Mid Ulster
Unwinding Time

Brand Guidelines
July 2022

VisitMidUlster.com

Mid Ulster Unwinding Time
Brand Guidelines

Introduction

Every place has a reputation, that is, the opinions, mental images and emotional feelings that are evoked by the name of that place.

Naturally, if these opinions, images and feelings are positive, then people will be more likely to visit that place, other people will be more willing to work there and it's more likely that things like special events, development funding and positive media attention will be attracted.

The reality of what happens in that place is, of course, the most important factor in shaping these impressions but identity and messaging also play a critical role. Articulating and projecting the strengths and positive character of a place can be a powerful way to attract attention, develop understanding and encourage positive impressions. A place identity and messaging campaign that is differentiated, engaging, distinct and consistent will, over time, help to build a reputation that will benefit visitors, staff, stakeholders and every other audience.

In branding terms, we call this achieving a positioning, i.e. becoming known for something specific that is attractive and appealing. It happens when how view ourselves, how we behave, what we tell others about ourselves and how others perceive us, are all aligned. The more alignment, the stronger our brand positioning and the stronger our reputation. So, a large part of the key to our reputational success is within our control

- by being thoughtful of how we view ourselves and then behave and how we define and project ourselves to the world.
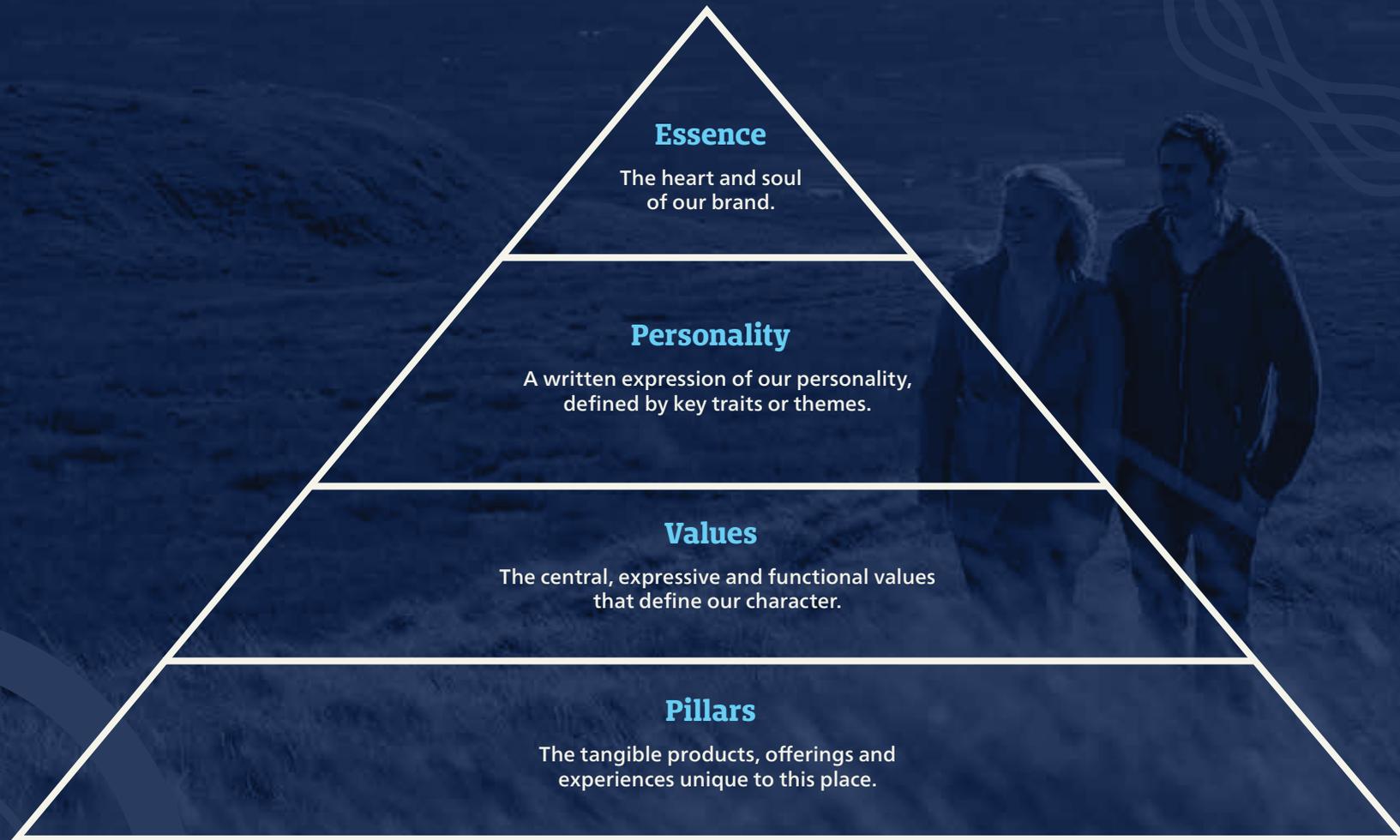
How we view ourselves and behave is about understanding our authentic character and working to deliver the positive experiences that we know we can offer in this place. How we define and project ourselves is about communicating engaging stories about these experiences in a way that is consistent, engaging and unique to us. Collectively, this is our brand. This document is designed as a tool to help everyone associated with the development and promotion of Unwinding Time to communicate what makes this place unique and special:

By understanding our character and being able to express it through the experiences we offer and what we tell the world.

By illustrating how our visual & verbal identity can work to deliver engaging, enlightening and emotive brand expression.

Our Brand Proposition

Essence
The heart and soul
of our brand.

Personality
A written expression of our personality,
defined by key traits or themes.

Values
The central, expressive and functional values
that define our character.

Pillars
The tangible products, offerings and
experiences unique to this place.

Our Brand Proposition
Brand Pillars

The Unwinding Time brand is built upon four pillars - these are the tangible benefits that Mid Ulster offers in the real world.

