



Brand Northern Ireland Guidelines

2025 Edition



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Section 1

Brand positioning

Our ambition

Purpose of the brand guidelines

Who is our audience?



Our ambition

At Invest NI, our mission is to put Northern Ireland on the global business stage. This is a place where businesses can thrive, and we're here to make sure the world knows it.

As part of the Department for the Economy, we work tirelessly to showcase Northern Ireland's unique advantages – its strategic location, competitive costs, skilled workforce and seamless GB and EU market access. We help international companies see why Northern Ireland is the ideal place to expand, grow or source products and services. By bringing in high-quality foreign direct investment and increasing exports, we're creating wealth and opportunities that benefit everyone.

Our brand guidelines play a crucial role in this by ensuring that all communications project the right image. This document is our blueprint for building a strong and compelling brand. If we follow it to the letter, we'll enhance brand recognition for Northern Ireland on the global stage.



Northern Ireland



Purpose of the brand guidelines

The 'Brand NI' guidelines are here to help us make sure every interaction with our audience leaves a positive, lasting impression.

A brand isn't just about a logo or colour scheme. It's what people think and feel about us, the stories they share, the trust they build, and how they see us in their world. Every email, chat, and social media post contributes to that bigger picture.

By following these guidelines, we can make sure Invest NI and Northern Ireland are seen as engaging, approachable and supportive. This makes it easier for people 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 reflects who we really are. This document is your guide to helping build and protect Brand Northern Ireland.

Recall & Recognition

Who is our audience?

This document is written with an international audience in mind. Business leaders are looking at Northern Ireland as a potential hub for investment, expansion or sourcing.

So, whether it's a an event, an advertising campaign or presentation, we want to make sure we stand out, that every interaction reflects our unique values and proposition.

We know that for many in our audience, English might be a second language, so we keep things clear, simple and free of jargon. This makes life easier for our audience, it helps differentiate us from competitors, and it makes our messages more enjoyable to read, which means those messages are more likely to be remembered.

By tailoring our messages to an international audience, it helps them engage with us, like us and trust us as a potential business partner.



Section 2

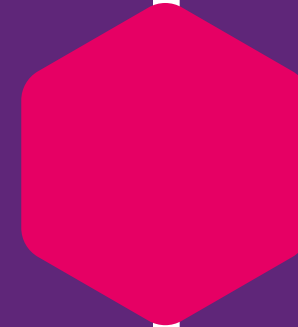
Our brand voice

Our brand voice

Adjusting our tone

Voice examples

Writing rules





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 to us face-to-face at a casual networking event. It should feel more like a conversation than typical corporate writing. It’s still professional, but it’s more relaxed and personal and we can let a bit of personality shine through.

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 their businesses – 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 the potential in their business 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.

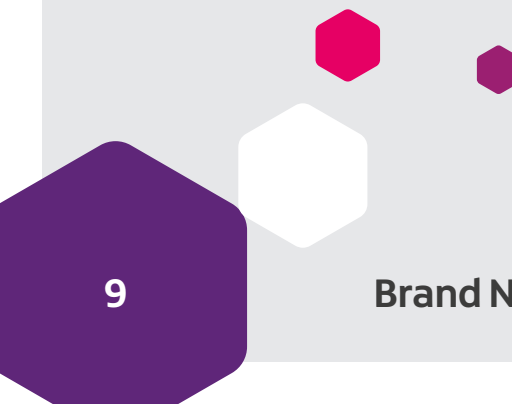
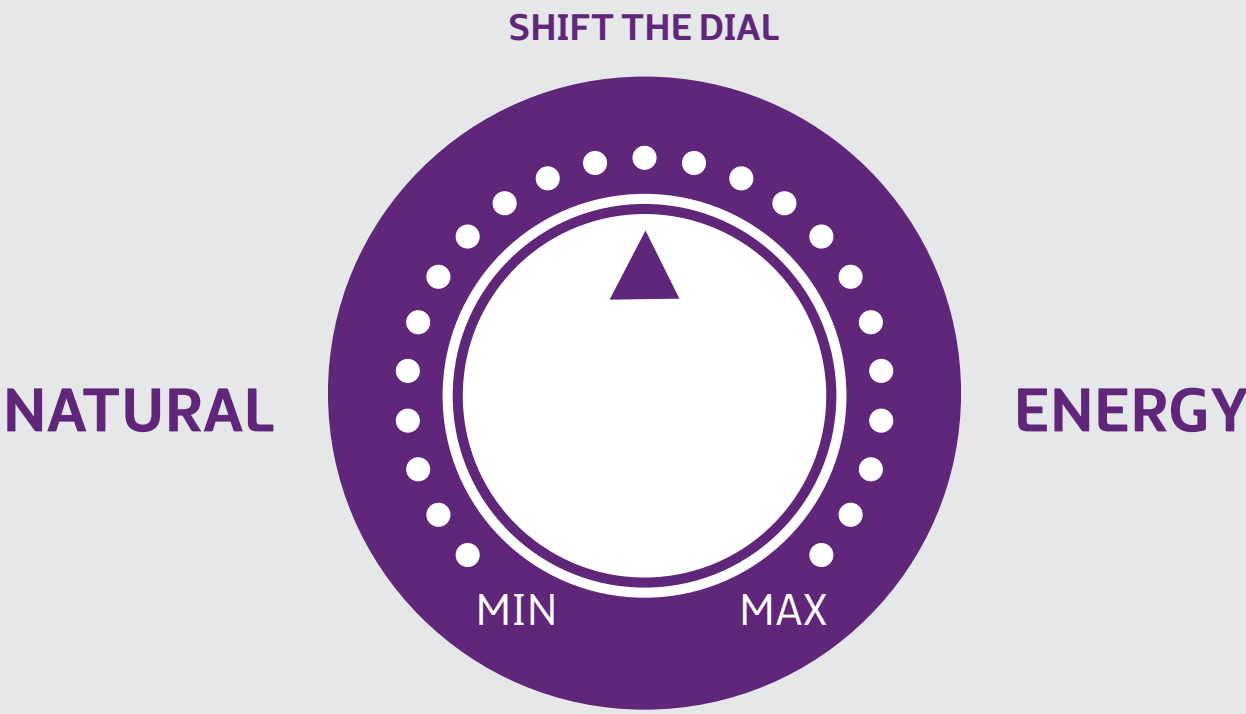
There are times when a more straightforward and functional tone is necessary. For example, when discussing technical information, it’s important to focus on clarity. In these situations, we maintain a warm and natural tone but keep it straightforward.

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.





Voice examples

Before: “Our agency offers various programmes to assist businesses with growth and development.”

After: “Let’s help your business grow in Northern Ireland. Our support can make your expansion easy.”

Before: “Northern Ireland is an ideal location for companies due to its strategic position and skilled workforce.”

After: “Why Northern Ireland? It’s the ideal base for your global operations, with skilled talent and a location that connects you to the world.”

Before: “Our goal is to attract more international companies to invest in Northern Ireland.”

After: “We want to attract international businesses by shining a spotlight on every advantage Northern Ireland offers them.”

Before: “We have an established track record as a global business partner, exporting to over 100 countries.”

After: “In over 100 countries worldwide, businesses like yours already trust our products and our partnership.”



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 Northern Ireland offers. Highlight success stories and potential for growth.

Be inclusive

Use language that is welcoming and accessible to a global audience. Avoid idioms or expressions that may not translate well.

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 deeply 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 soft-landing support” rather than “We offer soft-landing support”.

