

Corporate Identity

for the Northern Ireland Departments

EDITION ONE - SEPTEMBER 2003





A note on colour:

A limited number of hard copies of this manual has been produced. It is also available as a downloadable Adobe Acrobat PDF file, at www.northernireland.gov.uk/identity

This is a versatile format which can be viewed on screen, printed from the user's desktop printer or projected for presentations.

It is important to note that the calibration of monitors, desktop printers and projection equipment can vary, therefore Pantone swatches should be referred to for complete colour accuracy.

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SECTION 1: The Identity

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Introducing the corporate identity

The cornerstone of good communication for any organisation is its corporate identity. This underpins all aspects of its communication activity, making that communication consistent, easily recognised and cost effective.

If we implement our corporate identity consistently and with care, it will be our most important visual asset. This manual shows how we can achieve that goal.

Joined-up government

Before the creation of this identity the Northern Ireland departments were represented by a hotch-potch of logos, colours and styles of widely varying standards. Our new corporate identity aims to change all that.

It promotes easy public recognition of everything government does. It also emphasises the commitment to joined-up government, to deliver services across departmental boundaries for the benefit of the citizen.

Corporacy and individuality

Although the same logo and style is shared by all 11 departments, it remains important that each department can be clearly recognised in its own right. Each one still has its own clear, individual branding within the overall scheme using typography and colour.

There is no intention that all government communication should end up “looking the same”. This manual gives clear examples of how the identity should be used in many different applications but designers of publications and display material are also encouraged to be creative within this overall framework.

Value for money

The new identity is to be rolled out over a period of time, with each department following the timetable that best suits its needs and avoids wastage.

The identity has been designed to allow savings to be made, for example in the bulk ordering of stationery for a department.

Longer term, it is much better value to have a single coherent identity rather than 11 different ones all of which might be updated separately from time to time.

Developing the guidance

This is the first edition of the guidance for implementing the corporate identity and we have tried to make it clear and comprehensive. However we are sure it will need to be updated from time to time to take account of questions that may arise as departments roll out the identity across the wide range of applications.

The manual has been produced in an easily updated format and the most up to date version will always be available at

www.northernireland.gov.uk/identity

The logo

The logo is a system of interdependent, interlocking hexagons held within a stylised hexagonal outline shape.

It is inspired by the structure of the Giant's Causeway, but is not intended to accurately depict the Causeway. Through consistent and high profile use it will come to represent all aspects of government in Northern Ireland.

The logo is to be used by all the Northern Ireland departments, unified by the use of dark blue (Pantone 281), yet distinguished from one another by a secondary colour which has been selected by each department.

The typographic structure alongside the logo has been designed for optimum flexibility, allowing for each department to use its full name or acronym, multi-lingual applications as necessary and agency endorsements.



Departmental colours

Each department has its own distinct corporate colour, working in conjunction with the corporate blue which unifies all the departments. These colours have been chosen by each department and under no circumstances should they be altered.



Full name versions:



Acronym versions:



SECTION 2:

The departments

Due to the consistency of this corporate identity programme, there is no need for this manual to show each department in full detail.

The standard rules and construction apply right across every departmental identity. The manual uses a selection of departments to show the various rules and applications.

Each department may choose whether it prefers to use the full name version or the acronym version of the identity. This choice will be made by the department's Permanent Secretary.

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Construction diagram - full names:



Designers should not need to recreate the corporate identity - many hundreds of digital files have been provided to cover the vast majority of requirements.

However if in certain circumstances this is required, this construction diagram should be used to ensure correct sizes and proportions are adhered to.

"Hex" refers to the width of one hexagon from the logo.

Construction diagram - acronym:



Designers should not need to recreate the corporate identity - many hundreds of digital files have been provided to cover the vast majority of requirements.

However if in certain circumstances this is required, this construction diagram should be used to ensure correct sizes and proportions are adhered to.

"Hex" refers to the width of one hexagon from the logo.

Examples of full name version



Office of the

**First Minister and
Deputy First Minister**

www.ofmdfmni.gov.uk

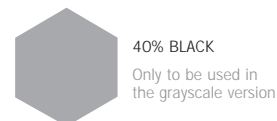
Examples of full name version

PROTECTION ZONE:



- The outer dotted line shows the **minimum** protection zone for the identity - no other graphic elements should fall within this area (ie lettering, photographs etc).
- There is **no need** to recreate the identity - in most cases the kerning and serifs have been carefully adjusted to make sure the identity works at all sizes.
- The grey dotted lines are merely construction lines and are not part of the identity, therefore they should **never** be printed.

APPROVED CORPORATE COLOURS



TYPEFACES

Bodoni
Franklin Gothic Book

Examples of full name version

SINGLE COLOUR VERSION (PMS 281):



SOLID BLACK VERSION:



GRAYSCALE VERSION:



REVERSED VERSION:



Examples of full name version

LANGUAGES: Given the existing policy on the use of languages on letterheads, some departments have a requirement to use more than one language. They may choose from the following options:

MULTILINGUAL VERSION:

Multilingual CMYK EPS files have been prepared for each department for both the full name and acronym versions. These are available for immediate download. However other combinations using fewer languages can be constructed as required.

The translations have been supplied and approved by the Ulster Trust, the Ulster-Scots Agency and the Chinese Welfare Association.



Office of the
**First Minister and
Deputy First Minister**
www.ofmdfmi.gov.uk

OIFIG AN
**Chéad-Aire agus an
LeasChéad-Aire**

OFFIS O THA
**Heid Männystèr an
tha Heid Männystèr Depute**
第一大臣及副第一大臣辦公室

BILINGUAL VERSION:

In some instances a department may wish to use a version of their logo which leads with Irish, followed by English - or vice versa - with the lettering of each language treated at the same point size.

A CMYK EPS file of this has been prepared and is available for immediate download.



Oifig an
**Chéad-Aire agus an
LeasChéad-Aire**

Office of the
**First Minister and
Deputy First Minister**
www.ofmdfmi.gov.uk

Office of the
**First Minister and
Deputy First Minister**

Oifig an
**Chéad-Aire agus an
LeasChéad-Aire**
www.ofmdfmi.gov.uk

MINIMUM SIZES: These rules will ensure the identity for each department is always legible.

PRINT:

The identity must never be used at a size where the logo is less than 12mm in width. This will ensure optimum reproduction quality:



Office of the
**First Minister and
Deputy First Minister**
www.ofmdfmi.gov.uk

12mm

SCREEN: Due to the pixelisation effect of on-screen graphics, the logo should never be less than 55 pixels in width.



Office of the
**First Minister and
Deputy First Minister**
www.ofmdfmi.gov.uk

55 pixels

Examples of acronym version



DFP

Department of Finance
and Personnel

www.dfpni.gov.uk

Examples of acronym version

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APPROVED CORPORATE COLOURS



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



PANTONE 5773
C20 M20 Y50 K40
R144 G152 B89
VINYL REF:
No existing match - should
be matched by contractor
PAINT REF: BS 12B21



BLACK
Only to be used in
the solid black and
grayscale version



40% BLACK
Only to be used in
the grayscale version

TYPEFACES

Bodoni
Franklin Gothic Book

Examples of acronym version

SINGLE COLOUR VERSION (PMS 281):



SOLID BLACK VERSION:



GRAYSCALE VERSION:



REVERSED VERSION:



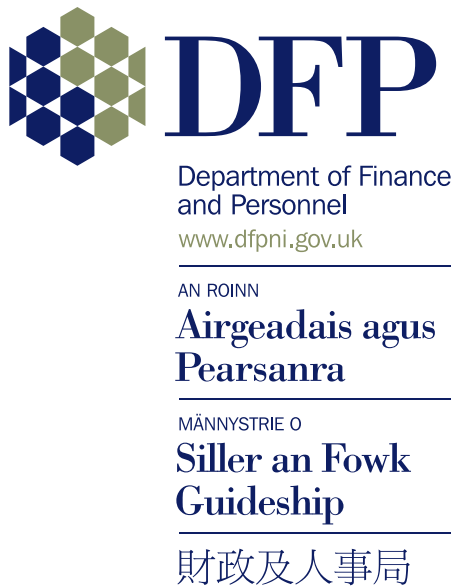
Examples of acronym version

LANGUAGES: Given the existing policy on the use of languages on letterheads, some departments have a requirement to use more than one language. They may choose from the following options:

MULTILINGUAL VERSION:

Multilingual CMYK EPS files have been prepared for each department for both the full name and acronym versions. These are available for immediate download. However other combinations using fewer languages can be constructed as required.

The translations have been supplied and approved by the Ultach Trust, the Ulster-Scots Agency and the Chinese Welfare Association.



BILINGUAL VERSION:

There is no bilingual version for the acronym, only for the full name as previously shown.

MINIMUM SIZES: These rules will ensure the identity for each department is always legible

PRINT:

The identity must never be used at a size where the logo is less than 12mm in width. This will ensure optimum reproduction quality:



SCREEN: Due to the pixelisation effect of on-screen graphics, the logo should never be less than 55 pixels in width.



DARD full name and acronym



Department of
**Agriculture and
Rural Development**

www.dardni.gov.uk



DARD

Department of Agriculture
and Rural Development

www.dardni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 370
C65 M0 Y100 K30
R74 G134 B24
VINYL REF:
Fascal 900 QM Series
919 Moss Green
PAINT REF: RAL 6010



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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grayscale version



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Only to be used in
the grayscale version

DCAL full name and acronym



Department of
**Culture, Arts
and Leisure**

www.dcalni.gov.uk



DCAL

Department of Culture,
Arts and Leisure

www.dcalni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 1788
CO M90 Y75 K0
R254 G35 B14
VINYL REF:
3m 100 Series
100-266 Red Orange
PAINT REF: RAL 2002



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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grayscale version



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Only to be used in
the grayscale version

DE full name and acronym



Department of
Education

www.deni.gov.uk



DE

Department of
Education

www.deni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 2385
C19 M88 Y0 K0
R202 G44 B146
VINYL REF:
3m 100 Series
100-599 Magenta
PAINT REF: RAL 4003



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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the solid black and
grayscale version



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Only to be used in
the grayscale version

DEL full name and acronym



Department for
**Employment
and Learning**

www.delni.gov.uk



DEL

Department for
Employment and Learning
www.delni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 285
C90 M45 Y0 K0
R31 G96 B169
VINYL REF:
3m 100 Series
100-415 Sky Blue
PAINT REF: RAL 5015



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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the solid black and
grayscale version



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Only to be used in
the grayscale version

DETI full name and acronym



Department of
**Enterprise, Trade
and Investment**

www.detini.gov.uk



DETI

Department of Enterprise,
Trade and Investment

www.detini.gov.uk

APPROVED CORPORATE COLOURS



PANTONE PROCESS BLUE
C100 M20 Y0 K0
R0 G147 B214
VINYL REF:
3m 100 Series
100-57 Olympic Blue
PAINT REF: RAL 5015



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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grayscale version



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Only to be used in
the grayscale version

DHSSPS full name and acronym



Department of
**Health, Social Services
and Public Safety**

www.dhsspsni.gov.uk



DHSSPS

Department of Health, Social Services
and Public Safety

www.dhsspsni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 3135
C100 M0 Y30 K0
R1 G147 B166
VINYL REF:
3m 100 Series
100-603 Teal
PAINT REF: RAL 5021



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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the solid black and
grayscale version



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Only to be used in
the grayscale version

DOE full name and acronym



Department of the
Environment

www.doeni.gov.uk

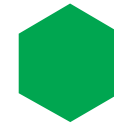


DOE

Department of
the Environment

www.doeni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 347
C100 M0 Y100 KO
R0 G128 B78
VINYL REF:
3m 100 Series
100-027 Emerald Green
PAINT REF: RAL 6032



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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grayscale version



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Only to be used in
the grayscale version

DRD full name and acronym



Department for
**Regional
Development**

www.drdni.gov.uk



DRD

Department for
Regional Development

www.drdni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 122
CO M35 Y100 KO
R254 G186 B53
VINYL REF:
3m 100 Series
100-598 Apricot
PAINT REF: RAL 1007



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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the solid black and
grayscale version



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Only to be used in
the grayscale version

DSD full name and acronym



Department for
**Social
Development**

www.dsdni.gov.uk



DSD

Department for
Social Development

www.dsdni.gov.uk

APPROVED CORPORATE COLOURS



PANTONE 2645
C44 M47 Y0 K0
R145 G134 B191
VINYL REF:
Ultramar 5700
5773 Lavender
PAINT REF: RAL 4005



PANTONE 281
C100 M90 Y0 K45
R20 G32 B98
VINYL REF:
3m 100 Series
100-724 Light Navy
PAINT REF: RAL 5022



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Only to be used in
the solid black and
grayscale version



40% BLACK
Only to be used in
the grayscale version

Typefaces:

The corporate identities for all departments are made up from two classic typefaces, shown here:

Bodoni

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Bodoni is the primary typeface used in the identities. In order to maximise the impact of the identities and to protect their integrity, **Bodoni should never be used** as the typeface for any communications material.

