

Northern
Ireland

Embrace
a Giant
Spirit



What is this guide?

This is a guide to Northern Ireland's new experience brand: 'Northern Ireland – Embrace a Giant Spirit'. It summarises what an experience brand is and why we need one.

It is also a box of design tools and tips you can use to apply the brand, attract potential visitors and inspire them to discover their own 'giant spirit' while they're here. If that happens they will spread the word about their experience and help us draw even more visitors.

Who is the guide aimed at?

These guidelines have been devised by Tourism Northern Ireland for you, our marketing partners.

They introduce you to the new experience brand's key elements, its logo, typeface, photographic style, colour palette and tone of voice, and offers ideas on how to apply each of them to your communications. It's not so much a list of do's and don'ts as a framework for your communications.

Why do we need these guidelines?

When we're all pulling in the same direction, we can achieve more for our industry. These guidelines keep us consistent, clear and effective, and that's something we will all benefit from.

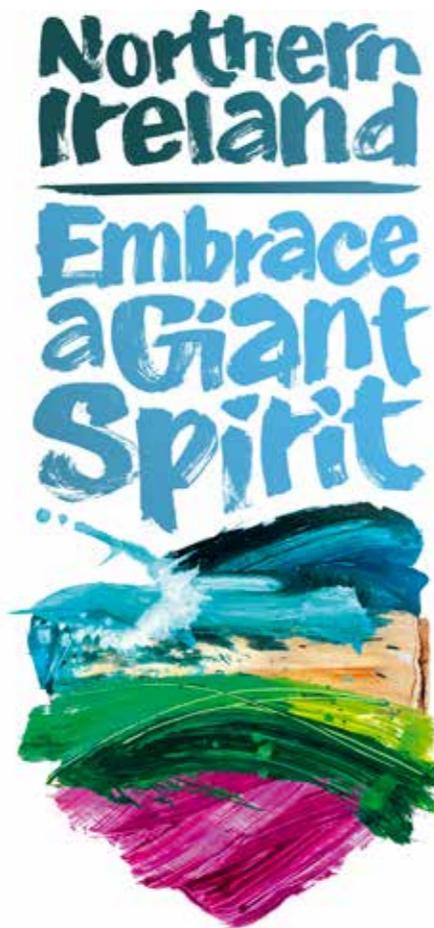
Using these guidelines sends a message to potential visitors that you're selling a bigger experience, and enticing them with the chance to 'embrace a giant spirit'.



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Introducing

A new initiative

that will bring economic benefits to everyone involved in Northern Ireland tourism.

A new experience brand

that has been tested locally and with key international markets to ensure it gives Northern Ireland prominence on the island of Ireland and internationally.

A new approach

that will transform how potential visitors perceive Northern Ireland, how they experience it when they arrive, and what memories they share when they leave.

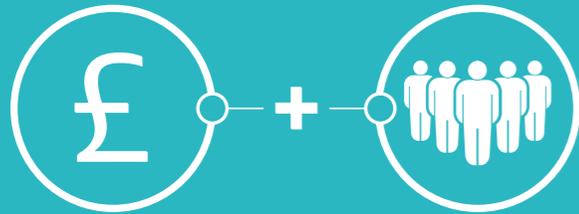
This is the start of a ten year journey and a legacy that will last for generations.

“To make the most of this giant opportunity, we need to work together, share new ideas and build new partnerships. We hope you will join us on this exciting journey.”

John McGrillen, CEO, Tourism Northern Ireland

our giant ambition

We aim to generate
tourism revenue of



£2 billion

25,000 jobs
by 2030

To do this we need to compete against the best destinations across the world by communicating, in a compelling and motivating way, that Northern Ireland is a must-see destination.

This requires an innovative step-change.



We need to deliver

compelling experiences

that will attract and delight
world travellers.



Some places you visit.

Others you
experience,
feel and
cherish.

The experience brand

Northern Ireland is on a mission.

To transform how the world sees us.

And how they feel when they're here.

It's for the good of our tourism and the whole country.

And it all starts here, with our new experience brand:

'Northern Ireland – Embrace a Giant Spirit'

St. George's Market, Belfast



Northern Ireland

Embrace a Giant Spirit

This is the story of our brand.

It is our commitment to share the very best of who and what we are, our 'giant spirit'.
And to unlock that giant spirit of adventure, discovery and inspiration in our visitors.

Everything we do, no matter how varied, is rooted in this.

**Ours is a land built by a giant spirit.
It's in our soil, our seas and everyone you meet.
It's what puts the warmth in our welcome,
and inspires us to go that extra mile.**

**A giant spirit that builds our cities, shapes our landscapes
and flows through our words, music and craft.
You'll always find it close to hand,
much like every discovery in this vivid, mythic place.**

**Ours is a land built by a giant spirit.
Let us awaken yours.**



Who is this for?

This experience brand works for visitors

Thousands of potential visitors helped choose **'Northern Ireland – Embrace a Giant Spirit'**. It made them want to visit because it promised adventure, authenticity and rich experiences. It's everything they want a destination to be.

For the tourism industry

Tourism businesses need to live-up to the brand's promise. That's how guests will really experience our giant spirit and feel inspired to shout about it. So **'Northern Ireland – Embrace a Giant Spirit'** becomes a valuable tool for businesses and a guide to delivering what guests want.

And for all of us

The world knows us as big-hearted hosts and that goes beyond tourism. Whether we're driving a bus, serving behind a till, or just offering directions, we can still demonstrate our own giant spirit and awaken it in our visitors. In the end, this will benefit every one of us.



Giant's Causeway, Causeway Coastal Route

Who are our visitors?

It's important to know a bit about our visitors before they arrive. Everyone's different, of course, but lots of them share a few key characteristics. And when we know what those characteristics are, we can start planning what we'll offer them.

Most of them want to get to the heart of the place, meet the locals and get a flavour of local life. They want to see what you get up to, what it's really like to live here. It's not about watching from afar, they want to be involved.

