



Invest Northern Ireland
Communications toolkit

Hi and welcome to Invest NI's brand guidelines.

In this document, we'll outline how our organisation identifies our audience and reaches them in a consistent and compelling way. The most important thing to remember is that Invest NI is a 'digital first' organisation, and most of these brand guidelines work to ensure a unified digital presence.

We'll explore Invest NI's vision, values and brand promise, and how these play out in our communications. We'll look at the channels that we prefer, and how we use them to reach different parts of our audience.

That audience is broad – we speak to clients and potential clients in Northern Ireland, investors and trading partners abroad, stakeholders in both the private and public sectors and with our own staff. Each requires a different approach and we will look at each in detail.

Regardless of our audience, we speak with a distinct tone of voice which is informative, positive, plain speaking and human. We will look at specific ways to achieve this tone of voice no matter our audience or medium.

Invest NI has a specific aesthetic. We'll look at how we achieve it through our various brand assets – logos, typography, images and video. Each needs careful attention to ensure consistency across the broad range of our communications.

Finally, we'll look at social media in detail and explore the potential and perils of interacting with our audiences in real time, in public. Our digital first approach requires us to engage with social media thoughtfully and nimbly. These guidelines will help you do so.

Vision and values

We are dedicated to helping Northern Ireland businesses grow globally. We're supportive of the entire business community and, by attracting inward investment, we're stimulating entrepreneurship and innovation.

Our Vision: It starts with me

I am part of a group of individuals. Individuals who lead by example to create a culture that is inclusive and innovative. From the way I work, to how I treat others, I have a responsibility to collaborate around our shared values and inspire everyone to go the extra mile.

Our Values

I Count

I actively ensure that diversity and inclusion is at the heart of everything I say and do.

I Show

I am a leader and I role model our values and behaviours in everything I say and do.

I Care

I look after my own and my colleagues' health and wellbeing through my actions.

I Respect

I do the right thing.

I Partner

I do everything I can to ensure customers and colleagues are successful.

I Shape

I play an important role in making Invest NI a more engaging place to work.

I Own

I think about and take responsibility for my own personal development.

About our brand

Invest NI uses a digital first strategy. We are digital by default. And our all-inclusive production approach means we create the content, then distribute it through the most appropriate digital channels, such as email, social, mobile, or web.

What our brand means

Our communications framework ensures that we identify who our target audience is, how we interact with them, and what our communications goals are. Who we communicate with directly affects what we say. We communicate with the following groups:

- Public
- Wider business base
- Account managed businesses (including pre-entry and entry)
- International prospects
- Staff
- Stakeholders
- Media

For example, when we plan an article, we now consider each content form separately: video; audio; words; photo; or interactive features such as maps. Then we disseminate through our various digital channels, using the assets best suited to each.

Remember, once you post something on the internet it's very difficult to remove, which is why we've created this communication toolkit – so you have the confidence to know what to say, when to say it, and how it should be said.

We're committed to empowering our staff to be the best they can, setting the standard for 21st century communication.

About our brand (continued)

Although we use a digital first approach, we still have several offline communications channels at our disposal, including television, print and out of home advertising.

Print Advertising

When producing content for print, its important to remember the do's and dont's.

Print press

- Do make good use of imagery (photography, icons etc)
- Give copy space, white space doesn't have to be filled
- Give prominence to the header
- Don't include paragraphs of copy, cut it down
- Don't use narrow margins to fit in more content

Print 48 sheet

- Lead with a clear headline
- Separate information into digestible chunks
- Use vibrant colour to catch the audience's eye
- Use clear illustrations
- Avoid the clutter as 48 sheets are targeted at drivers
- Don't include too much text, either in headings or CTA's
- Don't use colour schemes that are difficult to read

Print pull-up

- Do use eye-catching imagery
- Make use of the entire pull up
- Use type hierarchy to make the information digestible
- Don't create pull-ups with little or no information
- Don't leave too much white space
- Don't use overly simple icons

Our audiences

We attract and secure international companies to invest in Northern Ireland and set up operations here.

We have several different key audience channels, which are outlined below.

It's important to recognise that we have different objectives and desired outcomes for each of our various communication channels.

The following topics are covered:

- Communicating in Northern Ireland
- Communicating in international markets
- Communicating with stakeholders
- Communicating with our staff

Communicating in Northern Ireland

Our local audience incorporates the wider business community, and those aspirational businesses who want to take the step to compete globally and export internationally.

We have positioned ourselves to become the first point of contact, a world-class agency that treats our customers as individuals and provides tailored information.

Customers expect straightforward information, encouragement, and inspiration. And they expect us to be positive, informative and quickly understood.

For businesses that want to export their goods and services, we're the experts who can get them to the next level. Our advice is clear, concise, and practical. Above all, we're straight talkers and always approachable.

Communicating in international markets

When considering international markets, the Northern Ireland (NI) brand should be adhered to. This brand provides a unified voice and message about the benefits of Northern Ireland as a destination. As such, this will have a bearing on how we communicate with our international audience, particularly in terms of style and tone of voice.

Northern Ireland brand

The Northern Ireland brand means that together we can make Northern Ireland stand out by collectively communicating positively with a consistent tone.

The big idea is that Northern Ireland is different because 'we go the extra mile'.

Communicating in international markets

The big idea behind the Northern Ireland brand is 'The Extra Milers'. In a single phrase this captures what sets Northern Ireland apart and what's unique about our collective offering, which is also appealing to our audiences. It's rooted in cultural truths: there's something in us that means we go the extra mile. We have a natural enthusiasm, and a determination to do well. We go out of our way to show what makes Northern Ireland special. It's like there are nearly two million tour guides in Northern Ireland. When we host big events, we all join in. Our pride and our passion shine through.

We work hard too. In Northern Ireland we have a talented, highly-skilled and well-educated workforce. We are a group of people with energy and drive. We're innovative and creative too, full of ideas on what to do next, and we go above and beyond, working together to find solutions. When people go the extra mile to come here, we will go the extra mile to make it special for them when they do. It's just how we are.

This big idea is supported by values that create the foundation for the Northern Ireland brand, as well as behaviours which stem from those values, helping us to live the brand.



Communicating in international markets

Four values and associated behaviours underpin the big idea ‘The Extra Milers’

Values	Behaviours	Values	Behaviours
<p>Authentic We celebrate the real and the natural.</p> <p>We are true to ourselves, down-to-earth and straightforward. ▶</p>	<p>Be ourselves We are true to ourselves; our welcome is genuine, not contrived.</p> <p>Our enthusiasm is natural, not forced.</p> <p>We tell the Northern Ireland story and our part in it.</p>	<p>Creative We are creative and inventive and at times ingenious. ▶</p>	<p>Be imaginative We have a history of creativity and innovation.</p> <p>We are always looking for new and better ways of doing things.</p>
<p>Ambitious We are determined and single-minded. ▶</p> <p>We want what’s best for Northern Ireland and each other.</p>	<p>Work hard Working hard comes naturally to us. It’s part of our make-up.</p> <p>But we play hard too and visitors to Northern Ireland are welcome to join in.</p>	<p>Self-belief We have confidence and conviction that we can achieve what we wish for, no matter what barriers are put in our way. ▶</p>	<p>Be positive We are positive about the future.</p> <p>We all need to become advocates of Northern Ireland, whether in a business, tourism or any other context.</p>

Communicating with our stakeholders

We're here to be accountable for the public funds we administer, and to run programmes for government.

We're clear about how we communicate our business expertise. Our role within government allows us to best deliver our strategic goals and programmes. We're experts who are passionate about building on our successes.

Communicating with our staff

Each day, Invest NI works hard to support business, develop partnerships, and create jobs for Northern Ireland. We offer the business community a single organisation providing high-quality services, programmes, and expert advice. None of this would be possible without our staff.

Communicating with our team

We are a diverse, passionate and global team. We are honest and open in our communications and supportive of each other as colleagues.



Invest Northern Ireland
Logo use

Invest NI – primary logo

The primary Invest NI logo was created to work across all forms of communication. The Invest NI logo colours consist of the following CMYK, RGB and HEX specifications.

All Invest NI logos should always be surrounded by a minimum area of space. This area is defined by using the height of the letter ‘N’ taken from the logo as shown. For offline use the minimum size is 20 mm wide in print or 60 pixels wide for screen. There is no maximum reproduction size of the logo.



Minimum size
for print & screen:



Invest NI – primary logo approved variations

Colour variations of the logo give the identity flexibility. Colours from the Invest NI palette can be used to change the colour of the six petals.

When using coloured petals on a coloured background or imagery, take care to ensure sufficient contrast. A greyscale version of the logo is also available.



Invest NI – primary logo prohibited use

All elements of the Invest NI logo are fixed and should not be altered in any way. The logo must always be reproduced using the original digital master artwork and must not be modified in any way. The use of an all-white or all-colour logo is standard practice where necessary.

1. Do not distort the height
2. Do not distort the length of the logo
3. Do not place the logo on a colour that clashes
4. Do not place the logo on a busy background
5. Do not put a drop shadow on the logo
6. Do not alter the proportions of the petals and text
7. Do not use the petals on their own
8. Do not rotate the logo

1.



2.



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4.



5.



6.



7.



8.





Invest NI – secondary logo

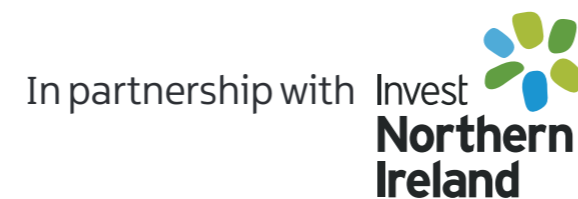
Invest NI's secondary logo was created exclusively for use across digital communications when space dictates. All CMYK, RGB and HEX colour specifications remain the same as the primary logo.

All Invest NI logos should always be surrounded by a minimum area of space. This area is defined by using the height of the letter 'N' taken from the logo as shown. For offline use the minimum size is 20 mm wide in print or 60 pixels wide for screen. There is no maximum reproduction size of the logo.



Minimum size screen:





Remember: This can adapt and change depending on the logo colour

Bespoke Masterclass Series for Collaborative Growth Programme Facilitators

Why have we developed it?

As the world continues to change and how we meet evolves, Invest NI wishes to support facilitators in developing the necessary skills and techniques to adapt.

The objective is to help facilitators:

- Recognise the need for change in this new 'world of work'
- Understand their own behaviours and in relation to others
- Develop the mindset to embrace change and build trust
- Consider their audience and get the best out of people virtually
- Become more efficient in their online meetings &
- Build a toolkit to work effectively, virtually

What's involved?

This bespoke Masterclass series has been designed to introduce participants to expertise, practical tools and techniques so they can work effectively with groups, virtually. Each 60-minute masterclass is dynamic, practical, interactive & engaging.

Masterclass Series	Date
1 - How to Understand Yourself and Others Developing an understanding of emotional intelligence, to manage yourself and others effectively	Thurs 19th Aug 11am
2 - How to Present with Impact In this virtual world, top tips from an experienced TV producer	Thurs 2nd Sept 11am
3 - How to Listen Well Online To develop trust, influence and alignment with project goals	Thurs 16th Sept 11am
4 - How to Facilitate Virtually Using clever tools and technology to engage your audience with impact and energy	Thurs 23rd Sept 11am
5 - How to ACE Remote Meetings Timing, etiquette, hosting, soft & hard starts	Thurs 30th Sept 11am

Invest Northern Ireland

Training Needs Analysis Workshops

Equipping you for the future.

[Register now >>](#)

Invest Northern Ireland

Energy & Resource Efficiency

Go green to drive your business

Reduce energy, cut costs, and invest in a secure future for you and the planet.