ITC Franklin Gothic Book

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Franklin Gothic Book is the secondary typeface used in the identities and is available in a range of different weights. The use of the Franklin Gothic family of typefaces is strongly recommended for use in printed material (shown on the following page).

Bodoni is the only typeface which should never be used.

ITC Franklin Gothic Demi
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

ITC Franklin Gothic Medium
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

ITC Franklin Gothic Heavy
abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

EXTERNAL & MARKETING COMMUNICATIONS TYPEFACES

Due to the volume of communications material produced by government, all departments and their appointed designers should feel able to use the typefaces which are appropriate for given projects.

Franklin Gothic is a classic font and is widely available. Most design and advertising companies will have this on their studio systems already. It offers excellent legibility and also comes in a variety of weights (Condensed, Book, Roman, Demi and Heavy).

However there is no intention to enforce the use of Franklin Gothic for text. If individual designers choose to purchase Franklin Gothic, it's entirely their choice to do so.

Throughout the manual a variety of mockup formats are featured, for example A4 portrait, A4 landscape, 1/3 A4, for a range of departments. These mockups deliberately use a selection of both serif and sans serif fonts (Frutiger, Gill, Garamond and Trajan). This is simply intended to show that any font may be used by the individual designer to suit the needs of the specific project or campaign they are working on.

ACCESSIBILITY

Definitive guidance cannot be given here on all aspects of accessibility as needs vary depending on the end user. Departments and their designers should make sure when preparing communications material that it is suited to the needs of their target audiences and that alternative formats are available if necessary. Further guidance is available from your usual departmental marketing/communications advisor.

INTERNAL TYPEFACES

There is no intention that government should adopt Franklin Gothic across all of its PCs. Details are provided in Section 3 to show the recommended typefaces and point sizes which should be used for letters and other similar communications.

Don't distort or alter:



Never change the typefaces



Never create a single colour version which uses two tints of Pantone 281 - this will create the impression of a lilac colour and will compromise the approved departmental colour scheme



Never change the position of the logo or the structuring of the identity

Choosing backgrounds:

Photographic backgrounds

Make sure that **all** elements of identity - logo, name and web address - are easy to read. Complicated, dark background images will present obvious problems of legibility.



Coloured backgrounds

Always choose colours which complement the colours of the identity, for example when selecting coloured stationery stock.

Using the logo creatively and consistently:



Never swap the position of the two colours



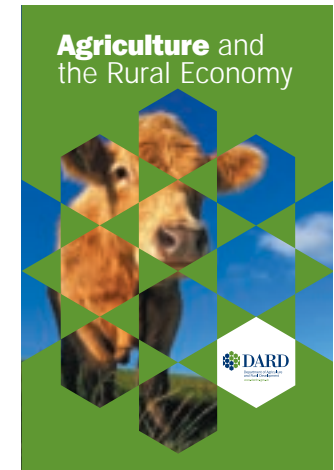
Never redistribute the colours



Never distort the logo



Never tint the logo



However, **do** think creatively!

SECTION 3:

Applications

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Letterheads

Introduction

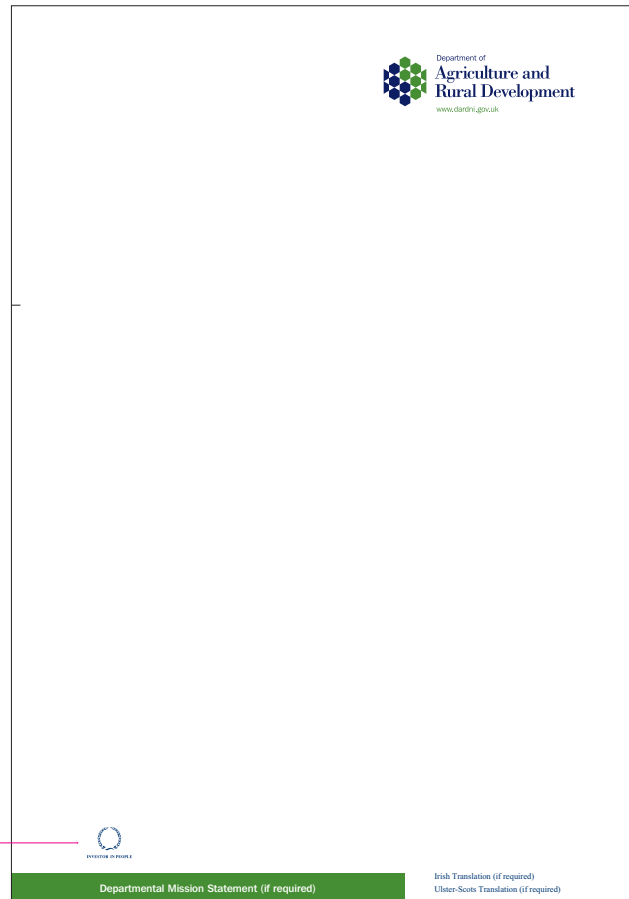
A template system for stationery is proposed for all departments.

Only the generic departmental information is printed commercially, with specific address information printed from the user's PC at the same time as the body text for the letter. This will achieve substantial cost savings across government.

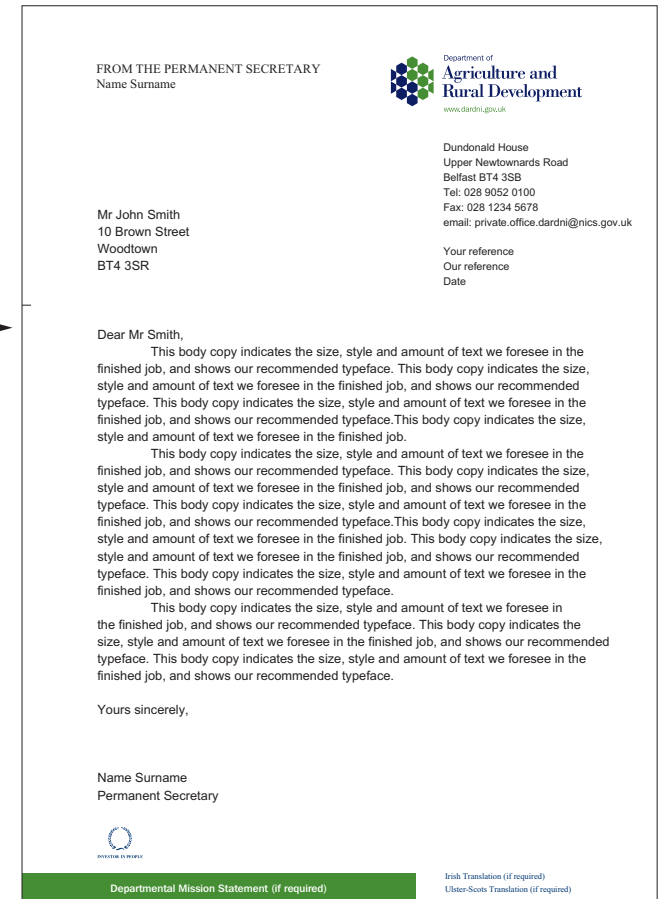
However if departments prefer to pre-print stationery with addresses and personal information already included this can be done by following the guidelines given on page 42.

The recommended page layouts are shown on the next few pages and should be followed as closely as possible.

IF A DEPARTMENT HAS IIP ACCREDITATION, THE LOGO MAY BE POSITIONED HERE



SAMPLE LETTERHEAD:
GENERIC PRE-PRINTED INFORMATION



SAMPLE LETTERHEAD:
SHOWING USER-PRINTED INFORMATION IN BLACK

FROM THE PERMANENT SECRETARY
Name Surname



Department of
**Agriculture and
Rural Development**
www.dardni.gov.uk

Dundonald House
Upper Newtownards Road
Belfast BT4 3SB
Tel: 028 9052 0100
Fax: 028 1234 5678
email: private.office.dardni@nics.gov.uk

Mr John Smith
10 Brown Street
Woodtown
BT4 3SR

Your reference
Our reference
Date

Dear Mr Smith,

This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job.

This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.

This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.

