

Belfast

YOUR GUIDE TO BEING BELFAST

At the heart of the matter

Belfast today is full of ambition, optimism and above all energy.

A great city, held back for too long.

Now looking forward. And outward.

Ready to tell our story to the world.

You can feel this energy, it touches all who live here or visit us.

It drives opportunity, powers entrepreneurs and empowers our youth.

It provides the spark for innovation, creativity and ingenuity.

Our universities rival the best in world.

We have never been short of talent or skills.

Never been shy of hard work.

And now we are ready.

Ready for investment, ready for visitors, ready for fresh challenges.

Ready for those with get-up-and-go.

Are you ready for Belfast?

A city resurgent, re-imagined, re-energised.

Welcome to energy unleashed.

Energy Un- leashed

Our values, behaviour and tone of voice

The Belfast brand is a state of mind. You know that song, 'I'm in a New York state of mind' well it's a bit like that, only with fewer skyscrapers. And no yellow cabs. And not so much with the hot dogs. In fact, it's nothing like New York and that's the whole point. We're Belfast.

We're unique and we're special. Of course we're not perfect (nowhere is) but in Belfast today there's a real sense of confidence, ambition and above all energy that's driving us on.

And it's our values and behaviours that sum up what's unique about us. Think of bumping in to a Belfast bloke in the middle of the street. He might tell you to watch were you're walking, but he'll probably be unpretentious and a hard worker with a positive down to earth attitude.

Belfast communicates on so many levels and in so many ways. That's why it's important to communicate with a Belfast tone of voice. Yes, we might talk funny, and we can celebrate that at appropriate times, but we need to be true to ourselves. Belfast is natural, bright, original and assured. So don't start waffling and being really dull, be yourself, be Belfast, and be so consistently.

VALUES

Unpretentious

Belfast is real and gritty. Belfast people are straightforward, down to earth and honest.

Ambitious

We are determined and single minded. We want what's best for Belfast and each other.

Imagination

We imagined a city at peace. We imagined a city that the world wanted to visit. We imagined a place where the young could stay and fulfil their ambitions.

Self-belief

We have confidence and conviction that we can achieve what we wish for. No matter what barriers are put in our way.

BEHAVIOUR

Be Ourselves

We are true to ourselves; our welcome is genuine, not contrived. Our enthusiasm is natural not forced. We tell the NI story and our part in it.

Be Positive

We are positive about the future. We all need to become advocates of Belfast, whether in a business, tourism or any other context.

Dream it. Do it

We use our creativity to build new ideas and challenge the status quo. Be a City full of innovation, creativity and ingenuity. We dream it, then we do it.

Work Hard

Working hard comes naturally to us. It's part of our make-up. But we play hard too and visitors are welcome to join in.

TONE OF VOICE

Natural

Bright

Original

Assured

Say hello to Starburst

Starburst is a shape; a spirited shape that takes its inspiration from a satellite view of Belfast, complete with arms radiating out to North, South, East and West, with the dramatic indent where the lough flows in to meet the historical heart of the city. This unique shape will be used as a container into which we will pour all of Belfast's rich diversity and in so doing, it will become a symbol of our city's energy, renewed sense of entrepreneurial opportunity and bold, contemporary vibe.



Here's the rest of the family

Each element of the Belfast brandmark has been precisely considered. Never alter the shape or the spacing and never redraw the mark.

Alternative language logos are available (Irish and Ulster Scots) and should be used as appropriate.

Clear space

To ensure the brandmark is clear and legible a minimum clear space must be observed. This space relates to 20% of the width of the brandmark. Other logos and graphic elements should not intrude on this space.

Minimum size

The brandmark is flexible but it is important that it is always presented clearly. To ensure legibility the mark should not be reproduced smaller than the sizes indicated.



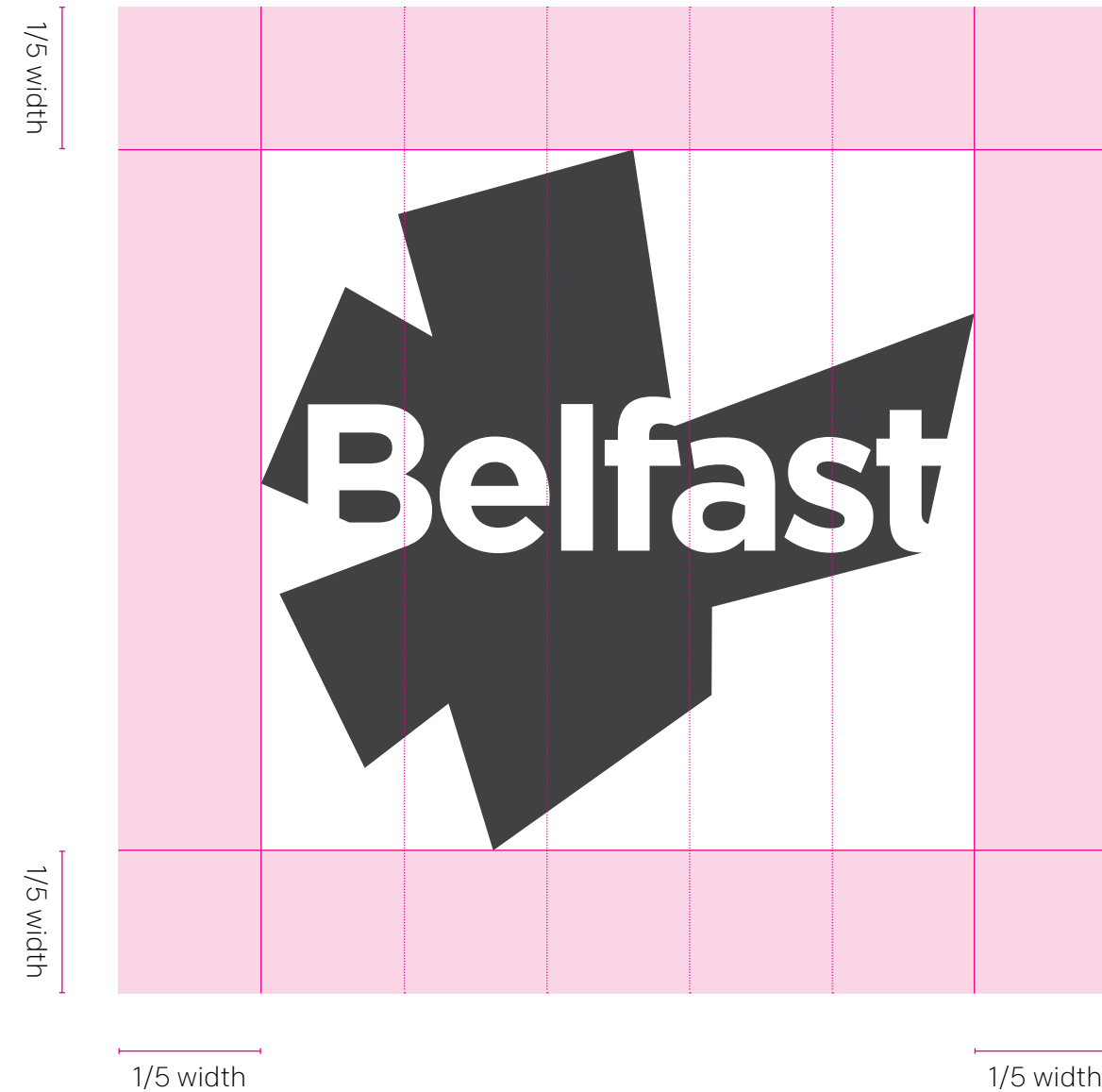
Minimum size 20mm



Minimum size 20mm



Minimum size 20mm



Here's the rest of the family

A text only version of the brandmark is available as shown. These may be used in place of the primary brandmark when deemed appropriate and where space is limited.

