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## 2.1

# Introduction to the Belfast brand

### 2.1.1 Brand benefits

A city's brand is an extension of its reputation within every aspect of city life. The Belfast brand is therefore distinctive, creditable, sustainable and reinforces Belfast's position as:

- a confident and contemporary European city;
- a quality leisure and business tourism destination;
- a competitive place for companies to locate and grow their business;
- a great place to live;
- a place that attracts and retains talent; and
- a magnet for world-leading research and innovation.

By using these guidelines you are now helping to communicate these brand benefits by:

- ensuring the brand identity is highly visible across the city;
- providing a single and united message for all city marketing;
- creating a greater level of civic pride and encourage wider participation in city activities;
- uniting the public, private, and voluntary sectors in Belfast;
- enhancing the status and recognition of all those who associate with Belfast's unique qualities; and
- contributing to the long-term brand building exercise, changing perceptions and adding value.

### 2.1.2 Brand essence

**This is  
Belfast's  
moment**

## 2.1

# Introduction

### 2.1.3 Brand proposition

A unique history and a future full of promise have come together to create a city bursting with energy and optimism.

### 2.1.4 Brand attributes

- welcoming,
- sociable,
- witty,
- genuine,
- optimistic,
- determined,
- dynamic,
- vibrant,
- enterprising,
- inspiring,
- energetic, and
- bold.

### 2.1.5 Brand experience

**For citizens:** The time is right for us to use our resilience, enterprise, warmth and wit to build a thriving, vibrant, welcoming city. We're proud of heritage but we embrace the future with relish.

**For visitors:** Belfast is alive with possibilities and open to change - vibrant, energetic, genuine, warm welcoming and exciting.

**For investors:** A spirit of optimism and real sense of purpose fills the air, inspiring enterprise, creativity and change.

## 2.2

# Verbal identity

### 2.2.1 Tone of voice

Choosing the right words then saying and writing them in a consistent manner is fundamental to the successful projection of our brand. The ‘tone of voice’ we adopt when writing headlines, taglines and body copy will strongly influence how our brand is perceived so we should always write with the following attributes in mind:

- open,
- genuine,
- outward facing,
- energetic,
- upbeat,
- vibrant,
- determined,
- self-confident,
- optimistic,
- enterprising, and
- innovative.

This list is not exhaustive yet it still reflects a broad spectrum of qualities so it is important to appreciate that our brand tone of voice can be subtly tailored to appeal to particular audiences and to suit different examples of spoken and visual communication.

In general, please avoid the use of local terms and slang words as these can alienate our visitors.

### 2.2.2 Call to action

The Belfast brand identity contains a ‘call to action’ element. This short phrase (known as a tagline) should always be a strong, positive, invitational statement which is reflective of the brand attributes. The tagline should contain no more than three words and always begin with the B logo. For example:

B welcome  
B vibrant  
B entertained  
B inspired  
B part of it

The tagline can also be used to convey positive messages which are in line with a particular theme, campaign or event. For example:

B green  
B witty  
B festive  
B active

A tagline should never be mundane, it should never include reference to another brand nor should it be in any way associated with themes of an adult or potentially offensive nature.

Do not feel pressurised to always use a tagline or feel that the identity is weaker when it appears without one. The B logo is the cornerstone of the whole brand identity and exists perfectly well, with or without a tagline.

## 2.3

# Visual identity

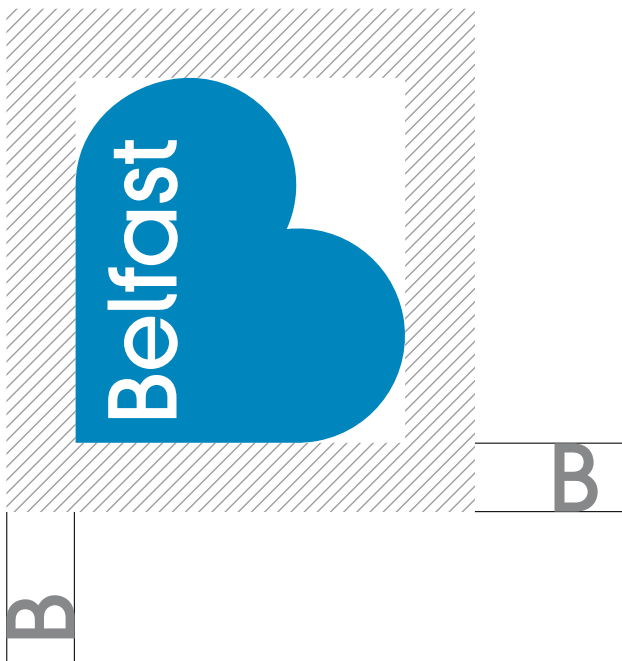
### 2.3.1 Logo

The capital B logo is a bold visual statement, putting Belfast firmly on the map and reflecting the warm, welcoming heart of our city.