They're explorers and wanderers. They want to get off the typical tourist trails and find something real, something unique. They want to see the unusual and the quirky. They want experiences that surprise and stimulate their senses, that allow them to get hands on and immerse themselves.

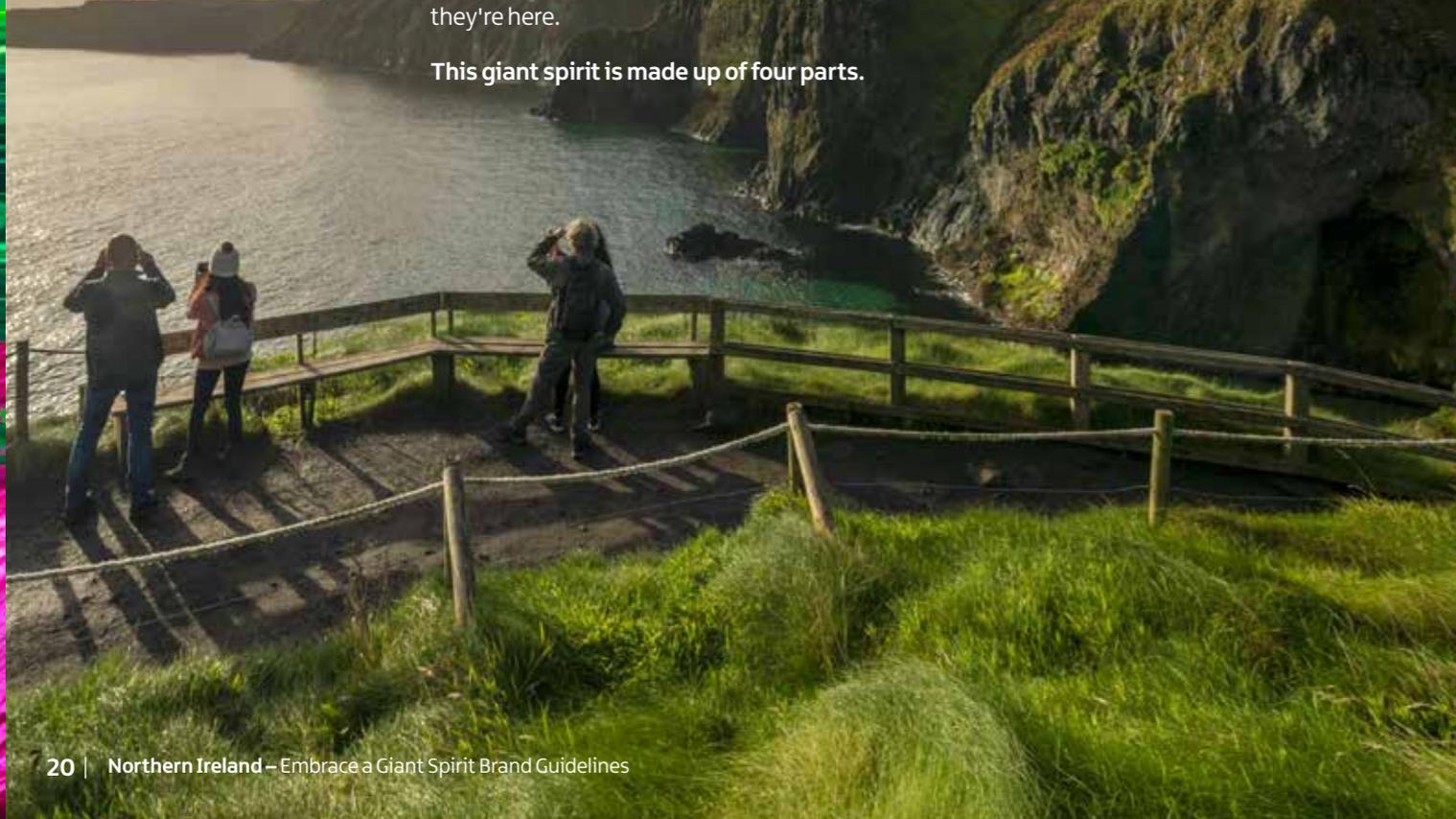
So show them what makes your local area fascinating, show them why you're passionate about it, and let them see what's it's truly remarkable.



Our giant characteristics

Our giant spirit is what visitors should experience here. We create it and our guests feel it. Think of it as the sum of all the things that move them and make them smile while they're here.

This giant spirit is made up of four parts.



Our big-hearted spirit

That special generosity, hospitality and warm welcome we do so well.



Our pioneering spirit

It's in our ambition, imagination and hard-working perseverance.



Our legendary spirit

This place is full of stories, myths, writers, poets and history.



Our elemental spirit

Rugged landscapes, wild seas, lush greenery, rich natural resources.

Awakening your visitor's giant spirit

There are two strands to this experience brand:

one is about how we share the giant spirit of Northern Ireland,

the second is how the experience awakens the giant spirit in our visitors.

Whatever the scale of your tourism business, there is always something you can do to inspire the giant spirit in our visitors.

Tiny changes in what you do or say can make a huge change to someone's visit. It can be the difference between having a nice time and having the trip of a lifetime.

Tiny changes in what you do or say can make a huge change to someone's visit. It can be the difference between having a nice time and having the trip of a lifetime.



So how do you do it?

By paying **close attention to your visitors** as individuals and responding to their reactions.

By **knowing the main strength of your experience** and delivering that exceptionally well.

Awakening the giant spirit in our visitors can include:

Show them something they've never seen before

Give them a chance to be creative

Let them try traditional skills

Give them a challenge

Introduce amazing people and places

Reveal local secrets

Tell historic tales

Dazzle them with hospitality

This is what will make your experiences memorable.

Embrace a Giant Spirit

is much more than a logo

It taps into what we know visitors want from a destination.

It defines the qualities of the experiences that we will offer our visitors.

