

# BRAND GUIDELINES



**Active  
Belfast**

# ▲▲ active

adjective

**Definition:** having movement

**Synonyms:** alive, astir, at work, bustling, effective, efficacious, exertive, flowing, functioning, going, hasty, impelling, in force, in play, in process, mobile, movable, moving, operating, operative, progressive, pushing, rapid, restless, rolling, running, rushing, rustling, shifting, simmering, speeding, speedy, streaming, swarming, traveling, turning, walking, working.

## THE LOGO



### FONT USAGE

#### PRIMARY FONT

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZabcdefghijklmnopqrstuvwxyz

vwxyz1234567890

#### DIN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**VWXYZabcdefghijklmnopqrstuvwxyz**

**vwxyz1234567890**

### COLOUR PALLETTE

 **C77, M0, Y100, K0**

 **C0, M100, Y81, K4**

 **C20, M0, Y100, K19**

 **C100, M57, Y0, K38**

 **C81, M100, Y0, K7**

 **C0, M84, Y9, K0**

 **C100, M0, Y44, K0**

CLEAR SPACE

Minimum clear space around logo defined by size of letter 'e' in logo.



COLOUR VARIATIONS

FULL PROCESS CMYK



GREYSCALE



GREYSCALE REVERSE ON BLACK

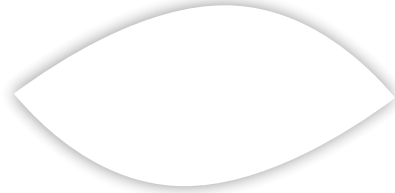


FULL PROCESS CMYK REVERSE ON BLACK





## LOGO USAGE OVERLAYED ON PHOTOGRAPHS



Where logo is overlaid directly on photographs/block colour then the leaf motif from the logo must be utilised in white.

Where possible this should also be extended thematically for image usage, and should inform publication/cover designs.

