

Brand Identity Guidelines

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Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council



Comhairle Ceantair **Lár Uladh** **Mid Ulster** District Council

The Logo

The Mid Ulster District Council logo was designed to reflect the area by incorporating elements of the Mid Ulster region. The traditional shield shape recalls the intricate, heraldic Council coat of arms but is interpreted in a clean, modern way helping to signify the beginning of a new era with the formation of the Council in April 2015 while reflecting the elements of the 3 legacy councils areas of Cookstown, Dungannon and Magherafelt.

The mark includes the three spires synonymous with the town of Magherafelt, a castle, representing the ancient seat of the O'Neill's and the Dungannon area's association with the old kings of Ulster. A wheat bundle which featured in Cookstown's crest refers to the significance of agriculture to the area, both in the past and present, and is a symbol of the rural landscape and community.

Helping to suggest a sense of a united region which spans two counties, the shield also portrays two oak leaves around the red hand of Ulster. The rolling line in the centre of the shield acknowledges an important local landmark, the Sperrin mountains, and the four waves represent the waters of Lough Neagh.

5dd'Wjcb

The Council's brandmark (or logo), is the primary visual representation of the organisation's brand – its vision, values, what it stands for.

It has an integral role to play in maintaining the integrity of the Council's overall brand and, as such, should only be used in line with these guidelines which are intended to ensure its consistent and correct application across all potential physical and virtual platforms.

In the vast majority of cases, the application of the brandmark will be undertaken internally via the Council's Marketing and Communications team. On those occasions where an external marketing or design service is being used, draft artwork should be produced using these guidelines and issued to the Marketing and Communications service in a timely manner for approval before progressing to production.

The Council does not use sub-brands, except in the case of distinct stand-alone cultural or tourism facilities which are, however, linked to the parent brand.

These facilities are:

- OM Dark Sky Park and Observatory
- Seamus Heaney HomePlace
- The Burnavon
- The Hill of The O'Neill.

Leisure facilities have an identity system which uses a single graphic device in association with each facility's name. The graphic device is formed using colours in the Council's brand colour palette and each facility has an allocated colour.

The visual device is NOT a standalone logo or brandmark. The use of the same graphic device allows the facilities to look like a visual 'family', while the allocation of a different colour allows for differentiation between facilities. The identities for each facility continue to be held within the Council's branding framework to ensure the direct and consistent association with the Council as the 'parent' organisation. The graphic device should be used alongside the Council's brandmark at all times.

Main Colours

Mid Ulster District Council have established two strong colours for the main identity, red and dark grey.

The colours have been chosen specifically to reproduce well across a broad range of applications in print, vinyl, on-screen and in paint. The values shown below should be strictly adhered to. Never alter the colour of the logo.

Backgrounds


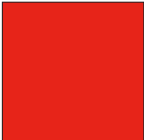







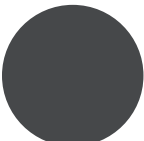
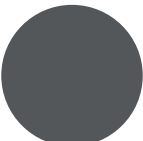
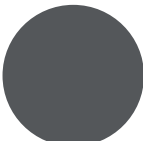
The colour landmark should always appear against a white background.

A mono reverse logo can be used on plain, dark coloured backgrounds where the full colour version is unsuitable.

Artwork

It is important that the appearance of the logo remains consistent. The logo should not be modified misinterpreted, or added to. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from artwork provided.



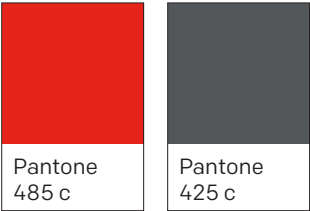
Pantone C	Pantone U	Process	Screen	Vinyl	Paint
					
Pantone 485 c	Pantone 485 u	C 5 M 100 Y 100 K 0	R 220 G 28 B 38	Scotchcal Red 50-46	RAL 3028
					
Pantone 425 c	Pantone 426 u	C 50 M 30 Y 30 K	R 70 G 72 B 74	Scotchcal Grey 50-97	RAL 7011

Secondary Colours

A secondary palette of colours have been created to support the main identity. These can be used in designs to add life and texture to page layouts, diagrams and charts, web pages and powerpoint presentations. Be creative but use sparingly, don't let these colours take over from the core brand colours.



