

# INVEST NORTHERN IRELAND BRAND HIERARCHY GUIDELINES

2025 EDITION





# Brand hierarchy for Invest NI and third-party activity



# THE ASK

## A flexible brand hierarchy for clarity and consistency.

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 Northern Ireland’.

# THE SOLUTION

## Clarifying positioning statements will help users understand our role.

We have developed a typographic lock-up system containing the Invest NI logo alongside the words ‘Sponsored by’, ‘Supported by’ or ‘Funded by’ which clarify the role we play in relation to a specific organisation, project or initiative.

There may be occasional circumstances where it is not necessary to use positioning statements, for example, in a sponsorship logo plate alongside multiple stakeholder logos.

Invest NI typographic lock-up



Reverse Invest NI typographic lock-up





Logo use guide

Logo	When to use?	Example
Provided by  Invest Northern Ireland	When services are provided by Invest NI under another brand.	<ul style="list-style-type: none"><li>• NIBI</li><li>• Innovate NI</li></ul>
Funded by  Invest Northern Ireland	When another organisation is being paid to deliver a service on behalf of Invest NI, under the delivery agent's brand.	<ul style="list-style-type: none"><li>• Founder Labs</li></ul>
Delivered by  Invest Northern Ireland	When events or specific programmes are delivered by Invest NI on behalf of Brand NI or another agency or as the lead partner in a joint venture.	In-market international events delivered under Brand NI for example St Patrick's Day business events and multi-agency events.
Supported by  Invest Northern Ireland	When Invest NI is generally supportive of an organisation, agency or initiative, but has not provided funding or staffing resource.	<ul style="list-style-type: none"><li>• EMEEN</li></ul>
In partnership with  Invest Northern Ireland	When Invest NI has provided in-kind support to a project, initiative or event. Invest NI is normally more junior partner with main agency.	<ul style="list-style-type: none"><li>• EMEEN - Ethnic minority employment and career conference- Invest NI providing venue and catering as in-kind support.</li></ul>
Sponsored by  Invest Northern Ireland	When Invest NI is providing financial support to an agency, initiative, project or event via Invest NI's sponsorship policy and process.	<ul style="list-style-type: none"><li>• Belfast Telegraph Business Awards</li></ul>
 Provided by  Invest Northern Ireland	When services with an international focus are provided by Invest NI under Brand NI.	<ul style="list-style-type: none"><li>• NI Connections</li><li>• Buy NI Food</li></ul>



Practical Advice for Business

## Brand hierarchy for NIBUSINESSINFO.CO.UK



**When to use?**  
When services are provided by Invest NI under the NIBUSINESSINFO.CO.UK brand.



**Practical Advice for Business**

A degree of separation can be applied for certain formats for example website, double-sided print. Please refer to examples on the following pages.



NIBUSINESSINFO.CO.UK single-sided leaflet



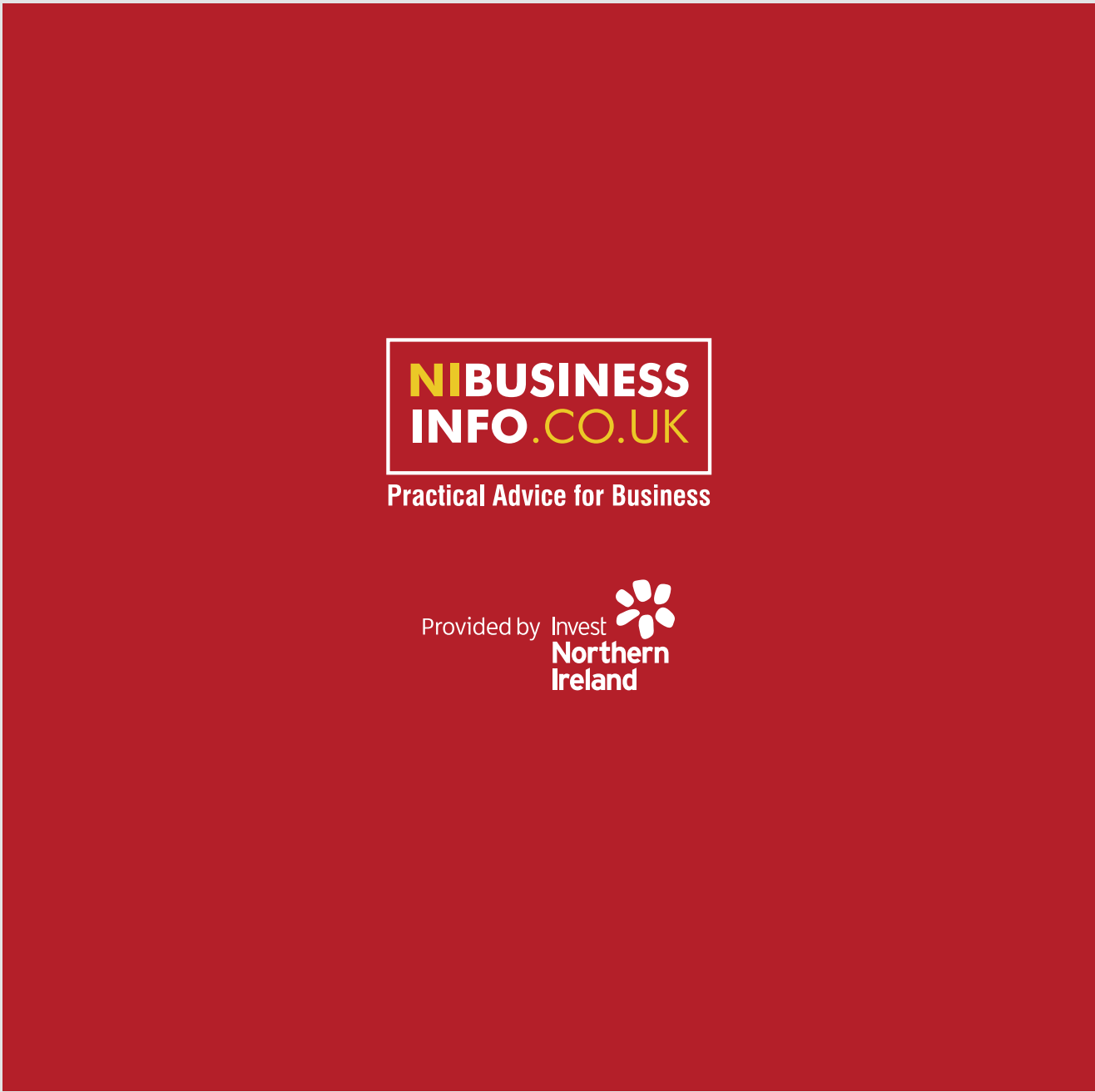
Brand identity at top of the leaflet with Invest NI typographic lock-up at bottom