Wherever people go in Northern Ireland they will find Giant Spirit Experiences with these qualities.



Distinctively NI

We will show that Northern Ireland is unlike anywhere else by offering experiences that highlight the people, places, history and culture that make us unique.



Sustainable

Our experiences will demonstrate care for the clean, green landscape of Northern Ireland - as modern environmentally-conscious visitors expect.



Participatory

We want our visitors to get actively involved. We will invite them to join in, to be part of the action not just watch or listen.

Innovative

Giant Spirit experiences will be unexpected, cutting-edge and different so they create surprise and make a lasting impression.



Welcoming to everyone

We go the extra mile to make all our visitors comfortable, especially those who do not speak our language and do not know our culture.



Open and available

As far as possible, our experiences will provide a year-round offer, often including out-of-hours activities.



Local and Personal

Meeting local people and experiencing the Northern Ireland character and way of life should be central to the brand experiences.



Our new brand logo

The visual centrepiece of our new experience brand logo is a unique icon that reflects the things that visitors say matter most to them.

Research showed they want to see something that really stood out.

Something energetic.

That feels like a warm invitation.

And gives them an authentic sense of who we are.



Who Painted it?

How did we visualise our 'giant spirit'?
We asked one of Northern Ireland's most celebrated artists.

Colin Davidson's work on Northern Irish people and places made him the perfect person to collaborate with.

"I wanted to create an image full of energy and spontaneity, and one that encapsulates special elements such as our land, water and the energy of our people."

Colin Davidson

“

We have come up with something that embraces the unique spirit of this place.

”



Working with the icon

It has a hand-painted visual and typeface that feels bold, alive, and draws people in for a closer look.

The visual features three key elements that inspired our artist.

Hypnotic blue for the waters of our dramatic, adventurous coast and seas



Lush green for our tranquil, fertile countryside



Rich magenta for the passion and energy of our people



Using the logo

Reproduction

The logo should always be reproduced from the original artwork. Please don't redraw or separate any of the three elements of the visual. And whenever possible, try to use the full-colour portrait version as shown.



Landscape version

You might have to use the landscape version of the logo sometimes, like if it appears in a panel with partner logos or there are space issues. If so, please stick to the minimum sizes.



Logo safe area

Always give the logo plenty of breathing space. We have used the 'S' from the typeface to demonstrate the minimum space you should leave around the logo.



Minimum sizes

To make sure the logo is always legible and recognisable, please reproduce it at least 25mm high (portrait version) or 35mm wide (landscape version).



Reversed-out version

Only the typeface colour should change (to white) in the reversed-out version of the logo. You can use this on darker-toned backgrounds and images.



Use logo as supplied

To maintain a consistent brand look, please only use the logo versions as supplied.



DON'T rotate the logo



DON'T change the colour of the logo



DON'T use drop shadows or any other effects



DON'T add a City name



DON'T distort the logo



DON'T place the logo in a white box on a background



DON'T use colour combinations that clash

Mono version

When colour isn't an option, the icon element of the logo should be removed and the logotype reproduced in the black or white versions as shown here. Never convert the full logo version to greyscale.

The white mono version can also be used when the background image is too dark to display the icon element of the logo correctly.

**Northern
Ireland**
**Embrace
a Giant
Spirit**

**Northern
Ireland** | **Embrace a
Giant Spirit**

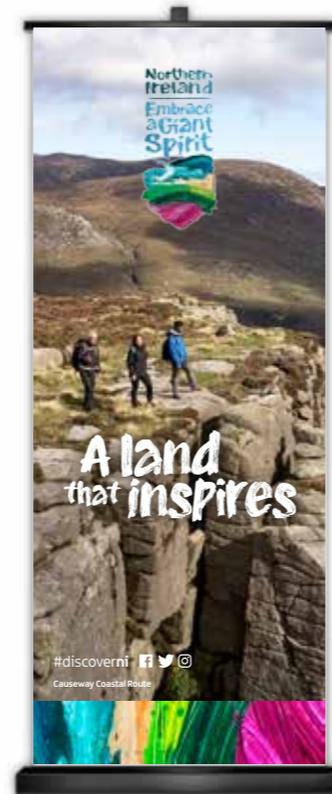


Brand bar

The brand bar can be used to complement the icon. It should be a subtle design feature along the side, top or bottom of some documents, but it shouldn't dominate the design.



Press advert

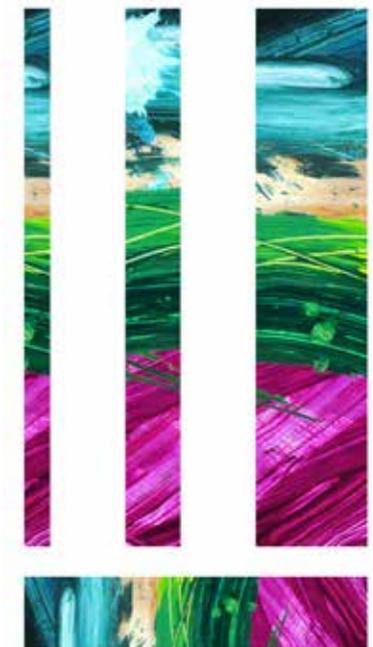


Pull up stand

The brand bar is a rectangle cropped from any area of the brand icon. It can be used in different widths, and either vertical or horizontal to suit the design layout.



Any area along the icon can be cropped to create the brand bar.



Colour Palette

Our brand colours come directly from the icon and a selection of colours from the Tourism Ireland brand guidelines. This gives us a vibrant palette that complements the icon and offers variety. The colours can be used to highlight elements such as headlines and backgrounds, or just to add a bit of energy and fun and help the brand stand out.



PANTONE
316
C86 M43 Y50 K40
R23 G84 B89
HEX #19585c



PANTONE
298
C65 M10 Y00 K00
R76 G180 B231
HEX #4bb4e4



Colours are picked from areas of the brand icon.



