

November 2022 v2

Belfast's

Playbook

A book you
can play with!

Belfast



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People visit places for all sorts of reasons but by far the largest single deciding factor is reputation; the mental images and emotional feelings that a place name evokes.

Naturally, if these images and feelings are negative then no one will want to come so all places (destinations, towns, cities, regions and countries) aim to engender positive images and feelings. The trouble is, there are just so many places.

Everywhere is competing to be the most beautiful, most fun, most luxurious, most energetic, most unspoilt or whatever it is that will seem most appealing to potential visitors. There is just so much information out there that to succeed, a place needs to project a clearly appealing offer that is differentiated and distinct. Something that potential visitors can easily latch onto, become engaged with and want to experience for themselves.

In branding terms, we call this a positioning - being able to 'own' a very definitive little slice of the market that, when managed properly, will translate into massive visitor numbers.

And reaching this ideal positioning happens when how we view ourselves, what we tell others about ourselves and how others perceive us, are all aligned. The more alignment, the stronger our brand positioning and the stronger our reputation. So, the key to our success is within our control - by being very aware of how we view ourselves and carefully curating what we tell others about ourselves.

How We View Ourselves Is About Our Authentic Character And The Sum Of Experiences We Offer. What We Tell Others, Are The Engaging Stories We ReCount About Those Experiences.

This is our place brand and it is a genuine collaboration that comes from within the city and is expressed outwardly through the passionate people who bring it to life. Citizens, students and business people all have a voice and a stake in the decisions that affect their communities. They tell the stories that shape public perception; they create meaningful experiences that make a place what it is; the brand belongs to them.

This document is designed as a tool to help all partners across the city communicate what makes Belfast unique and desirable.

By understanding our character

and being able to express it through the experiences we offer.

By defining themes

that will consistently frame the stories we tell about those experience.

By defining how existing visual & verbal elements

can work together to deliver appealing emotive expression.

This work aligns and synthesises extensive previous work dealing with our city identity, branding and positioning. It also reflects Belfast’s position as the tourism engine within Northern Ireland by integrating the strategic thinking and identity within the Embrace a Giant Spirit experience brand, to create a fully holistic marketing tool.

<i>Belfast Agenda</i>	<i>Belfast Brand</i>	<i>A City Imagining</i>	<i>Embrace a Giant Spirit</i>
<i>Blue Sail's Positioning Review</i>	<i>USI Belfast Story</i>	<i>Event Destination Hub</i>	<i>Belonging to Belfast</i>

The heart and soul of a brand.



Essence

A guiding commitment to providing a distinct experience that will positively impact a person's life.



Promise

An articulation of the overall experience that a destination provides - a sense of the distinctive and unique vibe that a visitor gets through their interaction with the place.



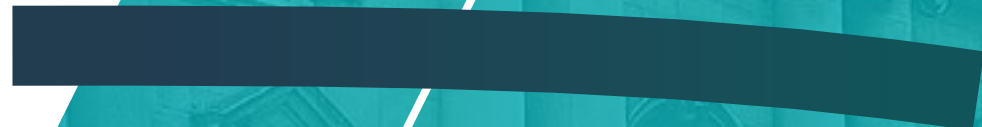
Story

A written expression of the destination's character. This introspective but also outward-facing commentary, highlights the key physical and emotional offerings that will create a distinctive brand positioning.



Narrative

The core offerings, experiences and identity that defines a place.



Assets and
personality traits



**PHYSICAL
ATTRACTION**

- Beautiful setting
- Hills, rivers & lough
- The sea enters the city
- Green spaces
- Close links to surroundings
- A compact city
- Human scale
- Architecture



**FLOATING
CITY**

- The sandbank as the source
- Always a gateway
- Walking on water
- Maritime powerhouse
- Titanic
- Maritime Mile
- Belfast Harbour
- Cruise Hub



**COMPLEX
HISTORY**

- Always a crucible
- History contested yet shared
- Industrial powerhouse
- Decline & rebirth
- Conflict & reconciliation
- Peace walls & murals
- Black cab tours
- A changing city



**UNIQUE
IDENTITY**

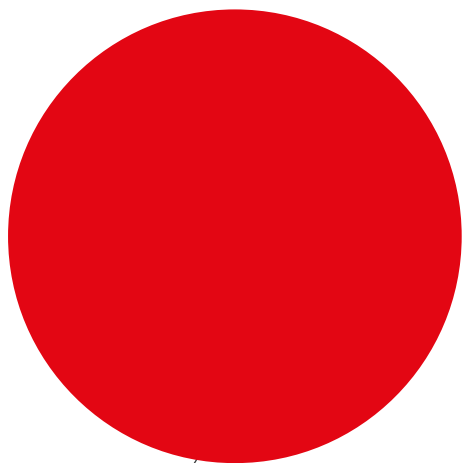
- Divided yet unified
- Challenging
- Creative tension
- Thriving arts & culture
- Pioneering & colourful
- Storytellers
- A fierce belonging
- Dark humour & big heart



**URBAN
APPEAL**

- Economic engine
- Smart city
- Evening economy
- Entertainment
- Food & music
- Conferences & exhibitions
- Vigorous development
- University city

Personality Traits

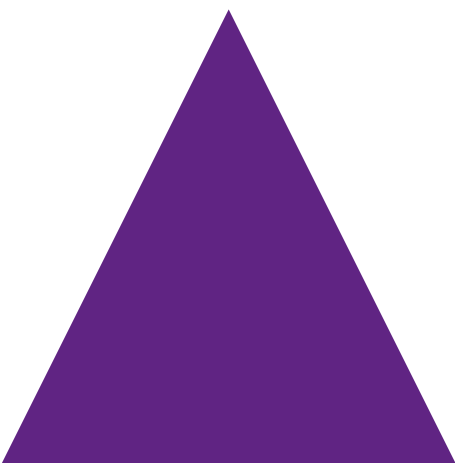


AMBITION

We are determined and single-minded. We want what's best for Belfast and each other.

We are resilient and positive about the future. We all need to become advocates for Belfast, whether in business, tourism or any other context.

