

Belfast

one
YOUNG
WORLD

2023

Brand Toolkit



One Young World, a global NGO empowering and developing young leaders to build a fair, sustainable future for all.

For young leaders, the Summit is the landmark event of the year. It is a chance for the individuals responsible for shaping the future of our world, to come together to confront the biggest challenges facing humanity.

The Summit is the ultimate place to be inspired, share learnings, and connect. It raises the bar for what it is possible to achieve as leaders, individually and collectively.

The One Young World Summit takes place in Belfast, 2-5 October 2023.

- Belfast is host to One Young World 2023 gathering together the brightest young leaders from 190+ countries and 250+ organisations, working to accelerate social impact.
- This world class event is another great opportunity to position Belfast on a world stage as a city championing social change and the power of its youth.
- Our campaign will raise awareness that Belfast is host nation, building a sense of civic pride across the Greater Belfast community.
- The campaign will also ensure that every delegate that attends sees the campaign on the streets of Belfast or as they travel across the venues showing the city's support of such a momentous event.

Welcoming our delegates



As host city, Belfast will make the most of marketing opportunities to welcome, inform, connect and celebrate the arrival of One Young World Summit.

To do so we have developed a design concept deck to illustrate the look and feel across our brand campaign...

Our Toolkit



Logos



Typography

Proxima Nova is the font used to promote Belfast as a destination

Colours



Shapes



Logos

The Belfast One Young World brand is playful, energetic and striking.

The iconic Belfast Harland & Wolff cranes are used to frame the OYW identity and to focus the eye directly to it.

The brand should never be altered in any way.



Belfast

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Logos

Shown on this page are examples of how the OYW brand should be used on various coloured backgrounds.



Logos

The OYW logo should be at least 2/3 bigger than any other logo.



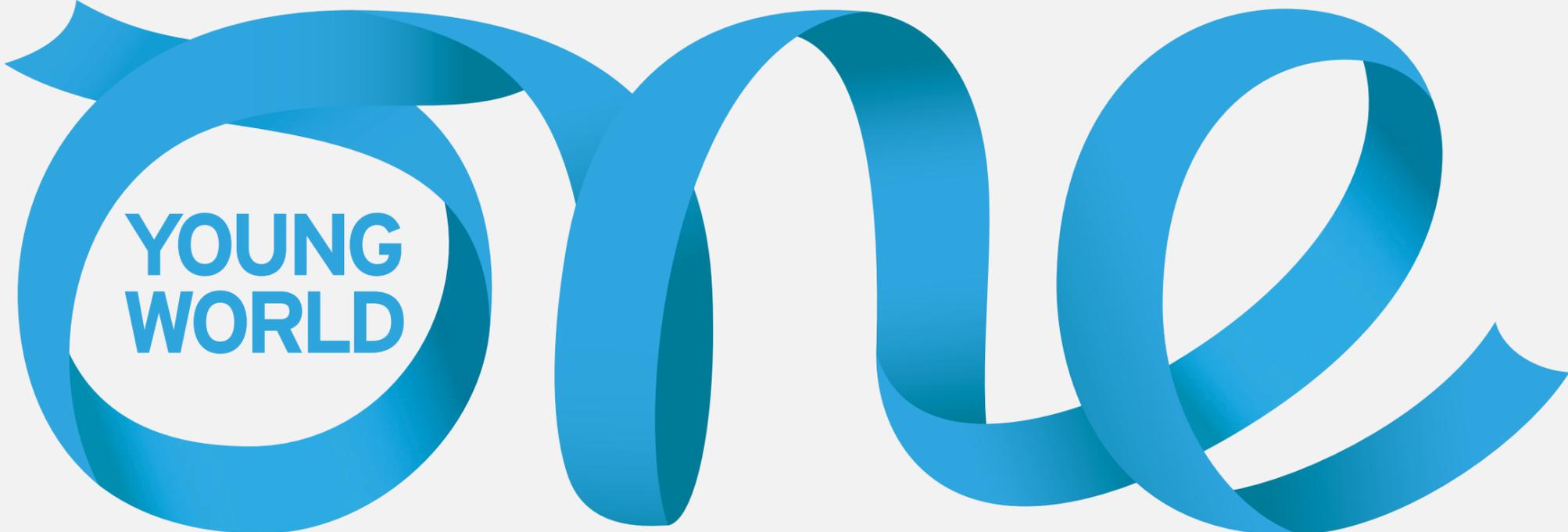
Belfast and Northern Ireland lock-up.



