

The identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the Live Here, Love Here brand instantly recognisable. The following pages guide you through the core elements. They will assist you in designing and producing compelling communications with a high degree of creative flexibility.



# Introduction

Live Here Love Here is about creating pride. About loving where you live. About caring for your surroundings, feeling responsible for the landscape around you and creating a better environment for our communities.





# Principal Logo

The Live Here, Love Here logo is simple and bold, utilising a symbol and representing the main brand message love where you live.

The typography is bold and friendly engaging our audience. Using the Stag typeface with a few subtle tweaks, the result is unique to Tidy NI.

The stacked logo, positioned white, is the preferred method of use, but there are a number of approved logo variants that are highlighted in these guidelines. It is important to allow the logo to be flexible for the range of applications that will be required. This combination can be used for commercial, internal and powerpoint communications. Whilst the logo is shown with a duo tone, in certain circumstances it will be required to be a single colour, such as when reversed out on black and when printed smaller on press. When space is tight, the printing and manufacturing processes cause excessive cost or technical difficulties and the split colours gets in the way of clarity of information, the logo and/or copy take precedent.





**LIVE  
HERE  
LOVE  
HERE**





# Logo clearance area and logo sizing

Live Here, Love Here logo is simple and bold.

Utilising a symbol represents the main brand message love where you live. The 'heart' should act as a guide to measure the exclusion zone around the logo, half the height of the 'heart' is the distance of clear space that should remain around the logo at all times.

To demonstrate this we have shown the logos sized at the maximum size recommended for placement on an A4 layout, for example, a letterhead or brochure cover.

# Smaller Logo Versions

## 1. Minimum Size

To ensure legibility at minimum size we recommend that the logo appears in print no smaller than 30mm wide. This allows optimum visibility for the logo at small but user friendly and managable size.

## 2. Extra-Minimum Size

There may be instances when there is a need to use the logo smaller than its minimum size. This 25mm wide version would only be used where optimum visibility is less of an issue.

## 3. Sponsorship/Partnership

For events, projects and initiatives Live Here, Love Here logo can be reduced further with the horizontal version. In addition to the minimum size logo guidelines, consideration should be given to the priority of the logo. If Live Here Love Here is to be given equal priority in joint branding or co-sponsorship, then the logo should be sized as shown, with it's height equal to the height of the logos it is placed beside.



### A1

Logo width: 120mm  
Margins: 30mm



### A2

Logo width: 80mm  
Margins: 20mm



### A3

Logo width: 55mm  
Margins: 15mm



### A4

Logo width: 40mm  
Margins: 10mm




### A5/DL

Logo width: 40mm  
Margins: 10mm



# Approved Variants

## Duo Colours Scheme

	<b>LIVE HERE LOVE HERE</b>	 <div>C:56 Y:0 M:100 K:0 Pantone 376C</div> <div>C:80 Y:35 M:80 K:30 Pantone 7734C</div>
	<b>LIVE HERE LOVE HERE</b>	 <div>C:69 Y:0 M:14 K:0 Pantone 311C</div> <div>C:92 Y:55 M:29 K:13 Pantone 634C</div>
	<b>LIVE HERE LOVE HERE</b>	 <div>C:0 Y:94 M:17 K:0 Pantone 213C</div> <div>C:38 Y:100 M:27 K:27 Pantone 235C</div>
	<b>LIVE HERE LOVE HERE</b>	 <div>C:58 Y:47 M:42 K:31 Pantone Cool Gray 10C</div> <div>C:65 Y:61 M:62 K:74 Pantone Black C</div>
 <b>LIVE HERE LOVE HERE</b>		



# Incorrect Usage

We would really like you to use our brand, however there are really some things we prefer you not to do. Below we have some really bad examples which you should definately stay away from... If in doubt, just leave it how it is, we spent time getting it just right!



Always use split colour option when in colour




Do not Distort



Make sure there is good contrast



Do not rearrange




Do not use two tone on black




Do not Rotate



Do not use Text with out Symbol



Do not use Black if colour option is available



Do not Skew



Do not use unapproved colours



Do not flip brand colours



Do not use on cluttered Background

# Town names

As part of the brand, a sub brand exists. The brand motivates individual towns and communities, it does this by incorporating their names within the logo itself.

