

A guide to awakening our Giant Spirit


Northern
Ireland
Embrace
a Giant
Spirit





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What is
the guide
for?

The Northern Ireland – Embrace a Giant Spirit brand is about championing the authenticity and uniqueness of Northern Ireland, translating our values, pride and passion into a recognisable visual language that we can use to inspire visitors and promote the destination.

Northern Ireland is special place, one that stands tall in the world. It's a unique mixture of some very special ingredients. There's that warm welcome we're famous for. There's our pioneering outlook. Our rich and diverse culture. Our incredible landscape, full of breath-taking scenery and unspoilt nature. That giant spirit we talk about? That's the thing that those special ingredients add up to. It's what makes us, us – and this place, the place it is. Our brand is what makes us stand out as distinctive, memorable and attractive in the eyes of the visitor. Today, visitors don't just want to see a place, they want seek destinations where they are able to relax, be refreshed, explore, learn and most of all, be inspired and connected to the places they visit. Northern Ireland – Embrace a Giant Spirit therefore guides expectations of what our visitors will experience and feel when they visit us.

Our tourism brand is designed to be owned and leveraged by everyone working in the tourism industry across Northern Ireland. When we're all pulling in the same direction, we can achieve more for our industry. These guidelines keep us consistent, clear and effective, and by building a solid brand identity will support us in making Northern Ireland not only a great place to visit but also a great place to live.

These brand guidelines introduce you to our tourism brand's key elements, its logo, typeface, photographic style, colour palette and tone of voice, and offers ideas on how to apply each of them to your communications.

The Guide is designed to be a handy reference tool to help you apply the brand, attract potential visitors and inspire them to discover their own 'giant spirit' while they're here. It's got ideas that will inspire you in your own activities and help you to unlock the Giant Spirit in the people you meet, wherever they're from.

Hopefully it will also help to instil a sense of pride – pride in us all, the uniquely welcoming people that get to call this wonderful place 'home'. These brand guidelines introduce you to our tourism brand's key elements, its logo, typeface, photographic style, colour palette and tone of voice, and offers ideas on how to apply each of them to your communications.

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Who is
this guide
for?



Understanding our visitors

In a world filled with constant distraction and stimulation people don't want to just go and 'see a place.'

The want to experience it, feel it, understand it and cherish it in a real and authentic way.

Today, people travel to relax, refresh, explore, learn, be inspired and to feel connected to the world they live in. In a fast-paced world where people can get pretty much anything they want, when they want it, the role that travel plays in enriching people's lives has never been more important.

Whether a visitor is looking for fun and adventure or refreshment and relaxation they also like to get to the heart of the place they visit. They want to feel an emotional as well as a physical connection. They want to meet the locals and get a flavour of local life. To feel what it's really like to live in a place.

They're explorers and wanderers as well as holiday-makers. They want to get off the typical tourist trails and find something real, unique. Maybe a bit unusual, quirky. They seek experiences that surprise and stimulate their senses. They don't want to watch things from a distance, they want to get hands-on, stuck-in and immerse themselves in the moment.

That's why it's so important that we give our visitors a real, authentic, emotional experience when they come to visit us. We need to be a true experience destination, not just a place that 'people come to see'.

We need people to feel our Giant Spirit.



What do we Promise to do for our Visitors?

We will share the Giant Spirit of Northern Ireland.

By sharing it we will awaken our visitors' own giant spirit.

Because it will change how they feel when they're here.

Because it will enhance the memories they take with them and how they talk about us to other people after they leave.


Because it is a promise of adventure, authenticity and rich experiences that stir the senses, stimulate the mind and enrich the soul.

Because it's our magic ingredient - and it's everything visitors want a place to be.



What Would We
like Our Visitors
to understand
about US?

*Ours is a land built by a giant spirit.
It's in our soil, our seas and everyone you meet.
It's what puts the warmth in our welcome,
and inspires us to go that extra mile.
A giant spirit that builds our cities, shapes our landscapes
and flows through our words, music and craft.
You'll always find it close to hand,
much like every discovery in this vivid, mythic place.
Ours is a land built by a giant spirit.
Let us awaken yours.*



So how can we share our giant spirit? What actions can we take to make that happen?

Whatever the scale of your tourism business, there is always something you can do to inspire the giant spirit in our visitors. It can be the difference between having a nice time and having the trip of a lifetime.

When creating, developing and promoting your own product story, consider how you can draw upon elements of our tourism brand to confidently respond to evolving visitor expectations, as well as placing your business within the wider destination proposition; encouraging longer stays and repeat visits. The giant spirit is underpinned by four brand inspirers, each one a signpost to guide us in how we can confidently deliver on what our visitors wish to experience.

By working together and collectively building on these four inspirers, we are able to continuously grow brand awareness and have a greater impact for our industry. If awareness of Northern Ireland as a travel destination and what we can offer is increased, more and more people will visit, spend more and stay longer, which will benefit everyone.

1 Big heartedness
2 Legends & stories
3 Originality
4 Land, water & sea

The way to share our spirit is to deliver on each of these things for our visitors.

Each one is a signpost that can guide us in the small changes we make.

Each one shows us how we can awaken our visitors' own spirits.

Big heartedness

This is the first and the most important thing that we can share. It means being warm, friendly and down-to earth. It means being polite but informal, like we're with friends rather than just customers. It means being generous, hospitable, and going the extra mile to make people feel welcome.

Being big-hearted is something we all do. Here's three particular ways to do it that will make a big difference for our visitors.