These are not the default brandmarks. Starburst is still the primary brandmark. Use, and approval, of the text only version should be sought from Belfast City Council marketing department.

Belfast

Minimum size 20mm

**Béal
Feirste**

Minimum size 20mm

Bilfawst

Minimum size 20mm



1/5 width



1/5 width



1/5 width

Pimp my ride

Have some fun

The Belfast brandmark was created to be dynamic and to allow great flexibility. This should mean that you can get it to work in a wide range of ways and on all kinds of material. Our city is diverse so we needed a mark that would reflect that complexity and richness.

Colour and Images

The brandmark can be filled with anything - honest. You can colour the brandmark with any colour; blue, pink, green, turquoise, brown, whatever you like and, more importantly, whatever is right for your design. We would also encourage the use of strong, simple gradients within the brandmark. They help to add some energy and are effective online and on digital platforms.

You can also pour any image in to the mark. We encourage experimental use, but please do try to ensure that the word Belfast is legible.

We are also suggesting that patterns and textures be used in the brandmark. So the world really is your oyster, all we would ask is that you let your creativity and imagination free.



Hold on a moment...

Just before you go completely wild in the aisles. There are a few wee things we don't encourage. This page shows some don'ts. We didn't think we needed to mention them but just in case you feel tempted.

The Belfast brandmark can be provided by simply emailing a request to:
belfastbrand@belfastcity.gov.uk



Don't alter the shape



Don't change the relationship of the letters within the shape



Don't rotate the logo



Don't reset the text



Don't distort the logo

Let's talk fonts

Headline Font

Belfast has a new headline font and it's FS Sinclair. Please don't use this font for large areas of body text as it just becomes difficult to read. Instead use it for great big headlines and intro paragraphs. It's a beautiful font that has a graphical synergy with the core Belfast landmark. Go on, have a bit of fun with it.

FS Sinclair is designed and distributed by Fontsmith and is available to purchase online both for print and as a webfont.

Body Font

In second place, but definitely not a runner-up is Colfax - our new body font. It's an elegant sans serif font which complements the headline font really well. You can even use Colfax for headlines where applicable. There are no hard and fast rules we want you to experiment and to enjoy the brand.

Colfax is designed and distributed by Process Type Foundry and is available to purchase online both for print and as a webfont.

FS
Sinclair

A versatile modern design
balanced for short text setting
and strong headlines.

Light / Italic
Regular / Italic
Medium / Italic
Bold / Italic

Colfax

A refined oval sans serif
with a subtle geometry and
typographic utility.

THIN / Italic
LIGHT / Italic
REGULAR / Italic

MEDIUM / Italic
BOLD / Italic
BLACK / Italic

How we speak

When you write copy for Belfast it should be natural, bright, original and assured. And yes, you can throw in the occasional colloquialism. To set you off in the right direction we have created a few Belfast statements. These can be used as sign-off statements or headlines as appropriate. They are not exhaustive and we hope you add to them and create your own. Just remember...

- Natural
- Bright
- Original
- Assured

Belfast
Lost in music

Belfast
The craic's 90

Belfast
Stickin' out

Belfast
So in fashion

Belfast
Titanic town

Belfast
Foodie heaven

Belfast
In great shape

Belfast
Are you ready?

Belfast
An easy dander

Colour

Fifty shades of...

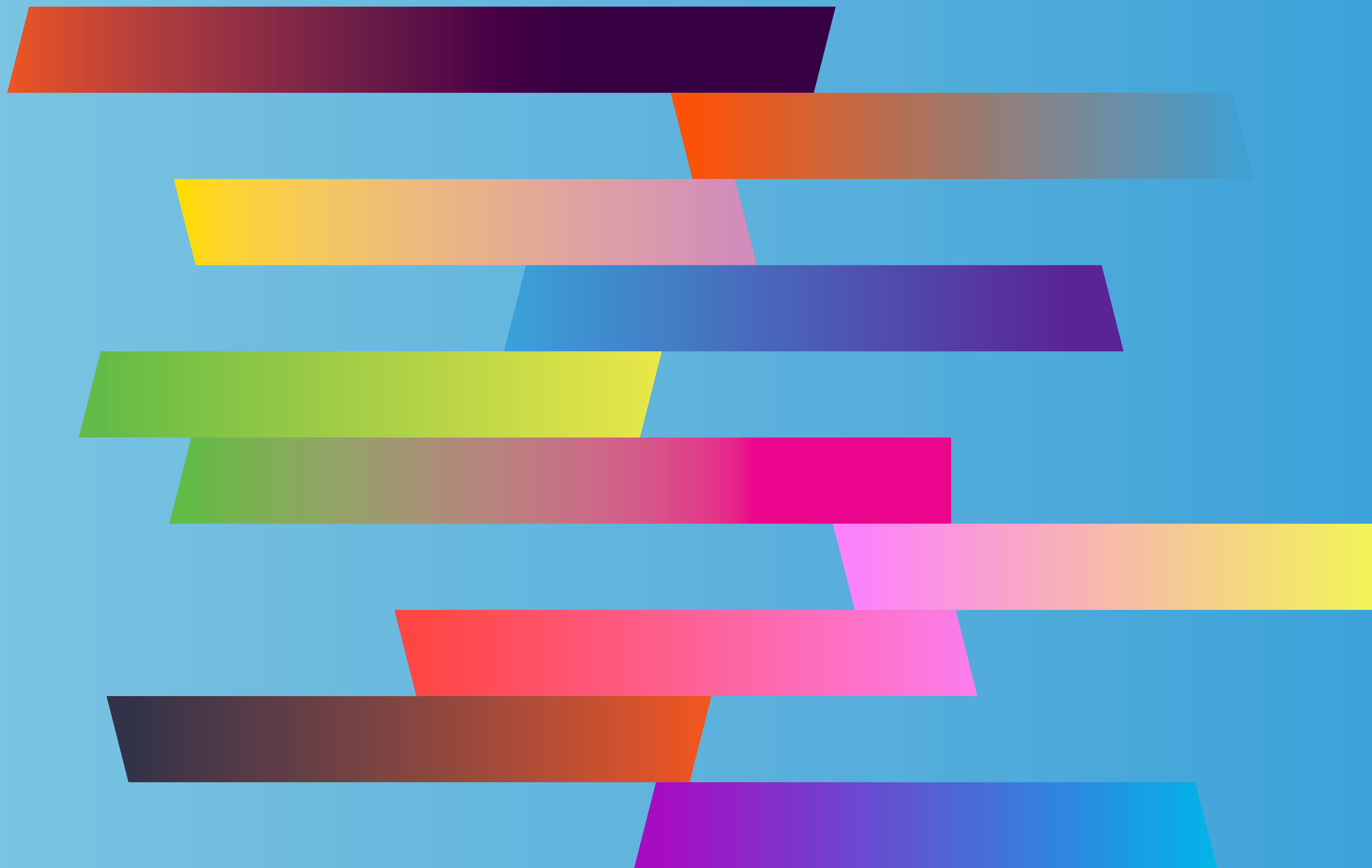
Well anything actually. You can use pink or blue, orange or purple, a lovely sunset red or a Belfast cool grey. The choice is yours. Belfast is a city so can't be restricted by a particular colour palette. Simply make your designs energetic and colourful and enjoy yourself in the process.

We love gradients

To bring 'Energy Unleashed' to life we use gradients. Moving from one colour to another to suggest energy in a visually dynamic way.

Some examples are shown opposite but they are only examples. Experiment and explore and make your own that suit your particular Belfast project.