NIBUSINESSINFO.CO.UK social posts

Example 1: Single static post

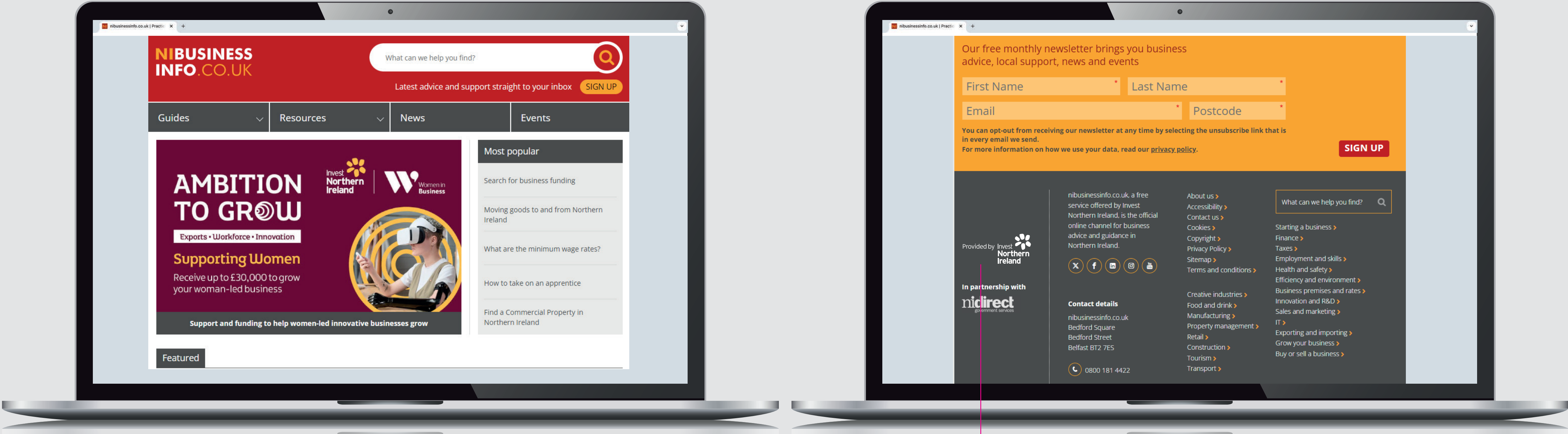


Example 2: End frame of carousel or social video