Natural Experience

- Forest, mountain moorland, bogs, rivers & loughs
- Flora & fauna
- Views & beauty
- Air purity
- Connection with the landscape
- Activities
- Sense of place in the universe

Location

- Centrality
- Drive times from Belfast, L'Derry, North Coast and lakelands
- Links into the WAW and IAE
- Boat tours
- Fishing

Built Experience

- Stone circles
- Cairns & tombs
- High crosses
- Churches
- Forts & castles
- NT properties
- Gardens
- Hill of the O'Neill
- OM & Solar walk
- Ballyronan

People & Culture

- Seamus Heaney
- William Carleton
- US presidents
- CS Lewis
- Friendly locals
- Pubs, bars, hotels and restaurants
- Burnavon
- Music
- Activities

Our Brand Proposition
Brand Values

Values are what people experience and feel when they interact with the people and organisations within Mid Ulster.

Our values drive our behaviours and underpin our entire offering so they fundamentally influence what people experience and feel when they interact with our brand.

Central value

Nourishing

The Mid Ulster tourism brand provides a powerful sense of fulfilment - a nourishing of the mind and body though sensory and physical enjoyment of the landscape, delving into heritage, uncovering timeless mysteries and enjoying great food & drink, genuinely warm hospitality and a certain sense of timelessness.

Our Brand Proposition
Brand Values

Within our place branding, we have Nourishing at the very core - this is our central value and is, in turn, supported by two functional and three expressive values. Functional values are more tied to the brand pillars while expressive values can be internalised by our audiences - people recognise themselves in the brands they like.

Functional

Expressive

Natural
The brand is natural in every sense of the word - outdoorsy, of course, but also genuinely authentic, with an ambition to be sustainable i.e. fully symbiotic with local communities.

Well-Being
Every aspect of the brand will encourage a sense of escape - from the everyday, the urban, the banal.

Thought-Provoking
The brand is new and unexpected - as visitors search for an alternative to the crowded or the frenetic, Mid Ulster will appeal as somewhere different, hidden, special and even slightly exotic. The diversity of asset offerings will appeal on physical but also especially on cerebral levels.

Imaginative
Mid Ulster tourism is a new experience (for most) - a leap into something different so the brand should reflect this in a spirit of adventurousness and break with the norm. The sense of freedom that the landscape inspires, should permeate the brand.

Iconic
As a disrupter brand, there should be a strong sense of the unique - projection and recognition of Mid Ulster as the unrivalled home of iconic archaeology, history & heritage, landscapes and viewpoints, the entire western lough and cultural assets.

Our Brand Proposition
Brand Personality

Influenced by key concepts:

Holistic

The power of this brand resides not in one or two elements but in the totality of our offering.

▸ **Archaeology/History/Heritage**
    ▸ **Outdoors**
    ▸ **Heaney**
    ▸ **People**

Views

Most parts of NI can boast areas that enjoy great views but in Mid Ulster it is especially pertinent.

- amazing views across land & water
- the views from high points are interwoven into the culture
- archaeological view inspire wonder
- viewing dark sky inspires awe
- Heaney sees into the human soul

Time

Mid Ulster can own an engaging connection with time - unique archaeology/Christianity/Plantation/NT properties/modern Landscape, Dark Skies and Heaney.

This brand can go beyond pure fun/pleasure to encourage reflection upon time, our place in the universe & spirituality.

Our Brand Proposition
Brand Personality

The personality of every place is influenced and directed by a multitude of natural and man-made things and this is certainly true for Unwinding Time. But, there are a small number of recurring assets/ideas/considerations that resonate again and again. These are the four key themes that seem to dominate so many conversations about this place. They will define our brand personality, providing us with a framework for basing our stories on, developing our product experiences and managing our visitor servicing activities.

Shore

Our stunningly beautiful but probably least-recognised asset. Perhaps a case of 'out of sight, out of mind' but we are beginning to explore our shoreline's rich potential with offers such as Lough Neagh Tours and the new Ballyronan pods.

A sleeping giant that the Ulster Canal project may fully awaken in the future.

Stone

The stone of the Sperrins, of the circles, of St. Patrick's Chair, of cairns, cottages and castles. Stone is the fundamental building block that forms so much of our offering. From the very beginning, it is the element that has created the common link between the landscape and ancient, historic and contemporary cultures.

Sky

Mid Ulster is big sky country. From the shoreline to Carntogher to Knockmany, every view rolls out beneath an ever-changing and expansive sky. And at night, in that special place that is Davagh, the sky takes on an extra shade of black to reveal the beauty of the universe and the expanse of time itself.

Soul

Immersion within each and all of these experiences evokes a feeling of well-being; a sense of nourishment of the mind, body and soul. And then, to reflect and illuminate and intensify each experience; we have Heaney. Blessed as his home place, Mid Ulster basks in the light he shone on the world.

Brand Essence

A positioning that can be absorbed in two ways; exploring the breadth of our heritage offering and also reflecting enjoyment of the landscape and/or simple relaxation.

Also referencing a Heaney poem.

Unwinding Time

Branding Guidelines

The following pages detail how the brand identity system for Mid Ulster Tourism has been created to reflect the Brand Proposition.

The verbal and visual identity expressed across the following pages bring everything to life.

When it comes to introducing the world to the many wonderful visitor experiences of Mid Ulster, this is where it all begins.

The Brandmark

The brandmark is made up of two elements, the icon and the type.

Although a great deal of our visitor offering within Mid Ulster is connected with history and heritage, we are also a progressive brand: a disrupter within the traditional local tourism market.

So we've created a brand icon that is deliberately contemporary. Reminiscent of the 'time passing' icon on many digital devices, this mark symbolises time running backwards - as far backwards as the visitor wants to go. To the Neo-classical splendour or The Argory or further back to Tullyhogue Fort or further back still to the ancient stones of Beaghmore.

A modern way-marker to an historic journey.

The Brandmark

Mid Ulster
Unwinding Time

Geographical Locator
To help visitors orientate themselves in relation to the rest of the region.

Brand Name
The short, memorable, emotive words that lodges in the memory and comes to evoke the entire brand.

The Brandmark

Mid Ulster
Unwinding Time

VisitMidUlster.com

Call to Action
To be used in conjunction with the brandmark in most scenarios.

The Brandmark
Variations

The brandmark looks best using the full colour, gradient version of the Unwinding Time icon alongside the text in white on contrasting photography or a dark coloured background and we encourage you to use it that way. It should be used correctly across all materials for an accurate and consistent look and feel.

If the white can't be used, we have the following approved variations.