Handy tip

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

Section 3

Brand assets

Brand toolkit

Our logo

Hex graphic device

Holding device

Colour palette

Colour contrast for digital

Iconography



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 and 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



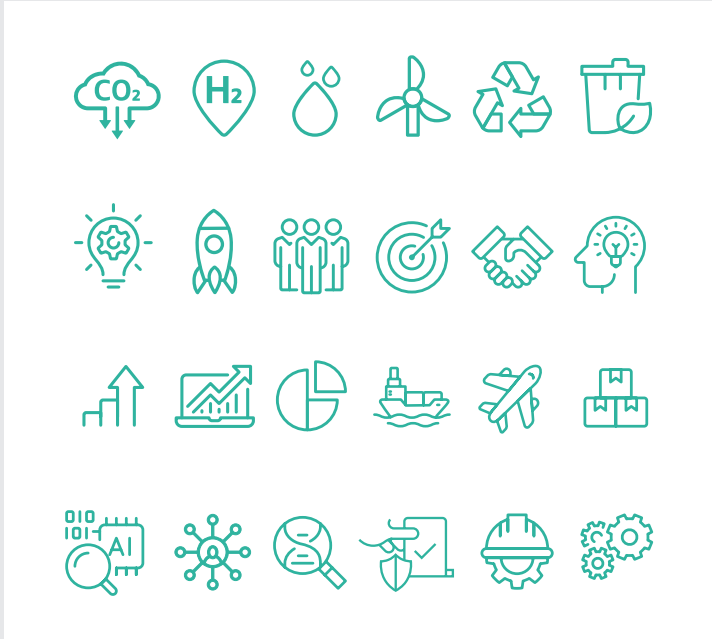
Hex graphic device
Pages 17-19



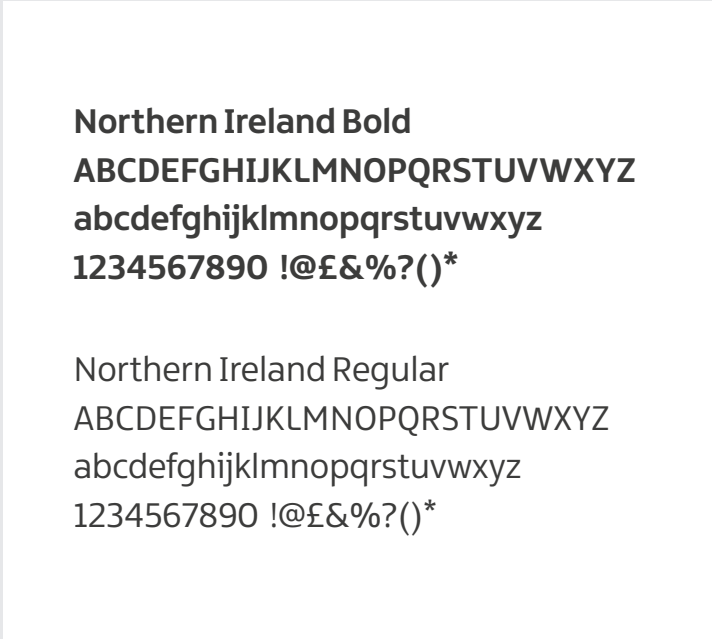
Holding device
Pages 20-21



Colour palette
Page 22-23



Iconography
Pages 24-25



Typography
Pages 26-30



Photography
Pages 31-32

Our logo

The hexagonal shape immediately grounds the logo in something proprietary to Northern Ireland. This is reinforced by the use of the distinctive Northern Ireland typeface. The effect is to create an iconic brand identity which is instantly recognisable as ours.

Please use original artwork files.



White version

The white version on a colour or image background is our primary choice for communications.



Charcoal version

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



Logo type version

This logo version should only be used when the minimum size cannot be adhered to.



Solid colour options

Solid colour options are available when the image has enough contrast to allow effective placement.

The colour choice must follow the guidance in the general awareness and sector colours and design examples sections.



Our logo

To ensure legibility and maximum impact the logo has a clear space area and minimum production size limits.



Clear space

The logo has a hexagonal exclusion zone that sets aside the area which no other logo, branding element or text may enter. This ensures the logo has enough space around it for maximum stand-out.

The hexagonal zone that extends out from the logo to a distance equal to double the width of the 'N' in the logo.



10mm

Minimum size – print

The logo should not be produced at less than 10mm wide on any print communications.

Northern Ireland

Use the logo type version if the minimum sizes doesn't work for the format.



45px

Minimum size – screen

The logo should not be produced at less than 45px wide on any screen communications.



Our logo

These examples demonstrate how the logo should and shouldn't be applied.



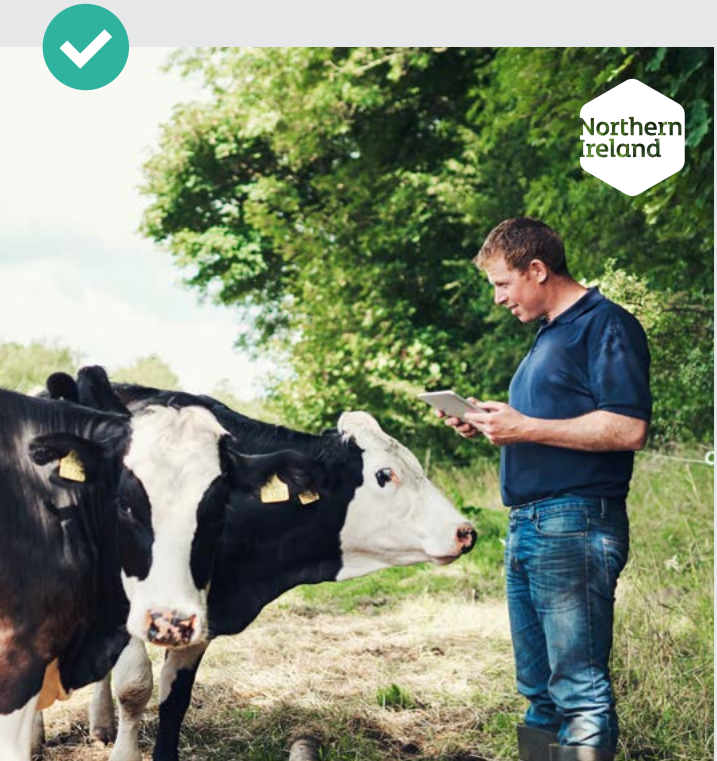
The logo should be applied to the top-right or bottom-right for consistency. There may be some exceptions to this rule, when the design format requires a different layout.



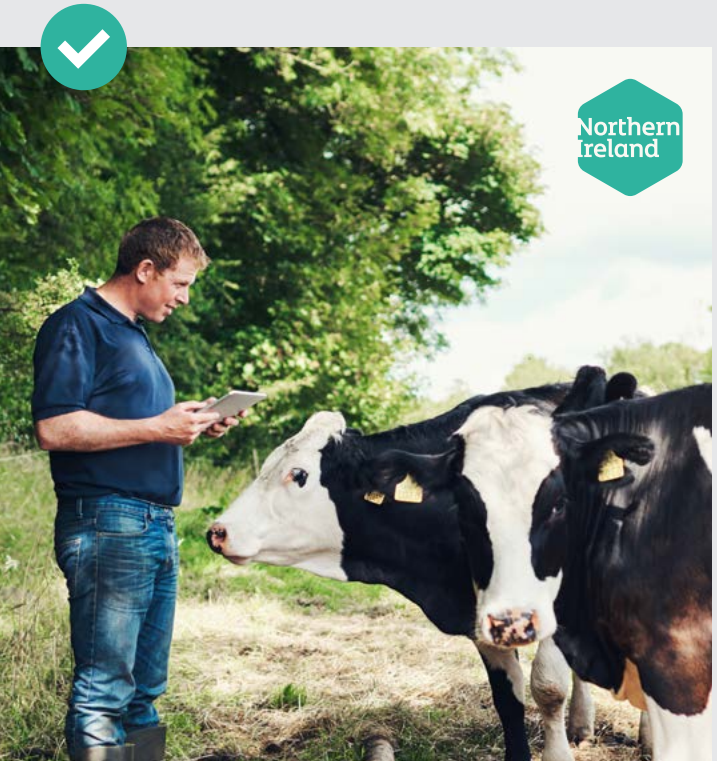
White logo, bottom-right on colour holding device.



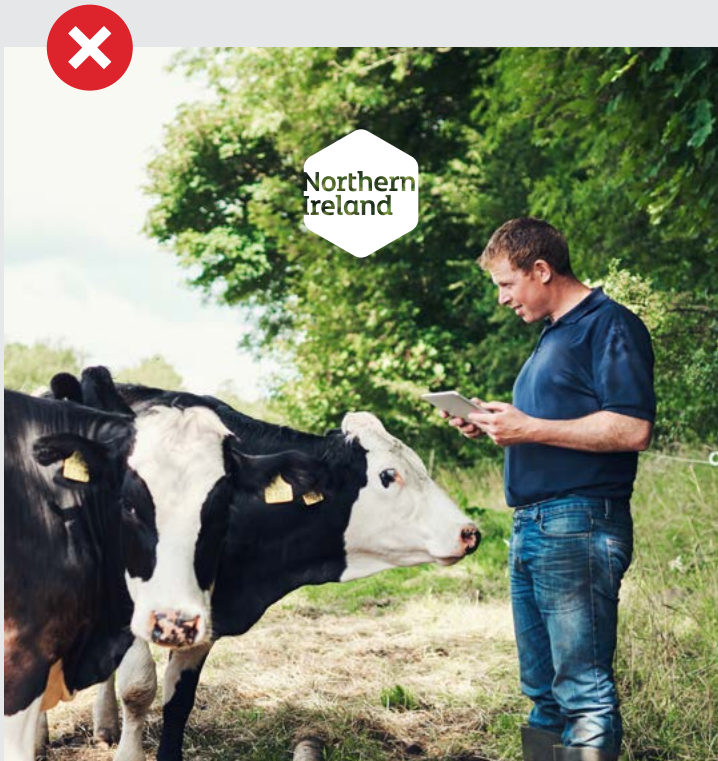
White logo, top-right on colour holding device.



