INVEST NORTHERN IRELAND
GUIDELINES

2025 EDITION

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Invest
**Northern
Ireland**

OUR AMBITION

At Invest Northern Ireland (Invest NI), our mission is to support the growth of businesses right here in Northern Ireland.

This is a place where local enterprises can thrive, and we're committed to ensuring that every business in Northern Ireland has the tools and opportunities to succeed.

We work closely with local companies to help them expand, innovate and reach new heights. By fostering a vibrant business environment and building strong partnerships within Northern Ireland, we're creating wealth and opportunities that benefit our entire community.

Our brand guidelines are key to achieving this. They ensure we create the right impression of the organisation, one that resonates with local businesses. By following these guidelines, we can strengthen our connections within the community, build trust and make it easier for businesses across Northern Ireland to see us as a reliable partner in their growth.

Let's grow together

PURPOSE OF THE
BRAND GUIDELINES

Our guidelines are here to help us ensure that every interaction with local audiences leaves a positive and lasting impression.

A brand isn't just about a logo or a colour scheme. It's what people think and feel about us, what they say about us to others. Every email, chat and social media post contributes to that bigger picture.

By following these guidelines, we can make sure we are seen as engaging, approachable and supportive. This makes it easier for businesses across Northern Ireland to connect with us, trust us, and want to work with us.

These guidelines aren't just about looking good. They're about ensuring every part of our brand – how we look, speak and act – reflects who we really are. This is your guide to help build and protect our brand within our local community.

Building trust

Invest
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Ireland**

WHO IS
OUR AUDIENCE?

This document is written with a Northern Ireland audience in mind. Business leaders across our region are looking to Invest NI as a partner to help them grow, expand and succeed. Whether it's a conversation, an email or a presentation, we want to make sure they feel heard, supported and encouraged.

We know that clear, simple communication is key to building strong relationships with our local audience. The business world is a sea of corporate speak, buzzwords, jargon and unnatural language that's hard to engage with or relate to. However, by keeping our language straightforward and free of jargon, we make it easier for the Northern Ireland business community to engage with us and trust us as a partner.

As we're talking to a local audience, we can also let our personality shine through a little more. There's no risk of idioms or colloquial phrases being lost in translation, so if we feel it's appropriate we can use them.

Tailoring our messages to resonate with local businesses helps them connect with Invest NI, build a relationship with us, enjoy working with us and see the organisation as a vital resource for their success and growth.

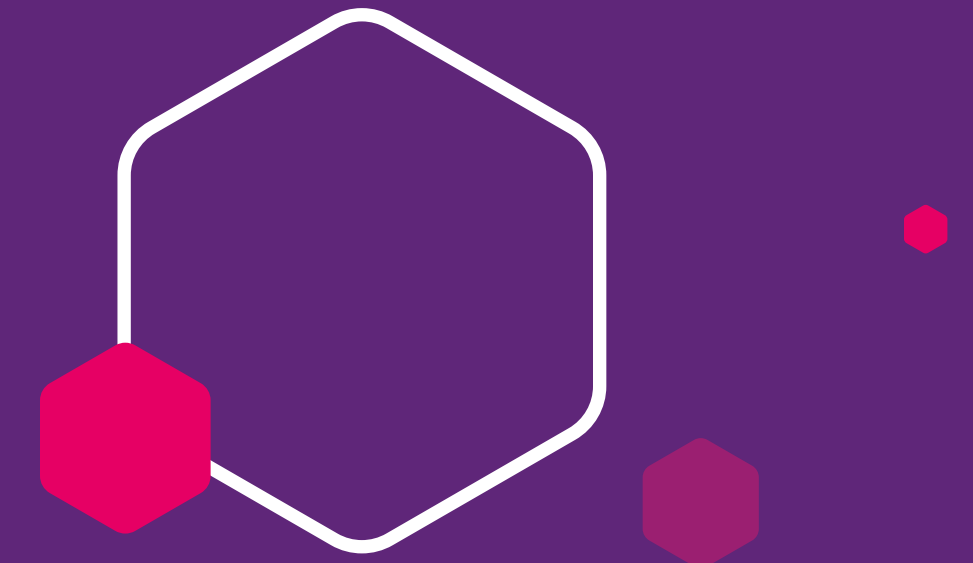Invest **Northern Ireland**

SECTION 2

OUR BRAND VOICE

OUR BRAND VOICE

ADJUSTING OUR TONE

VOICE EXAMPLES

WRITING RULES

Invest
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Ireland**

OUR BRAND VOICE

'Natural Energy' sums up our brand voice. It gets to the heart of who we are, as an organisation, as people, business partners and a region as a whole.

NATURAL ENERGY

Natural

We want to speak in a voice that sounds natural, human and conversational. We want it to feel real and engaging, so we need to write like we speak. Writing like we speak doesn't make our writing any less professional (it'll still be punctuated and structured properly, of course), it just means we'll be more engaging and interesting because we'll avoid jargon and corporate speak as much as possible.

When they read our writing, our audience should feel like they're chatting face-to-face at a casual networking event. It should feel more like a conversation than typical corporate writing.

Energy

Our writing should convey a sense of energy. We want readers to sense our enthusiasm, positivity and can-do attitude. It's important to remember that we're offering fantastic opportunities to our audiences, chances to grow and develop – that's an exciting prospect for them, and we want them to feel it when they engage with us. They should feel like we're energised and motivated at their potential and the great things we could achieve together.

To keep this energy high, we want to use lots of strong active verbs, vary our sentence length, avoid being too wordy and maintain a sense of positivity and enthusiasm throughout.

ADJUSTING OUR TONE

With our brand voice, we always aim to sound approachable and professional. However, the level of energy and enthusiasm in our tone should be adjusted depending on the situation.

There are times when a more straightforward and functional tone is necessary. For example, when discussing technical information, it's important to focus on clarity. In these situations, we maintain a warm and natural tone but keep it straightforward.

On the other hand, when we're celebrating success stories, announcing events, or engaging on social media, we can let our excitement and positivity shine.

Think of it like this: for important, formal communications, dial the voice to a level 2 or 3, keeping things clear, helpful and respectful. For more casual, celebratory, or social content, you can turn it up to level 8 or 9, showing our vibrant and optimistic side.

By adjusting our tone appropriately, we make sure we're always in tune with the context, helping us build strong, lasting connections with our audience.

SHIFT THE DIAL

NATURAL

ENERGY

MIN　　MAX

Invest
**Northern
Ireland**
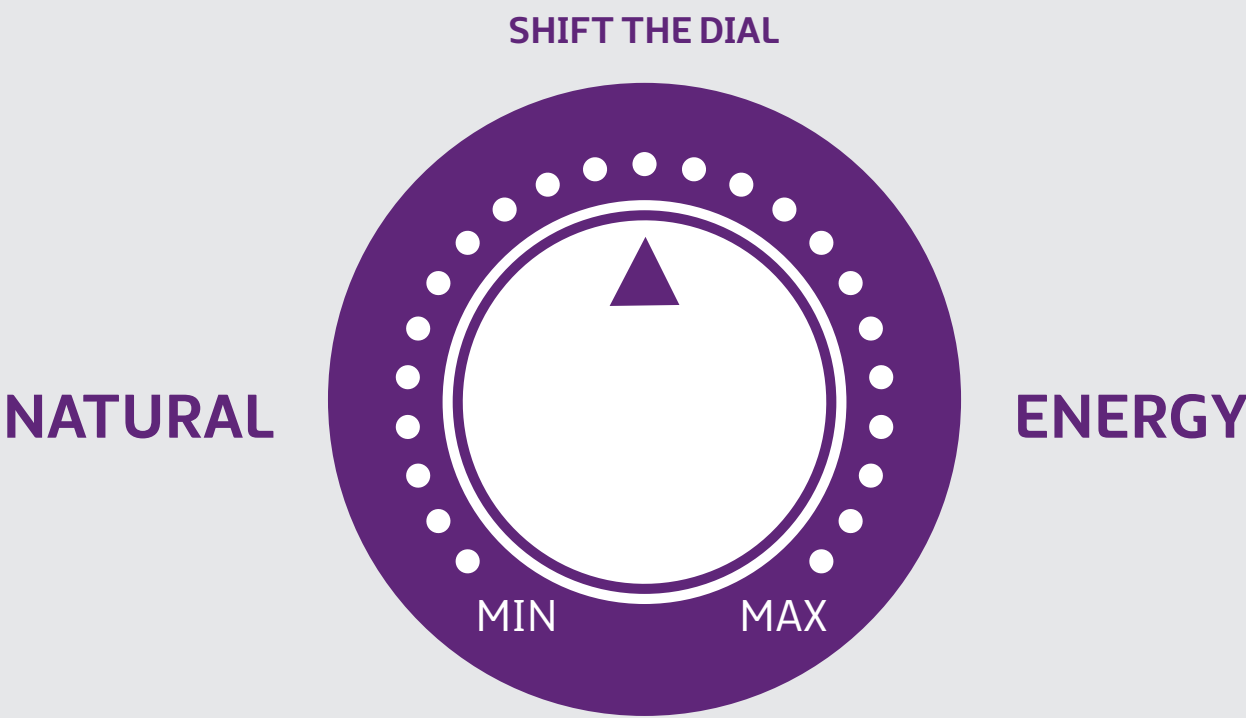
VOICE EXAMPLES

Website content

These examples are to be used in the introductory copy, before proceeding to the detail of the subject matter.

Before: "We offer funding options to help businesses expand."

After: "Ready to grow? We've got funding options to help your business reach new heights."

Before: "Our team provides expert advice on business strategy."

After: "Let's sit down and map out your next move. Our experts are here to help you craft a winning business strategy."

Before: "Invest NI supports innovation across various sectors."

After: "Got a big idea? We're here to help you turn that spark of innovation into something amazing."

Before: "Invest NI offers workshops and training to develop skills."

After: "Sharpen your skills and help your team stay ahead with our workshops and training sessions."

Social post copy

Before: "Our Western Regional Office in collaboration with Fermanagh & Omagh District Council, is hosting a series of drop-in clinics at The Workhouse, Enniskillen and Connect Centre, Omagh, over the next few months. Invest NI has a range of advisory, capability development and financial support that could help you succeed. **https://okt.to/vksboU**"

After: "Got a brilliant business idea?
Ethna and the team offer the expert advice and financial support you need to turn your idea into reality. Pop down to one of our drop-in clinics in Enniskillen or Omagh: **https://okt.to/vksboU**"

Before: "We have developed our recent webinar into a video tutorial called 'Navigating Green Success in Life and Health Sciences,' that provides information, tips and resources to help address sustainability requirements within medtech, diagnostic and pharma sectors. **https://okt.to/lsgin1**"

After: "If your Pharma business is looking for ways to become more sustainable, we've got just the thing for you. Check out our new video tutorial **here** to find out how you can make small changes that make a BIG difference."

WRITING RULES

Be clear and direct

Use simple, straightforward language. Avoid complex sentences and industry jargon unless absolutely necessary.

Use active voice

Communicate actions clearly by using active voice. For example, "We support businesses" rather than "Businesses are supported by us."

Keep it positive

Focus on the benefits and opportunities on offer. Highlight success stories and potential for growth.

Stay consistent

Ensure that all communications align with our brand voice. All writing should feel like a one-to-one conversation with someone who is engaging, enthusiastic about Northern Ireland and genuinely invested in the success of the reader's business.

Focus on the reader

Always talk about the reader more than you talk about Invest NI. People are self-interested, so the best way to engage them is to talk about their problems, goals and needs. For example, "You can get help navigating export regulations" rather than "Our team supports businesses in navigating export regulations."

Handy tip

Make sure **"you/your"** appears more often in your writing than **"we/our"**.

Know your rules

See our **Writing Guide** for a more in-depth breakdown of the writing rules for our brand.

SECTION 3

BRAND ASSETS

BRAND TOOLKIT

OUR LOGO

HEX GRAPHIC DEVICE

HOLDING DEVICE

COLOUR PALETTE

ICONOGRAPHY

ICON AND GRAPHIC APPROACH

Invest
**Northern
Ireland**

BRAND TOOLKIT

This is a snapshot of the our key brand assets. It consists of:

- **our logo**
- **hex graphic device**
- **holding device**
- **colour palette**
- **iconography**
- **typography**
- **photography.**

They have been developed to complement each other and help create a consistent brand style that becomes recognisable and memorable.

The following pages explain how these elements should be applied to ensure our brand is delivered consistently and successfully.

Our logo
Pages 14-16

Hex graphic device
Pages 17-18

Holding device
Pages 19-20

Colour palette
Page 21
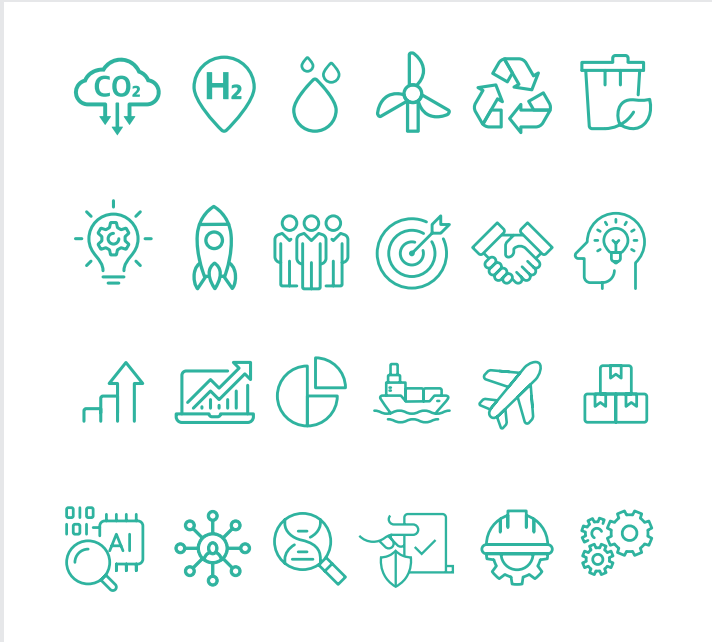
Iconography
Pages 23-24
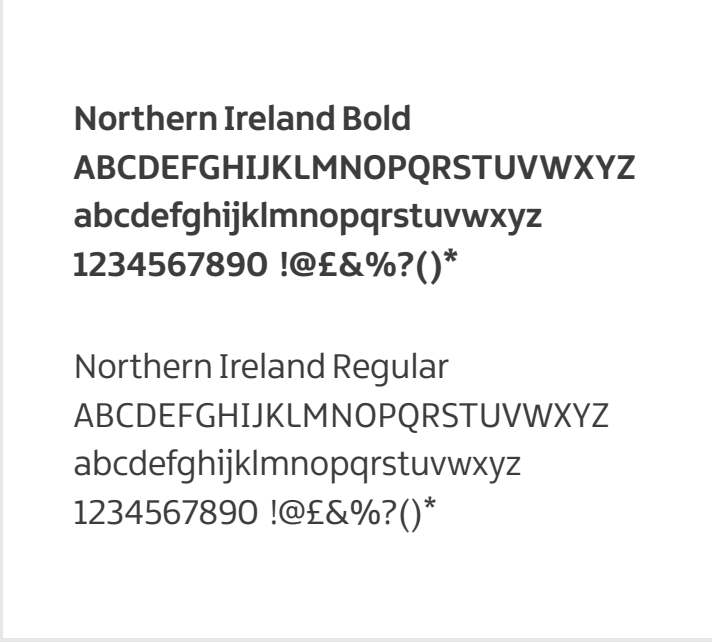
Typography
Pages 26-30

Photography
Pages 31-32

OUR LOGO

Our primary logo was created to work across all forms of communication.

Full colour version

The full colour logo can be used on white and light coloured backgrounds.

White version

The white logo is our primary choice on a colour or image background.

Charcoal version

The charcoal version (90% black) has been created for non-colour productions.

Colour options

Colour variations of the logo give the identity flexibility. Colours from our 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.

OUR LOGO

Our primary logo was created to work across all forms of communication.

Please use original artwork files - do not try to recreate the logo.

Clear space

All our 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.

15mm

Minimum size – Print

The logo should not be produced at less than 15mm wide on any print communications.

40px

Minimum size – Screen

The logo should not be produced at less than 40px wide on any screen communications.

Secondary logo

A secondary logo was created exclusively for use on communcations when space is limited.

OUR LOGO

These examples demonstrate how the logo should and shouldn't be applied.
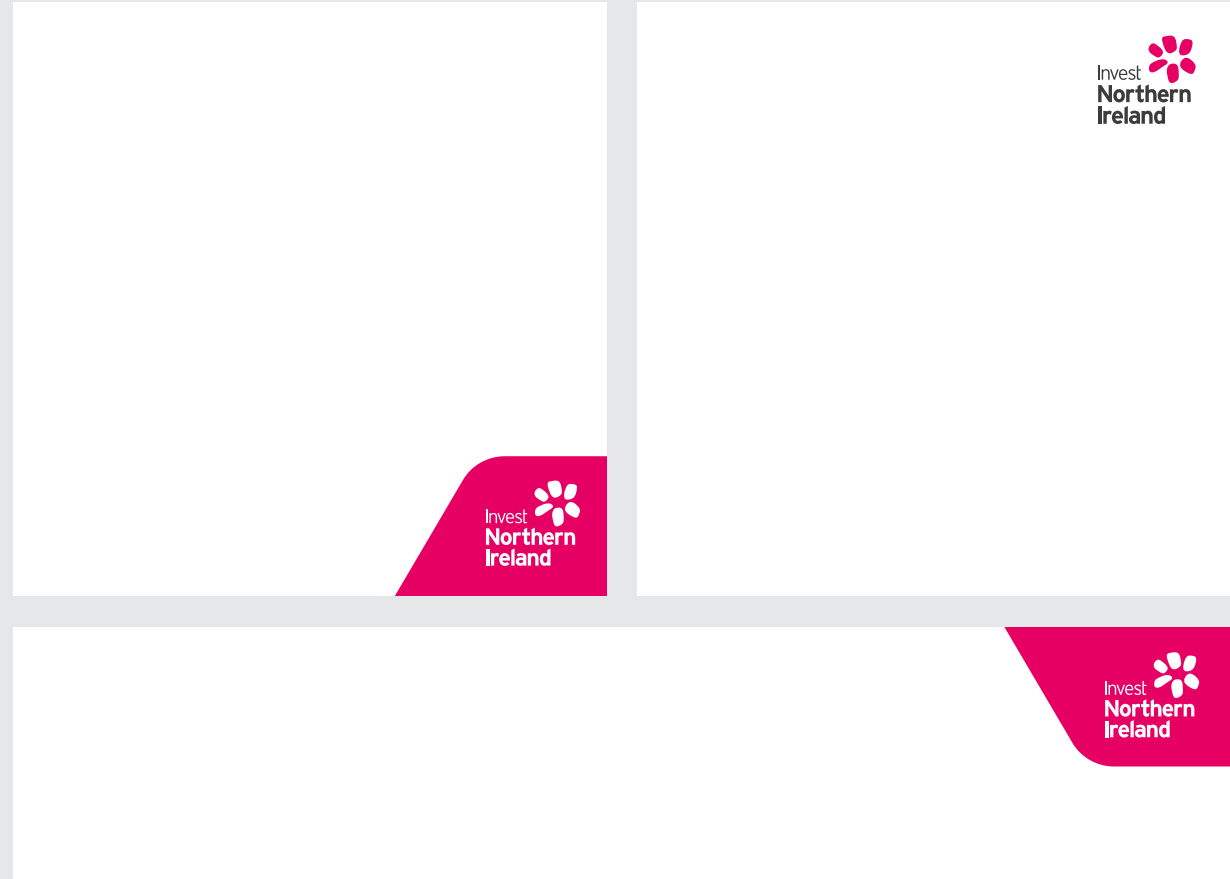
The logo should be applied to the top-right or bottom-right for consistency. There may be some exceptions to this rule, when the design format requires a different layout. The logo can be placed with or without a holding device.

