

midulstercouncil.org

Brand Identity Guidelines

Version 1 — March 2015



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

The Logo

The Mid Ulster District Council logo has been designed to reflect the area by incorporating elements of the new Mid Ulster region. The traditional shield shape recalls the intricate, heraldic Council coat of arms but is interpreted in a clean, modern way helping to signify the beginning of a new era.

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

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



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Main Colours

Mid Ulster District Council have established two strong colours for the main identity, red and dark grey. The colours have been chosen specifically to reproduce well across a broad range of applications in print, vinyl, on-screen and in paint. The values shown below should be strictly adhered to. Never alter the colour of the logo.

Backgrounds







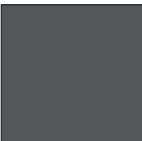


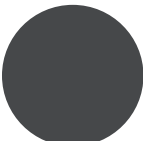
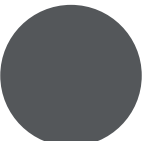
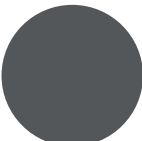
The brandmark should always appear against a white background. In extreme circumstances beyond council control that places the logo against a dark background or image, then a single colour version may be used, but permission must be sought from Mid Ulster District Council in advance.

Artwork

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



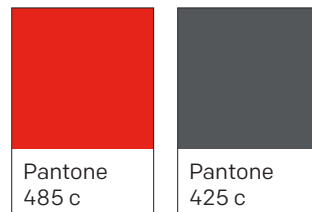
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Pantone C	Pantone U	Process	Screen	Vinyl	Paint
					
Pantone 485 c	Pantone 485 u	C 5 M 100 Y 100 K 0	R 220 G 28 B 38	Scotchcal Red 50-46	RAL 3028
					
Pantone 425 c	Pantone 426 u	C 50 M 30 Y 30 K	R 70 G 72 B 74	Scotchcal Grey 50-97	RAL 7011

Secondary Colours

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

Primary Colour palette



Secondary Colour palette



Exclusion Area

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

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

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

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

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

Minimum Size

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

There is no maximum size for the logo.

Exclusion = E



Minimum Size



Primary Typeface

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



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Bommer Slab

Bommer Slab Light

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

Bommer Slab Regular

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

Bommer Slab Bold

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

Bommer Slab Extra Bold

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

Secondary Typeface

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

Frutiger

Frutiger 45 Light

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

Frutiger 55 Roman

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

Frutiger 65 Bold

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

Frutiger 75 Black

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

Microsoft Office Typeface

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

Arial

Arial Regular

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

Arial Bold

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

Misuse of the logo

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



Do not distort the logo



Do not reposition the logo



Do not place the logo inside a shape



Do not change the colour of the logo



Do not reset the logotype



Do not reverse the logo out in white

Contact

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

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