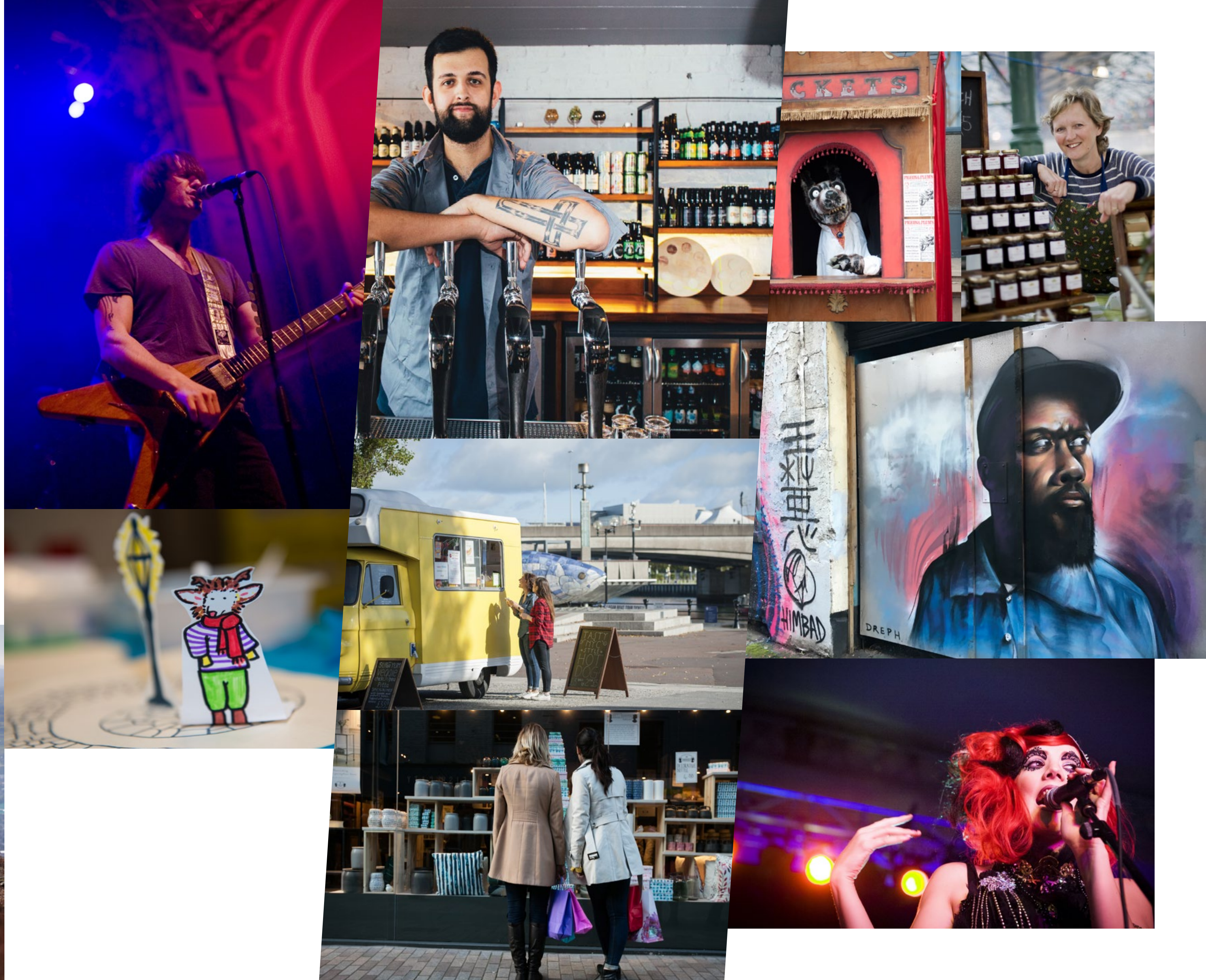
One word of caution. The gradients should be simple. They shouldn't involve lots of different colours - two colours is normally enough. And you don't have to use them everywhere, in fact on some collateral they probably won't appear at all. So use the gradients wisely.



Power to the people

Images are a key component in telling and selling Belfast. Each image should express the personality of this place, and the energy and authenticity of those who live, work and study here.

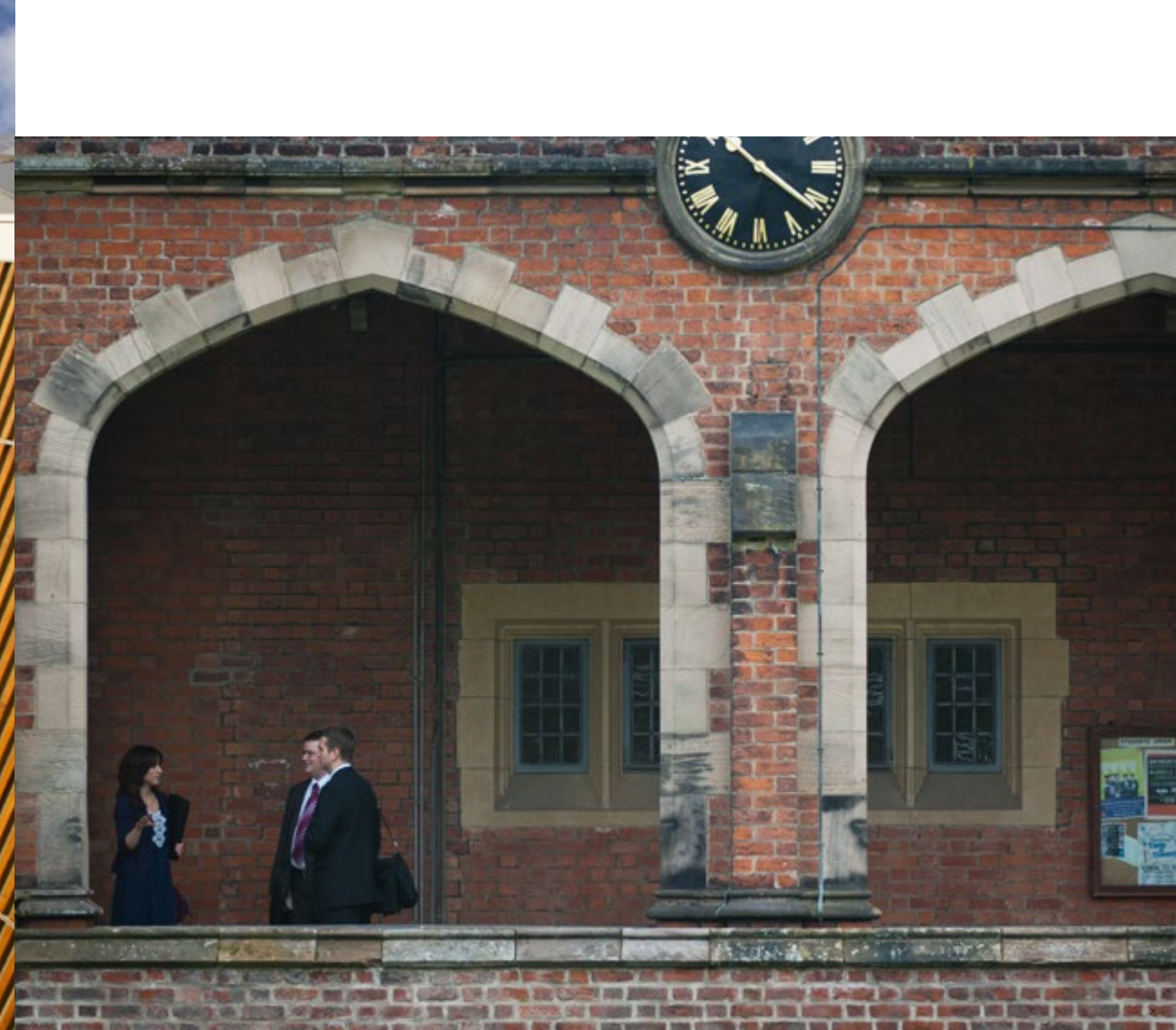
So, celebrate the people of Belfast. Because it's the people who make Belfast, well Belfast. Images should be positive and unpretentious. We aren't cheesy, we don't do PR shots but we do love a cheeky selfie. Images should be full of humour and energy. Now that doesn't mean every image has to be blurred with action. Instead images should suggest energy through colour, framing and content. And, of course, every image should be of the highest quality.