To find out how visit investni.com/energyandresources

Northern Ireland Showcase 2022

Northern Ireland is open for business.

Northern Ireland Showcase
Thursday 3rd March 2022
9 am - 3 pm
ICC Belfast

Northern Ireland Showcase

Dear [first name],

The world is changing, but Northern Ireland is still a great business location. Our economic vision - the 10X Economy - sets out a bold plan to position Northern Ireland among the top small advanced economies in the world.

Our intent is to build a strong, competitive economy that helps Northern Ireland compete on the global stage, attract investment and stimulate innovation and creativity.

Join us for the Northern Ireland Showcase at the ICC Belfast on 3rd March 2022 to learn more about our ambition to take Northern Ireland to the next level.

Northern Ireland Showcase Programme

- 9.00am Registration & Breakfast - NI Food Showcase
- 10.00am Welcome - Invest NI Interim Chief Executive, Mal Chittock
- 10.15am Building a Positive Future - Minister for the Economy, Gordon Lyons MLA
- 10.30am Panel Session: Sustainability, Traceability and Waste Management
- 11.00am Mid-morning break
- 11.15am Panel Session: Big Data in the Everyday
- 12.00pm Panel Session: Come to Northern Ireland (Grow your business)
- 12.45pm Lunch: NI Food Showcase
- 1.45pm Panel Session: Go Further, Grow Stronger (Exporting from Northern Ireland)
- 2.10pm Panel Session - Northern Ireland on the World Stage (Invest NI Heads of Territory)
- 2.35pm Panel Session - The Power of Northern Irish Connections
- 3.00pm Closing remarks - Minister for the Economy

We hope you can join us in person at the ICC on 3rd March. If you are unable to attend in person, you can register to watch the event live online. To register for either option, please click [here](#) and RSVP by 26th February.

Sincerely,

Gordon Lyons MLA
Minister for the Economy

Building the Foundations for a Better Economy

Business Plan 2021/22: Drivers for Success

Invest Northern Ireland

Economic Recovery Innovation Grant

£5,000 for innovative SMEs

Apply for up to £5K funding to develop innovative products, services, or processes & make a big difference to your business and Northern Ireland's economy.

Learn more & check your eligibility at investni.com/economic-recovery-innovation-grant

GO FURTHER. GROW STRONGER.

Ready to start selling outside Northern Ireland?

Find new customers and grow your business. Discover the benefits of selling your goods and services in Great Britain and beyond.

Visit investni.com to get growing

New Ways of Working

Leading remotely
Innovation
Team spirit
Customer interaction

Innovation

Hurling: 'Clash of the Ash'



The most common use of the Invest NI logo is with coloured petals themed to the creative colour scheme. As noted in the guidelines, these petals should be one solid colour and not shades (unless using the primary logo colours).



Another use of the logo is one solid colour. While less common, this is a totally acceptable way to use the Invest NI logo. There are many reasons why the designer may choose to use this logo, whether it be for readability on top of an image, or simply because it fits the design layout.





Ready to start selling outside Northern Ireland?

Find new customers and grow your business.
Discover the benefits of selling your goods and services in Great Britain and beyond.

Visit investni.com to get growing



The lozenge/button is optional and does not need to be used. However this is recommended for use on online assets.





Ready to start selling outside Northern Ireland?

Find new customers and grow your business.
Discover the benefits of selling your goods and services in Great Britain and the Republic of Ireland.

investni.com/exporting





We have started to roll out our logo hierarchy application, and going forward we will start applying this more often to appropriate campaign creative. The same rules apply to this logo, and the 'Delivered' copy can also take on the colour theme of the creative (if the colour choice is readable).





It's important to consider logo placement for maximum visibility. Here we see two iterations of the same creative. The first has the image placed on top of an image. While this is acceptable, it was decided that the image behind the logo was too busy. Instead the logo is placed on a solid colour for maximum visibility. Another way of fixing this issue would be to move the logo to the top left, which is a less busy area of the image.



It terms of logo positioning, there is no hard fast rule. Generally logos should sit in the corners of a layout, with the top corners reserved for campaign logos. However, designers can use there own judgement on where to place the logo. Placing the logo in the centre of the frame is not advised for static assets, but can be applied to other formats such as video or display.



Remember:

- Text should not be placed over the focal point of an image
- Accessibility must be checked in accordance with AVB's internal checklist
- The logo must always be visible

The design agency must carry out checks, ensuring that each of these points are met before sending on to Invest NI.

nibusinessinfo.co.uk – logo

The nibusinessinfo.co.uk logo was created to work across all forms of communication. The nibusinessinfo.co.uk logo colours consist of the following CMYK, RGB and HEX specifications.

The nibusinessinfo.co.uk logo should always be surrounded by a minimum area of space. This area is defined by using the height of the letter 'N' taken from the logo as shown. For offline use the minimum size is 20 mm wide in print or 70 pixels wide for screen. There is no maximum reproduction size of the logo.

The brand is the full web address – nibusinessinfo.co.uk. It must not be shortened and should be used in full at all times as one single word, on one line.



Minimum size
for print & screen:



25mm
70px

nibusinessinfo.co.uk – logo approved variations

There are 4 approved variants of the nibusinessinfo.co.uk logo.
A version consisting of the logotype, a keyline version, a version using an alternative colour taken from the nibusinessinfo.co.uk colour palette and another which includes the strapline as part of the logo lock-up.

Please note that variations 2 and 4 below can use different colour variations where required.

NIBUSINESS
INFO.CO.UK

NIBUSINESS
INFO.CO.UK

NIBUSINESS
INFO.CO.UK

NIBUSINESS
INFO.CO.UK

Practical Advice for Business

nibusinessinfo.co.uk – logo prohibited use

All elements of the Invest NI logo are fixed. The logo must always be reproduced using the original digital master artwork and must not be modified in any way.

1. Do not distort the height
2. Do not distort the length of the logo
3. Do not change the logo colour
4. Do not put a drop shadow on the logo
5. Do not alter the proportions of the rectangle and text
6. Do not rotate the logo

1.



2.



3.



4.



5.



6.



We don't use the NIBI logo as often as the other brand elements. In most cases, the Invest NI logo is used (or in this case the brand hierarchy logo).

When it is used please follow the guidance included in this document.



MY NEW BUSINESS
PLAN | START | RUN

DO YOU HAVE AN IDEA FOR A NEW BUSINESS?
My New Business can help you with advice on:

- > Writing a business plan
- > Accessing finance
- > Hiring staff
- > Marketing
- > Legal and regulatory requirements.

NIBUSINESS INFO.CO.UK

Delivered by Invest Northern Ireland



For more information, visit nibusinessinfo.co.uk/mynewbusiness or contact our Business Support Team on 0800 181 4422

Northern Irish Connections – logo

The Northern Irish Connections (NI Connections) logo was created to work across all forms of communication.

The NI Connections logo colours consist of the following CMYK, RGB and HEX specifications.

The NI Connections logo should always be surrounded by a minimum area of space. This area is defined by using the height of the letter 'N' taken from the logo as shown. For offline use the minimum size is 35 mm wide in print or 120 pixels wide for screen. There is no maximum reproduction size of the logo.



Minimum size
for print & screen:



35mm
120px

NI Connections – logo approved variations

These are the approved variants of the NI Connections logo. Where possible, the full colour version of the logo should be used. If the full colour can't be used, the reversal or single colour version can be used.

When using the logo on colour or imagery, it is preferable to use two colours to help differentiate the icon and the typography.

The logotype may also be used as a one colour reversal if sufficient contrast with two colours can't be reached, or printing restrictions apply.

The typography in the NI Connections logo should always be in either white (reversal) or the grey from our colour palette.



NI Connections – logo prohibited use

All elements of the NI Connections logo are fixed. The logo must always be reproduced using the original digital master artwork and must not be modified in any way.

1. Do not distort the height
2. Do not distort the length of the logo
3. Do not change the logo colour
4. Do not put a drop shadow on the logo
5. Do not alter the proportions of the icon and text
6. Do not rotate the logo

1.



2.



3.



4.



5.



6.





Northern Ireland Brand – logo

The graphic ‘picture frame’ device represents a direct invitation to consider that Northern Ireland always offers more. What we see in frame is a carefully edited crop of a ‘bigger picture’, so the logo serves as an intriguing and enticing hexagonal ‘keyhole’ for people to find out more.

The logo is populated by an image or a section of the main image used in the layout. This is the default when the Northern Ireland brand is the lead brand on a piece.



The size of the logo should be considered when choosing an image. The smaller the logo, the simpler the image. Also ensure that the image has sufficient contrast to make the white text stand out clearly.

NI Brand – logo prohibited use

All elements of the Northern Ireland (NI) Brand logo are fixed. The logo must always be reproduced using the original digital master artwork and must not be modified in any way.

1. Do not distort the height of the logo
2. Do not distort the length of the logo
3. Do not put a drop shadow on the logo
4. Do not alter the proportions of the icon and text
5. Do not rotate the logo
6. Do not change the text colour of the logo

1.



2.



3.



4.



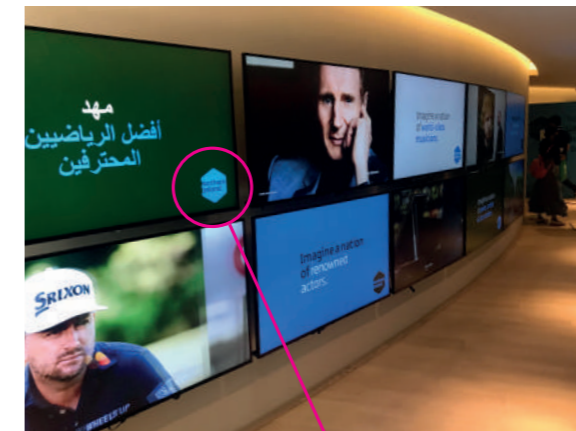
5.



6.



The NI brand logo is highly adaptable. There are a number of ways it can be applied, with reduced opacity or as a solid colour either within the hex graphic or outside it.





The NI logo should only be used in a single colour even when it is used in a silhouette. In this example the logo wasn't readable against the background so the text was changed to white. This is not proper use of the logo, the text should be the same blue as the rest of the graphic or the graphic should be changed to white which would make the logo more readable. Another option would be to brighten the image in that area.

Innovate NI – logo

This is the Innovate NI stamp which can be used across any piece of communication. The logotype and tagline sit within containers designed to protect them and to bleed in from either the bottom (as shown) or the right.

In most cases the standalone logo can be used as seen below.



Bottom aligned



Right aligned



Innovate NI – colour

This is the Innovate NI stamp which can be used across any piece of communication. The logotype and tagline sit within containers designed to protect them and to bleed in from either the bottom (as shown) or the right.

The stamp should never be re-created. Always use the master artwork. Colour is essential for Innovate NI's brand recognition. The palette consists of three core colours – purple, blue and yellow. There are also darker tones of the purple and yellow to help create depth. The colours have been chosen to convey a feeling of energy and dynamism to reflect a positive and active tone of voice.

CMYK 44.80.0.0
RGB 160.77.152
HEX #A04D98
Pantone 7440C

CMYK 47.10.23.1
RGB 2.153.160
HEX #0299A0
Pantone 635C

CMYK 0.40.95.0
RGB 247.167.16
HEX #F7A710
Pantone 130C

CMYK 62.90.0.39
RGB 84.35.104
HEX #542368
Pantone 520C

CMYK 0.56.95.0
RGB 246.137.40
HEX #F68928
Pantone 144C



Recent creative iterations use a primarily illustrative approach. It lets us feature detailed case studies where image or video content isn't available. Illustration is also a useful tool for creating animated content, ideal for social formats.