White logo over dark area of an image.



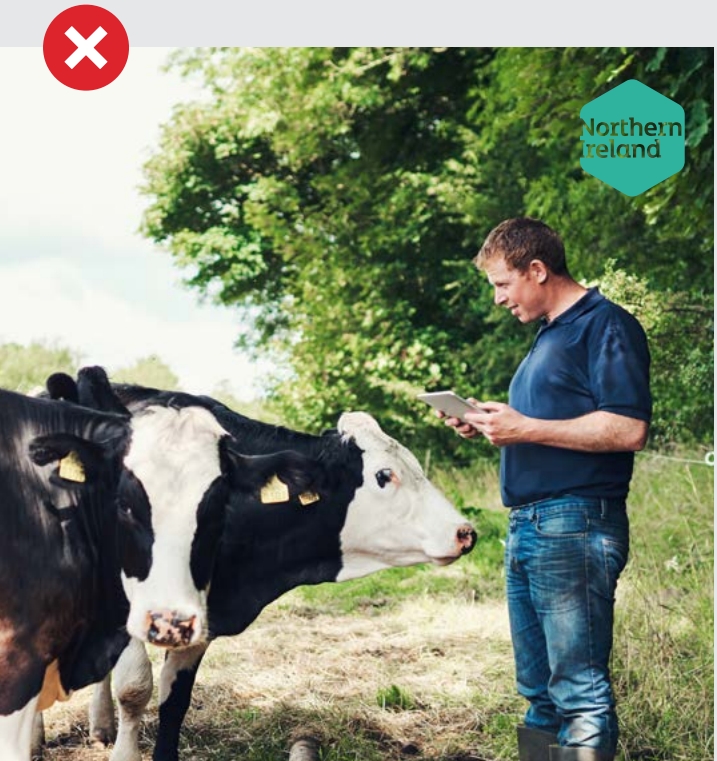
Colour logo on an appropriate area of the image that ensures legibility.



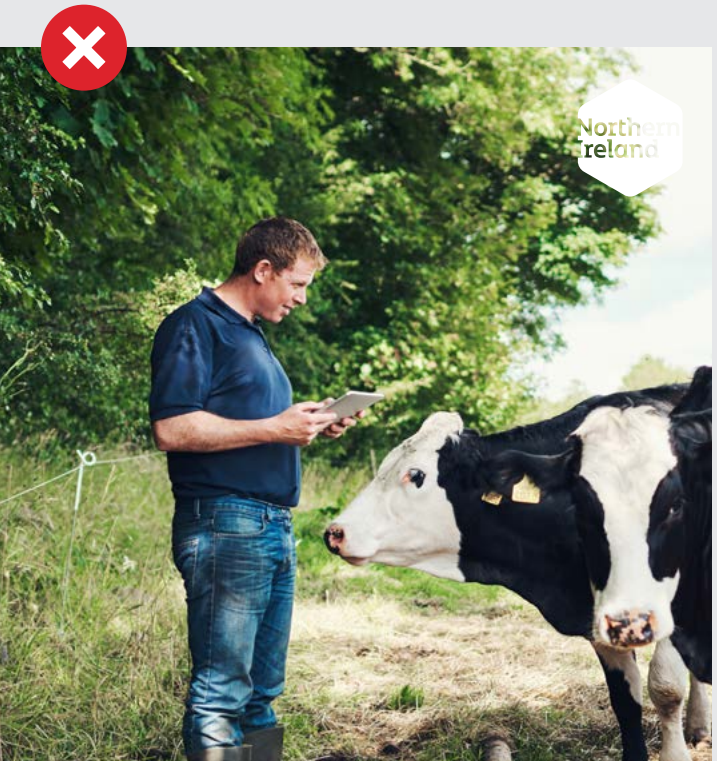
Don't place the logo in the centre of the format unless there's a valid reason.



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

Taking the hex shape from the Brand NI logo, we have created a distinctive graphic device.

The hex graphic helps create a contemporary look and allows us to highlight people, places and products within all 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.

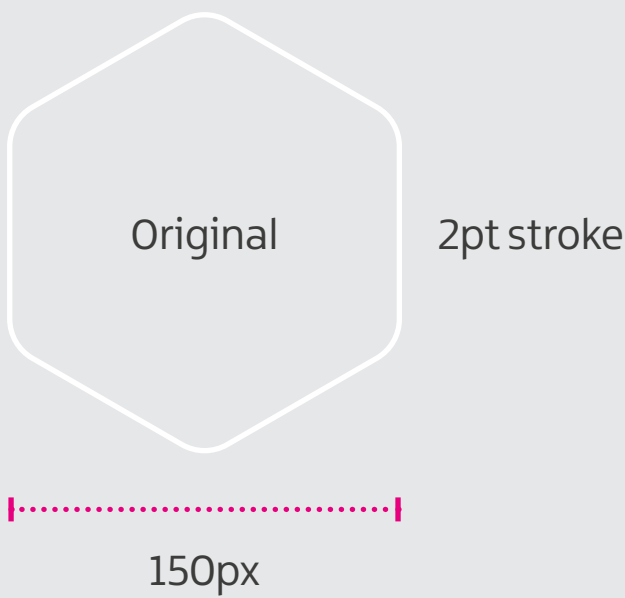


The hex keyline is integrated into the photography to help highlight areas and create a modern style.



Hex graphic device

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



Hex keyline

To maintain a consistent stroke width when applying the hero hex keyline, artwork should be sized from this original example of 150px wide with a 2pt 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.



Sections of the image are clipped out and overlaid 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%.

The hero hex should always be in white.



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.

The bottom section of this hex graphic has been blurred to create a reflection in the water. This adds an extra element of integration with the image.

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.





Hex graphic device

The hex keyline should be applied wherever possible to highlight the person, place or product within hero photography. However, there might be instances when it becomes too distracting and takes away from the impact of the image or document. In this case only the hex burst graphics should be applied.



The hex keyline highlights the product well in this example.



The hex keyline has not been applied to this image, as it becomes too distracting over the image.



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.