### 2.3.2 Exclusion zone

An exclusion zone needs to be put in place to ensure other graphic elements do not interfere with or detract from the B logo. The zone equates to a space equal to the height of the B as illustrated.

The exclusion zone represents the minimum clear area that should be left, wherever possible allow more space.



The exclusion zone is equal to the letter B. This is a minimum recommendation. Wherever possible please leave more space.

### 2.3.3 Minimum size

The minimum size is based on the B measuring no less than 15mm wide within printed collateral and 20mm for digital application.



15mm printed minimum size



20mm printed minimum size

The minimum size is used to give the Belfast B prominence whenever there is little space available. It is important that the Belfast B is the dominant element on all Belfast branded publications and is used at a size that gives it appropriate visual authority.

Please note that these are minimum size guidelines and are not preferred size guidelines. Where possible, the B logo must always have prominence and be clearly visible. The minimum size is for extreme situations where space is limited to ensure that the B logo is still legible.

## 2.3

# Visual identity

### 2.3.4 Common mistakes



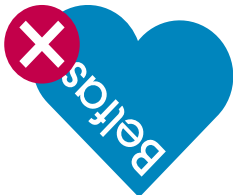
Keep the orientation of the word 'Belfast' vertical along the left side or backbone of the B.



The typeface within the B is part of the brand and should not be altered. Avoid stretching or distorting the B in any way.



The backbone of the B stands tall and shouldn't be used in the vertical arrangement (lying down) or rotated.



Wherever possible, the word 'Belfast' within the B logo should be transparent, allowing the underlying colour(s) to shine through. As an alternative, you can set 'Belfast' in a suitably contrasting solid colour if the logo is sitting on a busy image or a complex colour field.



Respect the integrity of the B by not including other words inside it.

