

Brand Guidelines

Draft Copy

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

Contents

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Our Logo

Pantone 7490 + 574



Pantone 574



Black



Colour Reversal



On an image



B&W Reversal



Logo - Clear Space/Minimum Size

Clear Space



X = 1.5x the space between the typography and the keyline to the left of it.

Minimum Size



The minimum width that the logo can appear is 20mm.

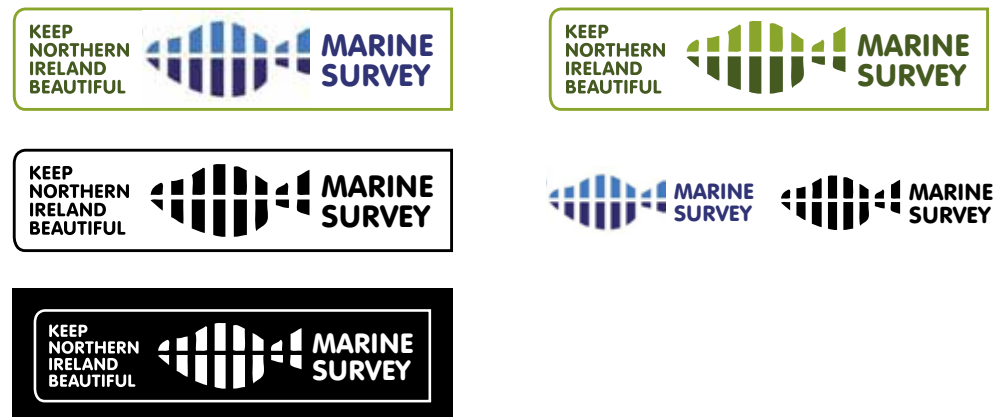
Our sub-brands

Sub-brands that we own and may be adapted

TIDY



Marine Survey



The BIG Spring Clean



Adopt a Spot



Our sub-brands

Sub-brands that we share and may be partially adapted

Seaside Awards



Clean Coast Programme



Green Coast Awards



Coast Care



Eco-Home



Green Flag



Eco-Centres



Eco-Campus



Our sub-brands

Sub-brands owned by the Foundation for Environmental Education that may be slightly adapted

Blue Flag



Eco-Schools



Young Reporters for the Environment



Learning about Forests



Green Key



Logo & associate logos

Keep Northern Ireland Beautiful logo should always lead.

Tab is extended to include the associate party logos.

Third party logos should have equal visual presence as each other.

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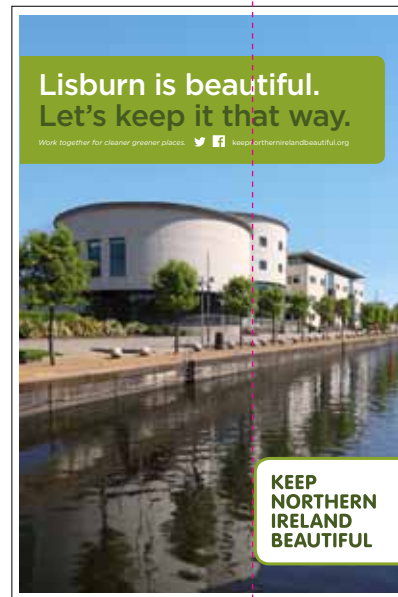
**KEEP
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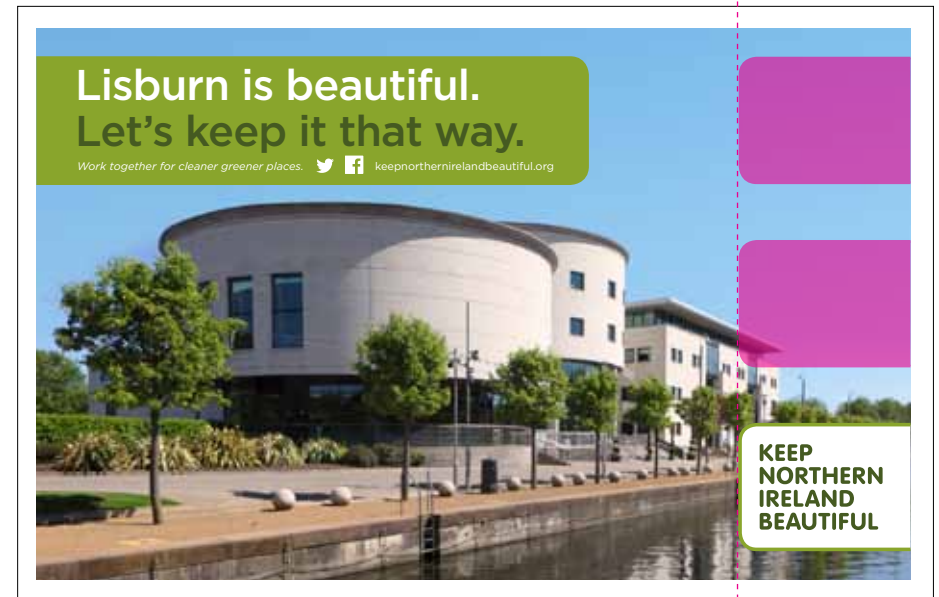
Our Logo in context

Logo tab

The Keep Northern Ireland Beautiful logo and headline tab should be balanced, appropriately and positioned to suit the format they are being applied to.