The last letter of the town name is used to measure the clearance space from the logo type. It should sit to the left hand side. The heart symbol below should be used, reduced in size and should sit centred to the town type.

Utilising a symbol represents the main brand message love where you live. Use the 'heart' from within the logo symbol as a guide to measure the exclusion zone around the logo. Half the height of the 'heart' is the distance of clear space that should remain around the logo at all times.





# Secondary type feature.

A secondary type feature has been developed to be used on advertising and other promotional materials.

It should be used for titles within advertising and online. The use of this feature will give the information substance and impact. When used the copy should be well thought out and should be no longer than five lines in length

**1. When used on Solid Colours**

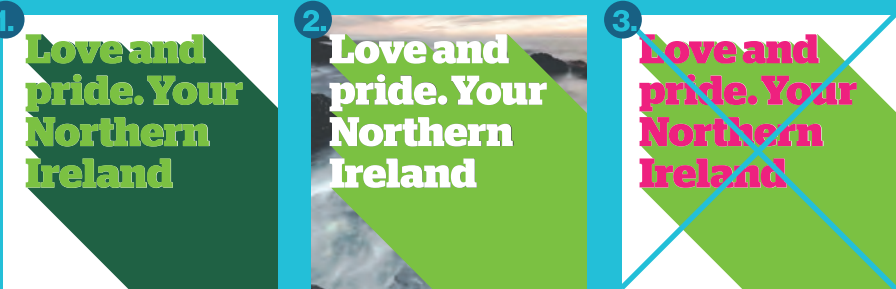
The type within this feature should be cut from the solid shape revealing the colour.

**2. When used on Images**

The type should be kept in colour preferably white, however when this is not possible a brand colour can be used.

**3. Only use Brand Split Colours**

Within the brand, our colours have complimentary colours, these can be found on **P14**. These are the colours to be used for secondary type feature.



Love and  
pride. Your  
Northern  
Ireland

**When used, back up information can be placed with in the logo**  
Information could include the website and and other relevant information. When including website, place beneath all text.

[livehereandlovehere.com](http://livehereandlovehere.com)




45 degrees



# On the ball County Tyrone

Over 77% of  
you are using  
the bins provided,  
keep Co. Tyrone  
lookin' great!