White logo, bottom-right on colour holding device.

White logo, top-right on colour holding device.

White logo over dark area of an image.

Colour logo on an appropriate area of the image that ensures legibility.
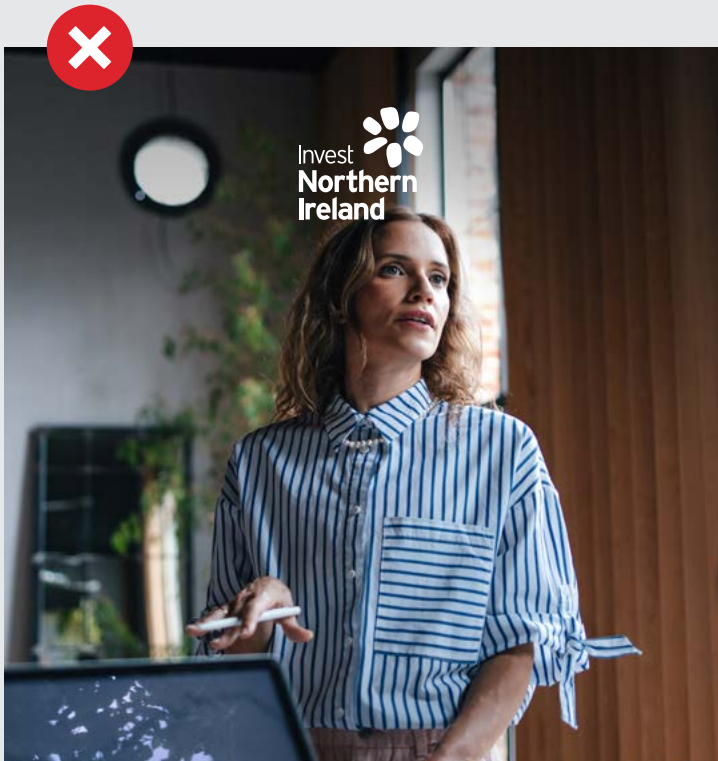
Don't place the logo in the centre of the format unless there's a valid reason. It shouldn't be interfering with key elements of the image.

Don't place the logo bottom-left unless there's a valid reason.
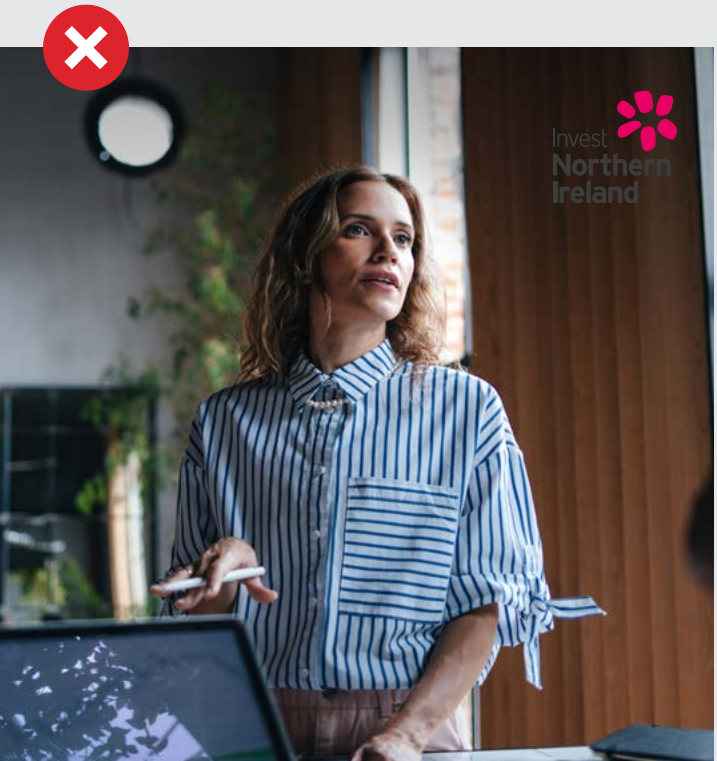
Don't place a coloured logo over an area with limited contrast.
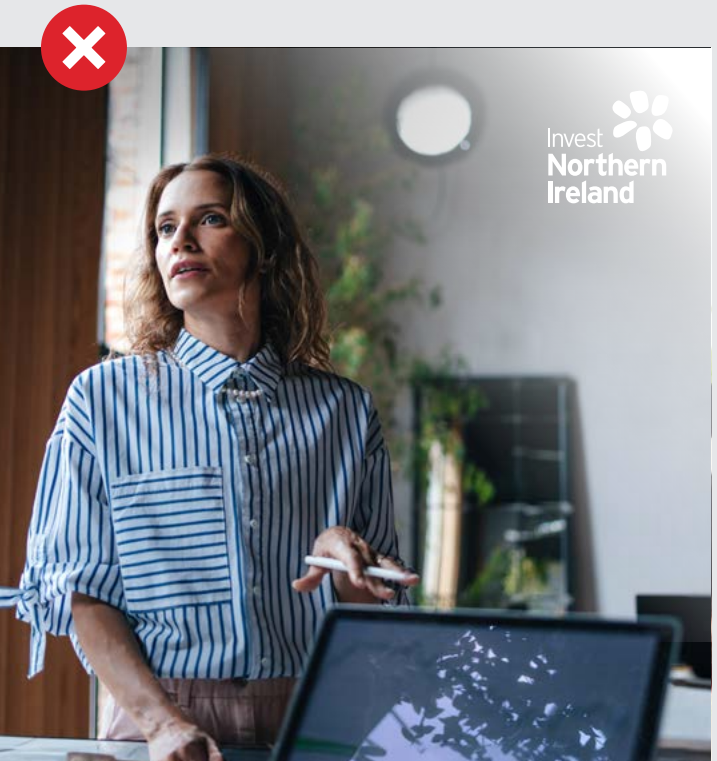
Don't place the white logo over an area with limited contrast.

HEX GRAPHIC DEVICE

The hexagon is a proprietary shape associated with Northern Ireland.

The hex graphic helps create a contemporary look and allows us to highlight people, places and products within our communications. The 'hex bursts' add energy to the designs and builds on the distinctive style.

Hex keyline

The hex keyline helps to highlight people, places and products within the photography.

Hex burst

The hex bursts add a sense of energy and creates a distinctive look.

The hex keyline is integrated into the photography to help highlight areas and create a modern style.

HEX GRAPHIC DEVICE

Following these rules will ensure a consistent application of the hex graphic device.

Original   7pt stroke
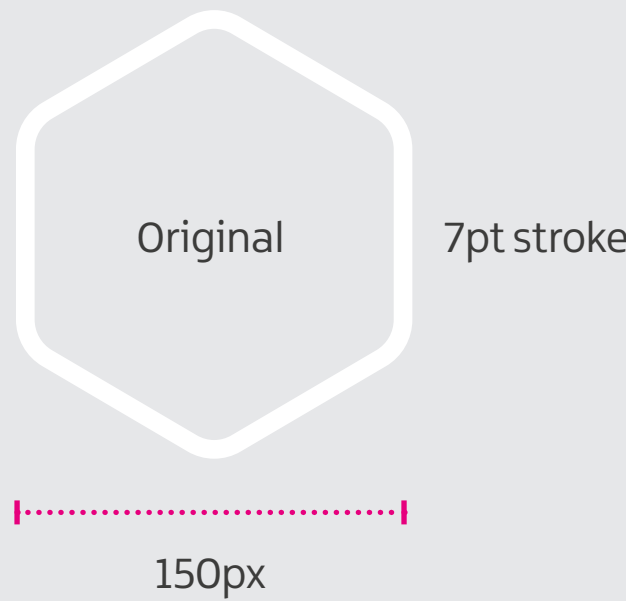
150px

Hex keyline

To maintain a consistent stroke width when applying the hero hex keyline, all artwork should be sized from this original example of 150px wide with a 7pt stroke. The stroke width will vary across different formats, but starting from this original graphic will ensure the same look is applied across all communications.

Original

Sections of the image are clipped out and overlayed to create a sense of integration within the photography.

The original hex keyline has been sized within the required area of this image and the opacity has been set to 80% to help it blend with the image background.

The opacity can be set between 70 – 90%.

For variation on certain executions, some of the hex graphics can be blurred to add a sense of depth. This works well for animations over video, as it adds a depth of field to the movement.

Hex burst

The hex bursts are added to the designs using colours from the brand palette. These are arranged in a variation of sizes to suit the image and design layout. They can overlap and be solid or keylines. White hex graphics can be applied to any design, as these complement the main hex keyline.

HOLDING DEVICE

The hex graphic can be used to hold logos, copy and images. This gives designers clean space to add elements to images with busy backgrounds.

Hex cropped

The hex shape can be cropped into any area of the design.

Print A4

Digital 16:9

Digital 9:16

Digital 1:1

Rotated hex cropped

The rotated hex shape can be cropped into any area of the design to give more flexibility.

Print A4

Digital 16:9

Digital 9:16

Digital 1:1

Hex section

The hex section can hold the logo or be the corner of image boxes.

Print A4
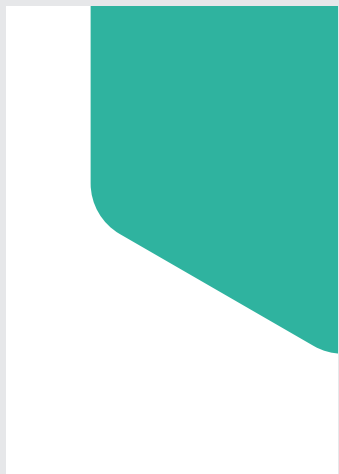
Digital 16:9
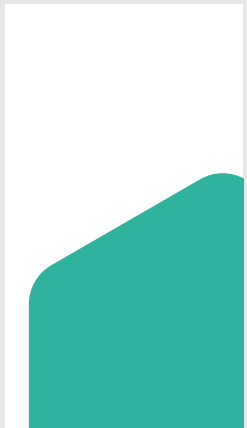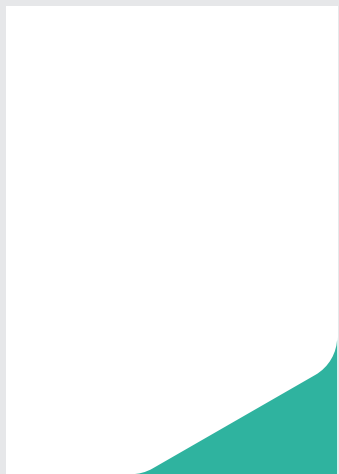
Digital 9:16
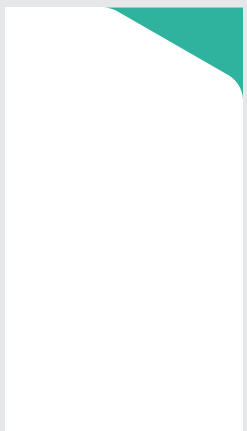
Digital 1:1

Bleed for print

Additional anchor points should be added to the hex section to ensure it is extended correctly for bleed on print documents.

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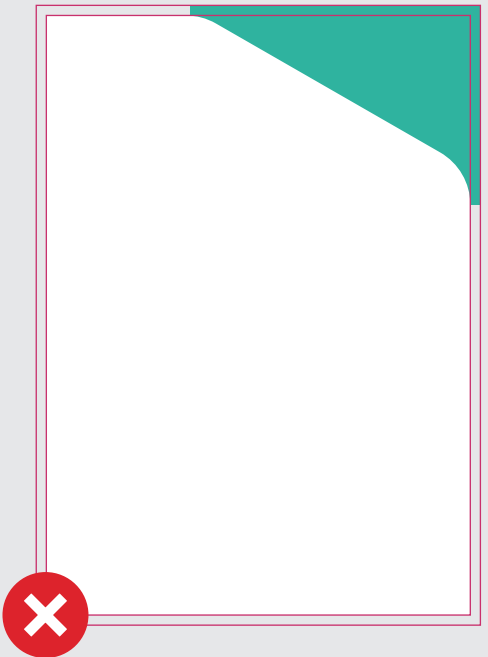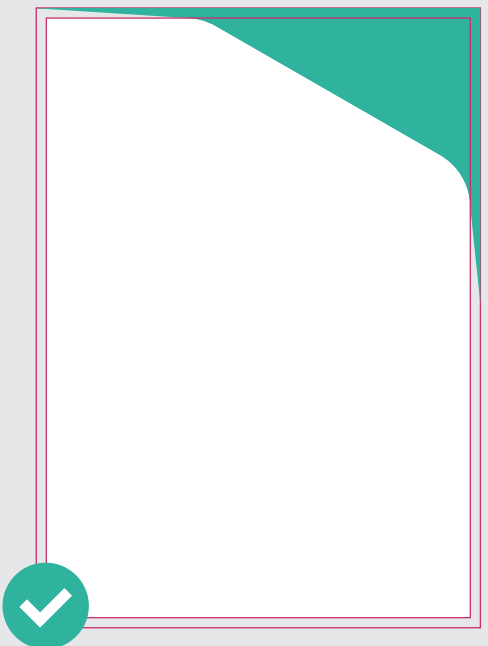
HOLDING DEVICE

These examples demonstrate how the holding devices can work over images.

The first example shows that designs can also be created without a holding device. In the other examples, the device has been used to hold the logo or copy on images that are too busy to make it work otherwise.

Full image with white logo.

White logo on holding device.

The hex section device can be used to style corners on images within documents.

Headline over image with logo on holding device.

Programme title on cropped hex holding device.

COLOUR PALETTE

Our primary colours are the original blue and greens from the Invest NI logo.

We have limited the secondary colours to create more consistency but still allow flexibility across the different business areas. These colours are vibrant and modern with simple grey tones to support a contemporary style.

There is also a selection of gradients created from mixing the main brand colours, which add more flexibility but relate back to the core brand.

Colours can be darkened slightly for digital application to ensure legibility on smaller formats.

Primary colours

C65 M00 Y100 K00	C85 M00 Y00 K00	C30 M00 Y94 K00
R101 G179 B46	R000 G172 B233	R175 G199 B40
#65B22E	#00ABE9	#AEC627

Secondary colours

C90 M74 Y00 K04	C83 M53 Y23 K07	C66 M41 Y00 K05	C57 M13 Y00 K00	C79 M17 Y39 K02	C72 M00 Y46 K00	C00 M100 Y30 K00	C78 M100 Y12 K01	C31 M00 Y23 K10	C38 M72 Y00 K00	C00 M027 Y100 K03
R52 G74 B151	R52 G103 B146	R95 G133 B191	R112 G184 B231	R04 G153 B158	R47 G179 B159	R229 G000 B100	R95 G38 B121	R169 G20 B102	R172 G96 B162	R247 G187 B000
#334A97	#346792	#5FB48F	#6FB7E6	#04999E	#2EB29F	#E50064	#5F2678	#a81465	#AC5FA2	#F6B800

C00 M00 Y00 K90	C46 M23 Y30 K00	C16 M11 Y12 K00
R60 G60 B59	R153 G176 B176	R222 G222 B222
#3C3C3B	#99AFB0	#DEDEDE

Gradients

COLOUR CONTRAST FOR DIGITAL

Our colour palette has been picked to help us build a vibrant and memorable brand style. However, contrast and accessibility are important factors to consider when designing assets for digital formats. This is important when pairing white text with a background colour, as the copy must be fully legible.

There are various online tools available to check the contrast between different colours for screen. If necessary our colours can be darkened to meet AA standards.

Lighter coloured backgrounds should have charcoal (90% black) text applied to ensure accessibility is met.

Primary colours adjusted for screen accessibility

R94 G167 B49
#5EA731

R000 G152 B209
#0098D1

R175 G199 B40
#AEC627
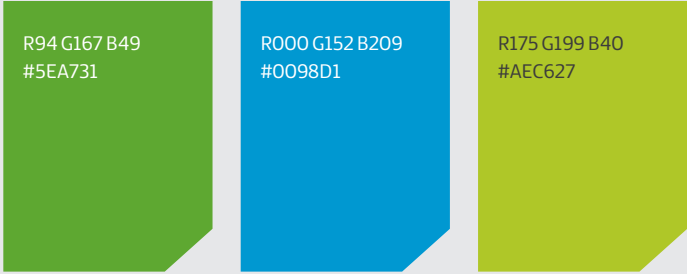
The first two colours have been adjusted to hold white text and graphics.

Foreground

Hex Value

FFFFFF

Color Picker   Alpha

1

Lightness

Background

Hex Value

5EA62B

Color Picker

Lightness

Contrast Ratio

3.01:1
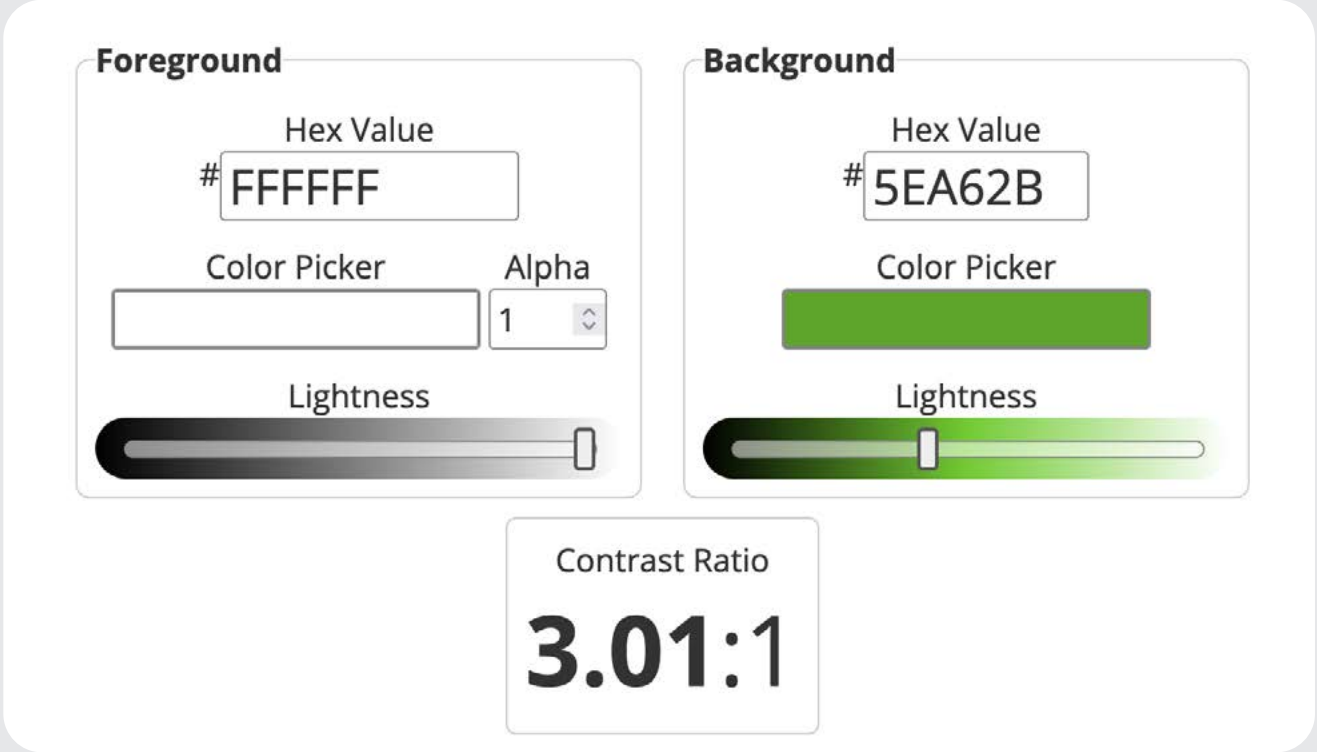
The online tool **www.webaim.org/resources/contrastchecker/** must be used to check and adjust colours. By moving the lightness slider, you can see when the pairing meets AA standard.

