



Northern
Ireland
Office

Our Story in the Making

NI BEYOND 100

Logo
Guidelines

In 2021 it will be 100 years since the creation of Northern Ireland. To mark this centenary there will be a programme of events that seek to showcase Northern Ireland on the world stage as an attractive place to live, visit and do business, and to celebrate Northern Ireland's people, businesses, culture, arts, and young talent, reflecting on our past while looking forward to a positive future.

Image: Belfast City Centre,
Photograph by Christopher Heaney

The 'Our Story in the Making: NI Beyond 100' brand was created for this year in the spirit of inclusivity, mutual respect and optimism for Northern Ireland, respecting all perspectives, as we go beyond 100. It is a brand that will be brought to life in stories.

Stories of every sort, from every person, across every corner of our place. Stories of our past, present and future ambition – the celebrated and the unsung, the everyday and the extraordinary.

This year is an invitation to everyone to share the stories that have shaped us and this place we all call home. So, together, we can shape the future Northern Ireland as we see it. This guide will help our partners use the logo in a consistent way on brand and marketing collateral.



Our logo is comprised of unique typographic setting of 'Our Story in the Making: NI Beyond 100' contained within a circular device. The logo should only be used in either black or white, ensuring that it remains legible against light or dark background.

Please always use the artwork supplied in the online toolkit and do not recreate the logo.

Solid and photographic backgrounds

When using the logo on either solid colour or photographic backgrounds, please consider legibility of the logo.



Clear space and minimum size

Clear space equal to the height of 'O' in 'Our' should be maintained. No other text, logos should be placed within this zone.

A minimum size of 20mm has also been established.



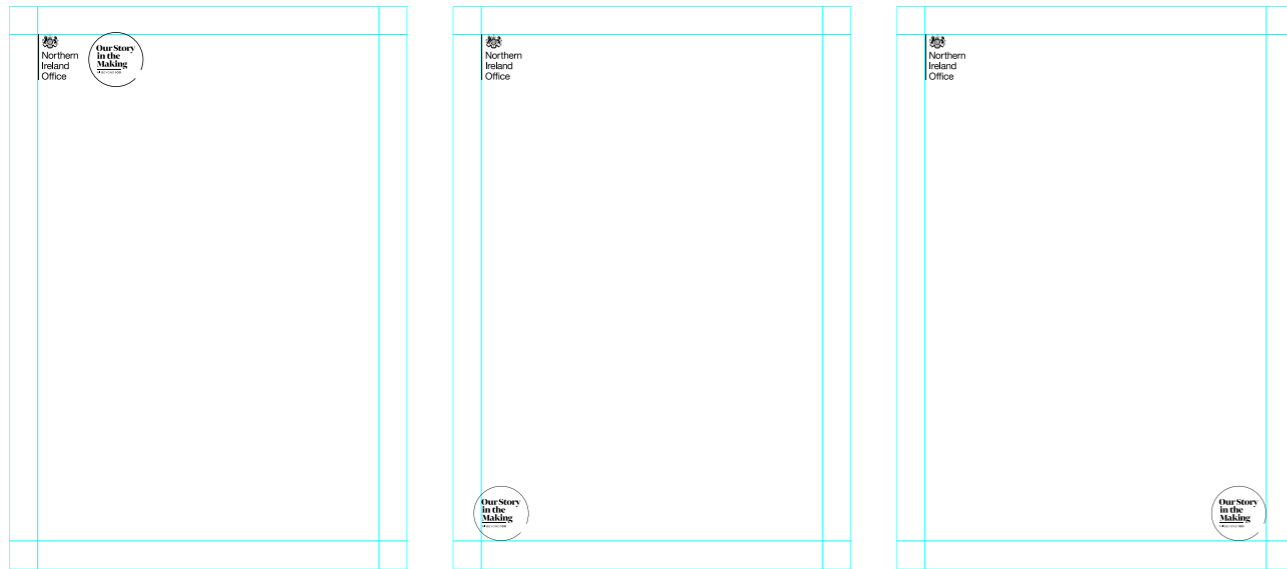
Alongside NI Office logo

The Northern Ireland Centenary logo is often used alongside the Northern Ireland Office logo. Some rules have been established around positioning of the two logos on campaign collateral.

The two logos should sit side by side as shown. In other cases, please follow the positioning guidance outlined below.



Positioning



Top left (lock-up)

Bottom left

Bottom right

International version

When using the logo on campaign collateral for an International audience, please consider using the International version of the logo.



Local version

International version

What not to do



Do not use any other colour for the logo; only black or white.

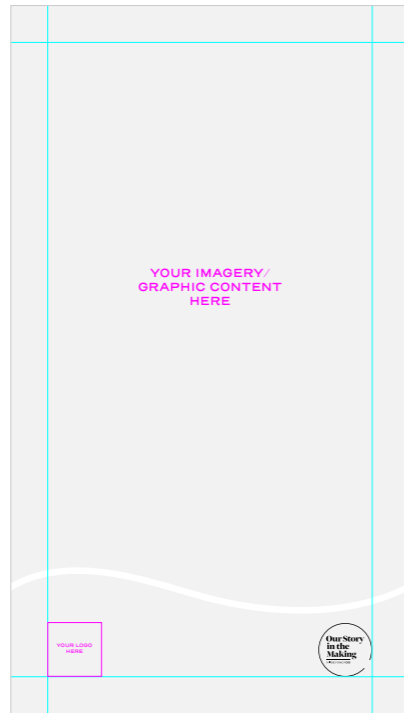
Do not delete or alter any part of the logo.

