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## 7.1

# Elements of the brand

The main visual elements of the Belfast Zoo brand are:

- Belfast Zoo logo,
- council logo,
- web address positioning, and
- B logo.

Other elements which make up the zoo's brand are:

- typeface,
- colour palette
- graphic elements - patterns, graphic shapes, text icons and characters
- photography, and
- tone of voice.

### The marketing contact for the zoo is:

**i** **Cathy Morgan**  
Tel: 028 9077 6277 ext. 207  
Email: cathy.morgan@belfastcity.gov.uk

### Belfast Zoo is in our Parks and Leisure Department. The lead communicator for Parks and Leisure is:

**i** **Victoria Law**  
Parks and Leisure  
Tel: 9032 0202 ext. 3786  
Email: victoria.law@belfastcity.gov.uk

The council has its own in-house design team and external design can only be 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

### Belfast Zoo logo



The zoo logo is the central visual element of Belfast Zoo'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 the zoo marketing staff. You can also download it at:

 [www.belfastcity.gov.uk/brand](http://www.belfastcity.gov.uk/brand)

The illustrative detail in the zoo logo is based on organic grasses and includes subtle animal elements such as the ring-tailed lemur and lion tails and peacock feather.

The use of the colour green acts as a link to one of the zoo's main roles - the conservation of animals that are extinct or endangered in the wild.

All Belfast Zoo material should include the Belfast Zoo logo. If you are thinking about producing any other type of logo, such as a partnership logo, you should contact the zoo marketing staff. Belfast Zoo marketing staff will seek permission from Corporate Communications.

## 7.2

# Logo variations

### 1. Colour



The recommended application of the logo is the core full colour identity used on a white background.

Always use the logo from the digital master artwork. Do not scan or try to recreate using alternative typefaces and colours.

### 2. Mono



You can use the logo in black as required.

### 3. Mono reverse



When you need to reverse out of a colour which is neither of the corporate greens use black where possible.

### 4. Semi-reversed



When using either of the two corporate greens for a background colour, you can use the logo in a semi-reversed state.

### 5. Single colour



When you need a single colour version of the logo is required, (for example, for a specific printing process), only use the two corporate greens.

### Minimum size

The minimum size of the Belfast Zoo logo is 30mm wide. However, it should be in proportion to the council logo and B logo. Please see the table in section 3.8.3 for the recommended sizes.



## 7.3 Positioning

### 7.3.1 Logo positioning

The recommended position for the Belfast Zoo logo is on the bottom beside the council logo.

To prevent excessive cropping, 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.

### 7.3.2 Belfast brand

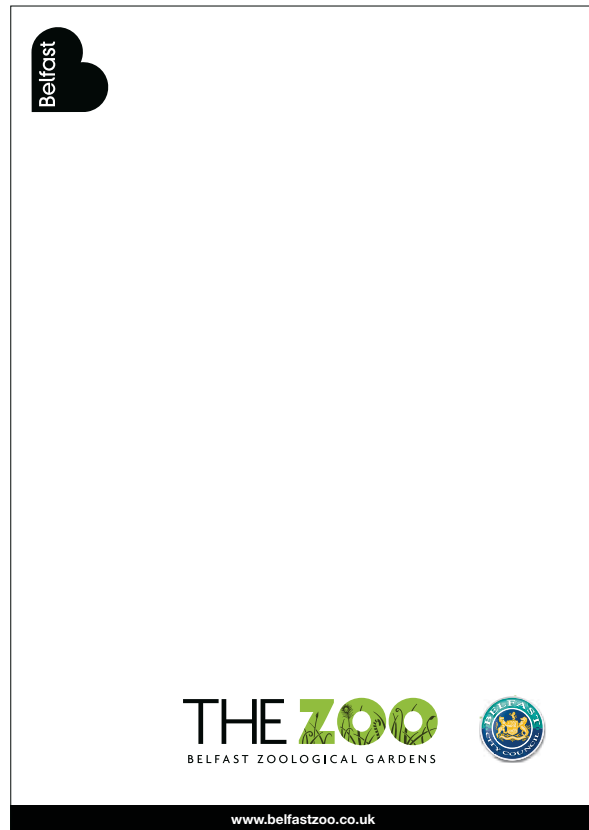
The recommended positioning for the B logo on all zoo artwork is the top left hand side. See the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for sizes.

### 7.3.3 Web address positioning

A web address must appear at the bottom of all Belfast Zoo publications ([www.belfastzoo.co.uk](http://www.belfastzoo.co.uk))

This should sit within a web address bar or underneath a single line (at the same height as the web address bar). See the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for sizes.

This helps our publications appear as a suite and directs people to our website for more information.