Innovation
Turning ideas into value

Need a way? Let's clear the way.

Innovation can keep your business ahead of the competition.

Take the first step today – complete the innovation self-assessment and start your innovation journey.

Visit innovateni.com

**BUILDING INNOVATION
FOR A STRONGER ECONOMY**

The poster features a purple background with a yellow lightbulb icon above a woman's head. The text is white and yellow.

Innovation
Turning ideas into value

Innovate to Grow

Join the hundreds of Northern Irish businesses innovating

The Penalty Kick
By William McCrum, 1890

Composite Hurling Stick
By Reynolds Hurling, 2017

Visit innovateni.com to discover how innovative your business is

The poster features a grey background with a teal and orange geometric design. It includes illustrations of a soccer player and a hurler. The text is white and orange.

Innovation
Turning ideas into value

Have an inkling? Time to get thinking.

Take your next step
Visit innovateni.com

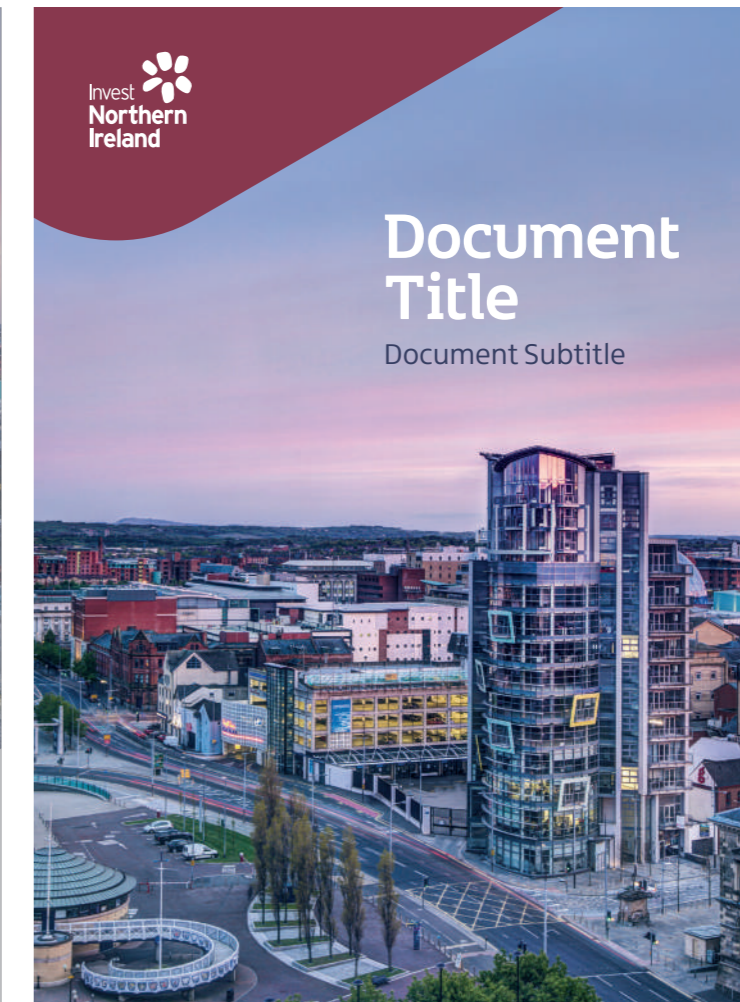
The poster features a purple background with a yellow tower of blocks and a pile of yellow coins at its base. The text is white and yellow.

Internal brand

The Invest Northern Ireland internal brand uses core elements of the of the outward-facing brand.

The creative should make use of the hex device and may use a combination of the Invest NI logo and the Northern Ireland logo.

This will depend on which team the creative is aimed towards. Invest NI should clearly state on each brief whether a job is aimed at staff or an external audience.



Old logos

There are a series of logos that aren't as frequently used or have been retired completely. These are a few of said logos, and while you may see them across the Invest NI website, they shouldn't be used on creative.



Start a business

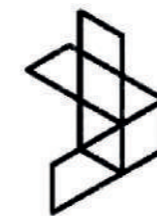


Operate more efficiently



Improve skills

**BUILDING BUSINESS
FOR A STRONGER ECONOMY**



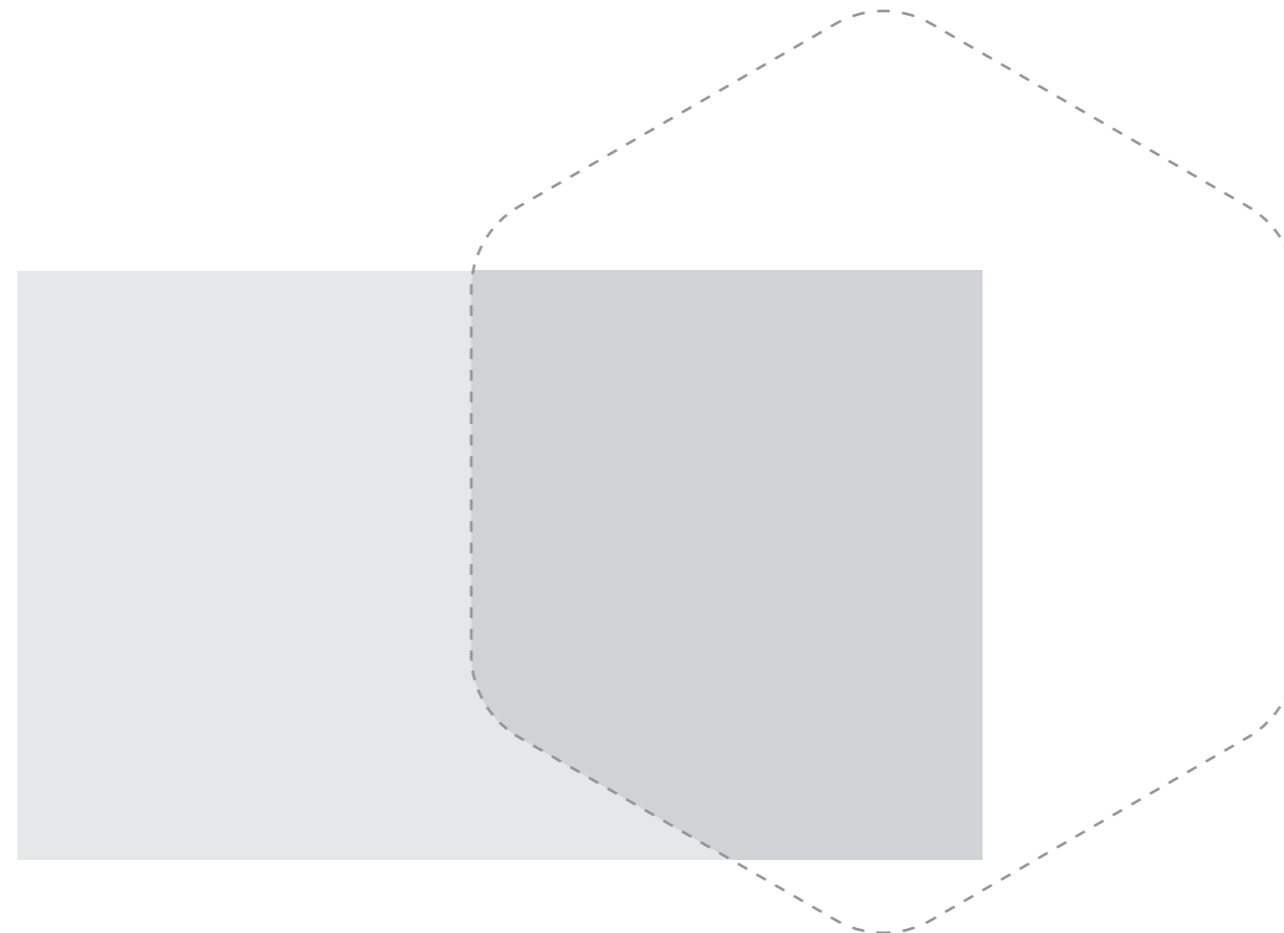
**Innovation
In Products
In Services
In Processes**

Hex area

Derived from the Northern Ireland brand, the hex area provides maximum flexibility and can be used in many different ways to break up a layout for both Invest NI and NI Connections. nibusinessinfo.co.uk and Innovate NI do not make use of the hex area.

The layout can be split into areas using a hexagon. This may be as subtle as a simple 30° corner which houses the main logo, or any creative cropping of single or multiple hexagons. The hex areas may contain images, white negative space, text or flat colour.

The hex area does not need to feature in every piece of collateral. This is a device to compliment the brand.



Hex area

The flexibility in the hex area is key for the Northern Ireland, Invest Northern Ireland and Northern Irish Connections brands. Here are some examples of layouts. The two grey tones represent areas of text, flat colour, negative white space, or imagery.

The use of the hex is not essential on local activity, however, it may be used if it fits well with the design. Across all Invest NI activity, the use of the hex will be determined on a case by case basis.



Building the Foundations for a Better Economy
Business Plan 2021/22: Drivers for Success

- Grow External Sales
- Innovation
- Entrepreneurship & Commercialisation
- Skills
- Investment
- Green Economy
- Compete 4.0 & Supply
- Levelling up

Invest Northern Ireland

If Education Can Change the World, Imagine What EdTech Can do

The impact of COVID-19 has made us more than ever reliant on technology: with schools, FE colleges & universities having to provide a variety of accommodations for their students.

Luckily, Northern Ireland companies have been at the cutting edge of educational technology development for the last number of years – revolutionising the way we interact with our platforms and apps. Representatives from our most innovative EdTech companies will be in attendance at Africa E-Learning in March 2021. These include:

EventMAP Solutions:
 EventMAP Solutions' technology deploys strategic planning, scheduling and resource management software. The company has over 20 years' experience in the development of educational planning and management tools, with specific focus on timetabling, scheduling, room usage, accommodation, conferencing, proctoring and resource modelling. The Optime platform in particular delivers integrated functionality and can be hosted locally or on cloud platforms.

Firefly:
 The secure, collaborative platform of choice for schools, which aims to simplify school communications, lesson management, progress tracking and parent communication. Firefly engages the school community and ensures that everyone can keep learning, whatever the circumstances.

Texthelp:
 An award-winning EdTech platform aimed at helping educators and students improve literacy, maths and assessment. Their flagship product, Read&Write, promotes literacy, study and exams and is in use by over 30 million users worldwide.

UCAN Achieve:
 Primarily focused on driving innovation within the STEAM education sector, the company aims to deliver a first class blended learning experience for students. They also offer education programmes for teachers, which explore the use of best practice techniques in the classroom.

If you would like to learn more about what Northern Ireland EdTech can do for you, come and see us at Africa E-Learning 2021.

Urginia Mhlaba
 Trade and Investment Advisor – Sub-Saharan Africa
 Invest Northern Ireland

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 E: urginia.mhlaba@investni.com
 A: Dunkeld Corner, 275 Jan Smuts Avenue, Dunkeld West, Johannesburg, South Africa.

www.investni.com
www.nibusinessinfo.co.uk

Altogether More for EdTech

Northern Ireland

Caterpillar
 Microsoft
 PwC
 Allen & Overy
 Citi
 Collins Aerospace
 Baker McKenzie
 Terex
 Capita

Join over 1,100 international firms benefiting from our talented workforce, competitive costs, and world-class infrastructure.

Northern Ireland.
The best location for growth.

More than 1,100 international firms have discovered that Northern Ireland is the ideal location for business expansion. They benefit from a combination of advantages, like our talented workforce backed by our free, company-specific assured skills training programmes. Our competitive operating costs – lower than comparable regions in the UK and Europe. And our world-class infrastructure, including 100 Gbps telecommunications links to Europe and North America.

