Guidelines for Northern Ireland Visitor Information Centres

March 2013

northernireland
tourist board

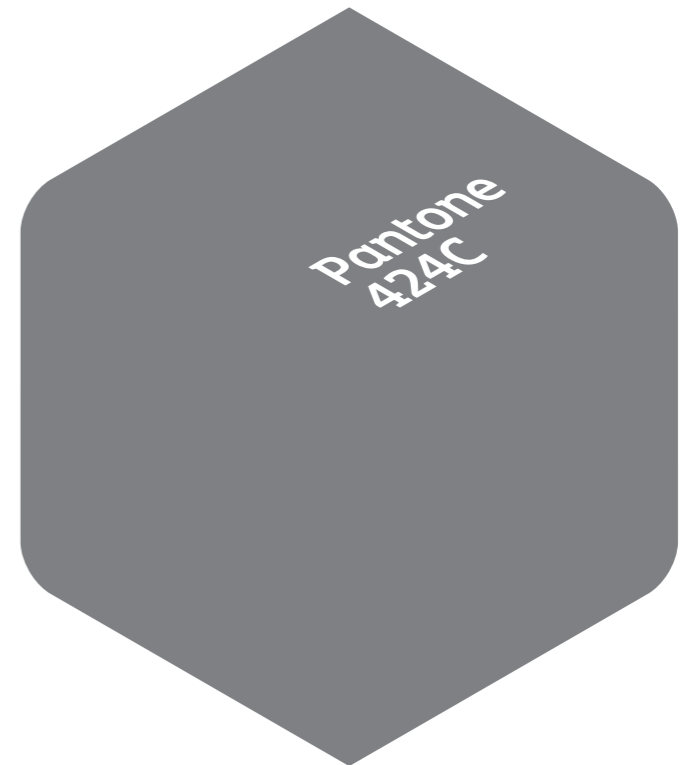# Greater focus on 'i'