Big heartedness

Meeting people who do extra
and go further for you

Receiving personal, bespoke service

Encountering local people who show
passion and share enthusiasm

Contact with down-to-earth NI people

Having warm, generous and hospitable hosts

Being invited to join local events and activities

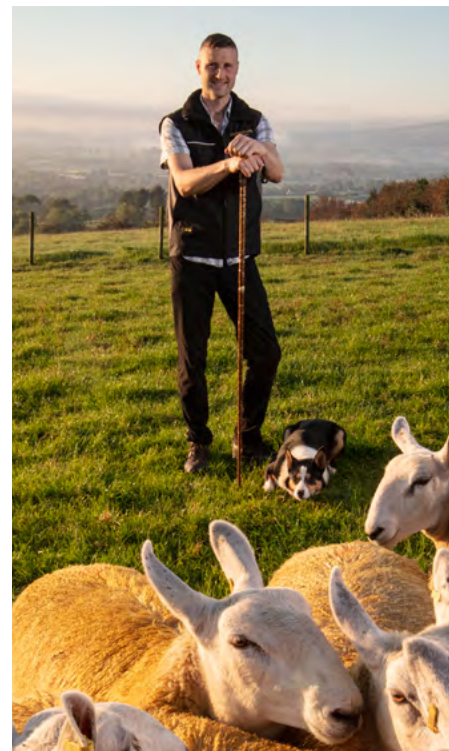
Enjoying NI wit and humour

Big heartedness

Three examples of how to 'do' big heartedness – and deliver on that Giant Spirit

By being Yourself

Jamese McCloy awakens the Giant Spirit in his visitors by immersing them in the stories of four generations of hill farming in the Sperrin Mountains. Jamese, a real shepherd and farmer, offers a genuine warm welcome to all of his guests, sharing his natural passion and charisma and making visitors from all over the world feel part of the family whilst they get to know his sheepdogs Moss, Tess and Jess.



By being Passionate

Going on a music walking tour across Belfast with Dolores Vischer is a memorable, interactive experience like no other. Dolores inspires people with her Giant Spirit by sharing her passion for all things music and makes her experiences unforgettable through tales of playing Bodhran at an early age, drums as a teenager and even jumping on the stage in the Ulster Hall to play with The Stranglers!



By being Local

The story of who we are is important and at DC Tours visitors can learn about life in Belfast during the Troubles and step into history at the actual sites of important events during the conflict. Visitors are transported back in time to learn about the history of the place whilst the guides bring the experience to life, go the extra mile and truly share their Giant Spirit by recounting their own personal stories.



Legends & Stories

We're famous for our stories. Sharing them means tapping into the legend, myth and history of our home and showing how exciting and inspirational our culture and creativity is.

Telling stories is something we all do. The next slides detail how our visitors come into contact with our story-telling talent - and how we're delivering on it in various particular ways right now.



Legends & Stories

Discovering ancient stories of the land
- myths and folklore

Enjoying local story-telling and story-making

Being wrapped up in newer stories and sagas
- Narnia, Game of Thrones

Hearing about NI national heroes

Encountering local everyday heroes

Discovering great NI writers

Becoming a legend

Being moved - experiencing emotion,
imagination and inspiration



Legends & Stories

Three examples of how to 'do' legends & stories - and deliver on that Giant Spirit.

By being Proud

Storytelling is a family tradition for Mark Rodgers, who was inspired to share the stories of the people of the Causeway Coast by his father-in-law on a sunny June evening. Now a proud guide along the Causeway, Mark brings to life the stories of people past and present using a mix of old world skills and modern techniques, keeping the local history alive for generations to come.



By being Legendary

Donna Fox draws upon our fantastic myths and legends for Unearthing Macha, awakening the Giant Spirit by recounting stories of Ard Mhacha, the Celtic warrior queen and goddess, from whom Armagh takes its name. Visitors hear about her fateful curse on the men of Ulster and of Cú Chulainn, who escaped the curse and went on to defend Ulster against Queen Maebh of Connaught whilst exploring venues across the city.