...and the place

Let's be real. Don't try to find perfect pictures with a blue sky and perfectly appointed buildings and please don't fake it. It's Belfast after all.

Celebrate the glamorous and the gritty. Don't be afraid to show our edgy side. That's what makes us unique and it's what people want to see.





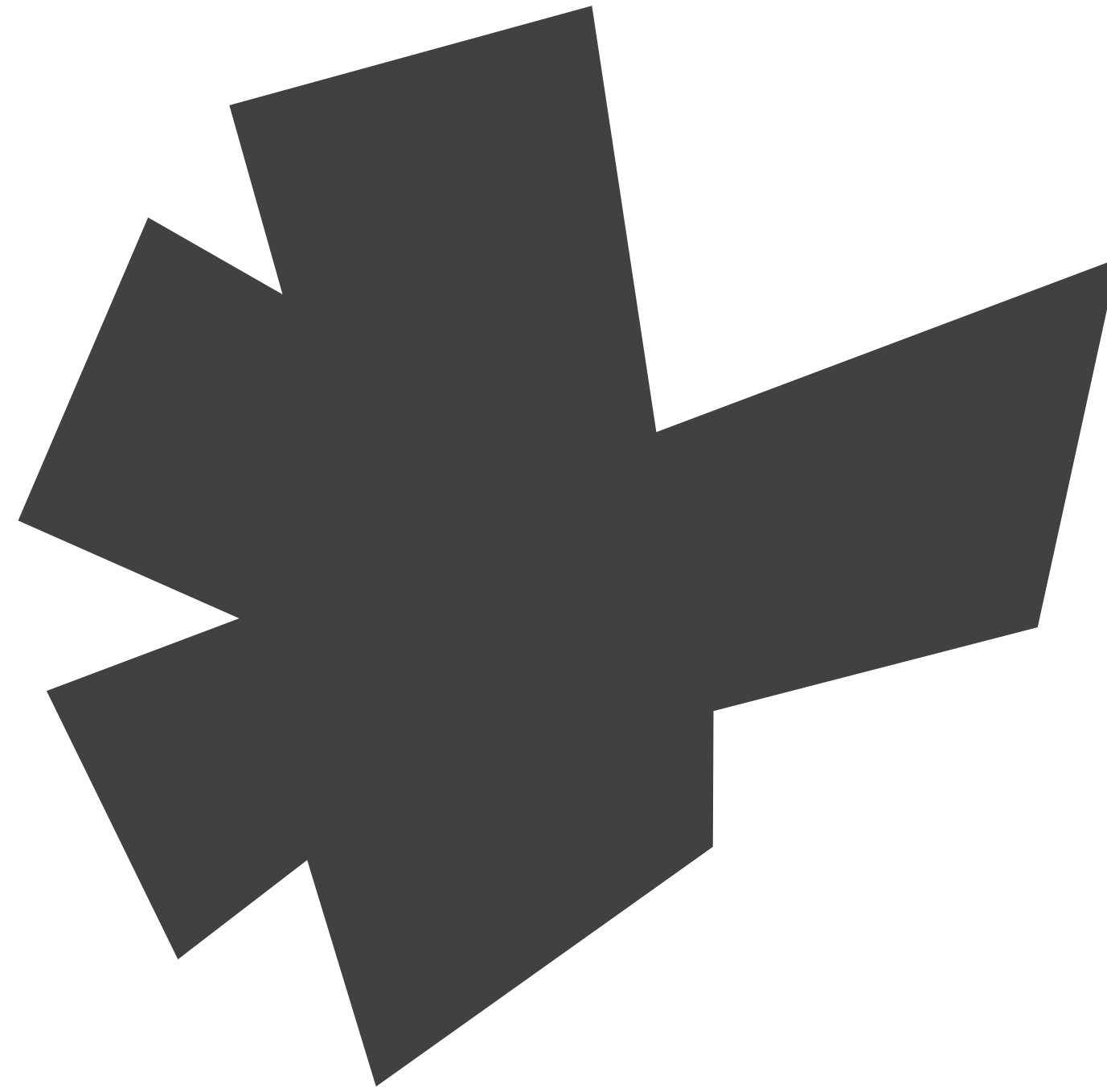
Throw a few shapes

Belfast is edgy, quirky, feisty and that's the way our graphics should be. To that end we have created the starburst shape as a solid graphic and as an outline for you to have some fun with.

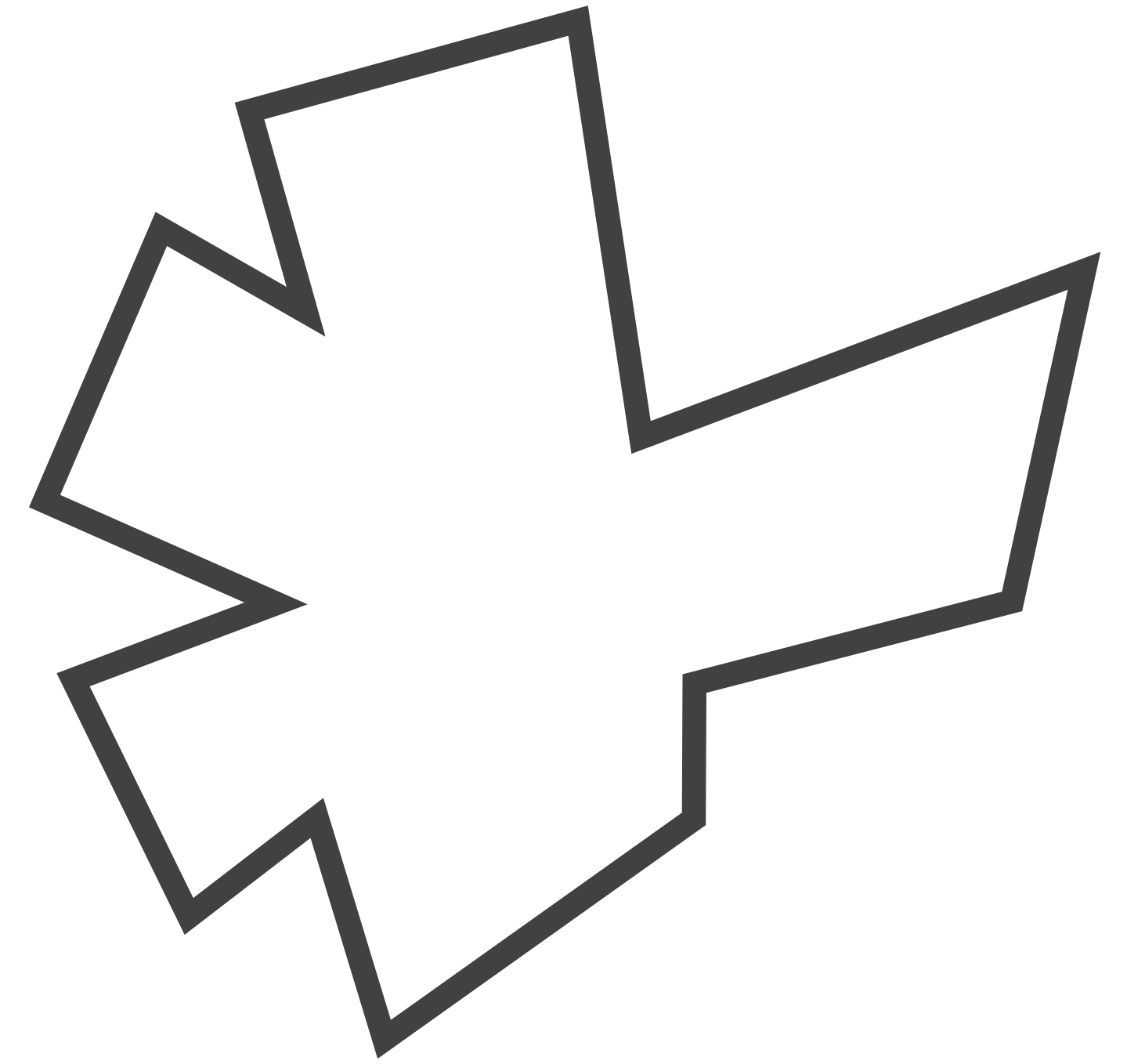
Now before you go too far, we must impress that these versions of starburst are NOT to replace the primary city landmark. Instead these graphics can be used to add a visual reference to the Belfast shaping in your printed and online communications.