Moreover, they enjoy our high standard of living, business-friendly support packages, and easy access to global markets.

Want more from your international investments?
 Find out what Northern Ireland can offer your business.

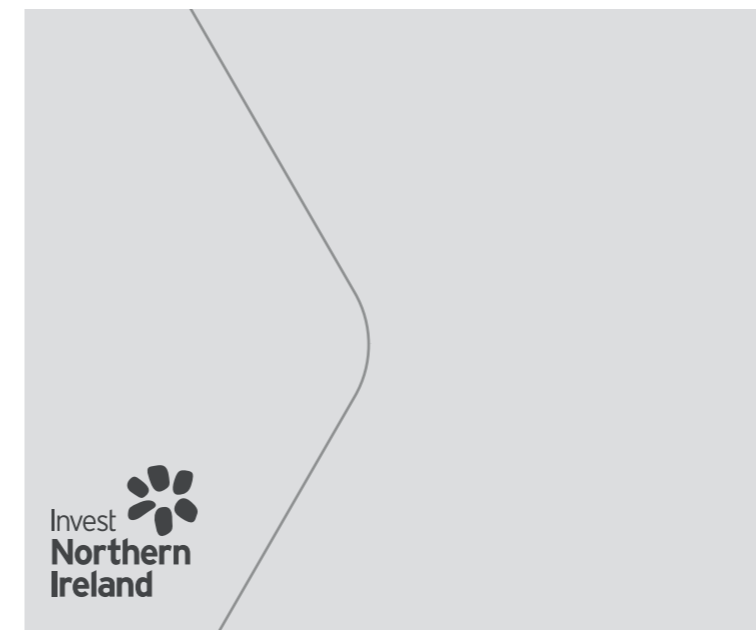
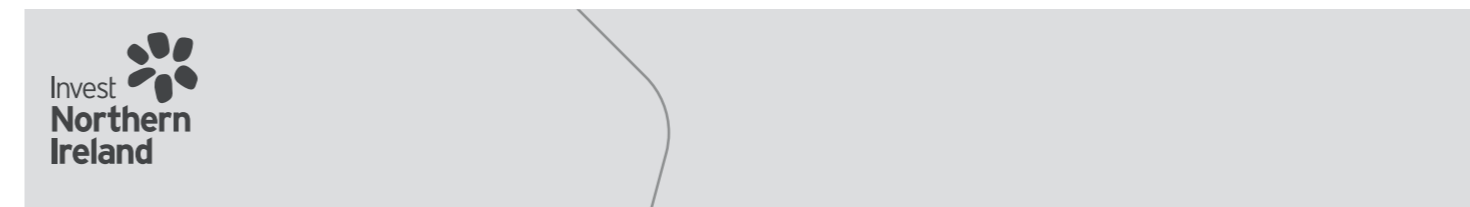
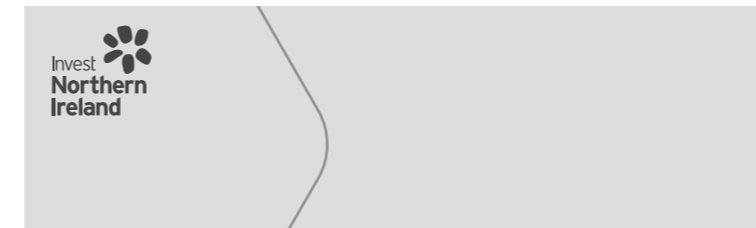
Northern Ireland. Altogether more.
 Visit InvestNI.com

Northern Ireland

We frequently use the hex as a layout tool to hold information and imagery. It can be used sparingly to hold logos, or it can be made a more prominent design element to break up long pieces of content.

Hex area – keyline

The hex area can also be used as a keyline. This keyline can be used as an overlay over an image. To add depth to the image this outline can interact with the image, allowing elements to break the outline to give the impression its embedded.



Hex area – keyline application

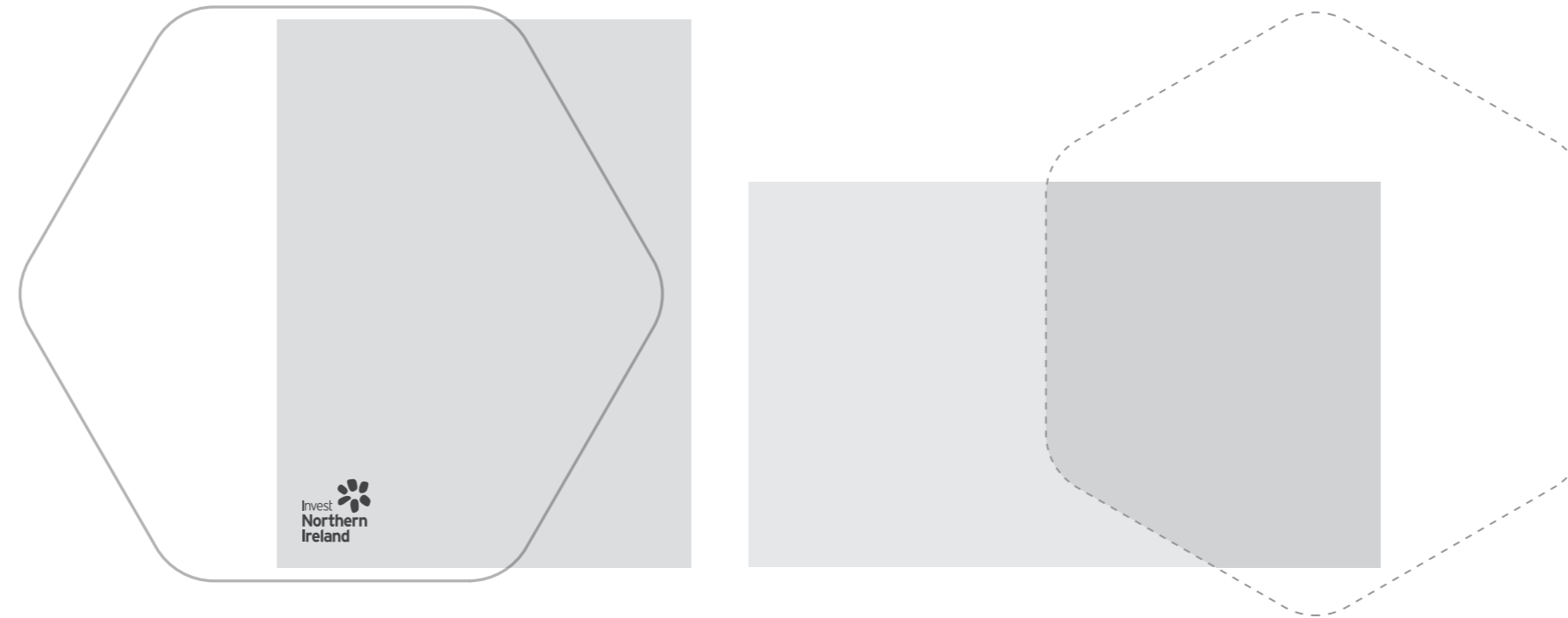


Hex area – keyline application



We haven't implemented the keyline hex as much as the solid graphic in recent years. It is best applied within imagery, intersecting key elements. We have begun to implement it more frequently as a core design element. Most recently it was applied to the NI Showcase creative, but that does not mean it can't be applied to other creative.

Hex area – Usage



Although both hex devices act as a core tool in the Invest NI brand, they should not be used in every situation, especially when it comes to campaign creative. This is especially true when housing logos, where it is tempting to apply a hex behind the logo. In some cases this isn't necessary.

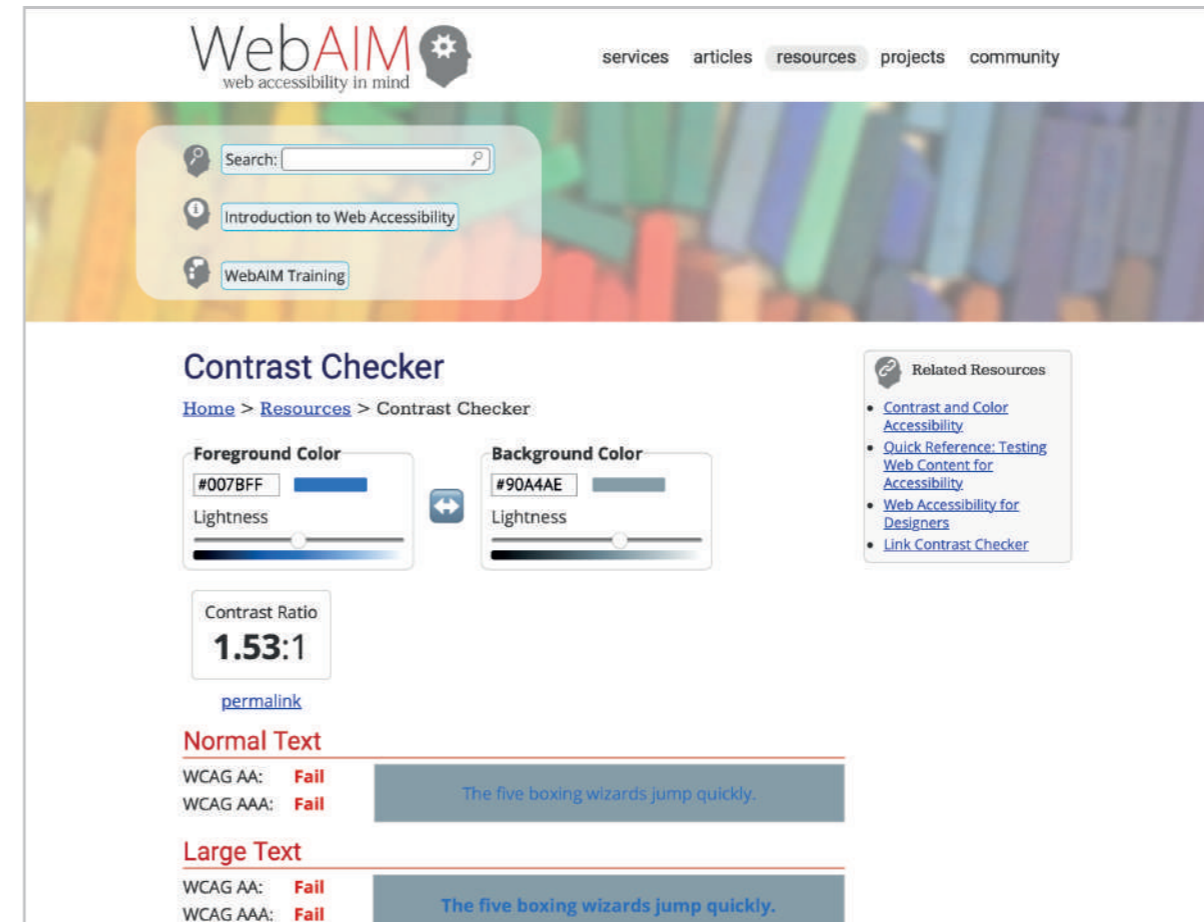
Colour palette

This is the Invest NI colour palette to be used across all markets and all forms of communication. The colours consist of the following CMYK, RGB and HEX specifications. These colours have been selected to bring versatility and impact to the range of Invest NI brands. Percentage tints can also be used in any of these colours. Although Invest NI, NI Connections and nibusinessinfo have core logo colours, they can also utilise this wider palette.