WCAG AA compliance target contrast ratios are:

• Normal text: 4.5:1

• Large text: 3:1

• Graphical objects and user interface components: 3:1

ICONOGRAPHY

We have created a consistent style of iconography to be used when images aren't available or to help support information within designs. The icons take inspiration from the business sectors.

Additional icons can be created based on this outline style.
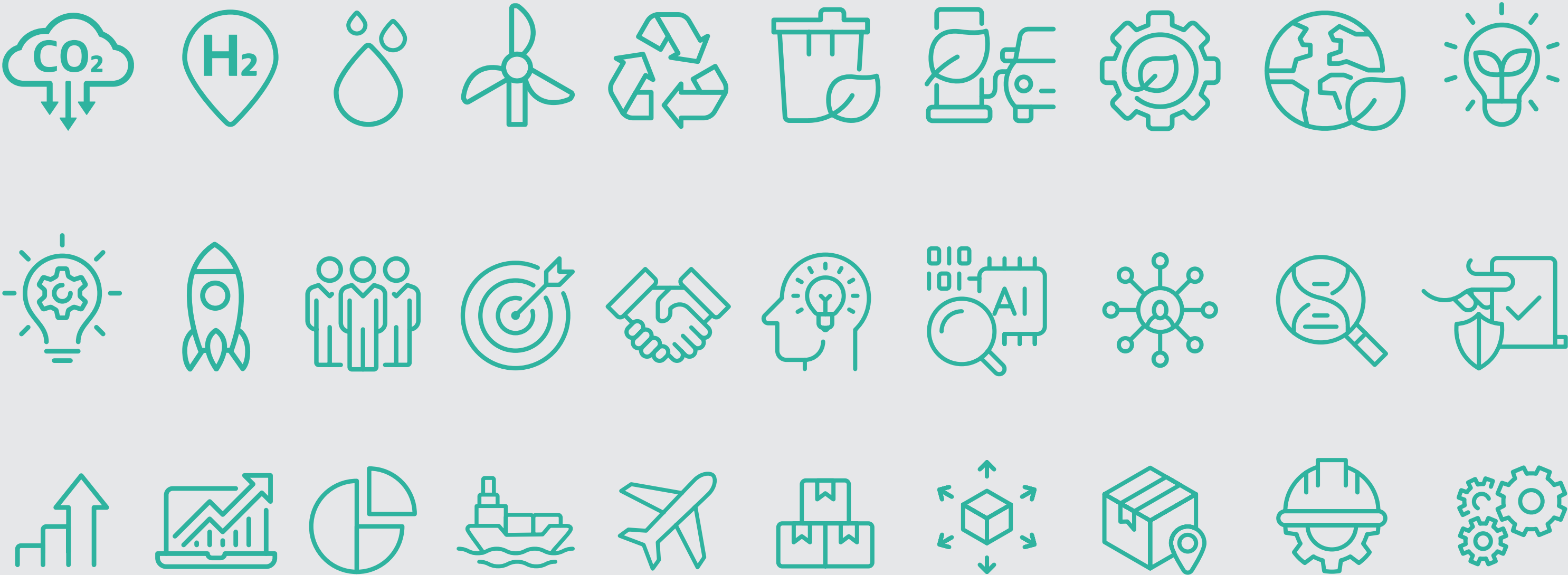
ICONOGRAPHY

These examples demonstrate how the icons can be used to reinforce campaign concepts, support information within documents and when images aren't available.

The icons can be applied to the hex burst designs and placed over hero images and graphics to reinforce campaign concepts.

The icons can be used to support copy in longer format documents.

The primary design style is to hold icons in a hex graphic, but if the marketing team think there are too many hexagons in the design, they can be placed without a hex or in a circle device to help balance the flow.

ICON AND GRAPHIC APPROACH

This graphic approach gives us even more flexibility. Combining complementary graphics with the hex device creates a dynamic, modern feel. This is particularly useful for communicating conceptual or abstract ideas.

Alternative illustration styles should not be used.

Graphic accents

Graphic accents can be added to designs to help differentiate and add variety. These should be applied subtly.

Graphic accents can be used to hold quotes or supporting copy within documents.

SECTION 4

TYPOGRAPHY

OUR TYPEFACE

HEADLINE STYLE

TYPOGRAPHY PRINCIPLES

Invest
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OUR TYPEFACE

An important part of the overall branding is the use of the custom designed Northern Ireland typeface. It is a fresh and playful typeface that reflects the confident brand values of Northern Ireland.

The Northern Ireland typeface is to be used in all communication.

The typeface consists of two weights, the bold font is to be applied to all headlines and the regular font is for body copy and other supporting copy.

NORTHERN IRELAND

Northern Ireland Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&%?()*

Northern Ireland Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&%?()*

Abc

Invest
Northern Ireland

HEADLINE STYLE

Headline styles are an important design asset, as they help add recognition to a brand's communications.

To create a consistent look, all our headlines will be set in upper case and should be six words or less.

We have developed the rounded rectangle holding device to highlight words and phrases in headlines. The headline copy can be fully bold or a mix of bold and regular.

Our primary approach is to have all headlines and copy left-aligned. There could be some exceptions to this rule, such as smaller formats requiring an alternative approach.

GROW YOUR SALES IN EUROPE

AMBITION TO GROW

£5K
INNOVATION VOUCHER

The rectangular holding device allows us to highlight words or phrases within headlines and calls to action. This helps create a distinctive look and also adds an element of consistency.

ROUNDED RECTANGLE

It's important to keep a consistent style when applying the rectangular holding device to headlines. This example is 49pt type with a 260x48px rectangle and 4pt rounded corners.

Select individual anchor points when adjusting the length of the arrow — **do not** drag to resize, as this will compromise the shape of the edges.

SPACING HEADLINES

A double space is applied between the word in the holding device and other words around it.

The rectangle is set in the middle of the two words with equal spacing on the right-hand side.

There is equal spacing top and bottom with this set to just under a third of the type height.

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Northern Ireland

HEADLINE STYLE

These examples demonstrate how the headlines should be styled and how they sit with supporting copy and buttons.

Where possible, key words should be highlighted in the rounded rectangle device to help emphasis the main point of the programme or event. However, if this creates issues with the design the rectangle device can be dropped.

The rectangle holding device can be solid or a keyline.

Sub-headlines and supporting copy should be left-aligned to the headline copy — **do not** align the supporting copy with the rounded rectangle edge. There are some instances when centre alignment is acceptable - see more on page 30. The supporting copy should be sentence case.

All CTA buttons copy should be upper case.

TYPOGRAPHY PRINCIPLES
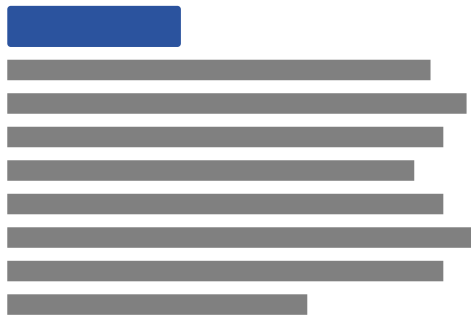
Following these typography principles will ensure a consistent approach is applied across all communications.

NORTHERN IRELAND TYPEFACE

The Northern Ireland typeface is how we speak. Don't use other typefaces.

Northern Ireland Bold

Northern Ireland Regular

We only use two different font weights across all communications.

Left aligned copy is our default. However, there are some exceptions to this rule, as centre alignment can help balance the design elements on certain formats and when the headline and supporting copy only runs over two lines.

HEADLINES UPPER CASE

All our headlines are in upper case.

Other supporting copy is sentence case

Other supporting copy, including sub-headlines, should be in sentence case.

Market Research Workshop

Access to Finance

All programme names and events should be title case (first letter of each word capitalised).

FIND OUT MORE

FIND OUT MORE

All copy in CTA buttons should be upper case.

Punctuation.

Headlines, sub-headlines, captions and CTAs do not need full stops.

All body copy should be fully punctuated.

THIS HEADLINE IS 22PT WITH 28PT LEADING

This body copy is 16pt type with 18pt leading.

Allow extra leading (line spacing) for the rounded rectangle device in headlines.

Allow enough leading between body copy for comfortable reading.

The minimum size for copy on digital formats is 12pt for captions and 16pt for body copy. The minimum size for print body copy is 7pt.

◄┈┈┈┈ Type tracking ┈┈┈┈►

Type tracking should be set to zero for body copy and can be set to a maximum of -20 for headlines.

Invest **Northern Ireland**

SECTION 5

PHOTOGRAPHY

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PHOTOGRAPHY

Our photography style focuses primarily on real people. These are authentic portraits of successful people that we have helped.

The portraits are focused on 'doing', showing skilled people working in modern, dynamic environments, where possible they should be authentic portraits of successful people that we have helped. These shots help demonstrate the talent and personality of the people within Northern Ireland. Always consider diversity when selecting images.

Include people in product shots whenever possible.

Stock images can be used when authentic shots aren't available.

Image captions

Images should be captioned in order to give authenticity to the photography. Text should be set in Northern Ireland Regular, title case at a minimum of 6pt on print documents and 12pt on digital formats. They can be set in either white or 90% black, depending on which provides better contrast on the image.

Captions should sit in whichever corner provides the most suitable area. Captions may sit vertically if horizontal space is limited.

Stock images do not need captions.

St. George's Market, Belfast

Peace Bridge, Derry~Londonderry

Hinch Distillery, Ballynahinch
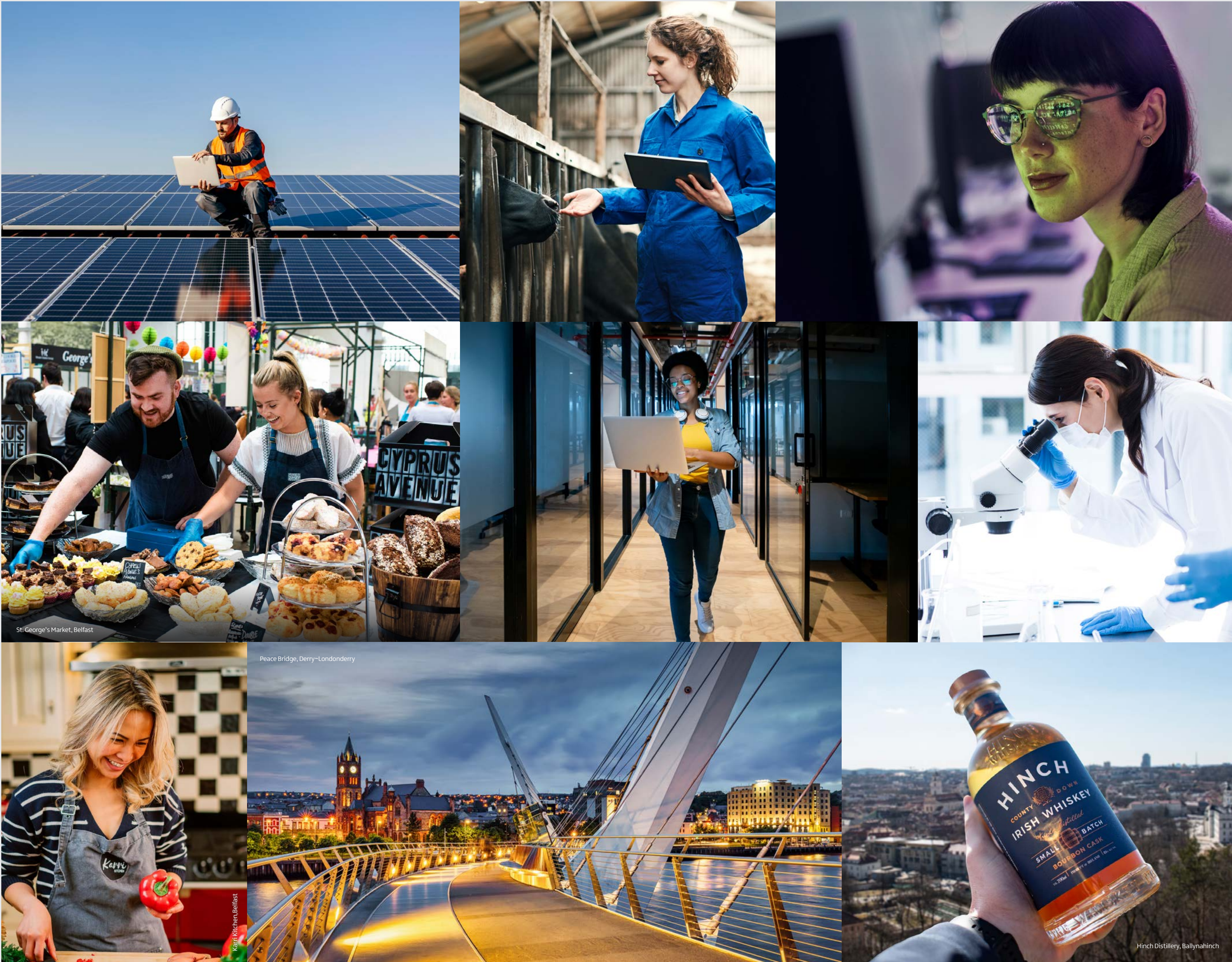
SECTION 6

VIDEO

VIDEO

Our video content should follow the same rules as the photography and iconography sections. The emphasis should be on people, places and product. The scenes should feel modern, dynamic and authentic.

The hex shapes can be animated into the footage to enhance the brand aspect and help unify variations of the content if they are not all from the same source. Blurred and clear hex graphics add to the sense of depth and texture in the footage and add movement to any still photography that is being used.

The glass hex device has been created specifically for motion graphics. This can be animated over the footage to highlight certain elements within the shot. It can be blurred or slightly magnified to help create a sense of layered depth within the video.

Footage can be shot in 16:9 or 9:16 depending on the required format. This should be decided in the planning process.

See our **Video Guidelines** for a more in-depth breakdown of the rules.

Funding sample storyboard

Only use the glass effect hex device on motion graphics.

SECTION 7

DESIGN STYLES

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DESIGN STYLES

We have developed three design approaches to add variety within the different strands under each business area. To ensure consistency, only these design approaches can be applied.

1. Full image with hex overlay

This option uses a full image within the format and the hex graphics are integrated into the image. The main hex is used to highlight the person, place or product within the shot.

If the background is not suitable, then the holding devices can be applied to hold the copy.

2. Image in hex with coloured background

This option highlights the person, place or product within the main hex and has a coloured background. The coloured background will hold the headlines and copy. Graphic accents and subtle icons can also be applied to this approach.

3. Graphic and icons with coloured background

This option uses hex graphics and icons to represent the business strand or campaign concept. This approach is set on a coloured background. Variation in the hex graphic approach is acceptable with this design option.

SECTION 8

CORPORATE COMMUNICATIONS

COLOURS AND DESIGN EXAMPLES

Invest
**Northern
Ireland**

COLOURS AND DESIGN EXAMPLES

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C30 M00 Y94 K00
R175 G199 B40
#AEC627

The corporate palette is the only area with three flexible primary colours, this allows variation in design.

C00 M00 Y00 K90
R60 G60 B59
#3C3C3B

C46 M23 Y30 K00
R153 G170 B176
#99AFB0

C16 M11 Y12 K00
R222 G222 B222
#DEDEDE

The grey tones from the secondary colour palette can be used to support the primary colours.

Annual Report A4

ANNUAL REPORT & ACCOUNTS
2023-24

A5 leaflets

@InvestNI
facebook.com/investni
linkedin.com/investni
youtube.com/investni
investni.com
nibusinessinfo.co.uk

Enniskillen Castle

@InvestNI
facebook.com/investni
linkedin.com/investni
youtube.com/investni
investni.com
nibusinessinfo.co.uk

Social posts 1:1

JOIN OUR TEAM
Stakeholder Engagement & Public Affairs Executive
£34,524
starting salary

Could you be our new
PROPERTY MANAGER?
£55,207
Starting salary

DON'T MISS OUR UPCOMING EVENTS AND WEBINARS

STAY IN THE LOOP
Follow us on

Pull-up stands

Invest Northern Ireland

@InvestNI
facebook.com/investni
linkedin.com/investni
youtube.com/investni
investni.com

Funded by UK Government

Invest Northern Ireland

SECTION 9

BUSINESS AREAS

BUSINESS AREAS COLOURS

COLOUR APPLICATIONS

DESIGN EXAMPLES

INVEST NORTHERN IRELAND GUIDELINES

BUSINESS AREAS COLOURS

As the main brand assets will create a distinctive design style, colour variations have been chosen to give each business area their own recognisable look.

Each area has a primary, secondary, tertiary and gradient colour to work with and add variation in application.

When there is crossover of programmes into business areas, such as a project between the IRD and Green Economy teams, the colours applied will be from the parent business area i.e. innovation and R&D.

Corporate

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C30 M00 Y94 K00
R175 G199 B40
#AEC627

Exporting

C78 M100 Y12 K01
R95 G38 B121
#5F2678

C00 M100 Y30 K00
R229 G000 B100
#E50064

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

Applications open XX Date 2024
FIND OUT MORE

Funding

C90 M74 Y00 K04
R52 G74 B151
#334A97

C57 M13 Y00 K00
R112 G184 B231
#6FB7E6

C30 M00 Y94 K00
R175 G199 B40
#AEC627

Applications open XX Date 2024
FIND OUT MORE

Green Economy

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C30 M00 Y94 K00
R175 G199 B40
#AEC627

C79 M17 Y39 K02
R04 G153 B158
#04999E

Applications open XX Date 2024
FIND OUT MORE

Innovation and R&D

C72 M00 Y46 K00
R47 G179 B159
#2EB29F

C83 M53 Y23 K07
R52 G103 B146
#346792

C30 M00 Y94 K00
R175 G199 B40
#AEC627

Applications open XX Date 2024
FIND OUT MORE

Productivity (process and digitisation)

C00 M027 Y100 K03
R247 G187 B000
#F6BB00

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C72 M00 Y46 K00
R47 G179 B159
#2EB29F

Applications open XX Date 2024
FIND OUT MORE

Skills (leadership and training)

C00 M100 Y30 K00
R229 G000 B100
#E50064

C00 M027 Y100 K03
R247 G187 B000
#F6BB00

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

Applications open XX Date 2024
FIND OUT MORE

Regional Office Activities

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C78 M100 Y12 K01
R95 G38 B121
#5F2678

C30 M00 Y94 K00
R175 G199 B40
#AEC627

Entrepreneurship

C31 M100 Y23 K10
R169 G20 B102
#a81465

C66 M41 Y00 K05
R95 G133 B191
#5F84BF

C38 M72 Y00 K00
R172 G96 B162
#AC5FA2

Please note: This is for colour reference only, the design style will vary for the business areas.