The Belfast shape can be used as a strong graphic in whole or in part. You can fill it with texture, colour or images. Pictures can break out of it or be contained within it. The same principles can be used with the Belfast outline.

You may also rotate the shape - but do not distort or alter it (that's bad). It is important to note that if the shape is recognisable as starburst then it must appear in its correct form without any rotation. However, if you are only using a portion of the shape then feel free to spin that wheel.



Belfast shape



Belfast outline

Throwing shapes the right way

These examples give you an idea of how to use the shape correctly. The shape (solid or outline) should be a strong, vibrant element of your marketing collateral.

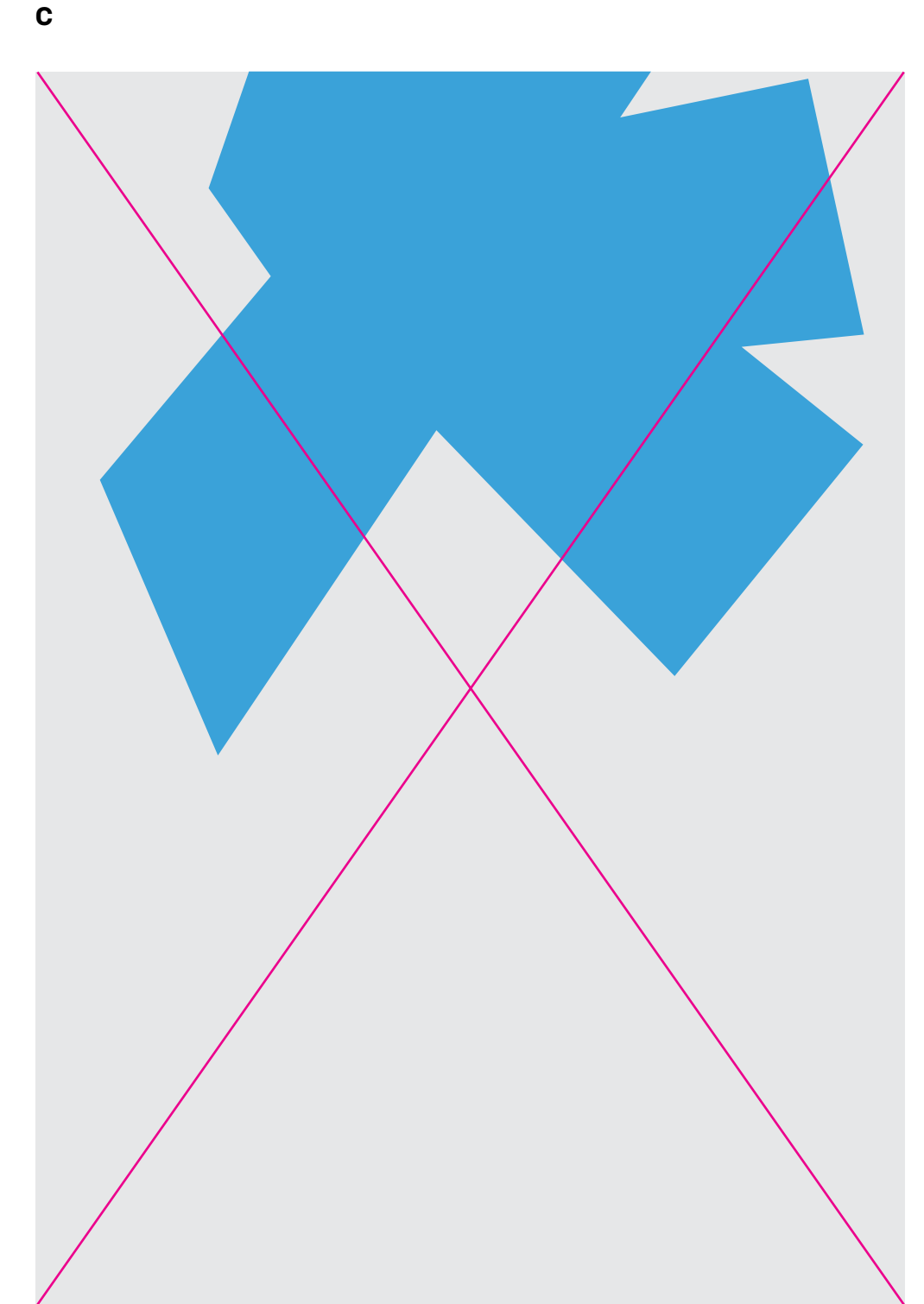
A: The shape IS recognisable as starburst so it has NOT been rotated. However, it has been scaled up to create a dynamic graphic. The shape here could be used as a graphic device to hold text or images (for example).

B: Here the shape has been rotated to create an unusual and dynamic graphic element. It is NOT recognisable as starburst so this use is perfectly acceptable (and encouraged). As per example A this shape could be used to hold text or images or simply be a strong coloured graphic device.

C: This is incorrect as the shape has been rotated but IS clearly recognisable as starburst. The shape created is a distortion of the Belfast shape. This is not allowed.

D: The Belfast outline has been rotated and enlarged to create an unusual and dynamic graphic shape. It is NOT recognisable as starburst so this use is perfectly acceptable (and encouraged). The shape could be used to divide image from text (for example).

E: This is wrong as the shape is clearly recognisable as starburst but has been rotated and twisted and is a distortion of the Belfast outline.



Take a line for a walk

The energy of Belfast can be represented as a graphic line. A line that moves and wraps around photos, text and graphic elements. The line is symbolic of the Belfast shape but is not the Belfast shape. When you take your line for a walk you should be careful to draw a line that is in sympathy with the Belfast shapes. And remember you are only taking one line for a walk not seven or eight lines.



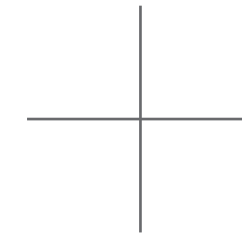
Putting it all together

The Belfast brand is made by combining its constituent parts. However, each part can be added in greater or less quantity. Not every communication will require 100% of each element. Think of it as baking a cake (or traybakes if you prefer). One cake may predominately feature the colour, gradients and graphic language, whilst another may be more image-led or hero the tone of voice.

