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4.1

Elements of the brand

4.1.1 Introduction and contacts

The main visual elements of the Belfast Waterfront brand are:

- Belfast Waterfront logo,
- council logo,
- web address bar, and
- B logo.

Other elements which make up the brand are:

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

The marketing contacts for Belfast Waterfront are:

i Janice Crowe
Tel: 9033 4414
Email: crowej@waterfront.co.uk

i Nicholas Sadlier
Tel: 9033 4418
Email: sadliern@waterfront.co.uk

Belfast Waterfront 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

4.1.2 Belfast Waterfront logo



The logo is the central visual element of Belfast Waterfront's 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 Belfast Waterfront material should include the Belfast Waterfront 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.

4.1

Elements of the brand

4.1.3 Logo variations

Colour



This is the standard logo and is used on all full colour publications.

Mono



This version is used on black and white publications or when a document is intended to be photocopied or faxed. This is also the best logo to use when engraving or in newspaper print.

Colour reverse



This is the colour reverse version which should be used on dark backgrounds when using full colour.

Mono reverse



This is the mono reverse version which should be used on dark backgrounds when colour is not available.

4.1.4 Logo colours

There are two corporate colours which make up the Belfast Waterfront 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.

4.1.5 Logo usage on external material

If an external promoter wants to add the Belfast Waterfront logo to its promotional material, they must seek approval of logo usage from Janice Crowe or Nicholas Sadlier in the Belfast Waterfront marketing team (see section 4.1.1).

4.1 Elements of the brand

4.1.6 Minimum size

The minimum size of the Belfast Waterfront logo is 25mm. However, it should be in proportion to the council logo and B logo (see section 4.1.8).



4.1.7 Exclusion zone

Never breach this exclusion zone with graphics or text.



4.1.8 Logo sizing and scaling

The Belfast Waterfront 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 Belfast Waterfront logo with the council logo.



- The Belfast Waterfront logo should be half the height of the council logo's white box.
- Use the exclusion zone to space the logos when placing them side by side.
- Centre the Belfast Waterfront logo vertically in line with the council logo.

4.1

Elements of the brand

4.1.9 Typography for body text

Helvetica Neue is the standard font for body copy in all Belfast Waterfront publications. This sans serif font is clear and easy to read. It can also be used for sub-headings and captions.

4.1.10 Typography for headings

FS Sophie Bold is used for all Belfast Waterfront headings. The recommended colour is orange.



4.1.11 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.
- When possible, 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.
- If possible, 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678&£@\$?!

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678&£@\$?!

FS Sophie Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678&£@\$?!

4.2

Positioning

4.2.1 Logo positioning

The recommended position for the Belfast Waterfront logo is on the bottom left hand side (see the example in section 4.2.3).

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 4.1.8 for sizing the Belfast Waterfront logo in proportion to the council logo.

4.2.2 Web address bar

A solid web address bar must appear at the bottom of all Belfast Waterfront publications (www.waterfront.co.uk). 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.



4.2 Positioning

4.2.3 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 Belfast Waterfront logo should be in proportion to these (see section 4.1.8 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 Belfast Waterfront logo should appear on the bottom left hand side with a perimeter margin as above.
- Use the web address bar with the Belfast Waterfront web address:
www.waterfront.co.uk
- 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 4.1.9, 4.1.10 and 4.1.11.



✓ Example: A5 flyer (front)

4.3

Partnership with The Ulster Hall

Sometimes Belfast Waterfront and The Ulster Hall need to promote a joint venture or event. In these instances, the landscape versions of the two brands should be used together.

4.3.1 Logo sizing and scaling

Both the Belfast Waterfront and Ulster Hall logos 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 diagrams below show how you should scale the Belfast Waterfront and Ulster Hall logos with the council logo. You may stack the logos or arrange them side by side.



- The Belfast Waterfront and Ulster Hall logos should be half the height of the council logo's white box.
- Use the exclusion zones to space the logos when placing them side by side.
- Centre the Belfast Waterfront and Ulster Hall logos vertically in line with the council logo.

4.3

Partnership with The Ulster Hall

4.3.2 Web address bar

A solid web address bar must appear at the bottom, with the two web addresses sitting side by side -
www.waterfront.co.uk and www.ulsterhall.co.uk



4.3.3 Typography

Helvetica Neue is the standard font for body copy in all Belfast Waterfront and Ulster Hall publications (see sections 4.1.9, 4.1.10 and 4.1.11).

For all dual brand (Belfast Waterfront and Ulster Hall) headings the recommended colour is purple.



Helvetica Neue

Helvetica Neue Medium

ABCDEFGHIJabcdefghi
12345678&£@\$?!

Helvetica Neue Bold

ABCDEFGHIJabcdefghi
12345678&£@\$?!

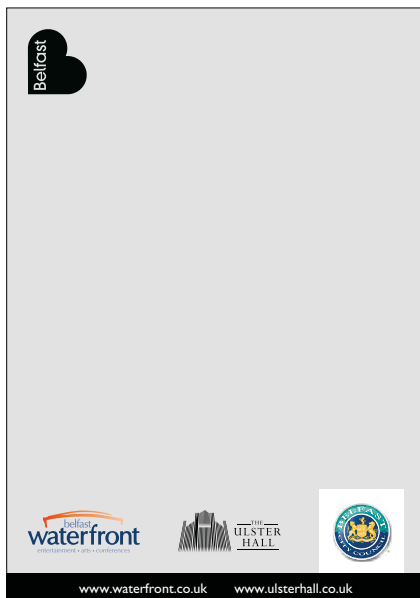
4.3

Partnership with The Ulster Hall

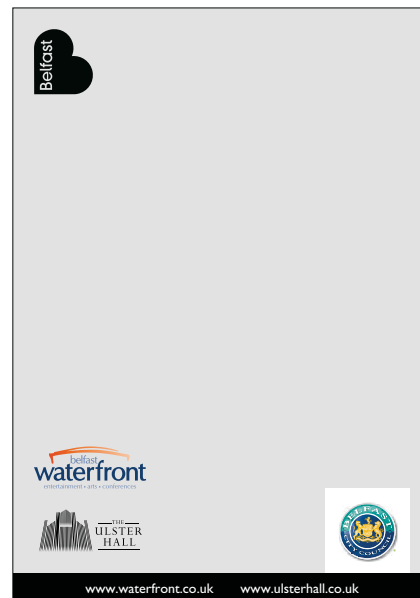
4.3.4 Positioning

The recommended position for the Belfast Waterfront and Ulster Hall logos is the bottom left hand side.

- 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.
- Scale the logos as shown in section 4.3.1 and use the Waterfront logo first, followed by the Ulster Hall logo.
- 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. Use the same perimeter margin for all logos.
- A solid web address bar must appear at the bottom, with the two web addresses sitting side by side - www.waterfront.co.uk and www.ulsterhall.co.uk
- 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 guidelines shown in section 4.1.9, 4.1.10 and 4.1.11.



✓ **Example 1:** Logos 'side by side'



✓ **Example 2:** Logos 'stacked'