COLOUR APPLICATION

These examples demonstrate how the primary, secondary, tertiary and gradient colours should be applied across all business areas. The primary colour should be applied to at least 60% of the overall colour used in the designs.

Primary colour

The primary colour should always be the dominant colour in the designs for each business area.

C00 M100 Y30 K00
R229 G000 B100
#E50064

Secondary colour

The secondary colour supports and complements the primary colour.

C00 M027 Y100 K03
R247 G187 B000
#F6BB00

Tertiary colour

The tertiary colour is an additional supporting colour for added flexibility in designs. It doesn't always need to be used.

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

Gradient colour

The gradient colour is available to add variation as an additional primary colour and can also be applied to graphic elements.

50% TINT 50% TINT 50% TINT

50% tints of the colours for each sector can be used as supporting accent colours – they can't be used as primary colours.

EXPORTING
COLOURS AND DESIGN EXAMPLES

C78 M100 Y12 K01
R95 G38 B121
#5F2678

C00 M100 Y30 K00
R229 G000 B100
#E50064

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.
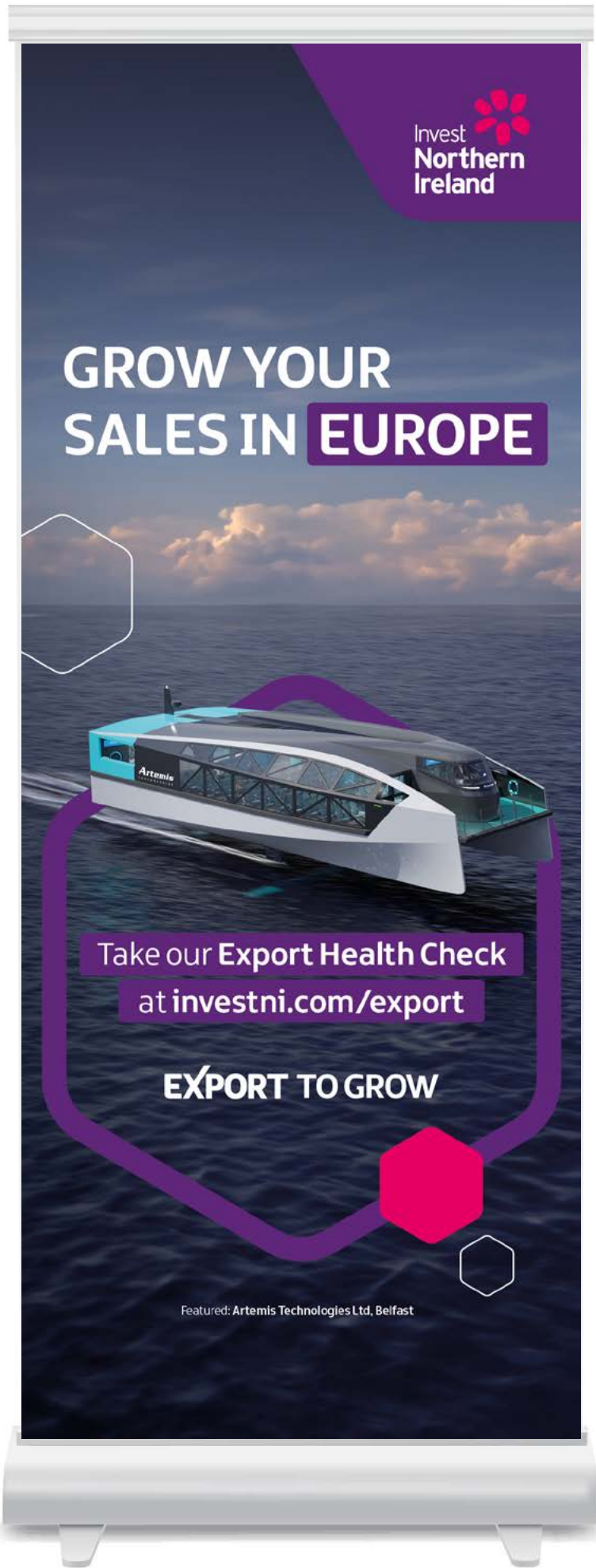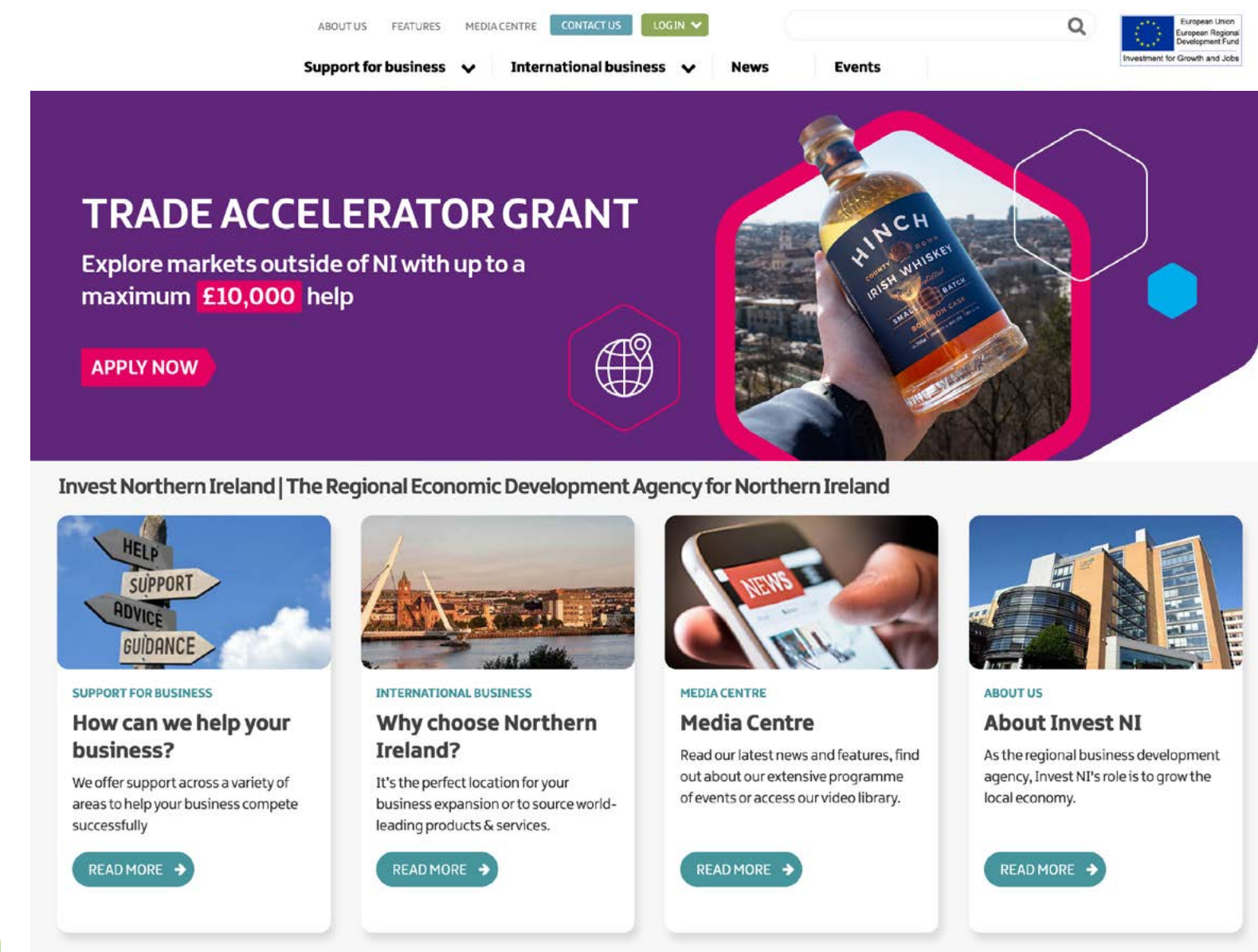
1:1 social post

GOING DUTCH
Your gateway to trading in Europe

EXPORT TO GROW

A5 leaflet

GROW YOUR SALES IN EUROPE

Es culocultus conces pritis, catratilius anum lus hosupionit opublica nium sullegil hortes ci peret hosta atur. Quam diem pubista nicia in nad catra pritis.

Take our **Export Health Check** at **investni.com/export**

EXPORT TO GROW

Paris, France

Pull-up stand

GROW YOUR SALES IN EUROPE

Take our **Export Health Check** at **investni.com/export**

EXPORT TO GROW

Featured: Artemis Technologies Ltd, Belfast

Website banner

ABOUT US   FEATURES   MEDIA CENTRE   CONTACT US   LOG IN
Support for business   International business   News   Events

TRADE ACCELERATOR GRANT
Explore markets outside of NI with up to a maximum **£10,000** help

APPLY NOW

Invest Northern Ireland | The Regional Economic Development Agency for Northern Ireland

SUPPORT FOR BUSINESS
How can we help your business?
We offer support across a variety of areas to help your business compete successfully
READ MORE →

INTERNATIONAL BUSINESS
Why choose Northern Ireland?
It's the perfect location for your business expansion or to source world-leading products & services.
READ MORE →

MEDIA CENTRE
Media Centre
Read our latest news and features, find out about our extensive programme of events or access our video library.
READ MORE →

ABOUT US
About Invest NI
As the regional business development agency, Invest NI's role is to grow the local economy.
READ MORE →

Digital billboard advert

GROW BEYOND
Early Stage Exporter programme to help you explore GB and ROI markets
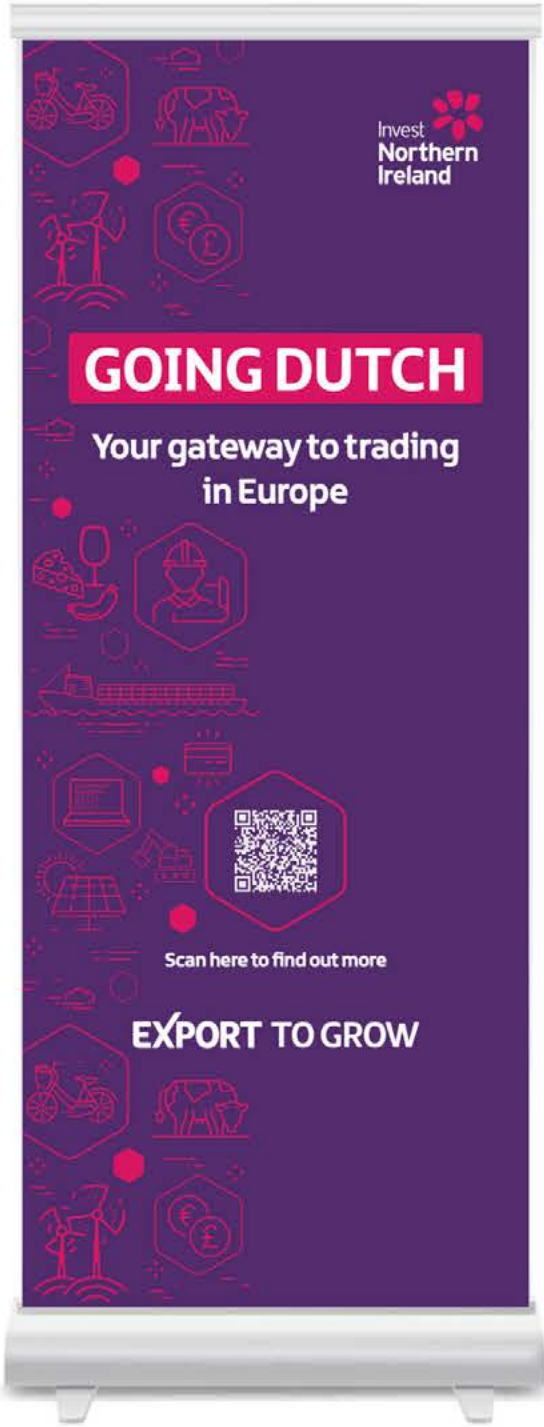**FIND OUT MORE**

EXPORTING
COLOURS AND DESIGN EXAMPLES

The examples below demonstrate how the colour palette creates an identity for exporting and how the different design styles can be applied to differentiate the five strands within this business area.

EXTERNAL SALES CAMPAIGN

TRADE CAPABILITY DEVELOPMENT PROGRAMMES

EXHIBITIONS AND TRADE

IN-MARKET EXPORT OPPORTUNITIES

MARKET RESEARCH AND EXPORT SUPPORT

FUNDING
COLOURS AND DESIGN EXAMPLES

C90 M74 Y00 K04
R52 G74 B151
#334A97

C57 M13 Y00 K00
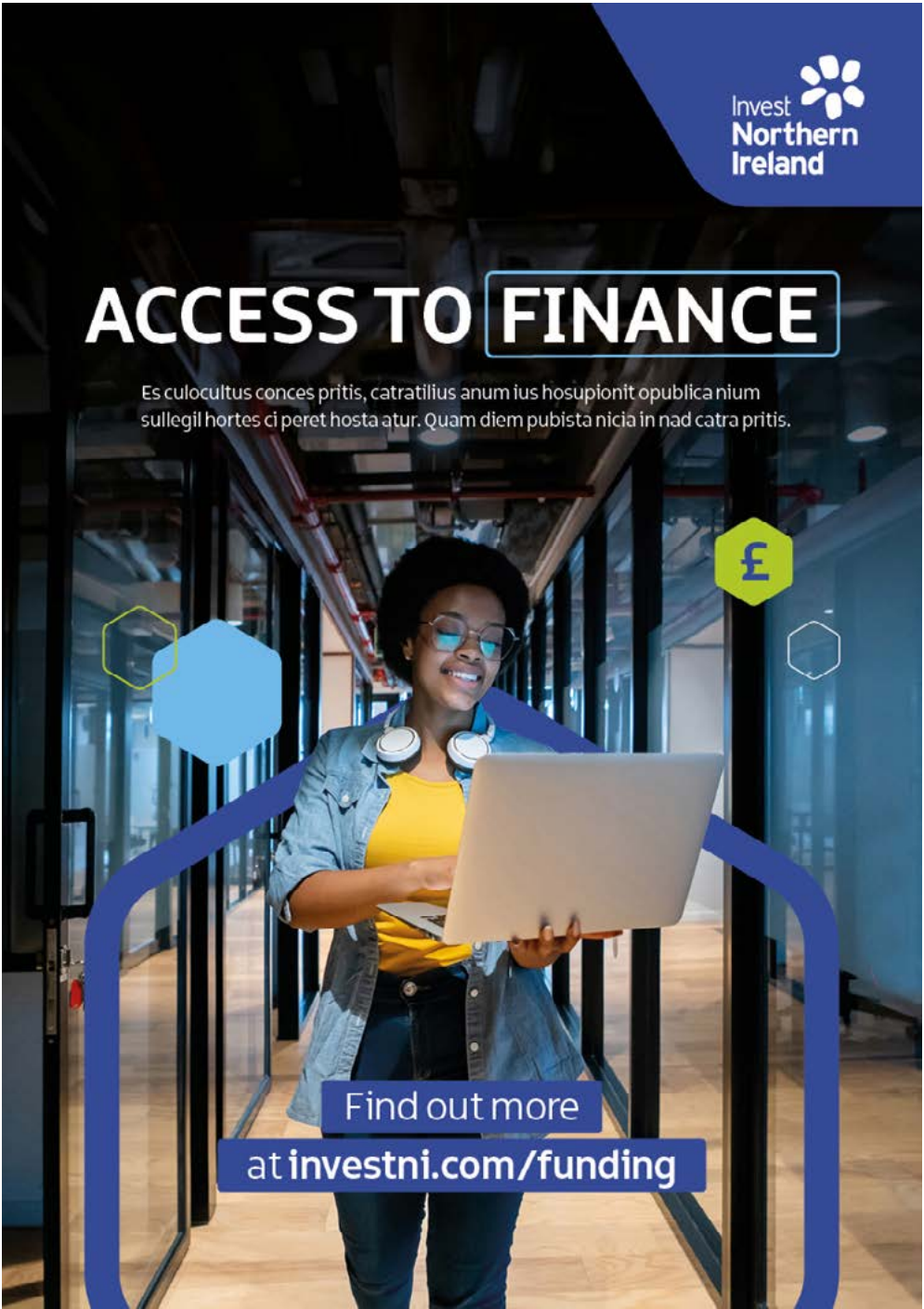R112 G184 B231
#6FB7E6

C30 M00 Y94 K00
R175 G199 B40
#AEC627

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.
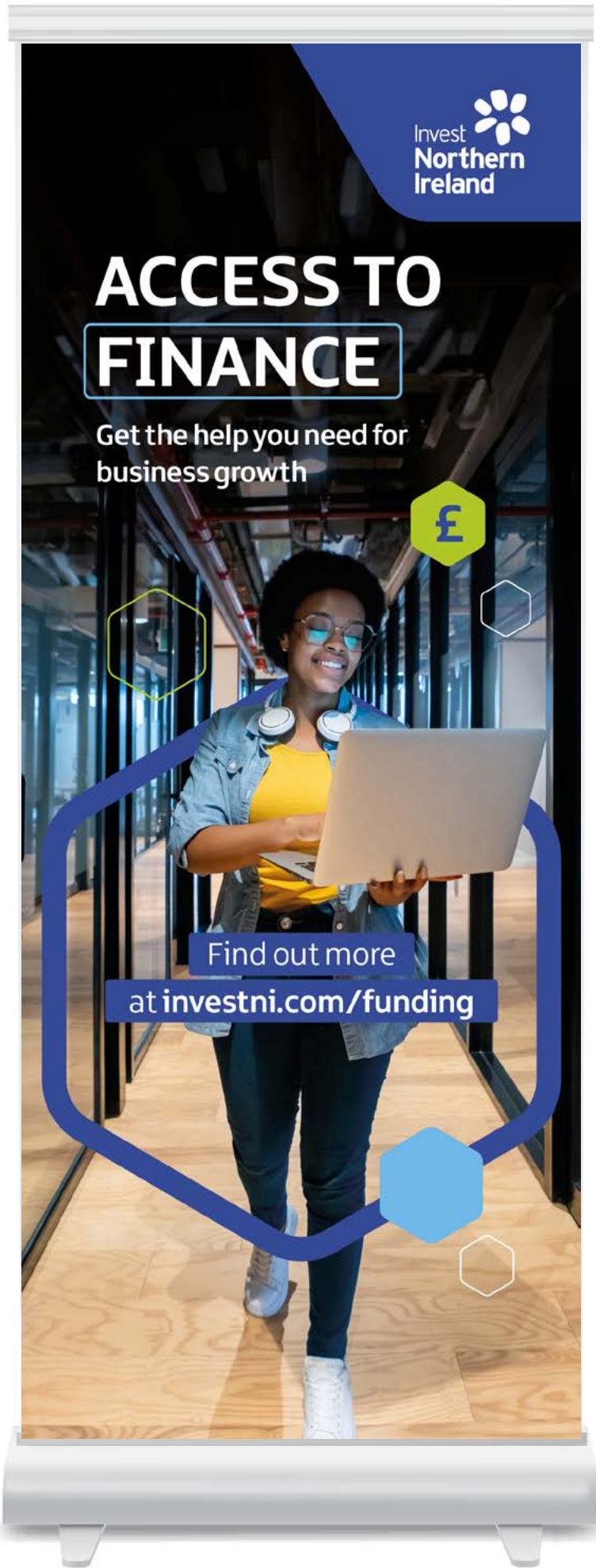
1:1 social post