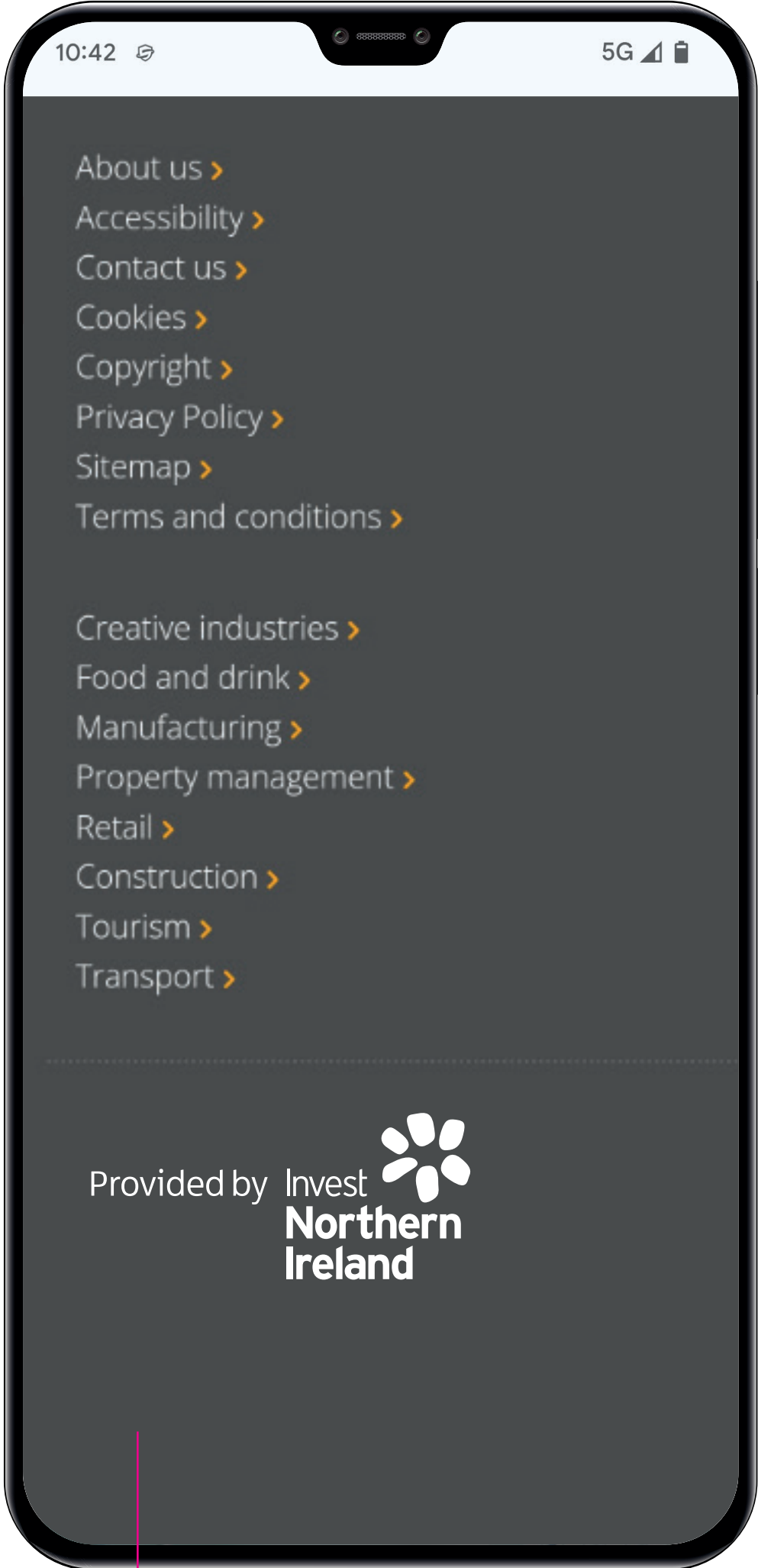
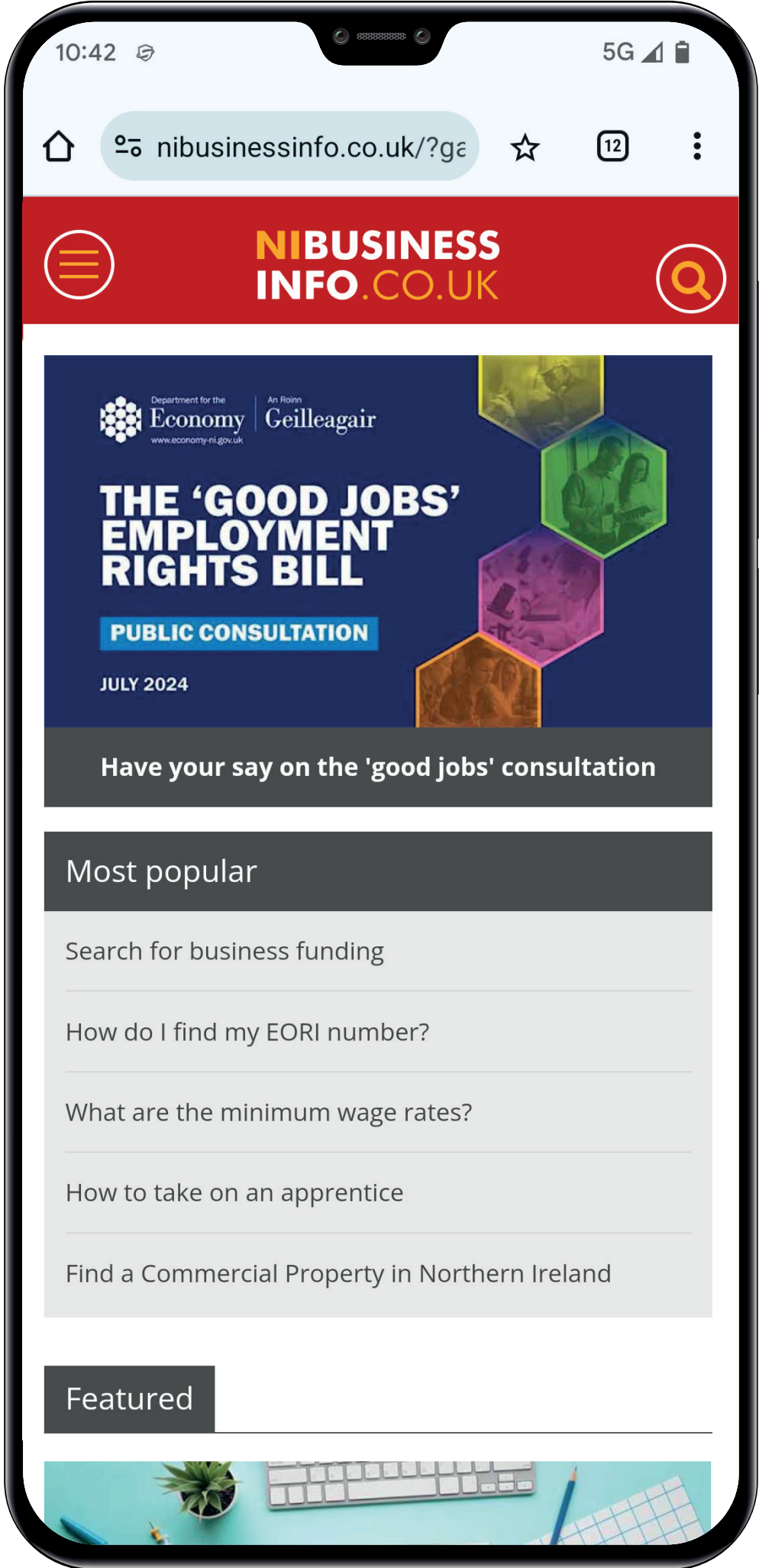
NIBUSINESSINFO.CO.UK logo is given prominence centred above Invest NI logo