By being Celebratory

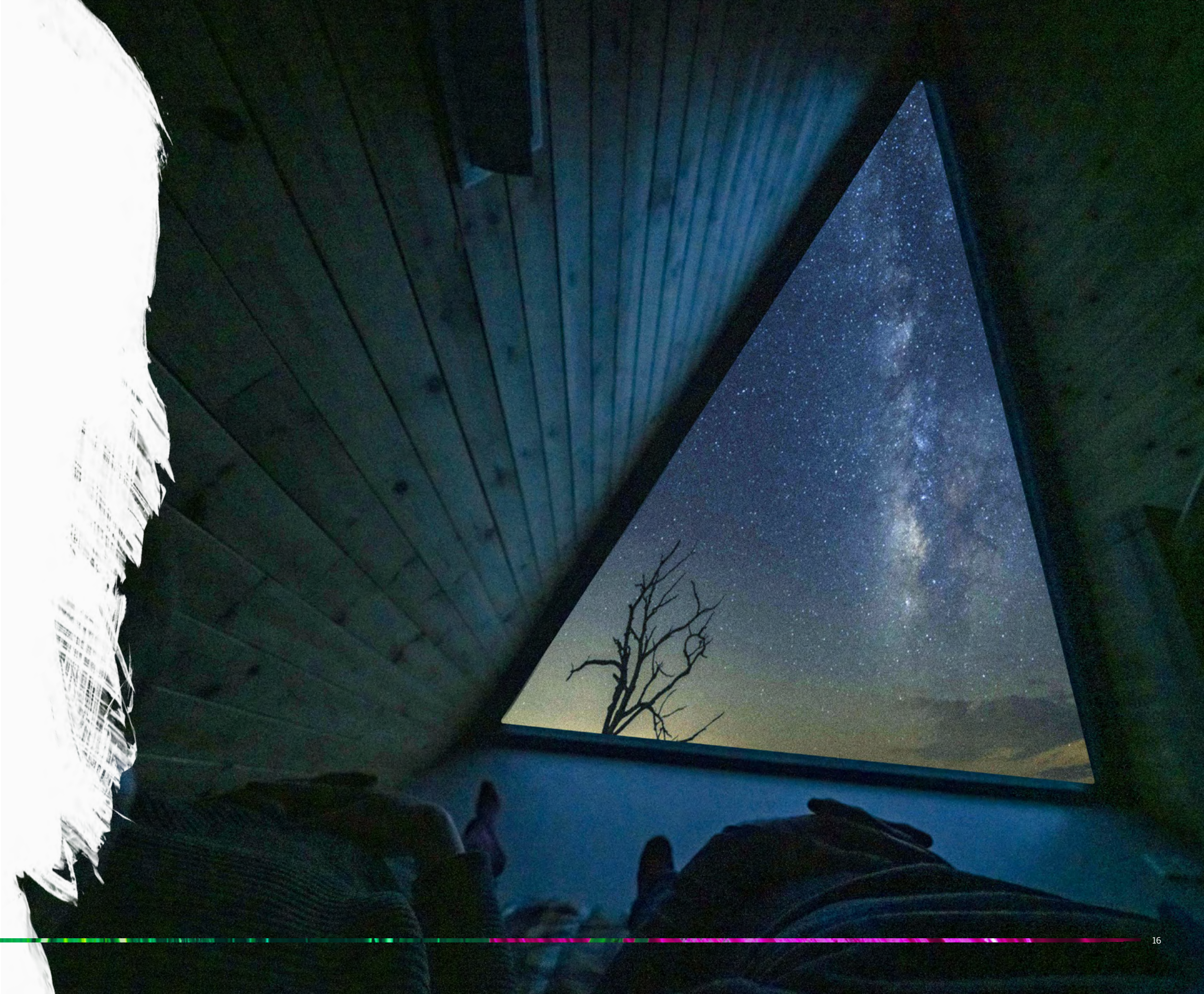
Seventh generation farmer, Brian Hoey, inspires visitors' Giant Spirit with masterfully shared stories of the millennia-old traditions and secrets of the magical ring of Gullion. Walking in the footsteps of ancient herds, warriors and fairies through abandoned famine fields, Brian's stories awaken an emotional connection. The experience is Brian's way of celebrating his ancestors, their traditions and way of life and how as pioneering people they survived and thrived in hard times



Originality

We have a talent for being pioneering in Northern Ireland. Sharing that talent means showcasing our ability to be forward-thinking, imaginative, creative, ambitious, hard-working – and to demonstrate our excitement about what’s happening here.

Being original is something we all do. The next slides detail how our visitors come into contact with our originality - and how we’re delivering on it in various particular ways right now.



Originality

Sharing new and different experiences

Enjoying the quirky

Experiencing distinctive local culture

Encountering the inventiveness of NI people

Participating in imaginative and creative activities

Taking a different angle

Seeing new connections

Being surprised by the unexpected

making new discoveries

Celebrating the unique

Originality

Three examples of how to 'do' originality - and deliver on that Giant Spirit.

By being Creative

A day spent listening to Pádraig at Bluebell Lane will fill your heart with goodness. A craftsman of many hidden talents including music, song and language. Visitors are enlightened by his passion for sharing the rich hidden heritage of Slieve Gullion in rural Armagh. A welcome into his craft workshop will lead to discovering the craft of turning, shaping and sanding wood from his local woodland and awakening your own sense of creativity.



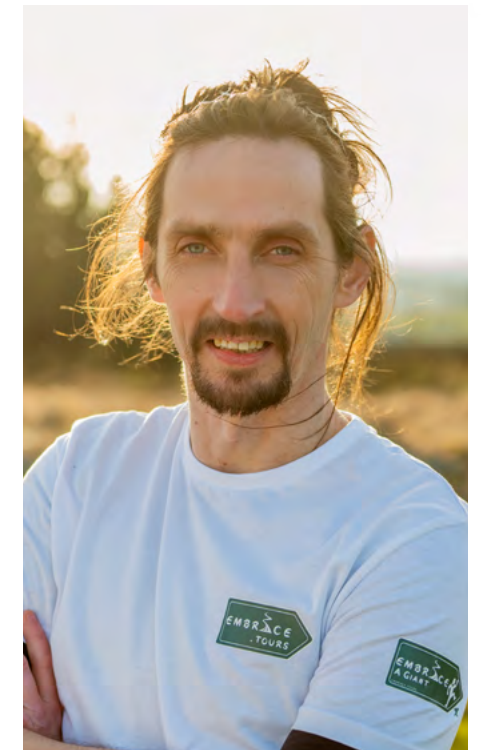
By being Collaborative

The spirit of partnership enriches the experience of the Mourne's Trails & Ales Tour. An adventure through one of Northern Ireland's most beautiful regions, with the added buzz of electric bikes and great locally produced ales! The two-wheel adventure refreshes the mind and then reveals the sights, smells and tastes of the local brew whilst learning about the art of brewing and distilling in the local area.



By being Unique

An encounter with Hugh at Embrace Tours will have you way back in time when early settlers made their mark at Beaghmore Stone Circles nestled in the boglands in Derry. His rich storytelling and animation brings to life the significance of this stone formation and their renaissance will fire the imagination. Visitors awaken their Giant Spirit retracing the steps of pioneering ancestors and uncover this rich and authentic tapestry of early history.



Land, Water & Sea

**Sharing our unique landscapes,
nature and produce. We believe
in preserving and nurturing it in a
sustainable way so that it can be
enjoyed for generations to come.**

An appreciation of nature and landscape is something we all have. The next slides detail how our visitors come into contact with it - and how we're delivering on it in various particular ways right now.