Our tone is **Bright**



IMAGINATION

We imagined a city at peace. We imagined a city that the world would want to visit. We imagined a place where the young could stay and fulfil their ambitions.

We use our creativity to build new ideas and challenge the status quo. A city of innovation, creativity and ingenuity. We dream it then we do it.

Our tone is **Original**

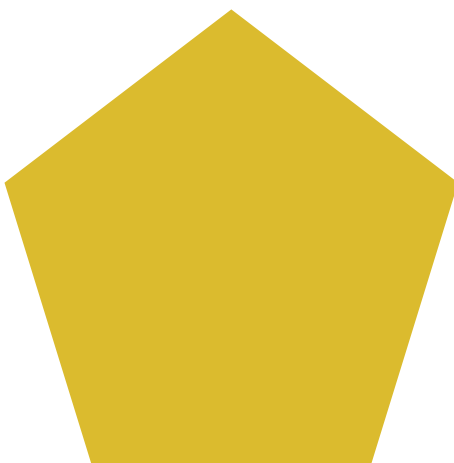


UNPRETENTIOUS

Belfast is real, gritty. We are straightforward, down to earth and honest.

We are true to ourselves; our welcome is genuine, not contrived. Our enthusiasm is natural, not forced. We give more because that's just how we are.

Our tone is **Natural**



SELF-BELIEF

We have confidence and conviction that we can achieve what we wish for. No matter what barriers are put in our way.

Working hard comes naturally to us. It's part of our make-up. But we play hard too and visitors to Belfast are welcome to join in.

Our tone is **Assured**

City Narrative

A written expression of the destination’s character. This introspective but also outward-facing commentary, highlights the key physical and emotional offerings that will create a distinctive brand positioning.

Obviously
Belfast

This is a city that confounds
expectations. A city that’s like no other.
For a capital city it’s small...compact.

But its heart is big
Its spirit strong
Its energy palpable
Its character stout
Its humour dark
And the craic is mighty

It’s a great wee city that welcomes you with open arms - and it’s ready to tell its stories to the world. For visitors there’s the unforgettable experience of being a city in transition - an edgy city that’s on the move. Colourful, complicated, messy... and magnificent. Because Belfast is a city that’s rich in so many ways.

Richly storied: an early coastal settlement named Béal Feirste, enfolded by hills, rivers and loughs, this is a place with a long and complex history, a tapestry of narratives, and now a new story in the making.

Richly ornate: this industrial powerhouse of the 19th and early 20th centuries has lavish façades and gorgeous interiors - not just the grand civic buildings but its pubs and cafés and hotels. And rich in culture, talent and creativity: with its history of making things, its extraordinary street art, its live music scene, its sporting legends and its unique dialect that helps give the city its different sound.

Belfast’s long been home to creators who dare to dream - industrial designers and innovators, technicians and craftspeople, as well as artists, writers and poets, music and film-makers. There are other giants in Belfast too - the world-famous story of the Titanic and the towering new edifice that marks its creation, the sleeping giant’s silhouette on the ever-present Belfast hills that encircle the city, the huge yellow dockside cranes Samson and Goliath which dominate the skyline, the Peace Walls that open your eyes to the recent troubled past.

In one trip you can experience a
Cultural City, a vibrant evening city,
a maritime river City, a university city,
a foodie city and an historic city.

Belfast’s story is all around you - it’s written (quite literally) in the paving stones and on the walls. And after a day or two here - walking the streets, hearing the stories, listening to the voices - you start to make the connections. You start to unlock the past. You start to understand the banter. You start to feel like you belong. Which is a nonsense, of course ... but tourism’s still relatively new here, and the people go out of their way to make you feel welcome.

There’s a generosity to strangers that can take the visitor by surprise ... but it shouldn’t: it’s part of the local DNA.
So...Belfast is ready. Are you?

Are you sitting
comfortably?

**Then it's time for
a good story...**

An articulation of the overall experience that a destination provides - a sense of the distinctive and unique vibe that a visitor gets through their interaction with the place.

Be ready for Belfast

Ready to discover and uncover the places and the people which are part of the remarkable Belfast story. Ours is not a city to view from an open top bus. Ours is a place to explore. Go find the wee places, those that less adventurous travellers will miss.

You are certain to meet plenty of characters. Don't be surprised if they go out of their way to help you on yours. Lending you a hand to unearth the stories of Belfast's past: the inventors, the entertainers, the writers and the heroes. You might even hear a tale or two about an unsinkable ship which left our port, destined to be the most famous ship of all.



After a while you will begin to sense it. Something almost intangible, but no less real. It's a buzz, an energy - the sense of a city resurgent, a city reimagined, a city moving forward. You'll want to tap into this energy, it's your fuel to keep exploring. When you do want to take some time out, you'll find that our bars, restaurants and coffee shops all have a distinct Belfast flavour.

Belfast is not picture perfect, and we wouldn't want to be. The Belfast way is real and comes with lots of passion. Belfast doesn't do boring or bland. Every day is full-on and full of discovery. Come and spend some time with us. Time you will never forget. We guarantee when you go home, you'll take a piece of Belfast with you.

Promise

A guiding commitment to providing a distinct experience that will positively impact a person's life.

Belfast, a city in transition
where you can feel the **energy**
of **positive** change.



Essence

The heart and soul of a brand.

Belfast, rewards
your **spirit**



Themes

Make emotional connections

So, what's the real-world benefit of understanding Belfast's proposition? How can we harness all of the good content within the previous section to make a difference in the real world? Simple. Themes.

Themes are what lie at the heart of great stories. Themes are what tie things together. Themes run through stories, giving them meaning and relevance. A story can meander, involving all sorts of places, people and exploits but it's the recurring theme, popping-up here and there, that conveys the story's central idea. And themes can be found in places. When you understand a place's assets and personality, it's narrative and story, it's promise and essence then you can uncover the themes that define how people will feel when in that place. Themes provide a compass for developing

experiences and improving communication so if your planning to provide any kind of visitor offering or tell a story to engage and inspire potential visitors then it is Belfast's themes that will provide you with inspiration.