A5 leaflet

Pull-up stand

Website banner

Digital billboard advert

GREEN ECONOMY
COLOURS AND DESIGN EXAMPLES

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C30 M00 Y94 K00
R175 G199 B40
#AEC627

C79 M17 Y39 K02
R04 G153 B158
#04999E

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.
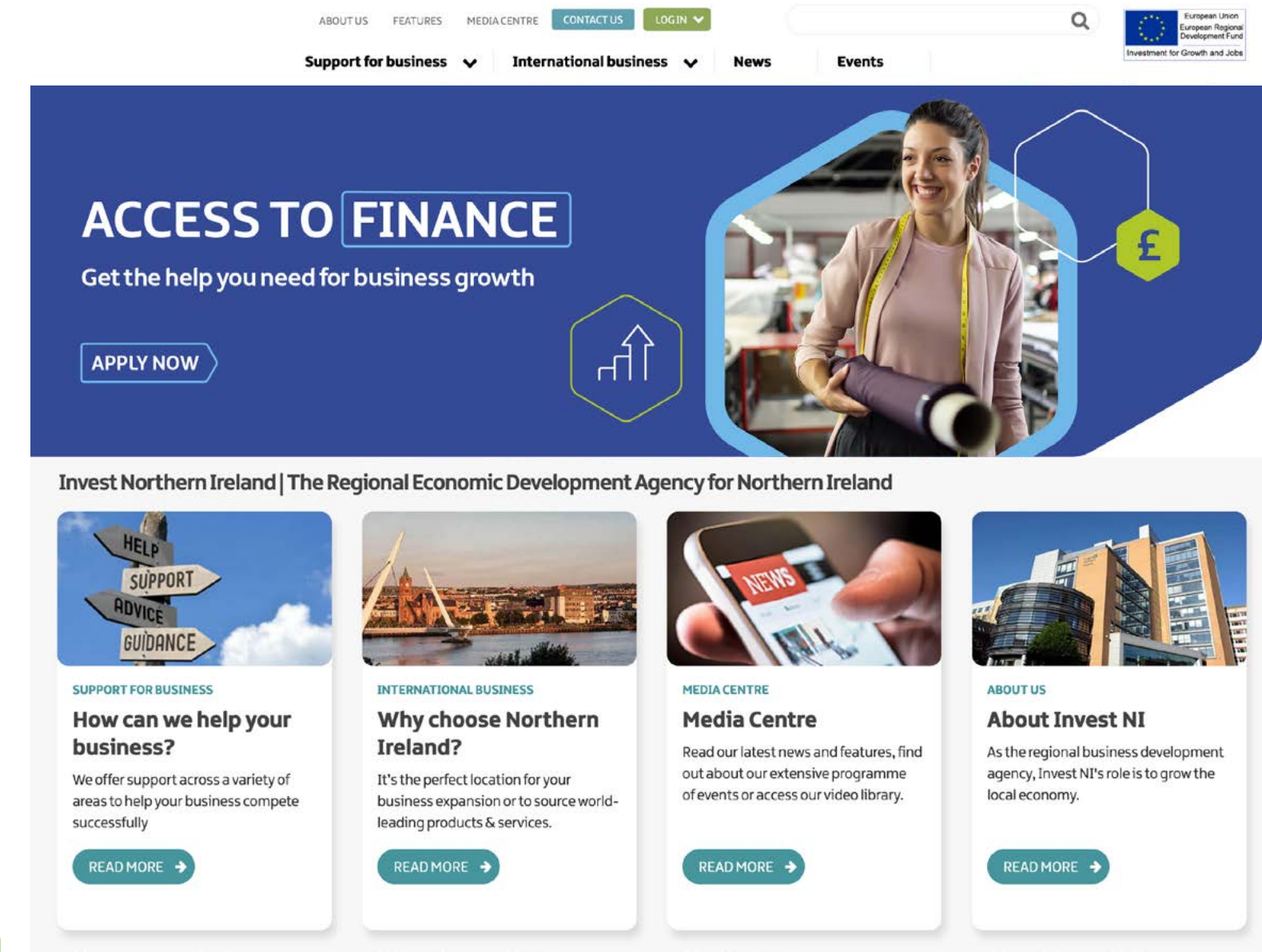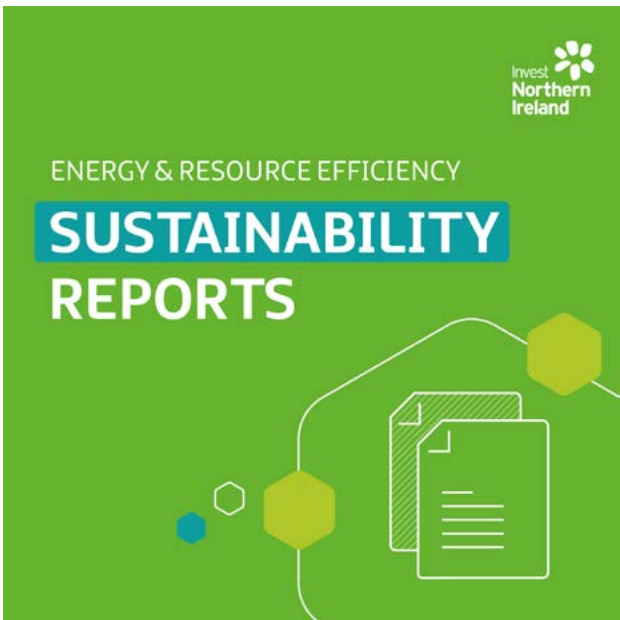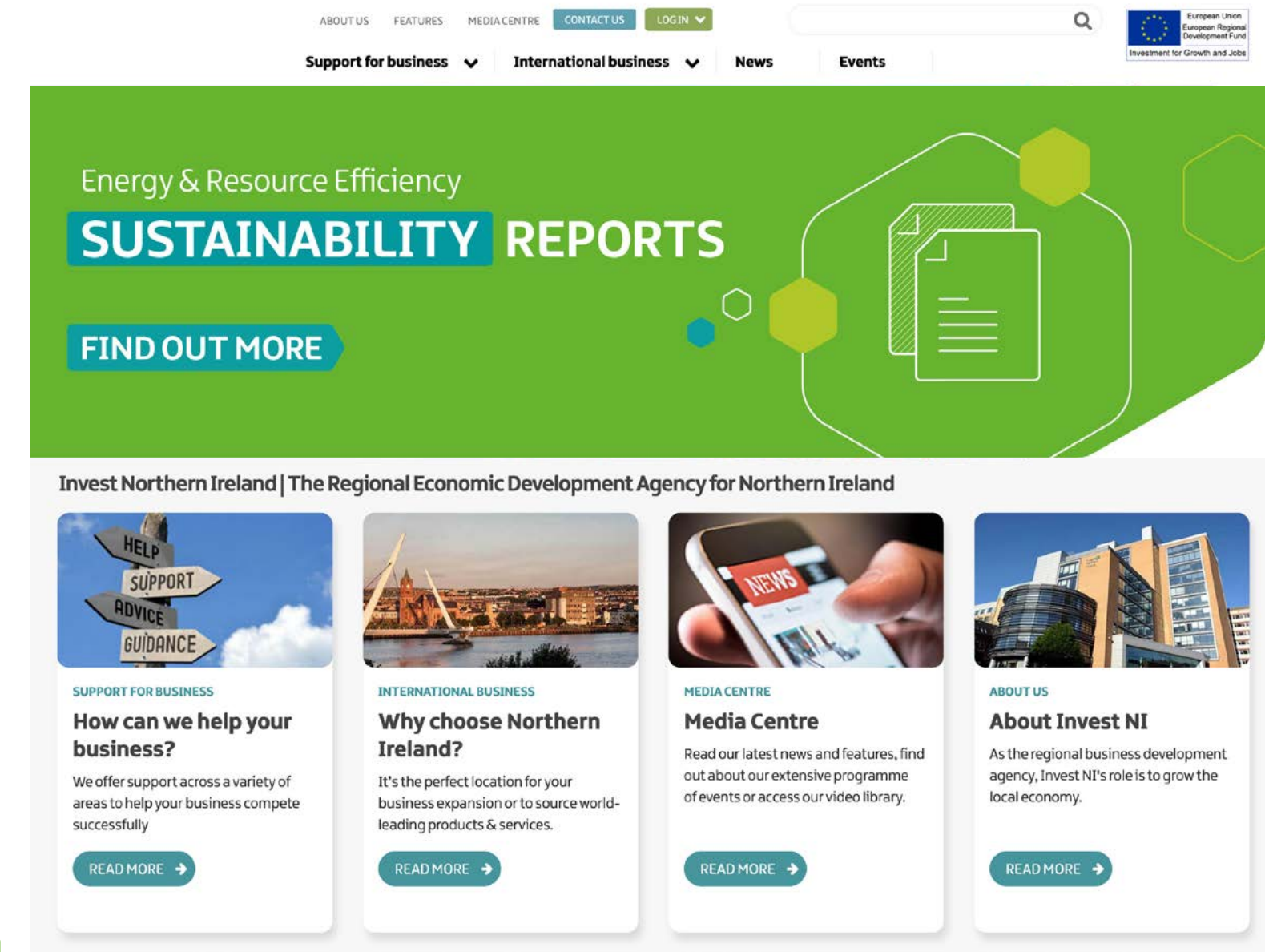
1:1 social post

ENERGY & RESOURCE EFFICIENCY
SUSTAINABILITY REPORTS

Website banner

A5 leaflet

ENERGY EFFICIENCY
CAPITAL GRANT

Digital billboard advert

WORKSHOP
RESOURCE MATCHING

REGISTER NOW

Pull-up stand

ENERGY EFFICIENCY
CAPITAL GRANT

Reduce energy costs with a business grant of up to £150k

INNOVATION AND R&D
COLOURS AND DESIGN EXAMPLES

C72 M00 Y46 K00
R47 G179 B159
#2EB29F

C83 M53 Y23 K07
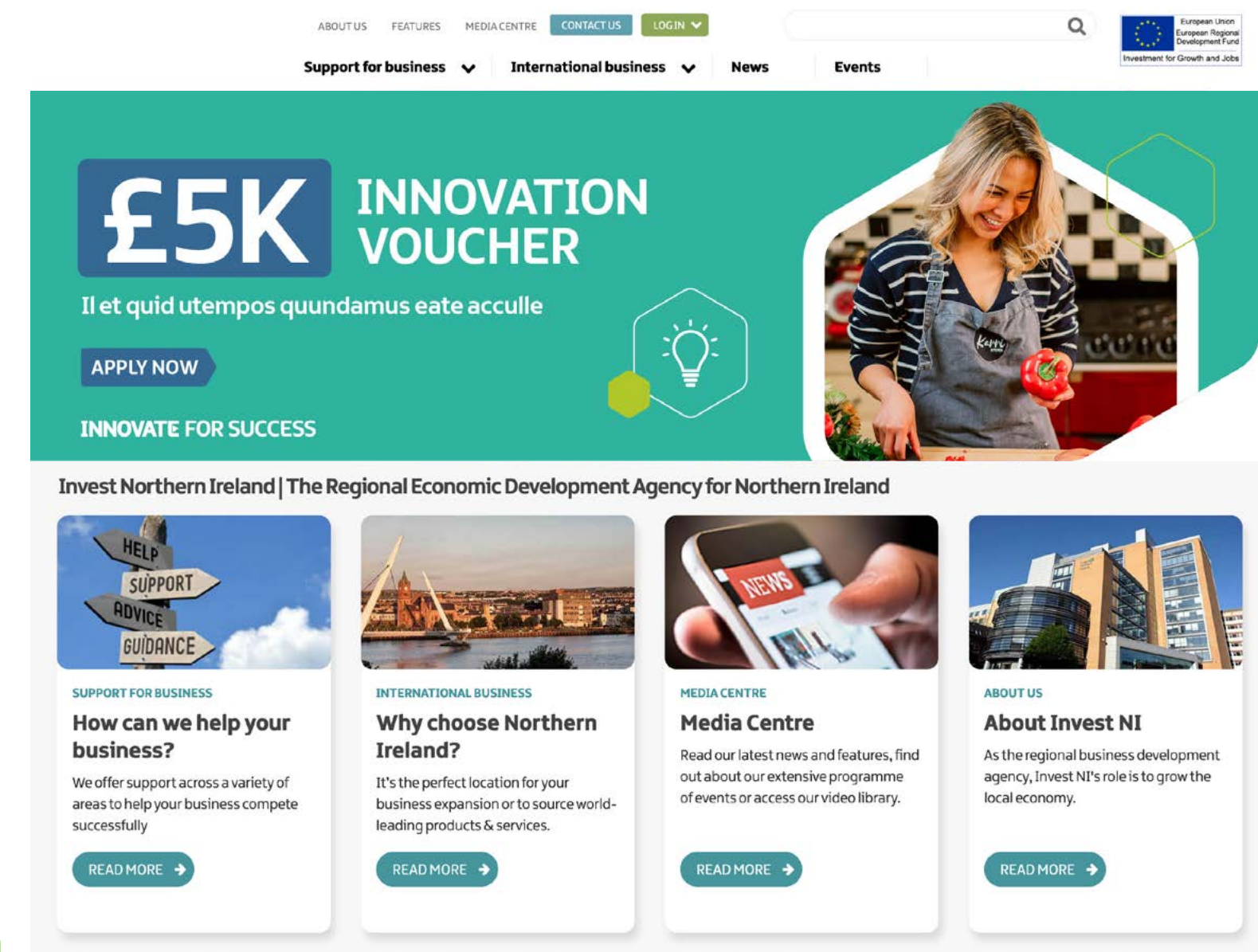R52 G103 B146
#346792

C10 M00 Y94 K00
R175 G199 B40
#AEC627

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.
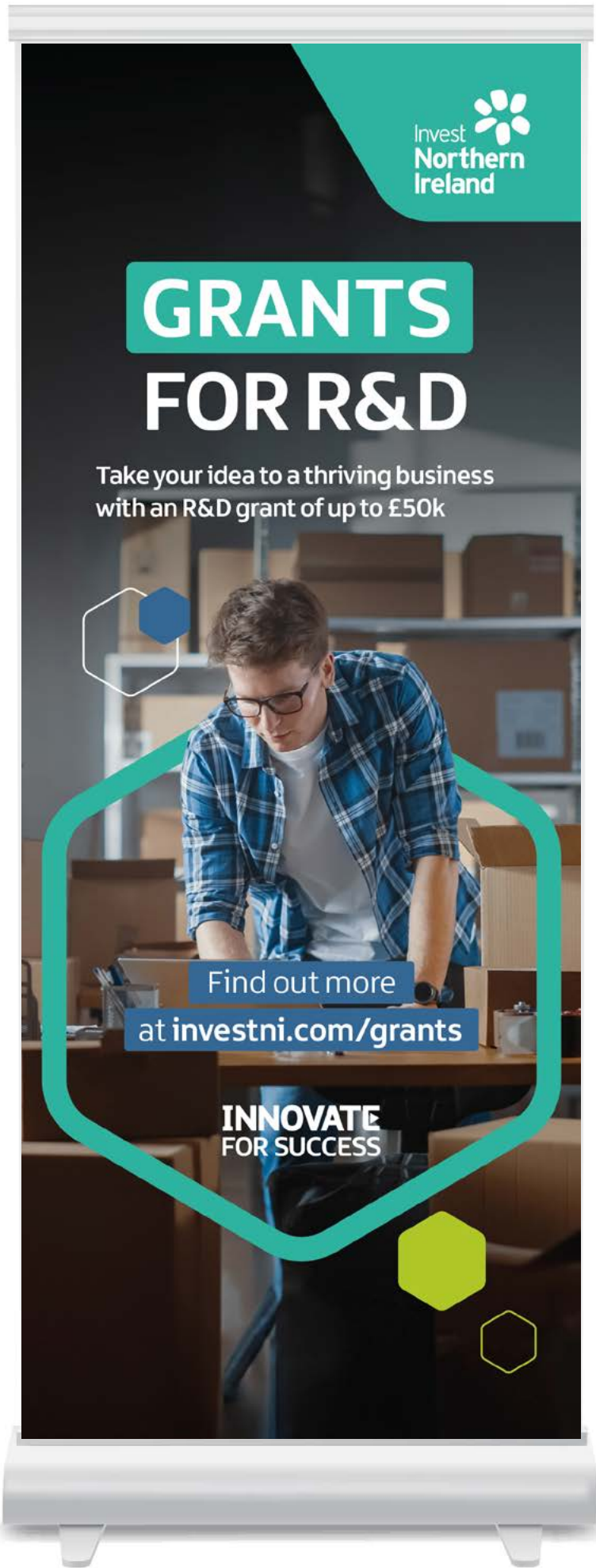
1:1 social post

£5K
INNOVATION VOUCHER

A5 leaflet

TURN YOUR IDEA INTO
A THRIVING BUSINESS

R&D grants are available with support up to **£50k**

Find out more
at investni.com/grants

INNOVATE
FOR SUCCESS

Pull-up stand

GRANTS
FOR R&D

Take your idea to a thriving business
with an R&D grant of up to £50k

Find out more
at investni.com/grants

INNOVATE
FOR SUCCESS

Website banner

£5K INNOVATION VOUCHER

Il et quid utempos quundamus eate accule

APPLY NOW

INNOVATE FOR SUCCESS

Invest Northern Ireland | The Regional Economic Development Agency for Northern Ireland

SUPPORT FOR BUSINESS
How can we help your business?
We offer support across a variety of areas to help your business compete successfully

READ MORE →

INTERNATIONAL BUSINESS
Why choose Northern Ireland?
It's the perfect location for your business expansion or to source world-leading products & services.

READ MORE →

MEDIA CENTRE
Media Centre
Read our latest news and features, find out about our extensive programme of events or access our video library.

READ MORE →

ABOUT US
About Invest NI
As the regional business development agency, Invest NI's role is to grow the local economy.

