

1.1

Foreword

Who are these guidelines for?

These guidelines are for designers or anyone else who wishes to use the following brands:

- The Belfast Brand (see section 2)
- Belfast City Council (see section 3)
- Belfast Waterfront (see section 4)
- The Ulster Hall (see section 5)
- St George's Market (see section 6)
- Belfast Zoo (see section 7)

What is a brand?

A brand is not just a logo. It is also about portraying a positive and consistent personality and image.

A logo does play a big part in this and it is important to have clear guidance on logo dimensions, placement and usage.

But a strong brand portrays an instantly recognisable visual image through other elements such as:

- typeface,
- writing style,
- colours,
- photography, and
- layout and design of publications.

A strong brand helps to build an image and supports what you do. By following a consistent and accurate identity, we are helping to create and maintain a positive and lasting impression of Belfast.

Our brands should not be used to promote anything which is detrimental to the city's reputation. For example, they should not be used to promote politically motivated causes or campaigns.

The Belfast brand is a city brand. We use it on our promotional material and would encourage other organisations in Belfast to use it and join us in promoting the city.

This document includes guidance on the Belfast brand and we are happy to offer advice on how to use it.

For permission to use council logos or if you have any questions about the brands please contact:

i **Alex Wright**
Publications Officer
Tel: 9027 0533
Email: alex.wright@belfastcity.gov.uk

i **Caroline Dixon**
External Communications Manager
Tel. 9091 8766
Email: caroline.dixon@belfastcity.gov.uk

1.2

Corporate identity policy

We have a council policy on corporate identity. These guidelines provide you with the information you need to conform with this policy.

Contact Alex Wright for details of our publications process which will help you to make sure that

council publications are in line with this policy.

i **Alex Wright**
Publications Officer
Tel: 9027 0533
Email: alex.wright@belfastcity.gov.uk

1.3

Environmental policy

Since 1998, we have adopted a policy that all council material must be printed on at least 75% post-consumer waste paper. Please check what type of paper your supplier or printer is using or make this part of your print specification.

Ideally your publication should contain a statement or logo to show that it is printed on recycled material.



This publication is printed on recycled paper.

How your publication is physically made impacts upon the ease of recycling. Avoid using metal binders and plastic coatings as they make the document harder to deconstruct and recycle.

i For more information on the council's Environmental Policy, contact our Sustainable Development Manager on 9032 0202, ext. 3309 or email alastair.curran@belfastcity.gov.uk

When writing tenders or seeking quotations for print, you should make it clear that the printer must reflect our policy for using a minimum of 75% post-consumer waste recycled paper.

1.4

Legal issues

There may be legal issues which arise when an individual or group uses our brand or logo or when an individual or group asks us for permission to use it.

These guidelines make it clear that Corporate Communications will positively police all applications of the brand within the council. In the same way, the council will positively police all uses of its name and corporate logo by individuals, organisations or groups (for example, sports teams) which are external to the council but which may be associated or affiliated to the council in some way.

The council is likely to enjoy legal rights over the use of its name, identity and logo entitling it to take legal action where this is necessary because of unauthorised use being made of them.

For these reasons, it is particularly important that each use, or proposed use, of the council's brand or logo be authorised by Corporate Communications. Every application for permission to use the council's brand or logo will be considered individually and on its own merits and having regard to the council's obligations under various provisions of equality law.