Northern Irish Connections

**Brand Guidelines –
Event Toolkit**
V 1.0

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Hello and welcome to the Northern Irish Connections event toolkit.

At Northern Irish Connections, we're passionate about celebrating and showcasing what makes Northern Ireland a great place to live, work, study, visit, invest and do business.

We reach out to a world-wide community of Northern Irish abroad, and friends around the globe, with inspiring insights into our people, place, pride and potential. The purpose of our events is to connect with the global Northern Irish diaspora and unlock their talent and influence to advance our region's economic prosperity.

We have developed this event toolkit to ensure that all events have a consistent brand identity and that attendees get a common experience.

We've tried to make it as easy as possible to deliver events by providing a presentation, artwork and logos. Use them across the board to brand venues, inform attendees and help them to **Be part of it!**

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Tone of voice – key principles

A great brand is built around a great personality. It should always have a distinctive voice that reflects its core vision and values.

Our language is guided by four key principles:
– **Informative**
– **Positive**
– **Plain-speaking**
– **Human**

We should always seek to inspire and inform. This balance will vary, depending on which of our channels you use, but keep in mind the following guidelines:

Influential
We exude authority and gravitas. We know what we're talking about.

Straight-talking
We're open and honest about who we are and what we do. We expect our audiences to be intelligent, but always take care to explain specialist terminology.

Approachable
We actively engage with our audience, inspiring new activities and ideas. The most productive dialogue is always two-way.

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Tone of voice – rules to remember

Whatever you do at Invest NI, your job probably involves writing - web copy, social posts, trade brochures. This section details some best practice rules to keep our messages consistent.

Use the first person and active verbs
Speak directly to your reader, person to person. Use active verbs to encourage connections,empathy and dialogue. Talk to the reader on a one-on-one basis, using everyday language.

Be specific
We're experts – and we can prove it. Always include key facts. Tell the stories that make us unique.

Get to the point
We're here to inform and inspire. Our language is concise. Keep paragraphs short and focused by ensuring every word is necessary. Be business-like, positive and engaging.

Keep it simple
Even complicated ideas can be expressed simply without diluting the meaning. Find the core idea and make it shine. Cut the jargon, acronyms and corporate speak.

Open with exciting news
Hook your reader with the first sentence. Consider the focus and lead with that.

Say it with conviction
We're honest and direct about who we are – and who we are not. Write with conviction about how we're making things happen.

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Tone of voice – international markets

Maintaining a consistent tone of voice is crucial to our brand. However, when communicating outside of Northern Ireland we should prioritise and adhere to relevant tonal guidance from the Northern Ireland brand.

The following are key points to note:

– The Northern Ireland brand's big idea - we are The Extra Milers - should guide our messages. This is what sets us apart. While you shouldn't just state in words what our big idea is, you should always bear it in mind when you are writing about, and on behalf of, Northern Ireland.

– For business, "The Extra Milers" translates as "more for less". We offer a well-educated, highly skilled and motivated workforce. We have a can-do business environment and generous support packages. We boast excellent infrastructure and access to the UK, European and US markets. And we can do all this at competitive costs.

– Wherever you can, use evidence or stories that illustrate your points and prove our big idea in a way that's consistent with our values and behaviours. Where possible, use specific examples rather than loose or vague terms.

Remember:

It is important to the brand tone of voice that we always refer to "Northern Ireland" in full and not abbreviate to 'NI'. "Northern Ireland" should not be split over two lines but kept together.

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Logotype

This is the logotype for NI Connections. The two elements that make up the logo are the 'flower' icon and the supporting typography.

Space is an issue in some contexts - social media avatars for example. In these cases, we can abbreviate the logo to just the icon.

The logotype should never be re-created. Always use the master artwork.

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Logotype usage :
Clearance area and sizing

The NI Connections logo should always be surrounded by a minimum area of space. The area of isolation 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 'N' taken from the logo as shown.

For offline and print use, the minimum size is 35 mm wide. For online and screen use, the minimum size is 120 pixels. There is no maximum reproduction size of the logo.

Clearance area

Minimum size for print (mm) & screen (px):

35mm
120px

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Logotype :
Approved variations

These are the approved variants of the NI Connections logo. Where possible, use the full colour version. If you can't use the full colour version, use the reversal of single colour version instead.

When using the logo on colour or imagery, it is preferable to use two colours to help differentiate.