Primary Colour
The brandmark can be used in the brand's primary colour, 'Midnight Sky'. Again it should be used on a highly contrasted image or background colour.

Mono Black
The mono black brandmark is used wherever reproduction methods are restricted to black and white.

The Brandmark
Rules

Exclusion Zone

To make sure the brand logo is legible and prominent, it's surrounded by an area of clear space at least the height and width of the centre counter of the Unwinding Time icon. The clear space ensures that headlines, text or other visual elements do not encroach on the brand logo.

This space is suggested as a minimum, naturally allow more space if the design dictates.

Minimum Size

The brand logo has been designed to reproduce at a minimum height of 15mm. This ensures the logotype is still legible.

Mid Ulster Unwinding Time

12mm

There is no maximum size for the logo.

The Brandmark
Rules

Incorrect Use

Incorrect use of the logos can weaken the integrity, impact and consistency of them.

To ensure the right results, carefully follow the basic recommendations set out in these guidelines to achieve high quality work.

Do not outline any part of the logo.

Do not place the logo on an angle.

Do not distort the logo proportions.

Do not reposition the logo elements.

Do not add other elements to the logo.

Do not alter the colours of the logo.

Do not reset the typography.

Do not place the logo into a shape.

Do not use colours with poor contrast.

Do not use incorrect colour combinations.

Do not use the Midnight Blue logo on dark photography.

Do not use White logo on light photography.

The Brandmark
Relationships
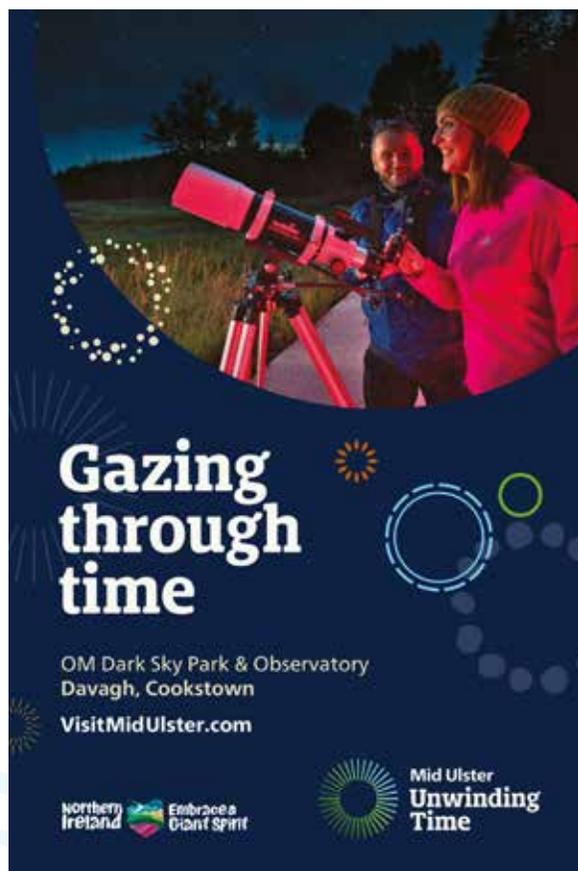
Relationship with Northern Ireland: Embrace A Giant Spirit

On Unwinding Time led collateral any partnership branding, such as Northern Ireland: Embrace A Giant Spirit, should appear at a smaller scale and located at a suitable distance from the main identity.

Further examples of this relationship in action can be found in the Brand Usage Examples section of these guidelines.

The Brandmark
Relationships
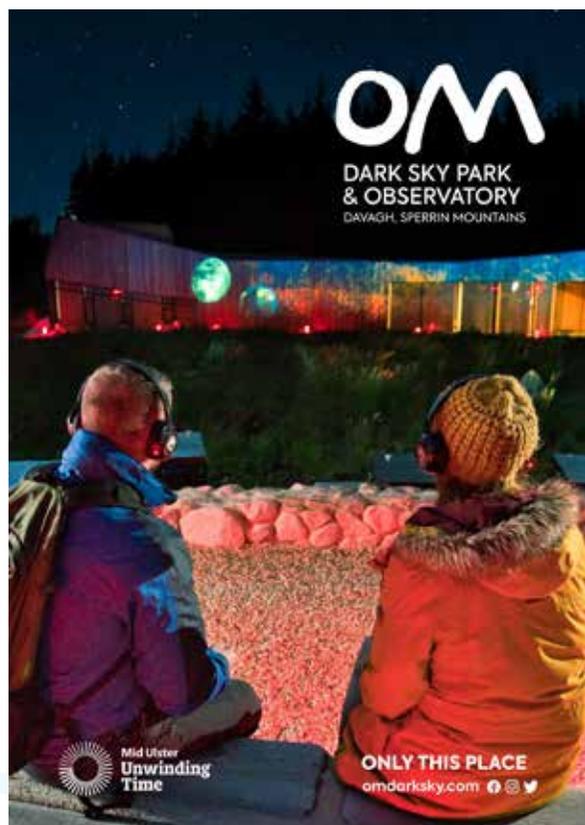
Relationships with other tourism brands

When individual Mid Ulster tourism brands (such as OM or Seamus Heaney Home place or Jungle NI) are promoting themselves, their brandmark will, of course, be predominant on their collateral. However, it will be extremely beneficial for everyone if the Unwinding Time brandmark is also applied.

Through its own dedicated marketing activities, the Unwinding Time brand will become locally, nationally and internationally recognised as a symbol of quality for the visitor so its application to collateral produced by individual tourism brands will add real value to their messaging.

And in return, the positive reputation of each individual Mid Ulster tourism brand becomes associated with Unwinding Time so its positioning is reinforced and the whole system becomes a virtuous circle.

Joint branding assists everyone.

In these joint branding scenarios, the Unwinding Time brandmark should be positioned at a suitable distance from the main OM DSP&O brandmark and at a smaller scale. It is important to stress that the two brandmarks should not sit too close together as to cause confusion or weaken brand integrity. For further information regarding the council branding the MUDC brand guidelines document should be consulted.

Typography

Unwind the way you want

Along the shore, under the sky, amongst the stone. **You'll find your soul.**

Bommer Slab Rounded

Bommer Slab Rounded is the softer sister of Mid Ulster Council's Bommer Slab font, and with 14 weights/styles to chose from there's plenty of options to warmly welcome our visitors.