Yours sincerely,

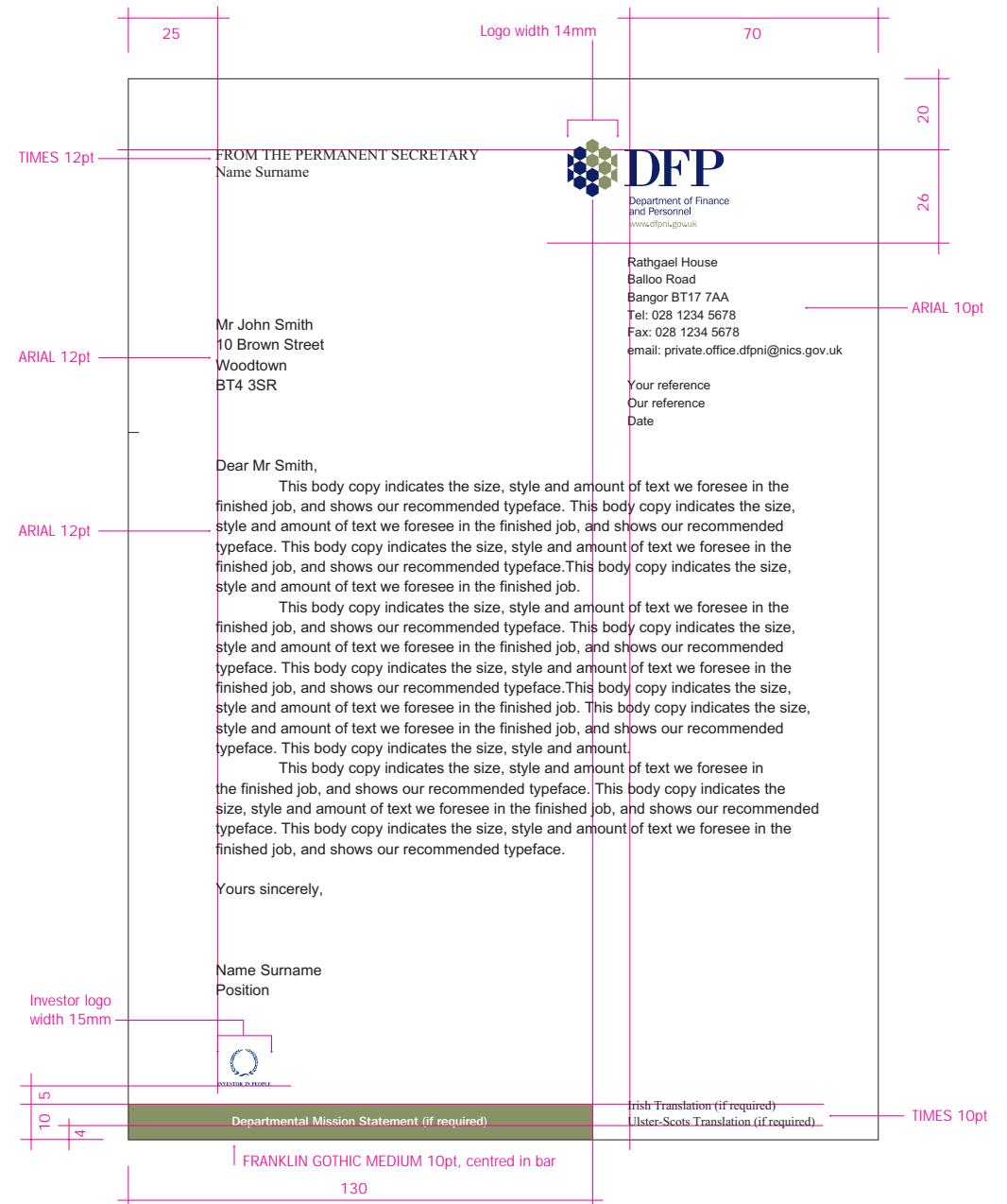
Name Surname
Permanent Secretary



Letterheads

Overall guidelines

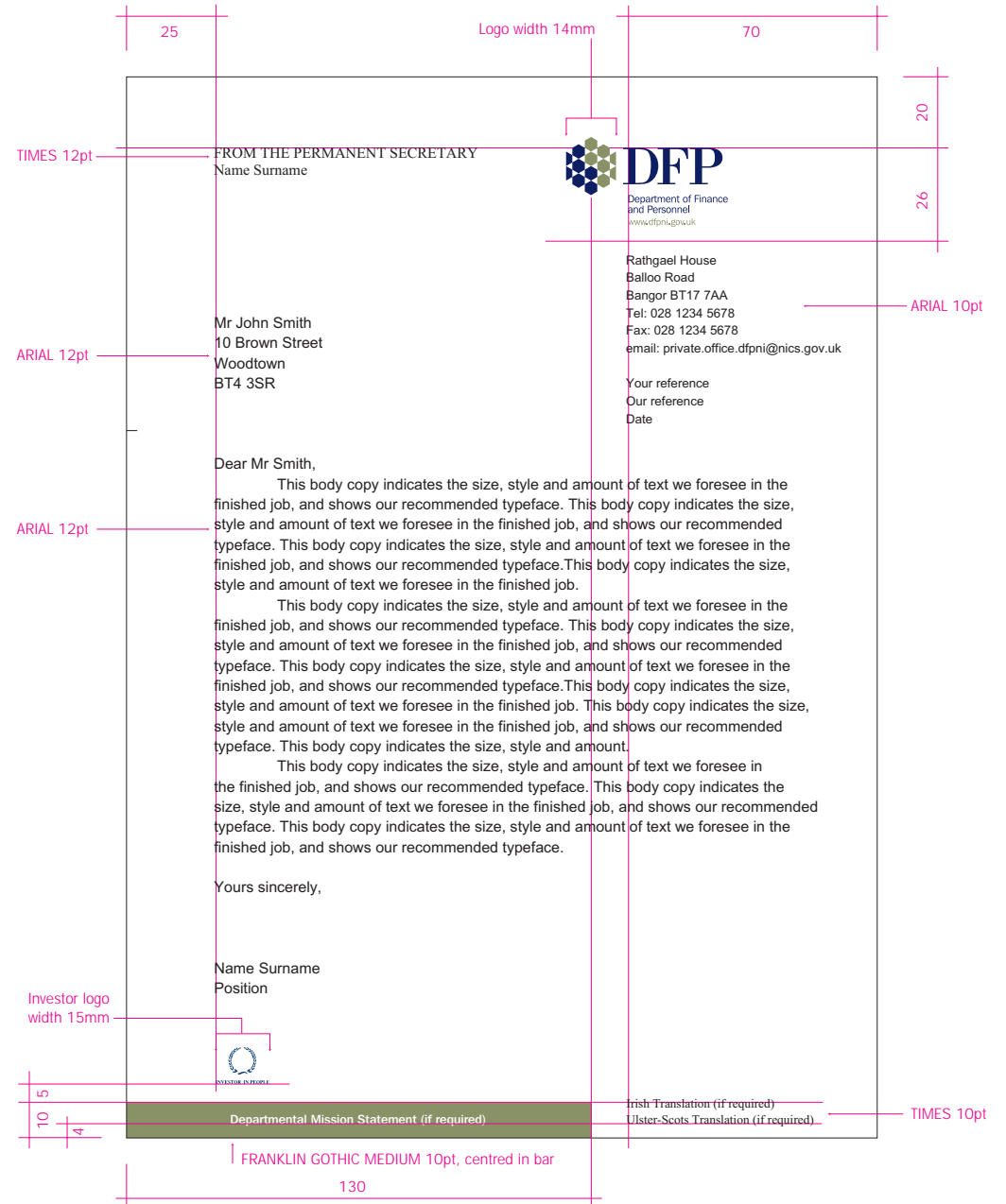
- The template measurements work for both the acronym and full name versions of the identities.
- Each department will be printing 2-colour stationery.
- The coloured bar has been designed to reinforce the department's secondary colour. It can also be used to carry a departmental mission statement. This should be reversed out of the bar, or printed in Pantone 281.
- All information shown here in black can be printed from the user's PC. As each desktop printer is different, make sure you check the print area limits of your own machine. This is best achieved by printing a solid black A4 sheet; this will show the white "grip" area around the edges of the sheet which your printer cannot apply ink to.
- IIP identification can be incorporated. This should be printed in Pantone 281.
- White paper stock is recommended for cost efficiency, however coloured paper stock is permitted, provided the paper compliments the colours of the identity.
- For departments which need to use other languages, options are shown on page 44.



Letterheads

Fonts

- The recommended font for correspondence is Arial.
- The recommended font for personal information is Times.
- Minimum point size for text is 12pt, but this may need to be increased to suit the needs of the end user.
- Address information should be 10pt.
- Address information should be aligned directly below the lettering in the department’s logo.
- If the department chooses to pre-print address information, Franklin Gothic Book 10pt is the recommended font.





Letterheads

Language issues (see note on page 19)

Where a department uses languages other than English on its stationery, three different locations have been prepared to incorporate these requirements.



TEMPLATE ONE:

OTHER LANGUAGES PRINTED COMMERCIALY, BOTTOM RIGHT OF THE LETTERHEAD.

<p>Mr John Smith 10 Brown Street Woodtown BT4 3SR</p>	 Department of Finance and Personnel www.dfp.nidirect.gov.uk Rathgael House Balloo Road Bangor BT17 7AA Tel: 028 1234 5678 Fax: 028 1234 5678 email: private.office.dfpni@nics.gov.uk Your reference Our reference Date
<p>Dear Mr Smith,</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p>	
<p>Yours sincerely,</p>	
<p>Name Surname Position</p>	
	
<p>Departmental Mission Statement (if required)</p>	<p>Irish Translation (if required) Ulster-Scots Translation (if required)</p>



TEMPLATE TWO:

OTHER LANGUAGES PRINTED BY THE USER, BOTTOM LEFT OF THE LETTERHEAD.

<p>FROM THE PERMANENT SECRETARY Name Surname</p>	 Department of Finance and Personnel www.dfp.nidirect.gov.uk Rathgael House Balloo Road Bangor BT17 7AA Tel: 028 1234 5678 Fax: 028 1234 5678 email: private.office.dfpni@nics.gov.uk Your reference Our reference Date
<p>Mr John Smith 10 Brown Street Woodtown BT4 3SR</p>	
<p>Dear Mr Smith,</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p>	
<p>Yours sincerely,</p>	
<p>Name Surname Position</p>	
	
<p>Departmental Mission Statement (if required)</p>	<p>Irish Translation (if required) Ulster-Scots Translation (if required)</p>

TEMPLATE THREE:

OTHER LANGUAGES PRINTED COMMERCIALY, AS PART OF THE DEPARTMENT'S CORPORATE IDENTITY (SEE NOTE ON PAGE 19).

<p>FROM THE PERMANENT SECRETARY Name Surname</p>	 Office of the Department of Finance and Personnel www.dfp.nidirect.gov.uk Airgeadais agns Pearsanra www.dfp.nidirect.gov.uk Sillir an Fowk Guideship 財政及人事局 Rathgael House Balloo Road Bangor BT17 7AA Tel: 028 1234 5678 Fax: 028 1234 5678 email: private.office.dfpni@nics.gov.uk Your reference Our reference Date
<p>Mr John Smith 10 Brown Street Woodtown BT4 3SR</p>	
<p>Dear Mr Smith,</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p> <p>This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.</p>	
<p>Yours sincerely,</p>	
<p>Name Surname Position</p>	
	
<p>Departmental Mission Statement (if required)</p>	<p>Irish Translation (if required) Ulster-Scots Translation (if required)</p>

Letterheads

for divisions and branches

These templates show how a letterhead should be designed for individual divisions or branches within a department.

The magenta guidelines (shown right) show how the name of the division or branch should be positioned - 25mm from the left hand side, and ideally in line with the text in the department's logo.

The name of the division or branch should never be larger than the department's logo.

Letterheads

for divisions and branches - with approved logos

In some departments some branches have developed their own logos and letterheading. Given the corporate intention of the identity, dual logos on letterheads are the exception rather than the rule. An example would be a branch with an internationally recognised symbol such as the Central Emergency Planning Unit. Approval to use two logos should be sought from the Permanent Secretary or his/her departmental nominee.

This template shows how a letterhead should be designed for circumstances where approval has been given.

The dotted area indicates the maximum area available for the logo of the division or branch to appear within. The logo should be positioned from the top left hand corner of this area and should not extend beyond the area's limits.

The second logo should never be larger than that of the department.

25 45

16

25

Office of the
**First Minister and
Deputy First Minister**
www.ofmdfmi.gov.uk

Central Emergency Planning Unit
First Floor The Arches Centre
11-13 Bloomfield Avenue
Belfast BT4 3SR
Tel: 028 9052 8862
Fax: 028 9052 8875
email: cepu@ofmdfmi.gov.uk

Your reference
Our reference
Date

Mr John Smith
10 Brown Street
Woodtown
BT4 3SR

Dear Mr Smith,

This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.

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Yours sincerely,

Name Surname
Position

INVESTOR IN PEOPLE

Departmental Mission Statement (if required)

Irish Translation (if required)
Ulster-Scots Translation (if required)

Continuation paper

One template applies to all continuation paper. This carries only the coloured bar/departmental mission statement.

These should be in exactly the same position as on the letterhead.

25

ARIAL 12pt

This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface. This body copy indicates the size, style and amount of text we foresee in the finished job, and shows our recommended typeface.

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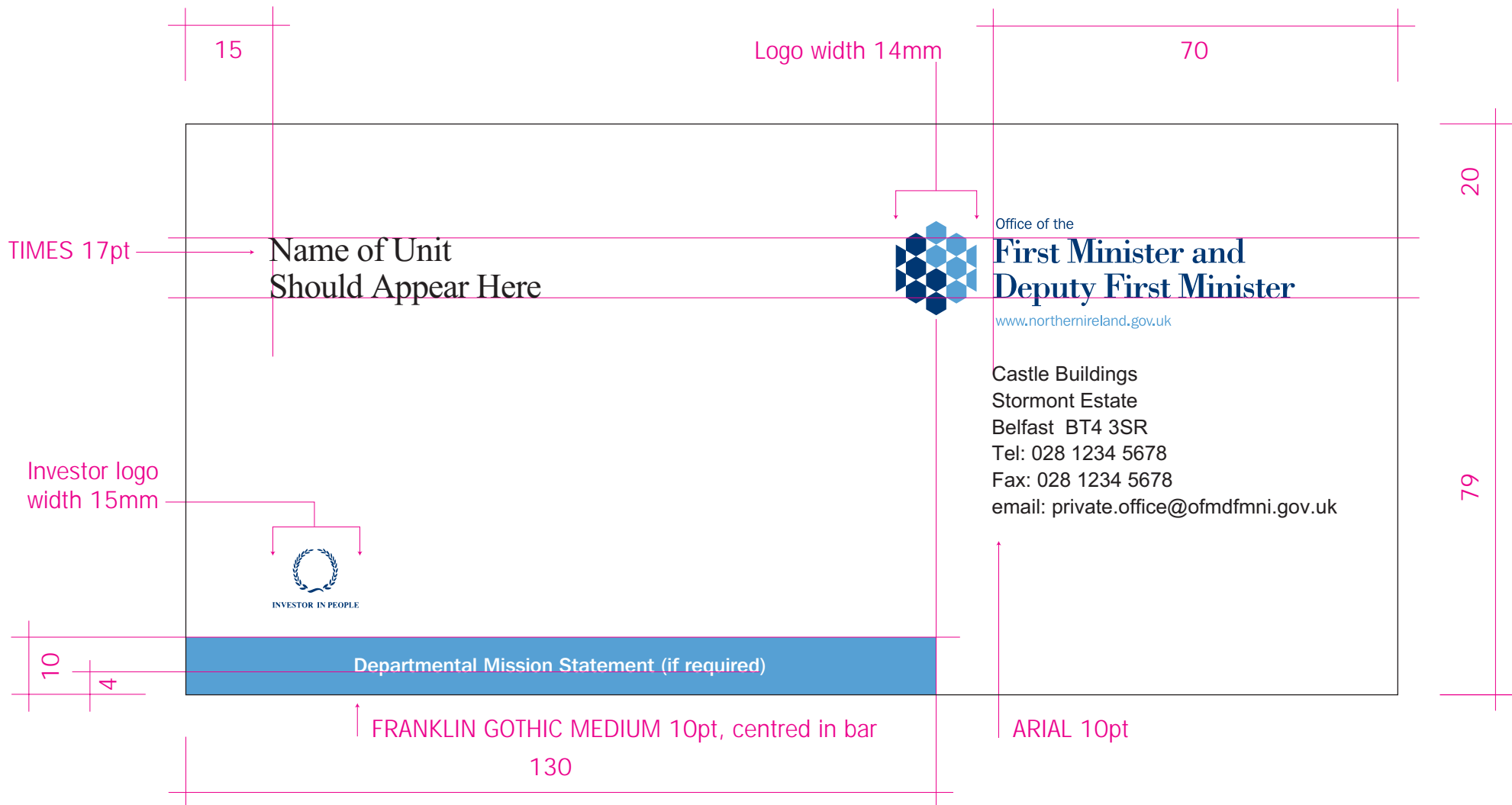
Yours faithfully,