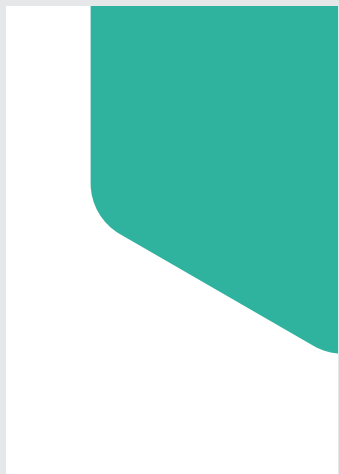


Hex cropped

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



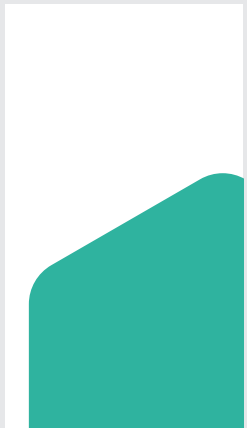
Print A4



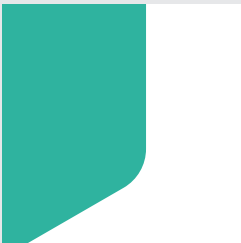
Digital 16:9



Digital 9:16

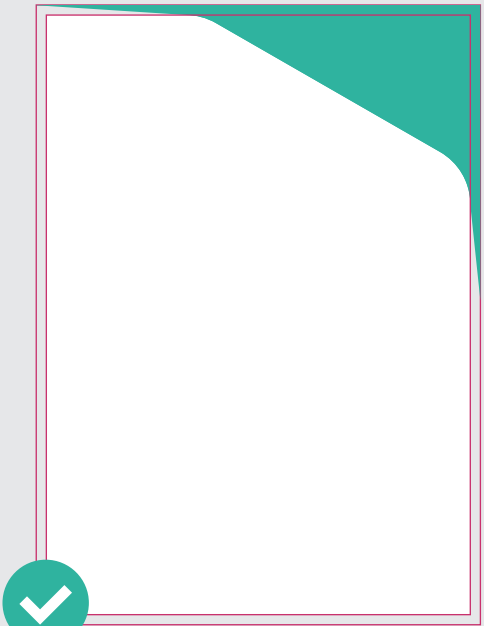


Digital 1:1



Bleed for print

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



Rotated hex cropped

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



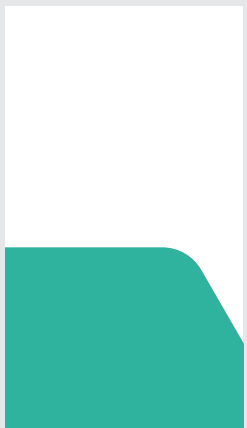
Print A4



Digital 16:9



Digital 9:16



Digital 1:1

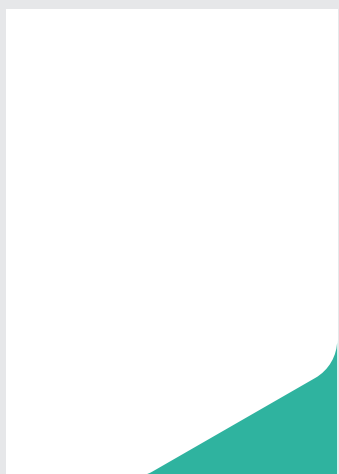


Hex section

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



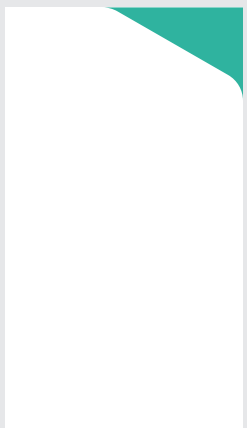
Print A4



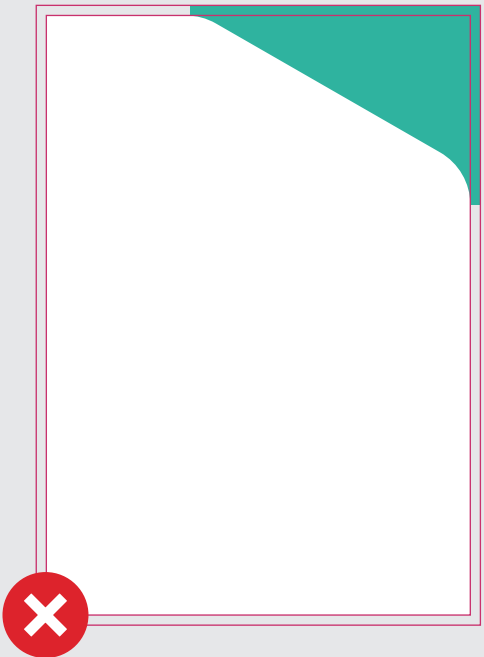
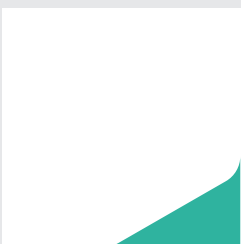
Digital 16:9



Digital 9:16



Digital 1:1





Holding device

These examples demonstrate how the holding devices can work over a full bleed image. The first example below shows that designs can also be created without any holding device.



Full image with logo.



Coloured hex section with logo.



Negative hex section with logo.



Headline over image with logo on holding device.



Headline over cropped hex.





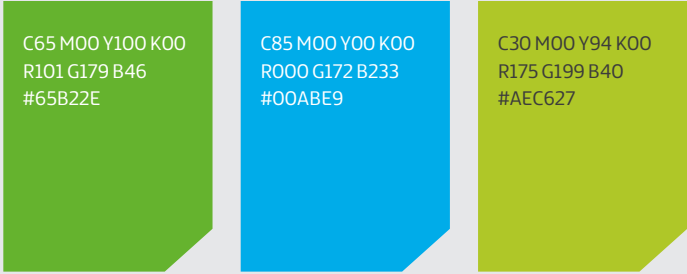
Colour palette

Our brand colour palette is made up of primary colours and secondary colours. The primary colours are applied to general awareness messaging and the secondary colours have been chosen to help create identities across the different sectors.

See Section 7, page 35–36 for International Business - FDI and Trade colour application.

See Section 8, page 37–49 for sectors colour application.

Primary colours



Secondary colours



Our primary colours are the original blue and greens from the Invest NI logo. This will help create synergy with Brand NI and Invest NI.

The secondary colour palette has been selected to add a vibrant and modern look to the brand. These colours allow each sector to have its own colour identity.



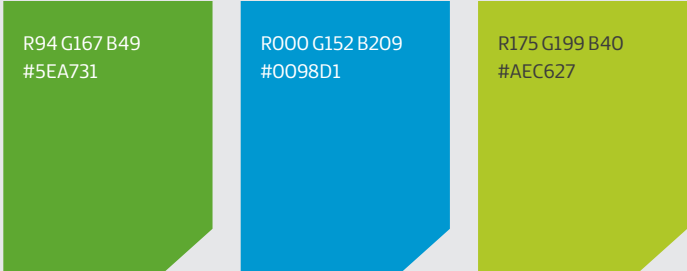
Colour contrast for digital

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.

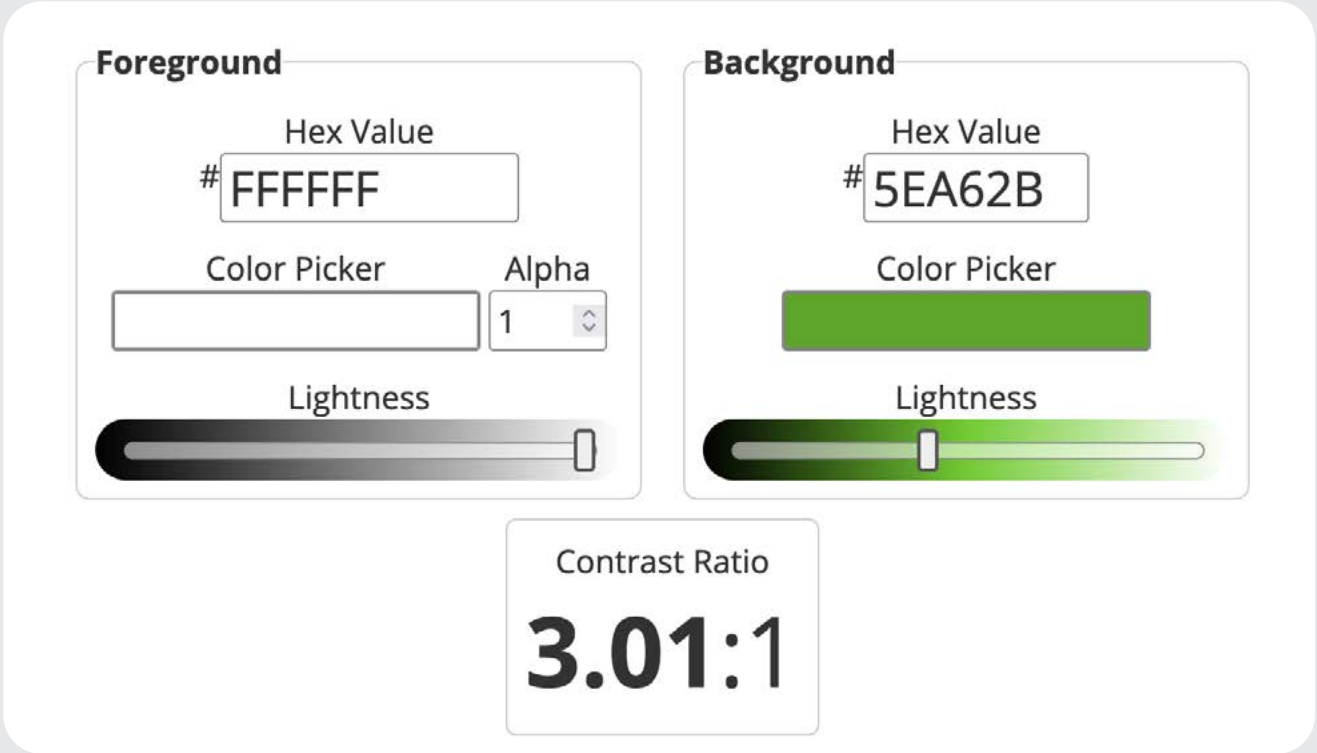
There are various online tools available to check the contrast between different colours for screen. If necessary our colours can be darkened to meet AA standards.