NIBUSINESSINFO.CO.UK website



Invest NI typographic lock-up in the footer

NIBUSINESSINFO.CO.UK  
mobile website



Invest NI typographic lock-up in the footer



NIBUSINESS  
INFO.CO.UK

Practical Advice for Business

November 2024

Provided by Invest  
Northern  
Ireland

Invest NI typographic lock-up at the bottom of the newsletter





NIBUSINESSINFO.CO.UK leaderboard 728X90

NIBUSINESS  
INFO.CO.UK

Practical Advice for Business

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Northern  
Ireland

The brand identity can also sit side-by-side on landscape formats for example leaderboards.



## Brand hierarchy for Innovate NI



**When to use?**

When services are provided by Invest NI under the Innovate NI brand.



A degree of separation can be applied for certain formats for example website, double-sided print. Please refer to examples on the following pages.



Innovate NI single-sided leaflet



Brand identity at top of the leaflet with Invest NI typographic lock-up at bottom

Innovate NI social posts

Example 1: Single static post

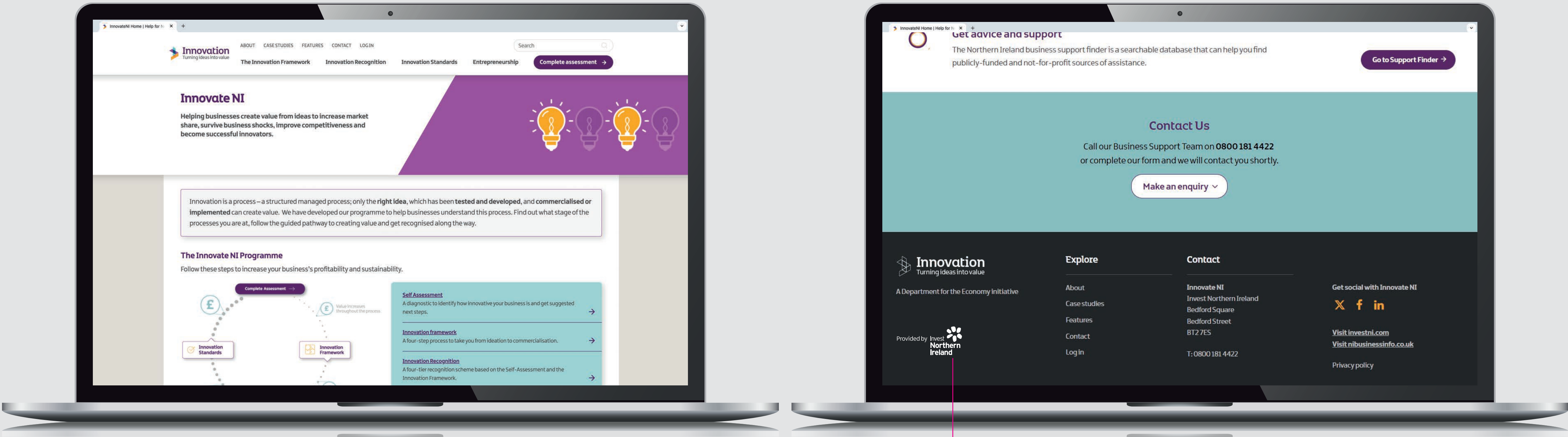


Example 2: End frame of carousel or social video



Innovate NI logo is given prominence centred above Invest NI logo

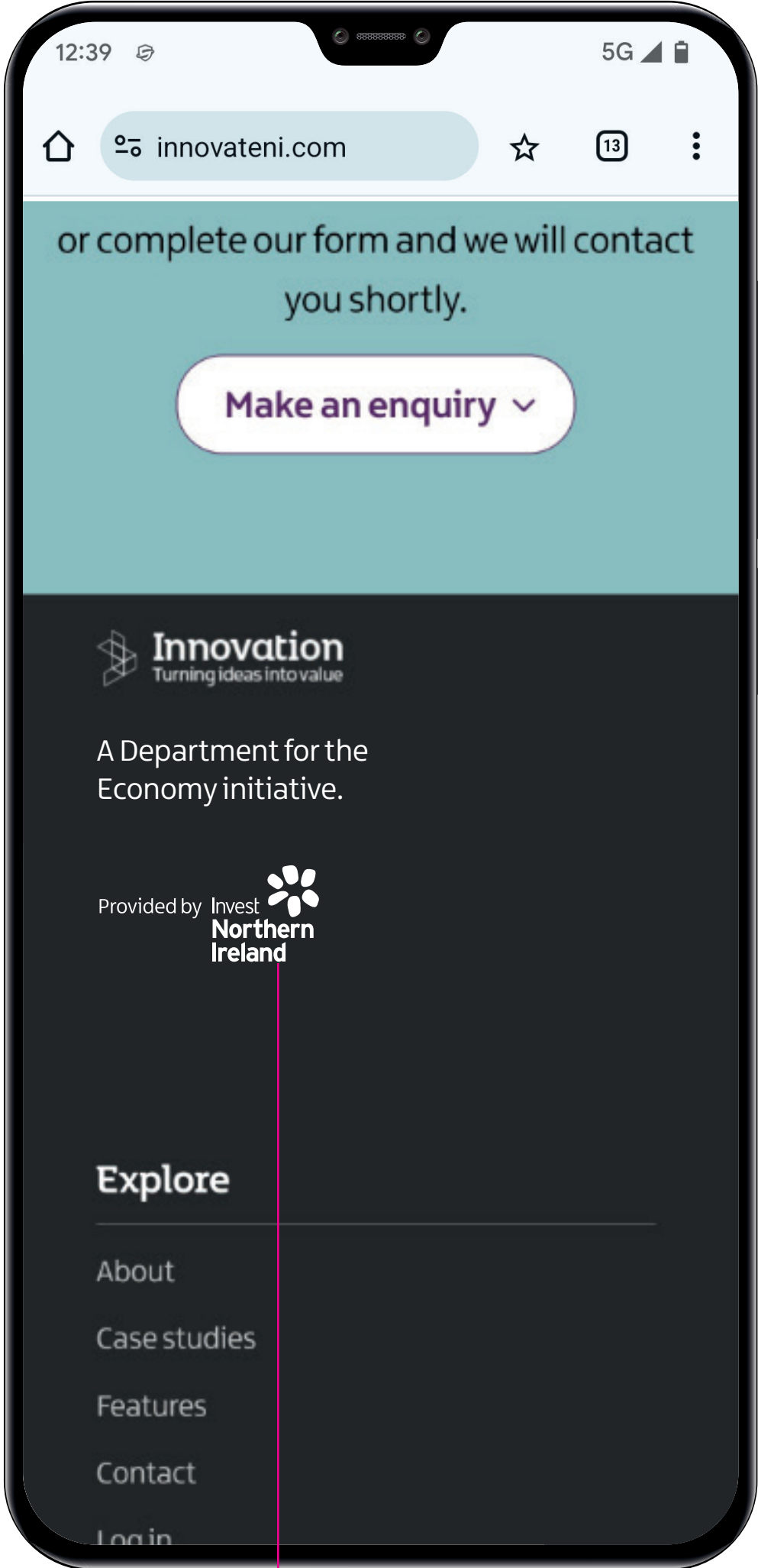
Innovate NI website



Brand identity and Invest NI typographic lock-up in the footer




Innovate NI mobile website



Brand identity and Invest NI typographic lock-up in the footer

Innovate NI newsletter



# Innovation

Turning ideas into value

November 2024

Provided by Invest Northern Ireland

Invest NI typographic lock-up at the bottom of the newsletter





Innovate NI leaderboard 728X90



The brand identity can also sit side-by-side on landscape formats for example leaderboards.