Because they come from the very DNA of this place, our themes are authentic and unique. When the experiences we offer and the stories we tell all reflect our themes, then this, in turn, will strengthen our reputation for those themes and the whole system becomes a virtuous circle. And when this happens, Belfast becomes instantly and internationally recognised and desired for what we offer and who we are. So, for our future tourism success, our themes should be the source from which our experiences and our stories flow.

Natural
Gateway

Homespun
Pioneers

Small City
Big Heart

For us, it's
our Stories

A Natural Gateway

Belfast has always been a gateway. Our original sandbank, Béal Feirste, formed a vital link between ancient kingdoms and then, many years later, as a maritime hub, our linen, rope, whiskey and ships flowed out while people, progress and prosperity flowed in.

And this spirit is reborn today as we look outward, with confidence and positivity, enthusiastically adopting the new technologies, practices, attitudes and energies that will power the future, We're welcoming the world and we're also connecting more than every before with those closest to us.

So once you're here, make the effort; take the plunge; go explore the beauty that surrounds us. Leave this bustling city behind and go to the quiet hills, the open landscapes and the hidden gems, the sheltered coves and wild seascapes, the rich histories and the communities that thrive right on our doorstep.

**Sure, we know
you'll be back.**



Homespun Pioneers

Creativity and hard work, logic and magic, the best of both worlds, a wonderfully dual personality. That's what's always driven this city. From the industrial powerhouse that provided the world with Titanic, tyres and tractors to the complex cultural realms that nurtured CS Lewis, George Best, John Bell and David Holmes.

We're doers and dreamers. We don't sit still. We've been down but never out and now we're building a newly energised and sustainable city right before your eyes. So while you're here, challenge your own status quo and do what can only be done in this city. Immerse yourself in Titanic Belfast, reflect on the peace walls, walk the Maritime Mile, glide to Culturlann and pray for the best night of your life in the Cathedral Quarter.

**We work hard and play harder.
Don't be afraid to join us.**



Small City, Big Heart

For a small city on the edge of Europe, we punch well above our weight. It's in our complex history; it's in our position at the crucible of global events and it's in our DNA. We're straightforward star-gazers and down-to-earth dreamers. We are grit and glamour, we are energy unleashed and our welcome is warm, hearty and genuine.

During even a short time here you'll find a music city, an historic city, a smart city, a foodie city, a university city and a city packed full of unique cultural venues and experiences. All within a very walkable patchwork of intimate neighbourhoods and relaxing green spaces, framed between rolling hills and the embrace of the sea.

We willingly give more to our visitors because that's who we are.

**We love this place and we want
you to love it too.**



For us, it's our stories

Every city has its stories, but none quite like Belfast. We're a city where people love to talk, to banter, to share stories and give our visitors a sense of belonging.

And yet, belonging here is a complicated thing. Our incredible people, who give everything to this city, are part of a complex history that has etched contrast into the character of the place. The world knows perhaps one of our stories but today we have the confidence and conviction to tell them all.

We're ready to read from between the lines, where old boundaries are blurred and new stories are more painted with hope, than carved in stone. This self-belief and ambition is tangible in every experience, from visitor attractions and museums to cultural venues, taxi tours and the legendary craic to be had in our pubs and bars.

We imagined a city that the world would want, even dream, to visit and now it's happening, we're relishing in the telling of our stories.



Looking Good

The bits and pieces you need

A good brand is made up of many parts, six in our case. We have our brandmark, typography, graphic language, colour, tone of voice and imagery. Over the next few pages we shall explore how the Belfast brand, and its constituent parts, works when used in the arena of Representing, Cultural Animation and Destination Tourism. These guidelines are specific to that use.

Representing

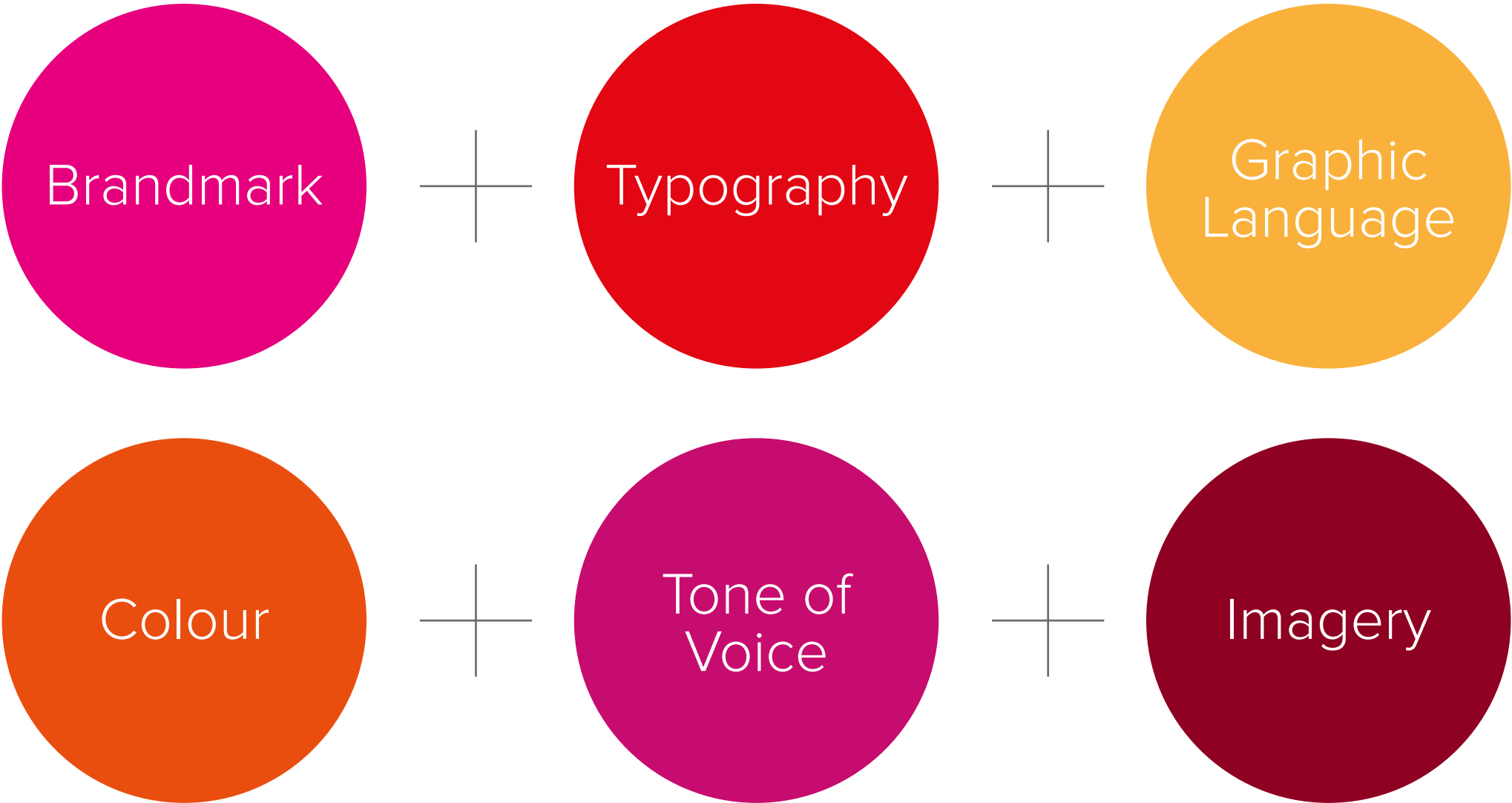
When we're simply 'representing' our city - saying "Hello, we're Belfast and we're great!"