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

Primary colours adjusted for screen accessibility



The first two colours have been adjusted to hold white text and graphics.



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.



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.



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 to reinforce the sector or campaign concept.



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 feel there are too many hexagons in the design, they can be placed without a hex or in a circle to help balance the flow.



The primary design approach will be to use photography, however this won't always be possible, especially with smaller digital formats and this is where icons can be used to hero the sector or concept.

Section 4

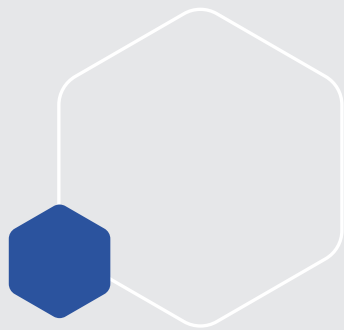
Typography

Our typeface

Headline style

Typography principles





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





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 the Brand NI headlines will be set in sentence case and should be no longer than 5-10 words. We have developed the hex arrow holding-device to highlight words and phrases. The headlines 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.

Headlines are set in sentence case



Hex arrow

The hex arrow has been created by combining a rounded rectangle and rotated hexagon graphic.

Designers should work from original artwork.

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.

Bold font headline

**Northern Ireland’s
green economy**

Bold and regular font headline

Precision medicine
from world experts

Headline examples

We offer first-rate
global services

World-class **technology** experts

Spacing

It’s important to maintain consistent spacing when working with the hex arrow. Please follow the set-up guidance below.

We offer first-rate
global services

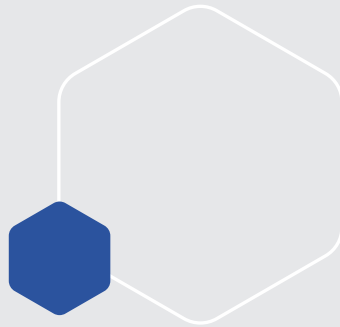


This example is 36pt on 45pt leading. The hex arrow is 255 x 40px

World-class **technology** experts

Double-space

Triple-space



Headline style

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

World-leading experts in finance

Fes cus halatus ili furo based ina publin telin

Find out more



World-class cyber security experts

Fes cus halatus ili furo based ina publin telin

Find out more



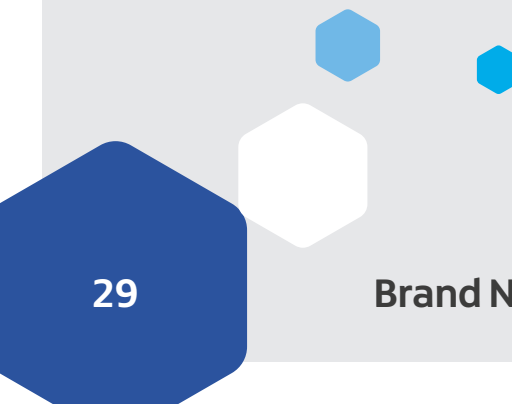
We have some of the best food and drink in the world

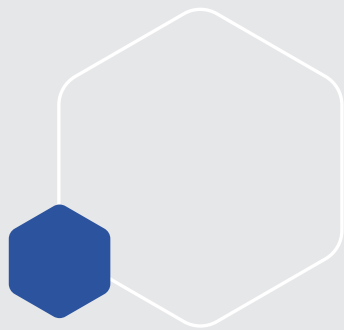
Fes cus halatus ili furo based ina publin

Find out more



Sub-headlines and supporting copy should be left-aligned – **do not** align the supporting copy with the hex arrow edge.





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.

Sentence case

Sentence case is our default.



Left aligned copy is our default.

This headline is
22pt with 28pt leading

Allow extra leading (line spacing) for the hex arrow in headlines.

This sentence is 16pt type with
18pt leading

Allow enough leading between body copy for comfortable reading.

The minimum size for copy on digital formats is 14pt 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 max of -20 for headlines.



Section 5

Photography



Photography

The photography style focuses on people, place and product. These are contemporary and authentic landscapes and portraits.

The location shots should be vibrant and full of energy. These can be a mix of evening and daytime shots. Daytime images should be shot in bright conditions to enhance the visual impact.

The portraits are focused on ‘doing’, showing skilled people working in modern, dynamic environments. These shots help demonstrate the talent and personality of the people within Northern Ireland. Always consider diversity, such as gender, age, ethnicity and disability when selecting images.

Include people in product shots whenever possible.

Stock images can be used when authentic business 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.



Section 6

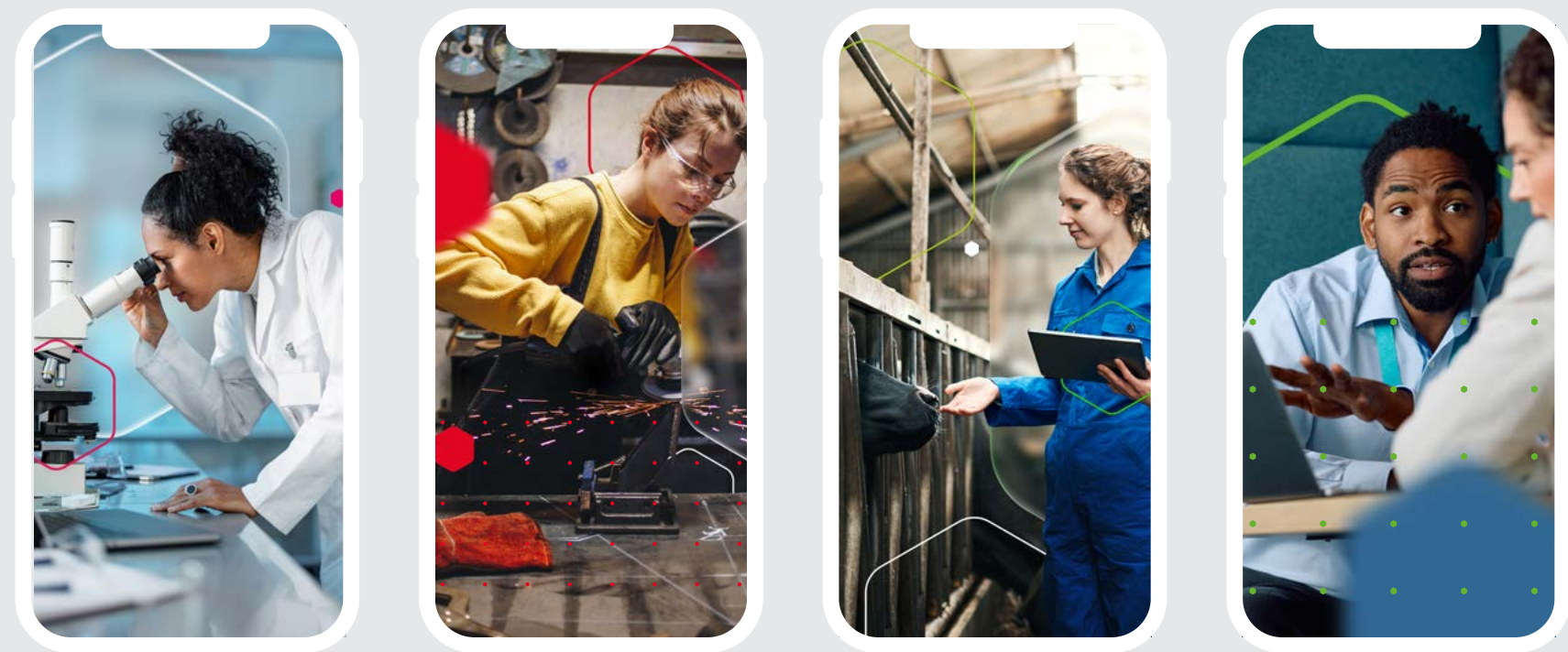
Video

Video

Our video content should follow the same rules as the photography and iconography sections. The emphasis should be on people, places and products. 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 glass effect hex graphics add to the sense of depth and texture in the footage and add movement to any still photography that is being used.

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



Fintech sample storyboard



The glass effect hex device should only be used on motion graphics.