CMYK 39.7.14.0 RGB 168.207.217 HEX #a8cfd9	CMYK 30.15.7.0 RGB 189.204.224 HEX #bdcce0	CMYK 14.9.91.1 RGB 232.212.33 HEX #e8d421	CMYK 9.20.41.1 RGB 235.207.163 HEX #ebcfa3	CMYK 11.3.48.0 RGB 237.232.158 HEX #ede89e	CMYK 20.48.56.8 RGB 196.138.107 HEX #c48a6b	CMYK 8.40.88.1 RGB 232.163.48 HEX #e8a330	CMYK 60.60.18.3 RGB 122.107.153 HEX #7a6b99
CMYK 52.8.30.0 RGB 133.191.186 HEX #85bfba	CMYK 35.7.35.0 RGB 181.207.181 HEX #b5cfb5	CMYK 25.7.96.0 RGB 209.207.8 HEX #d1cf08	CMYK 20.20.48.3 RGB 209.194.145 HEX #d1c291	CMYK 1.30.93.0 RGB 250.186.10 HEX #faba0a	CMYK 0.80.54.0 RGB 235.82.92 HEX #eb525c	CMYK 20.52.88.9 RGB 196.128.48 HEX #c48030	CMYK 27.19.29.3 RGB 194.194.181 HEX #c2c2b5
CMYK 73.12.0.0 RGB 15.171.227 HEX #0fabe3	CMYK 58.7.53.0 RGB 120.184.143 HEX #78b88f	CMYK 51.5.98.0 RGB 148.186.41 HEX #94ba29	CMYK 26.30.69.11 RGB 186.161.94 HEX #baa15e	CMYK 1.64.98.0 RGB 237.115.13 HEX #ed730d	CMYK 2.99.49.0 RGB 227.8.82 HEX #e30852	CMYK 24.68.93.15 RGB 176.92.36 HEX #b05c24	CMYK 44.23.27.4 RGB 153.173.176 HEX #99adb0
CMYK 64.42.17.2 RGB 105.133.173 HEX #6985ad	CMYK 79.17.39.2 RGB 8.153.158 HEX #08999e	CMYK 76.6.100.0 RGB 61.163.54 HEX #3da336	CMYK 40.14.99.2 RGB 171.181.23 HEX #abb517	CMYK 2.99.94.1 RGB 224.13.28 HEX #e00d1c	CMYK 32.100.27.20 RGB 153.18.89 HEX #991259	CMYK 31.64.98.33 RGB 140.82.23 HEX #8c5217	CMYK 40.32.45.15 RGB 153.148.130 HEX #999482
CMYK 73.47.36.23 RGB 71.102.120 HEX #476678	CMYK 83.31.61.18 RGB 31.117.102 HEX #1f7566	CMYK 68.30.100.15 RGB 92.128.43 HEX #5c802b	CMYK 54.36.88.24 RGB 117.120.54 HEX #757836	CMYK 19.96.92.9 RGB 186.38.33 HEX #ba2621	CMYK 40.93.32.31 RGB 128.38.82 HEX #802652	CMYK 36.65.66.46 RGB 115.71.56 HEX #734738	CMYK 54.37.52.24 RGB 115.122.107 HEX #737a6b
CMYK 98.76.45.49 RGB 20.46.69 HEX #142e45	CMYK 89.44.62.53 RGB 10.69.64 HEX #0a4540	CMYK 83.47.96.56 RGB 36.66.31 HEX #24421f	CMYK 51.42.90.35 RGB 110.102.43 HEX #6e662b	CMYK 40.96.84.67 RGB 79.18.13 HEX #4f120d	CMYK 85.100.39.54 RGB 51.23.59 HEX #33173b	CMYK 34.74.90.45 RGB 117.59.28 HEX #753b1c	CMYK 65.59.58.67 RGB 54.51.48 HEX #363330

Colour contrast and accessibility

One of the most important aspects of choosing a colour scheme is readability. The colour pairings must have suitable contrast so people can differentiate text, graphics or illustration. There are a number of tools that can check this, but colours must pass AA accessibility rating to be used. Occasionally we use colours that don't pass AA accessibility rating for normal text sizes, but in those cases we make sure that text sits on an appropriate colour such as white.



The screenshot shows the WebAIM Contrast Checker interface. At the top, the WebAIM logo and navigation links (services, articles, resources, projects, community) are visible. Below the navigation is a search bar and a list of resources including 'Introduction to Web Accessibility' and 'WebAIM Training'. The main content area is titled 'Contrast Checker' and includes a breadcrumb trail: 'Home > Resources > Contrast Checker'. The tool allows users to select foreground and background colors and adjust their lightness. In this instance, the foreground color is #007BFF and the background color is #90A4AE. The resulting contrast ratio is 1.53:1. Below this, the tool displays the WCAG compliance status for both normal and large text, both of which are marked as 'Fail'.

WebAIM
web accessibility in mind

services articles resources projects community

Search:

Introduction to Web Accessibility

WebAIM Training

Contrast Checker

Home > Resources > Contrast Checker

Foreground Color
#007BFF
Lightness

Background Color
#90A4AE
Lightness

Contrast Ratio
1.53:1

[permalink](#)

Normal Text
WCAG AA: **Fail**
WCAG AAA: **Fail**

Large Text
WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

The five boxing wizards jump quickly.

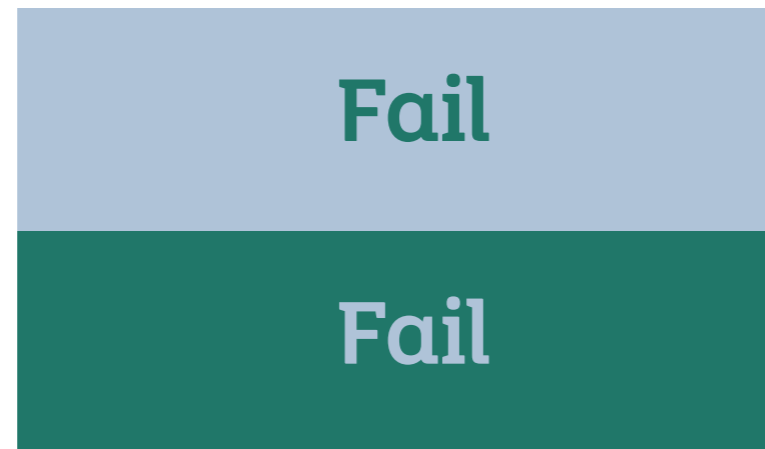
Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

<https://webaim.org/resources/contrastchecker/>

Colour contrast

It's worth noting that using the Invest NI Colour palette does not ensure proper contrast. As you can see here, the colour on the left appears to be readable, but it doesn't achieve AA rating. In order to use these colours the darker hue needs to be darkened slightly.



Normal Text

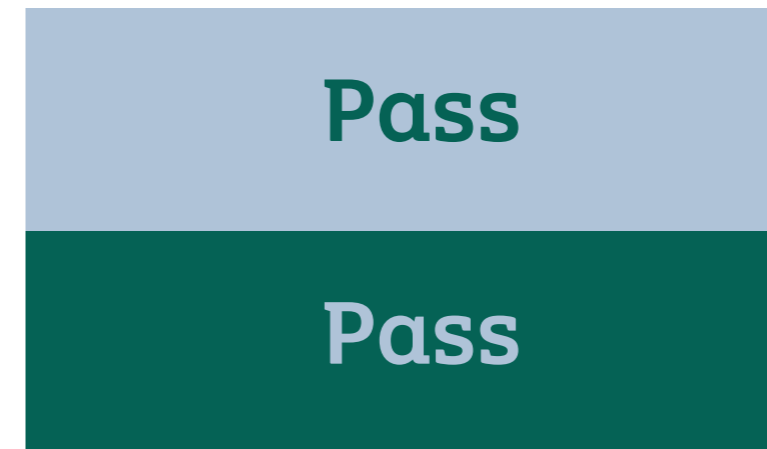
WCAG AA: **Fail**
WCAG AAA: **Fail**

Large Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

Graphical Objects

WCAG AA: **Pass**



Normal Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

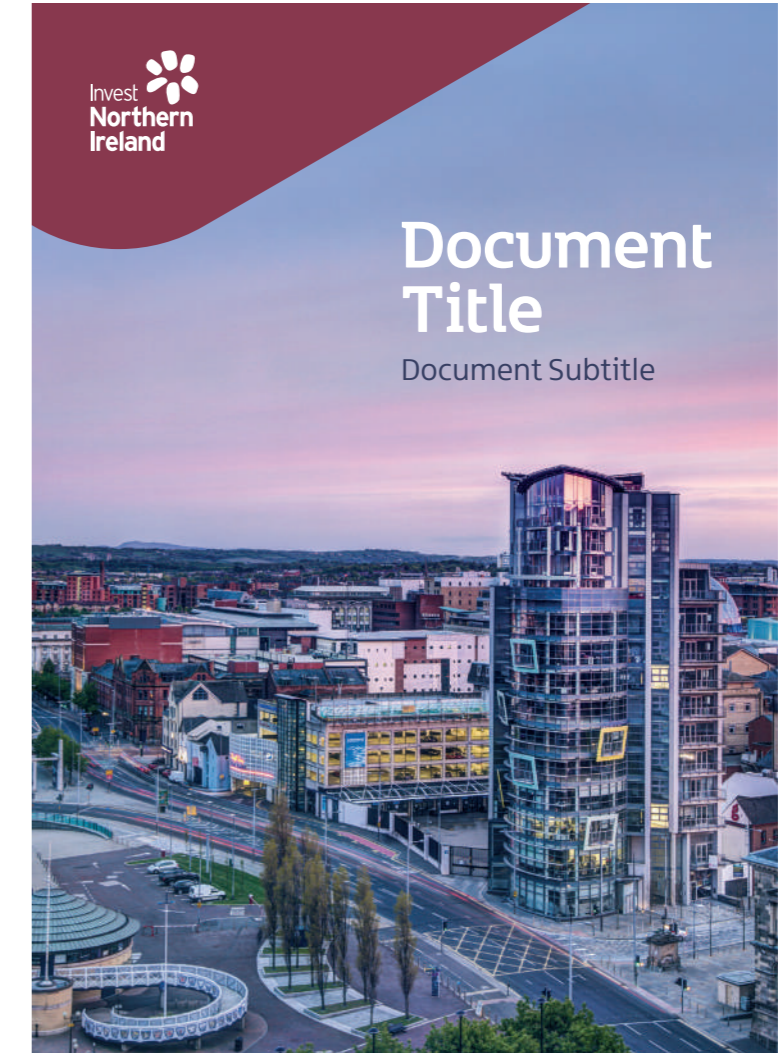
Graphical Objects

WCAG AA: **Pass**

Colour palette – colour picking from imagery

Colour picking from imagery also allows us to greatly expand our colour palette. As with the recommended colour palette, all chosen colours can be used as percentage tints to compliment the image or

background. Sampled colours can be used to colour the NI logo when used against an image, petal elements of the Invest NI logo or the hex area in which the Invest NI logo is housed. It can also be used to colour typography.



Colour palette – colour picking from imagery

Although we can sample colour from imagery we seldom implement this approach. Instead we tend to choose a colour from the Invest NI colour palette that is close to one that is prominent in the image. Here we see the sampled colour connects the graphic elements to the imagery bringing the layout together.

Also note the ‘button’ or ‘lozenge’ in this example. This tool is used to pull out CTAs, and can be featured in digital or print assets.



Typography

Invest NI's primary typeface is Northern Ireland. This font family is to be used across Invest NI, both locally and internationally, as well as NI Connections, Innovate NI and nibusinessinfo.co.uk.

It is a fresh, playful and proud typeface that brings confidence and consistency across all Invest NI communications.