Name Surname
Position

Departmental Mission Statement (if required)

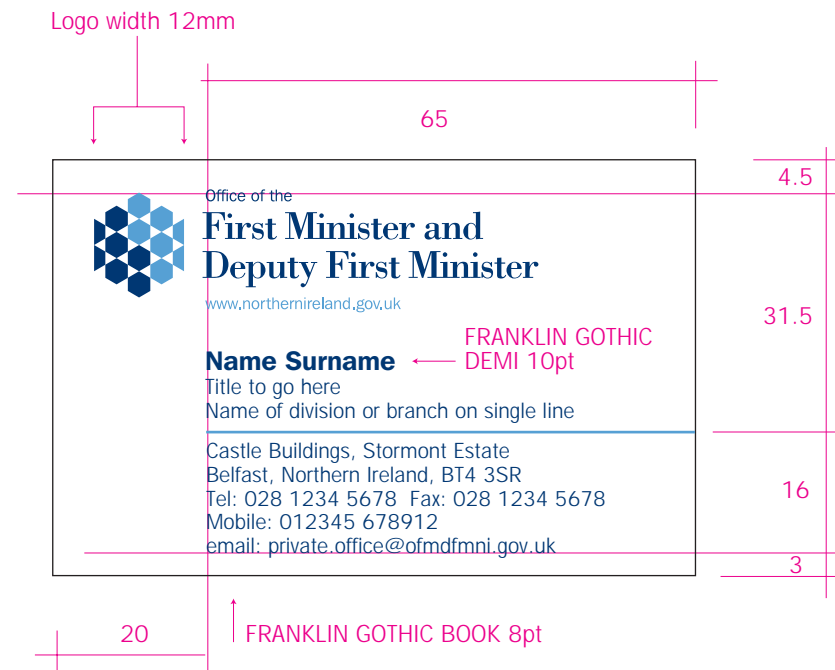
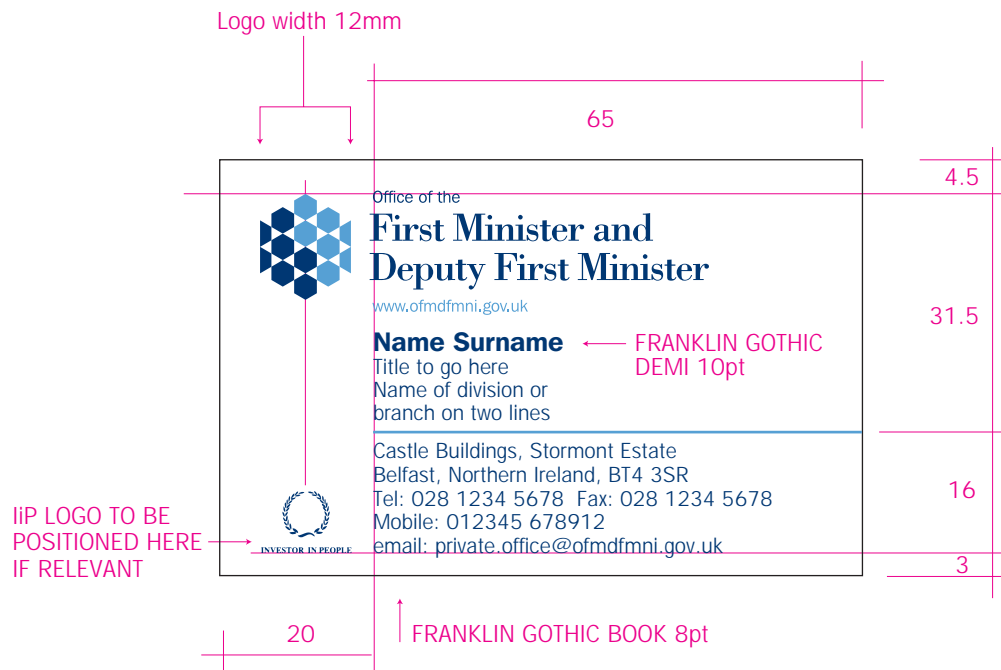
Compliments slips

The template for compliments slips is a shortened version of the letterhead.
Any address information can be printed from the user's PC as with the letterhead.

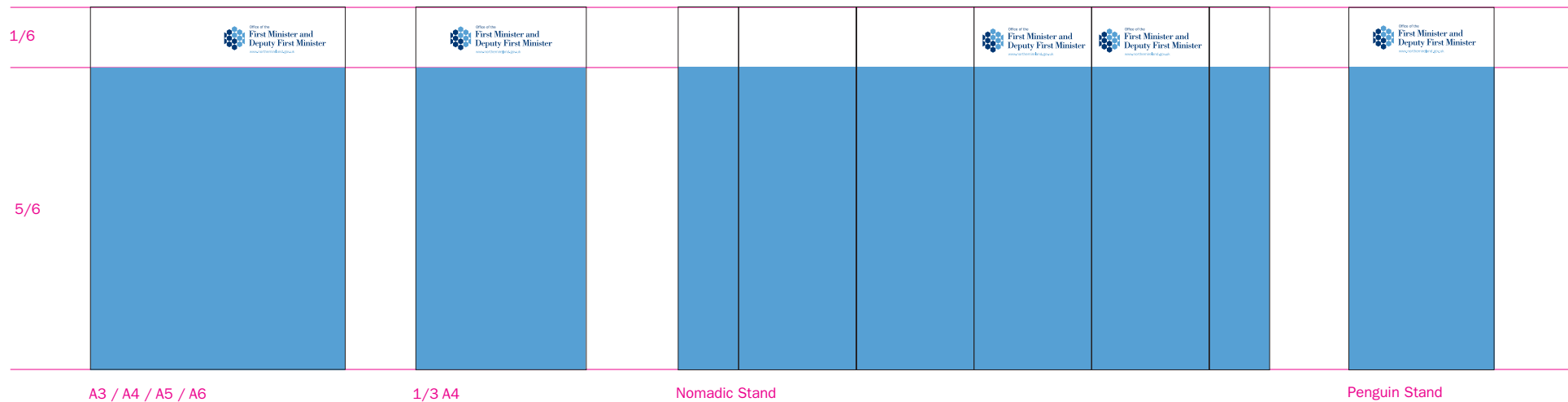


Business cards

All business cards should be 85mm x 55mm as shown, and all information should be commercially printed. It is not recommended to print business cards from the user's PC.



General application guidelines:



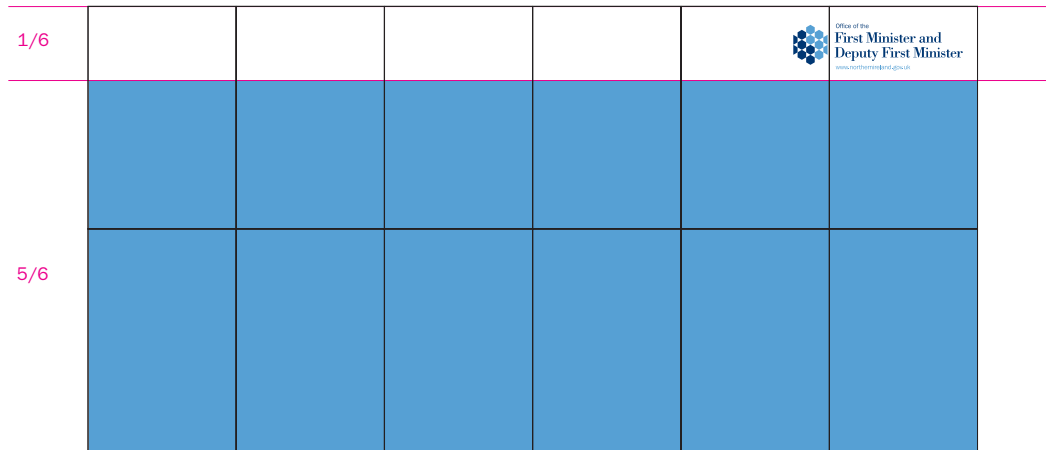
In general day-to-day usage of the new corporate identity for each department, most media work well when divided into a ratio of 1/6 - 5/6.

This allows a clear area in which the relevant departmental logo can appear without complex background graphics.

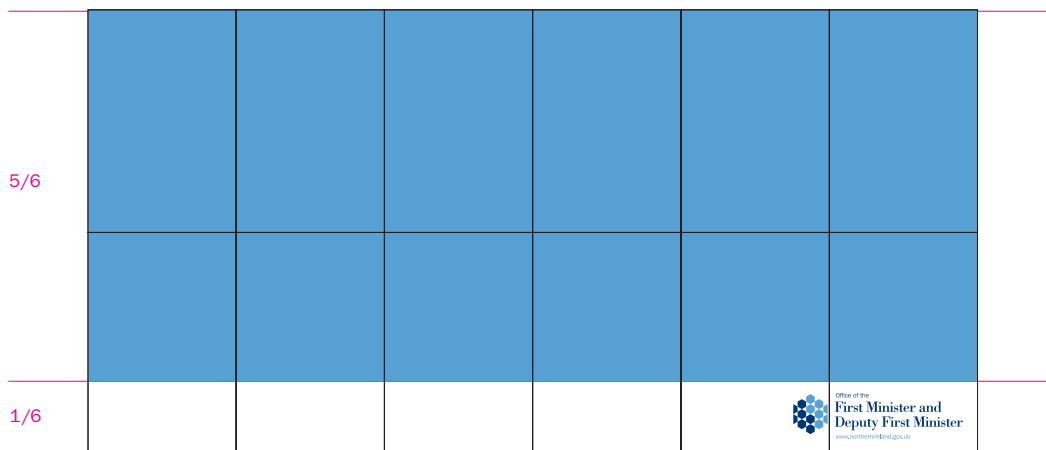
However, this is not a rigid rule which must be used in every circumstance. Other permissible usages of the corporate identity are shown on pages 52 and 53.

When two or more departmental logos need to be used:

- the logos should always be the same size
- for presentation reasons the versions used should ideally be consistent, ie acronym or full name.