PANTONE
2152
C87 M50 Y23 K07
R26 G106 B149
HEX #246c94



PANTONE
7710
C70 M00 Y27 K00
R44 G183 B194
HEX #28b6c0



PANTONE
7739
C73 M00 Y87 K00
R63 G173 B79
HEX #45ab56



PANTONE
347
C100 M00 Y79 K09
R00 G142 B90
HEX #008e5a



PANTONE
2627
C83 M100 Y00 K23
R73 G29 B110
HEX #491d6e



PANTONE
248
C28 M94 Y00 K00
R188 G40 B134
HEX #b92e86



PANTONE
201
C07 M100 Y68 K32
R157 G34 B53
HEX #993333a



PANTONE
WG5
C11 M13 Y16 K32
R172 G16 B154
HEX #999999



PANTONE
137
C01 M50 Y84 K00
R242 G148 B53
HEX #f09445



PANTONE
155
C08 M20 Y43 K01
R236 G206 B158
HEX #eacca1



Black
C00 M00 Y00 K100
R00 G00 B00
HEX #000000



White
C00 M00 Y00 K00
R255 G255 B255
HEX #ffffff



Tints of black from 90% - 10% can also be used.

Tone of voice

Things to talk about

How do we guarantee we hit all the right notes when communicating with our guests?

We can take our lead from the four elements of our giant spirit.



Our Big-hearted spirit

Visitors love us for being warm, friendly and very down to earth. So speak informally, like you're talking to friends rather than customers. Being too formal can feel a little cold, which just isn't us.



Our Pioneering spirit

We're forward-thinking, ambitious and should be excited by what's happening in Northern Ireland. That positivity is infectious, so spread it around liberally and it will rub-off on guests.



Our Legendary spirit

This is the land of the storytellers and poets, so we should speak with energy and creativity. Try to avoid clichés and jargon. We aren't afraid to be playful or poke fun at ourselves, and visitors love us for it.



Our Elemental spirit

Visitors want to experience our unique landscapes, nature and fresh food - things that engage all the senses. Sights, smells, sounds, textures and tastes. So try to sell with those senses in mind.

Writer's tool box

Northern Ireland – Embrace a Giant Spirit

When you write 'Northern Ireland – Embrace a Giant Spirit', please capitalise everything except 'a'. Only capitalise the whole phrase if you're using the primary typeface in headlines. Put an en dash (–) in the middle, not a hyphen (-) or em dash(—). Always place the whole phrase in single quote marks, 'like this', unless it's a standalone heading.

To create an **en dash**:

 +  Hold the alt and minus key on Mac

 +  Hold the ctrl and minus key (numeric keypad only) on PC

You can also select the **en dash** from the Symbol menu in Microsoft applications.



Warm and human

Stay conversational and chatty. Jargon and stuffiness isn't our style. Tell stories and use real quotes where you can.

Write in the 2nd person

Focus on the guests, not yourself i.e. use 'you' and 'your' as often as possible. It might seem minor, but this subtle shift in language does help sell experiences.

Present tense

Try to use the present tense where possible. It creates a sense of immediacy and action and helps guests engage with the idea of taking part.

Active voice

Where possible, use the active voice, letting the subject of a sentence perform the action e.g. "guests love the tour", not "the tour is loved by guests." It's seems minor, but it does give writing more energy.

Write for senses

This is what brings writing to life. Describe things in terms of their taste, touch, smell, sound, and sight. It really helps people visualise the experience.

Be specific

Lots of interesting details make the thing you're describing feel real and easier to imagine.

Writing about Northern Ireland | Embrace a Giant Spirit

This is an experience brand so keep the **focus on what people do**.

Use verbs that highlight the activity.

So: 'From the moment you **put on** your life-jacket and **step into** the boat ...'

Rather than: 'All passengers will be provided with life-jackets.'

Use sensory words to create vivid images of the sensations and the place. Being specific helps people to imagine the experience.

So: 'Many people find that the tower has a **forbidding** atmosphere. Maybe it is the **steep spiral** staircase, that **long, sheer** drop down to the sea and the **sound** of the **crashing** waves and **crying** gulls.'

Rather than: 'It is believed that the tower was used to house prisoners during the 15th century.'

The Northern Ireland character is **warm, human and plain-speaking**. So write like that.

Use a conversational style including 'we' and 'you'. Use contractions such as we'll, you'll, we're, you're etc.

So: '**We're** always happy to let **you** have a go at kneading the bread, but **we** won't tell you **our** great-grandmother's secret ingredient. But **you** might be able to taste it'.

Rather than: 'The bread is made from a unique family recipe.'

Tell your stories (in part) rather than promise them.

So: 'This shipyard was where the men of the community worked and every boy wanted to be part of it. It was what made you into a man.'

Rather than: 'Hear the stories of the shipyards and the men who worked here.'

Use active rather than passive verbs.

So: 'When **we've picked** all the apples **we take** them to...'

Rather than: 'Once the apples have all been picked, they are transferred to...'

Further considerations:

- Avoid using difficult or meaningless words, especially jargon and clichés.
- Beware of words such as 'history', 'heritage', 'biodiversity', 'sustainable'.
- Avoid overselling, including phrases such as 'step back in time', 'something for everyone'.
- Don't exaggerate.
- Don't tell people what to feel e.g. 'Be amazed by ...', 'you won't believe...'



Photography

Our photography should reflect our giant spirit. That means showing people enjoying themselves:

exploring, meeting, laughing, and taking part.

Our shots should:

- Be unposed, natural and candid. If it looks like a holiday brochure shot, something went wrong.
- Adopt a participant's perspective so it feels immersive e.g. taken over someone else's shoulder with the foreground out-of-focus.
- Focus on character, personality, spirit and those little 'in between' moments
- Include high-quality action shots.
- Show people enjoying and immersed in what they're doing, whether it's an action shot or a quiet moment.