Frutiger Neue

Frutiger Neue is a fresh new take on Mid Ulster Council's core typeface. Epitomising functionality and clarity both online and as a bread-and-butter typeface in print, Frutiger is a modern classic.

Typography

Bommer Slab Rounded
is the softer sister of Mid Ulster Council's Bommer Slab font, and with 14 weights/styles to chose from there's plenty of options to warmly welcome our visitors.

Bommer is our heading and body copy typeface. It's clean, bold character reflects the simplicity of our brand.

Bommer Slab Thin *italic*

Bommer Slab Light *italic*

Bommer Slab Regular *italic*

Bommer Slab SemiBold *italic*

Bommer Slab Bold *italic*

Bommer Slab ExtraBold *italic*

Bommer Slab Black *italic*

Bommer Slab Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%

Bommer Slab Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%

Bommer Slab Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%

Typography

Frutiger Neue is a fresh new take on Mid Ulster Council's core typeface. Epitomizing functionality and clarity both online and as a bread-and-butter typeface in print, Frutiger is a modern classic.

Frutiger Neue LT Ultra Light *italic*

Frutiger Neue LT Thin *italic*

Frutiger Neue LT Light *italic*

Frutiger Neue LT Book *italic*

Frutiger Neue LT Regular *italic*

Frutiger Neue LT Medium *italic*

Frutiger Neue LT Bold *italic*

Frutiger Neue LT Heavy *italic*

Frutiger Neue LT Black *italic*

Frutiger Neue LT Extra Black *italic*

Frutiger Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%

**Frutiger Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%**

**Frutiger Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%**

Typography

We have two primary typefaces: Frutiger Neue for body copy and headings, and Bommer Slab Rounded as our display typeface for headings, quotes and captions.

These embody the brand's personality and are to be used for all types of brand communications where possible. Frutiger Neue and Bommer Slab Rounded should be used in both print and digital applications unless:

– the web font version is not available
– they are used in Microsoft applications such as Microsoft® PowerPoint® or Word®

In such cases, the system fonts Arial and ITC Lubalin Graph are used in place of Frutiger Neue and Bommer Slab Rounded respectively.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%

ITC Lubalin Graph
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#&*({?€©®£%

Colour Palette

Shore

Deep Lough

Shoreline Green

Stone

Natural Stone

Heritage Brick

Sky

Midnight Sky

Clear blue Sky

Soul

Reflective Nature

Uplifting Yellow

Colour Palette

Use with Photography and Colour Floods

The logo is simple, organic and strong. It stands out beautifully on photography and when needed, against colour floods.

The logo can be used against the following backgrounds;

A. On a light area of photography
   Ensure that the photography details don't interfere with the logo in any way.

B. On a light colour

C. On a dark colour

D. On a dark area of photography
   Ensure that the photography details don't interfere with the logo in any way.

Colour Palette

Primary Colour

The brand logo should always be in its true colour combinations of Pantone® matching system (PMS) 533c for the typography along with the colour gradient used in the Unwinding Time icon. We understand that on most occasions these colours will be reproduced in CMYK Process Colour, correct equivalent values are shown.

Web and screen colours

The RGB and Hex values give the same result on screen. RGB values are provided for PowerPoint® and web designers, whereas the Hex values are for web programmers.

Tints

As a rule, tints should be used for backgrounds, pull-out boxes, graphs and charts. These range in 10% steps from 90%–20%.

Midnight Sky

PANTONE® 533c
CMYK 95c 72m 15y 67k
RGB 31r 42g 68b
#1F2A44

| 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% |

Gradient

Deep Lough — Shoreline Green — Clear blue Sky

Colour Palette

Secondary Colour

A palette of secondary colours will complement the Primary Colour. These have been chosen to work in combinations with the Primary Colour. Again, we understand that on most occasions these colours will be reproduced in CMYK Process Colour, so correct equivalent values are shown as well as Pantone references.

Web and screen colours

The RGB and Hex values give the same result on screen. RGB values are provided for PowerPoint® and web designers, whereas the Hex values are for web programmers.

Tints

As a rule, tints should be used for backgrounds, pull-out boxes, graphs and charts. These range in 10% steps from 90%–20%.

Deep Lough

PANTONE® 350c
CMYK 80c 21m 79y 64k
RGB 44r 82g 52b
#2C5234

| 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% |

Shoreline Green

PANTONE® 7737c
CMYK 60c 0m 98y 7k
RGB 107r 165g 57b
#6BA539

| 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% |

Clear blue Sky

PANTONE® 297c
CMYK 52c 0m 1y 0k
RGB 113r 197g 232b
#71C5E8

| 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% |

Colour Palette

Secondary Colour

A palette of secondary colours will complement the Primary Colour. These have been chosen to work in combinations with the Primary Colour. Again, we understand that on most occasions these colours will be reproduced in CMYK Process Colour, so correct equivalent values are shown as well as Pantone references.

Web and screen colours

The RGB and Hex values give the same result on screen. RGB values are provided for PowerPoint® and web designers, whereas the Hex values are for web programmers.

Tints

As a rule, tints should be used for backgrounds, pull-out boxes, graphs and charts. These range in 10% steps from 90%–20%.

Natural Stone								
PANTONE® 425c								
CMYK 48c 29m 26y 76k								
RGB 84r 88g 90b								
#54585A	90%	80%	70%	60%	50%	40%	30%	20%

Heritage Brick								
PANTONE® 7566c								
CMYK 7c 67m 98y 23k								
RGB 173r 100g 51b								
#AD6433	90%	80%	70%	60%	50%	40%	30%	20%

Uplifting Yellow								
PANTONE® 7406c								
CMYK 0c 20m 100y 2k								
RGB 241r 196g 0b								
#F1C400	90%	80%	70%	60%	50%	40%	30%	20%

Reflective Nature								
PANTONE® 5875c								
CMYK 9c 4m 31y 5k								
RGB 210r 206g 158b								
#D2CE9E	90%	80%	70%	60%	50%	40%	30%	20%

Graphic Language

We've created a brand graphic language to add interest, texture and vitality to all designed collateral. Based upon the shape of our brandmark icon, our graphic language is made up of circular motifs that draw their individual inspirations from our four brand personality themes.