## 7.3

# Positioning

### 7.3.4 Logo partnership

In the majority of cases the zoo logo is used in conjunction with the Belfast City Council logo. Always place the zoo logo first with the council logo on the right hand side.

Both logos must always be produced from the digital master artwork. Do not scan or try to recreate using alternative typefaces and colours.



### 7.3.5 Minimum size

When using the Belfast City Council logo the minimum size it should be used is 15mm. This also applies to the zoo logo.



### 7.3.6 Exclusion area

The Belfast City Council logo must appear with an exclusion area. See the publications dimensions table in section 3.8.3 and the advertising dimensions table in section 3.9.3 for sizes.



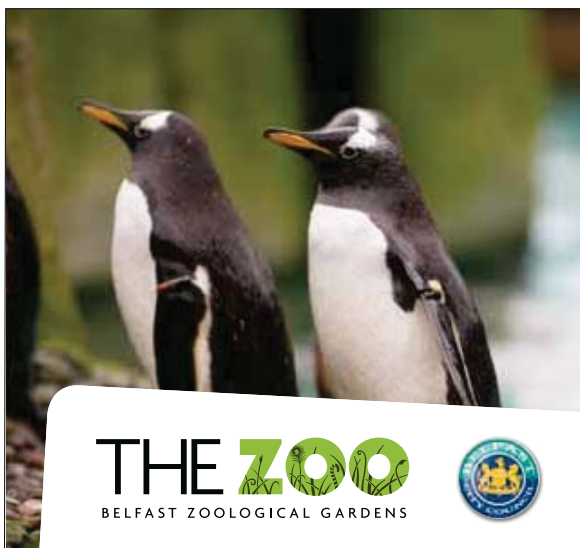
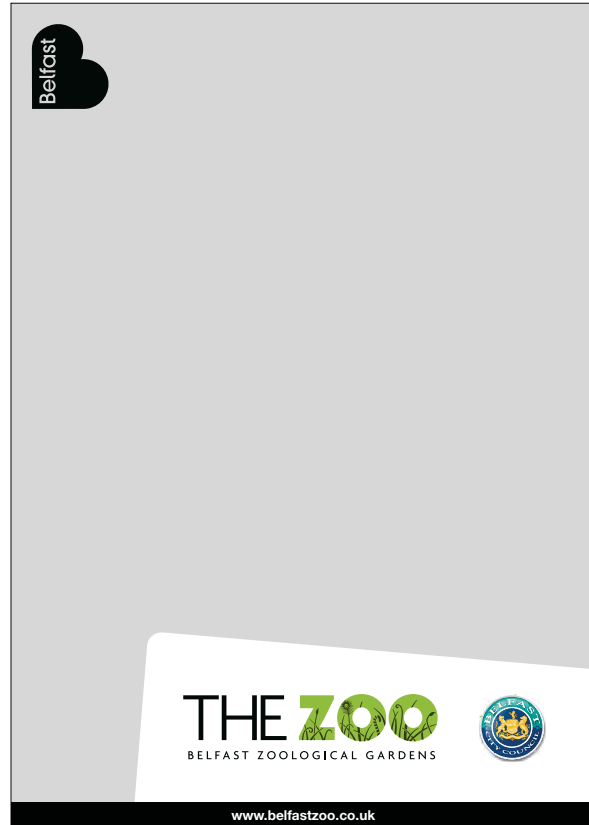
## 7.3 Positioning

### 7.3.7 The white lozenge

The logo pairing should always appear on a white background. A white lozenge can assist when overlaying onto images or different coloured backgrounds. The recommended position for the lozenge is the bottom right hand side as shown.

In the white lozenge the Belfast City Council logo should always be placed at the narrower side of the lozenge and the zoo logo should always sit at the side with the rounded corner.

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



## 7.4

# Typography

### 7.4.1 Body text

Use Helvetica Neue for body text on Belfast Zoo publications. This sans serif font is clear and easy to read.

### 7.4.2 Headings

Agenda is the chosen typeface for headline copy and can be used in these three weights; medium, bold and black. It is also used to produce outlined icons where applicable. It was chosen for its



### 7.4.3 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 & £ @ \$ ? !

### Agenda

Agenda Medium

ABCDEF Gabcdefg  
12345678 & £ @ \$ ? !

Agenda Bold

ABCDEF Gabcdefg  
12345678 & £ @ \$ ? !

Agenda Black

ABCDEF Gabcdefg  
12345678 & £ @ \$ ? !

## 7.5

# Tone of voice

### Use of the zoo name in copy

Use the title 'Belfast Zoological Gardens' when first mentioning the zoo in all copy. After that you can use the words 'Belfast Zoo' or 'the zoo'. In advertising and promotional materials where only short body copy is required, use 'Belfast Zoo' or 'the zoo'.