# Brand hierarchy for third-party activity

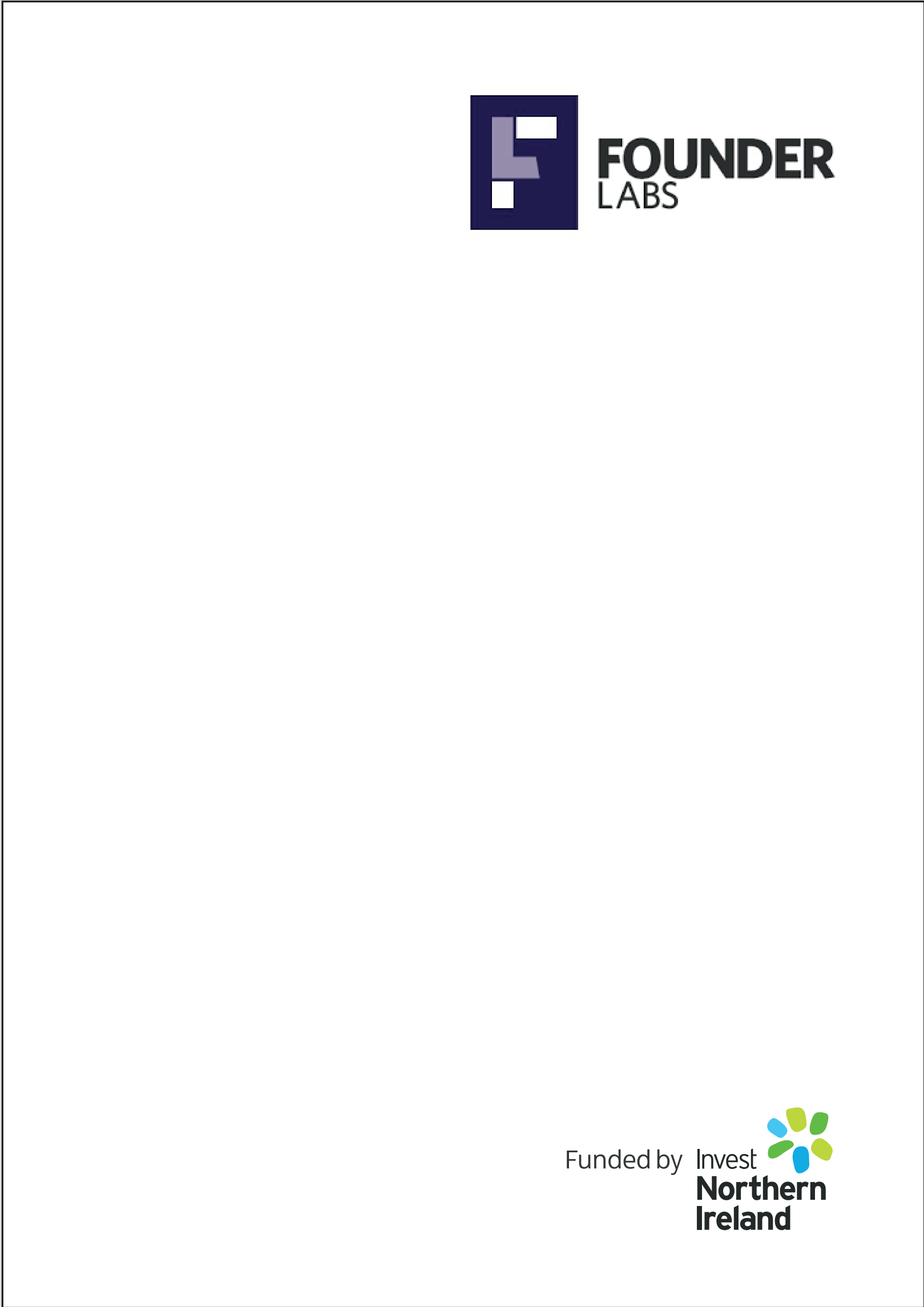


Third-party activity brand hierarchy



When to use?

When another organisation is being paid to deliver a service on behalf of Invest NI, under the delivery agent's brand.



Brand hierarchy for third-party activity

# Founder Labs – Accelerating Innovation Programme




News article

10 September 2024

Create. Propel. Accelerate.

# Founder Labs




Funded by Invest Northern Ireland



## Applications open for the next round of the Founder Labs programme

This six-month accelerator, funded by Invest Northern Ireland, is designed to support early-stage, innovation-driven enterprises (IDEs) in Northern Ireland. Its goal is to empower high-potential startups with the resources and mentorship needed to achieve rapid growth and success.



Funded by Invest Northern Ireland





Brand hierarchy for third-party activity



When to use?

When Invest NI is generally supportive of an organisation, agency or initiative, but has not provided funding or staffing resource.



Brand hierarchy for third-party activity




**When to use?**

When Invest NI has provided in-kind support to the project, initiative or event. Invest NI is normally more junior partner with main agency.




Brand hierarchy for third-party activity



Women in  
**Business**

In partnership with Invest



**Northern  
Ireland**



Women in  
**Business**

In partnership with Invest



**Northern  
Ireland**

Brand hierarchy for third-party activity



When to use?

When Invest NI is providing financial support to an agency, initiative, project or event via Invest NI's sponsorship policy and process.







# Brand hierarchy for dual branded and third-party activity



Dual Brand NI and Invest NI typographic lock-up.





# Brand hierarchy for NI Connections



Provided by



**When to use?**

When services with an international focus are provided by Invest NI under the Northern Irish Connections brand.



A degree of separation can be applied for certain formats for example website, double-sided print. Please refer to examples on the following pages.



Provided by



NI Connections single-sided leaflet



Brand identity at top of the leaflet with dual Brand NI and Invest NI typographic lock-up at bottom

NI Connections social posts

Example 1: Single static post



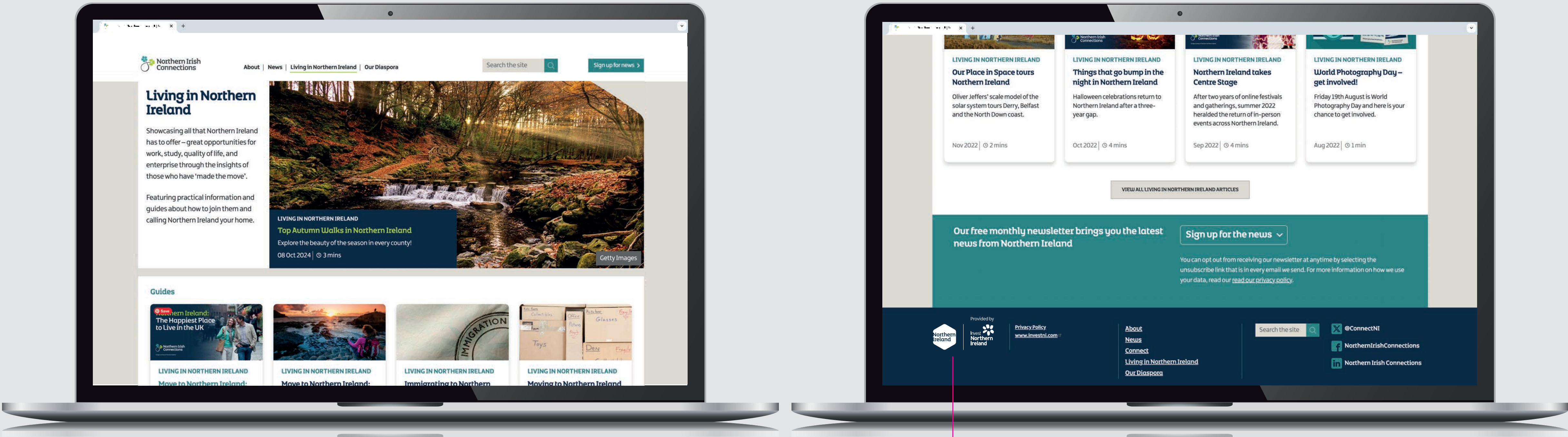
Example 2: End frame of carousel or social video