Logos



When space is of a premium or if there is too much repetition of the word Belfast, the core version of the OYW brand can be used.



Typography



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.

Proxima

Nova

is the font used to promote Belfast as a destination

Thin	<i>Italic</i>	Bold	<i>Italic</i>
Light	<i>Italic</i>	Extra Bold	<i>Italic</i>
Regular	<i>Italic</i>	Black	<i>Italic</i>
Medium	<i>Italic</i>	Heavy	<i>Italic</i>
Semi Bold	<i>Italic</i>		

aAbBc23!*

Colours



The OYW brand has a wide range of colours available that add vibrancy and variation.

These colours should be used with restraint and consideration and should complement the main brand colour - not overpower it.

Examples of the colours in action can be seen in the pages that follow.

This blue is used for Belfast Starburst logo



RGB: 0/182/222
CMYK: 72/2/9/0
#00B6DE



RGB: 0/162/199
CMYK: 76/15/16/1
#00A2C7



RGB: 1/46/56
CMYK: 98/64/53/61
#012E38



RGB: 0/91/111
CMYK: 90/46/39/27
#005B6F



RGB: 51/168/91
CMYK: 78/8/87/0
#33A85B

This yellow is used for Belfast Starburst logo



RGB: 216/60/41
CMYK: 8/87/88/1
#D83C29



RGB: 182/37/132
CMYK: 31/95/0/0
#B62584



RGB: 255/162/2
CMYK: 0/44/93/0
#FFA202



RGB: 253/195/0
CMYK: 0/25/100/0
#FDC300

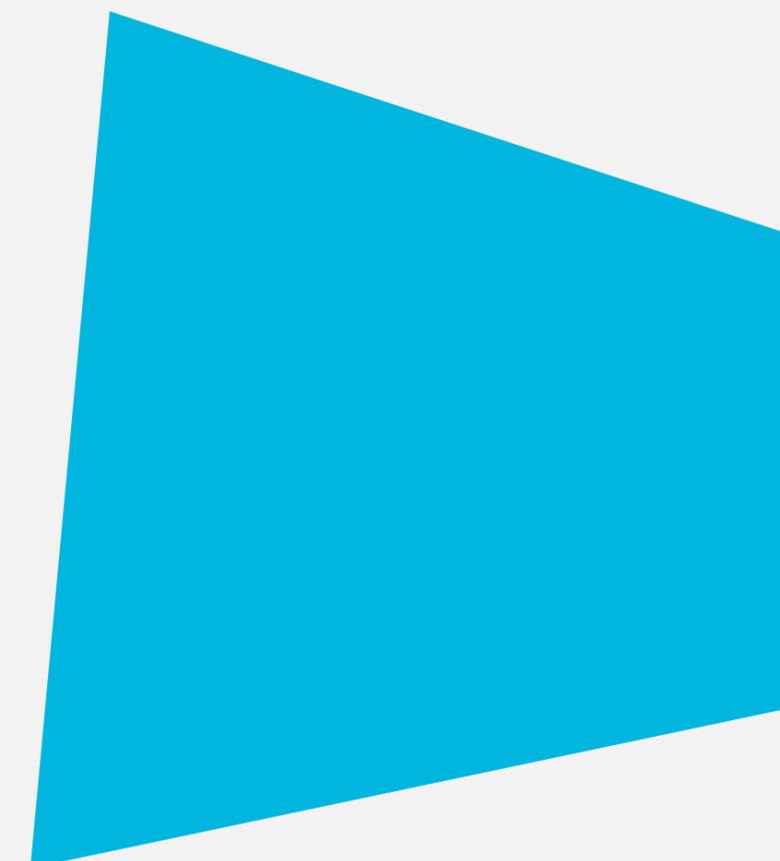
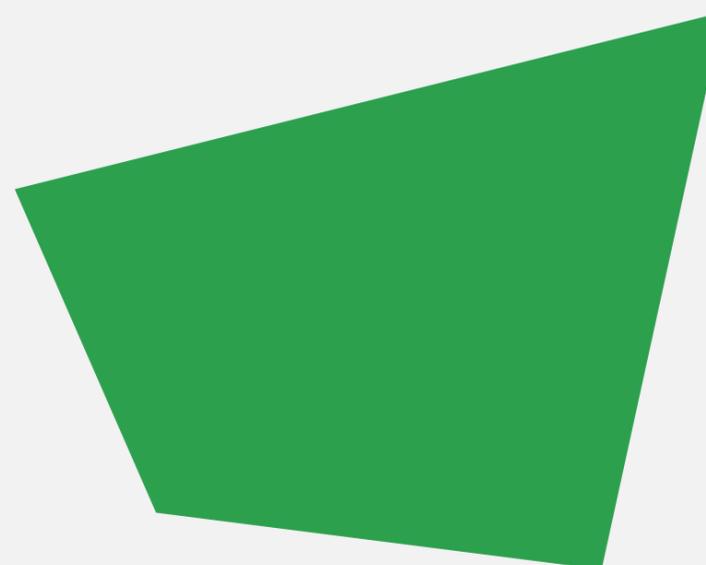
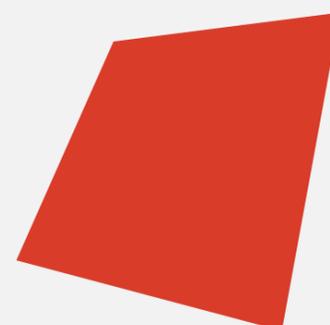
Shapes