- Belfast Zoological Gardens
- Belfast Zoo
- the zoo

## 7.6

# Colour

### 7.6.1 Core palette

When any communication is to be delivered directly in relation to the zoo use the colours from the green palette.

This colour palette should be applied to backgrounds, patterns and typography. This ensures continuity with all zoo communications and also a strong visual approach.

When any communication is required in relation to other areas, the following palettes should be used:

- Friends of the zoo - **purple** palette.
- Corporate partnership - **blue** palette
- Adoption or sponsorship - **red** palette
- Photo competition - **orange** palette
- Zoo membership - **yellow** palette.

There is a primary and secondary palette for each colour. You can introduce a new colour palette for new categories with permission from the zoo marketing team (see section 7.1).

## Pantone

Corporate Light Green



Pantone 376 C

Corporate Dark Green



Pantone 574 C

## CMYK



C 59 M 0 Y 100 K 0



C 58 M 22 Y 98 K 79



C 58 M 22 Y 98 K 99

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.

# 7.6 Colour

## 7.6.2 Friends of the zoo palette

### Pantone



Pantone 2655C



Pantone 2755C

When any communication is required in relation to the Friends of the zoo use the colours from the purple palette.

This colour palette should be applied to backgrounds, patterns and typography. This ensures continuity with all zoo communications and also a strong visual approach.

### CMYK



C 53 M 61 Y 0 K 0



C 97 M 100 Y 0 K 0



C 97 M 100 Y 0 K 30

## 7.6.3 Corporate partnership palette

### Pantone



Pantone 2995C



Pantone 2955C

When any communication is required in relation to corporate partnership use the colours from the blue palette.

This colour palette should be applied to backgrounds, patterns and typography. This ensures continuity with all zoo communications and also a strong visual approach.

### CMYK



C 83 M 1 Y 0 K 0



C 100 M 60 Y 10 K 53



C 100 M 60 Y 10 K 80

## 7.6.4 Adoption or sponsorship palette

### Pantone



Pantone 193C



Pantone 194C

When any communication is required in relation to adoption or sponsorship use the colours from the red palette.

This colour palette should be applied to backgrounds, patterns and typography. This ensures continuity with all zoo communications and also a strong visual approach.

### CMYK



C 2 M 100 Y 60 K 11



C 10 M 100 Y 55 K 39



C 10 M 100 Y 55 K 59

## 7.6 Colour

### 7.6.5 Photo competition palette

#### Pantone



Pantone 144C



Pantone 484C

When any communication is required in relation to the photographic competition use the colours from the orange palette.

This colour palette should be applied to backgrounds, patterns and typography. This ensures continuity with all zoo communications and also a strong visual approach.

#### CMYK



C 0 M 58 Y 100 K 0



C 8 M 94 Y 99 K 34



C 8 M 94 Y 99 K 54

### 7.6.6 Zoo membership palette

#### Pantone



Pantone 131C



Pantone 154C

When any communication is required in relation to zoo membership use the colours from the yellow palette.

This colour palette should be applied to backgrounds, patterns and typography. This ensures continuity with all zoo communications and also a strong visual approach.

#### CMYK



C 2 M 41 Y 100 K 10



C 9 M 69 Y 100 K 46



C 9 M 69 Y 100 K 66

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## 7.7

# Graphic elements

### 7.5.1 Pattern

Detailing of animal patterns brings an extra dimension to visual material and adds an element of fun to the brand language. You can select the base colour from the primary or secondary palette with the relevant relating colour pattern placed on top.

#### Primary patterns



#### Secondary patterns



### 7.5.2 Graphic shapes

Graphic shapes are used throughout the brand to mostly house body copy and images. They should be offset and have rounded edges. Use a stroke in the appropriate colour to border the graphic shapes.



### 7.5.3 Text icons

Text icons are instrumental in the application of this brand, for example:



### 7.5.4 Characters

Our zoo characters form part of our broader brand language that the zoo is fun, friendly and educational. They can communicate to everyone, but work particularly well for communications aimed at children or for educational purposes.

The characters do not need to appear on everything, but can be used when appropriate for communications such as publications, online and shop merchandising.



Left to right: Emer the Lemur, Cecil the Snake, Geri the Giraffe, Brian the Lion and Percy the Penguin.

## 7.8 Photography

The zoo has a library of approved primary photography. It is preferable that you use images from the zoo library to make sure they are not misleading. Please contact the zoo marketing team to access the images.

If you need to arrange or purchase new images, contact the zoo marketing team for approval.