Use the logotype as a one-colour reversal if you can't reach sufficient contrast with two colours, or printing restrictions apply.

The logo's typography should always be white (reversal) or the grey from our colour palette.

Full colour reversal logo

Monotone reversal logo

Single colour

Monotone black

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Logotype :
Logo prohibited use

All elements of the NI Connections logo are fixed.
Always reproduce the logo using the original digital
master artwork and do not modify it in any way.

1. Do not distort the height.
2. Do not distort the length of the logo.
3. Do not change the logo colour.
4. Do not put a drop shadow on the logo.
5. Do not alter the proportions of the icon and text.
6. Do not rotate the logo.
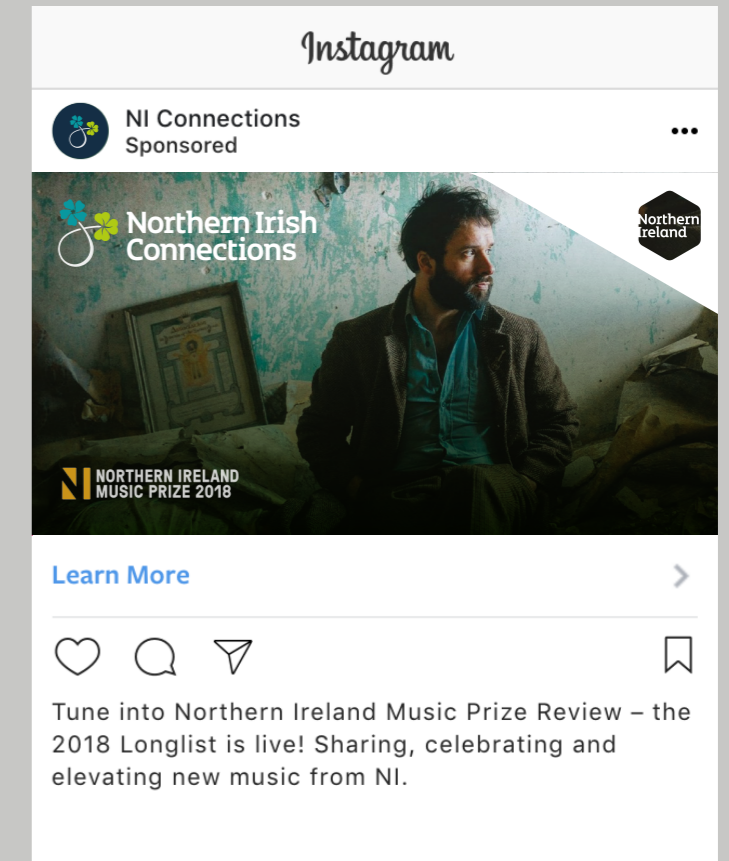
1.

2.

3.

4.

5.

6.

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Logotype application :
Multiple partner logo integration

NI Connections may require the logos of supporting organisations in certain instances. On a document cover or display ad, set the supporting logo at approximately 50% the presence of the NI Connections logo, or place it in a secondary location. The designer must decide the size and placement - each logo is different and must be judged on its standout rather than numerical measurement.

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Application with only NI connections logo
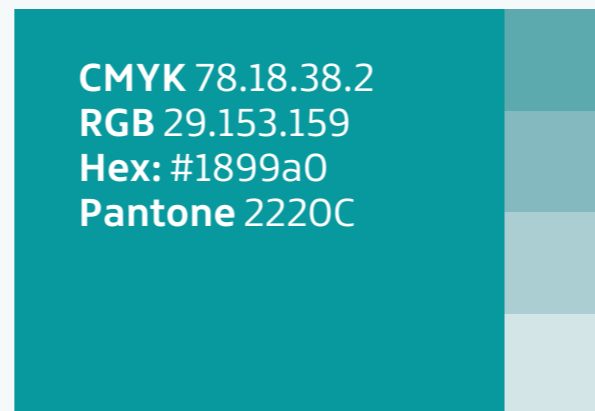

Hex area :
Application

The flexibility in the hex area is key for both the NI Connections and Brand NI brands. Here are some samples of layouts using only the NI Connections logo.
The grey areas represent text, flat colour, negative white space, or imagery.