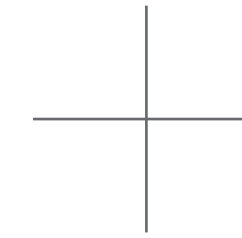
Some good examples of how the Belfast brand can be put together are included over the next few pages. Devour and enjoy.



Brandmark



Colour

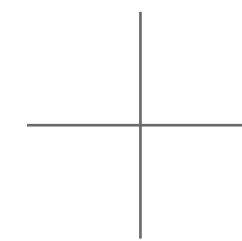


ABc!

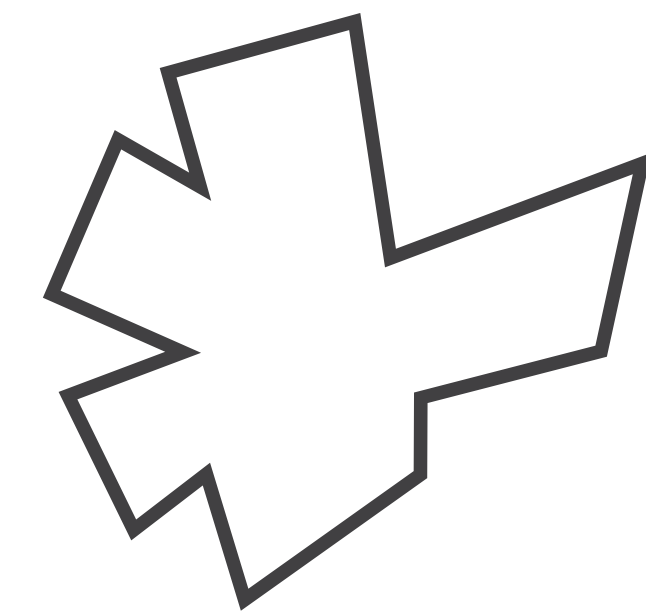
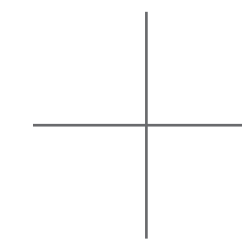
Typography

Natural
Bright
Original
Assured

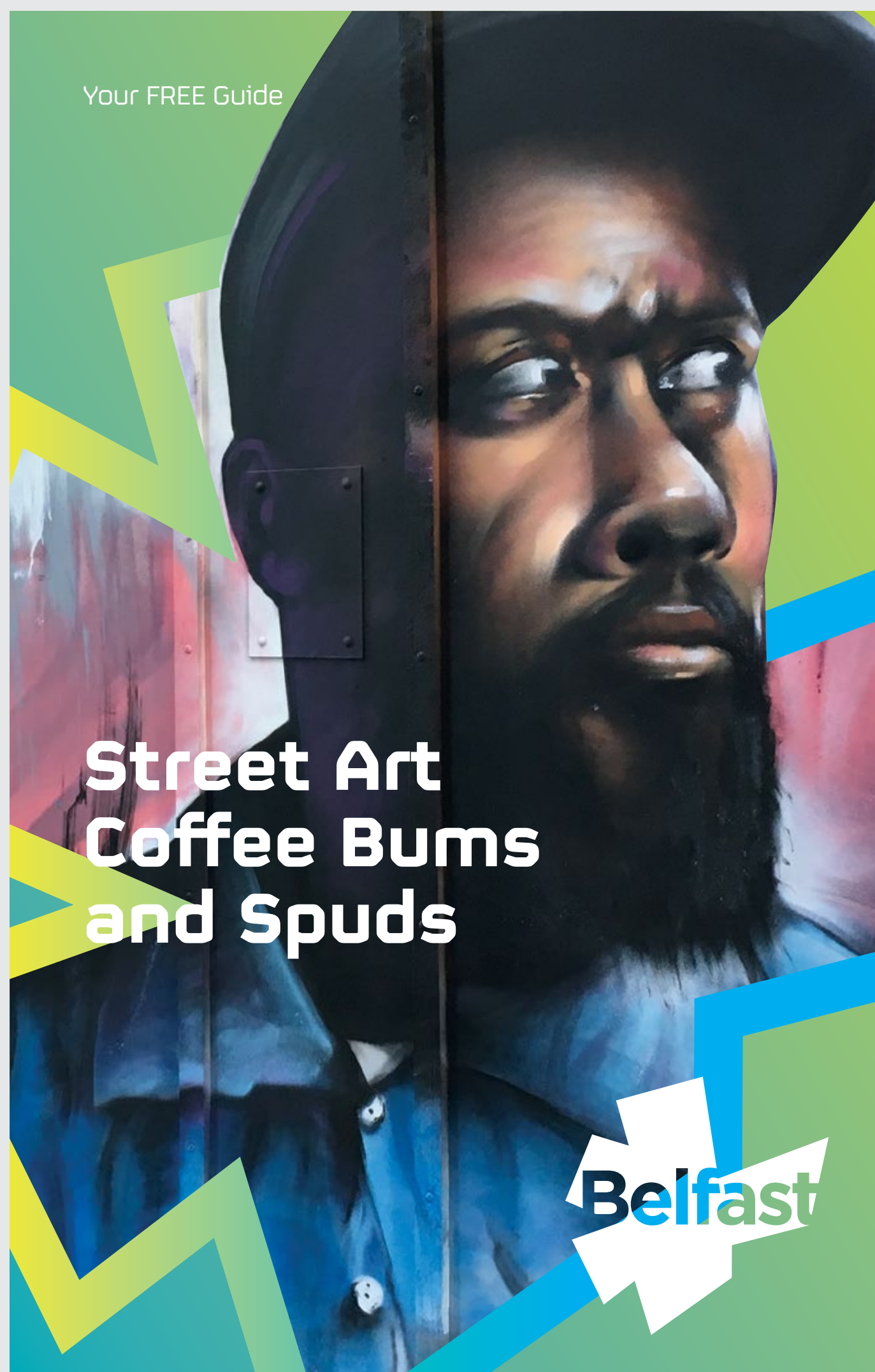
Tone of voice



Imagery



Graphic Language



Right here, right now.

Belfast Student Guide



Autumn/Winter 17

Belfast City Guide

Right here, right now.





Belfast Stickin out



Belfast

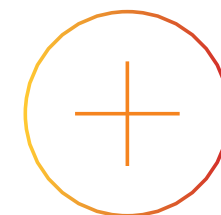
visitbelfast.com/RUready



**Belfast.
People powered.**



Play video



Connect



Breadcrumb trail / Breadcrumb

Discover the energy of Belfast

Aximus, a volor sum quiatia destota net rerio bla volentur, as experum quisquam illuptat. Numquae cerchil liatem et omnimus mil evendendit fuga. Solessinciis eatur, non prae reniendae deliti omnimust fugiti dis mos aut vellanihilis doloris dolupta nullaut el il ipsa cume ma poressimos eos andi odipsandem quam, sequi blatem int vendia ped modissime venimilit prepeli tatio. Neque velenis cillore hentiumque cum landam, quatio eosanis aperunt orionsequi ipsapelis quis nonsendes enihili squatium quam esequam es ipic temquatur, tem enim eos ipsunt ma dolores sundit aceaque magniae volor modigni sundaer ibusto ex est.



Custom House Square

St Anne's Square
The MAC 


Hill Street
Black Box 


Titanic Quarter
Big Fish 





Belfast
Get to the point

Botanic Gardens


Ulster Museum
Palm House & Tropical Ravine 


Queen's University
City Centre 


Lisburn Road
Lady Dixon Park 




Belfast
Get to the point

EastSide Visitor Centre
Central Station 

Titanic Belfast
City Centre 

Stormont
George Best Belfast City Airport 



Belfast
Get to the point

YOU & Me

Let's energise together

Let's energise together

Belfast isn't independent. No, we are a city made up of lots of parts. Or, more accurately, partners who energise the city and make Belfast what it is. And we want to celebrate partnerships.