Cultural Animation

When we're promoting Belfast's rich and varied cultural life.

Destination Tourism

When we're promoting Belfast to visitors, whether they be from just outside Belfast or from the furthest parts of the globe.





Starburst

was created to flex to suit different applications. So we flexed...



Representing

The original and much loved starburst. It hasn't disappeared and is still very much the symbol to represent Belfast.



Cultural Animation

The drawn starburst is used for Cultural Animation marketing. It has been created to fit appropriately with the textured and drawn nature of the Cultural Animation elements as well as the specific Cultural Animation colour palette.



Destination Marketing

The painterly starburst is used for Destination Marketing. It's painterly nature has been specifically designed to fit with the new Northern Ireland branding, in particular the Giant Spirit font and the Embrace brandmark.



Business Tourism

The progressive starburst is used for Business Tourism. It's bold, energetic nature has been specifically designed to reference the dynamic, disprutor nature of our business tourism offer and also hint at movement between an inner, solid core and outer regions.

Fonts

Fonts are a very important part of any brand identity system as they have the ability to express the personality of a place. The core font for Belfast is Proxima Nova. It is both a headline font and used for all body copy when representing the city.

Proxima Nova is the font which the word Belfast has been based upon within the starburst shape. So all materials which feature the font Proxima Nova should sit well with the landmark.

However, Northern Ireland has a new tourism font called Giant Spirit which is a very expressive painterly font. This font should be used as a headline font for all Cultural Animation collateral and on all Destination Marketing as either a headline or as a highlight font. When using the font as a highlight it should be used to add quirky, unusual information or to raise a smile. The nature of the font lends itself to these cheeky, quirky statements.

On all applications Proxima Nova should be used as body text. It is important to never use the Giant Spirit font for body text as it has been specifically created as a 'poster' or headline font.

NB. All fonts are protected by copyright and should be downloaded and purchased from original sources.

ABC
abcdefghi
123x

Proxima Nova

Representing

When representing the city everything is Proxima Nova - both headline and body text. The font is available as part of the Adobe Creative Cloud package.

ABC
abcdefghi

Giant Spirit

ABC
abcdefghi

Proxima Nova

Cultural Animation & Destination Marketing

The Giant Spirit font should be used as a headline or as a highlight font. The Giant Spirit font is available from Tourism Northern Ireland. Proxima Nova should be used for the body or support text.

ABC
abcdefghi

Northern Ireland

ABC
abcdefghi

Proxima Nova

Business Tourism

The Northern Ireland font should be used as a headline or as a highlight font. The Northern Ireland font is available from Tourism Northern Ireland. Proxima Nova should be used for the body or support text.

Graphic Language



Representing

We still love the Energy Line but now we have added energy marks. Use them to add energy to the creative. We explore them a little more on the next page...



Cultural Animation

There is a very particular textured illustrative style for cultural animation. Our new energy marks are still included but they are treated like the illustrations.



Destination Marketing

For all destination marketing we use energy marks - squiggles, circles, wavy lines and zig zags. Enjoy yourself and be creative and bring energy to the marketing collateral. As with each part of the branding this element can be dialled up or down depending on the nature of the piece of communication.



Business Tourism

For Business Tourism we use a bold graphic taken from the progressive starburst. We call it the energy window. Use this graphic at various angles, as large as you can and particularly as an image container to add dynamism to any creative expression. Examples on page 25 and 57-60.

Energy Marks

And now, our energy line has evolved to embrace energy marks. These graphic elements retain all of the spontaneous vivacity of the line but handled in a more painterly way - a more organic and more flexible way to reflect the energy of our city. So, where appropriate, Energy Lines are still very much in the mix - take them for a walk across your work to add a dynamic edge. Or, where appropriate, make some marks - broad, richly-coloured and sweeping lines, squiggles or symbols that take their lead from the context of the messaging, the subject of the imagery or just whatever you fancy to add some life. Be bold!



Illustration

Drawings play a large part in the Cultural Animation graphic language. Simple, bold, naive, textured illustrations that explore creativity, art and the slightly surreal help to create a unique 'cultural' style. The illustrations should incorporate the energy marks where possible to create a cohesive brand for the city and should be coloured to match the Cultural Animation colour palette (explored overleaf).

It is important to consider each piece of collateral and to think through whether it requires specific illustration or simply textured energy marks. Illustration may play the major part in one poster, yet the next poster may feature photography with only some illustrative marks. Each marketing piece will need considered appropriately.