48 sheet poster



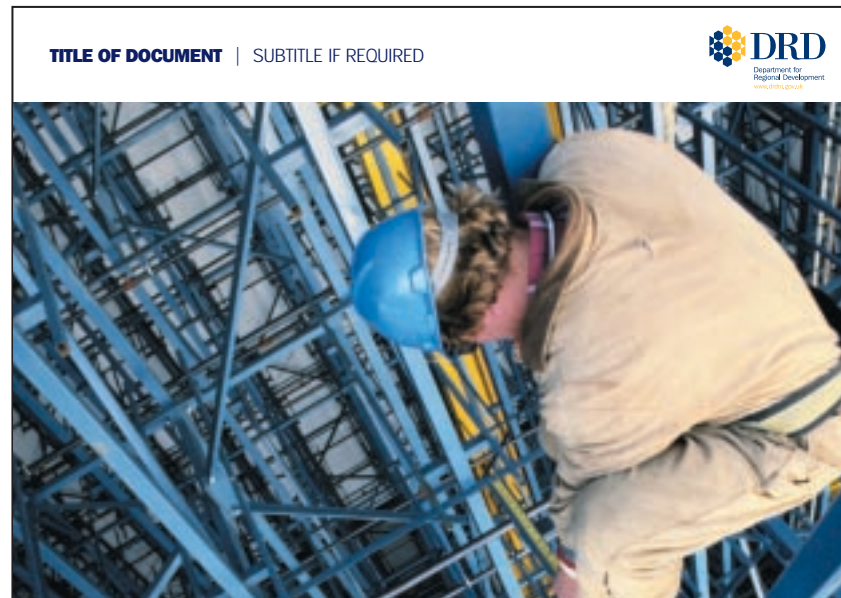
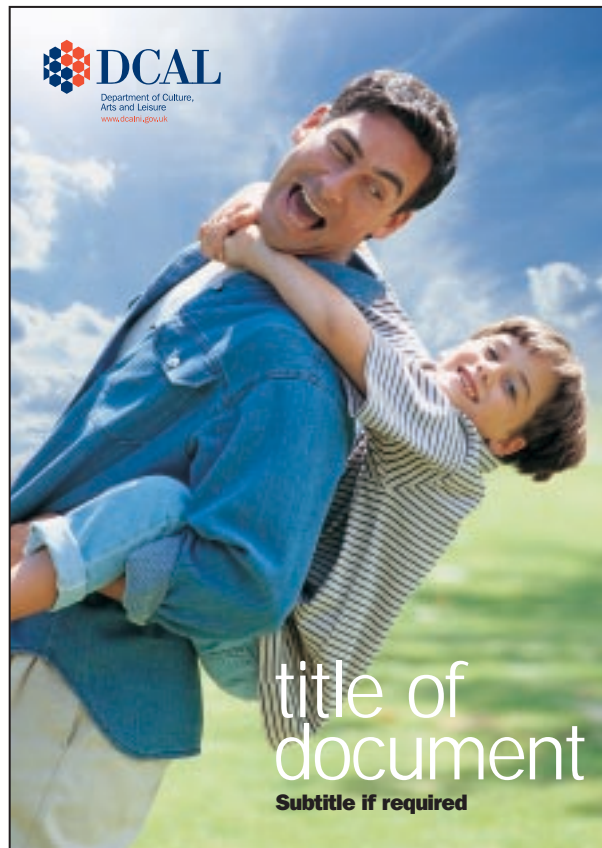
48 sheet poster

With 48 sheet posters, the 1/6 clear area may be moved to the bottom of the poster.

NOTE: 48 sheet poster sites may vary in size; it is good practice to allow a “safe area” around the edges of the poster to allow for this variation to ensure that no graphics are lost if the poster needs to be trimmed by the contractor to fit the size of the site.

A4 External publication covers

Portrait and landscape



The rules of application are simple and straightforward. It is important that our identity is enjoyable to work with rather than restrictive and problematic.

One common sense rule applies - **make sure the identity is visible and legible.** The document examples on this page show that the identity can be positioned where appropriate - left or right, top or bottom - just ensure that the protection zone and minimum sizes are observed.

Landscape or portrait formats are acceptable; the identity can appear on a photographic background as long as it is clearly legible.

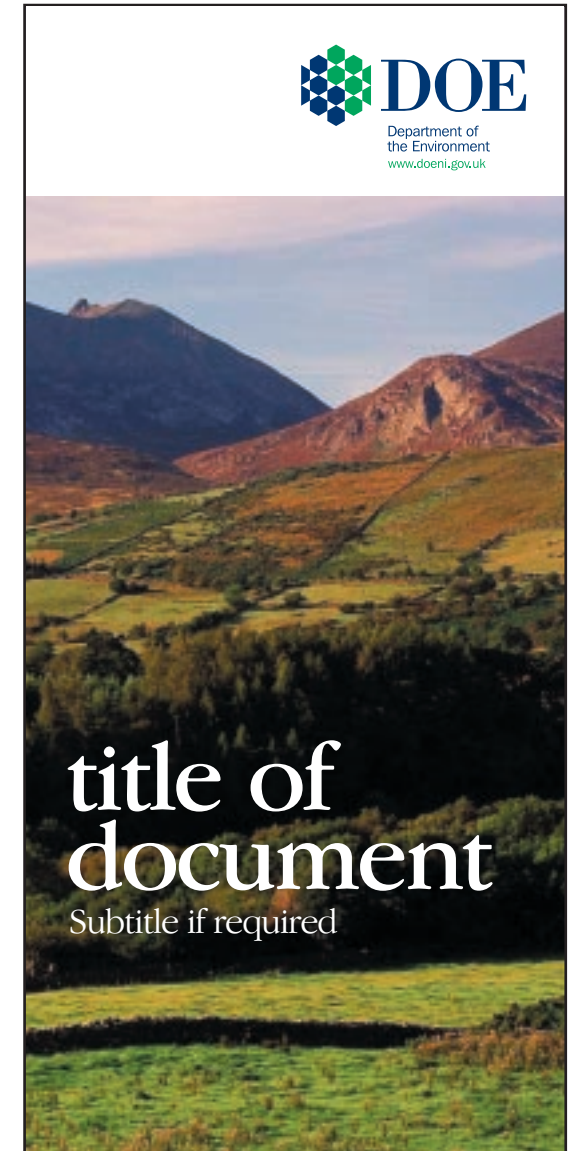
In more complex situations, keep things simple by positioning the identity within a clear white area, ideally by using the 1/6 to 5/6 ratio.

1 / 3 A4 leaflet covers

The rules of application for this format are the same as those for A4.

The identity can be positioned where appropriate - left or right, top or bottom - just ensure that the protection zone and minimum sizes are observed.

Landscape or portrait formats are acceptable; the identity can appear on a photographic background as long as it is clearly legible. In more complex situations, keep things simple by positioning the identity within a clear, white area.



2 colour projects



Department for
**Employment
and Learning**

www.delni.gov.uk

Materials being printed in two colours should use the department's Pantone colours whenever possible.

In circumstances where the department's identity is being featured in a two colour publication being produced by a separate organisation, but the two colours being used are not the same as the department's colours, great care should be exercised. It is important that our corporate identity programme is as consistent as possible.

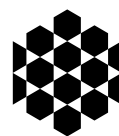
In these situations the single colour version (Pantone 281), the grayscale version or the black version should be used.

If these options are not appropriate please seek guidance from the relevant departmental staff. A last resort may be to print the single colour version of the department's identity in the darkest colour being used in the publication. Approval must be given for this usage.



Department for
**Employment
and Learning**
www.delni.gov.uk

SINGLE COLOUR
PANTONE 281



Department for
**Employment
and Learning**
www.delni.gov.uk

SOLID BLACK



Department for
**Employment
and Learning**
www.delni.gov.uk

GRAYSCALE



REVERSALS: If reversals are necessary, the background colour should be Pantone 281, or the department's own colour.

Reversing out of other colours is not desirable and will only be tolerated when working with a third party, and if absolutely unavoidable.

Single colour projects



Materials being printed in single colour should use one of the department's Pantone colours - preferably Pantone 281 whenever possible.

In circumstances where the department's identity is being featured in a single colour publication being produced by a separate organisation, but the colour being used is not the same as the department's colour, great care should be exercised. It is important that our corporate identity programme is as consistent as possible.

In these situations the single colour version (Pantone 281), the grayscale version or the black version should be used.

If these options are not appropriate please seek guidance from the relevant departmental staff.



SOLID BLACK



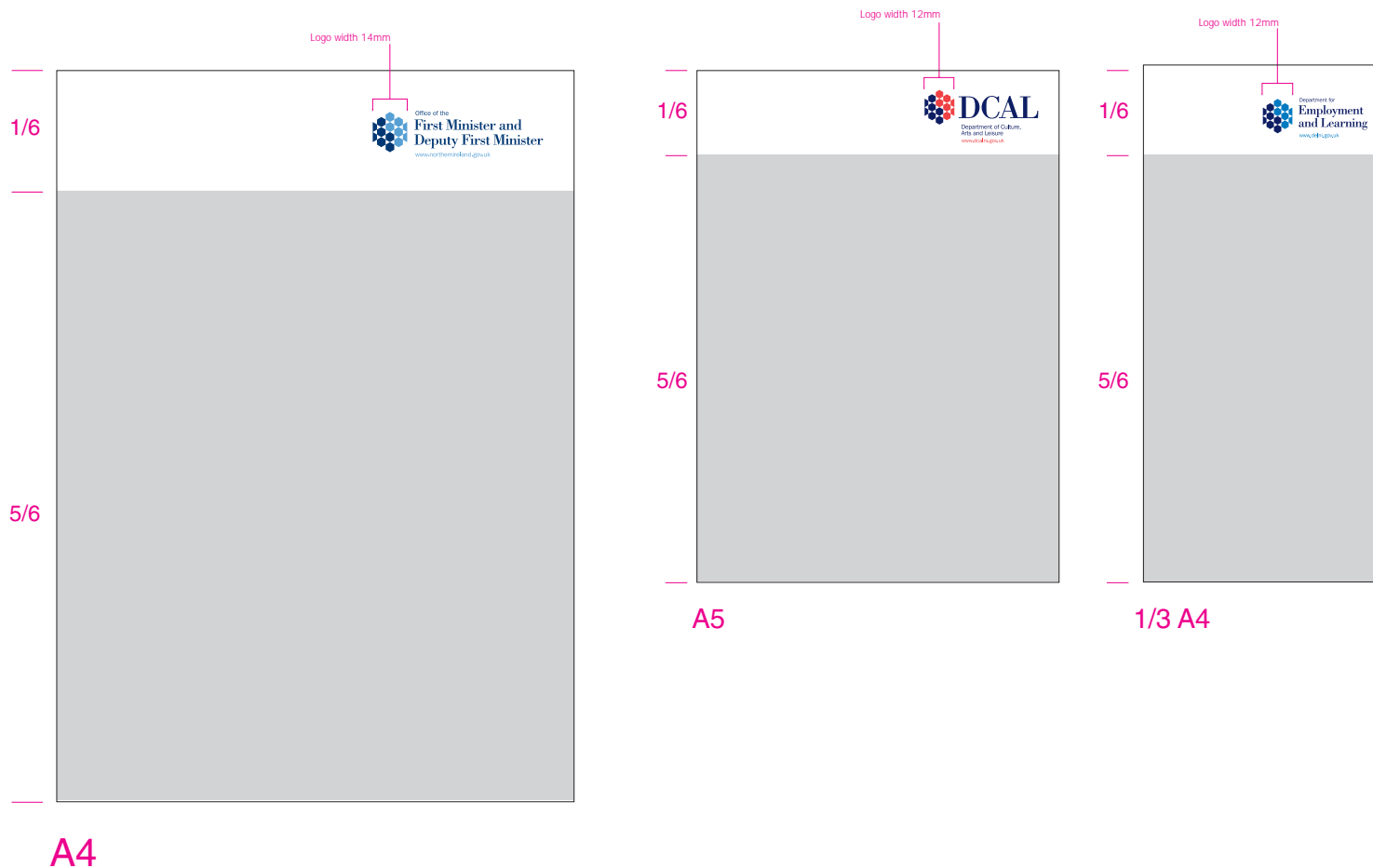
GRAYSCALE



REVERSALS: If reversals are necessary, the background colour should be Pantone 281, or the department's own colour.

Reversing out of other colours is not desirable and will only be tolerated when working with a third party, and if absolutely unavoidable.

Logo sizes on A-series documents



We recommend that the following sizes are used:

- A4: logo width 14mm
- A5: logo width 12mm
- 1/3 A4: logo width 12mm

Please ensure that there is sufficient space around the logo to allow it to be easily legible to the reader.

Press advertising

(Example: 2 col x 17cm Belfast Telegraph)

A range of templates have been designed. Each department must follow these examples in order to set a new, consistent styling across all government advertising work. The templates have been designed to achieve clarity and economy.

Column widths vary; the examples shown on this page fit Belfast Telegraph columns.

Campaign-based advertising should follow the styling of the core campaign, using the relevant logo files as previously demonstrated.

Note: the examples below are 50% reductions, not full size.