Shore
Inspired by the environments along the shoreline, the waters of the lough itself and also what lies beneath.

To date, we have created just a few designs for each theme but it would be our intention that others are added on an ongoing basis, building up a rich portfolio of graphic language for future use.

Ripple
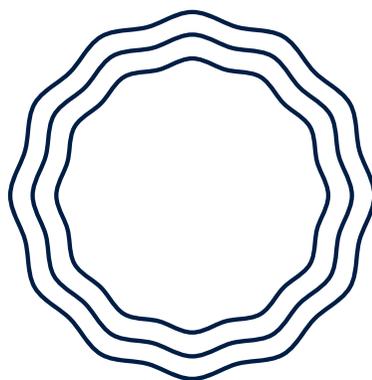
Lough
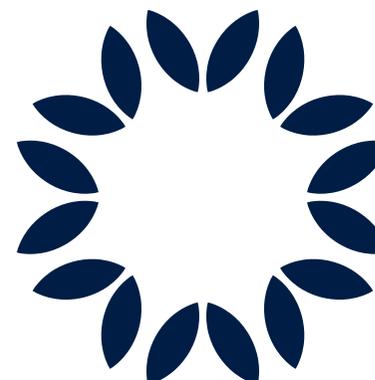
Leaves
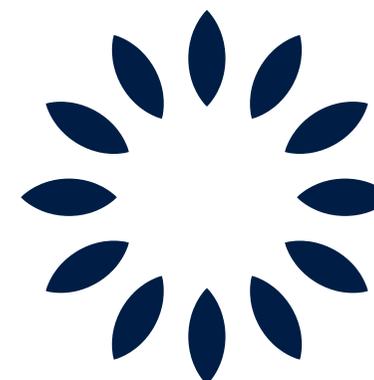
Blossom

Graphic Language

Stone

Inspired by the region's natural rock formations, natural stones adopted by man for symbols
& structures and the man-made bricks and stonework used to create buildings and icons.
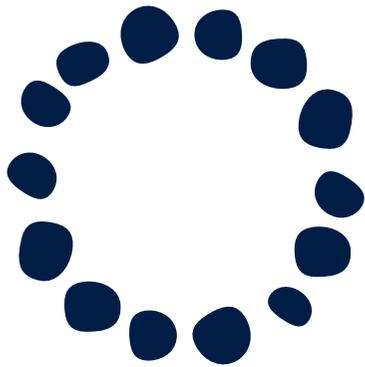
Stone Circle

Castle
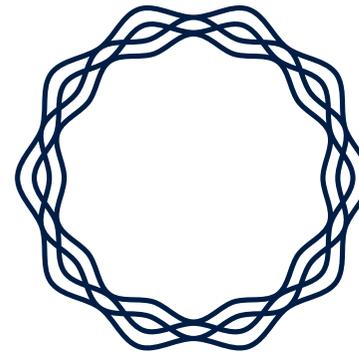
Ranfurly
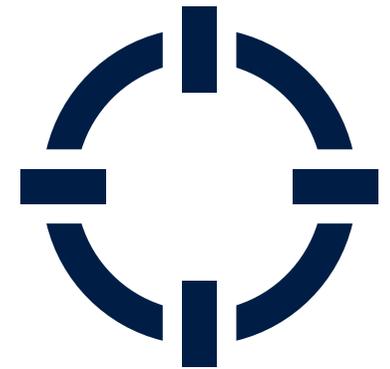
Ardboe

Graphic Language

Sky
Inspired by what's above us during the day and perhaps especially
during the dark skies of the Mid Ulster night.
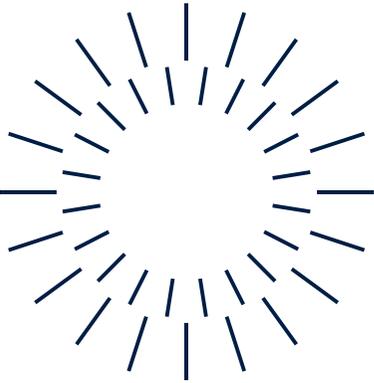
Constellation
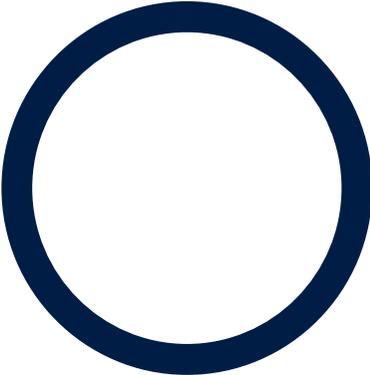
Telescope Lens
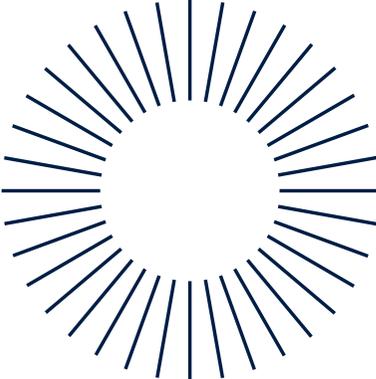
Sun
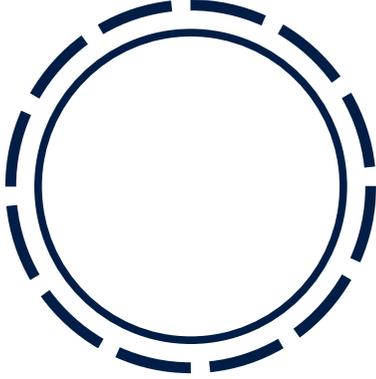
Planet

Graphic Language

Soul

Inspired by the local and universal ideas, beliefs, qualities, concepts and creativity that make us human.
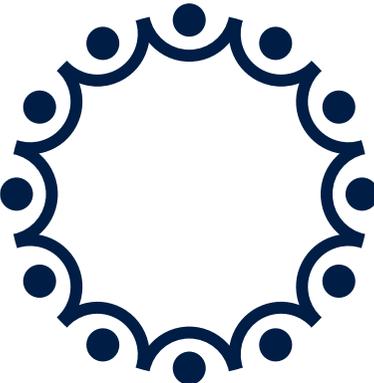
Community

Torc

Inspiration
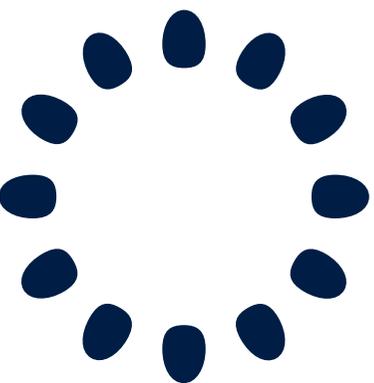
Balance

Graphic Language

Combination examples

Below are just some examples of how the Graphic Language can be used. When adding to advertising only 2 icons should be used from the category being promoted, for example, if food related - 2 food icons (**NOT** all 4) along with up to 6 or 7 complimentary icons from the other categories.