**Fresh.
Playful.
Proud.**

We use the Northern Ireland font to its full potential, never failing to implement it in playful ways. As we create so many campaigns for Invest NI, it's important that each stands apart and uses typography in ways that are new and fresh.



**MY NEW
BUSINESS**

PLAN | START | RUN

Imagine **Nation**



Typography

Northern Ireland Headline is designed to be used for main titles and headlines. It is not designed to be used as main body copy.

To aid legibility and meet online AA accessibility requirements, it is recommended that when setting Northern Ireland Headline the kerning should be set at '0' and the leading be set at 'auto' unless it's a particularly short headline.

Northern Ireland Headline must never be used for nibusinessinfo.co.uk

Do

- Use in sentence case
- Use sparingly, for main titles and headlines only

Don't

- Use in BLOCK CAPITALS
- Use in italics
- Set body copy in the headline typeface

Northern Ireland

Headline

Typography

Northern Ireland Bold and regular are the only other variants of the Northern Ireland typeface. They are designed to be used for sub-headings and body copy.

For print collateral an optimum size of 10pt is recommended. Where space is limited 8pt is the smallest size Northern Ireland can be used.

To aid legibility and meet online AA accessibility requirements, it is recommended that when setting Northern Ireland Bold and Regular the kerning should be set at '10' and the leading be set at 'auto'.

Do

- Use in sentence case
- Use in BLOCK CAPITALS if necessary
- Use for call to action and contact information
- Use for sub-headings and small titles

Don't

- Use in main titles and headlines
- Use italics

Bold

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
0123456789

Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
0123456789

Typography – secondary typeface

A secondary typeface has been selected for internal documents. When creating internal documents and presentations, such as Word or Powerpoint documents, it may be necessary to employ a secondary typeface to ensure that any client or colleague, who may not have the Northern Ireland typeface stored locally on their machine, will be able to view it correctly.

The secondary typeface Arial will be used online to replace the Northern Ireland typeface where necessary.

Arial Bold

& Regular

& *Italics*

COVID-19 Crisis Response

Invest Northern Ireland's Resource Matching Service

The International Synergies (IS) NI team remains committed to helping businesses during the current COVID-19 crisis. We want to help you find a resource matching solution that works for you, both as a direct response to COVID-19 and its impact on your business but also in the recovery period.

Resources
Does your business need a specific resource?
Do you have an unused resource you can offer?
If your business needs a resource or has resources to offer in response to the COVID-19 situation, or in general, please get in touch with one of the team. We have over 2000 NI businesses as members on our IS database, across all sectors, that we can seek help from. Please attach any photographs or MSDS in your email.

Virtual Consultations
Our team will deliver an in-depth virtual consultation service via Skype/video calls to explore potential resource matching solutions tailored to your business.

Synergies
For existing IS members we welcome information on any current or previous synergies/matches. We can help you with any resource issues or challenges arising from the COVID-19 pandemic.

Elaine Kerr (Director)
079 2044 7824
elaine.kerr@international-synergies.com

General Enquiries
+44 (0) 28 3833 3438
info@international-synergiesni.com

International Synergies NI
International Synergies NI
Int_Synergies NI

Northern Ireland Headline

International Trade Calendar

Take your business to International Markets

Invest Northern Ireland

BUILDING EXPORTS FOR A STRONGER ECONOMY
Visit investni.com/export

Northern Ireland Regular

£5K Innovation Voucher

A £5K Innovation Voucher could help you to work with highly respected universities, colleges or research bodies to develop new products, services or processes.

The next call is open from Monday 12 April to 3pm Friday 30 April 2021

For more information contact:
Invest NI
T: 0800 181 4422
W: investni.com/innovation

BUILDING INNOVATION FOR A STRONGER ECONOMY

Northern Ireland Regular

While the guidelines state that Northern Ireland Headline is intended to be used for headers and titles, Northern Ireland Regular or Bold may also be used. This enables the designer to be more versatile, and helps to balance copy (particularly in longer copy formats such as press).

Ideally, copy should be reduced as much as possible. This isn't always possible, so it's important to apply a layout that breaks up the copy. On the left is an A4 advertorial and on the right is an Ezine.

While the left has more copy, the designer has applied hierarchy to break up the content making it easier to navigate the page.

Northern Ireland's Food & Drink
Pure, Natural, Quality

Think Northern Ireland for food and drink products. Available in more than 80 countries, our produce is world renowned for its taste and quality. You can find our products on the shelves of Spinneys, Lulu, and Carrefour, and in the larders of the world's best chefs in the Middle East.

Northern Ireland's food and drink is protected by two world-class programmes – the Farm Quality Assurance Scheme and Food Fortress NI. The Institute for Global Food Security (IGFS) is one of four 'Global Research Institutes' at Queen's University Belfast, established to address key, international challenges – in this case, the future of the world's food systems. Discover why we're world-renowned for pure, natural produce and world-class supply chain security. Visit buyinfood.com to find out more.

BFree Foods
www.bfreefoods.com
BFree is a market leading gluten and wheat free bakery brand with a range of Pita Breads, Pizza Crusts, Wraps, Loaves and Rolls which are free from major allergens and also outstanding nutritionally. Each product is low in fat, high in fibre, most carry an additional product claim from high protein to low calorie. Our brand positioning allows us to target the health conscious consumer in the free from market as well as Coeliac. We are BRC certified, GFSI Food safety accredited (BRC, SQF or FSSC 22000) and GFCO certified.

Brighter Gold Rapeseed Oil
www.brightergold.co.uk
Brighter Gold Rapeseed Oil is a multi award winning (single seed) cold pressed rapeseed oil that is grown on one type of soil (FREE FROM GM, Erucic acid, glyphosates free, and no neonicotinoids used on the farm) The company prides itself in its mild, rich golden colour of oils, and has a range of naturally infused oils to enhance any dish. This includes plain natural oils, lemon, basil, chili, rosemary and garlic, garlic, Thai inspired, black truffle, hickory smoked, black truffle, and black truffle with porcini.

Crust and Crumb
www.crust-crumb.com
Crust and Crumb Bakery operate from four BRC "AA" approved production facilities in the UK (Northern Ireland) and Europe (Republic of Ireland), with one dedicated Gluten/Vegan Free production site. We are Ireland's largest manufacturer of chilled pizza along with an extensive range of ambient, chilled and frozen flatbread products. Crust & Crumb Specialise in private label Pizza, Pizza Bases, Naan Breads, Pita Breads, Garlic Flatbreads and Tortilla Wraps and currently export to the UAE market.

Foods Connected
www.foodsconnected.com
Foods Connected cloud-based solutions innovate and transform food supply chain processes, helping you improve efficiency, minimise risk, streamline key processes and boost profitability. Our tools cover 8 core areas: Food Safety & Quality, CSR, Procurement & Supply Chain, Reporting & Analytics, Specifications & NPD, Supplier Compliance and Traceability.

Greenfields Ireland
www.greenfieldsireland.com
Greenfields Ireland Ltd is an international dairy trading company supplying dairy ingredients, specialist milk products and finished dairy products to customers throughout Europe, the Middle East, South America, Far East and Africa. We source an extensive range of products including Butter, AMF, Milk powders and a range of Cheese on a worldwide basis. We offer dairy products solutions to a wide range of industrial buyers/distributors of Industrial, Catering and Retail Dairy products.

Johnsons Coffee
www.johnsonscoffee.com
Fourth generation family owned, Johnson Brothers (est 1893) started roasting coffee in 1913. Operating from a purpose built roastery, coffees are sourced from around the globe, all high grown Arabicas, blended and roasted and supplied to the foodservice and grocery sectors under two main brands, Johnsons Coffee and Bellagio Espresso.



GO FURTHER · GROW STRONGER

Go Further Grow Stronger
Growing exports to stimulate economic recovery and grow the Northern Ireland economy
Invest Northern Ireland launched its **Go Further Grow Stronger** exporting campaign earlier this month.

Go Further Grow Stronger aims to make businesses which have previously focused on domestic sales aware of the breadth of opportunities which exist right on our doorsteps. Northern Ireland's business landscape is predominantly comprised of micro, small and medium sized enterprises – so for many the prospect of tackling international markets may be a step too far. However, the reality for many of these businesses is that by targeting neighbouring markets they could access a much bigger customer base quite easily.

For example, both the Republic of Ireland and Great Britain are within easy reach of Northern Ireland and represent an audience of 70 million people. To sell goods in either of these markets, there are no additional administrative requirements or regulatory checks required.

Currently there are around 25,000 local companies already successfully selling into these markets.

The demand for products and services from Northern Ireland is growing. If your business is considering selling outside Northern Ireland Invest NI can help.

Visit InvestNI.com/export or if you would like to speak to a trade advisor please **contact us** or alternatively call our Business Support Team on 0800 181 4422



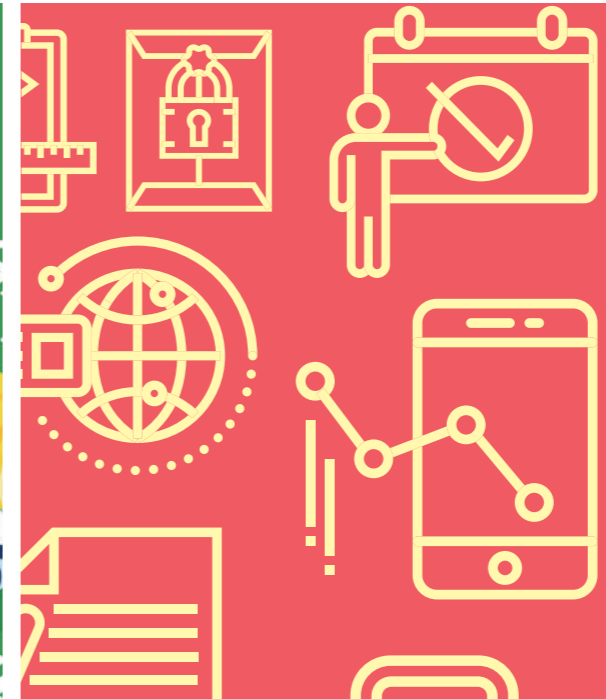
Photography, illustration and iconography



Photography is a key part of all Invest NI brands. All brands can use a range of image banks. These include stock image sites and local organisations including Queen's University Belfast, Ulster University and Tourism Northern Ireland.



There are countless vector styles of illustration and as long as the style is relevant to the content and compliments the Invest NI brand then it is open for use. Create bespoke illustrations where possible.



Iconography can be useful in lieu of or to support appropriate photography. It is more important that iconography and illustrations are relevant to the content and context of the collateral rather than recreating a defined style.

Photography - Application

Diversity is an important aspect of choosing photography.

While we aren't trying to feature every culture or background, we should try to be aware of the people we feature and that they are authentic to the image of Northern Ireland.

Photography should always be professional.

Try to capture real moments in time, rather than more graphic imagery.

You can see in the examples shown here, that the top examples are much more genuine compared to the more graphic approach below.

Authentic images of Northern Ireland places, companies and people should be used as much as possible.

Place



People



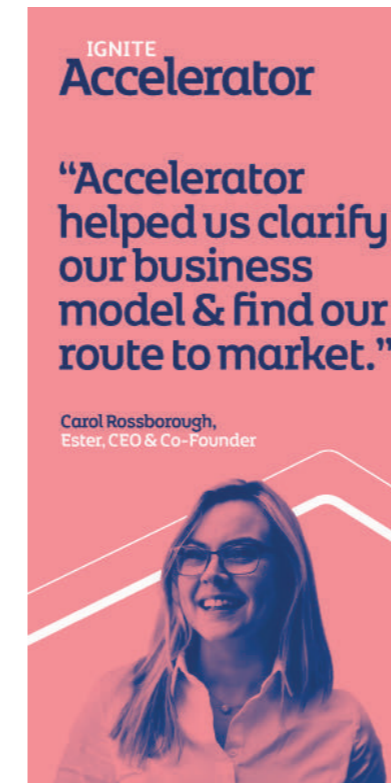
Product / service



Text and image

Imagery is an important tool for communicating an idea or initiative. It illustrates messaging and when applied correctly can make the creative more engaging.