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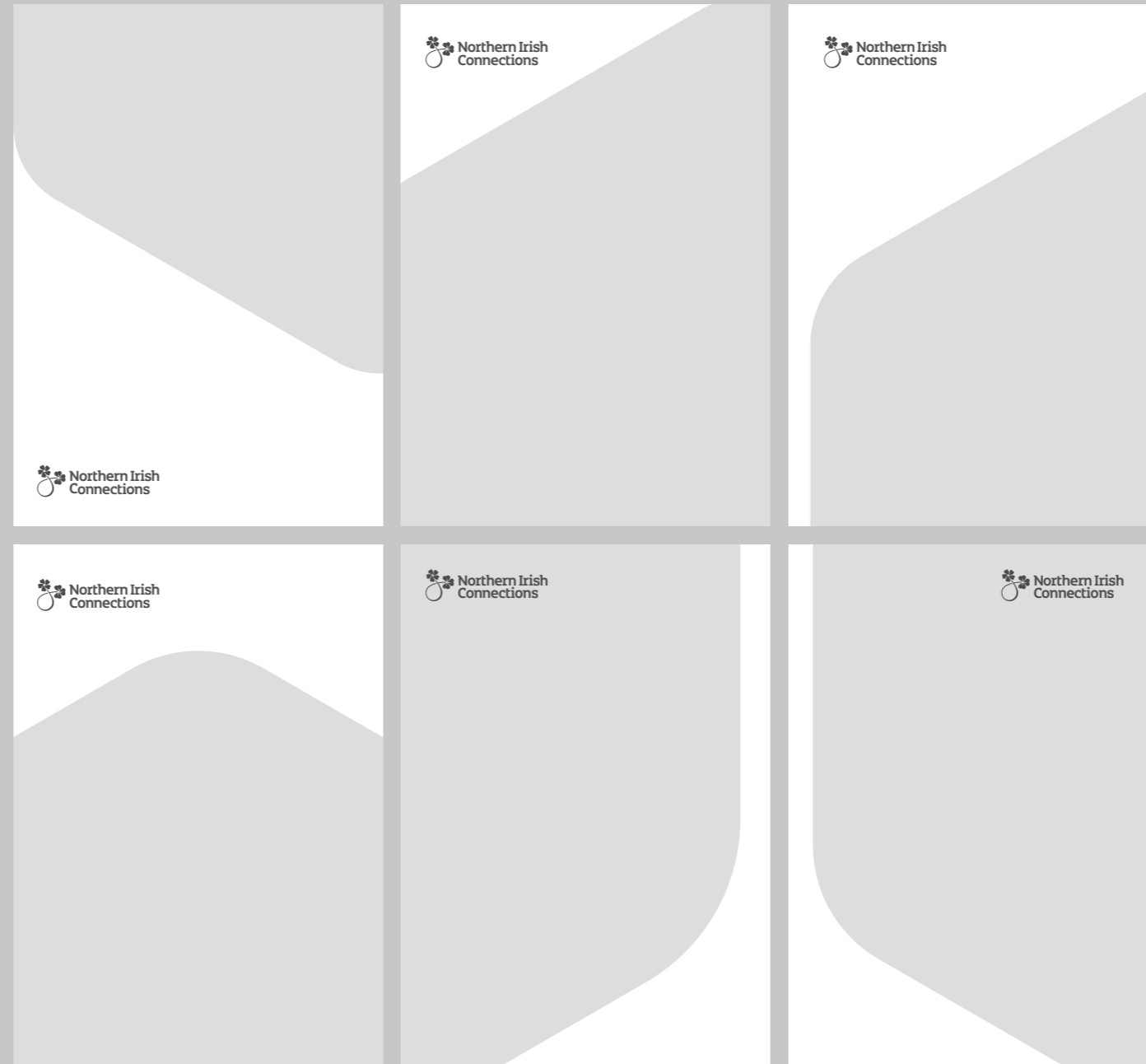
Core logo colour palette

The NI Connections logo consist of the following CMYK, RGB, HEX and Pantone specifications. These colours may be used prominently in NI Connections brand communications to give consistency to the look and feel. This can be as simple as using one of these colours as a background colour, a text colour or highlight colour. Artwork is not restricted to the colour palette, however, and you should utilise the wider Invest NI colour palette when appropriate.