READ MORE →

Digital billboard advert

INNOVATE TO GROW

Fes cus halatus ili furo based ina publin teling
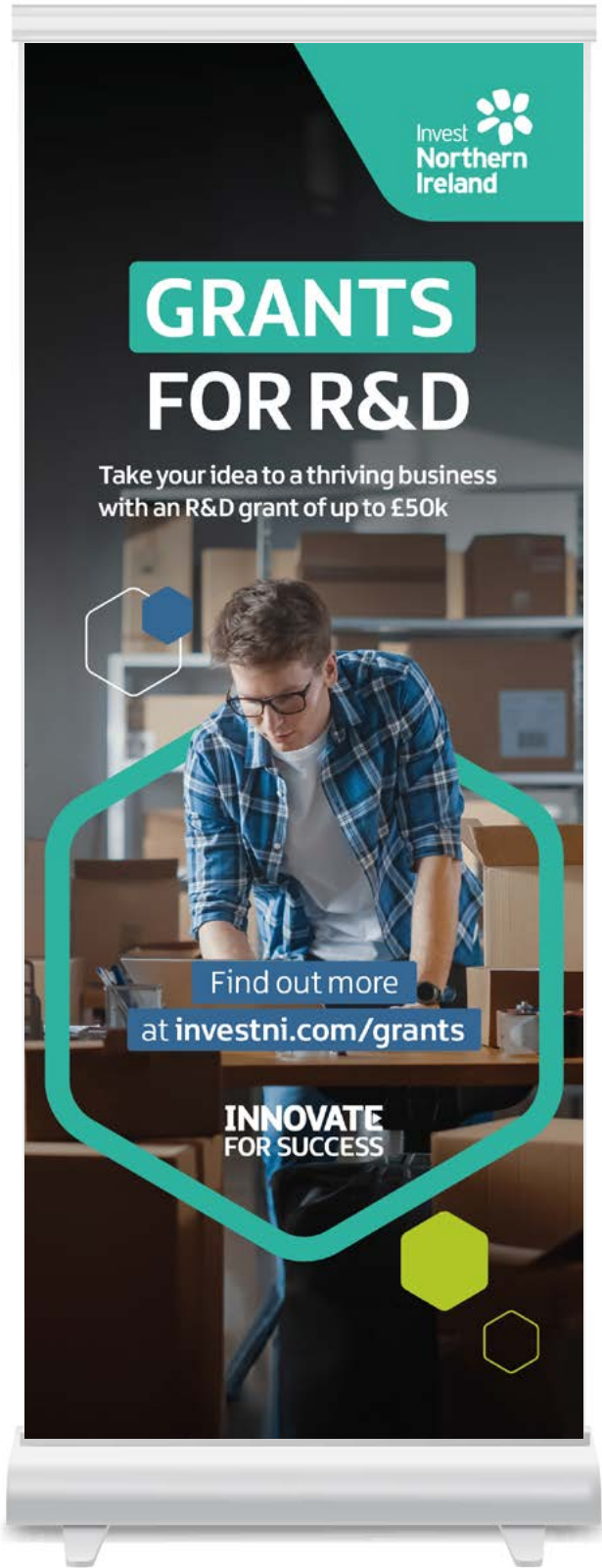
FIND OUT MORE

INNOVATION AND R&D
COLOURS AND DESIGN EXAMPLES

The examples below demonstrate how the colour palette creates an identity for innovation and R&D and how the different design styles can be applied to differentiate the two strands within this business area.
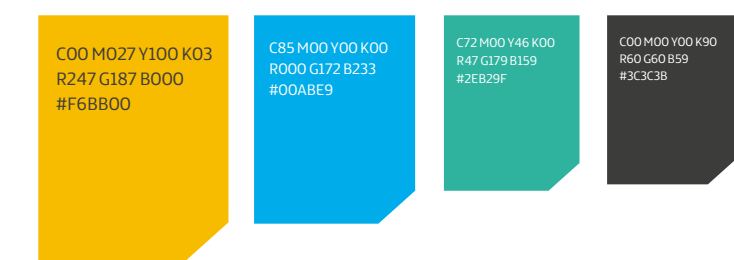
INNOVATION VOUCHERS

GRANTS FOR R&D

PRODUCTIVITY
COLOURS AND DESIGN EXAMPLES

C00 M027 Y100 K03
R247 G187 B000
#F6BB00

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C72 M00 Y46 K00
R47 G179 B159
#2E829F

C00 M00 Y00 K90
R60 G60 B59
#3C3C3B

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.

The charcoal colour (Black 90%) should be used for copy on the yellow background to ensure legibility.
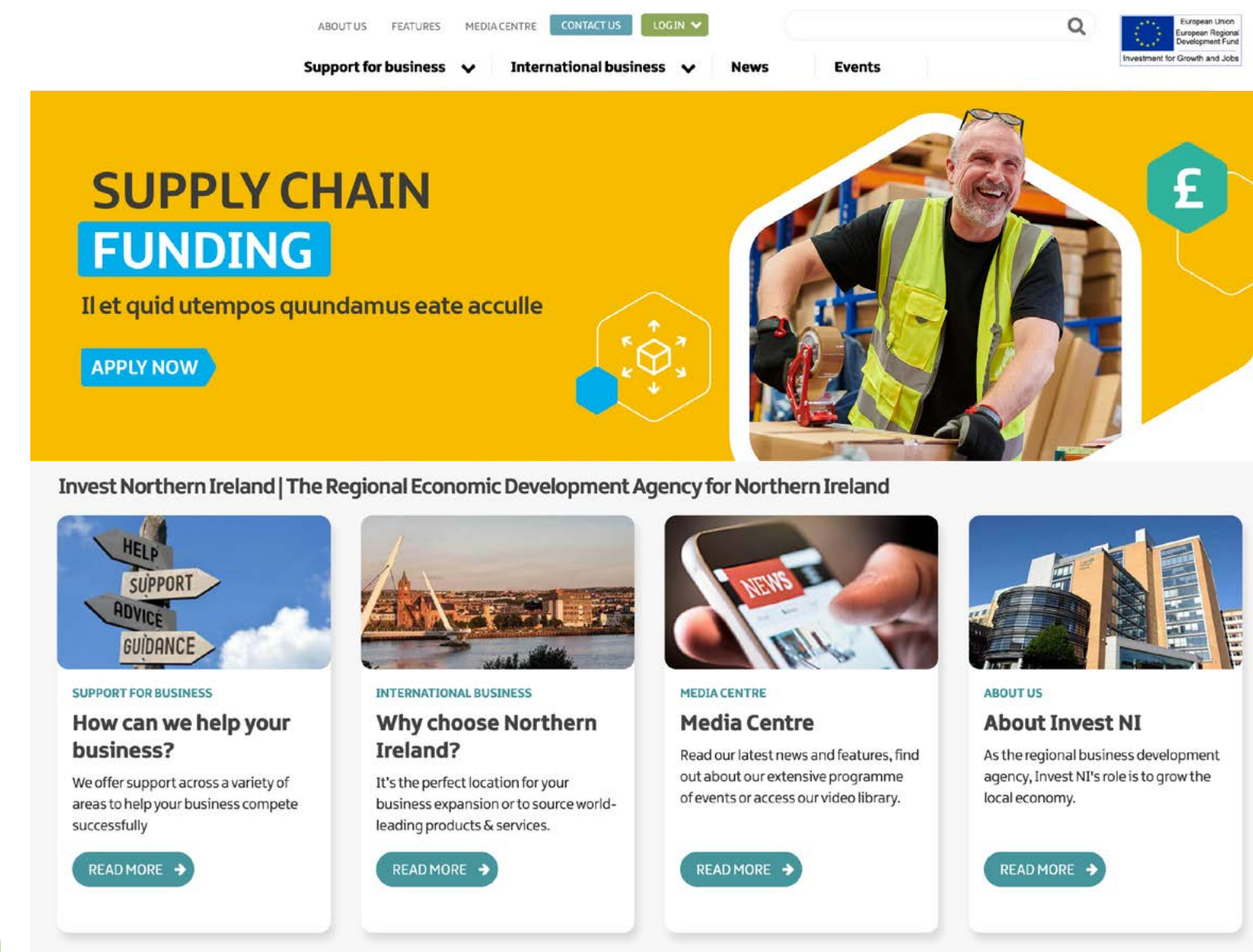
1:1 social post

A5 leaflet
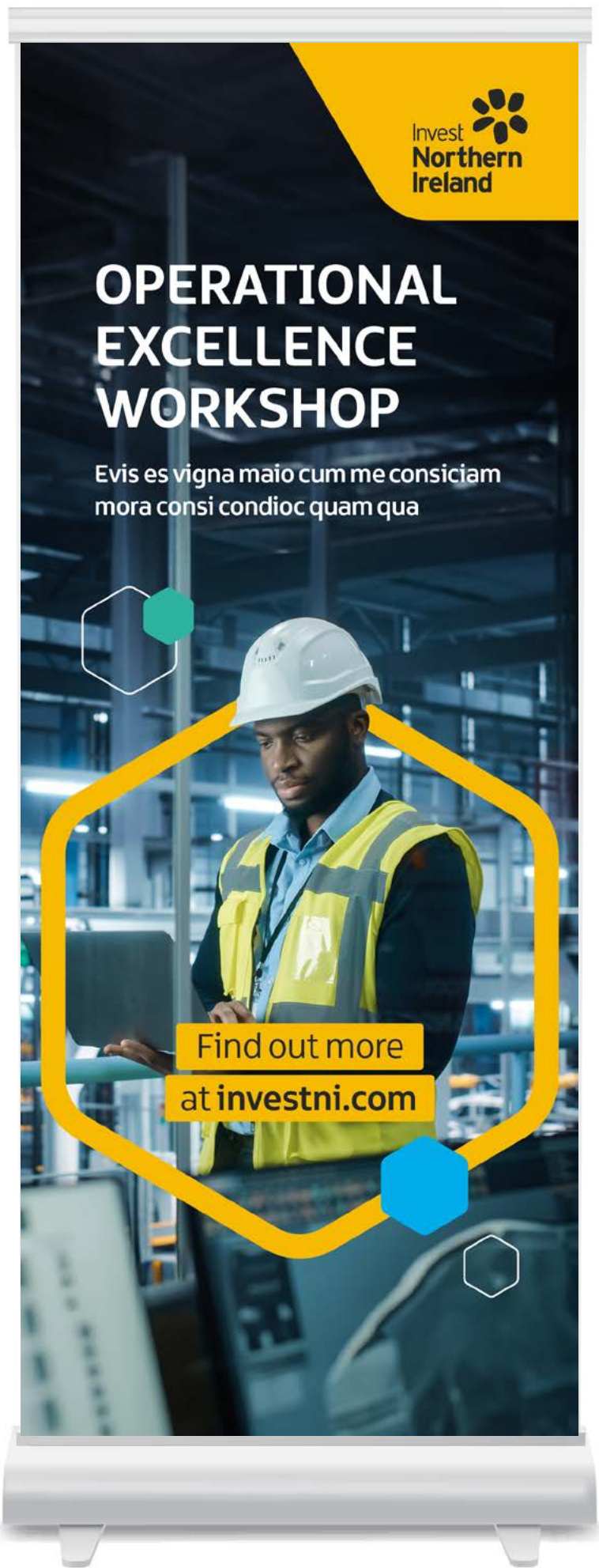

Pull-up stand

Website banner

Digital billboard advert
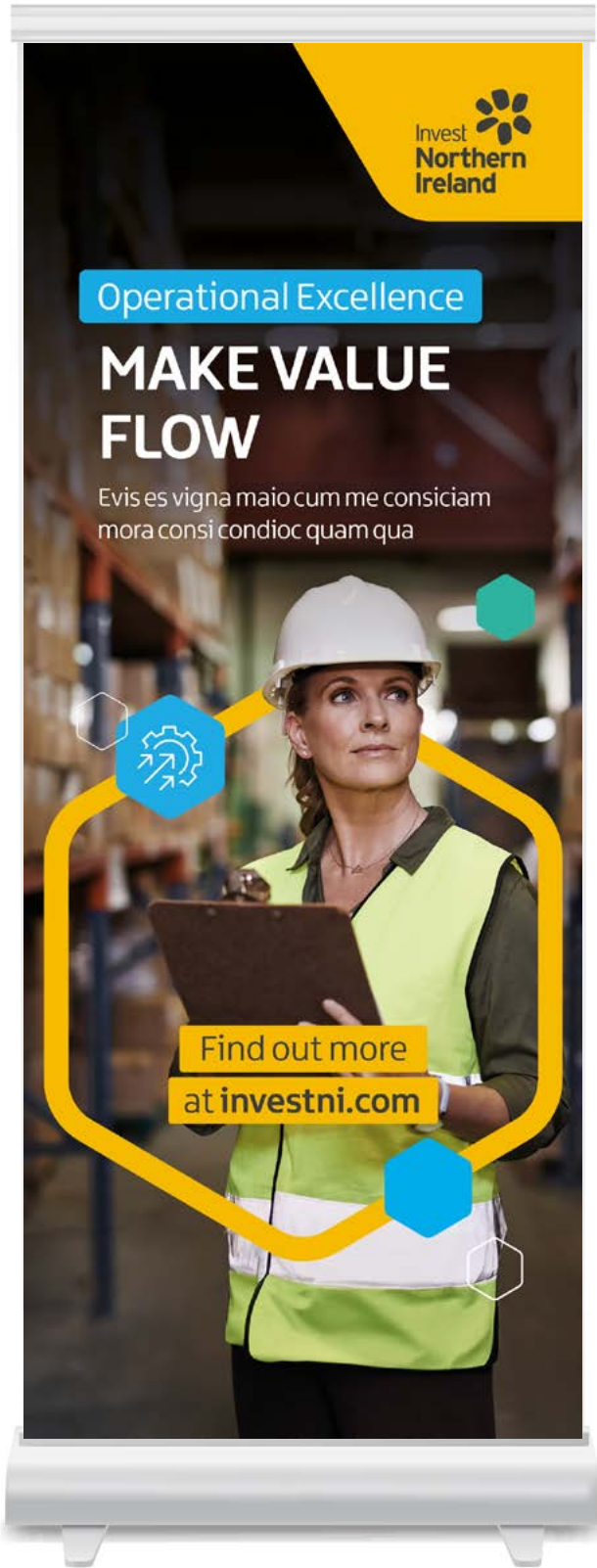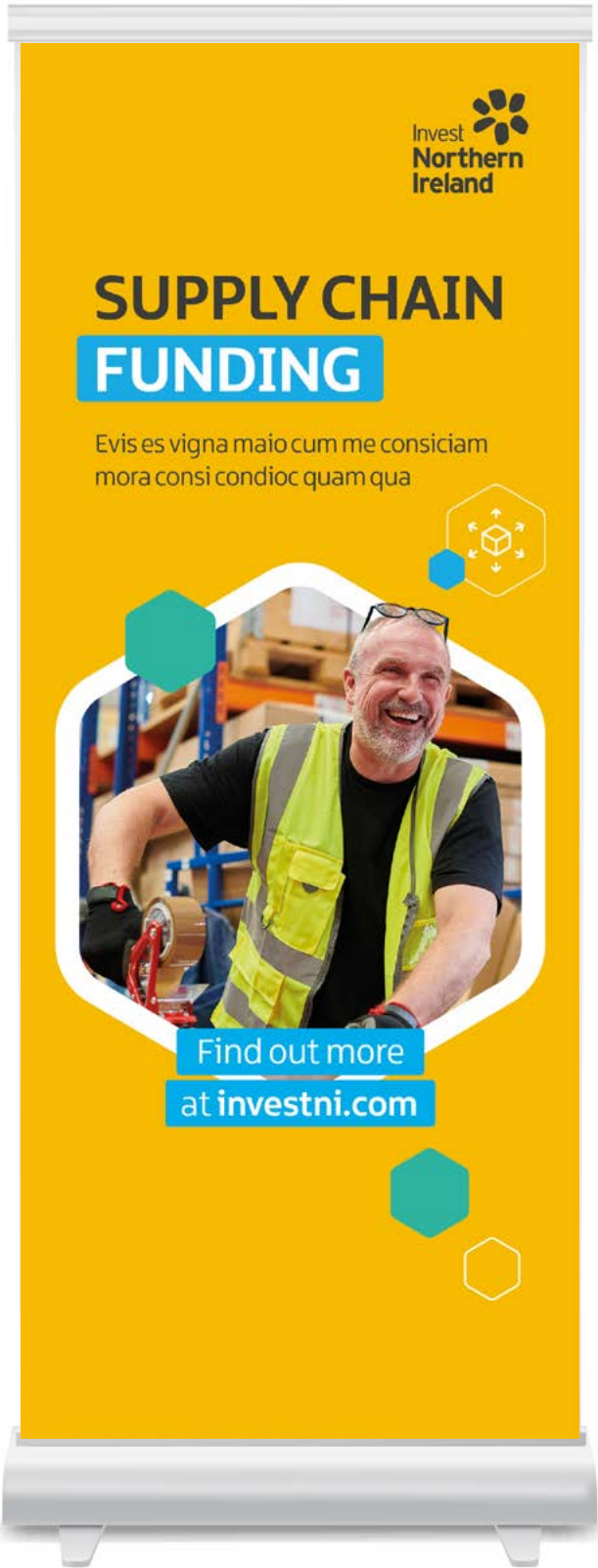
PRODUCTIVITY
COLOURS AND DESIGN EXAMPLES

The examples below demonstrate how the colour palette creates an identity for productivity and how the different design styles can be applied to differentiate the two strands within this business area.

OPERATIONAL EXCELLENCE

SUPPLY CHAIN

SKILLS
COLOURS AND DESIGN EXAMPLES

C00 M100 Y30 K00
R229 G000 B100
#E50064

C00 M027 Y100 K03
R247 G187 B000
#F6B800

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.

1:1 social post

THE LEADER PROGRAMME

A5 leaflet

PEOPLE & SKILLS SOLUTIONS

Es culocuitus conces pritis, catratilius anum ius hosupionit opublica nium sullegii hortes ci peret hosta atur. Quam diem pubista nicia in nad catra pritis.

Find out more at **investni.com**

Pull-up stand

PEOPLE & SKILLS SOLUTIONS

Evis es vigna maio cum me consiciam mora consi condioc quam qua

Find out more at **investni.com**

Website banner

THE LEADER
PROGRAMME
Il et quid utempos quundamus eate acculle

APPLY NOW

Invest Northern Ireland | The Regional Economic Development Agency for Northern Ireland

SUPPORT FOR BUSINESS
How can we help your business?
We offer support across a variety of areas to help your business compete successfully

INTERNATIONAL BUSINESS
Why choose Northern Ireland?
It's the perfect location for your business expansion or to source world-leading products & services.

MEDIA CENTRE
Media Centre
Read our latest news and features, find out about our extensive programme of events or access our video library.

ABOUT US
About Invest NI
As the regional business development agency, Invest NI's role is to grow the local economy.

READ MORE ➔ READ MORE ➔ READ MORE ➔ READ MORE ➔

Digital billboard advert

CLUSTER
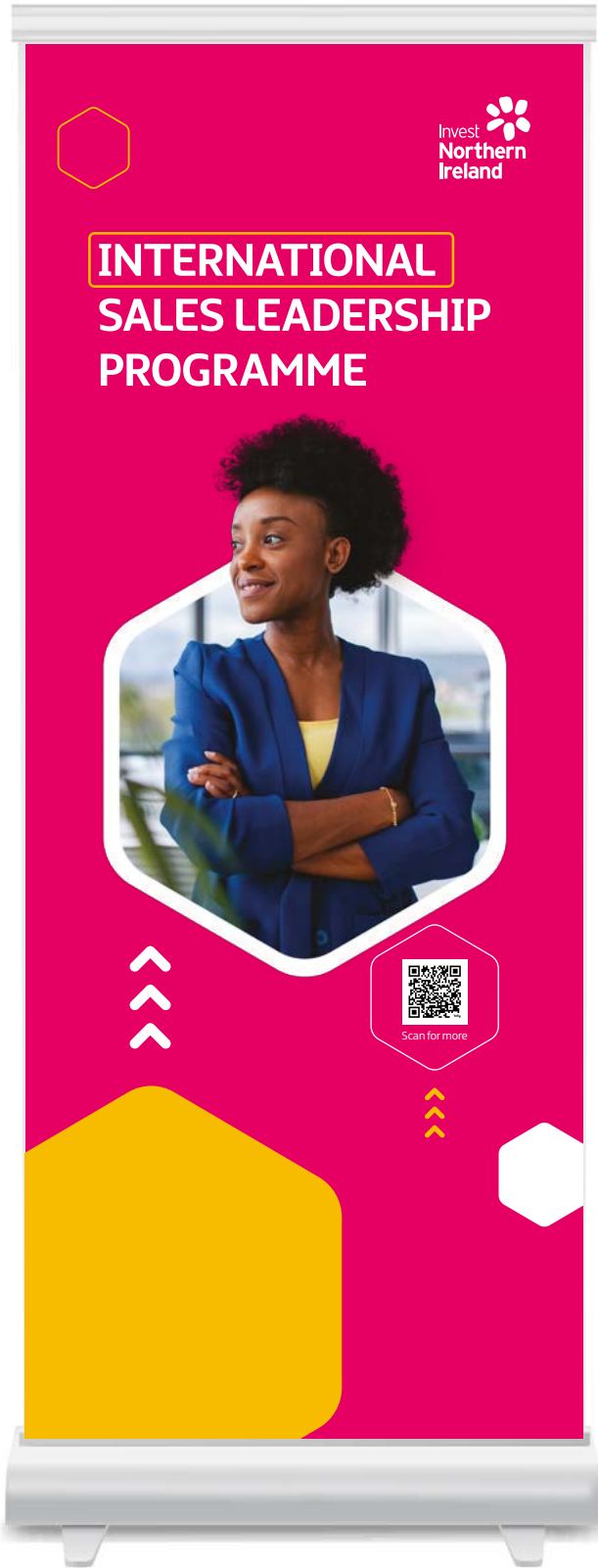ACCELERATION
CONFERENCE
FIND OUT MORE

SKILLS
COLOURS AND DESIGN EXAMPLES

The examples below demonstrate how the colour palette creates an identity for skills and how the different design styles can be applied to differentiate the three strands within this business area.