When it comes to applying imagery with text, readability should be a priority and there are rules that should be followed to achieve this.



Text and image



An early iteration of this campaign used imagery with text set on top. While the header is readable the call to action (CTA) and logo get lost in the lower third of the image. As a general rule, avoid setting text on busy parts of the image.

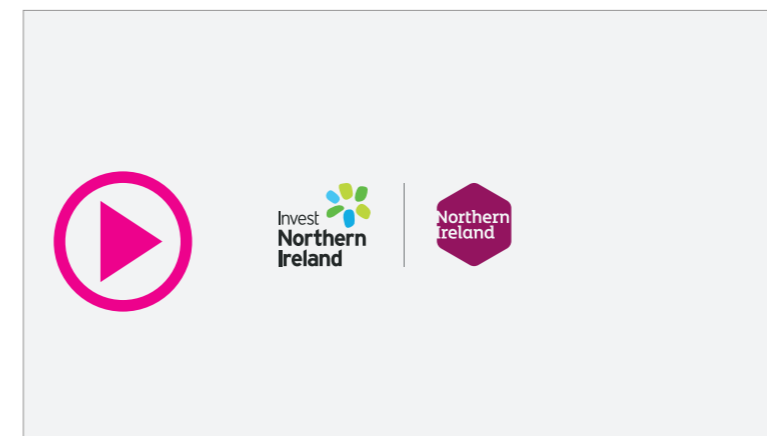


The final version of the same campaign, we can see the header sits on the white space of the clouds. It doesn't obscure the image and makes it easy to read. The CTA would be placed on a busy area of the image, so it has been set on a button to maximise readability. The Invest NI logo is placed on the graphic for the same reason.



Invest NI – start and end frame

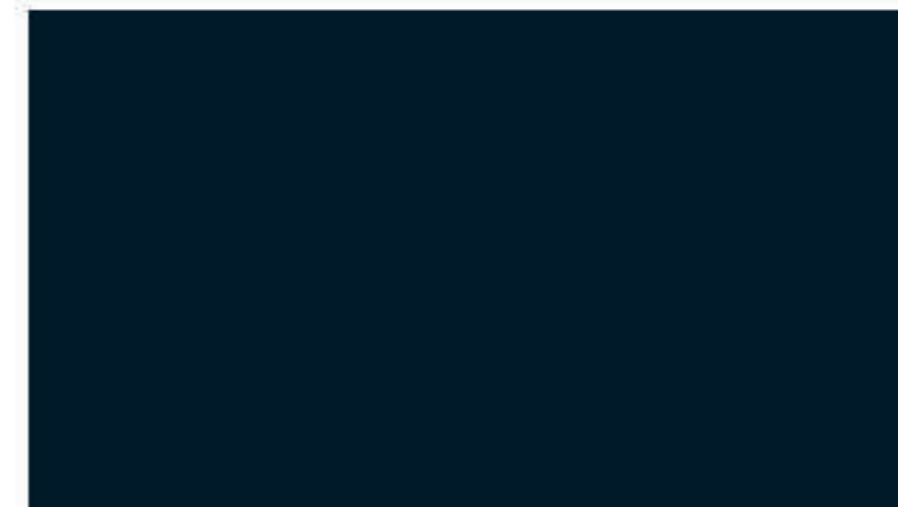
In a previous review of the brand, start and end frames for video content were created. These were applied initially but in recent years these lock-ups became too limiting. Ideally with video content, we want to capture the audiences attention immediately. Using start and end frames mean we lose 2s out of 15s to convey our message.



Remember:

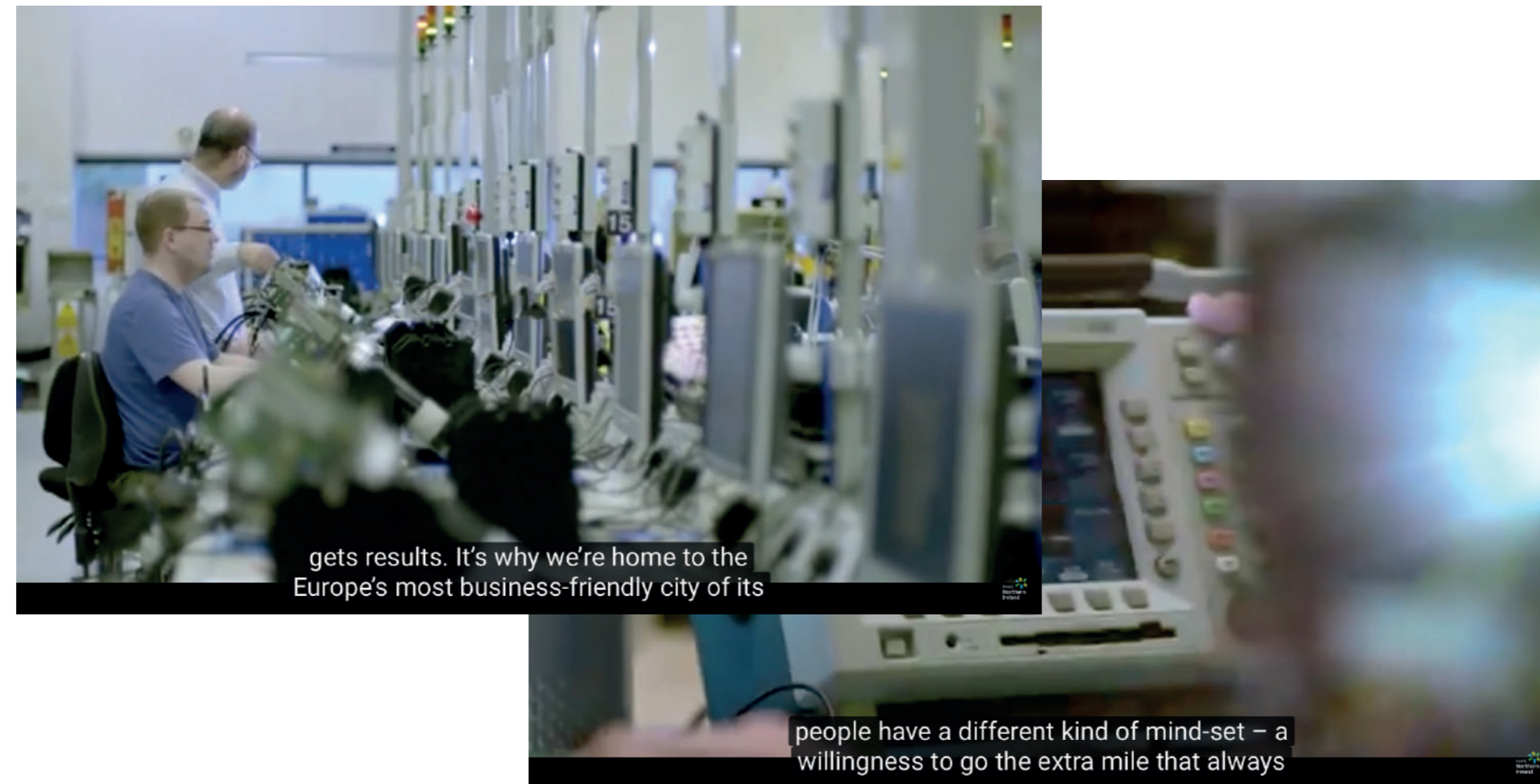
- Talk to the audience from the start.
- Logo should only appear for 0.5s
- Get to the point quickly
- Add logos at the end to lock up.
- Include a clear Call to Action in the end frame.

We produce a range of video content from full animation to live action video. The creative is driven by the campaign concept and features the appropriate logos at the beginning or end of the video.



Captioning

Captions can be used to highlight key parts of a narrative. They should give text standout against a busy moving background. Text within video should be set in Arial to aid legibility. Captioning and titles should be in sentence case. Avoid using full caps where possible.



Do's and Don'ts - Social



Don't

- Lead up to the focus of the video, start fast
- Use static elements in video content, keep it moving
- Rely on talking heads, mix it up



Do

- Use video content where possible
- Break up information into frames
- Support VO with on screen text
- Keep it short, 15s or less is ideal

Do's and Don'ts - Static display



Don't

- Clutter the frame with graphic elements
- Add URLs for the sake of it, these are clickable
- Use busy imagery especially at smaller sizes



Do

- Think about hierarchy of information
- Use buttons to encourage click through
- Use colours with plenty of contrast
- Cut down copy for smaller sizes, two line header

Do's and Don'ts - Animated display



Don't

- Fill each frame with copy
- Include a logo on each frame
- Use busy imagery especially at smaller sizes



Do

- Use clear concise statements, three lines or less
- Use simple imagery
- Include animated elements

Do's and Don'ts - Print press



Don't

- Include paragraphs of copy, cut it down
- Use narrow margins to fit in more content



Do

- Make good use of imagery (photography, icons etc)
- Give copy space, white space doesn't have to be filled
- Give prominence to the header

Do's and Don'ts - Print 48 sheet



Don't

- Include too much text, either in headings or CTA's
- Use colour schemes that are difficult to read



Do

- Lead with a clear headline
- Separate information into digestible chunks
- Use vibrant colour to catch the audiences' eye
- Use clear illustrations

Do's and Don'ts - Print pull up



Don't

- Create pull ups with little or no information
- Leave too much white space
- Use overly simple icons



Do

- Use eye catching imagery
- Make use of the entire pull up
- Use type hierarchy to make the information digestible

Remember:

The design agency should be notified of where the pull-up stand is to be used in order to determine at what height the information sits.



Invest Northern Ireland

Short writing guide

Invest NI short writing guide

Introduction

This writing guide is for Invest NI colleagues and any third parties writing on our behalf. Writing guides like this one help to give a single voice to a community of individuals. Invest NI has a single purpose—to help Northern Ireland prosper. Our single voice works to further that purpose. This guide can help you use that voice for all our communications, whether addressing the public or our colleagues.

Our communications must be accessible to as broad an audience as possible, so this guide incorporates [Plain English](#) principles. It is not exhaustive. If you encounter a style challenge that it doesn't cover, please consult the [UK Government's Style Guide](#).

Invest NI's tone of voice

Our brand has a distinctive voice that reflects our core vision and values. We want Invest NI to be approachable and influential. To that end, four principles guide our language. Always remember to be:

- Informative
- Positive
- Plain-speaking
- Human



This is an example of a plainly spoken positive piece of language to describe NI

Writing guidelines

Here are some rules for good writing in the Invest NI style.

Active voice

Confident writing is clear writing, and—in general—the best way to be clear is to use the “active voice”. In the active voice, the sentence’s subject performs the action, while in the passive voice, the subject is acted upon.

Example

Active voice: John ate the pizza.

Passive voice: The pizza was eaten by John.

In the active voice sentence, the subject (John) performs the action (ate), while in the passive voice sentence, the subject (pizza) is acted upon (was eaten by John).

Sentences in the passive voice use the “verb to be” followed by the verb. It indicates that the subject is having the action performed on it. You can also look for attribution, “by John” in the example above.

Using passive voice may be appropriate or necessary, such as when the focus is on the object or when the subject is unknown or irrelevant.