CMYK 97.78.44.48
RGB 25.45.69
Hex: #192d45
Pantone 2189C

CMYK 62.52.50.48
RGB 77.77.78
Hex: #4d4d4e
Pantone 425C

CMYK 78.18.38.2
RGB 29.153.159
Hex: #1899a0
Pantone 2220C

CMYK 41.0.99.0
RGB 174.202.13
Hex: #adc916
Pantone 382C

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Colour palette

This is the Invest NI colour palette. It is used across all markets and all forms of communication. The colours consist of the following CMYK, RGB and HEX specifications. These colours have been selected to bring versatility and impact to the range of Invest NI brands. Percentage tints can also be used in any of these colours. While NI Connections has its own core logo colour palette, this wider palette should be utilised.

CMYK 39.7.14.0 **RGB** 168.207.217 **HEX** #a8cfd9	**CMYK** 30.15.7.0 **RGB** 189.204.224 **HEX** #bdcce0	**CMYK** 14.9.91.1 **RGB** 232.212.33 **HEX** #e8d421	**CMYK** 9.20.41.1 **RGB** 235.207.163 **HEX** #ebcfa3	**CMYK** 11.3.48.0 **RGB** 237.232.158 **HEX** #ede89e	**CMYK** 20.48.56.8 **RGB** 196.138.107 **HEX** #c48a6b
CMYK 8.40.88.1 **RGB** 232.163.48 **HEX** #e8a330	**CMYK** 60.60.18.3 **RGB** 122.107.153 **HEX** #7a6b99	**CMYK** 52.8.30.0 **RGB** 133.191.186 **HEX** #85bfba	**CMYK** 35.7.35.0 **RGB** 181.207.181 **HEX** #b5cfb5	**CMYK** 25.7.96.0 **RGB** 209.207.8 **HEX** #d1cf08	**CMYK** 20.20.48.3 **RGB** 209.194.145 **HEX** #d1c291
CMYK 1.30.93.0 **RGB** 250.186.10 **HEX** #faba0a	**CMYK** 0.80.54.0 **RGB** 235.82.92 **HEX** #eb525c	**CMYK** 20.52.88.9 **RGB** 196.128.48 **HEX** #c48030	**CMYK** 27.19.29.3 **RGB** 194.194.181 **HEX** #c2c2b5	**CMYK** 73.12.0.0 **RGB** 15.171.227 **HEX** #0fabe3	**CMYK** 58.7.53.0 **RGB** 120.184.143 **HEX** #78b88f
CMYK 51.5.98.0 **RGB** 148.186.41 **HEX** #94ba29	**CMYK** 26.30.69.11 **RGB** 186.161.94 **HEX** #baa15e	**CMYK** 1.64.98.0 **RGB** 237.115.13 **HEX** #ed730d	**CMYK** 2.99.49.0 **RGB** 227.8.82 **HEX** #e30852	**CMYK** 24.68.93.15 **RGB** 176.92.36 **HEX** #b05c24	**CMYK** 44.23.27.4 **RGB** 153.173.176 **HEX** #99adb0
CMYK 64.42.17.2 **RGB** 105.133.173 **HEX** #6985ad	**CMYK** 79.17.39.2 **RGB** 8.153.158 **HEX** #08999e	**CMYK** 76.6.100.0 **RGB** 61.163.54 **HEX** #3da336	**CMYK** 40.14.99.2 **RGB** 171.181.23 **HEX** #abb517	**CMYK** 2.99.94.1 **RGB** 224.13.28 **HEX** #e00d1c	**CMYK** 32.100.27.20 **RGB** 153.18.89 **HEX** #991259
CMYK 31.64.98.33 **RGB** 140.82.23 **HEX** #8c5217	**CMYK** 40.32.45.15 **RGB** 153.148.130 **HEX** #999482	**CMYK** 73.47.36.23 **RGB** 71.102.120 **HEX** #476678	**CMYK** 83.31.61.18 **RGB** 31.117.102 **HEX** #1f7566	**CMYK** 68.30.100.15 **RGB** 92.128.43 **HEX** #5c802b	**CMYK** 54.36.88.24 **RGB** 117.120.54 **HEX** #757836
CMYK 19.96.92.9 **RGB** 186.38.33 **HEX** #ba2621	**CMYK** 40.93.32.31 **RGB** 128.38.82 **HEX** #802652	**CMYK** 36.65.66.46 **RGB** 115.71.56 **HEX** #734738	**CMYK** 54.37.52.24 **RGB** 115.122.107 **HEX** #737a6b	**CMYK** 98.76.45.49 **RGB** 10.46.69 **HEX** #142e45	**CMYK** 89.44.62.53 **RGB** 10.69.64 **HEX** #0a4540
CMYK 83.47.96.56 **RGB** 36.66.31 **HEX** #24421f	**CMYK** 51.42.90.35 **RGB** 110.102.43 **HEX** #6e662b	**CMYK** 40.96.84.67 **RGB** 79.18.13 **HEX** #4f120d	**CMYK** 85.100.39.54 **RGB** 51.23.59 **HEX** #33173b	**CMYK** 34.74.90.45 **RGB** 117.59.28 **HEX** #753b1c	**CMYK** 65.59.58.67 **RGB** 54.51.48 **HEX** #363330