DSD
Department for Social Development
www.dsdni.gov.uk

A New Vision for Belfast City Centre
Have you a view on how your city centre could be improved?
We would like to hear from you:

The Department for Social Development has published for consultation an ambitious regeneration framework for Belfast City Centre. The "Belfast City Centre Regeneration Policy Framework" sets out a 15 year plan to maximise the regeneration potential of the City and re-position Belfast as a leading European city

We would welcome your views on the plan for the city centre.

Copies of the document can be obtained by telephoning 028 9027 7638 or by writing to the address below. The document is also available on our website, by going to www.dsdni.gov.uk and clicking on the consultation zone in the main menu.

How to Respond
Comments on the proposals set out in the Consultation Document should be sent by Friday 12 September 2003 to:

Brenda Henderson
Urban Regeneration & Community Development Group
2nd Floor, McKelvey House
25 Wellington Place, Belfast BT1 6GD
or by email to: brenda.henderson@dsdni.gov.uk

www.dsdni.gov.uk

INVESTOR IN PEOPLE

Solid Black Version

DSD
Department for Social Development
www.dsdni.gov.uk

A New Vision for Belfast City Centre
Have you a view on how your city centre could be improved?
We would like to hear from you:

The Department for Social Development has published for consultation an ambitious regeneration framework for Belfast City Centre. The "Belfast City Centre Regeneration Policy Framework" sets out a 15 year plan to maximise the regeneration potential of the City and re-position Belfast as a leading European city

We would welcome your views on the plan for the city centre.

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2nd Floor, McKelvey House
25 Wellington Place, Belfast BT1 6GD
or by email to: brenda.henderson@dsdni.gov.uk

www.dsdni.gov.uk

INVESTOR IN PEOPLE

Grayscale Version

DSD
Department for Social Development
www.dsdni.gov.uk

A New Vision for Belfast City Centre
Have you a view on how your city centre could be improved?
We would like to hear from you:

The Department for Social Development has published for consultation an ambitious regeneration framework for Belfast City Centre. The "Belfast City Centre Regeneration Policy Framework" sets out a 15 year plan to maximise the regeneration potential of the City and re-position Belfast as a leading European city

We would welcome your views on the plan for the city centre.

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2nd Floor, McKelvey House
25 Wellington Place, Belfast BT1 6GD
or by email to: brenda.henderson@dsdni.gov.uk

www.dsdni.gov.uk

INVESTOR IN PEOPLE

Colour Version

10mm

30°

DSD
Department for Social Development
www.dsdni.gov.uk

Logo width 12mm

A New Vision for Belfast City Centre
FRANKLIN GOTHIC MEDIUM (this example 20pt)

Have you a view on how your city centre could be improved?
We would like to hear from you:

FRANKLIN GOTHIC BOOK (this example 10pt)

TITLE PANEL

The Department for Social Development has published for consultation an ambitious regeneration framework for Belfast City Centre. The "Belfast City Centre Regeneration Policy Framework" sets out a 15 year plan to maximise the regeneration potential of the City and re-position Belfast as a leading European city

We would welcome your views on the plan for the city centre.

HELVETICA CONDENSED (this example 8pt)

Copies of the document can be obtained by telephoning 028 9027 7638 or by writing to the address below. The document is also available on our website, by going to www.dsdni.gov.uk and clicking on the consultation zone in the main menu.

How to Respond
Comments on the proposals set out in the Consultation Document should be sent by Friday 12 September 2003 to:

Brenda Henderson
Urban Regeneration & Community Development Group
2nd Floor, McKelvey House
25 Wellington Place, Belfast BT1 6GD
or by email to: brenda.henderson@dsdni.gov.uk

www.dsdni.gov.uk

30°


10mm

INVESTOR IN PEOPLE

The title panel can vary in depth to accommodate the headline message of the advert, as shown across the following examples.

Press advertising

(Example: 3 col suiting News Letter & Banbridge Chronicle dimensions)



Office of the
**First Minister and
Deputy First Minister**
www.ofmdfmi.gov.uk


North Belfast Community Action Unit

Community Initiative

- ARE YOU a local community representative in North Belfast?
- Do YOU represent a community organisation in your area?
- ARE YOU aware of the community issues affecting your area?
- WOULD YOU like to share your experience with and learn new experiences from, other community representatives in North Belfast?
- WOULD YOU like to influence the design and development of programmes to build community capacity in North Belfast?

If you have answered YES to the majority of these questions then we would like to hear from you.

The North Belfast Community Action Unit are looking for a number of community leaders to participate in a Community Initiative to develop a series of community capacity building programmes for North Belfast.



www.ofmdfmi.gov.uk



Office of the
**First Minister and
Deputy First Minister**
www.ofmdfmi.gov.uk

Northern Ireland Race Equality Strategy

Public Consultation Seminars

The Race Equality Unit in the Office of the First Minister and Deputy First Minister has arranged three public seminars at a number of venues throughout Northern Ireland to discuss the NI Race Equality Strategy.

The seminars will begin at 2.00pm on the following dates:

24th JULY 2003
Calgach Centre 4 – 22 Butcher Street, Londonderry

28th JULY 2003
Bank Buildings, 26 Market Sq, Dungannon.

29th JULY 2003
Indian Cultural Centre, 88 Clifton Street, Belfast

Ms Fee Ching Leong of OMI Consultancy will chair the seminars and copies of the Race Equality Strategy and a summary will be obtained from the Race Equality Unit or on the internet at www.newtsni.gov.uk

For further information or if you require additional assistance please contact the Race Equality Unit on
Phone: (028) 90523248/90523417
Fax: (028) 90523323
Email: raceequality@

Everyone Welcome



www.ofmdfmi.gov.uk

Press advertising

(Example: 4 col dimensions suited to Morton Group newspapers)
how the departmental logo should appear when used in support of other logos



**EU Programme
for Peace and Reconciliation**



**VIOLA MILEITIOU - URSULA MARIEN PERLE
- PRESIDENT OF THE PEACE AND RECONCILIATION
COMMISSION**

EU Programme for Peace and Reconciliation in Northern Ireland and the border region of Ireland 2000-2004 (PEACE II)

Outward and forward looking region @ measure 4.1

Funding has been under the EU Programme for Peace and Reconciliation to support suitable projects.

Projects should meet the overarching aims of the Peace II Programme by:

- Embodying the specific objectives of the distinctiveness of the Programme by addressing the legacy of conflict and/or taking opportunities arising from peace.
- Addressing the Horizontal Principles of economic and social sustainability. New targeting social need, environmental sustainability, partnership, equal opportunities and publicity and transparency.
- Embodying the priority aim and objective of Measure 4.1 to make Northern Ireland and the Border region of Ireland a more outward and forward looking region by developing networks of co-operation on a cross-sectoral basis and encouraging a structured approach to participation in wider European and international networks.

We are seeking projects which meet the objective of this Measure, namely to:

- Encourage a constructive dialogue with other regions, in the EU or beyond, on economic, social and environmental matters.
- Develop networks of co-operation on a cross-sectoral basis within Northern Ireland and the Border Region, and/or between these regions and Europe or other countries.
- Encourage a structured approach to participate and knowledge both within Northern Ireland and the Border Region and with European or other international networks.
- Enable an exchange of best practice and knowledge both within Northern Ireland and the Border Region and with European or other international networks.

Preference may be given to those projects that:

- Use networks to develop new, or improve existing capacity;
- Use best practice models to develop more effective policy processes;
- Are delivered by a structured approach which strategically addresses identified need;
- Ensures the benefits gained are available to others;
- Provide sustainable impact beyond the period of funding;
- Contribute to cross-sectoral understanding
- Demonstrate compatibility with the themes of the Programme for Government.

As part of the selection procedure all shortlisted projects will be subject to a value for money assessment. The closing date for applications is 26 April 2002
Application forms and further information are available from the website www.eugrants.org



**Office of the
First Minister and
Deputy First Minister**

www.ofmdfmi.gov.uk

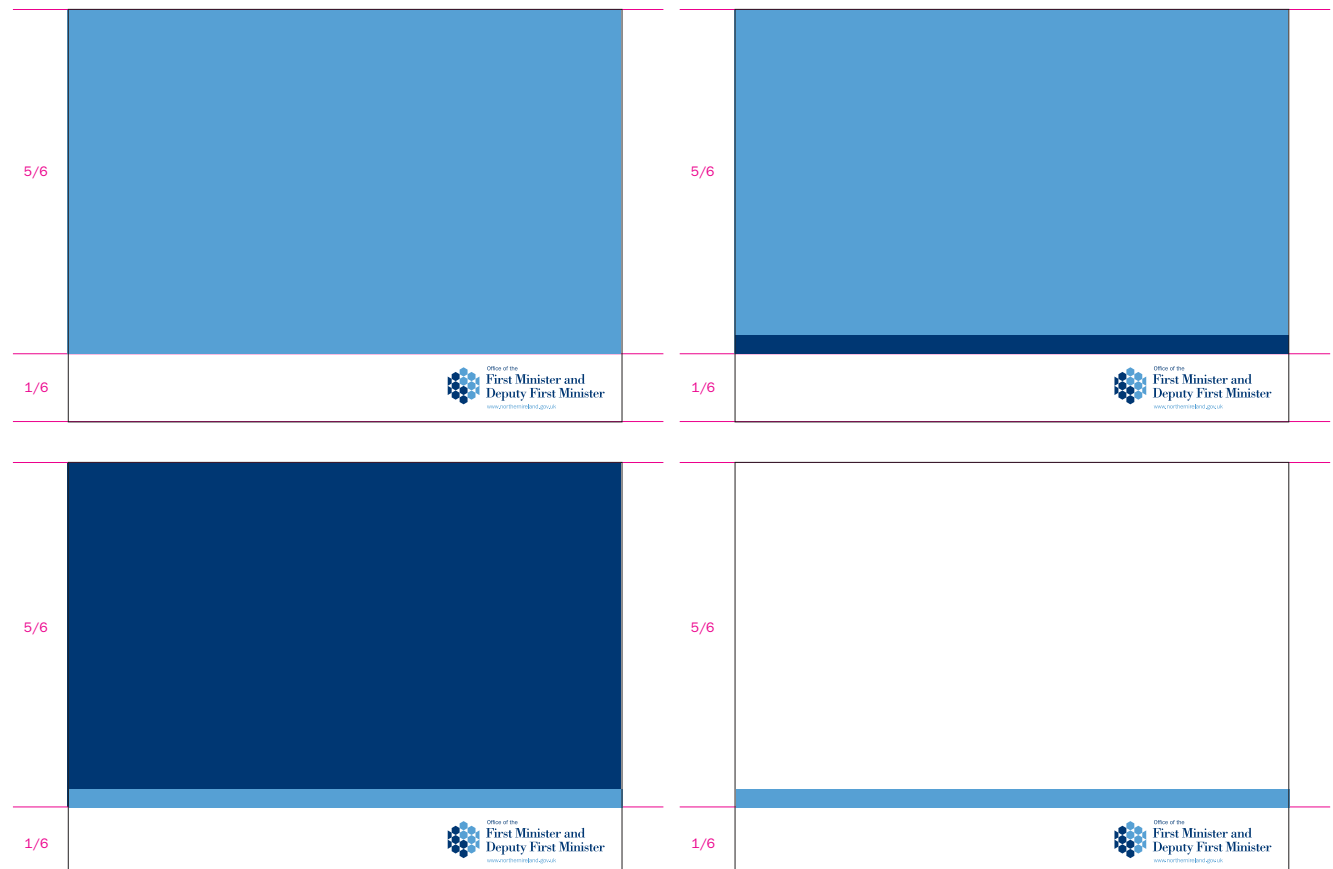
www.ofmdfmi.gov.uk

Powerpoint backgrounds

The 1/6 - 5/6 ratio is again recommended, allowing the logo of each department to sit clearly outside of any textual or graphic information.

In addition, each department should use its corporate colour to full advantage when possible.

Choices of typeface should be made in accordance with those which are universally available on all user's computers, and should be designed for optimum legibility.



Internet

The web address is a key element of the corporate identity.

It is important that the website for each department is:

- well branded, see minimum sizes on page 19.
- well designed, in terms of the graphics used, using the department's secondary colour prominently whenever possible.

There is no intention to issue strict guidelines as to the look of each department's web site. Designers should feel free to respond to the specific web design brief they will have been given by the respective departments, but should ensure that the guidelines above are observed.