## 2.3

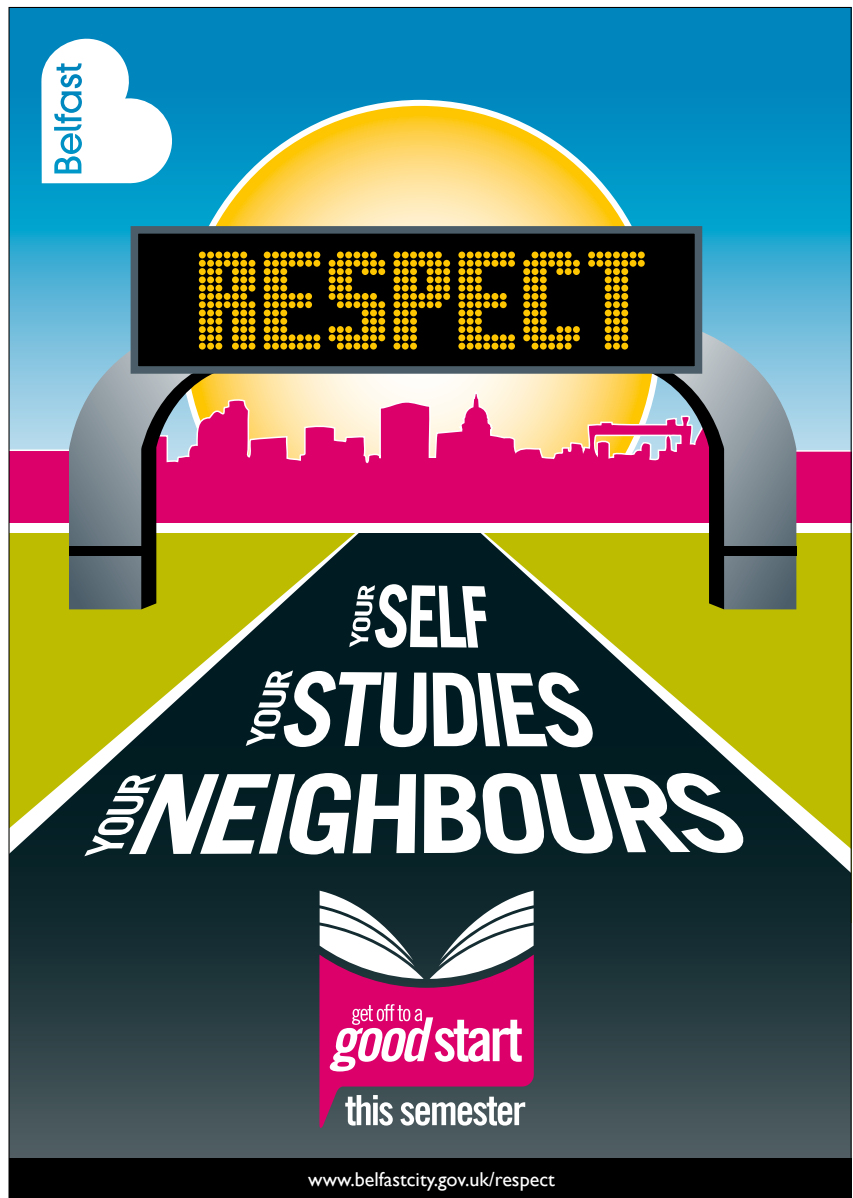
# Visual identity

### 2.3.5 Positioning

The B should always appear on the left of any communication, ideally in the top left, ensuring the viewer reads the Belfast B first.

The B must always appear on the left-hand side of all communications and must be sized appropriately for the space so that it is visually prominent and positioned as the lead brand.

 You can download the B brand from [www.belfastcity.gov.uk/brand](http://www.belfastcity.gov.uk/brand)



## 2.3

# Visual identity

### 2.3.6 Colour

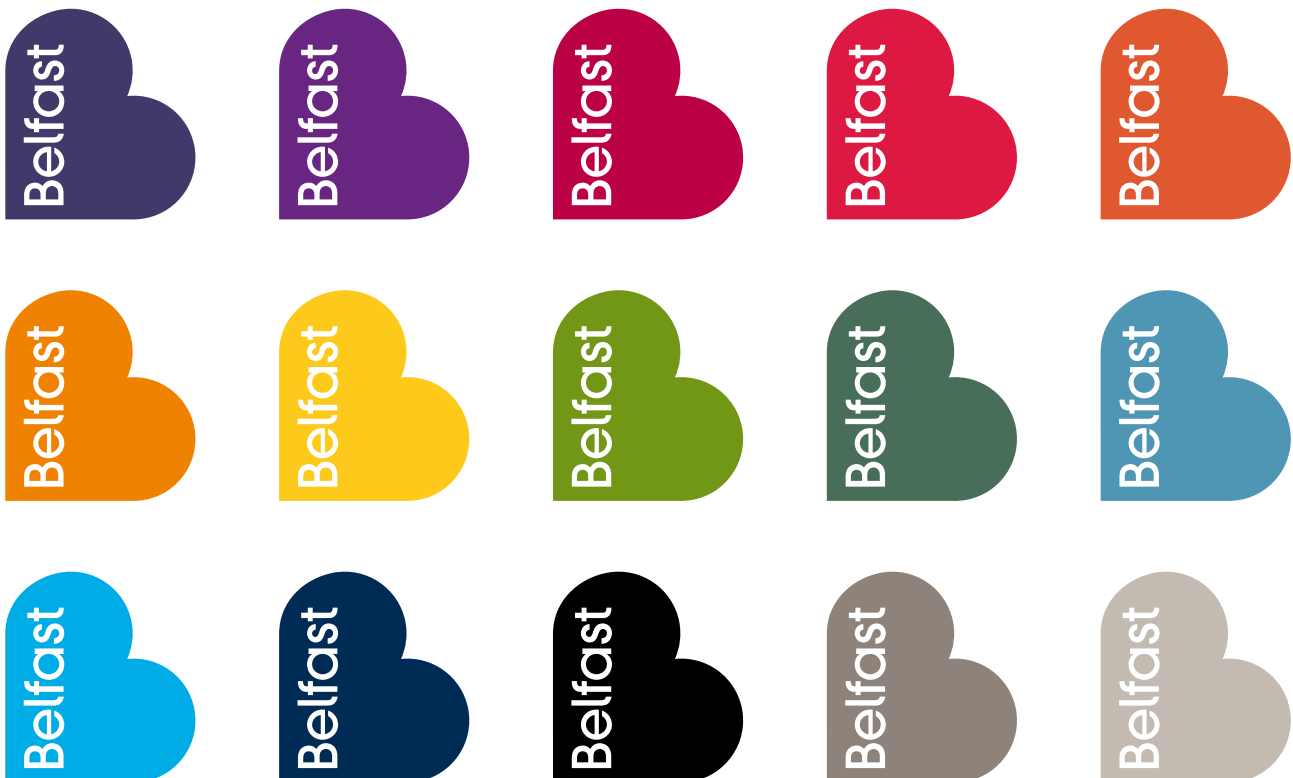
To reflect and celebrate the full spectrum of diversity that gives Belfast its energy, the B logo can be reproduced in any colour desired.