Energy Window

For Business Tourism, our energy line has further evolved to become the energy window - a perfect graphic vehicle for holding photography and progressing beyond the standard square or rectangle. Embrace the energy!



colour



88c 96m 37y 35k
54r 32g 80b

3c 87m 100y 1k
232r 72g 28b

71c 4m 51y 0k
60r 180g 152b

3c 20m 99y 0k
248r 200g 17b

17c 92m 7y 0k
204r 52g 159b

0c 0m 0y 0k
255r 255g 255b



Representing

Belfast is a big city with lots going on, so use whatever colour you like to best promote your specific offering. The only thing we would ask is that we try to avoid using Starburst in a white colour.

Cultural Animation

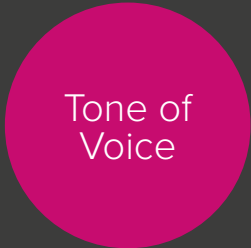
There is a bespoke colour palette for Cultural Animation. Where possible we should try to stick with these colours.

Destination Marketing

Just like Representing you can use whatever colour you like. Again we would ask that you don't put starburst in a white colour.

Business Tourism

Just like Destination Marketing you can use whatever colour you like. Again we would ask that you don't put starburst in a white colour.



Turning the values and brand behaviours into **Tone of Voice**

Value

Unpretentious

Belfast is a real and gritty. Belfast people are straightforward, down to earth and honest.

Ambitious

We are determined and single minded. We want what’s best for Belfast and each other.

Imagination

We imagined a City at peace. We imagined a City that the world wanted to visit. We imagined a place where the young could stay and fulfil their ambitions.

Self-belief

We have confidence and conviction that we can achieve what we wish for. No matter what barriers are put in our way.

Behaviour

Be Ourselves

We are true to ourselves; our welcome is genuine, not contrived. Our enthusiasm is natural not forced. We tell the NI story and our part in it.

Be Positive

We are positive about the future. We all need to become advocates of Belfast, whether in a business, tourism or any other context.

Dream it. Do it.

We use our creativity to build new ideas and challenge the status quo. Be a City full of innovation, creativity and ingenuity. We dream it, then we do it.

Work Hard

Working hard comes naturally to us. It’s part of our make-up. But we play hard too and visitors are welcome to join in.

Tone

Natural

Bright

Original

Assured

write **natural**

Uncomplicated gets understood

People don't have time to unravel complex language, so by keeping things simple you give yourself the best chance of being read. There's a straightforward directness to Belfast and its people, so writing in an uncluttered way perfectly reflects our voice.

Easy to buy into

Think about your audience. Who are you talking to? How much time have they got? What's important to them? Use these questions to focus and simplify your language. Belfast's natural tone of voice should make it accessible to all our audiences. And we have many, all at different levels of understanding about what we do and also of the English language.

Wit and grit

When it feels appropriate and adds an edge to your writing, chuck in a bit of Belfast grit - the unapologetic urban gruff so synonymous with our city. It could be a no- nonsense description; perhaps a local turn of phrase or maybe a bit of self-deprecating humour that's typical of our unpretentious nature.



Natural: leaves no room for misinterpretation; gets to the point quickly; is honest; can be witty or gritty when appropriate - sometimes both at the same time.



Natural isn't: aggressive, pushy or blunt; dumbed down, corporate, patronising or lacking intellect.

write **bright**

We’re all in this together

As cities go, Belfast is relatively compact. That’s probably why there’s a greater sense of community than in many other capitals. So try to write about ways we help each other, how we simplify processes or how our unique insight benefits us all. Give advice, be helpful and encourage feedback. Ooze positivity.

Invite readers in

We can’t do this on our own, and writing is an opportunity to connect with people. Ask their opinion, show them how to find out more information, and always let them know what you want them to do next. Being ‘bright’ is about understanding what readers want to achieve and then offering them a simpler, smarter way to get there. Whether that’s a citizen enquiring about recycling or a business looking to relocate here.

Sprinkle some wit

We’re known for our sharp wit, banter and often taking a rise out of ourselves. It’s been a pressure release valve and a coping strategy over the years and it is ingrained into our character. So don’t be afraid to use a little bit of gentle humour to make your point. Plus, writing with a smile in your mind tends to result in more positive, energised language.



Bright is:
friendly, inviting and fun – attractive characteristics of someone you’d want to get to know better.



Bright isn’t:
gushy, naive or lacking depth; a pushover, a fake friend or not having a consistent point of view

write original

The difference our vision makes

We have big plans for our city, so it’s always appropriate to talk about our how our vision and imagination transforms lives, sustains communities and unlocks possibility. Show the relevance of what we do, how our work is moving things on and the opportunities it creates for businesses, citizens and visitors.

Grab attention

Your first lines of copy should surprise or intrigue. Draw them in. Inspire them. Get them thinking.

Rip up the rule book

Belfast is a unique place, so standard ways to talk about it just won’t do. It’s easy to fall into the trap of using familiar language, but it’s boring, invisible and Belfast will just end up being one of many, not one of one. Take a look at how other cities describe themselves so you’ll know what to avoid. (‘Nestling’, ‘A powerhouse’ and ‘Carved from...’ are this particular writer’s pet hates. I challenge you to find some of your own.)



Original is:
creative, inventive, original, innovative, vibrant, challenging and unexpected.



Original isn’t:
an illogical argument; something that sounds good but doesn’t stack up; silly, flippant or dismissive.

write assured

Be an authority

This doesn't mean being pompous, patronising or a know-it-all. (Belfast is the opposite of that.) It's more about showing that we know what we're talking about. We are the authority so be specific about our expertise in a particular area.

Take pride (give some too)

We are a passionate bunch and take pride in what we do. It matters, so put some emotion into it. But always substantiate what we say. This isn't puff and vanity, it's about sharing our knowledge and giving people useful information about Belfast. And when communicating internally, whether it's advertising for open positions or launching a new employee initiative, make sure some of your pride rubs off on our employees too.

Say just enough

Give people credit for being intelligent enough to get what you're talking about. Don't fall over yourself explaining something several times. Explain it well once and they'll get it.