Visitor
Information
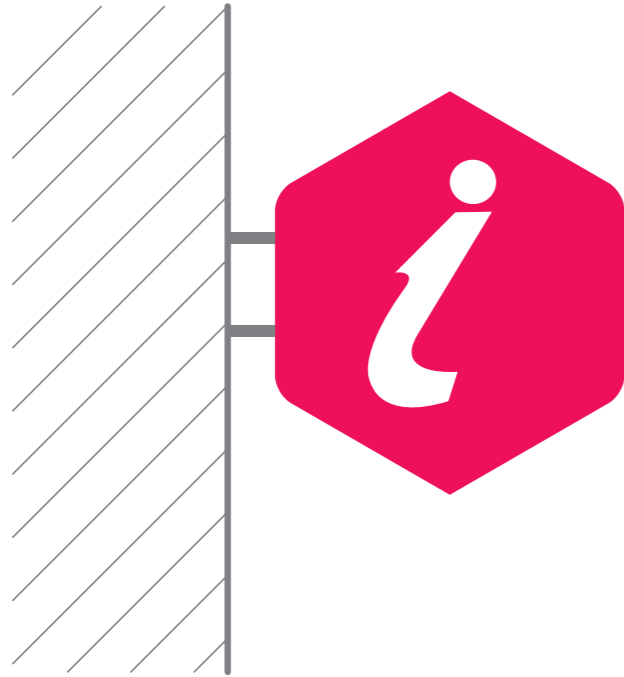
Visitor Information

Colour Palette

Pantone
214C

Pantone
7423C

Pantone
424C

Exterior signage

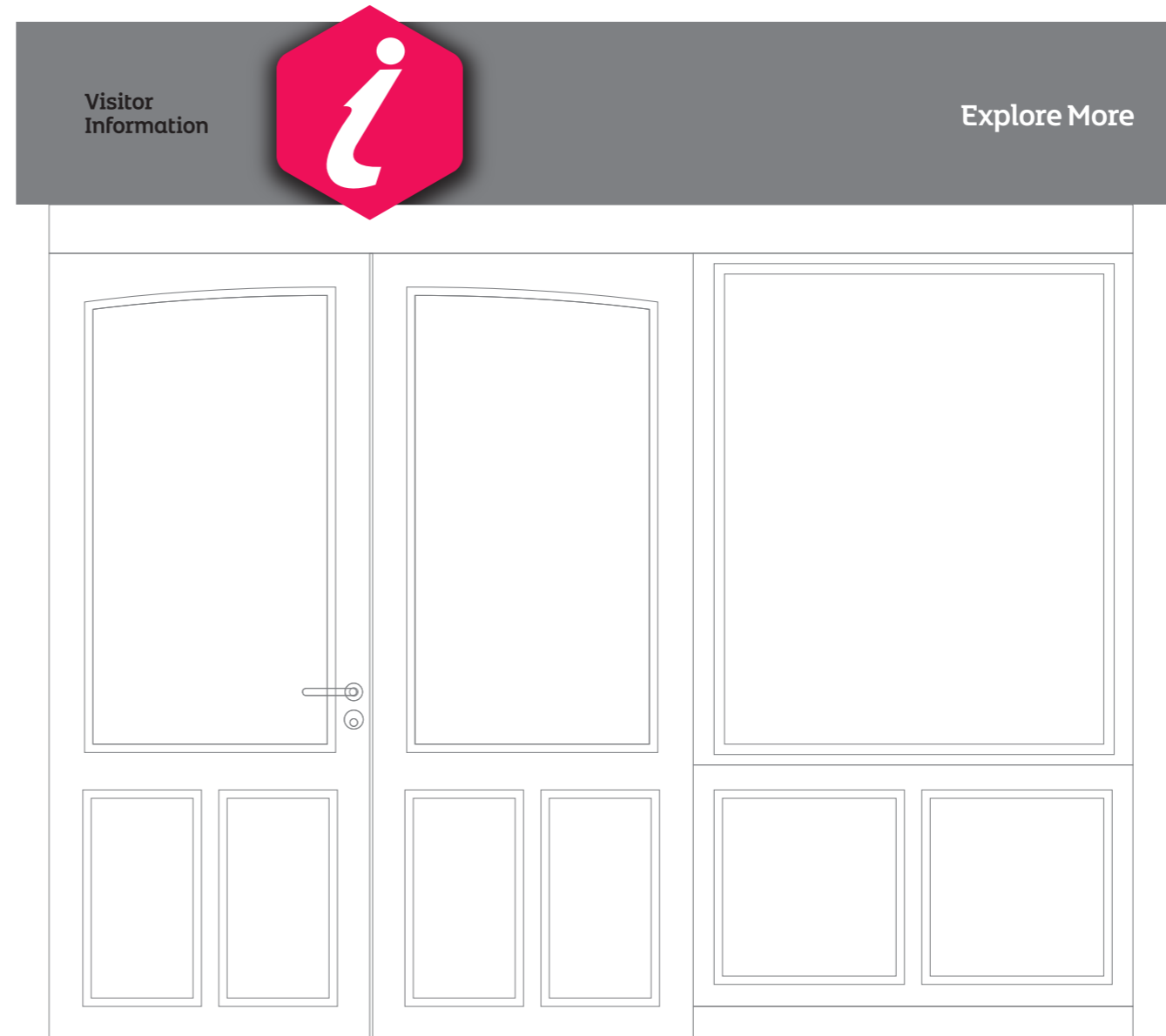**Simplified fascia board design
with extruded 'i' icon.**

Exisitng fascias can be simply overhauled
by painting and applying vinyl lettering.

Visitor
Information

Explore More

Wall mounted projecting sign.
Can be illuminated where possible.

Recommended size to be no less that
1 metre from top point of hexagon to
bottom point.

Banbridge

BANBRIDGE VISITOR INFORMATION CENTRE

Opening Hours
Monday / Friday   9am - 5pm
Saturday   10am - 4pm
Sunday   closed

Automatic door

Welcome to Ba

Explore Banbridge

northernireland

BANBRIDGE VISITOR INFORMATION CENTRE

Opening Hours
Monday / Friday   9am - 5pm
Saturday   10am - 4pm
Sunday   closed

opticians

Supergraphics

Explore More

ⓘ

Visitor Information

Opening Hours:

January	0930-1600
February	0930-1600
March	0930-1700
April – June	0930-1800
July/August	0930-1900
September	0930-1800
October	0930-1700
Nov/Dec	0930-1600

Services include:
• Visitor Information
• Bureau de Change
• Accommodation Booking Service
• Bookshop

discovernorthernireland.com

�❀ National Trust
Join the National Trust and have
your car park charge refunded.