So, we would encourage you, when you are promoting the city, to use the starburst logo and to develop material in line with the city brand. We appreciate that it won't always be possible to do this, but when the opportunity arises - seize it with both hands and shout Belfast from the rooftops.

However, we also appreciate that you will have invested a lot in your own branding and we don't want to come along and stamp all over that. So, we invite you to plug into the Belfast branding at the level which you feel is appropriate to your business.

An easy way to get involved is to use our language. We would encourage you to use different 'Energising Belfast' statements to promote your part in the life of the city. Belfast can be energised in many ways and by many people. So the examples opposite are only ideas to get the creative juices going.

These statements may be used as headlines or sign-offs and should be designed cleverly and creatively to promote you and your part in the energy of the city.

Examples of Energising Belfast statements

Energising Belfast
through exploration

Energising Belfast by engaging

*Energising Belfast
with attitude*

*Energising Belfast
with great coffee*

Energising Belfast by design

Howdy partner

Partners aren't specially selected organisations. Everybody who lives and works in Belfast is a partner. Each part of the city helps to energise it. So if you want to shout about your partnership then we have created the Energising Belfast badge to help you do so.

This badge is NOT to replace starburst . It is used to give primacy to you (the partner) whilst still ensuring that a core part of the new Belfast identity system is evidenced (ie the Belfast typemark).

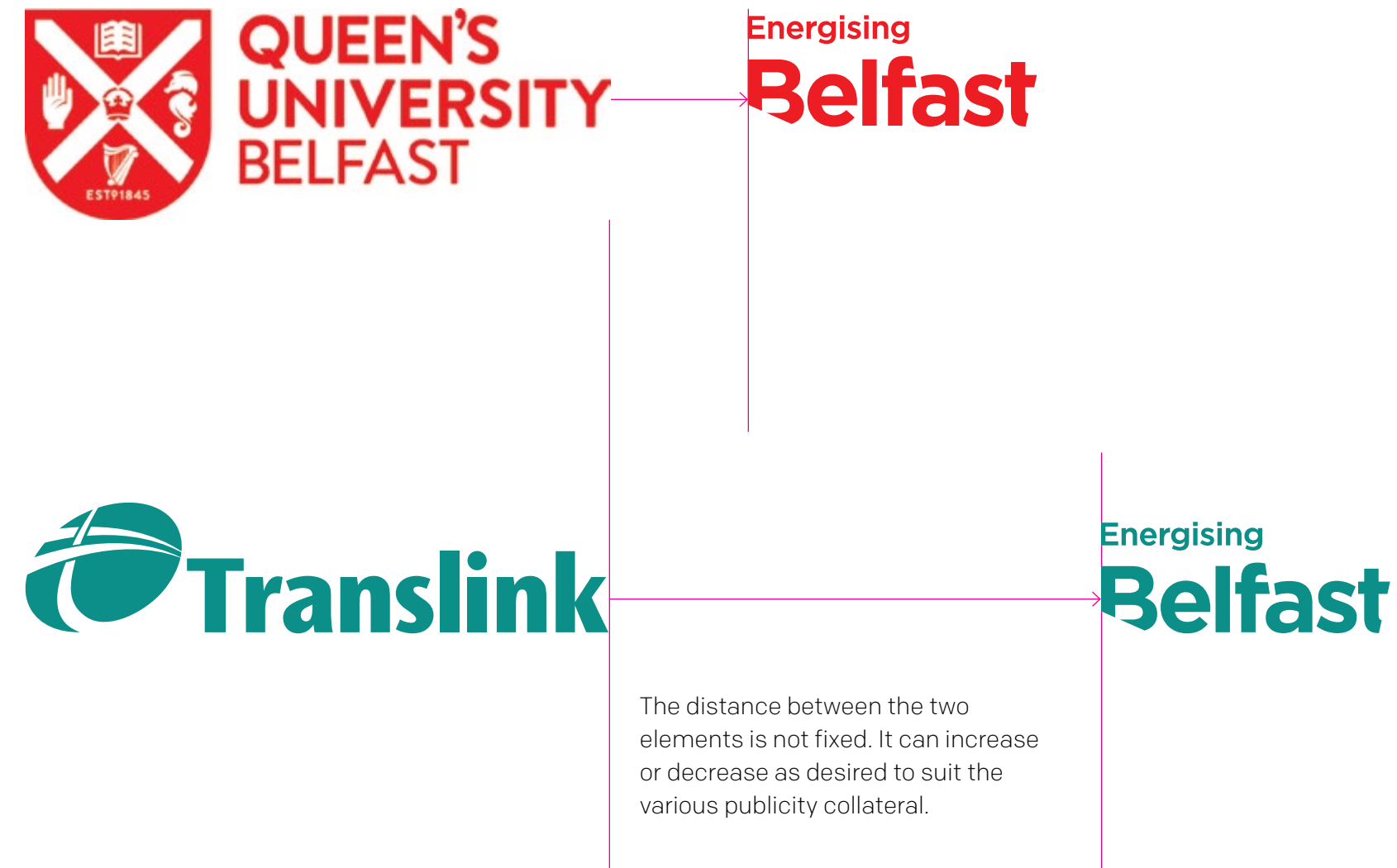
The Energising Belfast badge is intended to be a sign-off to accompany your identity/branding. So the badge should never be used on its own (ie without your logo in the same space). The Energising Belfast badge should never be larger than your identity as it is intended to sign-off not to dominate. It may also be rendered in any colour to suit your identity system.

It should never be used in place of starburst when promoting Belfast.

Energising Belfast badge

Energising Belfast

Example of partnership identity lock-up



Incorrect use



This above arrangement is incorrect as the Energising Belfast statement is first. The Energising Belfast statement must follow after the partner identity rather than precede it.

Wrapping it all up with an energy line

The energy line may also be used with the Energising Belfast badge or the Energising Belfast statements.