Assured is:
is knowing your stuff and knowing your place; it's quiet, but positive, not easily swayed yet open-minded.



Assured isn't:
dismissive of other points of view; boastful, arrogant or lacking empathy.



How we speak

When you write copy for Belfast it should be natural, bright, original and assured. And yes, you can throw in the occasional colloquialism. To set you off in the right direction we have created a few Belfast statements. These can be used as sign-off statements or headlines as appropriate. They are not exhaustive and we hope you add to them and create your own. Just remember...

- Natural
- Bright
- Original
- Assured

Belfast
Lost in music

Belfast
Stickin’ out

Belfast
So in fashion

Belfast
The craic’s 90

Belfast
Titanic town

Belfast
Foodie heaven

Belfast
An easy dander

Belfast
In great shape

Belfast
Are you ready?

Photography

It's about the quirky humanity of the shot that creates the energy. Belfast people and places being typically 'Belfasty'. And it's not so much about a picture of the City Hall. We need to set a tone.

So it doesn't matter if it's Destination Marketing or Representing the ideas around the use of photography remain the same. Let's be true to Belfast, to the people and to the brand.

NB. The images shown here have been gathered from multiple sources and are intended to show the kind of image that fits the Belfast brand. These images are not owned by Belfast. All sourced images should have the appropriate licenses and copyright in place.



Photography



Business Photography

Of course, business tourism collateral will feature images of venues and shots representative of business sectors but to stay true to the city brand, make sure you inject plenty of quirky humanity too with Belfast people and places that look typically 'Belfasty'.

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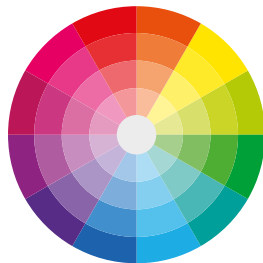


Imagery

Let's
sum it
all up



Proxima Nova



Belfast Tone of Voice
Belfast Imagery

Representing



Giant Spirit
Proxima Nova



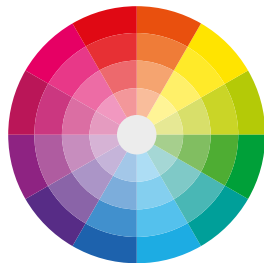
Belfast Tone of Voice
Belfast Imagery



Cultural Animation



Giant Spirit
Proxima Nova



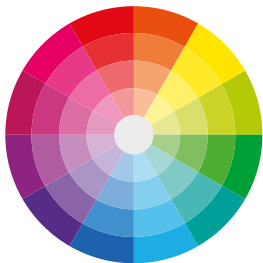
Belfast Tone of Voice
Belfast Imagery



Destination Marketing



Northern Ireland
Proxima Nova



Belfast Tone of Voice
Business Imagery

Business Tourism

Putting
it ALL
together



Representing



Representing

Sometimes its simple. Just a big starburst and some strong colour and perhaps an energy line or a pattern. It doesn't always have to be complicated.



Representing

Energy marks

Strong people focussed
photography (even is the
person is a lion!)

Belfast font Proxima Nova

Belfast Starburst



These posters were created for Belfast City Airport as brand statements for people leaving and arriving in Belfast. They are visually striking and deliberately a little provocative to raise a smile or to excite curiosity.



Representing

Belfast font Proxima Nova

Energy marks

Strong people focussed
photography

Belfast Starburst



This is a concept design for Belfast City Council's City Matters magazine. It shows good use of photography and energy marks and the various other brand assets.



Cultural Animation

come on in



Correct colour palette



Giant Spirit font as headline

Illustration

Belfast Starburst (drawn)



This is a reworking of an existing document that brings the document on-brand for the Cultural Animation sector.

Illustration

Energy marks

Giant Spirit font as headline

Tagline

Body/support text set in Proxima Nova

Belfast Starburst (drawn)



This St Patrick's advert does use a few more colours than the core Cultural Animation palette but it is generally in the right zone.

Good use of illustration, texture, energy marks and starburst.

Illustrative texture

Energy marks

Giant Spirit font as headline

Tagline

Body/support text set in Proxima Nova

Belfast Starburst (drawn)

UNCOVER
Belfast Music

come on in

BRILLIANT CORNERS
A FESTIVAL OF JAZZ
4—12 MARCH 2022

Combining local talent with international contemporaries, the 10th Belfast Jazz Festival returns with an exciting programme of live concerts bringing a week of high-quality music to the city.

visitBelfast.com

This concept advert shows how photography can be included. When photography is used in Cultural Animation collateral we need to consider whether to include any illustrated elements or not. In this example the illustration is added by use of the textures.

NB
It is also important to note that there are a range of colour options for the new Cultural Animation starburst. This is to allow the landmark to be visually strong against the different coloured backgrounds.



Energy marks

Giant Spirit font as headline

Illustrative texture

Tagline

Body/support text set in Proxima Nova



When using photography we don't want to use rigid square or angular shapes. Instead we want to use hand drawn shapes that sit well with the textured, organic and drawn nature of the other graphics.



Giant Spirit headline font

This example advert shows how illustration and photography can co-exist happily. Due to the addition of the illustrative elements energy marks have not been included. This is not a rule but it helps show how the brand can flex to suit your marketing campaign collateral.

Tagline

Illustrative texture

Body/support text set in Proxima Nova

The poster is a vibrant mix of photography and illustration. The background is a deep purple with a fine, multi-colored speckle texture. On the left, a large, white, hand-drawn style headline reads "Maritime Weekender". Below this, a yellow arrow points right, containing the text "4-5 September" in a bold, pink, sans-serif font. Underneath the arrow is a teal rectangular box with the words "come on in" in white, lowercase, sans-serif font. Below that, the text "to a weekend of mini Maritime Mile moments" is written in a teal, sans-serif font. The right side of the poster features a photograph of a family—a woman, a man, and two children—standing on a pier with a blue building in the background. To the right of the photo, a yellow fish is illustrated with orange lines trailing behind it, and a small orange figure is shown holding onto these lines. At the bottom left, there are logos for Belfast City Council, Maritime Belfast, and Belfast Harbour. Next to them is the Q Radio logo. The bottom right corner features the word "Belfast" in a large, bold, white font, partially overlaid by a pink and orange geometric shape. At the very bottom, there are stylized pink and yellow wavy lines and a pink creature with large eyes.