Primary Colour palette



Secondary Colour palette



Exclusion Area

The Mid Ulster District Council identity should always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the height of the red hand in the shield which is referred to as E.

A margin of clear space equivalent to E is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.

Minimum Size

The Mid Ulster District Council logo has been designed to reproduce at a minimum width of 29mm (which equates to District Council set in 5pt type). This ensures the logotype is still legible.

There is no maximum size for the logo.

Exclusion = E



Minimum Size



Primary Typeface

Our brand will be supported by primary typefaces that will help to reinforce our identity. Bommer Slab has been chosen as the landmark font and will also be used in headlines and sub-headings across advertising and print applications. The font comes in a range of versatile weights and styles.



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District Council

Bommer Slab

Bommer Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567
8910@%^&*()£\$+=~

Bommer Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567
8910@%^&*()£\$+=~

Bommer Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567
8910@%^&*()£\$+=~

Bommer Slab Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567
8910@%^&*()£\$+=~

Secondary Typeface

To complement Bommer Slab, we have chosen Frutiger as our secondary typeface to be used in body copy in advertising and print applications. The font comes in a range of versatile weights and styles.

Frutiger

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567
8910@% ^&*()£\$+=~

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456
78910@% ^&*()£\$+=~

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345
678910@% ^&*()£\$+=~

Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234
5678910@% ^&*()£\$+=~

Microsoft Office Typeface

For in-house use, Arial font has been chosen as our brand default typeface. This is to be used in corporate letters, powerpoint presentations, public notices etc that need to be created in-house by Mid Ulster District Council Staff. It has a similar personality to Frutiger and will complement well across other publishing platforms.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678
910@%^&*()£\$+=~

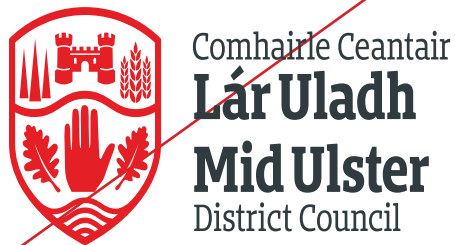
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567
8910@%^&*()£\$+=~

Misuse of the logo

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified or added to. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided. To illustrate this point some of the more likely mistakes are shown.



Do not distort the logo



Do not reposition the logo



Do not place the logo inside a shape

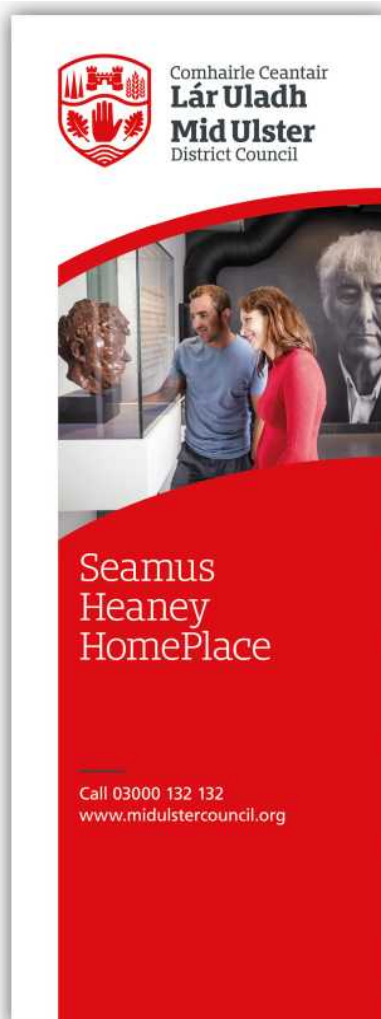
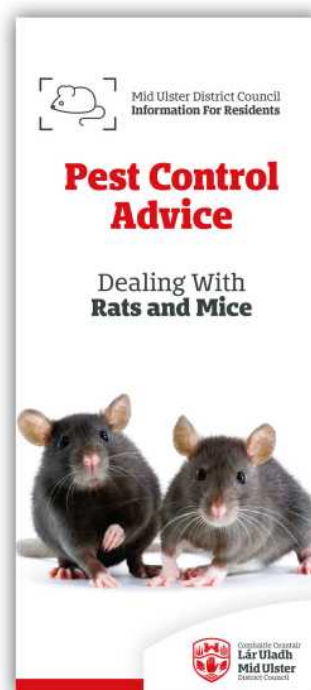
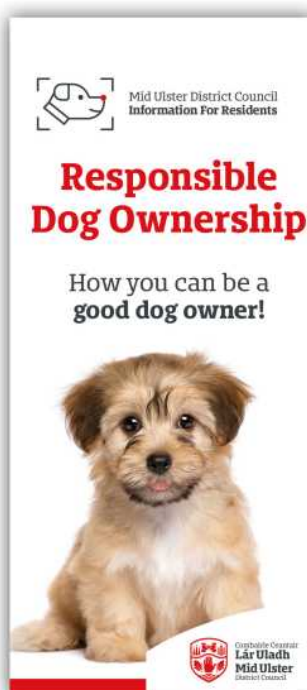