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Colour palette :
Colour matching from imagery

Colour matching from imagery allows us
to expand our colour palette. As with the
recommended colour palette, all chosen
colours can be used as percentage tints
to compliment the image or background.
It can also be used to colour typography.

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Photography :
Place

Here are some examples of the style of photography that should be used for NI Connections place imagery.

— Authentic environments
— Dramatic light
— Unique angles

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Photography :
People

Here are some examples of the style of
photography that should be used for NI
Connections people imagery.

When considering photography, these
attributes should be front of mind:

— Authentic environments
— Engaging
— Unique angles
— Reportage style

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Photography :
Product/service

Here are some examples of the style of
photography that should be used for NI
Connections product/service imagery.

When considering photography, these
attributes should be front of mind:

– Authentic environments
– Engaging
– Unique angles
– Hero product/service

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Photography : Stock

If stock images are used, ensure that they are a true reflection of Northern Ireland people and businesses.

Here are some of the best places to source 'believably Northern Irish' photography:

1. Getty Images
    Premium stock site. High quality selection, but take care to weed out American-looking images. You'll know them when you see them.
2. iStock
    Affordable stock site. Take care on iStock - the quality can be mixed. Select your search words carefully to find the right images.
3. Unsplash
    Free stock site. Some images can be heavily treated and a little 'hipster' - but Unsplash does have contemporary images and the bank is growing every day.

Be careful not to use photography that looks staged or fake looking. Avoid clichéd stock images.

Stock imagery should be used sparingly on international communications.
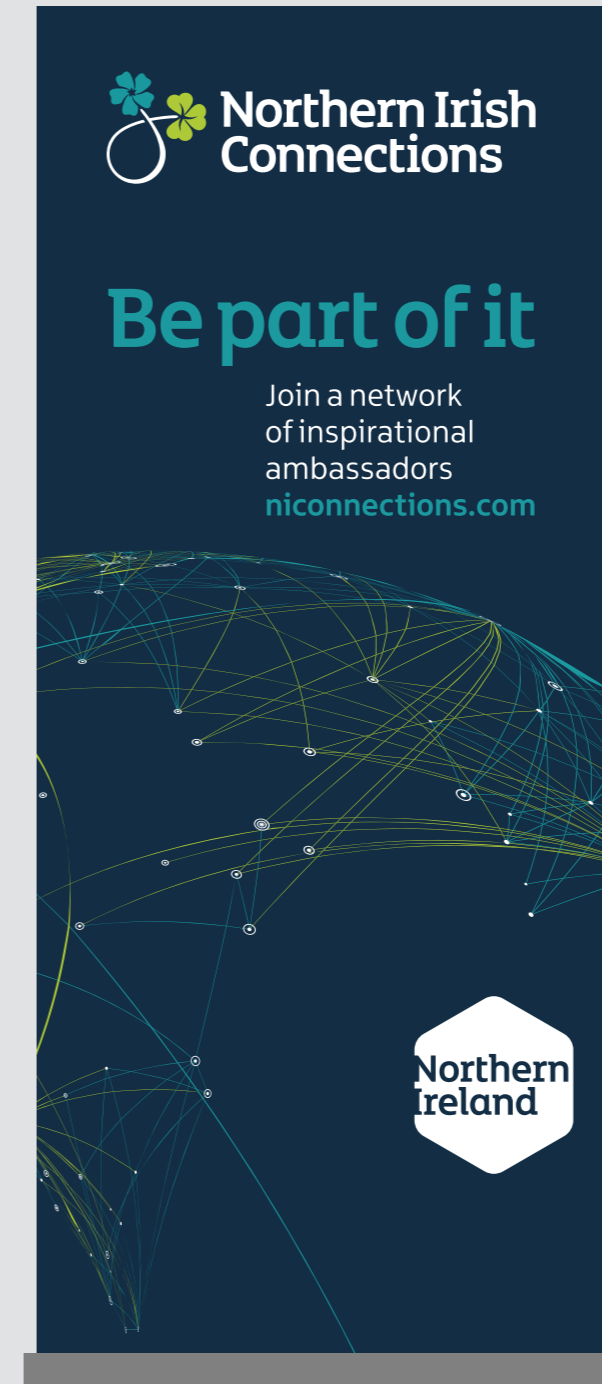
Place