Incorrect use of capitilisation



What's involved?
This bespoke Masterclass series has been designed to introduce participants to expertise, practical tools and techniques so they can work effectively with groups, virtually. Each 60-minute masterclass is dynamic, practical, interactive & engaging.

Masterclass Series	Date
1 - How to Understand Yourself and Others Developing an understanding of emotional intelligence, to manage yourself and others effectively	Thurs 19th Aug 11am
2 - How to Present with Impact In this virtual world, top tips from an experienced TV producer	Thurs 2nd Sept 11am

Incorrect use of an ampersand



Invest Northern Ireland

Webinar:
Spotlight on
Australia
Life and Health Sciences

Wednesday 29 June, 10:00-11:00am

[Register Now](#)

Incorrect use of capitilisation

AM used used when not necessary on 24hr clock

In the past we have been inconsistent in how we adhere to our writing guidelines – see two examples above. Moving forward we will use house style where possible.

Writing guidelines

Address the audience directly

Address our audience directly by using the first person. The audience is “you”, while Invest NI, Northern Ireland Connections, or Innovate NI are “we”.

Write for engagement

Keep your readers engaged by varying your sentence length in pieces of extended writing. A lot of similar-length sentences with the same construction can become monotonous. Mix it up.

Organising text

Organise long pieces of writing into paragraphs—preferably with subheadings. Group similar pieces of information together, introduce each paragraph with a topic sentence and think about how one paragraph flows into the next. Try to keep each one relatively short. It might be better to break it into two if it’s more than four sentences long. Use bullet points to break up the text if you have an exceptionally long or complex topic.

Choose clarity

Don’t presume that your audience knows what you’re talking about. Use simple, everyday language. Avoid jargon, technical expressions, complex words, and acronyms. If you must use such language, make sure you explain it first.

Concision

Try to use as few words as possible.



COVID-19 Crisis Response

Invest Northern Ireland's Resource Matching Service

The International Synergies (IS) NI team remains committed to helping businesses during the current COVID-19 crisis. We want to help you find a resource matching solution that works for you, both as a direct response to COVID-19 and its impact on your business but also in the recovery period.

Resources
Does your business need a specific resource?
Do you have an unused resource you can offer?
If your business needs a resource or has resources to offer in response to the COVID-19 situation, or in general, please get in touch with one of the team. We have over 2000 NI businesses as members on our IS database, across all sectors, that we can seek help from. Please attach any photographs or MSDS in your email.

Virtual Consultations
Our team will deliver an in-depth virtual consultation service via Skype/video calls to explore potential resource matching solutions tailored to your business.

Synergies
For existing IS members we welcome information on any current or previous synergies/matches. We can help you with any resource issues or challenges arising from the COVID-19 pandemic.

Elaine Kerr (Director)
079 2044 7824
elaine.kerr@international-synergies.com

General Enquiries
+44 (0) 28 3833 3438
info@international-synergiesni.com

International Synergies NI
International Synergies NI
Int_Synergies NI

In this example text has been organised into paragraphs based on individual topics

House style A-Z

Abbreviations and acronyms

Acronyms and initialisms are abbreviations that use the first letter of each word in a phrase. The difference is that an acronym is pronounced as a single word (e.g. NASA), while an initialism is pronounced as a series of letters (e.g. HMRC).

You can use acronyms and initialisms, so long as you use the complete phrase first and introduce the abbreviation in brackets.

Example

The Department of Agriculture, Environment, and Rural Affairs (DAERA).

Ampersand (&)

Do not use an ampersand unless it is part of a brand name or title like Wild & Bloom, H&M, or Johnson & Johnson. Just use “and”.

And/or

Do not use “and/or” as this can be ambiguous. In most contexts, it’s one or the other. If not, try to reword the sentence. See also Slashes.

Bold

Highlight text in bold sparingly. Reserve it for headings and subheadings.



Northern Ireland's Food & Drink

Pure, Natural, Quality

Think Northern Ireland for food and drink products. Available in more than 80 countries, our produce is world renowned for its taste and quality. You can find our products on the shelves of Spinneys, Lulu, and Carrefour, and in the larders of the world's best chefs in the Middle East.

Northern Ireland's food and drink is protected by two world-class programmes – the Farm Quality Assurance Scheme and Food Fortress NI. The Institute for [Global Food Security \(IGFS\)](#) is one of four 'Global Research Institutes' at Queen's University Belfast, established to address key, international challenges – in this case, the future of the world's food systems. Discover why we're world-renowned for pure, natural produce and world-class supply chain security. Visit [buynifood.com](#) to find out more.

Here is an example of where an 'and' could have been used.

This is the correct use of an acronym.

House style A-Z

Bullet points

If your bullets are complete sentences, start each with a capital letter and end with a full stop.

Example

This is a bulleted list that consists of full sentences.

- This is a full sentence.
- This is also a full sentence.
- If the first bullet is a full sentence, the other bullets should be, too.

Some bulleted lists contain phrases that each end a sentence differently—the way semicolons work in a regular paragraph. Lead into the bullets with a colon, and make sure each bullet ends with a full-stop.

Example

Bulleted lists can:

- simplify complicated information.
- make a text-heavy page look more visually appealing.
- enable the reader to capture more information when skim reading.

Simple bulleted lists need only a full-stop at the end.

Example

This bulleted list has three points:

- one
- two
- three.

House style A-Z

Capitalisation

Don't use all-caps—IT GIVES THE IMPRESSION THAT YOU'RE SHOUTING!
Always use sentence case. Capitalise the first word, use lowercase throughout, and end with a full-stop. Observe this rule in titles and subtitles, too.

Capitalise proper nouns such as people's names, place names, and names of organisations.

All website addresses should be lowercase, especially investni.com

Only capitalise titles if they appear as part of someone's name.

Example

“the prime minister” vs “Prime Minister Rishi Sunak”

“the chief executive” vs “Chief Executive Mel Chittock”



Another example where it is okay to use capitals is in campaign title lock ups, however this should only be implemented by designers as a lock up, not capitalised in body copy.

House style A-Z

Dates and times

Always be specific about the day and the month.

Don't use commas or add -st, -nd, -rd or -th to digits.

In most cases, spell out days and months in full.

Ignore this rule when space is tight, such as tables and social media.

- Monday rather than Mon
- December rather than Dec

Write “the 1990s” rather than “the 90s” or “the nineties”.

Date formats - Domestic Audiences

Set out dates as day, date, month, and year.

- Monday 4 May 2001

NB don't prefix single-digit dates with a zero, i.e. Monday 04 May 2001.

Date formats - International audiences

Different countries set out dates in different ways.

In the Americas, set out dates as day, month, date, and year.

- Monday May 4 2001

Use “to” in date ranges rather than hyphens, en-dashes, or em-dashes.

“To” is quicker to read than punctuation and easier for screen readers.

- “tax year 2011 to 2012”
- “Monday to Friday”
- “10 November to 21 December”

Time formats

Use the 24-hour clock format.

- 23:30 rather than 11:30 pm
- 09:00 rather than 9 am

Refer to noon as “noon” or 12:00. Refer to midnight as “midnight” or 00:00. Separate hours and minutes with a colon (:). Do not abbreviate the words “hours”, “minutes”, and “seconds”.

Be specific. Avoid vague timeframes such as “soon” or “next month”.

House style A-Z

Headings and sub-headings

All headings and subheadings should be in sentence case (an initial capital letter and lowercase throughout, except for proper nouns), although you can dispense with the full-stop. Don't use title case (capitalising each word) or all-caps.

Highlight headings and subheadings with emboldened text.

Italics

Use italics sparingly. It can help differentiate nested subheadings (subheadings under subheadings). Use single quotation marks for publication titles.

Example

'10X Economy — Northern Ireland's decade of innovation'



Derry-Londonderry

- Fujitsu
- Microsoft
- Citi
- Insider
- Aflac
- Baker McKenzie
- Allstate
- Cowen
- PwC

Make the smart decision when choosing your new location. Choose Northern Ireland.

Northern Ireland.
The ideal location for international business expansion

Over 1,100 international companies have set up operations in Northern Ireland.

They benefit from a highly skilled workforce, competitive operating costs, access to global markets, and a welcoming business environment. Now that is something to celebrate, especially on St. Patrick's Day.

Find out more

Grow your business with Northern Ireland.

Northern Ireland. Altogether more.
investni.com/americas



This example shows how multiple headings and sub headings can work together.

House style A-Z

Line spacing

Use single-line spacing.

Numbers

When writing numbers zero to nine, write them in words. Write anything larger than nine as numerals, except at the beginning of sentences.

Insert a comma for clarity in numbers over 999.

Example

'We support over 1,000 businesses.'

Open punctuation

Use open punctuation in acronyms and initialisms or after salutations.

Examples

INI (not I.N.I.)

Mr Fitch (not Mr. Fitch)

Percentages

Use the words per cent when mentioning a percentage within a text. Use the % symbol in tables and graphs.

House style A-Z

Phone numbers

Don't use brackets in phone numbers. Instead, put a space between the code and the number. Break the number into groups of four numerals to make them easier to scan.

Example

028 9032 0202

Slashes

Avoid using slashes to show a relationship between two words—they are too ambiguous. Instead, think about the word that the slash replaces and use that.

Example

- ✗ Please bring your driving licence/birth certificate.
- ✓ Please bring your driving licence or birth certificate.

Underlining

Don't underline text—readers may mistake it for a hyperlink.

Sectors

Invest NI has agreed the following spelling, capitalisation and layout for each of the following sectors. These sectors should appear exactly as outlined below in all publications, both on and offline.

Advanced manufacturing and engineering	<ul style="list-style-type: none"> • Aerospace and defence • Automotive • Construction • Materials handling • Electronics • Green growth and renewable energy • Consumer products
Aerospace and defence	<ul style="list-style-type: none"> • Interiors • Structures • Supply chain
Construction	<ul style="list-style-type: none"> • Construction contractors • Manufactured construction products • Construction services
Creative technology	<ul style="list-style-type: none"> • Animation • Gaming • EdTech • Interaction content • Film and tv production

Financial services	<ul style="list-style-type: none"> • FinTech • Asset and wealth management • Banking and capital markets • Governance, risk and compliance • Insurance and assurance
Food and drink	<ul style="list-style-type: none"> • Meat • Dairy • Drinks • Other
Global business services	<ul style="list-style-type: none"> • Customer experience • Financial services • Technical support

Sectors

<p>Green economy and renewal energy</p>	<ul style="list-style-type: none"> • Low carbon energy (including onshore and offshore wind) • Energy efficiency • Energy storage and intelligent energy systems • Water and waste water • Low carbon transport • Data centres • Waste and resources
<p>Life and health sciences</p>	<ul style="list-style-type: none"> • Precision medicine • Pharma and biotech • Clinical trials • Diagnostics • Med-tech
<p>Materials handling</p>	<ul style="list-style-type: none"> • Mining and construction • Recycling • Handling equipment and vehicles • Agri-machinery • Supply chain

<p>Professional and legal services</p>	<ul style="list-style-type: none"> • Legal services • Accounting • Management consultancy • Tech for professional services
<p>Technology</p>	<ul style="list-style-type: none"> • Cyber security • AI and data analytics • Sports technology • Telecom, mobile and data networks • IT services • GovTech • Smart cities
<p>Tourism</p>	<ul style="list-style-type: none"> • Visitor attractions • Cruise ship destination

Web addresses

All web addresses should be written in lower case.

Example

- ✗ InvestNI.com
- ✓ investni.com

A maximum of one forward slash extension should be used.

Example

- ✗ investni.com/support-for-business/go-further-grow-stronger
- ✓ investni.com/exports



Here is an example of where web address can be used.