Sun	Stone Circle	Planet	Lough	Telescope Lens
Promoting activity (observatory)		3+ complimentary icons from the other categories		

Literary	Inspiration	Sun	Ripple	Torc
Promoting event		3+ complimentary icons from the other categories		

Ranfurly	Sun	Blossom	Inspiration	Lough
Promoting historical location		3+ complimentary icons from the other categories		

Torc	Balance	Constellation	Blossom	Inspiration
Promoting event		3+ complimentary icons from the other categories		

Ardboe	Inspiration	Leaves	Ripple	Balance
Promoting historical location		3+ complimentary icons from the other categories		

Castle	Stone Circle	Inspiration	Lough	Leaves
Promoting historical location		3+ complimentary icons from the other categories		

Image Usage

Mid Ulster has an extensive library of imagery available.

Imagery used within advertising collateral should feature actual geographic locations related to the Mid Ulster area i.e. not stock photography.

These should, on the whole, feature people enjoying the environment but images of specific landscapes, such as Beachmore stone circle, that don't contain people can be considered for use.

Photography should appear in full colour and should accurately illustrate the activity or event being advertised.

Tone of Voice

Tone of voice is not what we say, but **how** we say it.

Our Values

Our Tone of Voice comprises four tones that flow directly from our values and are carefully crafted to complement each other

Nourishing

Warm

Natural Well-being

Authentic

Thought-provoking
Imaginative
Iconic

Creative

Bold

Tone of Voice

Warm

Use language that is friendly, caring and welcoming. Where appropriate, address your audience in the first person and communicate in a conversational style. Don't be afraid to sprinkle your sentences with local words and terms. Always avoid jargon, corporate-speak and acronyms.

Authentic

Be down-to-earth. A strong sense of provenance and a pride in our place must come through in our communications. In your communications content, always make reference to Mid Ulster places, people and experiences. Don't chase fads or compare our offerings to other places. Let others do them. We do us.

Creative

Surprise people. Create headings and sub-headings that challenge. Encourage readers to re-evaluate what they may think they know about Mid Ulster. As a new tourism brand, aiming to attract visitors from the well-worn paths of the North Coast, the Mournes and the Lakelands, our communications need to tap into our innate sense of invention and imagination.

Bold

Our warmth, creativity and respect for heritage and tradition are not our only strengths. We are also vibrant, progressive, entrepreneurial and independent people. Our communications should be lively, confident and where appropriate, a wee bit cheeky. Content creators should always sound passionate, animated and positive about this place.

Tone of Voice

A place campaign is a long-term thing. It takes years for the visual and verbal identity to become recognised, respected and fully embedded but once this happens, it forms a powerful social, economic and cultural tool. For this to happen, the campaign needs to be a mix of elements, some of which stay constant, sacrosanct even, whilst others must grow and change and adapt over time.

The Unwinding Time brandmark is one of those things that must always stay the same. The world's most successful place mark, I heart NY, was designed in 1976 and remains the same to this day. Consistency works. Messaging, on the other hand, is something that should change over time. To keep the campaign current and authentic and engaging, the words used for headlines, sub-headings and body copy across all print, digital and environmental channels needs to change and grow with the times.

It's overall flavour should always remain true to the four tones already mentioned but the actual words should be constantly developing.

Having said this, there is one core message that we should aim to use as much as possible during the first 12-18 months following brand launch (in November 2021).

The first line of this key phrase provides the 'penny-drop' moment whereby all audiences can come to understand why Unwinding Time is so appropriate to Mid Ulster tourism. In addition, this key phrase also references the scope of the Mid Ulster tourism, going beyond history and heritage to reference the lough, the Sperrins, the Dark Skies and the genius of Heaney.

Spanning 7000 years of human history.

From Dark Skies to enlightened thinking.

Between the shore and the high horizons.

Brand Usage Examples

The following pages detail how to use the brand identity for Mid Ulster Unwinding Time across a wide range of media and collateral.