NI Connections logo is given prominence centred above Invest NI logo



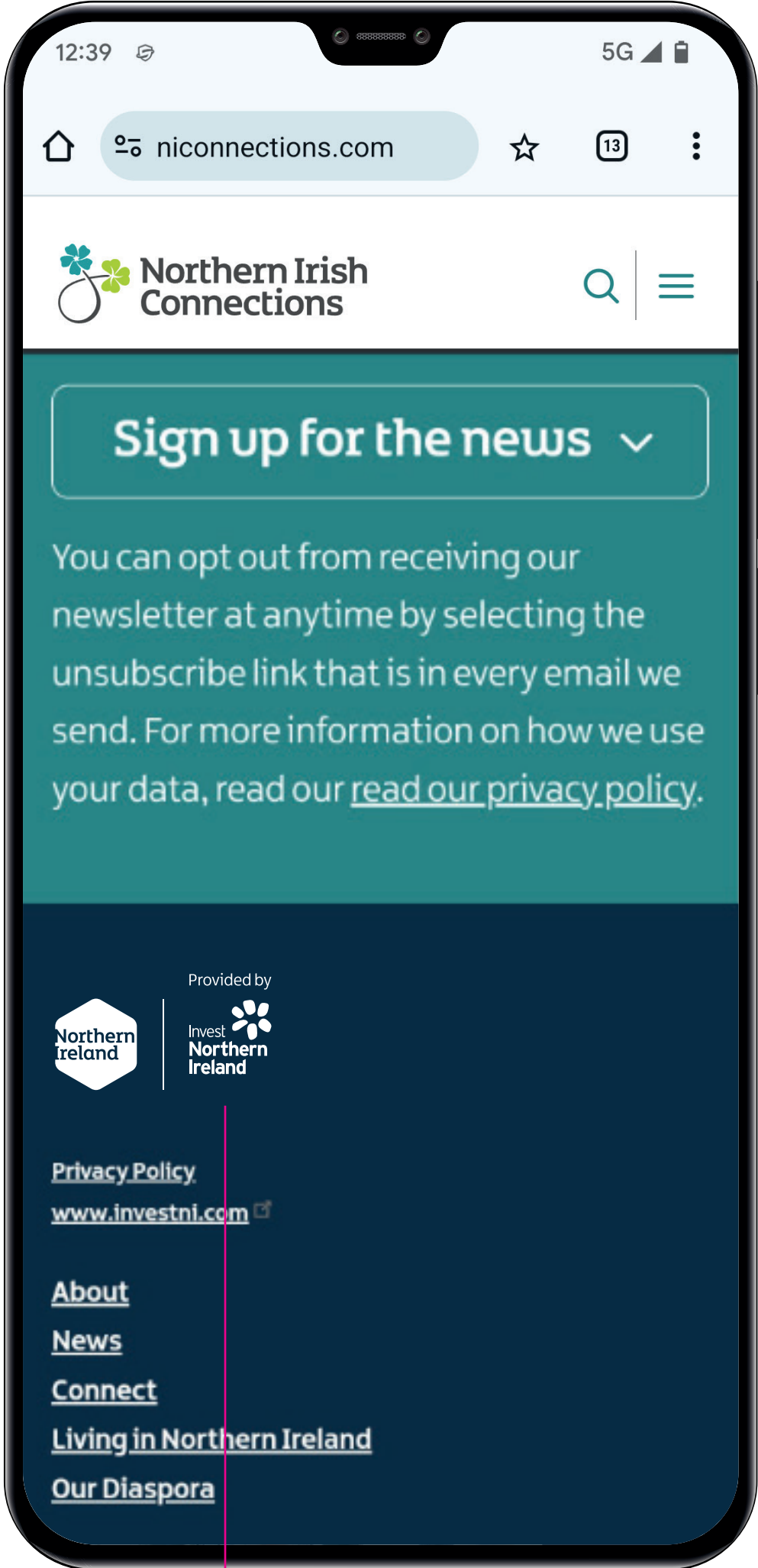
NI Connections website



Dual Brand NI and Invest NI typographic lock-up in the footer




NI Connections mobile website



Dual Brand NI and Invest NI typographic lock-up in the footer



NI Connections newsletter



November 2024



Provided by



Invest Northern Ireland

Dual Brand NI and Invest NI typographic lock-up at the bottom of the newsletter

Innovate NI leaderboard 728X90



The brand identity can also sit side-by-side on landscape formats for example leaderboards.



## Brand hierarchy for BuyNI Food.com



Provided by



**When to use?**

When services with an international focus are provided by Invest NI under the BuyNIFood.com brand.



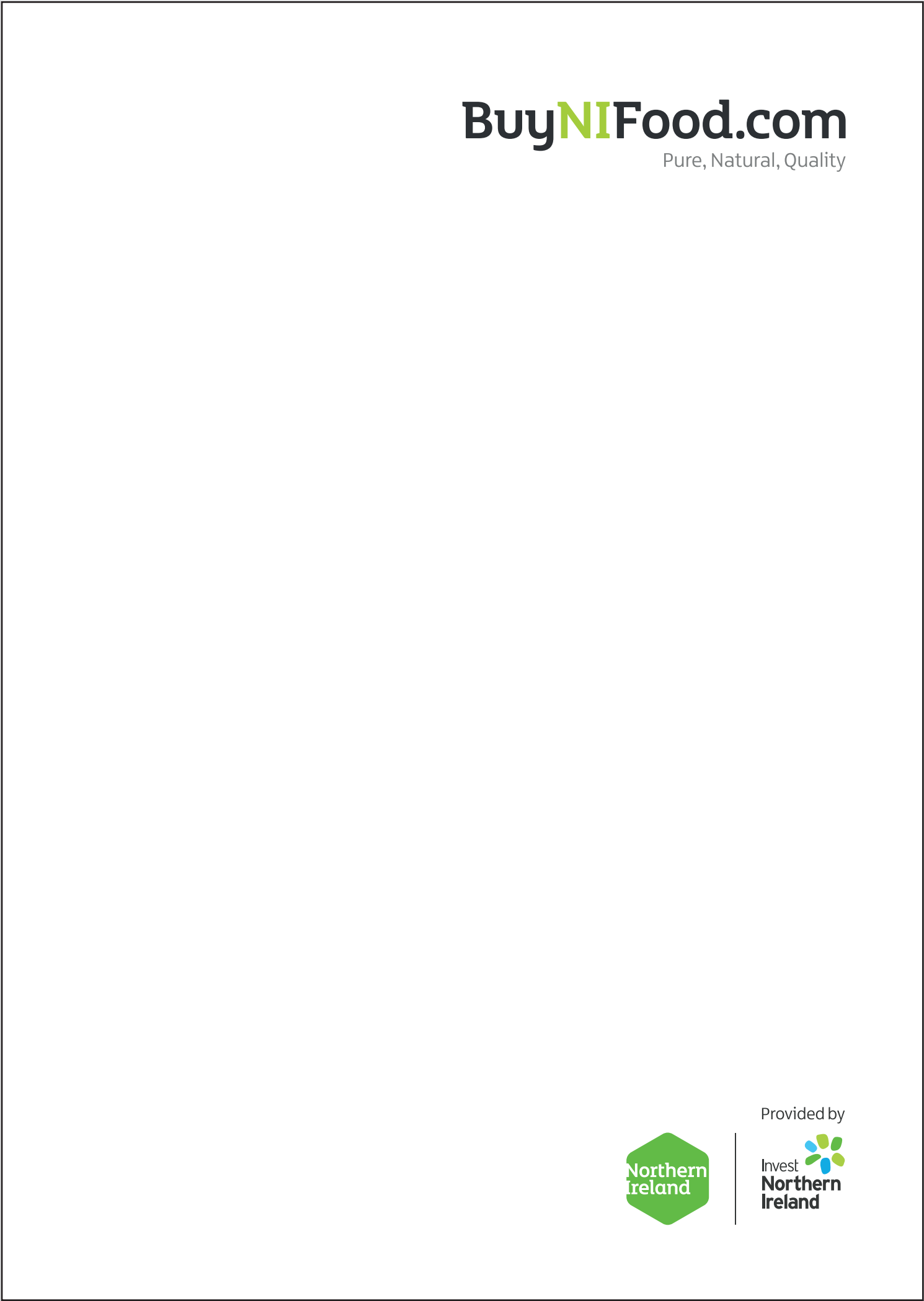
A degree of separation can be applied for certain formats for example website, double-sided print. Please refer to examples on the following pages.