Web designers should also make sure they operate in accordance with the central guidelines for the construction of web sites. Check with the relevant departmental web manager.

Logo files

A series of digital files have been created for each department, with two formats specifically produced for use on the internet - a gif file (for standard applications) and a vector file (to be used only if necessary). Both of these have been created using RGB colours and are available for immediate download.

Typefaces

The use of Verdana is recommended for HTML text.

Promotional materials

Exhibitions

Government uses a wide range of exhibition materials for various purposes such as press launches, public exhibitions and internal communication programmes.

Typically, this can include:

- pop-up systems
- penguin stands
- hanging banners / backdrops.

It is not intended to issue strict guidelines as to how the various identities should be applied, but designers should keep in mind that the identity should be at head height - the optimum location for press / tv exposure - and follow the usual recommendations with regard to sizes, backgrounds and protection zones.

Promotional items

There will be an ongoing need to produce a range of promotional items such as branded pens.

It is important to ensure that the identity is well printed, easy to read and accurate in colour.

Example - pens

Pens present unique branding issues. Because they are a narrow, long shape, it may be necessary to print the departmental logo around the curve of the barrel.



Promotional materials

Departments should feel able to brand any appropriate items; this page shows a range of possible applications for the new corporate identity. The standard guidance on colours and sizes applies.

It is important that our corporate identity is treated with respect and the branding of poor quality or gimmicky items is discouraged.



MOUSEMAT



HEXAGONAL COASTER



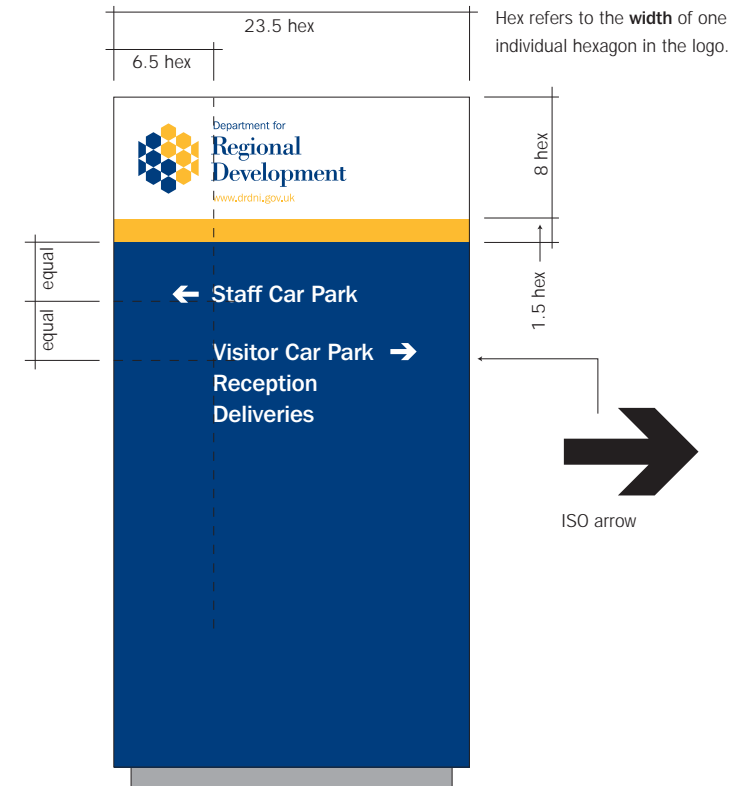
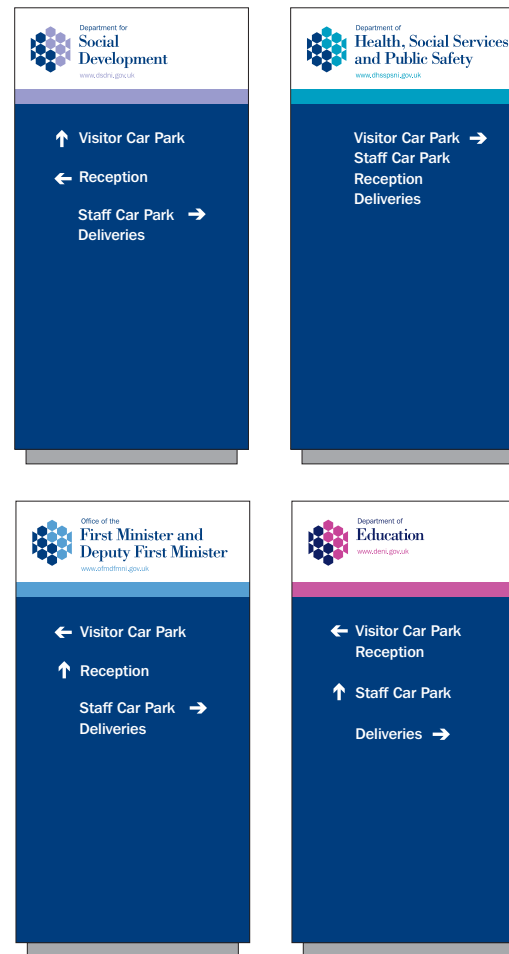
MUGS

Signage

As with other applications of the departmental identities, the key objective is clarity. Signage will be required in a wide range of shapes, formats and mechanisms; each should be considered on its own merit.

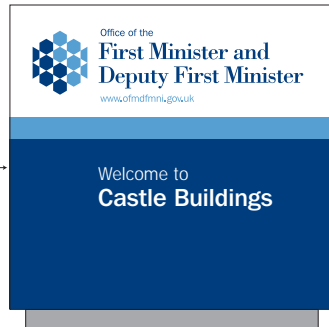
However it is important to ensure that the departmental identities and colour schemes are used to maximum advantage - the examples on this page show the preferred applications. In certain circumstances totem style directional signs may be appropriate.

NOTE: Care should be taken to ensure that any new signage being procured is of good, robust quality. Poor quality signage will undermine the credibility of our new corporate identity.



Group text by direction as indicated.
 Last group to point right where possible.
 Position arrows as indicated:
 pointing left or up to the left of text, pointing right to right of text.
 Try to limit the use of arrows pointing at 45 degrees.

Franklin Gothic Book, welcome to



Primary totem sign with welcome



Secondary totem sign with directions

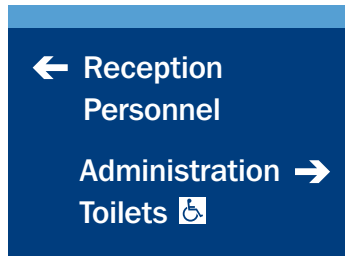
Franklin Gothic Book for levels



Internal wall mounted directory sign

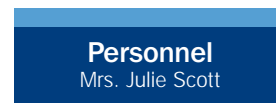


Logo only wall plaque



Internal wall mounted directional signs

← Approximate proportions of colour coded bar - 1 high x 15 wide



Internal door mounted identification sign

← Franklin Gothic Book for name



Internal hanging or wall mounted identification sign

General notes regarding signage:

1. Hex refers to the width of one individual hexagon in the logo.
2. Where possible finishes to be semi-matt (except where durability prohibits this).
3. Use only the correct ISO arrow on directional signs.
4. All text on signs to be Franklin Gothic Medium (or Franklin Gothic Book where indicated).
5. The first letter only of each key word to be a capital, this aids legibility.

Internal usage

DSD project

When using the new corporate identity internally the guidelines on usage become more flexible. Internal staff will be aware of the department and its functions, and therefore the corporate identity may be adapted for specific communications requirements.

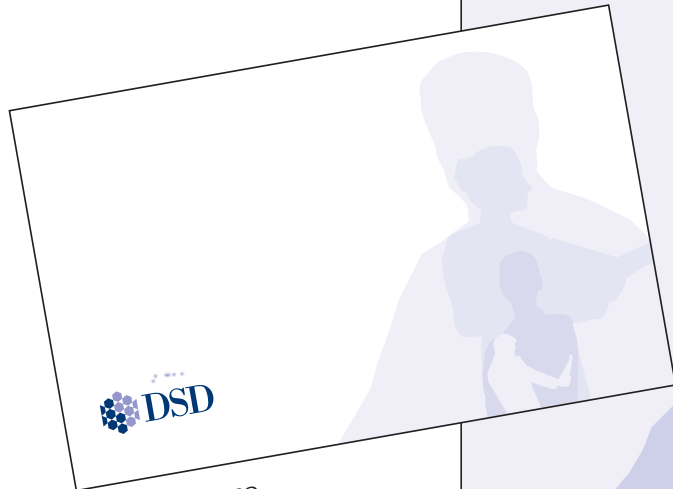
These pages show a Department for Social Development internal programme - "Together DSD".

- The web address and name of the department may be dropped.
- An additional graphic - the word "together" in a hand script has been introduced. This is acceptable as the core logo is still dominant. Any additional graphics or messages must be secondary to the core identity.
- There is no deviation from the corporate colours for the department.

Internal use of the corporate identity should be handled with care. Designers should consult with the relevant departmental staff for approval.

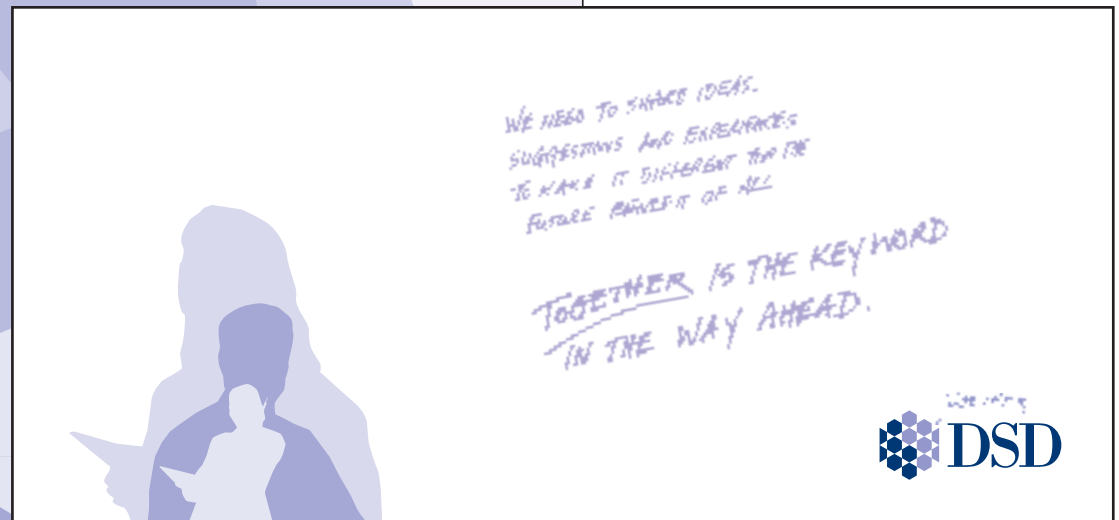


TOGETHER DSD LOGO - INTERNAL USE ONLY



POST-IT NOTES

LEAFLET



NOTEPAD

SECTION 4:

Agencies

- 70 The endorsement of agencies
- 71 Stationery
- 72 Vehicle livery and signage
- 73 Brochures and leaflets
- 74 Press advertising

The endorsement of agencies

All agencies which exist within the Northern Ireland departments have developed distinct visual identities of their own.

It is essential in order to brand the agency as being part of the relevant department, that an “endorsement” identity is used. The only exception is on the face of business cards where space is so limited the agency logo alone is acceptable.

The agency endorsement when correctly implemented serves to reinforce the connection between agency and core department.



In some situations it is acceptable to use a white panel as a background for the two colour agency endorsement identity. This is particularly useful for agencies who have strongly coloured vehicles, eg Roads Service or Forest Service, and will make it easier to apply the endorsement identity.