Land, water & sea

Discovering diverse NI landscapes

Connecting with nature

Getting off the beaten track

Having outdoor adventures

Eating local food

Having your senses enlivened by the elements

Meeting producers (e.g. fishers and farmers)

Experiencing solitude, tranquility and inspiration

Living with the elements - NI rural life

Land, water & sea

Three examples of how to 'do' land, water & sea - and deliver on that Giant Spirit.

By being Celebratory

For County Down chef Paul Cunningham, there is no place like home. Paul, introduced to foraging in his hometown of Dundrum by his grandfather Paddy at a young age, shares his Giant Spirit through foraged and locally sourced ingredients throughout his cooking and celebrates his passion for the local area through a series of secret dining experiences.



By being Adventurous

By spending a day with Richard at Aquaholics, visitors get a once in a life-time experience to explore the wonders of the sea. Discover his passion for the Atlantic waters that surround the rugged Causeway Coast. Hosting visitors from all over the world in his sea-vessels, they come away with lasting memories and are encouraged to go beyond their everyday boundaries and tap into their spirit of adventure.



By being Natural

Barry at Erne Water Taxis was inspired to showcase his beautiful homeland of Fermanagh and wanted to give visitors a chance to become immersed in the spectacular Lakeland. On his all-electric boat and often linking in local food and drink, visitors can connect with nature and enjoy an outdoor adventure off the beaten track exploring the history, beauty and significance of the Erne Waterway.



Tone of voice

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

We can take the lead from our four brand inspirers



Big-hearted

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



Original

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



Legends and Stories

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



Land, Water & Sea


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

Writer's tool box

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

To create an en dash:

alt +  Hold the alt and minus key on Mac

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

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

Warm and human

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

Write in the 2nd person

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

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

Active voice

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

Write for senses

This is what brings writing to life. Describe things in terms of their taste, touch, smell, sound, and sight. It really helps people visualise the experience. Be specific Lots of interesting details make the thing you're describing feel real and easier to imagine



Writing about

Northern Ireland | Embrace a Giant Spirit

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

Use verbs that highlight the activity.

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

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

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

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

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

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

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

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

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

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

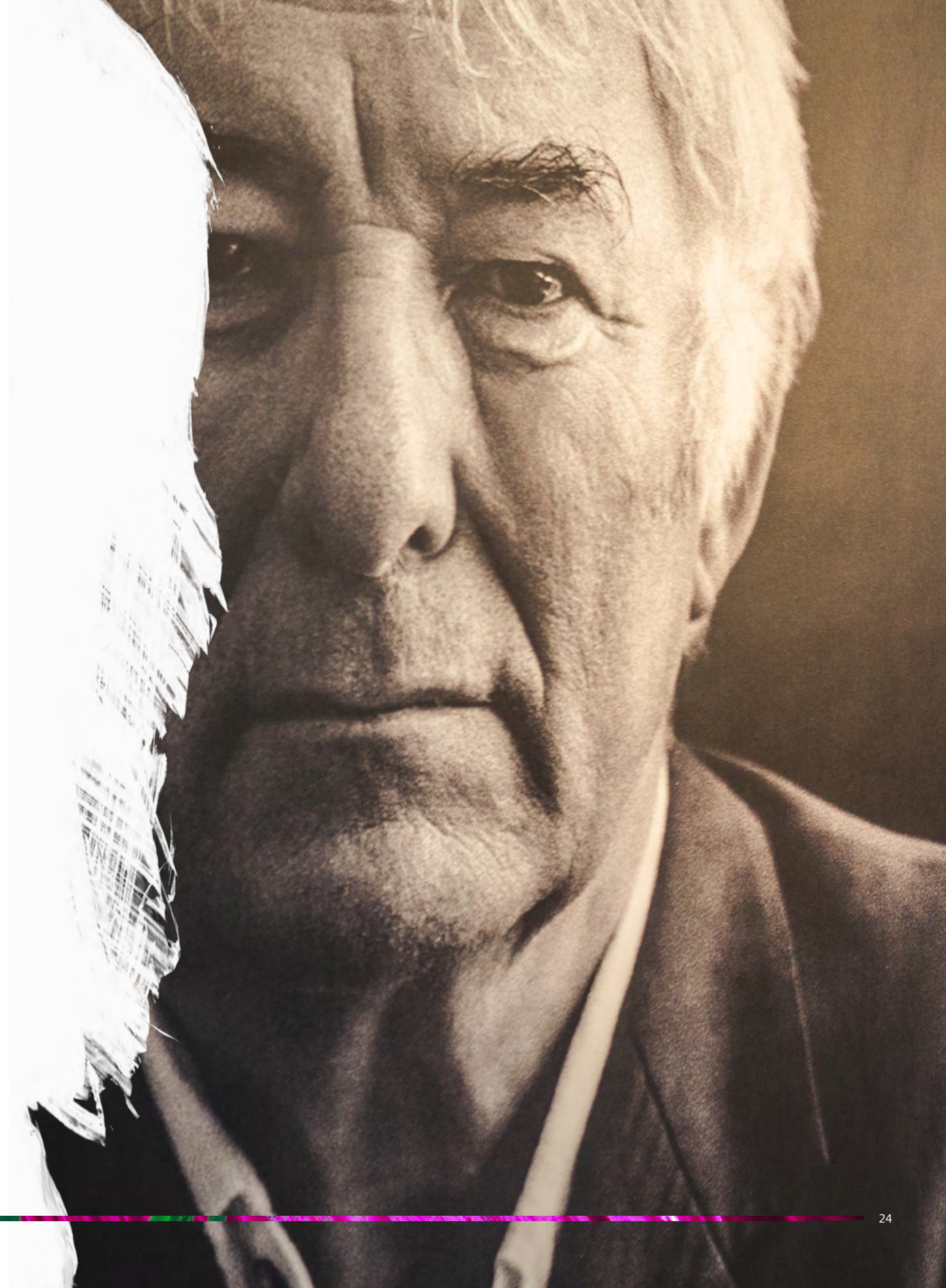
So: 'This shipyard was where the men of the community worked and every boy wanted to be part of it. It was what made you into a man.'