Large format 'i' icon can be applied to windows where conversation or planning restrictions mean that it is not possible to attached signage to the exterior fabric of the building.

The graphic can simply be the 'i' icon or it can incorporate other information ie opening hours. These large format graphics are intended to be visible from a distance, so small information included within the graphic will not diminish its impact. The icon may also be cropped to increase impact/usable space.

The supergraphic icon may also be painted onto the exterior of a building where permitted.

Basic VIC Information

Visitor Information

Basic information that should be displayed either on the glass part of your door or on a panel that is sited so as it can be read even out of hours.

- **Northern Ireland Explore More branding**

- **'i' icon**

- **Opening Hours**

- **Services available**

- **Discover Northern Ireland website**

- **Your section... to include your local council branding and website. A brief message can be included also.**

Ideally this should be reproduced in a maximum of 2 colours.

Opening Hours:

January	0930-1600
February	0930-1600
March	0930-1700
April – June	0930-1800
July/August	0930-1900
September	0930-1800
October	0930-1700
Nov/Dec	0930-1600

Services include:
- Visitor Information
- Bureau de Change
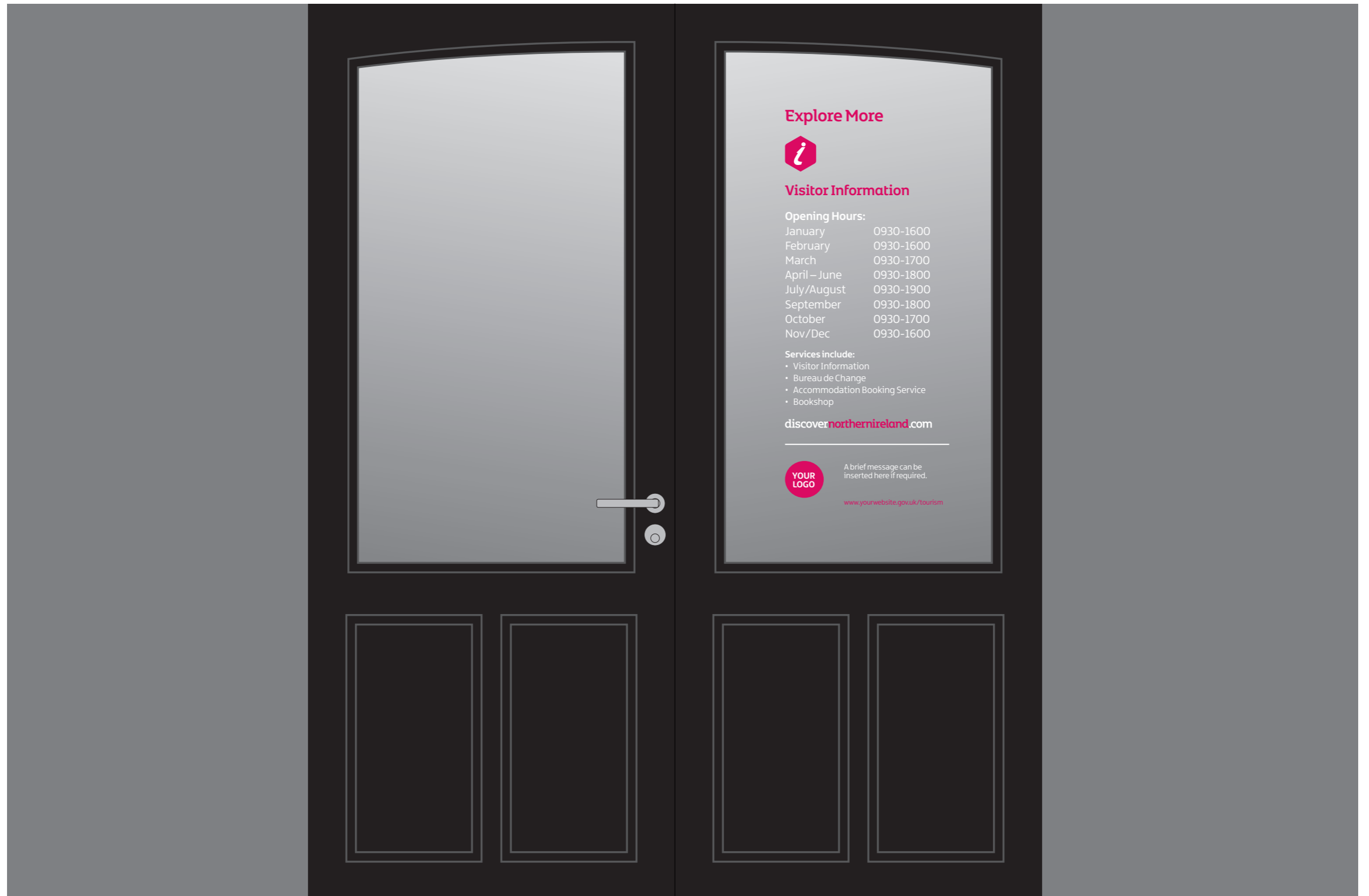- Accommodation Booking Service
- Bookshop