Create effective colour contrasts to give the B logo good stand-out. Use lighter or brighter colours when the B logo sits on a dark background and use darker or richer colours (or black) when it sits on a pale colour field or image.

Always use colours that complement the other graphic elements within the piece and ultimately reflect the brand attributes.

Wherever possible, the word 'Belfast' within the B logo should be transparent, allowing the underlying colour(s) to shine through. Try to choose a background image that works with this.

If the logo is sitting on a busy image or a complex colour field then the word 'Belfast' will become hard to read. In these situations, as an alternative, you can set 'Belfast' in a suitably contrasting solid colour (with approval from Corporate Communications).



## 2.3

# Visual identity

### 2.3.7 Taglines

As indicated within the ‘verbal identity’ section, the ‘call to action’ statements start with the B logo. There are two potential arrangements, one with the tagline underneath the B logo and one with the tagline running to the right of the B logo:

#### B tagline: underneath

The height of the tallest letter within the tagline should be the same height as one vertical B (capital B of Belfast within the B logo). The space between the bottom of the B logo and the top of the tagline should be the same as one horizontal B (capital B of Belfast within the B logo) as shown below.



#### Tagline colours

The tagline must always be the same colour as the B logo.



tagline here



tagline here

#### B tagline: beside

The x height of the tagline should equate to the height of 4 horizontal Bs (capital B of Belfast within the B logo) stacked on top of each other. The space between the right-hand side of the B logo and the start of the tagline should equate to one horizontal B (capital B of Belfast within the B logo) as shown below.



### 2.3.8 Moment typeface

Moment is only available as lowercase letters for use with taglines.



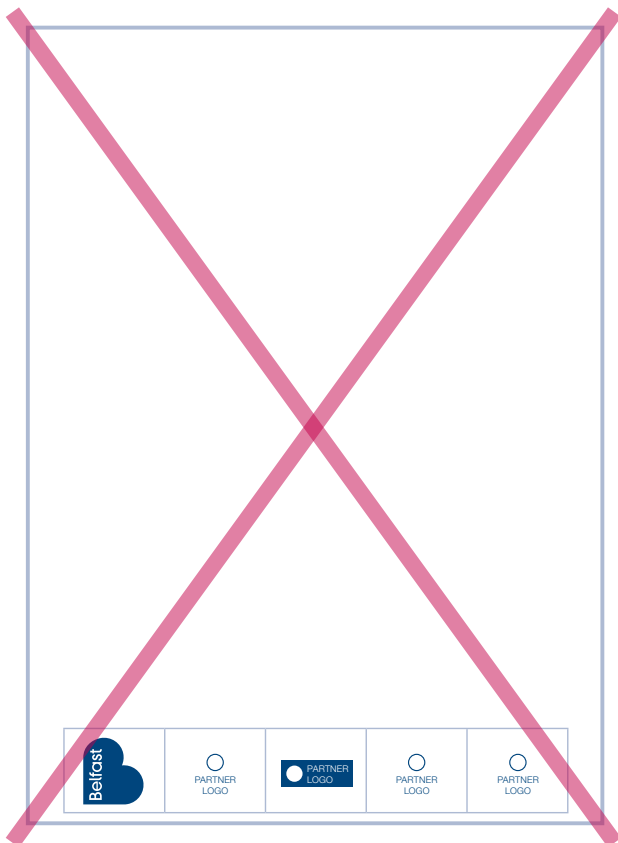
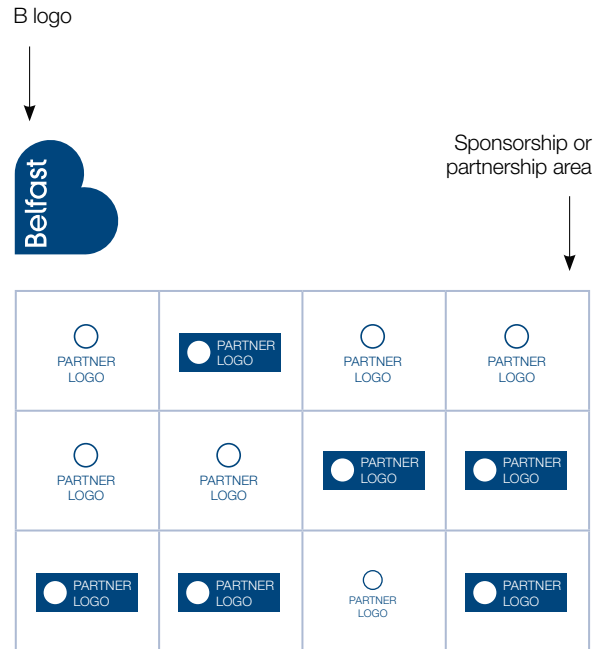
You can download Moment from:  
[www.belfastcity.gov.uk/brand](http://www.belfastcity.gov.uk/brand)