Do not change the colour of the logo



Do not reset the logotype

Application - Brand in Action





Fáilte go
**Cuan Bhaile
Uí Rónáin**

Welcome to
**Ballyronan
Marina**



Comhairle Ceantair
**Lár Uladh
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District Council

www.midulstercouncil.org/ballyronanmarina

Polepatrick Cemetery and Park



**Keep dogs
on lead**

Dogs must be kept on a
lead in the park at all times.



**Not permitted
in cemetery**

Dogs are not permitted in
the cemetery area of the park.



Cemetery area:
Dogs not permitted

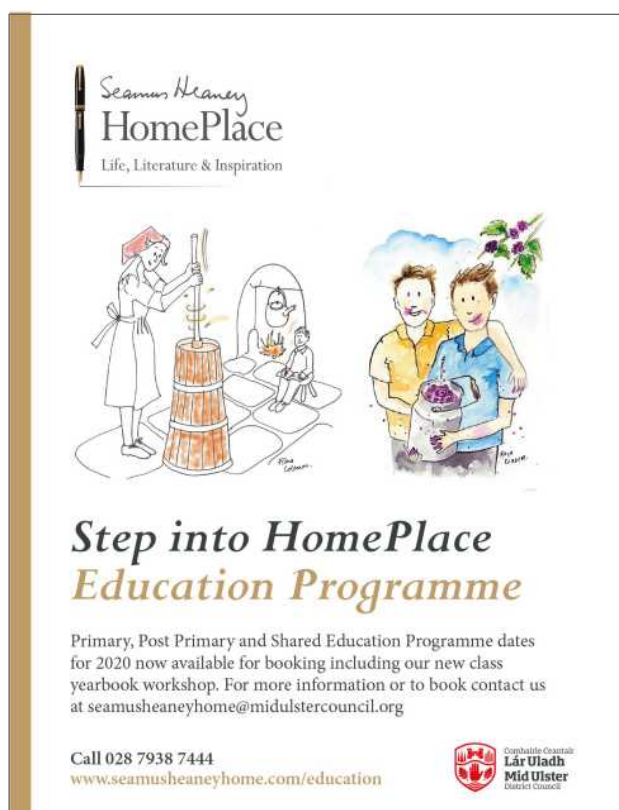
03000 132 132
www.midulstercouncil.org



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Sub Brands



Leisure



Ionad Fóillíochta na
Coirre Críochaí

Cookstown
Leisure Centre

Fáilte
Welcome

Guthán / Telephone
028 8676 3853
www.midulstercouncil.org/leisure



Comhairle Ceantair
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Láthair Spóirt
Lár Uladh

Mid Ulster
Sports Arena

Fáilte
Welcome

Guthán / Telephone
028 8676 7135
www.midulstercouncil.org/leisure



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Mid Ulster
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One Free Month
New Member Special

Join Evolve Fitness between
16 – 18 March and get April **FREE**.