Please ensure all necessary permissions are received from models and venues.



Typography

Colin Davidson hand-painted each letter of our Giant Spirit font. It's versatile, creative, friendly and eye-catching.

Giant Spirit Font

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ,.,?@&*()%£!

Please use the primary typeface for headlines and primary messaging only. It shouldn't be used any smaller than 16pt to ensure legibility. You can see ways of applying it throughout this document.

There are two versions of each letter, so our messaging has loads of variation and always feels dynamic and fresh.

we
design
all headlines

ABC 

Secondary Typeface

You can use the custom-designed 'Northern Ireland' typeface for all body copy and secondary messaging, such as sub-headlines and image captions. It's a fresh and playful typeface that reflects the confident brand values of Northern Ireland.

Northern Ireland Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ,.,?@&*()%£!

Northern Ireland Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ,.,?@&*()%£!

Digital Brand Toolkit

our Colour palette

The brand colours are taken from our logo mark:

We have a primary palette that we use across the digital brand expression.

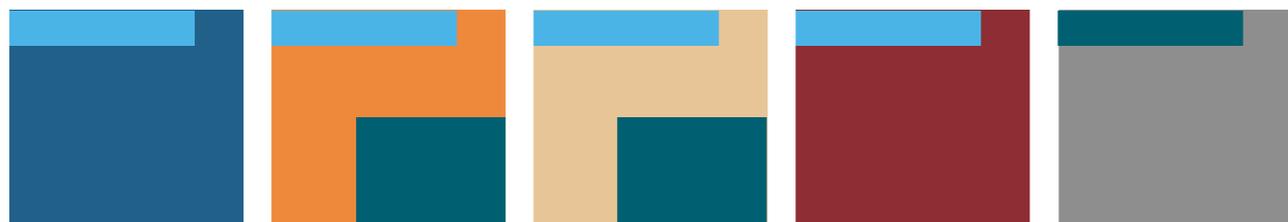
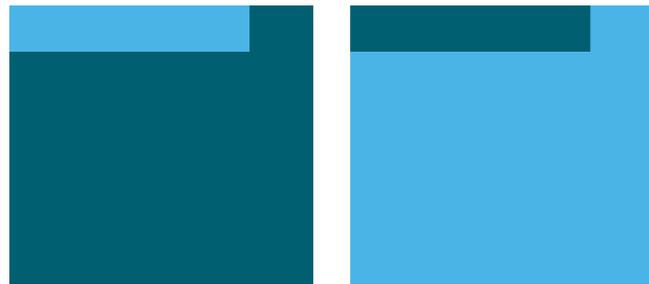


We have a secondary palette that we use across the digital brand expression.



our COLOUR palette

Colour hierarchy

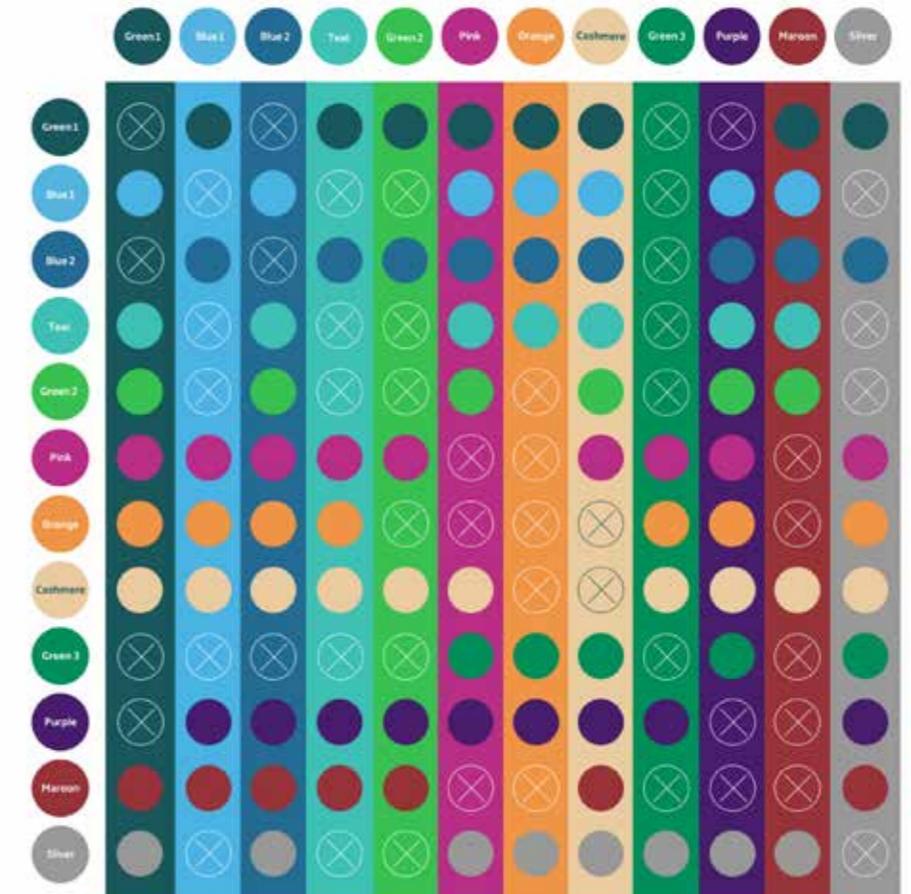


Combining colours for screen:

Here's a quick guide showing the possible permutations of our colour palette when creating for on-screen use.

To make sure our screens are always as legible as they can be, we should avoid any of the colour combinations marked with an 'X' on the diagram opposite.

The diagram on this page should not be used as an example of accessibility approved colour combinations. To see how our colour palette fares in accessibility tests see the next page.



our COLOUR palette

Testing colours for screen:

The diagram on this page has been created to determine how we can combine colours in our colour palette with accessibility in mind.

By comparing the level of contrast of foreground and background colours, we can start to work out if the colours can be viewed by people with visual impairments.