Brand Usage
Display

Brand Usage
Display
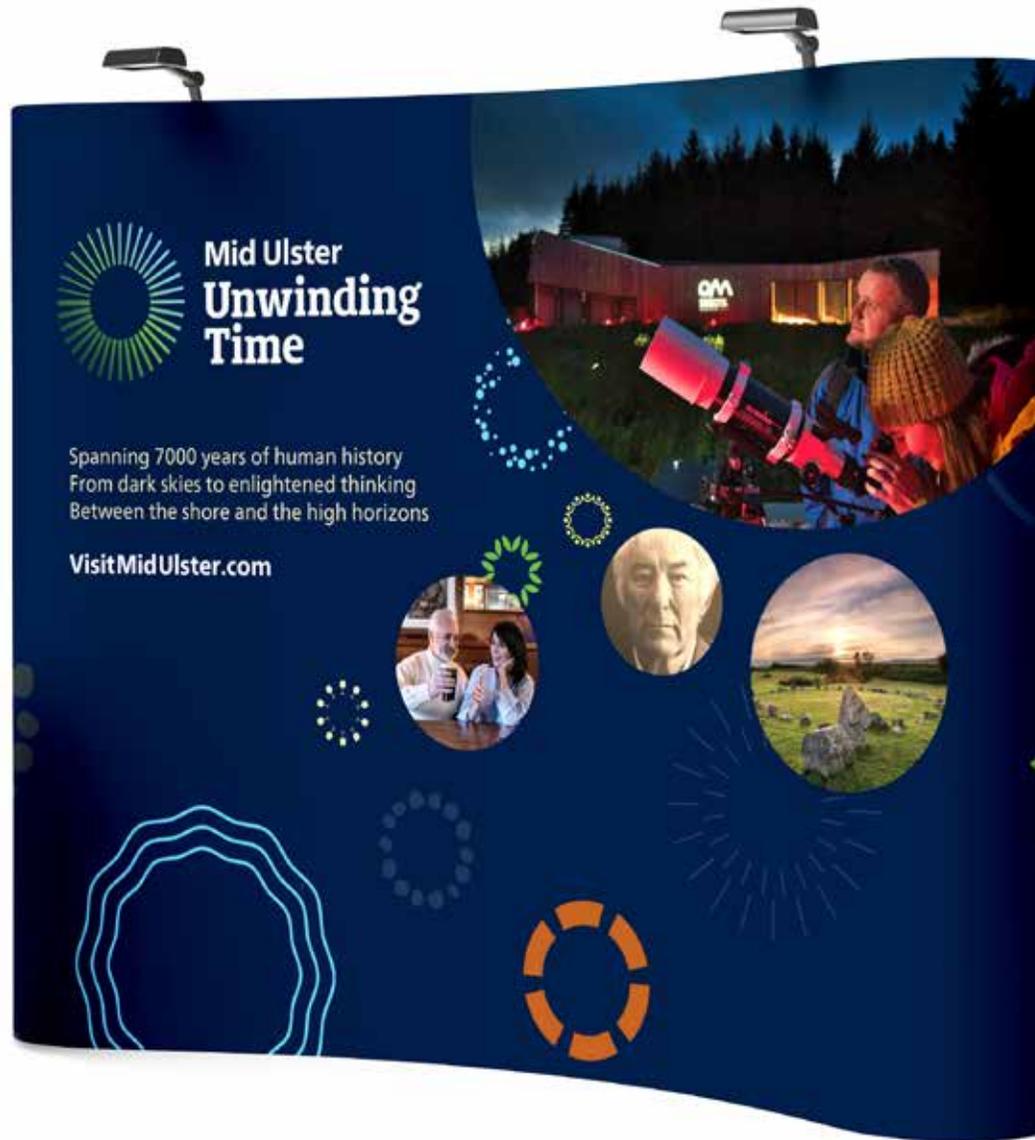
Brand Usage
Advertising

Brand Usage
Advertising

Brand Usage
Advertising

Gazing through time

OM Dark Sky Park & Observatory
Davagh, Cookstown

VisitMidUlster.com
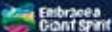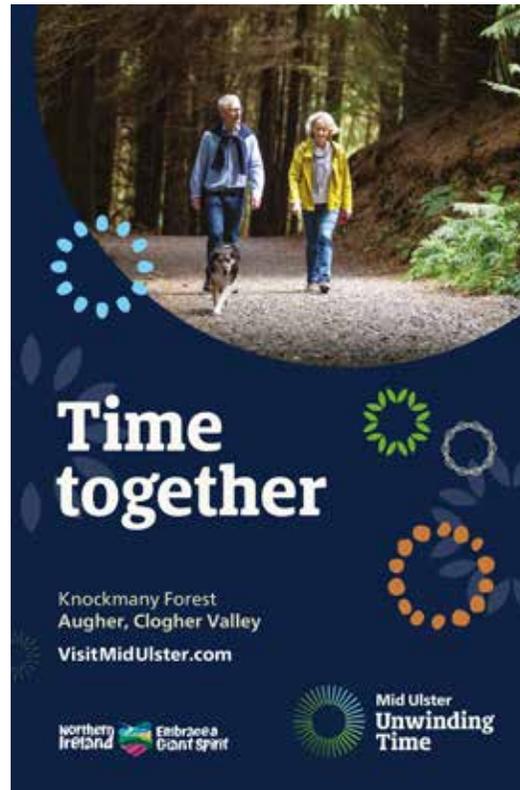
Time together

Knockmany Forest
Augher, Clogher Valley

VisitMidUlster.com
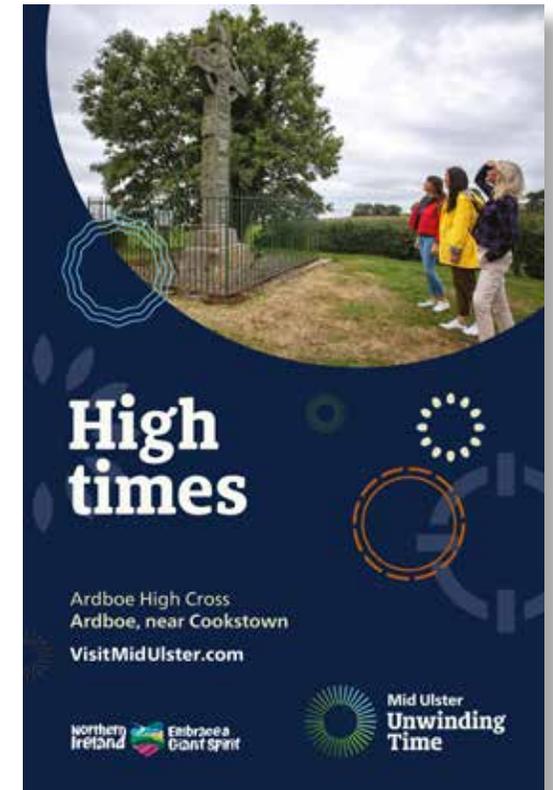
High times

Ardboe High Cross
Ardboe, near Cookstown

VisitMidUlster.com

Brand Usage
Advertising

Brand Usage
Anatomy of a overarching brand advert

One or two large icons should be used at 80% of the background colour. All other icons should be complimentary and applied intuitively around the photography.

Combination of smaller icons taken from across all Graphic Language categories for advertising that is related to all aspects of Unwinding Time.

The brand should take the lead on overarching brand advertising and be the dominant messaging element.

Description of event or activity should appear in Frutiger Neue below main identity. Followed by website address in a bolder cut.

Partnership branding should appear at a smaller scale and located at a suitable distance from the main identity.

Photography should show a wide range of activities or facilities in overarching brand advertising to give a good account of the area. One main photo with 2-3 smaller complimenting images should be considered.

Brand Usage
Anatomy of an activity-specific advert

One or two large icons should be used at 80% of the background colour. All other icons should be complimentary and applied intuitively around the photography.