discovernorthernireland.com

YOUR LOGO

A brief message can be inserted here if required.

www.yourwebsite.gov.uk/tourism

Basic VIC Information

Explore More

Visitor Information

Opening Hours:

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discovernorthernireland.com

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Typography

A new bespoke typeface

As part of the new visual identity, NITB have commissioned a new bespoke typeface to be used throughtout all brand communications. The new typeface is called Northern Ireland.

The typeface is fresh and playful and is a statement of confidence. It will carry the brand values through its use on communications.

The typeface comes in three weights and is supplied in Open type and True type formats for Mac and PC.

You can request the font files from from the Corporate Development Communications Team.
E: ni-brand@nitb.com

Fresh.
Playful.
Proud.

Typography

Northern Ireland - Headline

As the name suggests, Northern Ireland - Headline has been designed specifically for creating headline messages for print and on screen. It is recommended for large titles, and should never be used to set body copy.

It should always appear in upper and lower case.
It should never appear in ALL CAPITALS.
It should never appear in italics.

Headline

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789àáâãäåæçðèéêëìíîïł
ñòóôõöøœþšßùúûüýÿžÀÁÂÃÄÅÇÐÈ
ÉÊËÌÍÎÏŁÑÒÓÔÕÖØŒÆÞŠÙÚÛÜÝŸŽ
fiflTh.,:;...•"''""„‚‹›«»---——!¡?¿&@/\|¦
()[]{}*$£€¥ƒ¢¤#%‰№ºªº®©¶§†‡™
123 1½¼¾°√∞µ∂∑∏π∫ΩΔ◊⁰ℓ
+−×÷<>=≠≈¬±≤≥^~

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789àáâãäåæçðèéêëìíîïł
ñòóôõöøœþšßùúûüýÿžÀÁÂÃÄÅÇÐÈ
ÉÊËÌÍÎÏŁÑÒÓÔÕÖØŒÆÞŠÙÚÛÜÝŸŽ
fifl.,:;...·•"''""„‚‹›«»--—––!¡?¿&@/\|¦
()[]{}*$£€¥ƒ¢¤#%‰Nºª°®©¶§†‡™
¹²³1½¼¾°√∞µ∂Σ∏π∫ΩΔ◊◖℮
+−×÷<>=≠≈¬±≤≥^~

Typography

Northern Ireland – Bold

Northern Ireland – Bold has been developed for use in small titles, headings and sub-headings.

It may also be used to highlight key messages or words within body copy.

It can appear in a mix of upper and lower case but it should never be used in all lower case. It can appear in ALL CAPITALS if required. It should never be used to set headline text. It should never appear in italics.