Creating truly accessible communications involves a lot of different things, including the size of your text and your layout. With this in mind, test results on this page are by no means comprehensive.

Key:

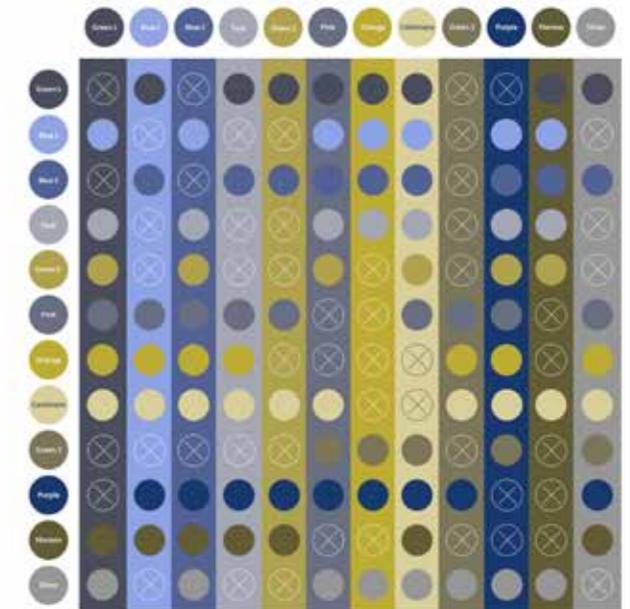
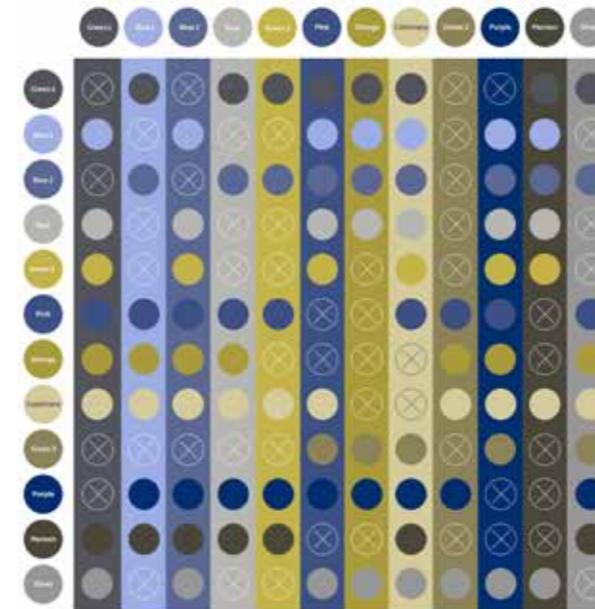
AAA Compliant – Triple A compliance is viewed as the gold standard level of accessibility, which provides everything for a complete accessible offering, including all the bells and whistles which make the difference between a very good experience and an excellent one.

AA Compliant – Double A is viewed as the acceptable level of accessibility for many online services, which should work with most assistive technology which is now widely available on both desktop and mobile devices, or which can be purchased as a third-party installation.

NOT Compliant – Does not comply with accessibility standards

	Green 1	Blue 1	Blue 2	Teal	Green 2	Pink	Orange	Gold	Green 3	Purple	Maroon	Grey
Green 1	⊗	AA	⊗	AA	AA	NOT	AA	AAA	⊗	⊗	NOT	NOT
Blue 1	AA	⊗	NOT	⊗	⊗	NOT	NOT	NOT	⊗	AAA	AA	⊗
Blue 2	⊗	NOT	⊗	NOT	NOT	NOT	NOT	AA	⊗	NOT	NOT	NOT
Teal	AA	⊗	NOT	⊗	⊗	NOT	NOT	NOT	⊗	AAA	AA	⊗
Green 2	AA	⊗	NOT	⊗	⊗	NOT	⊗	NOT	⊗	AAA	AA	⊗
Pink	NOT	NOT	NOT	NOT	NOT	⊗	⊗	AA	NOT	NOT	⊗	NOT
Orange	AA	NOT	NOT	NOT	⊗	⊗	⊗	⊗	NOT	AAA	⊗	NOT
Gold	AAA	NOT	AA	NOT	NOT	AA	⊗	⊗	NOT	AAA	AAA	NOT
Green 3	⊗	⊗	⊗	⊗	⊗	NOT	NOT	NOT	⊗	NOT	⊗	NOT
Purple	⊗	AAA	NOT	AAA	AAA	NOT	AAA	AAA	NOT	⊗	⊗	AA
Maroon	NOT	AA	NOT	AA	AA	⊗	⊗	AAA	⊗	⊗	⊗	NOT
Grey	NOT	⊗	NOT	⊗	⊗	NOT	NOT	NOT	NOT	AA	NOT	⊗