Receive 12 months for price of 11 on direct debits & 1 month extra on cash memberships!

Call 028 8676 3853
www.midulstercouncil.org/leisure



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Evolve Fitness
Member Challenge

Row Lough Neagh Challenge -
Members to row 60km during
March!

Call 028 8676 3853
www.midulstercouncil.org/leisure



Comhairle Ceantair
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Mid Ulster
District Council



Course
£24

Starts 4 April
Gymnastics (8 Weeks)

Enrolment Wed 27 March 9am
Thursday 4 April – 30 May
(Excludes Easter Week 25 April)







Beginners 6 – 7 pm
Intermediate 7 – 8 pm

Call 028 8676 3853
www.midulstercouncil.org/leisure



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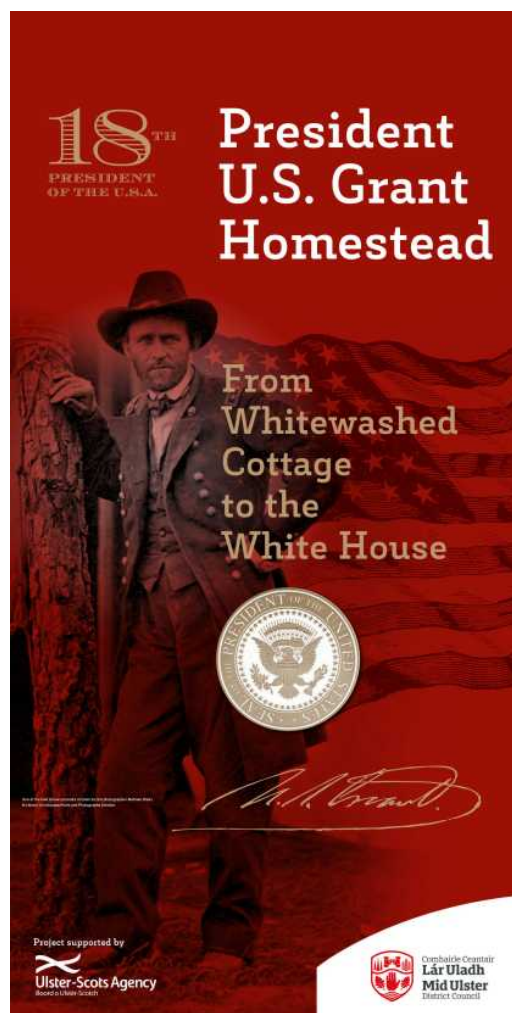
Leisure Colour Palette

					
Pantone 7714 c	Pantone 7711 c	Pantone 7694 c	Pantone 511 c	Pantone 201 c	Pantone 7714 c
Dungannon	Cookstown	MUSA	Moneymore	Meadowbank	Greenvale

Partnerships

Where the Council is working in partnership with other organisations, the brandmark should be used in all associated documentation and marketing material, including on digital platforms.

Where there is equity across the partnership, all partner logos should be allocated comparable prominence and in other circumstances, logos should follow a pre-agreed order determined by the nature and extent of each's partner's involvement.



Acknowledging Council Support

Where the Council is providing funding or support to a programme, project or scheme being delivered by a third party, the Council's support should be recognised in all promotional activity. Designed material, whether intended for hardcopy or digital use, should include the Council's 'supported by' brandmark and the general guidelines in terms of colour, size and typeface, should be followed as normal.



Supported by

Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Contact

For applications and enquiries regarding the Mid Ulster District Council brand, please contact:

Ursula Mezza
Head of Marketing and Communications
Mid Ulster District Council

03000 132 132
07769 726290



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Cookstown Office
Burn Road
Cookstown
BT80 8DT

Dungannon Office
Circular Road
Dungannon
BT71 6DT

Magherafelt Office
50 Ballyronan Road
Magherafelt
BT45 6EN

Telephone 03000 132 132

communications@midulstercouncil.org
www.midulstercouncil.org