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

Use active rather than passive verbs.

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

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



Photography

Our photography should reflect our giant spirit. That means showing people enjoying themselves: exploring, meeting, laughing, and taking part.

Our shots should:

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

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



Brand Guidelines





Our logo

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

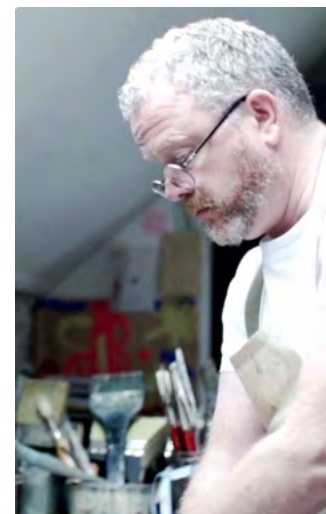
Research showed they want to see something that really stood out. Something energetic. That feels like a warm invitation.

And gives them an authentic sense of who we are.

Northern
Ireland
Embrace
a Giant
Spirit



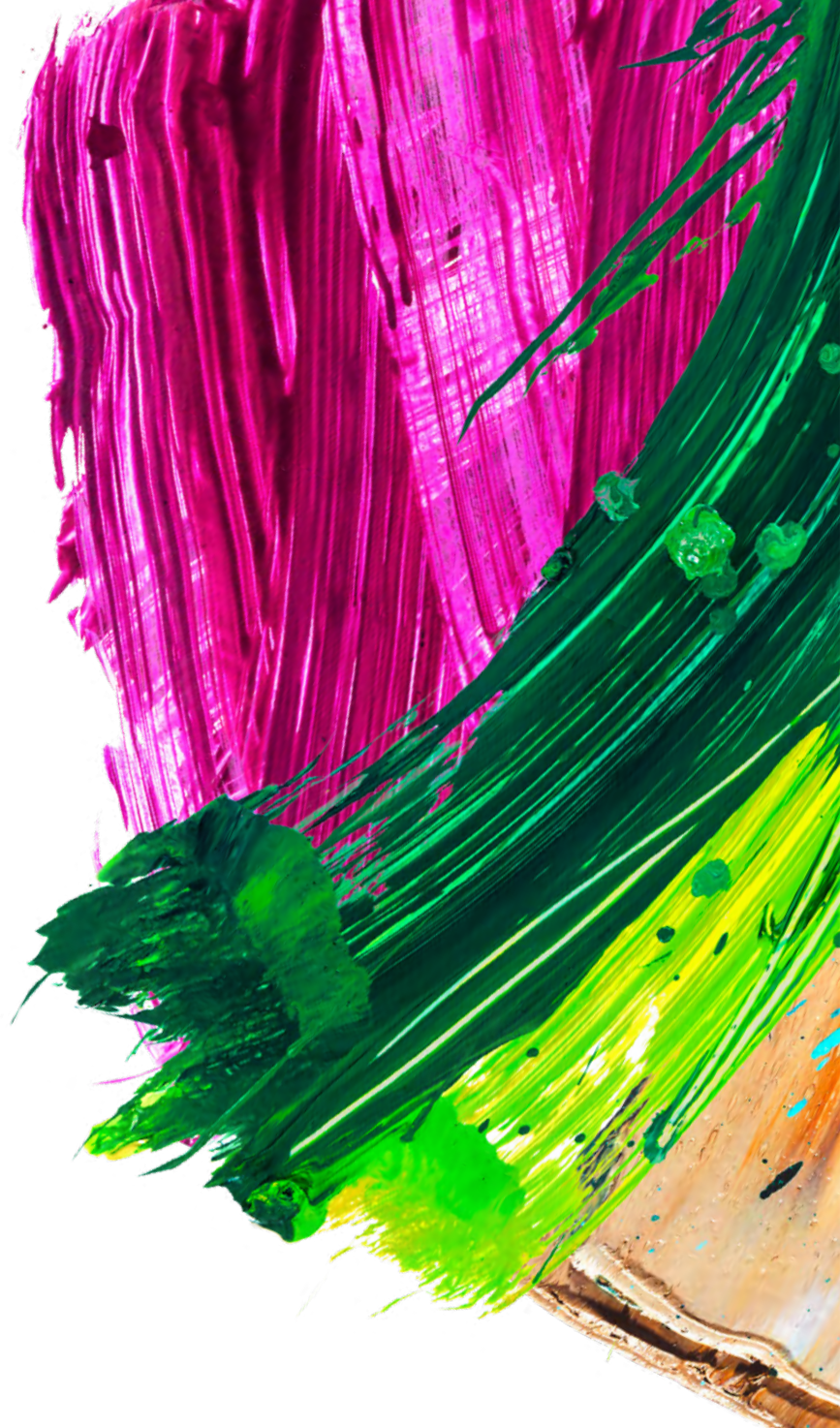
Who painted it?



How did we visualize our Giant Spirit? We asked one of Northern Ireland's most celebrated artists.