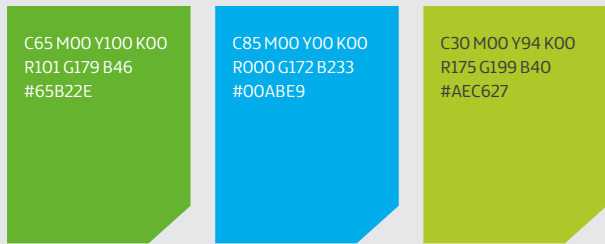


Section 7

International business – FDI and trade colours and design examples

Colours and design examples

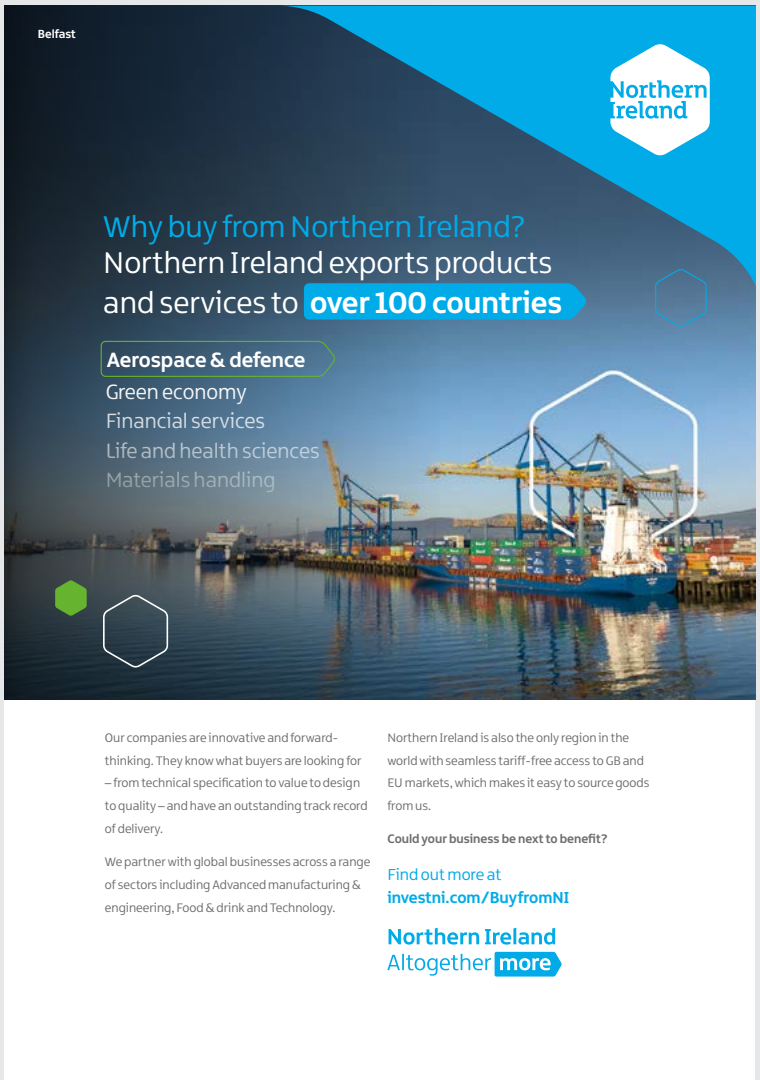
These examples demonstrate how the primary colours can be applied to international business, FDI and trade messaging.



All international business, FDI and trade communications will be created using either the primary blue, greens or a combination of these colours.



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



Northern Ireland Altogether **more**

Northern Ireland. Altogether **more**

The “**Altogether more**” platform perfectly captures Northern Ireland’s overarching proposition. When you combine all the key factors that drive decisions in foreign investment and trade – things like product quality, expertise, talent, cost-efficiency, regulatory compliance and so on – they become compounding benefits and make Northern Ireland extremely attractive. And, when you add recent developments like our unique dual market access, the platform is more credible than ever – Northern Ireland truly offers businesses “altogether more” than our competitors.

This can be applied where space allows and the marketing team feel it elevates the message.

There is a stacked and landscape version available.

Section 8

Sector colours and design examples

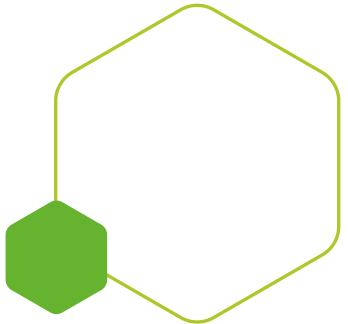
Sector colours

Colour applications

Design examples



Sector colours



Advanced manufacturing and engineering

Aerospace, defence and space

Materials handling

Construction

Green growth and renewable energy

C90 M68 Y00 K04
R43 G83 B158
#2B529D

C97 M89 Y14 K12
R44 G51 B118
#2B3276

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C79 M17 Y39 K02
R04 G153 B158
#04999E

C00 M027 Y100 K03
R247 G187 B000
#F68B00

Aerospace, defence and space

Interiors

Structures

Supply chain

C79 M17 Y39 K02
R04 G153 B158
#04999E

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C00 M027 Y100 K03
R247 G187 B000
#F68B00

Materials handling

Mining and construction

Recycling

Handling equipment and vehicles

Supply chain

C97 M89 Y14 K12
R44 G51 B118
#2B3276

C79 M17 Y39 K02
R04 G153 B158
#04999E

C00 M027 Y100 K03
R247 G187 B000
#F68B00

Construction

Construction contractors

Manufactured construction products

Construction services

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C90 M68 Y00 K04
R43 G83 B158
#2B529D

C00 M027 Y100 K03
R247 G187 B000
#F68B00

Agri-tech and agri-food

Agri-tech

Agri-machinery

Animal health

Renewable energy

Supply chain

C78 M00 Y75 K00
R00 G171 B102
#00AB66

C69 M51 Y00 K00
R96 G121 B187
#5F78BA

C97 M89 Y14 K12
R44 G51 B118
#2B3276

Food and drink

Meat

Dairy

Drinks

Other

C00 M027 Y100 K03
R247 G187 B000
#F68B00

C00 M68 Y100 K00
R237 G107 B06
#ECC6A05

C57 M13 Y00 K00
R112 G184 B231
#6F87E6

Financial services

Fintech

Asset and wealth management

Banking and capital markets

Governance, risk and compliance

Insurance and assurance

C83 M53 Y23 K07
R53 G104 B147
#346792

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C57 M13 Y00 K00
R112 G184 B231
#6F87E6

Global business services

Customer experience

Finance and accounting

Technical support

Human resources

C00 M100 Y30 K00
R229 G000 B100
#E50064

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C72 M00 Y46 K00
R47 G179 B159
#2E126F

Professional and legal services

Legal services

Accounting

Management consultancy

Tech for legal services

C00 M68 Y100 K00
R237 G107 B06
#ECC6A05

C20 M92 Y30 K00
R201 G49 B109
#C8316D

C78 M00 Y12 K01
R95 G38 B121
#5F2678

Technology

Cyber security

AI and data analytics

Sports technology

Telecom, mobile and data networks

IT services

Govtech

Smart cities

C02 M09 Y94 K00
R221 G35 B44
#DC222C

C00 M100 Y80 K38
R161 G13 B29
#A00D1D

C00 M027 Y100 K03
R247 G187 B000
#F68B00

Cyber security

C33 M100 Y48 K52
R000 G000 B000
#680F31

C07 M09 Y54 K00
R221 G35 B44
#DC222C

C00 M027 Y100 K03
R247 G187 B000
#F68B00

Creative technology

Animation

Gaming

Edtech

Interactive content

Film and TV production

C78 M100 Y12 K01
R95 G38 B121
#5F2678

C00 M100 Y30 K00
R229 G000 B100
#E50064

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

Life and health sciences

Precision medicine

Pharma and biotech

Clinical trials

Diagnostics

Medtech

C60 M18 Y00 K00
R97 G162 B208
#61A2D0

C79 M17 Y39 K02
R04 G153 B158
#04999E

C00 M100 Y30 K00
R229 G000 B100
#E50064

Green economy and renewable energy

Low carbon energy

Energy efficiency

Energy storage and intelligent energy systems

Water and waste water

Low carbon transport

Data centres

Waste and resources

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C30 M00 Y94 K00
R175 G199 B40
#AEC627

C79 M17 Y39 K02
R04 G153 B158
#04999E



Colour application

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

This example is for the creative technology sector.



Primary colour

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



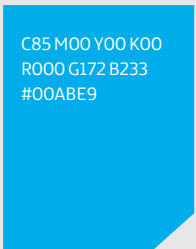
Secondary colour

The secondary colour supports and complements the primary colour.