The Keep Northern Ireland Beautiful logo is applied as a tab and bleeds off the right hand side of the document.



For flexibility, The Keep Northern Ireland Beautiful logo may be placed in the most visually appropriate position on the vertical axis.

It should not obscure any key information in the background image.

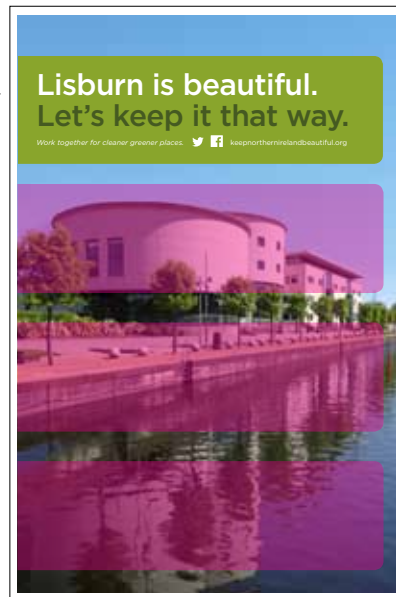
Headline/body copy tab position

Headline/body copy tab - left hand side bleed

The headline/body copy tab bleeds off the left hand side of the document.

As with the logo tab, it may be placed in the most visually appropriate position on the vertical axis.

It should not obscure any key information in the background image.



Where appropriate, the headline/body copy tab may be positioned at the same level as the logo, as long as the logo's clear space (x) is not encroached on.

Headline/body copy tab size

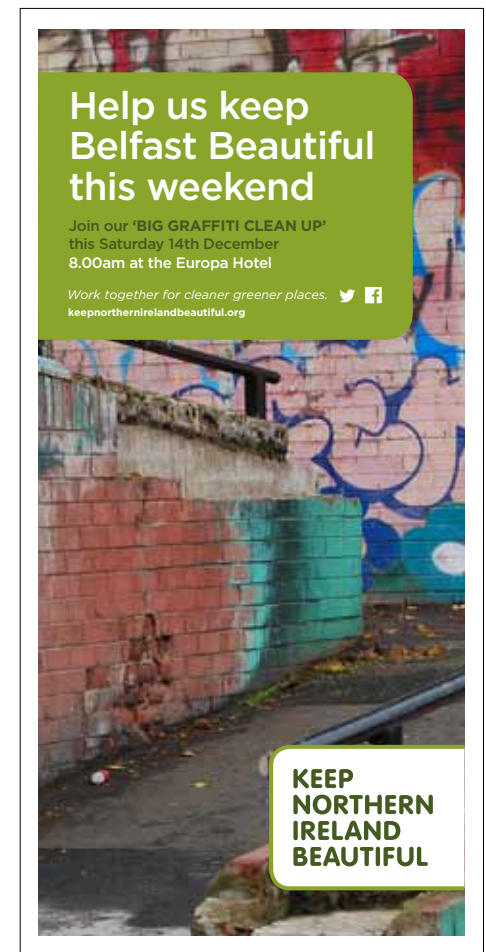
The headline/body copy tab can be extended when it is necessary to include more information.

This must not proportionally affect the size of the Keep Northern Ireland Beautiful logo, which should remain appropriately sized and balanced.

Extend headline/body copy tab - descending



Extend headline/body copy tab - left hand side



Colour

To ensure consistency and flexibility of the Keep Northern Ireland Beautiful brand, a corporate colour palette has been developed.

CYMK, RGB and Hex references have been specified for each colour so that our colours can be applied consistently across all types of media from print to digital.

Primary



White
C0, M0, Y0, K0
R255, G255, B255
#ffffff

Process Black
C0, M0, Y0, K100
R0, G0, B0
#000000

Pantone 7490
C35, M0, Y97, 26
R137, G165, B44
#766d06

Pantone 574
C34, M0, Y81, K71
R69, G59, B33
#314a0e

Typography

The Keep Northern Ireland Beautiful typeface is Gotham and should be used in all published communications.

To ensure clarity and accessibility, the minimum point size for published communications is 9pt.

Flexibility is allowed to use appropriate alternative fonts for certain campaigns and sub brands, such as Young Reporters.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GOTHAM BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GOTHAM LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GOTHAM BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Digital Typography

The Keep Northern Ireland
Beautiful digital typeface
is Arial and should be used
across all digital media.

To ensure clarity and
accessibility, the minimum
pixel size for digital
communications is 12px.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Photography

Locations



Photography

People