Maritime Weekender

4-5 September

come on in

to a weekend of mini Maritime Mile moments

Belfast

Belfast City Council

MARITIME BELFAST

Belfast Harbour

Q Radio

Destination Marketing

Belfast

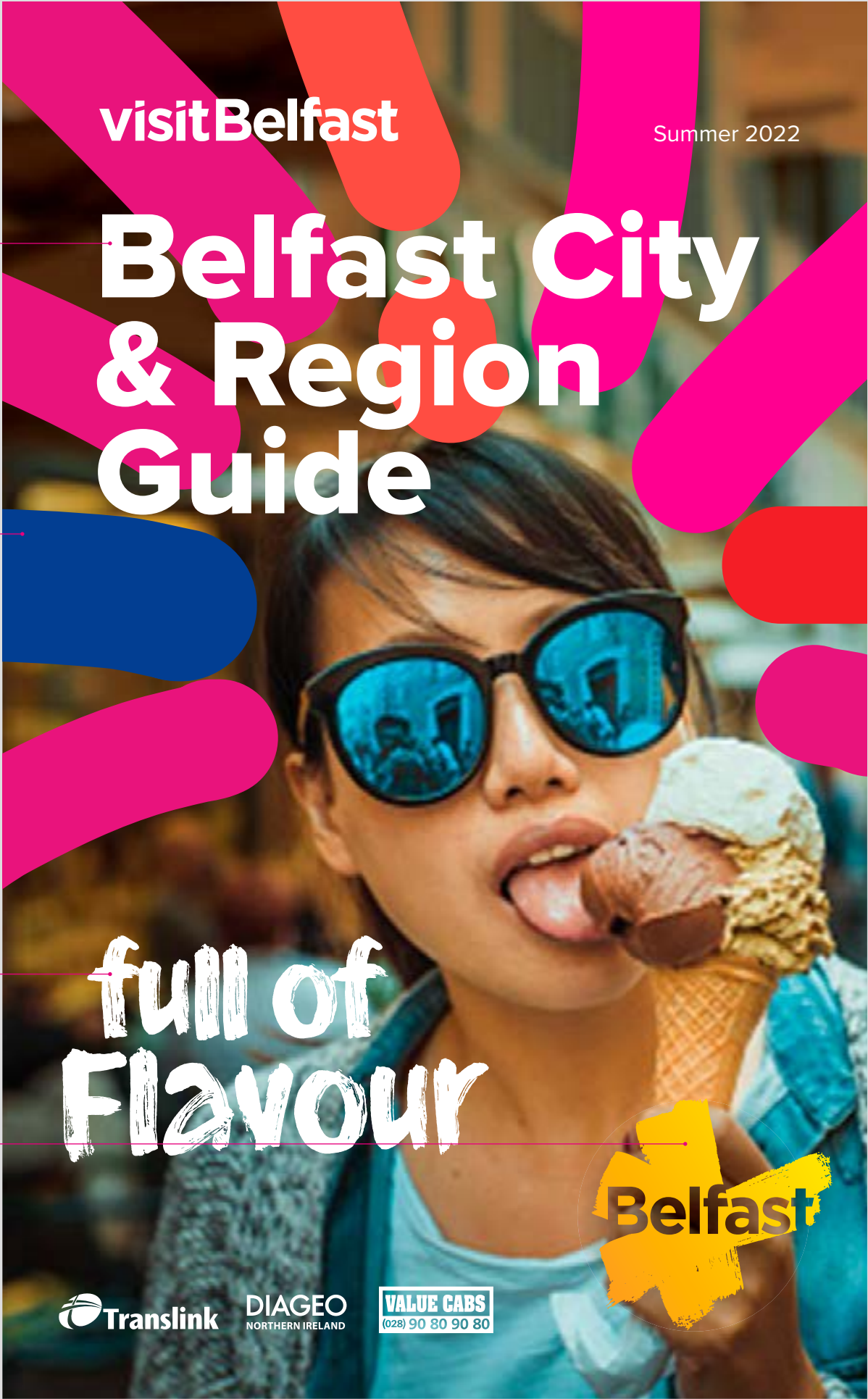


Belfast font Proxima Nova

Energy marks

Giant Spirit font
used as a highlight

Belfast Starburst (painted)



This is a concept design for the Belfast City & Region Guide. The photography is all about the person and the graphic language and highlight text add the necessary energy, wit and quirkiness.

NB
Use of the Northern Ireland Embrace a Giant Spirit brandmark is decided on a case by case basis by Visit Belfast.

Belfast font Proxima Nova

Energy marks

Giant Spirit font used as a highlight

Belfast Starburst (painted)



Giant Spirit font as headline

These two concepts are essentially the same. In the left-hand example it is very much the Belfast brand that visually leads. The right-hand example plays up the EAGS branding with the inclusion of the Giant Spirit font as a headline and the EAGS brandmark.

Both are correct depending on audience and context.

Inclusion of Embrace a Giant Spirit brandmark



Energy marks in this case taking the shape of Easter flowers

Giant Spirit font used as headline

Strong (and quirky) people focused photography

Belfast Starburst (painted) and inclusion of EAGS brandmark

VisitBelfast.com



VisitBelfast.com

Energy marks

Strong (and quirky)
people focused
photography

Giant Spirit font
used as headline

Belfast Starburst (painted) and
inclusion of EAGS brandmark

Energy line



Find out more ►



LEARN MORE

DISMISS



Find out more ►



These concept Spotify advert shows how the tone of the advertising can be changed for different audiences by simple changes in photography. One might be aimed at nights out whilst the other at family fun.

