holiday at discovernorthernireland.com/citybreak

Golden Ticket Competition

Find the Golden Ticket in today’s programme and you could win a Belfast City Break in a hotel of your choice, to the value of £250!

Good luck!

* Terms and conditions apply.
**Consumer Brand Elements**

**Graphic Style**

The graphic style can also be used in more subtle ways depending on when/where it is being used. For example, these more subtle usages will work better in printed collateral, but may not translate as well on outdoor advertising.

Here are some examples of more subtle uses of the graphic style.
Consumer Brand Elements

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.
Consumer Brand Elements

Photography

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

Places
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.

Here are some examples.
Consumer Brand Elements

Photography

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.
- 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.
Consumer Guidelines

Rules Re-cap
A quick recap of all the important rules you need to remember when creating consumer marketing.

Logo / Marque Usage

– The consumer marque needs maximum standout, therefore the primary colour palette must be used, or something equally as vibrant.

– When reversing the marque out of colour or an image, use the coloured icon version wherever possible for greater standout.

– Special attention must be paid to the contrast of the ‘ni’, particularly when using the reversal version. Legibility is key.

– When using a ‘white’ icon, make all of the shamrock one colour, preferably the same colour as the background, provided the contrast is sufficient.

– When using the consumer marque, avoid using different tones of the same colour on top of each other, use a contrast accent colour where possible.

Other

– The corporate logo must always be used to underpin the discovernorthernireland.com call to action.

– Headline bars must be used across all consumer creative for consistency purposes.

– The brand graphic device must be used to enhance, extend or create space in an image where appropriate. It must NOT be used when working with a good quality image with negative space for content.

– Where a price point is used, it should be a different colour to the headline bars and the consumer marque.
Visual Identity Guidelines

Common Elements
Common Elements

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 the ‘Northern Ireland - Bold’ typeface. There is no fixed place for captions to appear, but they should sit in one of the corners of the image, in clear view for the reader’s reference. The image and format of the design will dictate where the caption should go.

Tourism NI has a broad range of images stored in the image library. For help in accessing this media library, please contact the Marketing Department.

Here are some examples of image captions.
Common Elements

Typography
Tourism NI have commissioned a bespoke typeface to be used throughout all brand communications. The new typeface is called 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 and is supplied in Open type and True type formats for Mac and PC.

You can download Mac and PC font files from tourismni.com/brandguidelines
Common Elements

Typography

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 never 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.

Headline

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ¼½¾àáâãäåæçèéêëìíîïðñòóôõöøùúûüýþÿıŁłŒœŠšŸŽžƒÀÁÂÃÄÅÆÇÈÉÊËÍÍÎÑÒÓÓÖÖ×ØÙÚÛÜÝÝÔB@!£$%^&*()_+-©˙Δ°¬...¡€#¢∞§¶•ªºº–≠ŒΣ´®†¥¨^ØΠ“‘ÅSSə©·Δ°¬...Æ«Ω≈Ç√∫~≤≥÷
Typography

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 main headline text.
- It should never appear in italics.

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

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.
Common Elements

Accessibility Statement
If an accessibility statement is required, it should be set in Northern Ireland - Regular, 14pt (with 16.8pt leading).

Here is an example of the accessibility statement to be used (opposite).

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

Please contact the Marketing Department or Corporate Communications for further details.
Guidance

Event Sponsorship
Event Sponsorship

When sponsoring an event it is important to show that it has been supported/funded by Tourism NI. Therefore the corporate marque should be used at all times.

On some occasions it may be necessary to use the ‘discovernorthernireland.com’ web address as a call to action. Plain text should be used in this case. DO NOT use the consumer marque.

In exceptional circumstances to fit a unique space, the typography may be placed on one line beside the icon. Legibility is key, so you should use sentence case.
This document may be made available in alternative formats on request.

Please contact us for further details on usage or obtaining the brand elements shown within this document:

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