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6.1 Elements of the brand

6.1.1 Introduction and contacts

The main visual elements of the St George's Market brand are:

- St George's Market logo,
- council logo,
- web address bar, and
- B logo.

Other elements which make up the brand are:

- typeface,
- design,
- photography, and
- tone of voice.

St George's Market is in our Development Department. The lead communicator for development is:

i Barry Rolston
Development Department
Tel: 9032 0202 ext. 3657
Email: barry.rolston@belfastcity.gov.uk

The council has its own in-house design team and all external design is commissioned with approval from Corporate Communications. All artwork should be signed off by Corporate Communications.

For more information on the publications process, contact:

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

6.1.2 St George's Market logo



The St George's Market logo works best as a one colour identity. It can appear in dark green, black or reversed out.

The logo is the central visual element of the brand. For visual consistency, the logo must never be adjusted, redrawn or modified in any way. It must always be reproduced from the master originals available from Corporate Communications. You can also download it at:

↓ www.belfastcity.gov.uk/brand

All St George's Market material should include the St George's Market logo. If you are thinking about producing any other type of logo, such as a partnership logo, you should contact Corporate Communications before developing anything.

6.1

Elements of the brand

6.1.3 Logo variations

Colour



Mono



Mono reverse



6.1.4 Logo colours

There are three corporate colours which make up the St George's logo:



The colours shown on this page and throughout this document are not intended to match the Pantone Colour Standards, either through on-screen display or subsequent colour output to hard copy. Please consult current Pantone publications for accurate colour swatch references.

6.1

Elements of the brand

6.1.6 Minimum size

The minimum size of the St George's Market logo is 25mm. However, it should be in proportion to the council logo and B logo (see section 6.1.8).



6.1.7 Exclusion zone

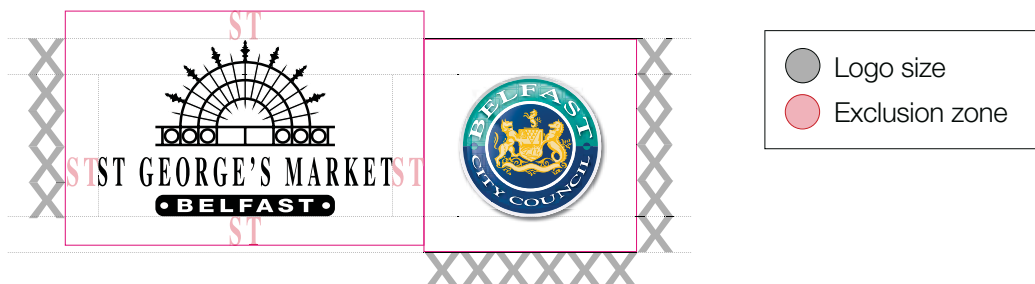
Never breach this exclusion zone with graphics or text.



6.1.8 Logo sizing and scaling

The St George's Market logo should always be in proportion to the council logo and B logo. Please see the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for the recommended sizes.

The diagram below shows how you should scale the St George's Market logo with the council logo.



- The Ulster Hall logo should be five sixths of the height of the council logo's white box.
- Use the exclusion zone to space the logos when placing them side by side.
- Line the base of the Ulster Hall logo up with the base of the council logo inside the white box.

6.1

Elements of the brand

6.1.9 Typography for body text

Use Helvetica Neue for body text on St George's Market publications. This sans serif font is clear and easy to read.

6.1.10 Typography for text

When styling your publication, you can use an alternative typeface for titles and sub-headers. Your chosen typeface must be easy to read and relevant to the content.

6.1.11 Typography golden rules



- Use a minimum font size of 11pt for main areas of text. Main text should always be left justified as this is easier for people to read.
- Use sentence case, even for headings.
- Never use block capitals as they are harder to read.
- Use a plain background behind text. Do not place images behind text and make sure there is a good contrast of colour between text and background.
- Avoid using reversed-out text for large areas of body. You may use it for very small areas of text, but always make sure that there is a maximum contrast between text and background.

Helvetica Neue

Helvetica Neue Light

ABCDEF Gabcdefg
12345678&&£@\$?!

Helvetica Neue Bold

ABCDEF Gabcdefg
12345678&&£@\$?!

6.2 Positioning

6.2.1 Logo positioning

The recommended position for the St George's Market logo is on the bottom left hand side (see the example in section 6.2.3).

As with the council logo, you should always leave a perimeter margin between the side of the logo the bleed line. Please see the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for sizes. See section 6.1.8 for sizing the St George's Market logo in proportion to the council logo.

6.2.2 Web address bar

A solid web address bar must appear at the bottom of all St George's Market publications (www.belfastcity.gov.uk/stgeorgesmarket). This helps our publications appear as a suite and directs people to our website for more information.

Always use Gill Sans Regular typeface in the web address bar. Make sure there is a good contrast of colour between text and background so that the web address is clear.

Centre the web address both vertically and horizontally.

Please see the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for sizes.



6.2 Positioning

6.2.3 Publication example

- Please see the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for the recommended sizes the B logo and council logo.
- The St George's Market logo should be in proportion to these (see section 6.1.8 for guidance).
- The council logo should appear at the bottom right hand side above the web address bar (see section 3.3 for positioning), with a perimeter margin to the right (see the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for the recommended sizes). This means the white surround of the logo will remain intact, should it be cropped by the printer.
- The St George's Market logo should appear on the bottom left hand side with a perimeter margin.
- Use the web address bar with the St George's Market web address:
www.belfastcity.gov.uk/stgeorgesmarket
- The B logo should be used (with a relevant tagline if possible) at the top left hand side of the leaflet (see the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for the recommended sizes).
- Use the typography shown in sections 6.1.9, 6.1.10 and 6.1.11.



✓ Example: A5 flyer (front)