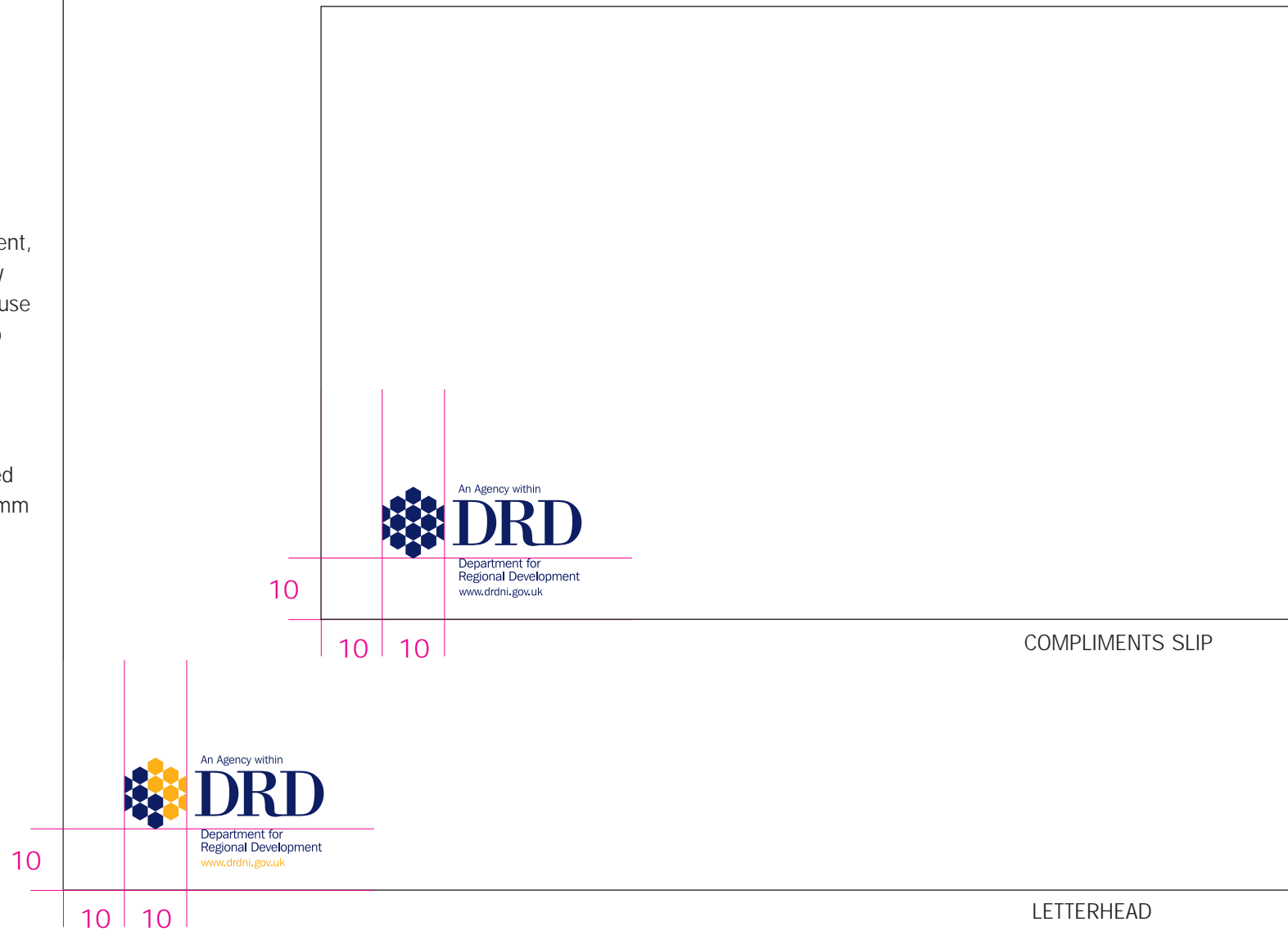


Stationery

In order to ensure recognition of the department, the colour version of the endorsement identity should be used where possible. However the use of a single colour Pantone 281 version is also acceptable in circumstances where there is a colour clash between the colours of the department and the agency.

This endorsement identity should be positioned as shown - 10mm from the left side, and 10mm from the bottom edge - for letterheads and compliments slips.

The logo width should be 10mm.



Vehicle livery and signage

There is no intention to issue strict guidelines as to the specific sizes the endorsement logos should be - each vehicle type and signage programme has its own unique requirements.

The simplest guideline is to ensure that the departmental endorsement logo is large enough to be easily legible, but discreet enough to ensure it doesn't conflict with the agency's own identity.

The background panel shown on page 70 should be used if necessary to avoid colour clashes with the agency colours.

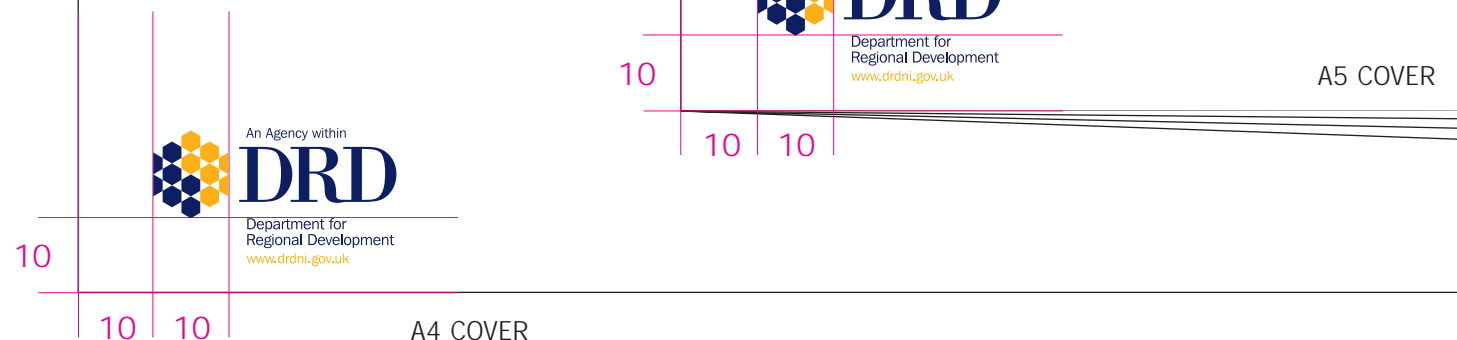


Brochures & leaflets

All printed materials produced by an agency should carry the endorsement logo. This is simply a case of introducing the new logo in a similar location as with stationery - in the bottom left or right corner on the front cover.

As with stationery, the endorsement logo should ideally be produced in its two colour version, however use of a single colour Pantone 281 version is acceptable if necessary to avoid colour clashes with the agency logo.

The logo width should be 10mm.



Press advertising

There is no intention to issue strict guidelines as to the specific sizes the endorsement logos should be - each press advertisement has its own unique requirements.

The simplest guideline is to ensure that the departmental endorsement logo is large enough to be easily legible, but discreet enough to ensure it doesn't conflict with the agency's own identity.

A minimum size of 10mm logo width applies.

ROADS Service

Temporary Traffic Regulation

Notice is hereby given that under the Road Traffic Regulation (Northern Ireland) Order 1997 - Article 7 (1) and (3), Downview Avenue, Belfast from No. 5 Downview Avenue to Antrim Road, will be closed to through traffic, from Monday 21st July 2003 until Monday 25th August 2003. The closure is required for essential water main works.

Alternative Route:-
Donegall Park Avenue -
Innisfayle Road

Authorised Officer:-
Joe Drew
Divisional Roads
Manager

An Agency within
DRD
Department for
Regional Development
www.drdni.gov.uk

SECTION 5:

Availability and guidance

78 Working with colour
80 Availability
81 Questions?

Working with colour

The techniques used to create colour and the media that the colour is used on differ enormously and at best any designer and client should work to minimise the inevitable variations.

A well-planned corporate identity manual and a vigilant client who is committed to maintaining consistency are required to ensure an identity is implemented successfully, particularly a corporate identity programme which is as comprehensive as this one.

PRINT: There are essentially two standard worldwide ink techniques - the Pantone system which uses specially-mixed inks and the CMYK system which uses a combination of tiny dots of four different inks - cyan, magenta, yellow and black - to create millions of possible colours. Pantone inks are used for "spot colour" print jobs, such as corporate stationery; CMYK will typically be used where "full colour" is required, such as photographically-driven brochures.

- There is a degree of variation when matching a CMYK colour to its Pantone equivalent. In some cases the variation is almost indiscernible, in others it can be more apparent. The CMYK values of the departmental corporate colours have been carefully adjusted to achieve the maximum Pantone to CMYK colour match.
- The choice of material ie the paper or board also affects how an ink performs. For example, a Pantone colour printed on uncoated paper such as a letterhead will be absorbed into the paper, creating a slightly dull look. The same ink printed on coated paper, for example for a business card, will not be absorbed and will create a richer and more vibrant look.

- Printing presses can also vary. The same project printed by two different printing companies can be subtly different, due to how the press has been set up or even the temperature of the room. It is always important to liaise closely with printers if precise colour matching is critical.

PAINT AND VINYL: Even more variation can arise here. Once again, different manufacturers use differing systems. There are global standards, but these don't correspond precisely to the Pantone, CMYK or RGB systems. Paint and vinyl colour references are supplied where possible.

In some cases there may not be a precise "off-the-shelf" paint match. Paint mixing is suggested for these circumstances, to be matched to the Pantone colour as closely as possible. This is a standard practice.

DTP: DTP machinery is relatively low-cost and it is unreasonable to expect 100% colour accuracy from this type of equipment, even if regularly calibrated by an IT professional.

The multi-billion dollar global "colour industry" has not yet developed an agreed standard. No-one should expect an inexpensive desktop inkjet printer to be completely colour accurate.

SCREEN: There are over 700 Pantone colours; there are many thousands of CMYK colours; theoretically there are millions of screen colours.

- Historically the view has been that RGB screen-based colours should be chosen from the traditional websafe RGB 216 colour selection. This was devised some years ago, as many users had older monitors which had limited colour display capabilities. A further limitation was the small amount of memory in the graphics card in their computers hard drive - the more memory, the more colours the computer can display.
- However the technology has advanced since those early days of desktop computing. For example a 4mb graphics card is needed to display millions of colours, but most computers have been supplied with 8mb minimum for some years now. The vast majority of users are no longer limited to this 216 colour palette and designers/clients should not consider themselves to be limited to this relatively small range.
- The current estimations are that around 95% of users are no longer limited to 216 colours.
- RGB colours don't use ink or pigment, they are "created" from the tube of a monitor or projector.

Availability

A comprehensive set of digital files has been created for each department's corporate identity, for both the full name and the acronym versions.

These files are on the accompanying CD Rom and are also available for immediate download from www.northernireland.gov.uk/identity

ACRONYM VERSION	FILENAMES (using OFMDFM as an example):
CMYK	OFMDFM-cmyk.eps
PMS (2 colour)	OFMDFM-pms.eps
PMS (Single Colour)	OFMDFM-281.eps
Grayscale	OFMDFM-grey.eps
Black	OFMDFM-black.eps
White reversed	OFMDFM-rev.eps
Multilingual (CMYK only)	OFMDFM_Lingual-cmyk.eps
Bilingual (CMYK only)	<i>no bilingual acronym version</i>
Endorsement (CMYK only)	OFMDFM_Agency-cmyk.eps
RGB (Vector)	OFMDFM-rgb.eps
RGB (GIF)	OFMDFM-rgb.gif
RGB JPEG (low resolution)	OFMDFM-rgb_hr.jpg
RGB JPEG (hi resolution)	OFMDFM-rgb_lr.jpg
FULL NAME VERSION	
CMYK	OfficeFMDFM-cmyk.eps
PMS (2 colour)	OfficeFMDFM-pms.eps
PMS (Single Colour)	OfficeFMDFM-281 .eps
Grayscale	OfficeFMDFM-grey.eps
Black	OfficeFMDFM-black.eps
White reversed	OfficeFMDFM-rev.eps
Multilingual (CMYK only)	OfficeFMDFM_Lingual-cmyk.eps
Bilingual (CMYK only)	OfficeFMDFM_BiLingual-cmyk
Endorsement (CMYK only)	OfficeFMDFM_Agency-cmyk.eps
RGB (Vector)	OfficeFMDFM-rgb.eps
RGB (GIF)	OfficeFMDFM-rgb.gif
RGB JPEG (low resolution)	OfficeFMDFM-rgb_lr.jpg
RGB JPEG (hi resolution)	OfficeFMDFM-rgb_hr.jpg

Questions?

If you have any questions about the corporate identity, please contact the Information Service at:

Information Service
Stormont Castle, Belfast
Northern Ireland BT4 3TT

Telephone: 028 9037 8113
Fax: 028 9037 8018
email: identity@northernireland.gov.uk