Tertiary colour

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



Gradient colour

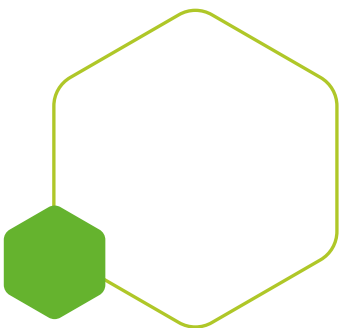
The gradient colour is available to add variation as an additional primary colour and can also be applied to graphic elements.



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



Advanced manufacturing and engineering



Advanced manufacturing and engineering

Aerospace, defence and space

Materials handling

Construction

Green growth and renewable energy

C90 M68 Y00 K04
R43 G83 B158
#2B529D

C97 M89 Y14 K12
R44 G51 B118
#2B3276

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C79 M17 Y39 K02
R04 G153 B158
#04999E

C00 M027 Y100 K03
R247 G187 B000
#F68B00

C79 M17 Y39 K02
R04 G153 B158
#04999E

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C00 M027 Y100 K03
R247 G187 B000
#F68B00

C97 M89 Y14 K12
R44 G51 B118
#2B3276

C79 M17 Y39 K02
R04 G153 B158
#04999E

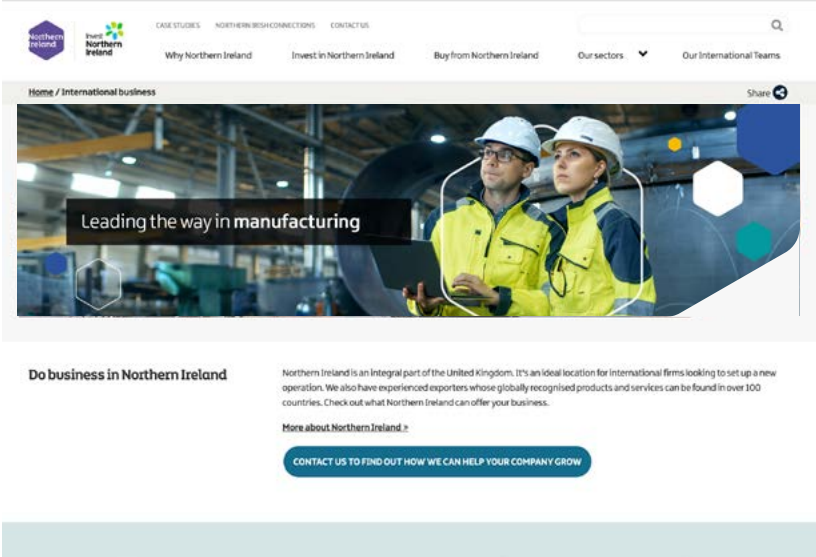
C00 M027 Y100 K03
R247 G187 B000
#F68B00

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C90 M68 Y00 K04
R43 G83 B158
#2B529D

C00 M027 Y100 K03
R247 G187 B000
#F68B00

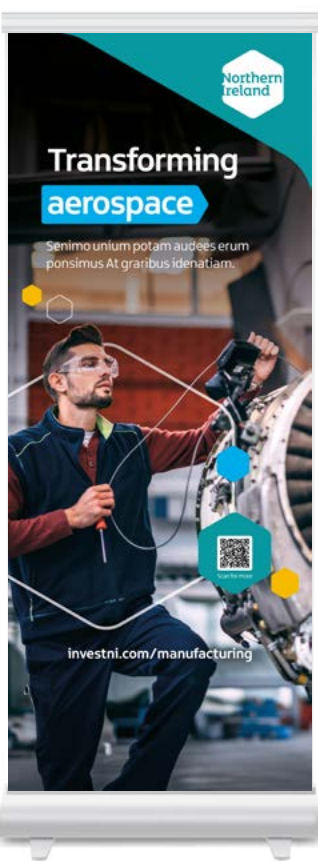
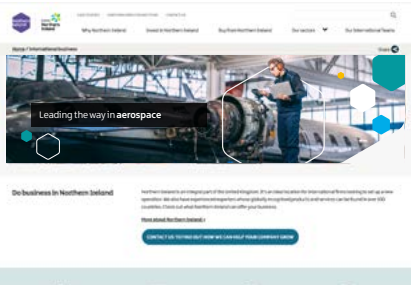
Advanced manufacturing and engineering



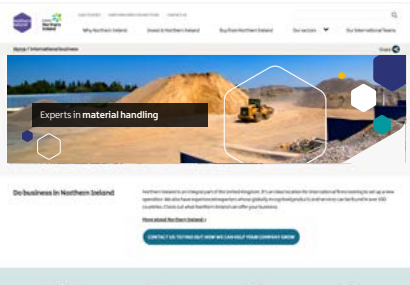
Aerospace, materials handling and construction fall under the AME sector, but due to the volume of communications for these important business strands they have warranted their own complementary colour palettes.



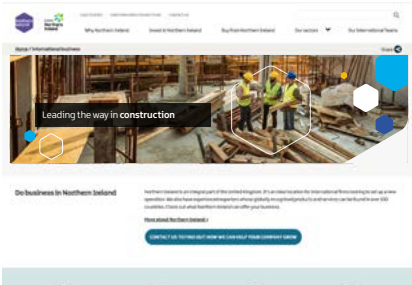
Aerospace, defence and space



Materials handling



Construction



Please note: these examples demonstrate design and colour application - not final approved sector messaging.

Agri-tech and agri-food colours and design examples

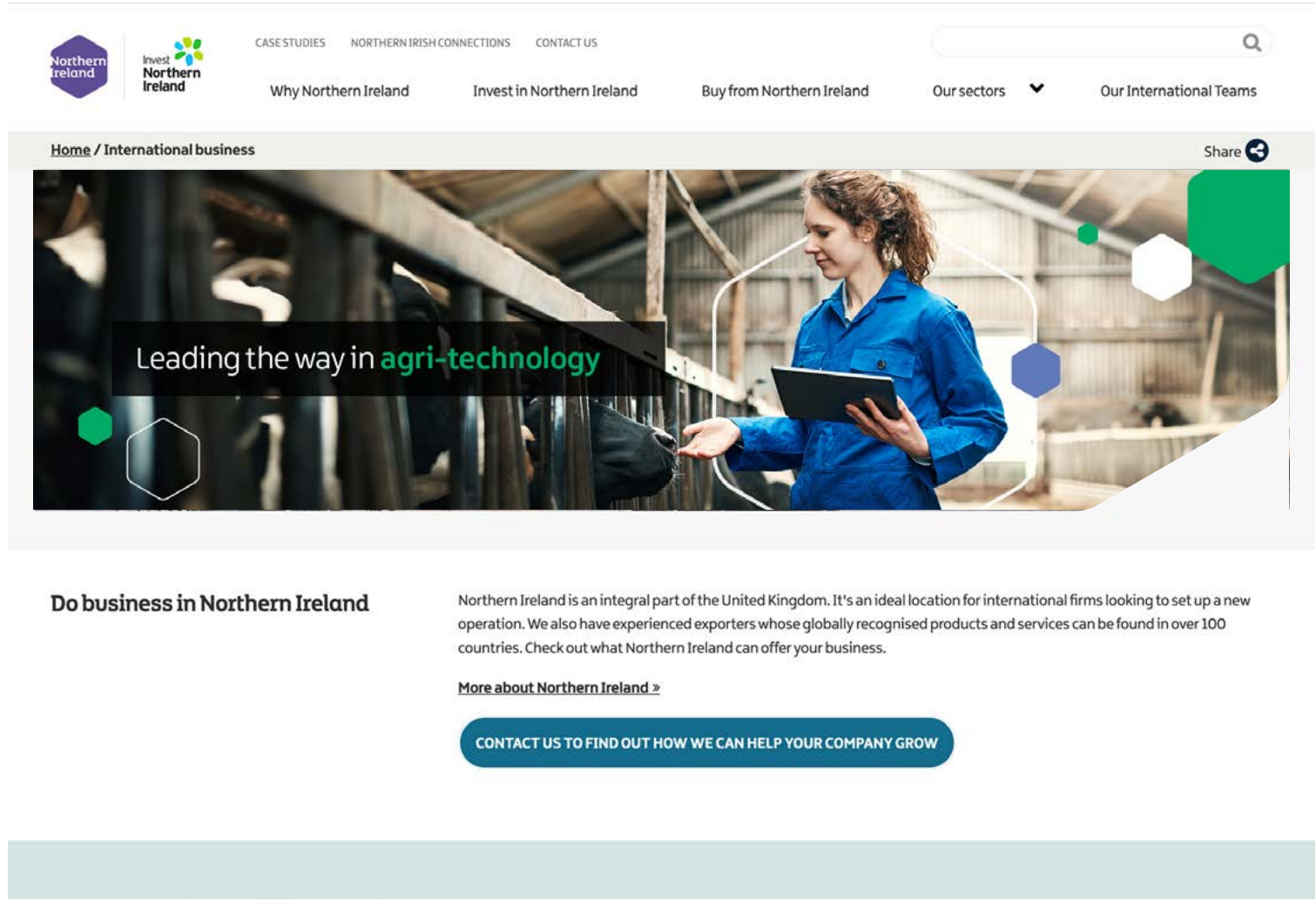
Sector strands

- Agri-tech
- Agri-machinery
- Animal health
- Renewable energy
- Supply chain



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.