As part of our graphic language the rhombus shape contained within the One Young World logo can be modified and used to support the brand.

It can be altered in shape and colours added from our palette to add visual impact to enhance our designs.

Examples of the shapes in action can be seen in the pages that follow.

Please note: The rhombus shape within the OYW brand identity should **never** be altered.



Brand in Action

Airport floor vinyls



2–5 October 2023

#OYW23

Welcome to our giant summit



Brand in Action

Volunteer T-shirts



Brand in Action

High-Vis Vests



Brand in Action

ICC Guardian Banners

one
YOUNG WORLD

**the
global
community**

2-5 October
#OYW23

Belfast
Northern Ireland
Embrace a Giant Spirit

one
YOUNG WORLD

**for
young
leaders**

2-5 October
#OYW23

Belfast
Northern Ireland
Embrace a Giant Spirit

one
YOUNG WORLD

**shaping
the
future**

2-5 October
#OYW23

Belfast
Northern Ireland
Embrace a Giant Spirit

one
YOUNG WORLD

**of
our
world**

2-5 October
#OYW23

Belfast
Northern Ireland
Embrace a Giant Spirit

Brand in Action



48-sheet Outdoor

2–5 October

#OYW23

**A global
community**

Young leaders tackling global challenges
to build a fair and sustainable world

Belfast



2023



Brand in Action



48-sheet Outdoor

Example heroing
OYW delegate proudly
representing Belfast

2–5 October

Building a better future

The global community for young leaders
shaping the future of our world



#OYW23



**Aliyah
Tuansi**

Community Programme
Facilitator & Youth Worker
Proudly representing Belfast

Brand in Action



Screen Advertising

Omega screens across Belfast welcoming the congress and creating brand statements.



Brand in Action



192-sheet Outdoor



96-sheet Outdoor

Example heroing multiple OYW delegates proudly representing Belfast



Downloads

Please click the icons below to download the appropriate asset required for your publication.

Logos are available in PNG (online) and EPS (print) formats.



Additional support info

including Tone of Voice and social media templates

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