PEOPLE & SKILLS SOLUTIONS

THE LEADER PROGRAMME

COLLABORATIVE GROWTH PROGRAMME

REGIONAL OFFICES ACTIVITIES COLOURS AND DESIGN EXAMPLES

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C78 M100 Y12 K01
R95 G38 B121
#5F2678

C10 M00 Y94 K00
R175 G199 B40
#AEC627

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.

1:1 social post

A5 leaflet

Digital billboard advert

Pull-up stand

ENTREPRENEURSHIP
COLOURS AND DESIGN EXAMPLES

C31 M100 Y23 K10
R169 G20 B102
#a81465

C66 M41 Y00 K05
R95 G133 B191
#5F848F

C38 M72 Y00 K00
R172 G96 B162
#ACSFA2

There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't need to be applied to every design.
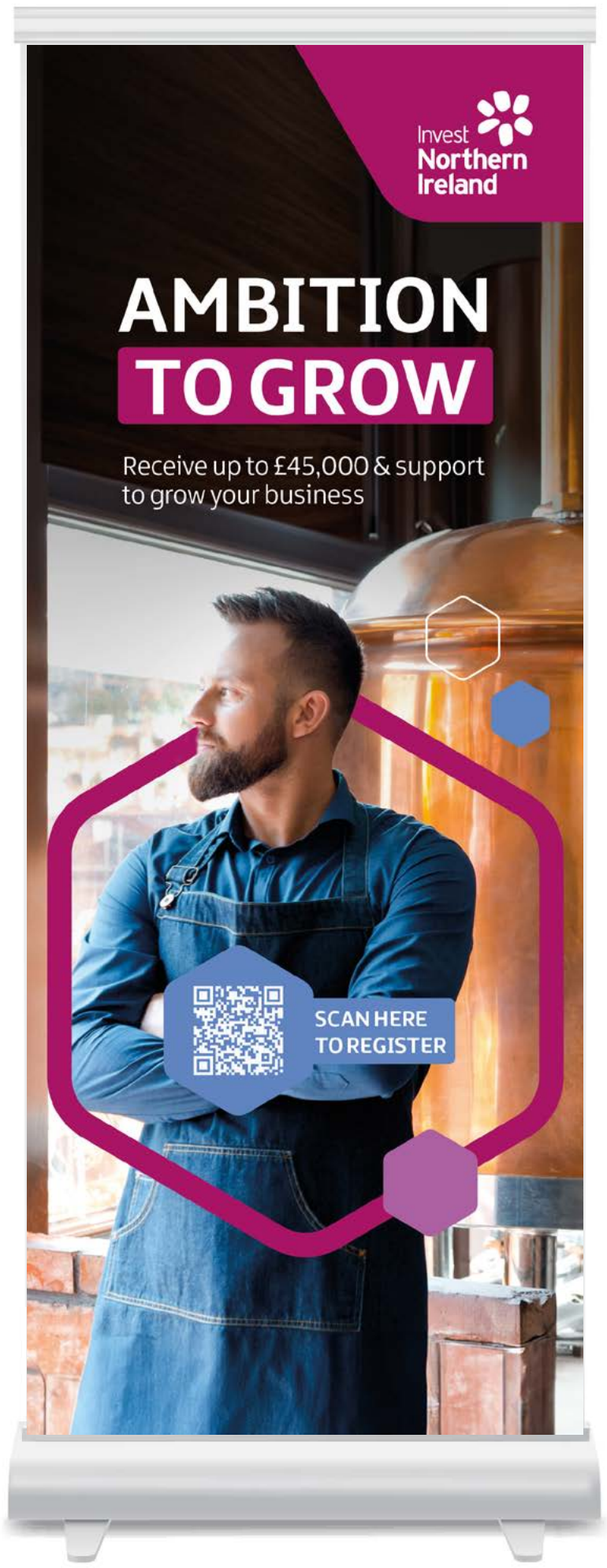
1:1 social post

A5 leaflet

Digital billboard advert

Pull-up stand

SECTION 10

CAMPAIGN STRAPLINES

Invest
**Northern
Ireland**

CAMPAIGN STRAPLINES

Accelerating innovation and skills and driving global ambition are strategic priorities. For this reason we have created campaign straplines for communications relating to these areas.

The straplines are secondary to the main programme or initiative brand. They are used as a sign-off on design formats.

Apply the straplines to all programmes and campaigns that fall under that particular business area.

If the format is too small or busy in design layout, then the strapline can be removed.

The straplines are not exclusive to the Innovation and Export business areas. They can be applied to any communications that relate to or reference exporting or innovation (see Fig. 1).

Innovation

INNOVATE FOR SUCCESS

INNOVATE FOR SUCCESS

Export

EXPORT TO GROW

EXPORT TO GROW

The campaign straplines have been created in full colour and white, there are stacked and landscape versions for flexibility in design layout.

Fig. 1
This example shows how the 'Innovate for Success' strapline was applied to an innovation focused message under the Productivity business area.

The straplines are used as sign-offs on campaign communications.

SECTION 11

DIGITAL FORMATS

SOCIAL
EMAIL MARKETING
DISPLAY
DIGITAL SPEC SHEET

Invest
**Northern
Ireland**

SOCIAL

These examples demonstrate effective ways to create social adverts. They are a direct-response format and have an important role in increasing brand awareness.

Social ads should be designed to fulfil a dual role and function as both a direct-response and delayed-response asset.

Subtle changes to the creative and post copy can impact ad performance. Because of this, we recommend A/B split testing where possible and taking learnings from each campaign to help inform the next.

People are drawn to captivating visuals and videos. Use strong visuals, including those with people, where possible. Where they are not available, graphics can be used.
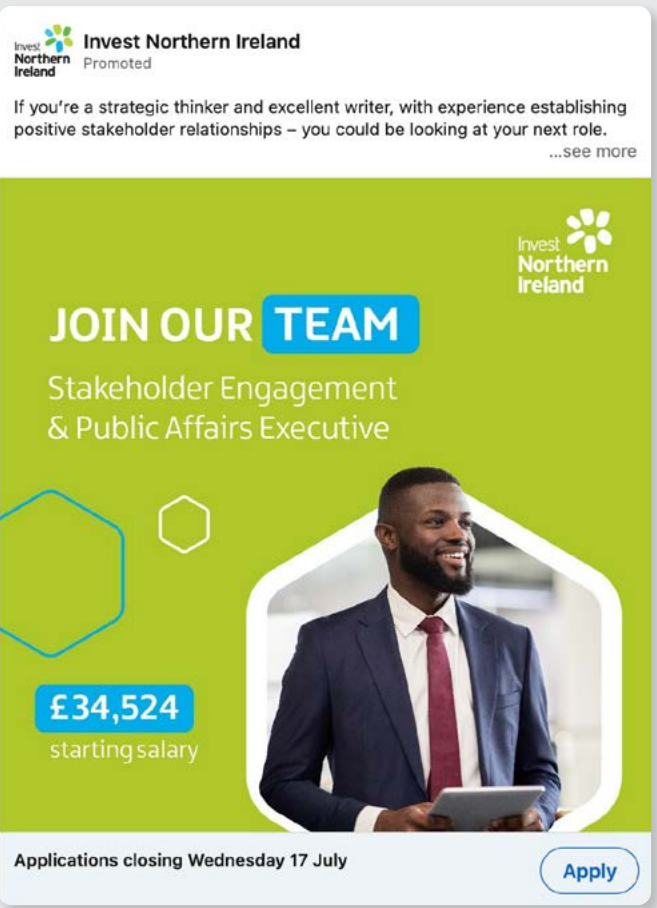
Our logo should be applied to all social posts.

Headlines should be less than six words and all additional information, such as event dates, times, venues and so on should be in the post copy.

Linkedin **paid** post

Linkedin **paid** post

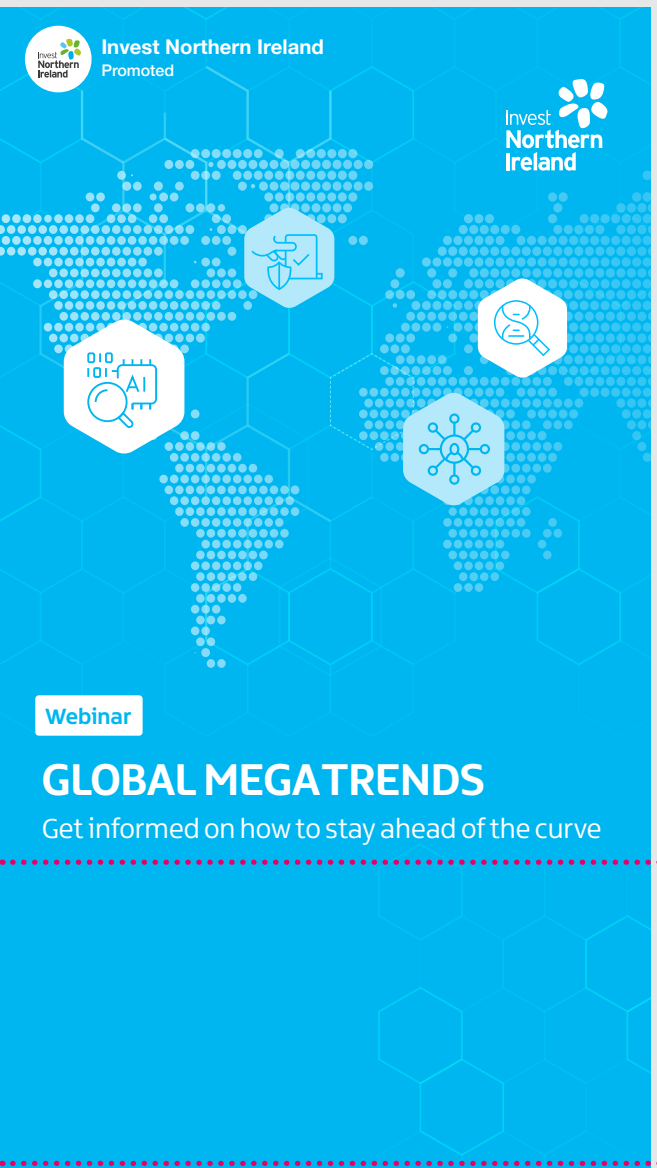**Do not** add action buttons to paid posts, as they will have one added when the media team create the post.

Linkedin **organic** post

Organic posts can have a CTA, but this shouldn't be designed as a button, as these can't hold an active link.

For more information on asset application, see the **digital spec sheet** on page 61.

OpenGraph image example

OpenGraph (OG) images accompany posts whenever you share a web or a blog link on social media. They provide visual context to the content and helps increase engagement.

Choose a clear and appropriate image that aligns with the content of the article. Avoid ambiguous or confusing visuals that may mislead viewers. Text should be concise, avoid anything longer than six words. It's also best practice to include our logo, as this helps build brand recognition.

The images should be sized to a minimum 1200 x 630px. Below is the recommended sizes for each platform:

Platform	OG Dimensions
Facebook	1200 x 630 pixels
X (Twitter)	1200 x 675 pixels (minimum)
LinkedIn	1200 x 627 pixels

Facebook reel

Ensure clear space areas are adhered to on reels and stories. The guidance on clear space can change regularly, so check the latest information online for each channel.

EMAIL MARKETING

## These examples show how the brand assets are used to create distinctive email designs.

The first two examples demonstrate how the chosen design style for these programmes has been applied to the emailers to maintain a consistent approach. Impactful header images are used to draw the viewer in and large headlines with short paragraphs ensure the content is easily scanned and digested.

The 2 Minute Update is a template design that requires a header and article images. These images should be clear and impactful, they do not need logos or CTAs, as these are built into the template.
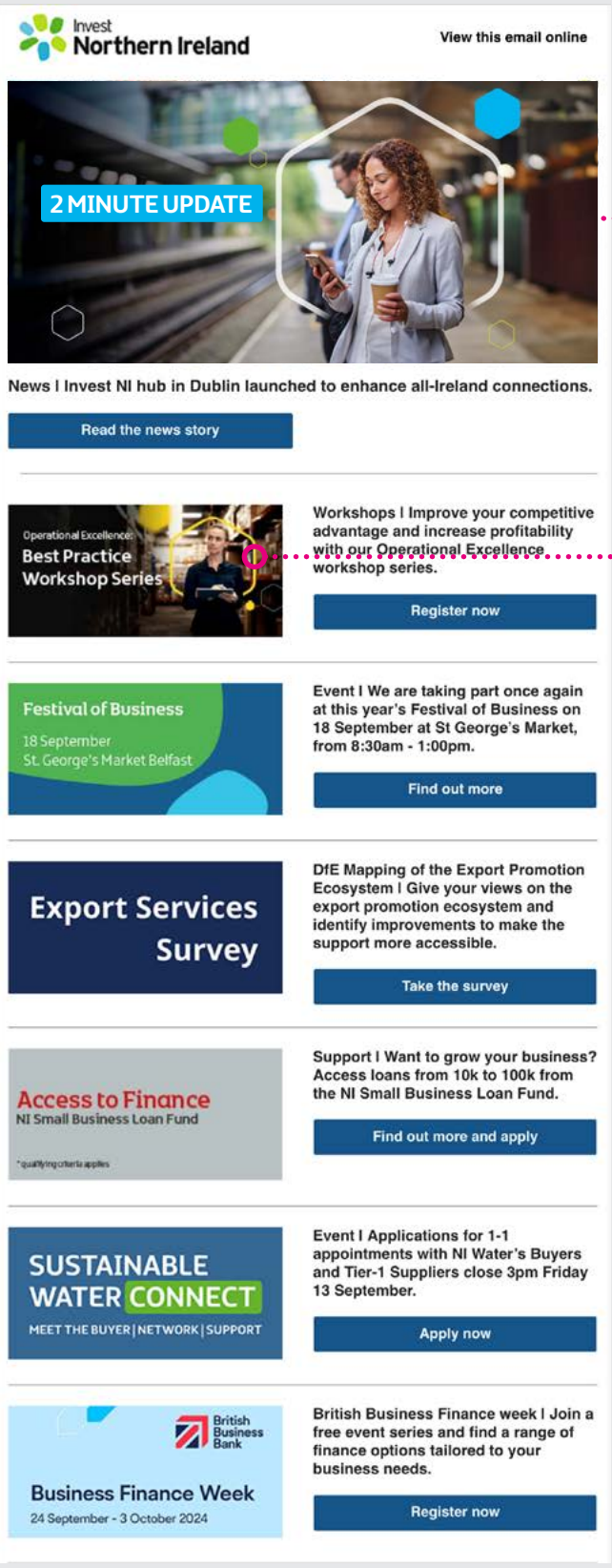
Innovation Voucher emailer
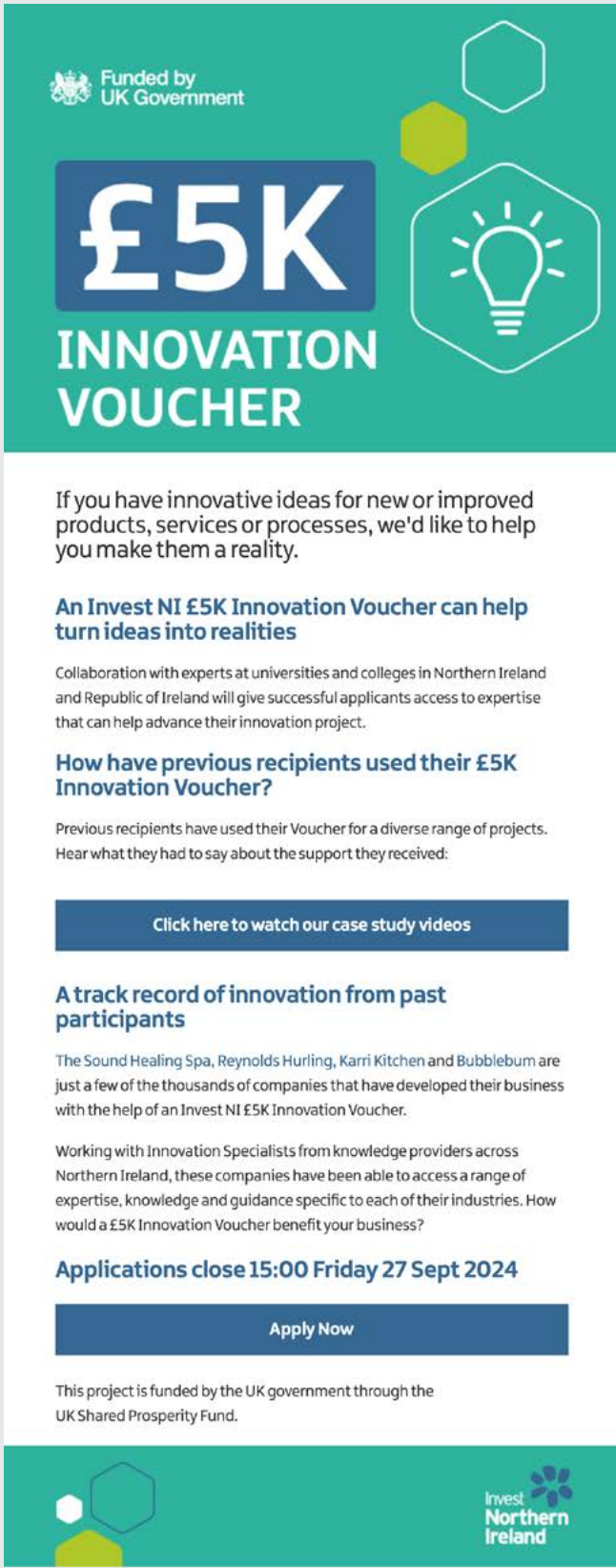
Innovation R&D emailer
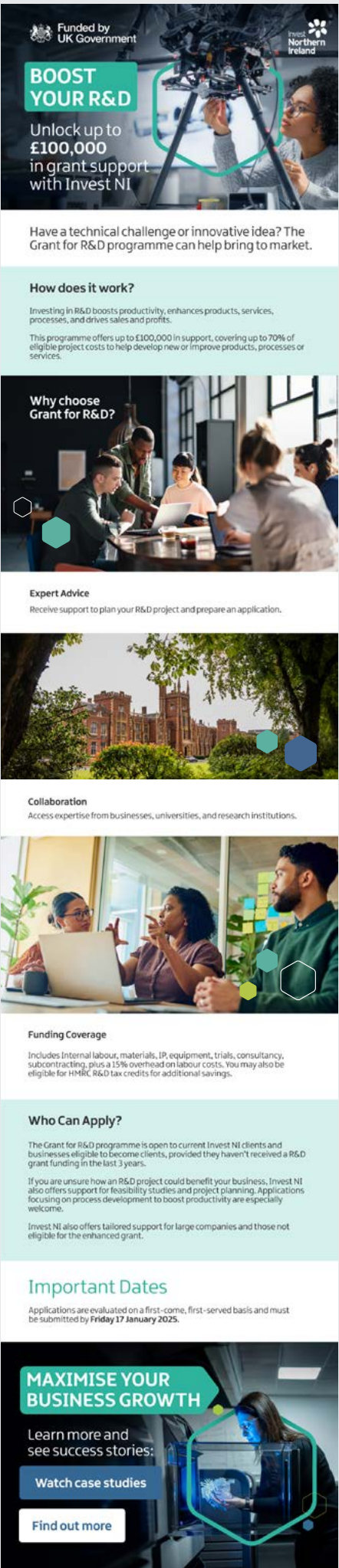
2 Minute Update emailer

The header image is 580 x 276px. This image **does not** need a logo or CTA.