# 2.4 Co-branding

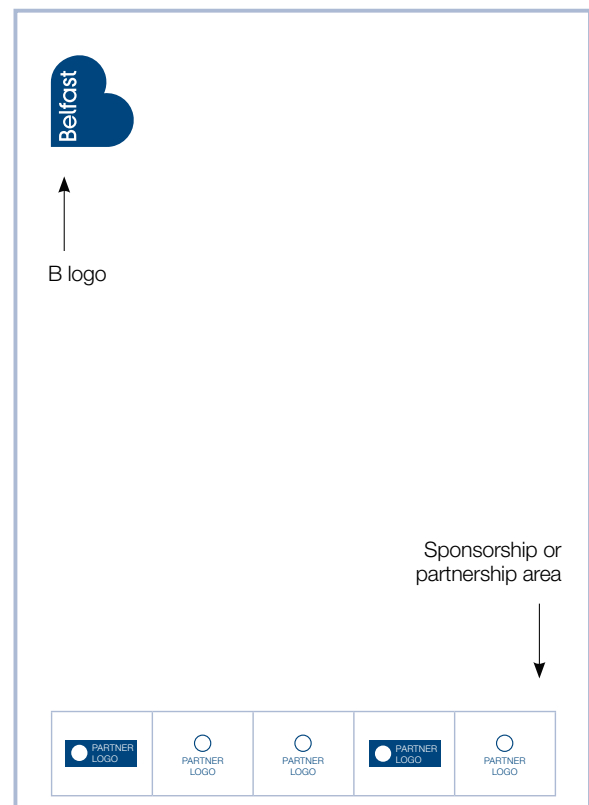
The B logo is the core symbol for the Belfast brand. It represents the essence of our city and is a mark that we can all engage with and feel proud to use.

It is not a corporate badge and should therefore not be treated like one within a co-branding situation. Within partnership projects, logos are often placed together in a specific 'co-branding area'. This lets people know which organisations are involved in the initiative. As the city of Belfast is not an organisation, the B logo must sit outside the co-branding area.

The B logo should always appear alone and ideally in the top left position of any piece of marketing collateral.