Destination Marketing

Belfast Starburst (painted) and inclusion of EAGS brandmark

Energy marks

Strong (and quirky) people focused photography

Giant Spirit font used as headline

VisitBelfast.com

Inclusion of EAGS brandmark



This concept ad shows how the energy marks can add life to an image and also draw the eye in to focus on the people rather than the surroundings.

It is also important to note that the Starburst and EAGS brandmarks do not always have to sit side-by-side. In this instance due to the available shape and space of the imagery Starburst is in a hero position at the top of the advert.

Energy marks

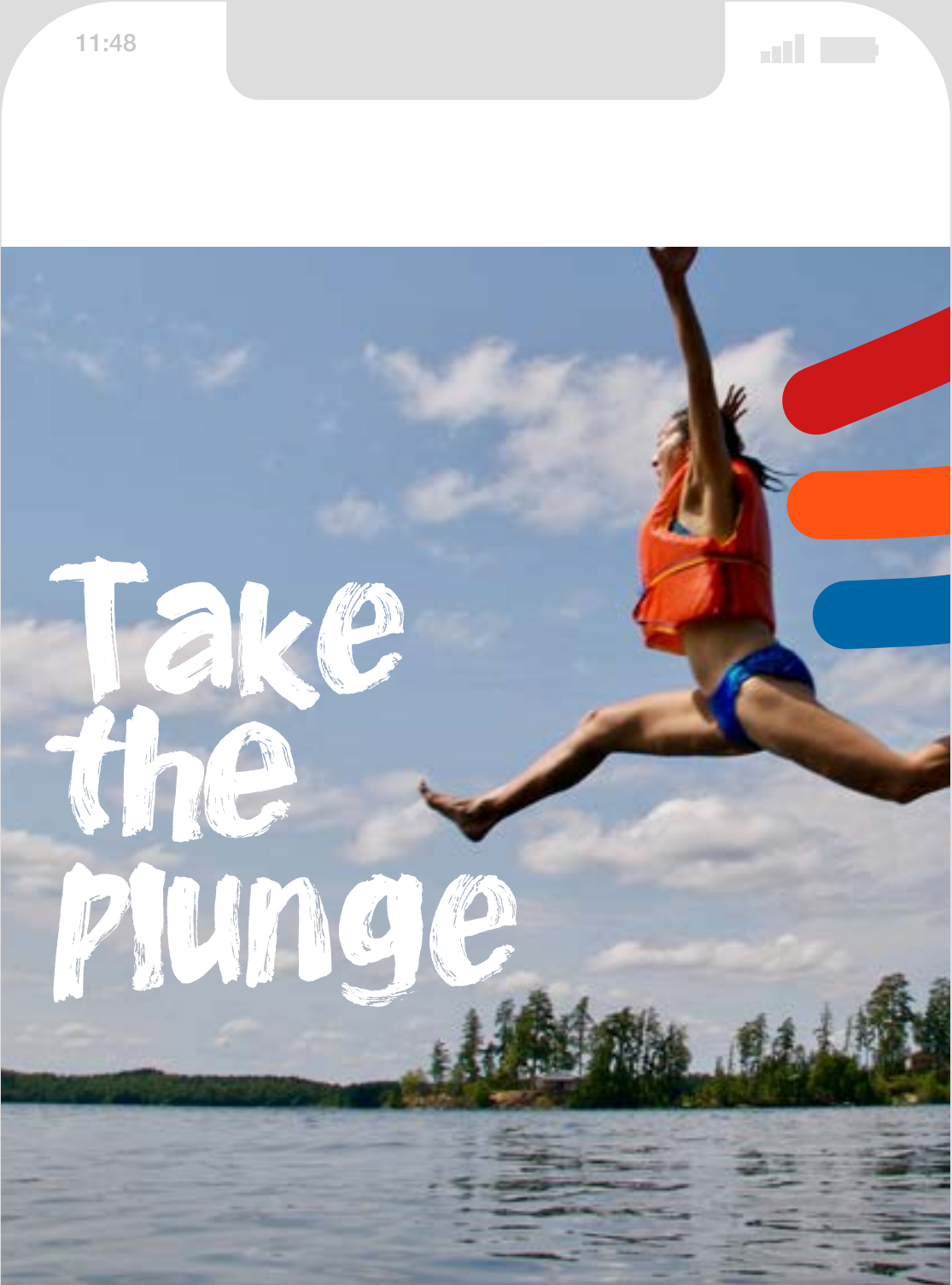
Giant Spirit font
used as headline

Strong (and quirky)
people focused
photography

Belfast Starburst
(painted) and inclusion
of EAGS brandmark

VisitBelfast.com





Business tourism

Belfast

Belfast and beyond

Enjoy the best of both worlds. From fast-paced city buzz to the tranquility of breathtaking landscape. All within minutes. And all in the knowledge that you're in one of the most sustainable destinations in the world*.

**Business events Belfast
and Northern Ireland**



*Belfast ranks 8th in the Global Destination Sustainability Index 2022

Above and beyond

Need to find the ideal venue? Sorted. A session to scope-out your strategic meeting legacy plan? Let's do it. Want to end your event with a memorable wellbeing experience? We've got you. Whatever you need. We're here.

**Business events Belfast
and Northern Ireland**

Belfast

Beyond the horizon

Looking to the future, we're carefully balancing our environmental strategy and infrastructure with social sustainability, industry sustainability and destination management performance. Playing our part in the key imperative for business, re-aligning purpose and profit, people and planet.

**Business events Belfast
and Northern Ireland**





Remember

life's like a box of donuts or should that be chocolates? Anyway the point is that there are lots of different toppings and flavours to the Belfast brand and lots of different ways it can be consumed. So be brave and mix the raspberry fondant with the chocolate pear and see what comes out. **Have fun.**

A man is shown from the chest up, laughing heartily with his mouth wide open, showing his teeth. The image has a torn paper effect, with the edges of his face and hair appearing ragged. The background is a blurred grid pattern. The entire image is overlaid with various colorful geometric shapes: a large blue circle in the top left, a blue diagonal bar, a red diagonal bar, a red wavy shape in the bottom left, and several red and blue rectangles and circles scattered across the right side.

Belfast

See ya
soon!