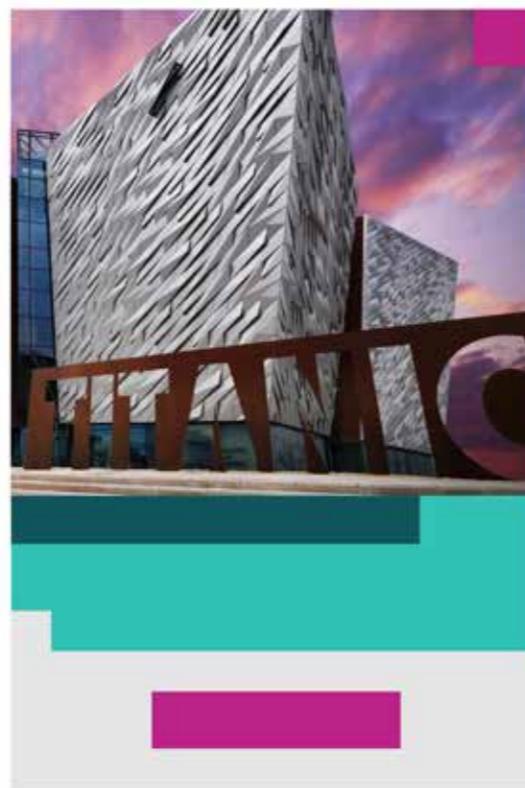
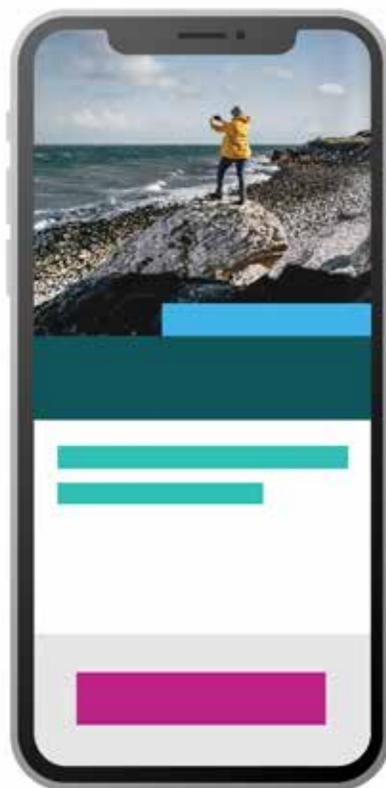
The diagrams on the right give us a basic understanding of how our colour palette is viewed by audiences with the two most common forms of RGB colour blindness: Protanopia and Dueteranopia.



Our Colour palette

Colour hierarchy

These are examples of how we could use colours with images and give them a hierarchy on the page.



Logo treatment

Placing our logo for digital

Tablet landscape:



Tablet portrait:



Tablet application:
Max – 246 x 47 pixels
Min – 230 x 44 pixels



When using the logo in a digital application we have setsizes that need to be used. Specifically in instances where the screen size or view port is small.

Outlined are some examples for you to follow with the correct logo dimensions to follow.

Logo treatment

Placing our logo for digital

Tablet landscape:



Tablet portrait:



Tablet application:
Max – 246 x 47 pixels
Min – 230 x 44 pixels



Placing our logo for digital

Occasionally we might need to use a cut down version of our logo. This is best used at smaller sizes in digital application. Only use this where you are very limited for space.

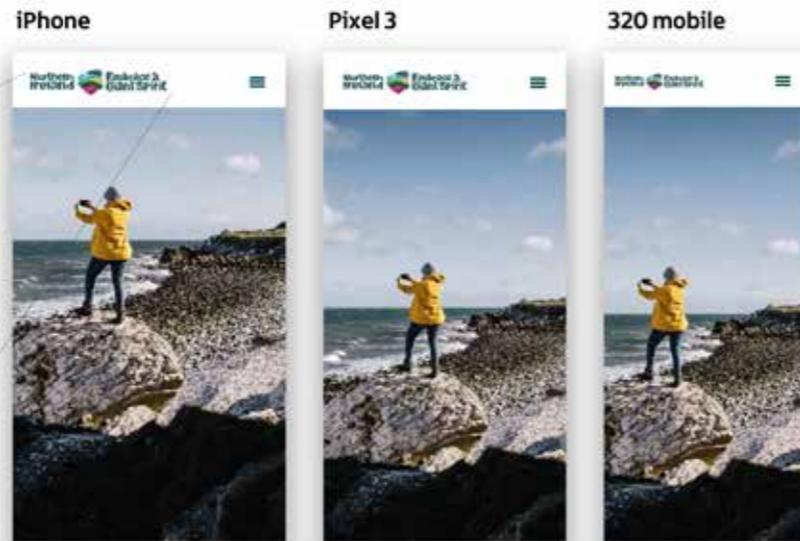
Minimum Mobile application:
Max – 200 x 46 pixels
Min – 150 x 35 pixels



Logo treatment

Placing our logo for digital

On mobile screens the logo has to be legible yet small enough so that it is visible, to the right are the common sizes used and the minimum requirement for mobile. Below are the max and min measurements:



Mobile application:
Max – 225 x 43 pixels
Min – 150 x 37 pixels

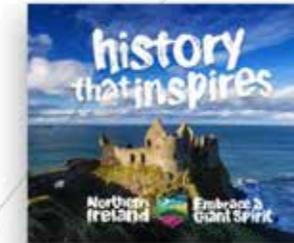


On banners space is at a premium but so too is legibility. We have a min size for these view ports below:

Leaderboard – 728x90



MPU – 300x250



Mobile application:
Min – 200 x 38 pixels



Leaderboard – 960x240



Mobile application:
Min – 107 x 200 pixels

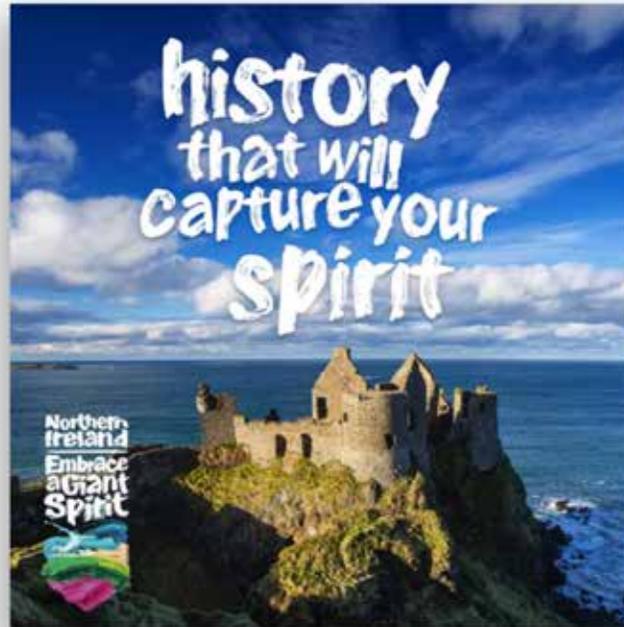


Logo treatment

Placing our logo for digital

Some instances will allow the portrait version of our logo, this should never be smaller than 200px due to legibility.