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

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



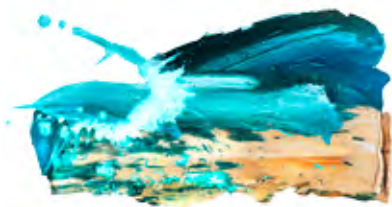
Working with the icon

It has a hand-painted visual and typeface that feels bold, alive, and draws people in for a closer look. The visual features three key elements that inspired our artist

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

Lush green for our tranquil, fertile countryside

Rich magenta for the passion and energy of our people



Using the logo

Reproduction

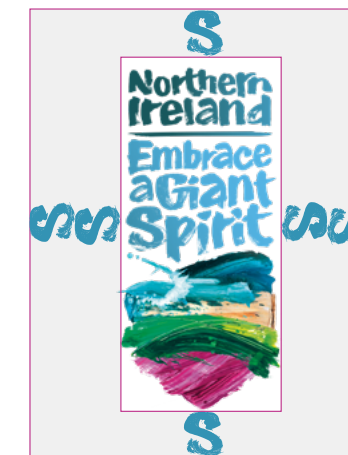
The logo should always be reproduced from the original artwork. Please don't redraw or separate any of the three elements of the visual. And whenever possible, try to use the full-colour portrait version as shown.

Landscape version

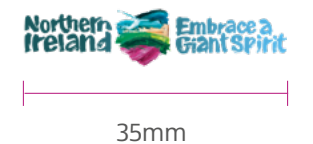
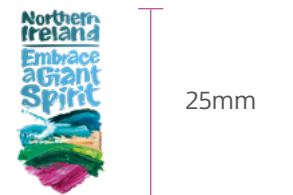
You might have to use the landscape version of the logo sometimes, like if it appears in a panel with partner logos or there are space issues. If so, please stick to the minimum sizes. To make sure the logo is always legible and recognisable, please reproduce it at least 25mm high (portrait version) or 35mm wide (landscape version)



Logo safe area



Minimum sizes



Landscape version



Northern
Ireland
Embrace
a Giant
Spirit



Reversed out version

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

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



DON'T rotate the logo



DON'T change the colour of the logo



DON'T use drop shadows or any other effects



DON'T add a City name



DON'T distort the logo



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



DON'T use colour combinations that clash

Mono Version:

When colour isn't an option, the icon element of the logo should be removed and the logotype reproduced in the black or white versions as shown here. Never convert the full logo version to greyscale. The white mono version can also be used when the background image is too dark to display the icon element of the logo correctly.

Northern
Ireland
Embrace
a Giant
Spirit

Northern | Embrace a
Ireland | Giant Spirit

Typography

Primary typeface

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

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

Giant Spirit Font

abcdefghijklmnopqr
stuvwxyz1234567890

ABCDEFGHIJKLMNOPQR
STUVWXYZ,.,?@&*()%£!

we
design
all headlines

ABC



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

Secondary typeface

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

Northern Ireland Regular

abcdefghijklmnopqr
stuvwxyz1234567890
ABCDEFGHIJKLMNOPQR
STUVWXYZ,.,?@&*()%£!

Northern Ireland Bold

abcdefghijklmnopqr
stuvwxyz1234567890
ABCDEFGHIJKLMNOPQR
STUVWXYZ,.,?@&*()%£!

Brand colours

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



Colours are picked from areas of the brand icon.

<p>PANTONE 316</p> <p>C86 M43 Y50 K40 R23 G84 B89 HEX #19585c</p>	<p>PANTONE 2152</p> <p>C87 M50 Y23 K07 R26 G106 B149 HEX #246c94</p>	<p>PANTONE 7710</p> <p>C70 M00 Y27 K00 R44 G183 B194 HEX #28b6c0</p>	<p>PANTONE 7739</p> <p>C73 M00 Y87 K00 R63 G173 B79 HEX #45ab56</p>	<p>PANTONE 347</p> <p>C100 M00 Y79 K09 R00 G142 B90 HEX #008e5a</p>	<p>PANTONE 137</p> <p>C01 M50 Y84 K00 R242 G148 B53 HEX #f09445</p>
<p>PANTONE 298</p> <p>C65 M10 Y00 K00 R76 G180 B231 HEX #4bb4e4</p>	<p>PANTONE 2627</p> <p>C83 M100 Y00 K23 R73 G29 B110 HEX #491d6e</p>	<p>PANTONE 248</p> <p>C28 M94 Y00 K00 R188 G40 B134 HEX #b92e86</p>	<p>PANTONE 201</p> <p>C07 M100 Y68 K32 R157 G34 B53 HEX #993333a</p>	<p>PANTONE WG5</p> <p>C11 M13 Y16 K32 R172 G16 B154 HEX #999999</p>	<p>PANTONE 155</p> <p>C08 M20 Y43 K01 R236 G206 B158 HEX #eacca1</p>

Digital Brand Toolkit

Our digital Colour Palette

Embrace Green 1E

#19585C

Embrace Blue 1

#4bb4e4

The brand colours are taken from our logo mark:

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

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

Embrace Blue 2

#246C94

Embrace Green 2

#39C251

Embrace Cahsmere

#eacca1

Embrace Green 3

#008e5a

Embrace Purple

#491d6e

Embrace Teal

#3EC1B5

Embrace Pink

#b92e8c

Embrace Orange

#f09445

Embrace Maroon

#99333a

Embrace Silver

#999999

Our digital Colour Palette

Colour hierarchy

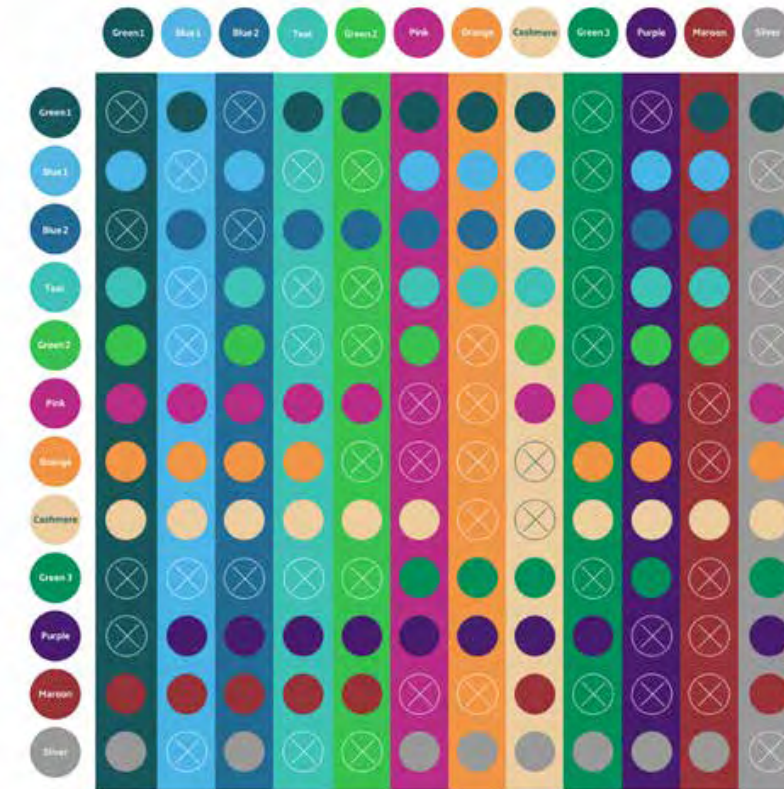


Combining colours for screen:

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

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

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



Our digital Colour Palette

Testing colours for screen:

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

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

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

Key:

AAA Compliant – Triple A compliance

is viewed as the gold standard level of accessibility, which provides everything for a complete accessible

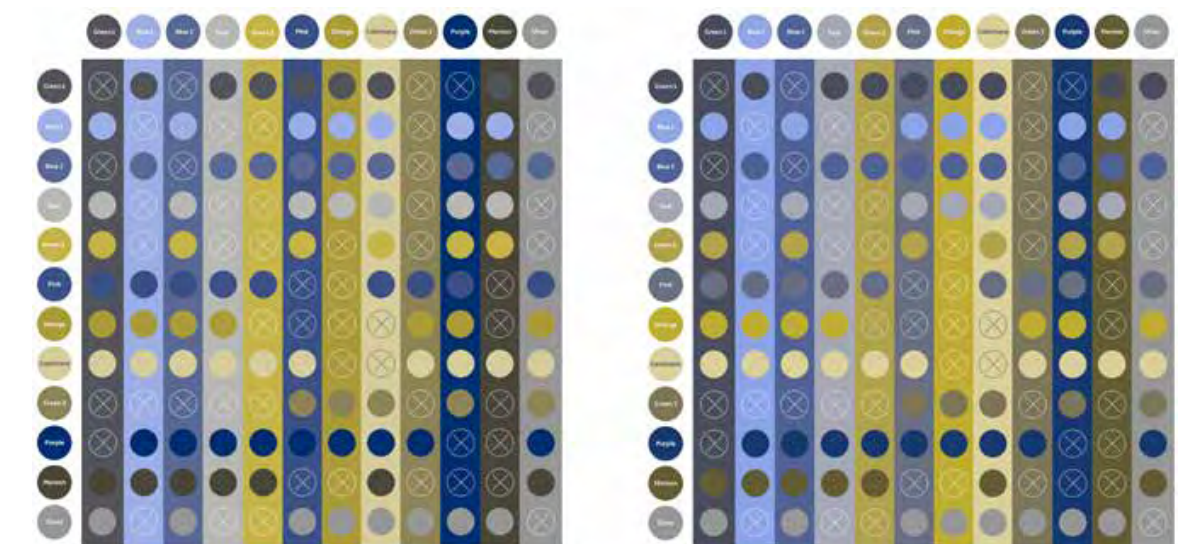
offering, including all the bells and whistles which make the difference between a very good experience and an excellent one.

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

NOT Compliant – Does not comply with accessibility standards



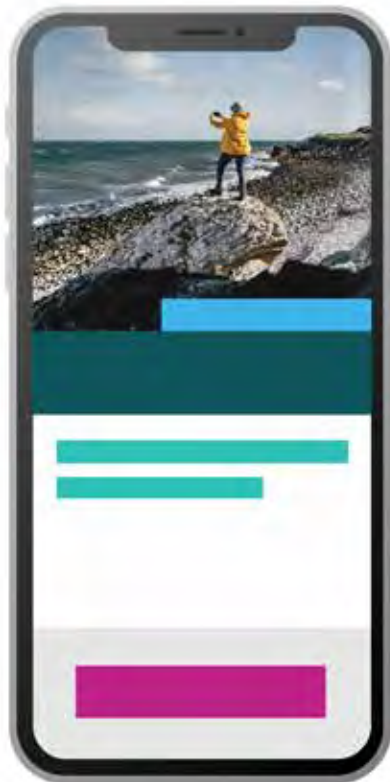
The diagrams on the right give us a basic understanding of how our colour palette is viewed by audiences with the two most common forms of RGB colour blindness: Protanopia and Dueteranopia.