 **LIVE  
HERE  
LOVE  
HERE**  
Tyrone



**Stag** 180pt

**Stag** 96pt

**Stag** 84pt

**Stag** 72pt

**Stag** 60pt

**Stag** 50pt

**Stag** 35pt

**Stag** 25pt

**Stag** 16pt

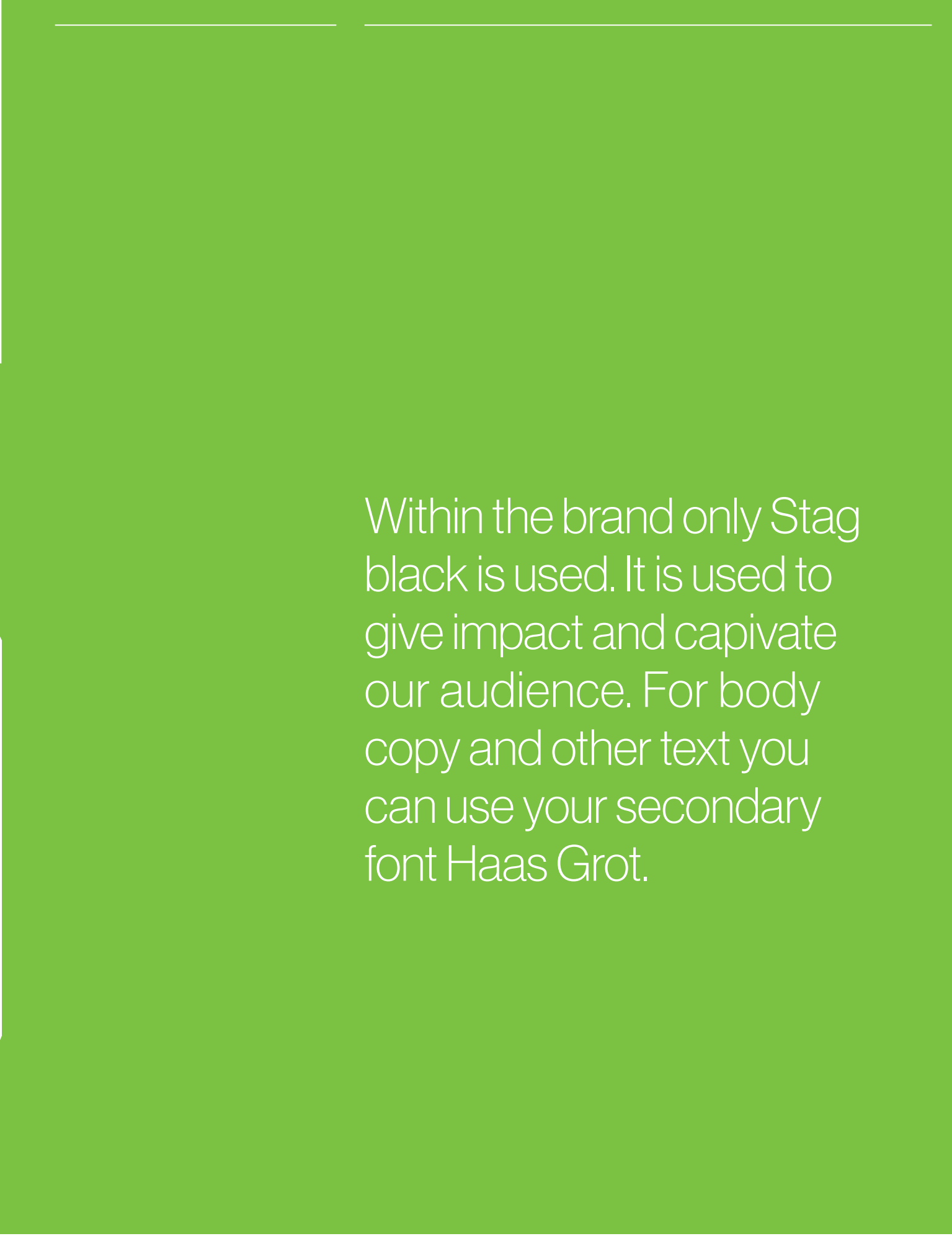
**Stag** 12pt

# Typography Introduction

Our brand is made up of two great typefaces. Stag is used for information that we think deserves a little extra ompf! It is at the heart of the identity and is the foundation for all branding. Bold, fun, distinctive and legible, it is available in a variety of weights to express both conversational and factual qualities.



Within the brand only Stag black is used. It is used to give impact and capivate our audience. For body copy and other text you can use your secondary font Haas Grot.





Haas Grot Disp (35pt XThin)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Haas Grot Disp (35pt Thin)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Haas Grot Disp (35pt Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Haas Grot Disp (35pt Light Italic)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()*

Haas Grot Disp (35pt Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

# Typography

Stag works great when you need to get your point across but not so great for the little things. For this you have Haas Grot at your disposal. Use this for body copy and quotes like this. When online Font weight 100 Helvetica Neue is a great substitute.

## Tone of voice

We like to be conversational, part of the community. Live Here Love Here is about engaging local communities into helping make a change, The language should be supportive, thankful and encouraging. It should not be negative or enforcing.

- ✗ In 2012 council officials removed 2 tonnes of litter dumped at the side of the road, so please help us keep it tidy
- ✓ Last year 2000 local people pledged to keep their roads litter free!



# Imagery

When using landscape photography the images should be dramatic and inspiring reminding us how beautiful our wee country is, inspiring us to keep it tidy. Promotional shots should be casual fly on the wall of activity.





Jim as been developed as part of the brand to engage the younger audience and to create a community following. 'Stick it in the bin Jim'. He is a cheeky trend setter and should be clothed in fashionable clothes for a male of around 25 years old.

















**LIVE  
HERE  
LOVE  
HERE**





## **For further information.**

For further information on the  
Live Here, Love Here brand  
**please contact us.**

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