Provided by



BuyNIFood.com single-sided leaflet



Brand identity at top of the leaflet with dual Brand NI and Invest NI typographic lock-up at bottom

BuyNIFood.com social posts

Example 1: Single static post

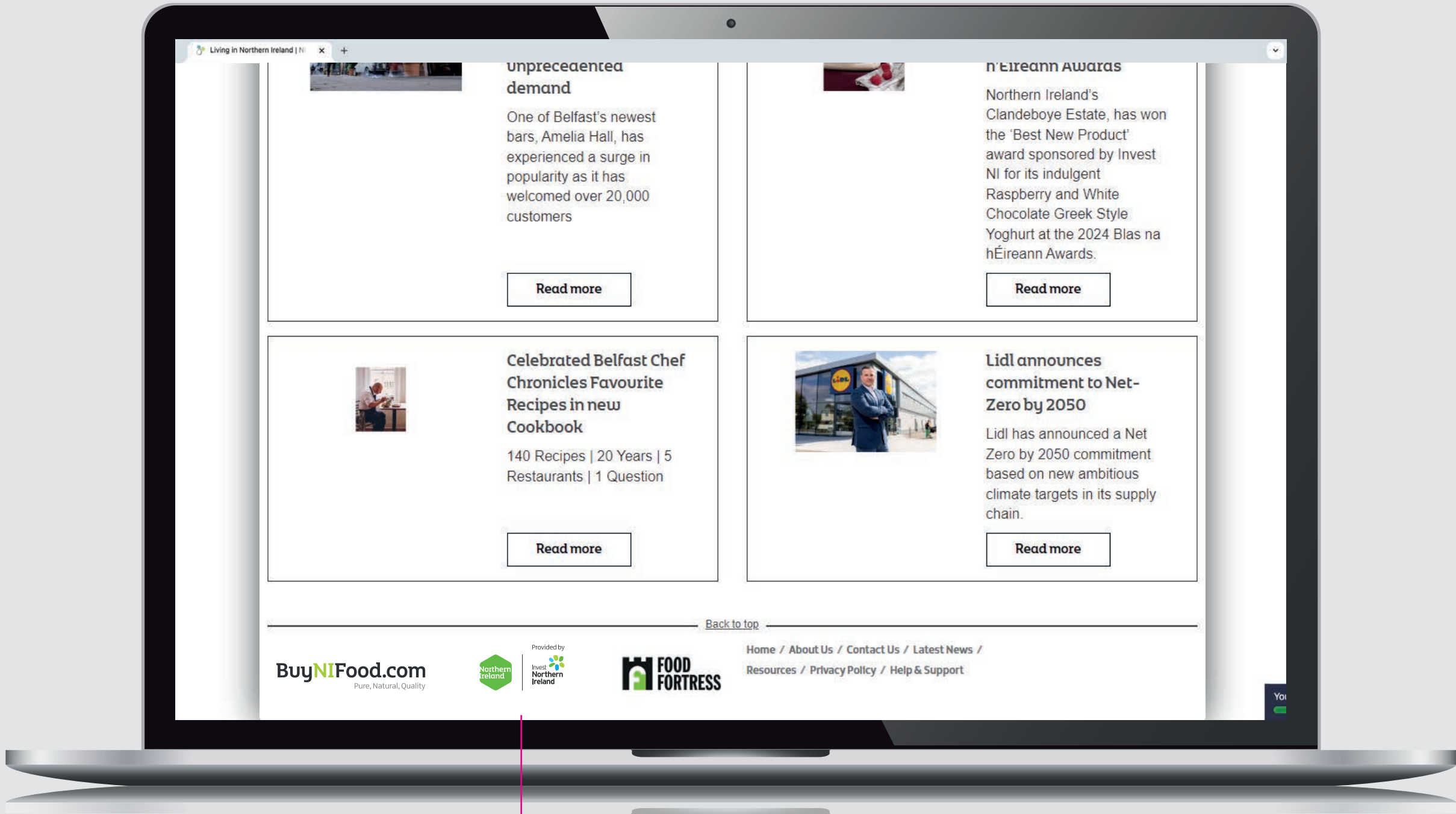
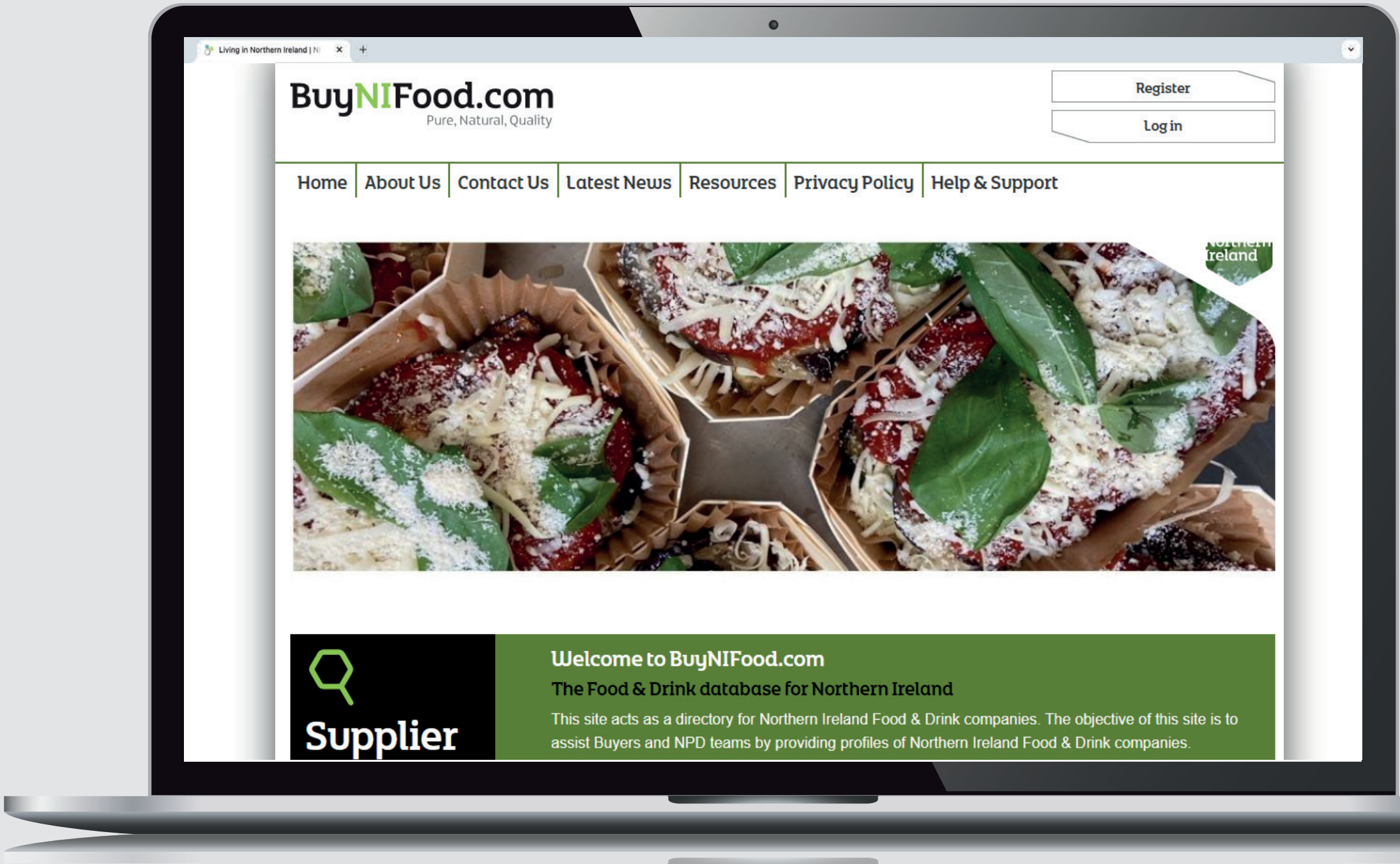