At least 2 activity-specific icons should be used.

Food specific icons.

Along with appropriate icons from the Graphic Language range.

For activity-specific advertising the main copy should be text related copy connected to Time and the specific activity being advertised, in this case, Food & Drink. Bommer Slab Bold should be used.

Photography should illustrate the main activity or facilities being promoted. Only one main photo should be used.

Description of event, activity or venue should appear in Frutiger Neue below the main headline. Followed by website address in a bolder cut.

Partnership branding should appear at a smaller scale and located at a suitable distance from the main headline message.

For activity-specific advertising the core brand identity is reduced in size and placed in the bottom right hand corner of the 48 sheet.
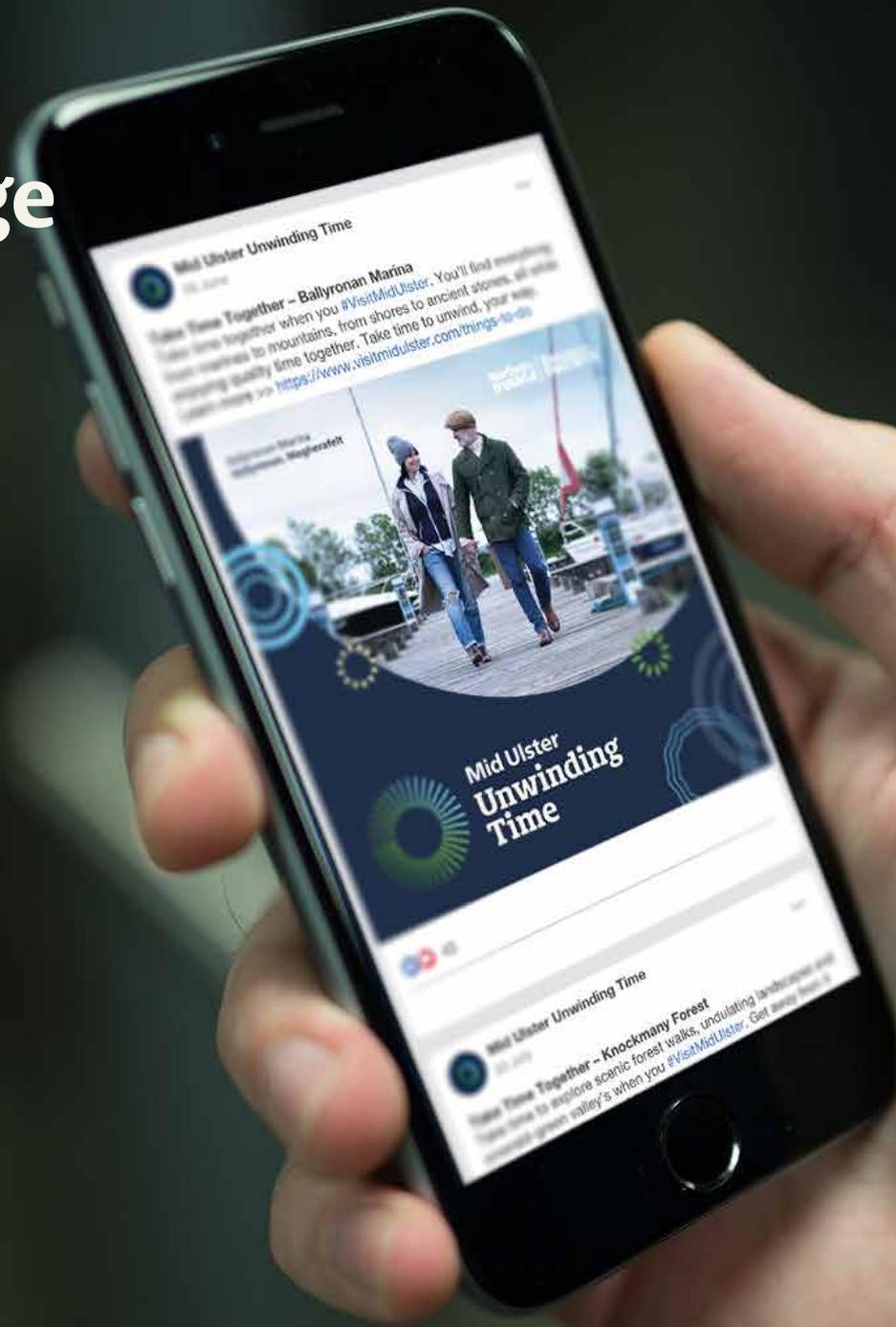

Time to relax

Friels Historic Bar & Restaurant
Swatragh

VisitMidUlster.com

Northern Ireland Embrace a Giant Spirit

Mid Ulster Unwinding Time

Brand Usage
Advertising

48 sheet outdoor advertising

Brand Usage
Advertising -
Social Media

Brand Usage
Advertising - Social Media

Mid Ulster Unwinding Time
26 June

Take Time Together – Ballyronan Marina
Take time together when you #VisitMidUlster. You'll find everything from marinas to mountains, from shores to ancient stones, all while enjoying quality time together. Take time to unwind, your way.
Learn more >> https://www.visitmidulster.com/things-to-do

👍❤ 45

Mid Ulster Unwinding Time
20 July

Take Time Together – Knockmany Forest
Take time to explore scenic forest walks, undulating landscapes and emerald-green valley's when you #VisitMidUlster. Get away from it all, unwind and discover Mid Ulster together.
Learn more >> https://www.visitmidulster.com/things-to-do

👍❤ 45

Mid Ulster Unwinding Time
18h

Gaze through time – OM
Leave the bright lights behind when you #VisitMidUlster. Gaze through time and space and discover ancient landscapes under the darkest of skies.
Learn more >> https://www.visitmidulster.com/things-to-do

👍❤ 55

Mid Ulster Unwinding Time
26 June

Time to relax – Friel's
Toast to time together when you #VisitMidUlster. Whether it's a quick bite, a night of fine dining or a drink (or two!) you'll find what you're looking for in Mid Ulster. Relax, make time for you.
Learn more >> https://www.visitmidulster.com/things-to-do

👍 30

Brand Usage
Print publication

Brand Usage
Merchandising

Mid Ulster
Unwinding Time

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