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789àáâãäåæçðèéêëìíîïł
ñòóôõöøœþšßùúûüýÿžÀÁÂÃÄÅÇÐÈ
ÉÊËÌÍÎÏŁÑÒÓÔÕÖØŒÆÞŠÙÚÛÜÝŸŽ
fifl.,:;...·•"''""„‚‹›«»--—––!¡?¿&@/\|¦
()[]{}*$£€¥ƒ¢¤#%‰Nºª°®©¶§†‡™
¹²³1½¼¾°√∞µ∂Σ∏π∫ΩΔ◊◖℮
+−×÷<>=≠≈¬±≤≥^~

Typography

Northern Ireland – Regular

Northern Ireland – Regular is a light, clean, practical font that has been designed with legibility in mind. It is ideal for body copy in brochures, leaflets, reports, press ads and online campaigns. It works best when set at **8, 9 or 10 pt type.**

It can appear in upper and lower case. It can appear in ALL CAPITALS if required. It should never be used to set headline text. It should never be used for sub-headings or titles.   It should never appear in italics.

Displaying literature

?

Leaflets everywhere!

Maps & Guides

Books

Very Old NITB Branding

Tourist Information
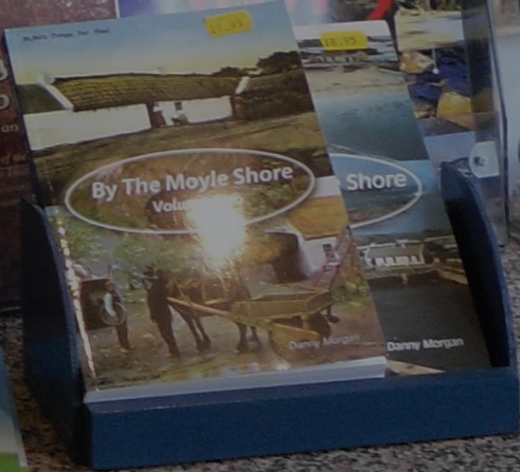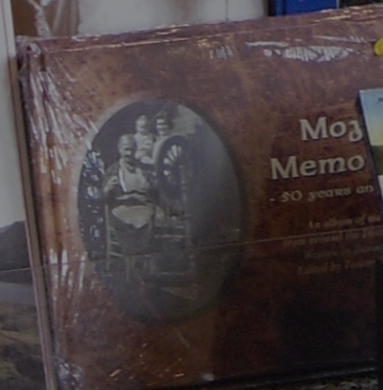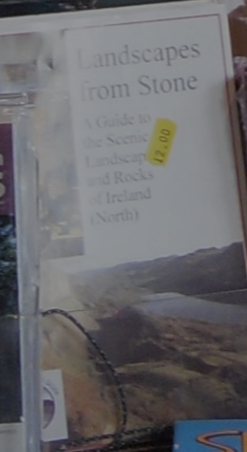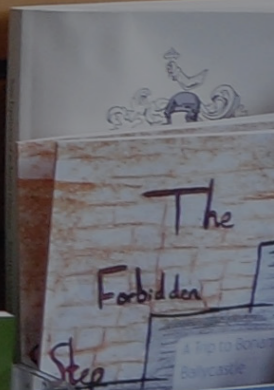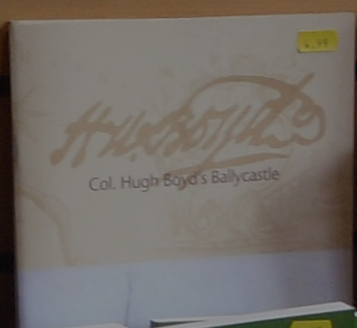
Street Map

Improving displays

Top tips

+ remove all branding and labels from literature holders

+ line things up - a grid system will make it easier to find information

+ keep same sizes together

+ avoid putting the same literature in multiple positions - keep it in storage until required

+ include multiple languages only if there is room

+ develop an efficient daily system for rotating and removing

+ remove info on events that have past to free up room for the mountains of other stuff

+ move info on closer dates to the front or place at eye level

+ finally, space is your friend... don't try and fill it unnecessarily!

Improving displays

Area behind literature painted in deep charcoal grey

Shaped header raised on stainless rod

Explore Fermanagh

1 A4 Poster to be positioned elsewhere

Literature arranged in grid and like sizes together.