Product/service

People

Stock   Stock   Stock

Stock   Stock   Stock

Stock   Stock   Stock

Key search words: candid / relaxed / laughing / natural / UK / British / contemporary / bright

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Artwork Toolkit :
Pull up stand

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Artwork Toolkit :
Postcard

Front Covers

Back Cover

Connect with us

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@ConnectNI

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Our growing world-wide community of Northern Irish abroad and friends of Northern Ireland who share a special affection for this small, but mighty, corner of the globe and are united by a desire to help it prosper.

Connect today to **'Be part of it'**.

niconnections.com

NI Connections
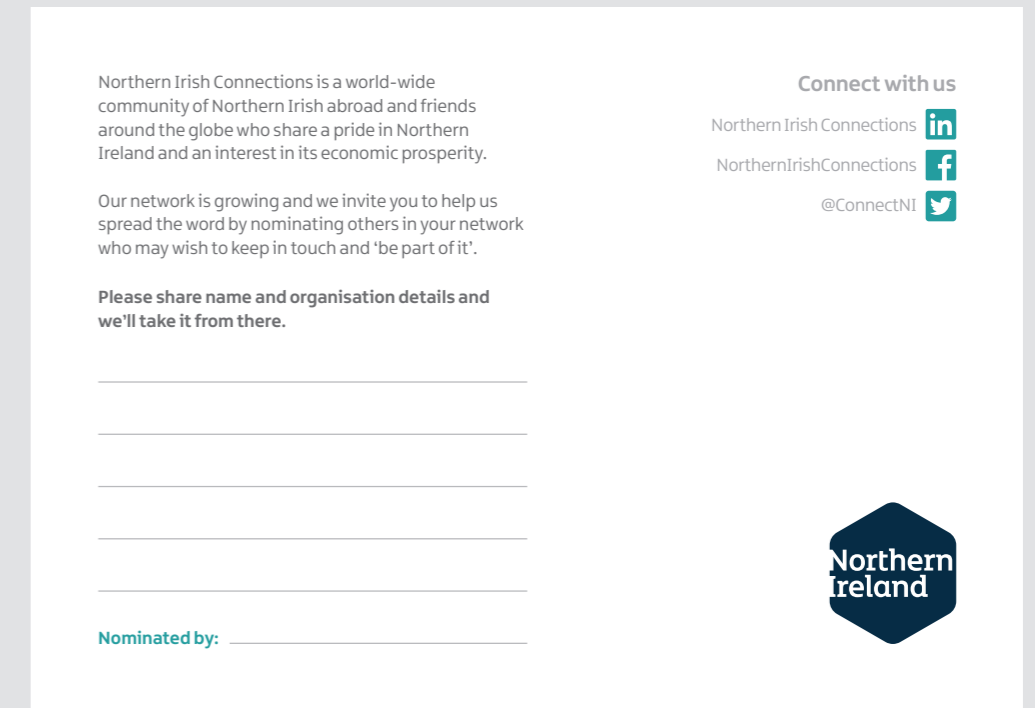Brand Guidelines -
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Artwork Toolkit :
Nomination card

Front Cover

Northern Irish Connections

Be part of it

Join a global online community
of Northern Irish abroad & friends
niconnections.com

Back Cover

Northern Irish Connections is a world-wide
community of Northern Irish abroad and friends
around the globe who share a pride in Northern
Ireland and an interest in its economic prosperity.

Our network is growing and we invite you to help us
spread the word by nominating others in your network
who may wish to keep in touch and 'be part of it'.

**Please share name and organisation details and
we'll take it from there.**

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Nominated by:

Northern Ireland

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Artwork Toolkit :
Invite header (580x276px)