The article images are 280 x 135px. These images **do not** need a logo or CTA.

DISPLAY

The next two pages demonstrate the most effective ways to create display adverts. Display ads are a direct-response format, but they also have an important role in increasing brand awareness.

Just like a billboard on the side of the road, we want people to engage directly with it (by Googling the website, for example), but even if they don't, just being repeatedly exposed to the ad still helps improve the brand's saliency. For that reason, banner ads should be designed to fulfil this dual role and function as both a direct-response and delayed-response asset.

Keep the branding prominent
Viewers should instantly know who the ad is coming from. Our logo should be visible on every frame.

Keep the call to action visible
Make sure it's always obvious what you want the viewer to do next.

Apply the rule of one
Say one thing, to one specific viewer, on one frame. Including too many messages and frames dilutes the strength of the ad.

Try to include animation
The movement can help catch the viewer's eye.

MPU 300x250px – Innovation example

The primary approach for larger display adverts is to have an image to engage the viewer.

Copy should be a minimum of 16pt.

Hex arrow button   Rounded rectangle button

There are two button styles available for added variety across campaigns. The buttons can be solid or keyline.

MPU 300x250px – Export example

Headline copy should be a maximum of six words.

MPU 300x250px – Export example

MPU 300x250px – Skills & leadership example

A graphic and icon approach can be tested as an alternative to images.

Full images can be used, as long as the copy is legible. A holding device should be used if the image is too busy to hold the headline.

Headlines don't always need to mention Northern Ireland, especially when space is limited and the logo is already clear and prominent.

DISPLAY

Leaderboard 720x90px — Innovation example

Leaderboard 720x90px — Export image example

Leaderboard 720x90px — Skills & leadership icon example

The call to action can be built into the headline when there's no room for a button.

Skyscraper 160x600px —
Innovation example

Skyscraper 160x600px —
Export image example

Skyscraper 160x600px —
Skills & leadership icon example

Banner 280x135px — Innovation example

Banner 280x135px — Export example

Banners at 280x135px or smaller shouldn't have images or icons applied.

DIGITAL SPEC SHEET

This spec sheet gives guidance on asset application across social and web formats.

Organic formats

SPEC	FORMAT	HEADLINE(Y/N)	BODY COPY (Y/N)	INI LOGO	PARTNER LOGO (WHERE APPLICABLE) (Y/N)	CTA (Y/N)
SOCIAL						
1080 x 1080px	Social in feed (static asset)	Yes	Yes	Yes	No - Partner to be tagged in post copy.	Yes, but not styled as a button
1080 x 1920px	Social story (in profile)	Yes	Yes	Yes	No - Partner to be tagged in post copy.	No - To be added during set-up
1200 x 630px	OpenGraph image	Yes	Yes	Yes	Yes	No
INI WEBSITE						
904 x466px	News image	No	No	No	No	No
1280 x 348px(PNG)	Homepage banner	No	No	No	No	No
1248 x 120px	Landing page banner	Yes	Yes	No	No	Yes
576 x 385px	International campaign page banner	Yes	Yes	No	No	No
INI NEWSLETTERS						
580 x 276px	Lead article on 2MU	Yes	No	No	No	No
280 x 135px	Sub article on 2MU	Yes	No	No	No	No
580 x 276px	Dedicated ezine	Yes	No	No	No	No
INI VIDEOS						
1280 x 720px	Video tutorial chapter covers (YouTube)	Yes	No	No	No	No
280 x 163px	Video tutorial thumbnail	Yes	No	Yes	No	No
1280 x 720px (PNG)	Video tutorial thumbnail (YouTube)	Yes	No	Yes	No	No
INI INTERNAL CHANNELS						
580 x 276px	Lead Article on Newsweekly	Yes	No	No	No	No
280 x 135px	Sub Article on Newsweekly	Yes	No	No	No	No
nibusinessinfo.co.uk						
800 x 450px	Homepage banner	Yes	Yes	Yes	No	No
300 x 202px	Feature article on NIBI newsletter	Yes	Yes	Yes	No	Yes
NI CONNECTIONS						
1124 x 562px	Landing page banner	Yes	No	No	No	No

Paid formats

SPEC	FORMAT	HEADLINE(Y/N)	BODY COPY (Y/N)	INI LOGO	PARTNER LOGO (WHERE APPLICABLE) (Y/N)	CTA (Y/N)
SOCIAL						
1080 x 1080px	Social In Feed	Yes	Yes	Yes	No - Partner to be tagged in post copy.	No - To be added during set-up
1080 x 1920px	Social Story	Yes	Yes	Yes	No - Partner to be tagged in post copy.	No - To be added during set-up

SECTION 12

BROCHURE DESIGN

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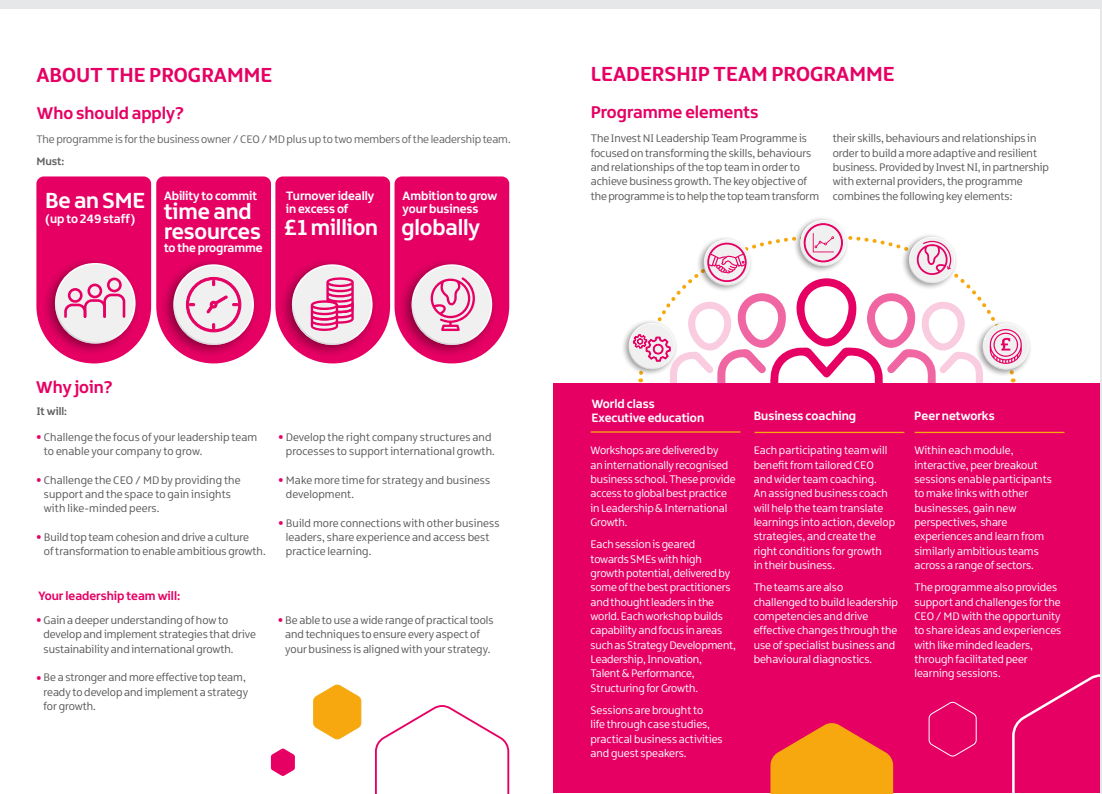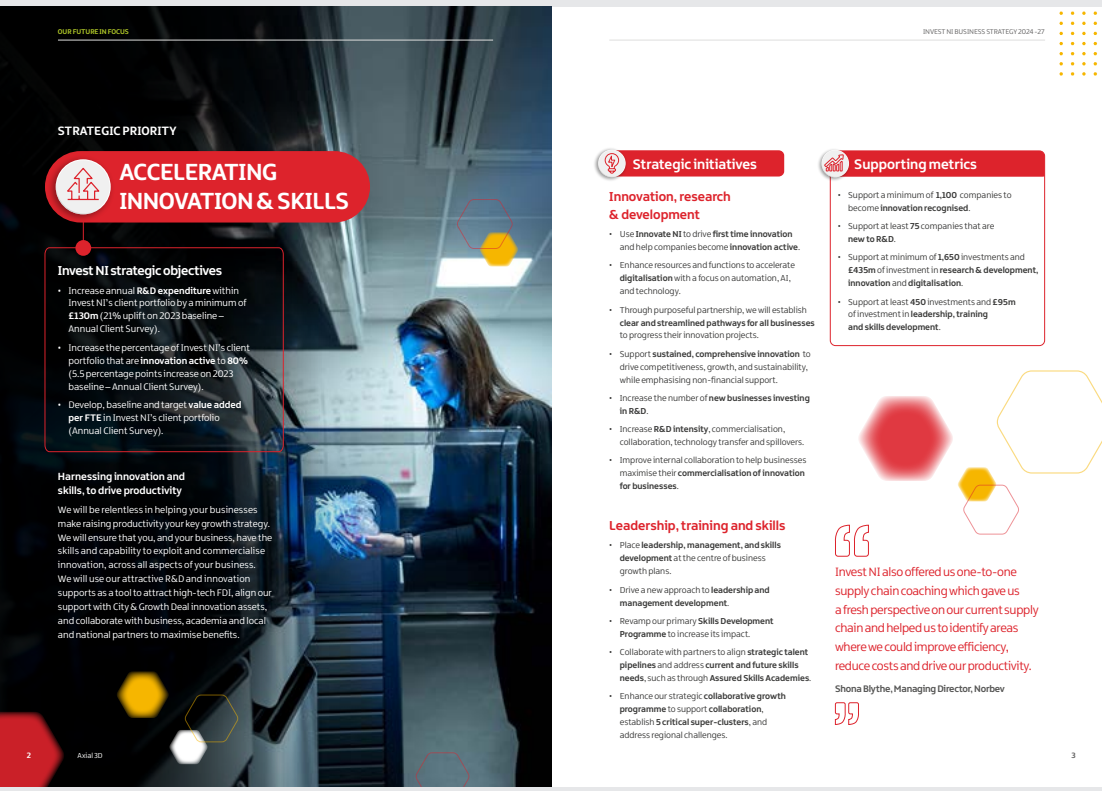
BROCHURE DESIGN

These examples show how the brand assets are used to create distinctive brochure designs. The consistent approach helps build a recognisable brand.

When working with general Invest NI documents, the primary colour palette can be supported by the secondary palette.

Business areas should follow their individual colour palettes.

When working with corporate documents, the primary colours should be used, see page 38 for more details.

BROCHURE DESIGN

Following these rules will ensure a consistent approach is applied across all brochures.

A4 brochure

A5 brochure

The body copy on this A5 example is set at 9pt on 11pt leading.

Minimum size for body copy is 9pt on 11pt leading. This A4 example is set at 11pt on 14pt leading.

All body copy should be sentence case.
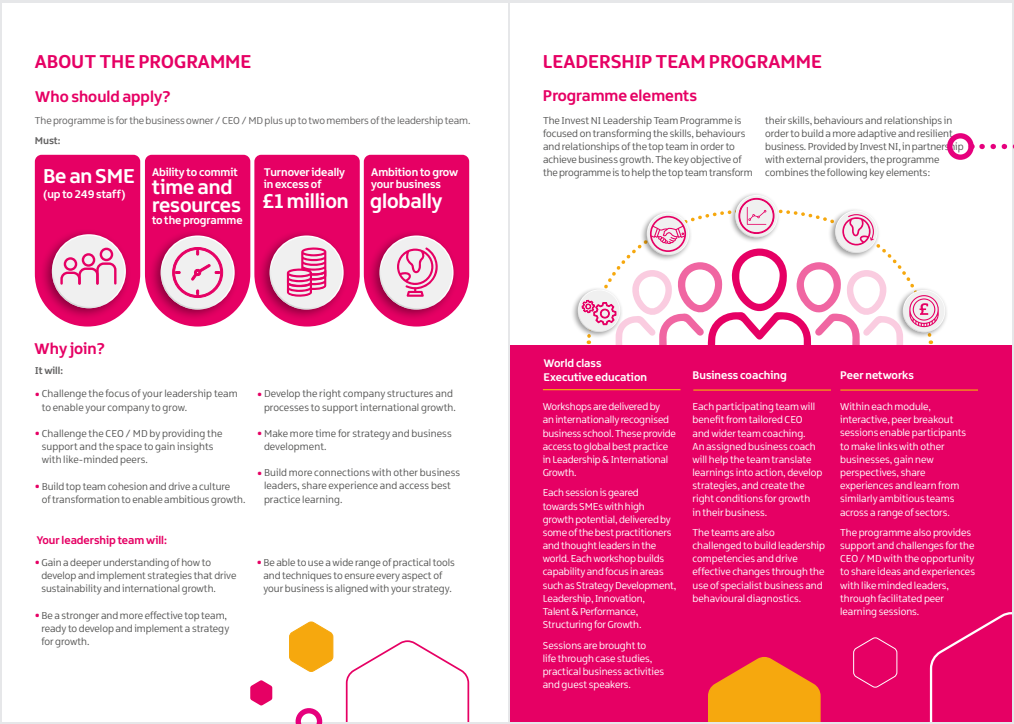
Headlines and section titles should be in upper case. Sub-headlines should be sentence case in Northern Ireland bold.

Images, icons and quotes should be used to break-up the content.

Content should be set in two or three columns, as one column restricts design capability.

Hex bursts can be applied to inner spreads, but shouldn't overpower the design.

SECTION 13

QR CODES AND WEB URLS

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QR CODES AND WEB URLS

These examples demonstrate how QR codes and web URLs should be styled.

Fig. 1

Fig. 2

SCAN FOR MORE

SCAN FOR MORE

SCAN TO REGISTER

investni.com

✅ **investni.com**

✅ **investni.com/export**

❌ **InvestNI.com**

❌ **InvestNI.com/export/europe/france**
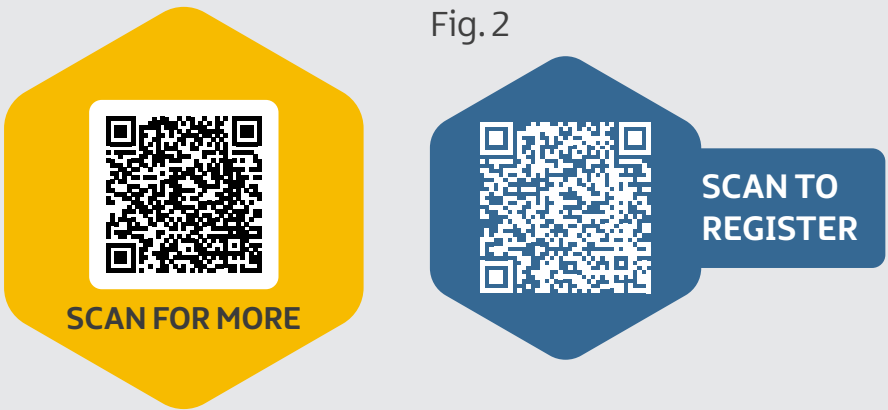
QR codes

QR codes should be placed in a hex graphic to create a consistent brand look.

The QR code can be created in white or black. This depends on the contrast of the background colour. The URL can also sit under the QR code if space allows (Fig. 1).

There should be a call to action, so the user understands the code destination for example 'SCAN FOR MORE', REGISTER NOW' and so on. This is applied in upper case text using white or 90% black. The design style can be adapted to suit smaller formats or to make more of the CTA (Fig. 2).

Do not generate QR codes with our logo in the middle, as this can affect the users ability to scan the code.

Ensure the QR code is large enough to be scanned:

Print item	Recommended minimum size
Leaflets, brochures, business cards	20mm
A3 – A2 wall posters	30mm
Signage, stands	100mm
OOH advert	200mm

Screen	Recommended minimum size
Desktop screen	6% of the frame width
TV	15% of the frame width

Web URLs

All web addresses should be written in lower case.

A maximum of one forward slash extension should be used.

SECTION 14

DUAL BRANDING

NORTHERN IRELAND BRAND

BRAND HIERARCHY

PARTNERS

Invest
Northern
Ireland

NORTHERN IRELAND BRAND

We have created dual logo lock-ups for instances where we are communicating with both local and international audiences or where the work of the Northern Ireland Brand requires the support of the local brand.

Northern Ireland Brand and Invest NI dual lock-up

For instances when Northern Ireland Brand and Invest NI have collaborated on a project, this lock-up can be applied to the communications.

BRAND HIERARCHY

A flexible brand hierarchy has been established to ensure that our users are aware that our websites, social channels and the support and guidance are provided by Invest NI.

A typographic lock-up system containing positioning statements and the Invest NI brand identity has been developed to clarify the role Invest NI plays within each sub-brand for example Delivered by, Funded by and so on.

This is covered in more detail in the **Invest NI Brand Hierarchy** document that can be requested from the Communications Group, see the last page of this document for contact details.

Provided by Invest Northern Ireland

Provided by Invest Northern Ireland

Supported by Invest Northern Ireland

Funded by Invest Northern Ireland

In partnership with Invest Northern Ireland

Delivered by Invest Northern Ireland

Sponsored by Invest Northern Ireland

Invest Northern Ireland

PARTNERS

These examples show how the logos should be applied when working in partnership with other organisations.

Invest NI Communications with partner logo

When adding a partner logo to our communications the partner logo should be approximately 50% the presence of the main brand. This size must be decided by the designer as each logo is different and must be judged on its stand-out rather than numerical measurements.

Supporting logos

When there is an even partnership and the logos are required to sit together, they should be placed on a common centre line and sized equally. The clear space rule must also be adhered to.

THANK YOU

If you have any further questions or would like to request any of the brand assets or additional guides, such as our Short Writing Guide or Brand Hierarchy, please contact the Communications Group at:

communications@investni.com

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