Larger A4 literature stacked flat on countertop

Improving displays

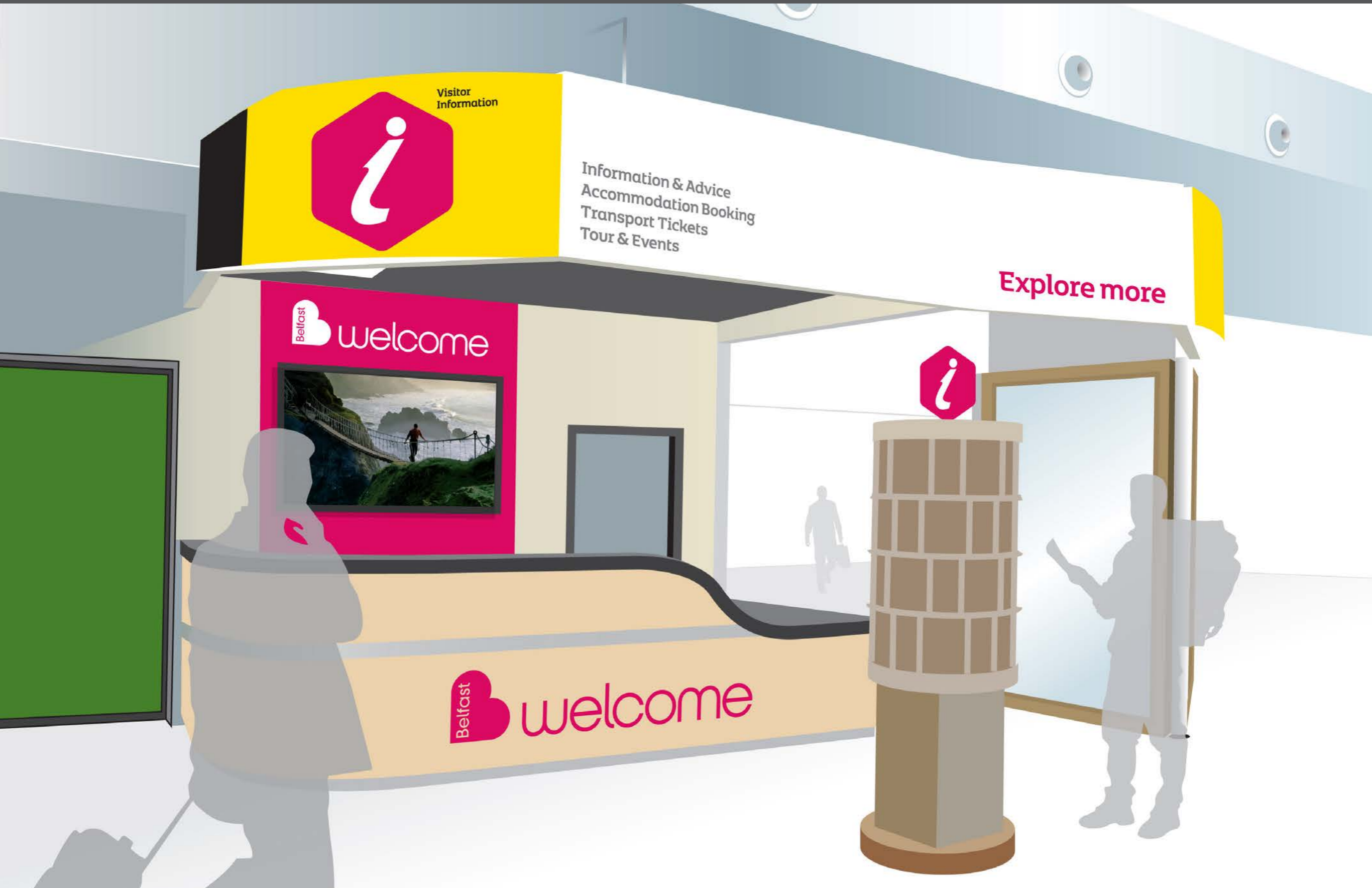**This leaflet is available in other languages**
Please Ask

northernireland Explore More

Caravanning & Camping

discovernorthernireland.com/camping

northern ireland tourist board

North Coast

your guide to **walking**
in the Causeway Coast and Glens

THE CAUSEWAY
COAST & GLENS
NORTHERN IRELAND

Screen content

Current Explore More TV ad

+

Powerpoint presentation with current event listings

+

Third party static or TV ads - possible revenue source?