Our digital Colour Palette

Colour hierarchy

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



Logo treatment

Placing our logo for digital

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

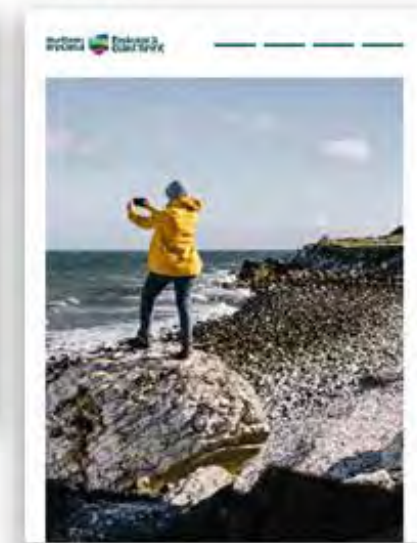
Outlined are some examples for you to follow with the correct logo dimensions to follow.



Tablet landscape:



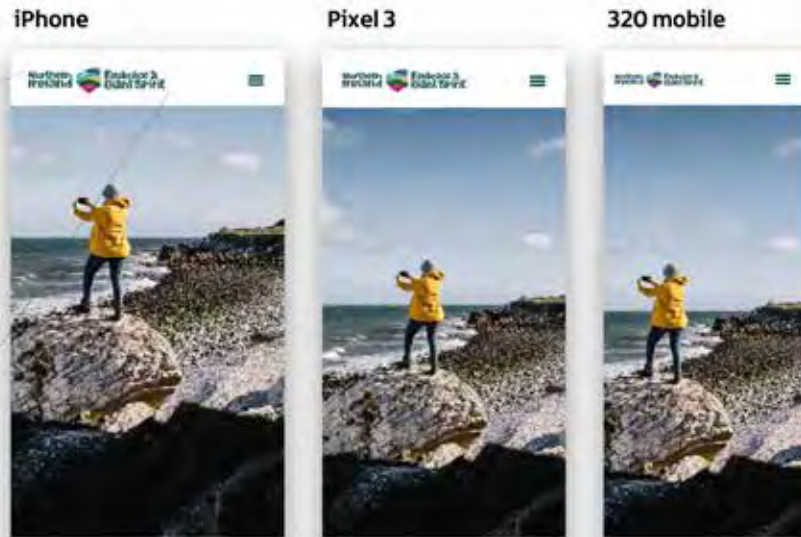
Tablet portrait:



Logo treatment

Placing our logo for digital

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



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



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

Leaderboard – 728x90



MPU – 300x250



Leaderboard – 960x240



Mobile application:
Min – 200 x 38 pixels



Mobile application:
Min – 107 x 200 pixels



Logo treatment

Placing our logo for digital

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

Social 1:1



Social 16:9



Digital typeface

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

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

Calibri Regular

abcdefghijklmnopqrstuvwxy1234567890

ABCDEFGHIJKLMNPOQRSTUVWXYZ,?@&*()%£!

Calibri Bold

abcdefghijklmnopqrstuvwxy1234567890

ABCDEFGHIJKLMNPOQRSTUVWXYZ,?@&*()%£!

Logo treatment

Placing our logo for digital

Tablet landscape:



Tablet portrait:



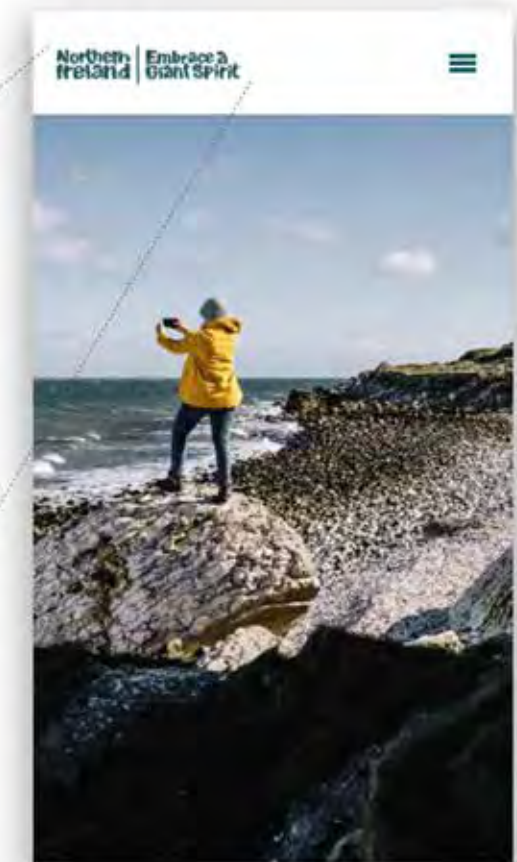
Tablet application:
Max – 246 x 47 pixels
Min – 230 x 44 pixels



Placing our logo for digital

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

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



Summary

What is the main thing our visitors want?

In a world filled with constant distraction and stimulation people don't want to just go and 'see a place.' They want to experience it, feel it, understand it and cherish it in a real and authentic way.

What do we promise to do for our visitors?

We will share the Giant Spirit of Northern Ireland. By sharing it we will awaken our visitors' own giant spirit.

What's the pledge we're making to our visitors?

Because our Giant Spirit has the power to transform how the world sees us, we promise to share it with the people we meet.

Because it will change how they feel when they're here.

Because it will enhance the memories they take with them and how they talk about us to other people after they leave.

Because it is a promise of adventure, authenticity and rich experiences that stir the senses, stimulate the mind and enrich the soul.

What actions can we take?

Our Giant Spirit is made up of four different things. We can deliver on each of them by acting in particular ways:

1. Big heartedness – delivered on by being engaging, being yourself, being realistic
2. A rich heritage of legends, stories and myths – delivered on by being engaging, being celebratory
3. Originality and a talent for being pioneering – delivered on by being challenging, brave, collaborative
4. Land, water & sea – delivered on by being realistic, being yourself, being celebratory, being collaborative



Awaken your Giant Spirit

Northern
Ireland
Embrace
a Giant
Spirit