Example 2: End frame of carousel or social video



BuyNIFood logo is given prominence centred above Invest NI logo

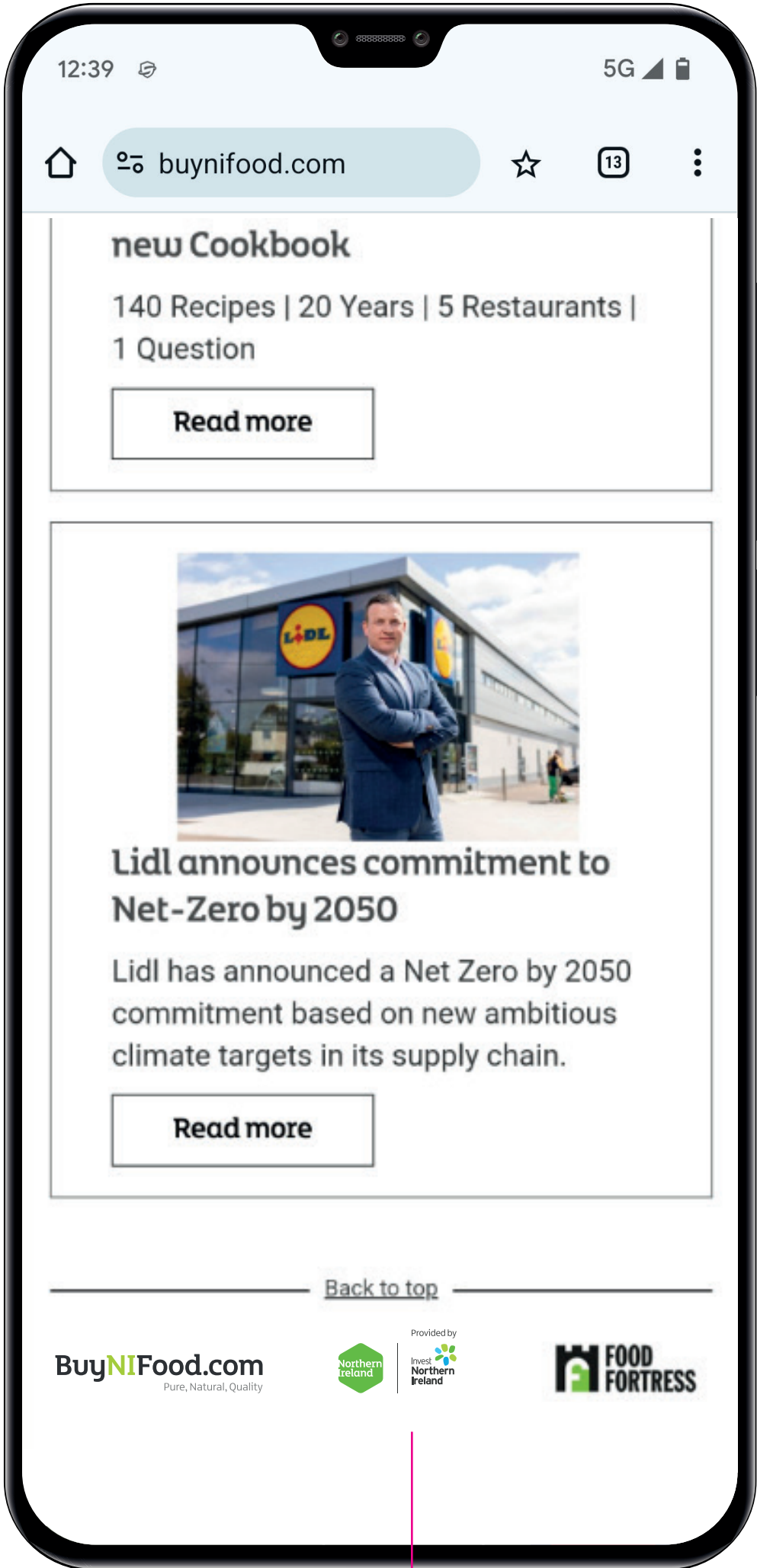
BuyNIFood.com website



Brand identity and dual Brand NI and Invest NI typographic lock-up sit side by side in the footer



BuyNIFood.com mobile website



Brand identity and dual Brand NI and Invest NI typographic lock-up sit side by side in the footer

BuyNIFood.com newsletter



Top of the newsletter

BuyNIFood.com

Pure, Natural, Quality

November 2024

Northern Ireland

Invest Northern Ireland

Provided by

Invest Northern Ireland

Dual Brand NI and Invest NI typographic lock-up at the bottom of the newsletter



Innovate NI leaderboard 728X90



The brand identity can also sit side-by-side on landscape formats for example leaderboards.

# THANK YOU

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

**[communications@investni.com](mailto:communications@investni.com)**