Social 1:1



Social 16:9



Digital typeface

Note: Only use Calibri when the brand fonts cannot be used.

If the brand fonts are not available on the end user's device it will automatically default to a standard system font. For this reason Calibri Regular and Bold (which are standard system fonts) have been chosen as substitutes for documents such as: EDMs, Microsoft Word, Excel and PowerPoint.

Calibri Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ,.?@&*()%£!

Calibri Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ,.?@&*()%£!

our giant context



Northern Ireland | Embrace a Giant Spirit

will change how we are seen and how we operate at home and abroad.



It will package world-class experiences from across the province to make them more visible in the competitive international market.



Northern Ireland – Embrace a Giant Spirit will sit under Tourism Ireland's all-Ireland brand and will be marketed globally alongside other island of Ireland brands such as Wild Atlantic Way and Ireland's Ancient East.



Attractions



Hotels



Stakeholders



Councils

It will be used as the Northern Ireland 'umbrella' experience brand for Northern Ireland.

Our Brand in action

Print



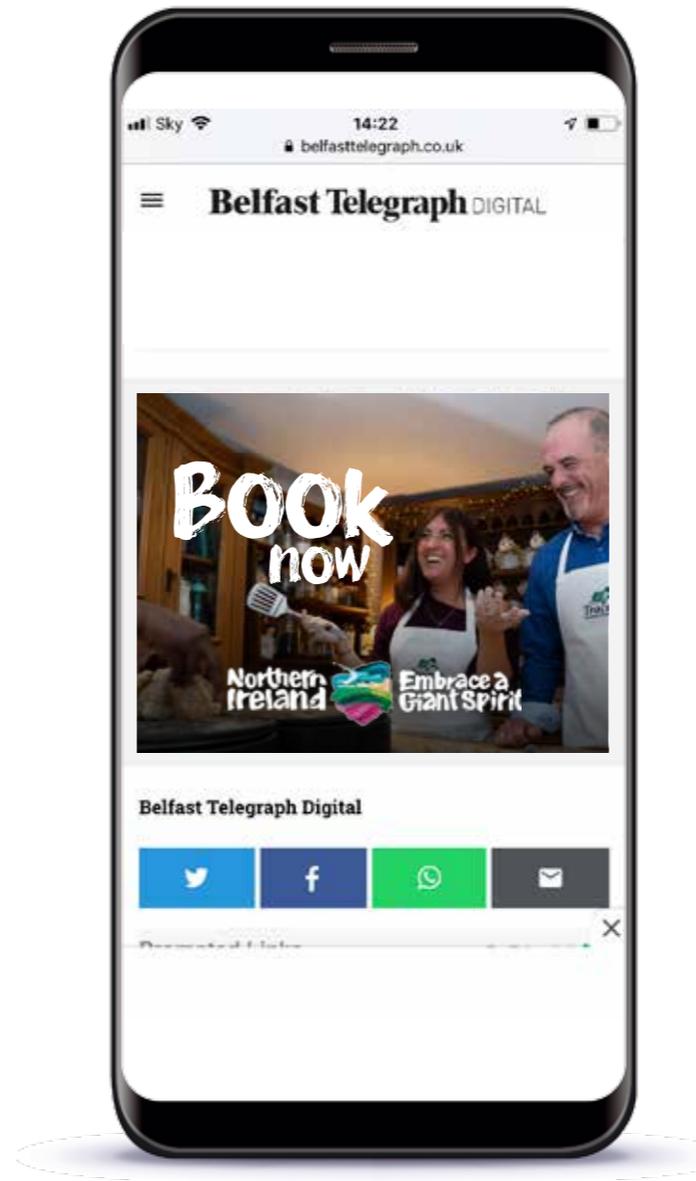
Press ads



Our Brand in action

All digital elements to be defined by Made to Engage...

On screen



Mobile banner ad

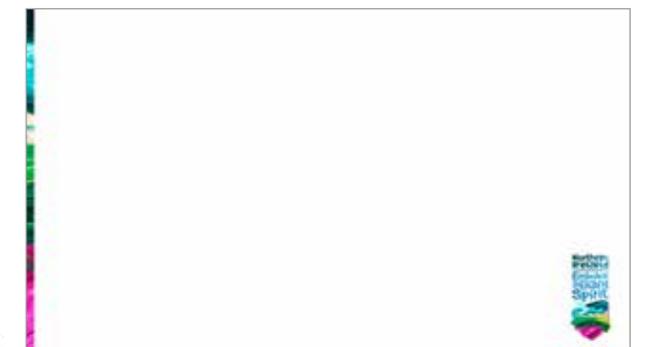
Name Surname
Role in organisation



E: n.surname@tourismni.com
T: (028) 90 44 1111
M: (+44) 7971 123 456
www.embraceagiantspirit.com



Email signature



Power point slides

Dual branding

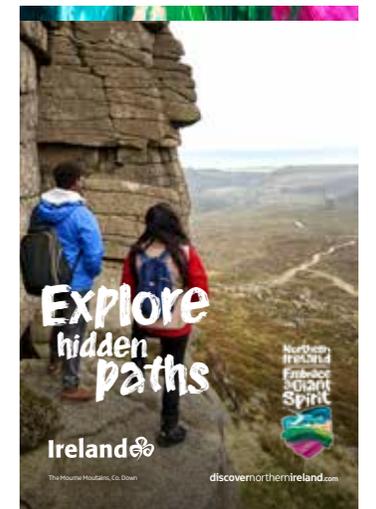
In instances where partner agencies fund or co-fund activity, specific logos may be required along with the experience brand logo.

If so, the partner logo should be placed in the left corner with the brand logo in the bottom right.



Partner logo

Brand logo







Let's unlock our
giant
spirit
and share it
with the **World**

For more on using the brand, email:
embracegiantspirit@tourismni.com



tourism
northernireland