Bad example



Preferred solution

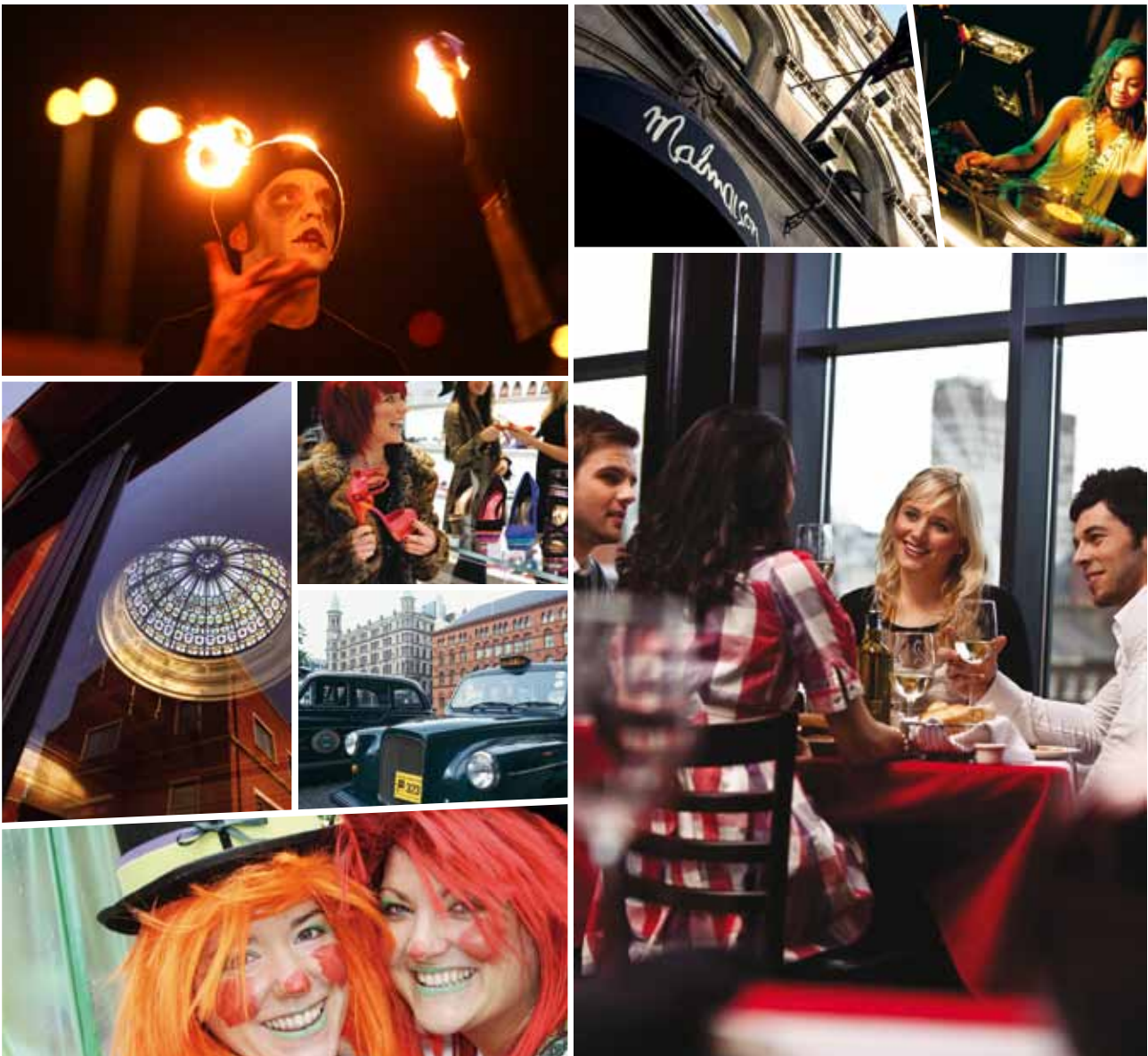
# 2.5 Photography

Creative photography of Belfast and its people is a powerful media to capture and communicate the brand's key attributes, challenging viewers to reconsider previously held opinions of the city. These guidelines apply to images of Belfast at work, rest and play.

Images should go beyond the 'tourist lens view' to provide new perspectives to engage and inspire the target audience. Measure the image quality

itself against the brand attributes. Like the city itself, nothing about the images should be commonplace.

Photography is a key element of the Belfast brand identity. A mix of images comprising place, people and events can form a storyboard full of unique references that differentiate our city.



## 2.5

# Photography

### 2.5.1 Built environment

Belfast's rich heritage can be captured in the colour, texture and elaborate details of our Victorian architecture. Use detailed images to convey our inventive past and provide contrasts with modern structures in glass and steel, so ensuring a visual link to the city moving forward in all aspects of life with new found energy.

Photograph buildings from low or unusual angles forming a link with the skyline creating a sense of openness and free space.

### 2.5.2 Natural environment

Use images which reflect the wide and changing palette of colour in the surrounding hills and water. Use photography to portray Belfast's open spaces and its location within a natural environment.

### 2.5.3 People

People and their values are a key part of our identity. Photography must capture not just the scene but also the warmth of the Belfast welcome, wit and ease to enter the social fabric.

Create a sense of movement in images to show people at work, energetic, determined and enterprising. Choose imaginative settings and lighting to portray a fully modern workforce - optimistic, inspiring and determined.

### 2.5.4 Events

Colourful, exciting, inclusive and new - all sentiments which photography of Belfast's many and varied events can portray. This presents the opportunity to use a single image to visually spell out the brand essence - This is Belfast's moment.