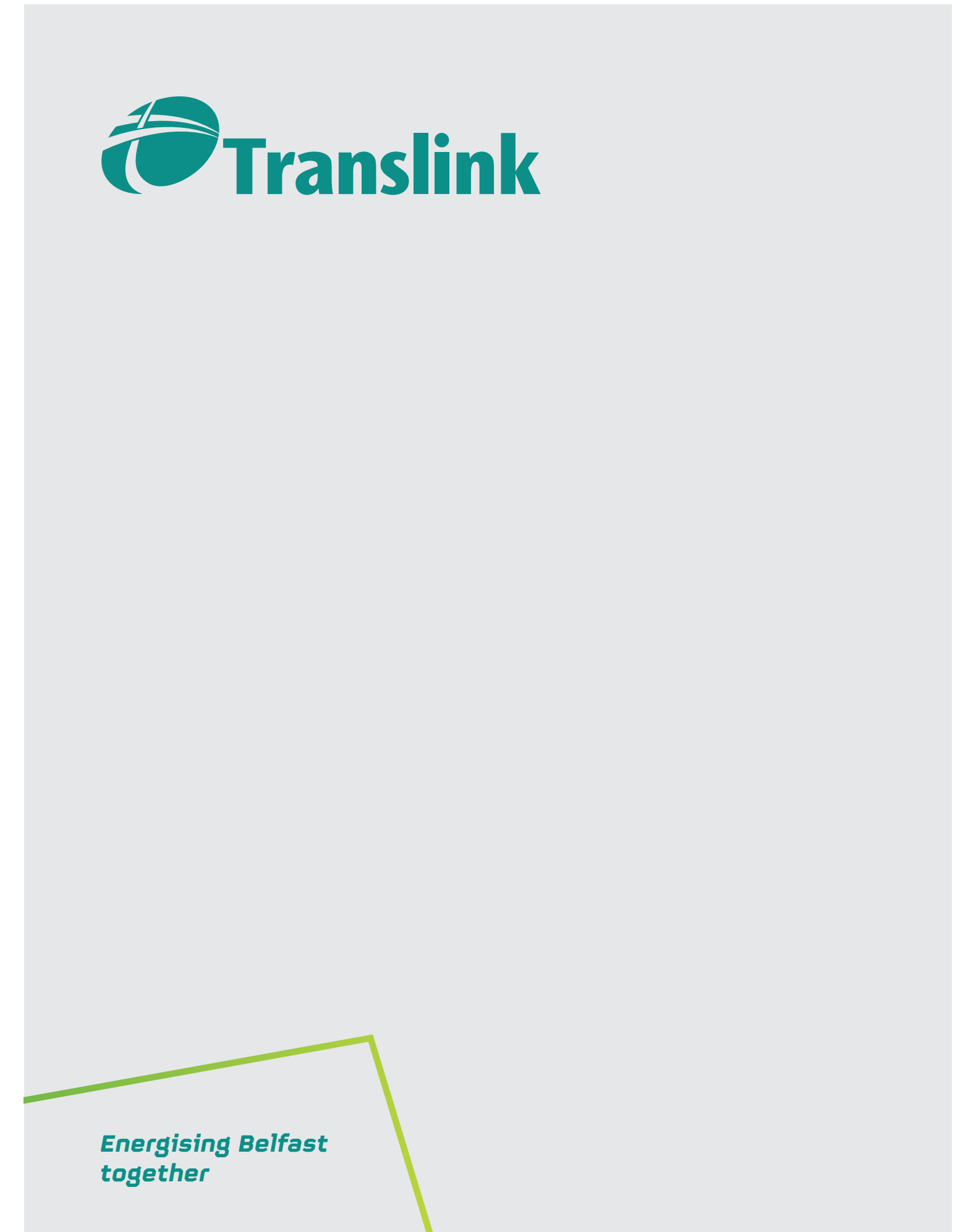
The energy line may be used to contain the badge or the statement. It may also be used as a graphic device to add value to the overarching design as you feel appropriate .

The energy line is created by using a part of the outline starburst shape - a small part. We do not use the whole of starburst with the energising Belfast badge or the Energising Belfast statement set within.

The energy line may be set in a solid colour that is appropriate to the overall design and may also be set in a gradient colour.

The examples shown opposite are purely indicative of the relationship of the elements. The size of each element would need to be considered as appropriate for each piece of design and for you the city's partners.

Examples



Doing it right

This is the good stuff

These examples show how it should be done (within reason). They are simply examples of the relationship between brand elements and some partner identities.

A: The primary identity is the partner and the Energising Belfast badge is used as a sign-off with an energy line. Each are appropriately coloured so as to not conflict with the primary identity.

B: The primary identity is the partner and this time an Energising Belfast statement is used to sign-off the marketing piece within an energy line. Again, all are appropriately coloured.

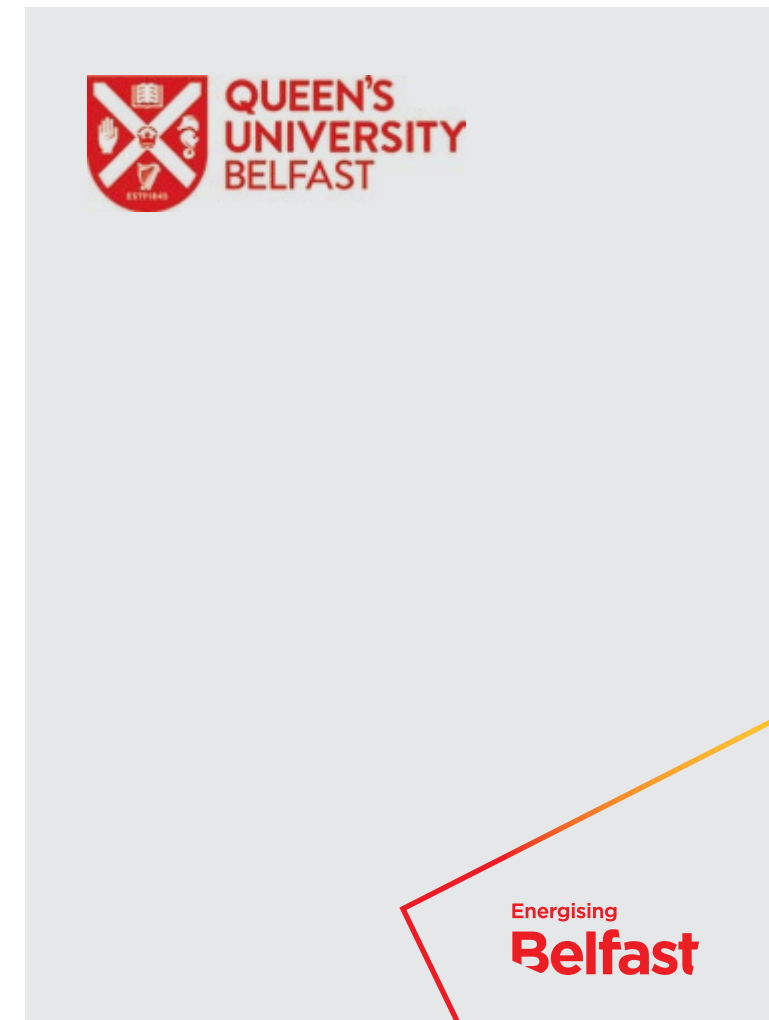
C: In this example an Energising Belfast statement has been used as a headline, which is great. But it is necessary to sign-off the piece with the partner logo and Energising Belfast badge tie-up. It would not have been correct to add in another Energising Belfast statement as a sign-off.

D: Belfast is the hero and the partner uses an Energising Belfast statement to connect themselves to the city and sign-off. Please note that this sign-off is set in the partners' font and colour, which is perfectly acceptable.

E: The energy line is used in this example as a large part of the design. The hero logo is the partner organisation and the Energising Belfast badge is used appropriately.

F: Belfast is the hero and the funders are presented smaller in the footer section. The Energising Belfast statement is used in this instance to tie the funders together.

A



B



C



D



E



F



Doing it badly

Some don't's

These examples show how not to do it. It may appear a little overwhelming but once you get the principles in the right order then it should all make sense. If in doubt get in touch and we'll be happy to help.

A: The primary city brandmark (starburst) and the Energising Belfast badge should never sit together like this. The city logo can not energise the city. The city is energised by its partners.

B: The energy line is too obviously the starburst shape and has become an obtrusive element on the design layout.

C: The large headline Energising statement was perfect when it was associated with the partner organisation. Now, it is associated with the city brandmark and that's wrong. This example simply has included too many brand elements in an effort to tick all boxes.

D: Starburst and the Energising Belfast badge do not appear together in the same space, even though each individual element has been treated correctly. This would be acceptable if starburst were on page 1 and the partner tie-up was on page 2. Just not all together in the same space.

E: The new city brandmark does not 'energise itself through learning'. The order and structure of this layout is incorrect. The partner does the energising not the city brandmark.

F: The Belfast brandmark is not an organisation and therefore should not sit alongside other logos which represent organisations/ companies. If it is a city related activity then the Belfast brandmark should be the hero and not sitting amongst the funders.

A



B



C



D



E



F