Do not alter the proportions of the logo.

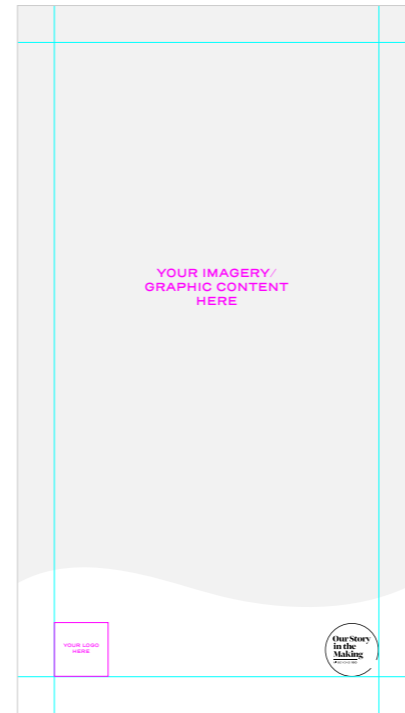
Social 16:9

Option 1 allows a partner to place their imagery/graphic at full bleed and our Line Device will cut through the imagery. Option 2 allows a partner to place their imagery/graphic in the main area of the visual and logos remain a clear white space at the bottom of the visual.

Please refer to the online toolkit for the two options on 16:9 social post templates.



Option 1



Option 2

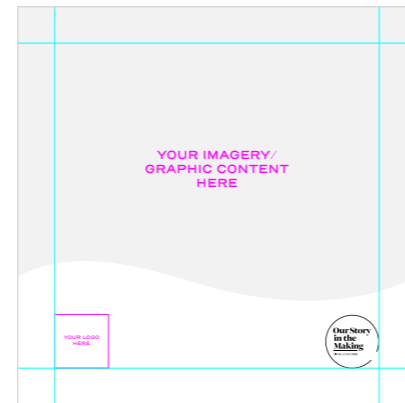
Social Square

Option 1 allows a partner to place their imagery/graphic at full bleed and our Line Device will cut through the imagery. Option 2 allows a partner to place their imagery/graphic in the main area of the visual and logos remain a clear white space at the bottom of the visual.

Please refer to the online toolkit for the two options on square social post templates.



Option 1

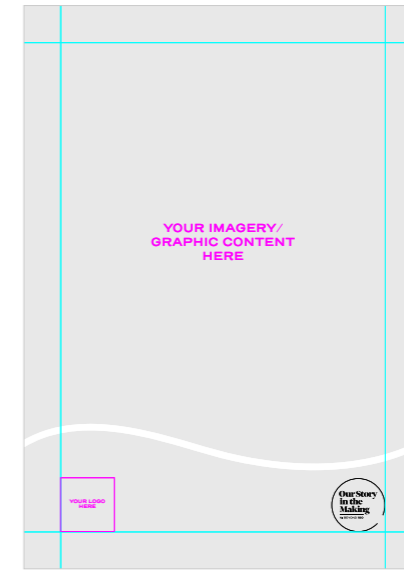


Option 2

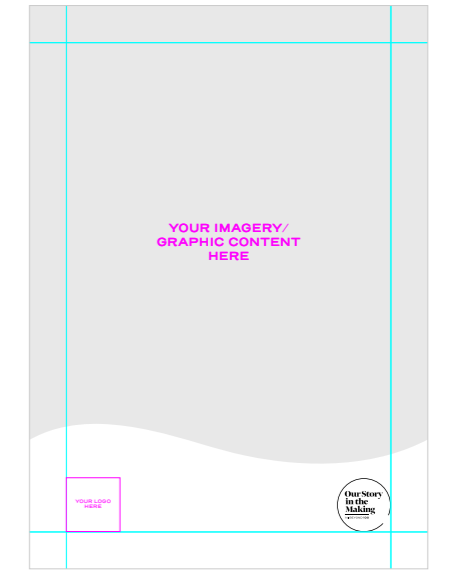
Poster/Leaflet

Option 1 allows a partner to place their imagery/graphic at full bleed and our Line Device will cut through the imagery. Option 2 allows a partner to place their imagery/graphic in the main area of the visual and logos remain a clear white space at the bottom of the visual.


Please refer to the toolkit for the two options on poster and leaflet templates.



Option 1



Option 2



If you have any questions about
this logo, or would like access
to the full brand guidelines, visit
[OurStoryInTheMaking.com](https://www.ourstoryinthemaking.com)

Giant's Causeway, Co Antrim

Image credit:
Tourism Northern Ireland



Northern
Ireland
Office

OurStoryInTheMaking.com