Website banner



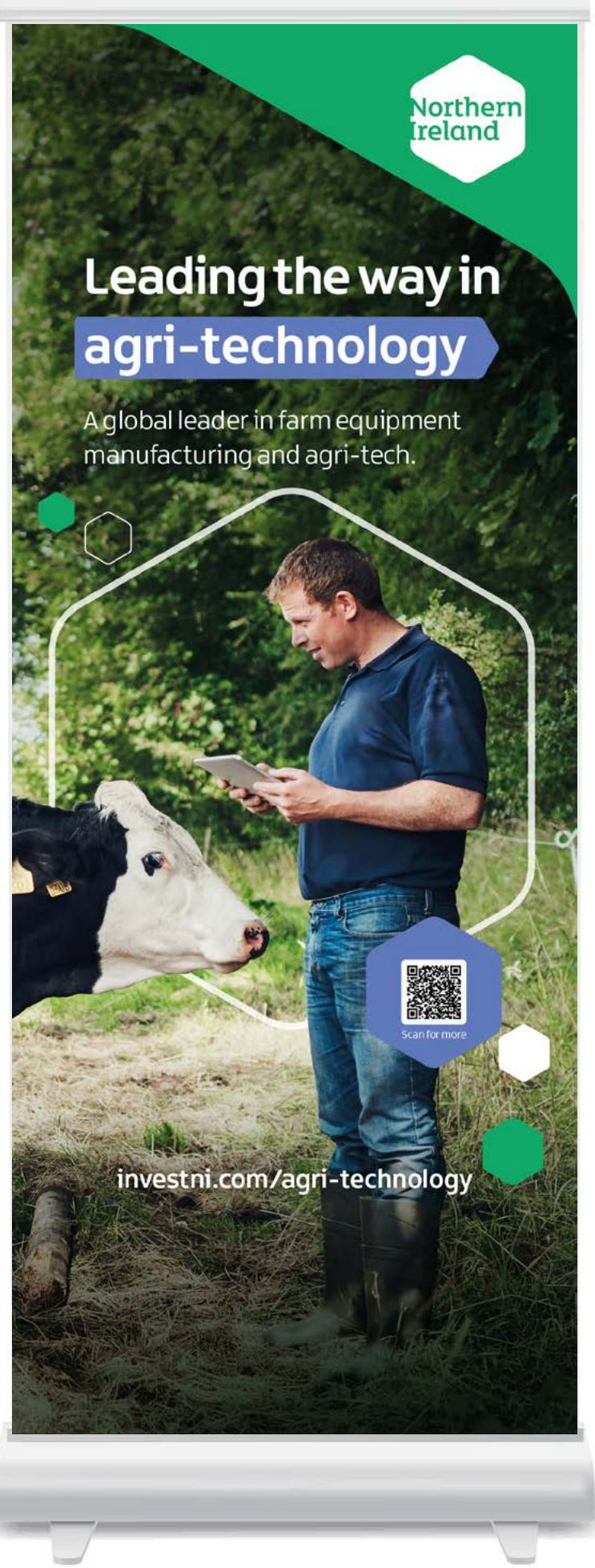
1:1 social post



A5 leaflet



Pull-up stand



Digital billboard advert



Food and drink colours and design examples

Sector strands

- Meat
- Dairy
- Drinks
- Other

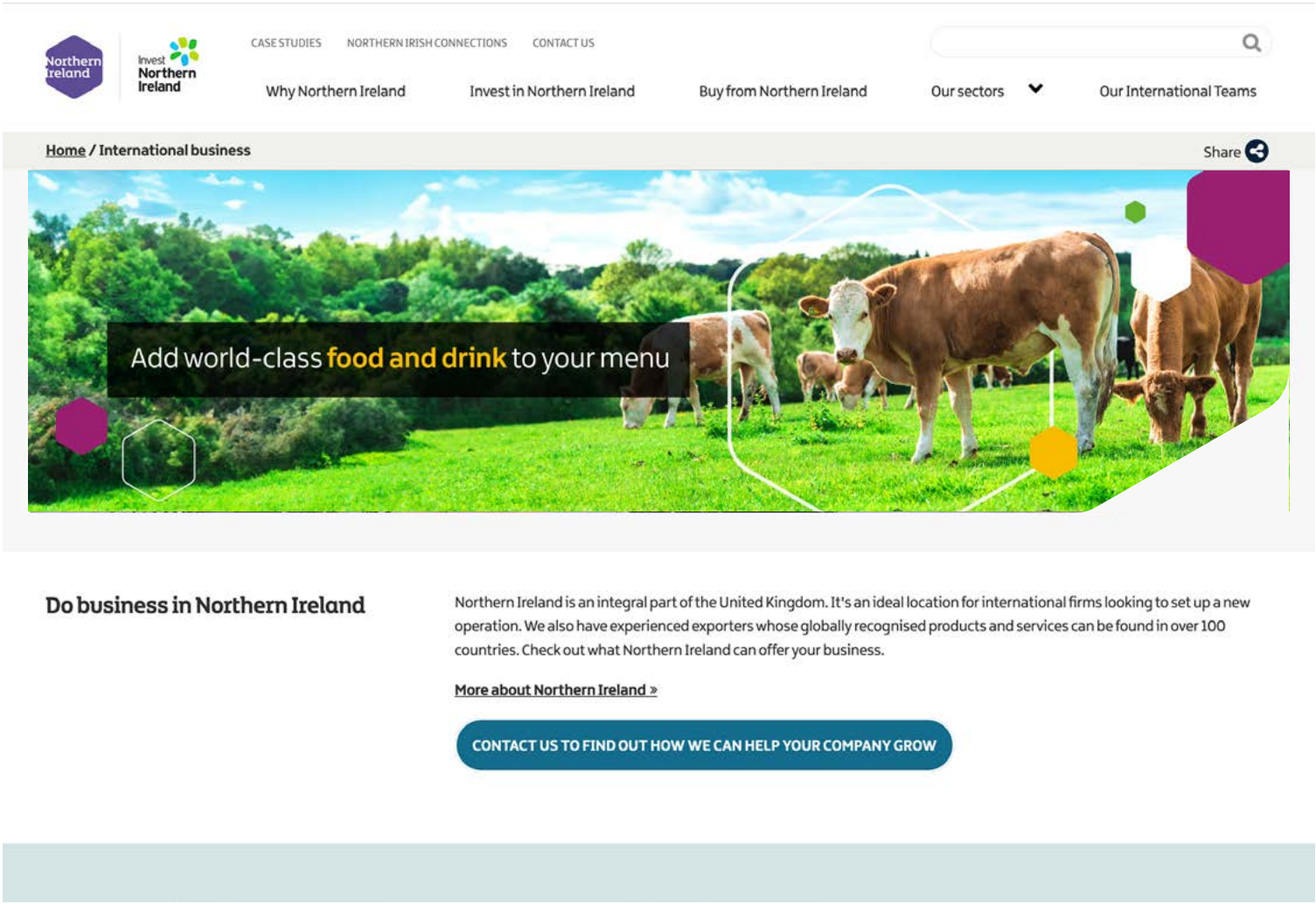


There should be a clear hierarchy with the use of colour. The primary colour should be at least 60% of the overall colour applied with the secondary colour being a supporting colour. The tertiary colour is an alternative to the secondary colour, it can also be used as a subtle accent colour. It doesn't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

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

The food and drink sector can also use the colours from the agri-tech and agri-food palette.

Website banner



1:1 social post



A5 leaflet



Digital billboard advert



Pull-up stand



Financial services colours and design examples

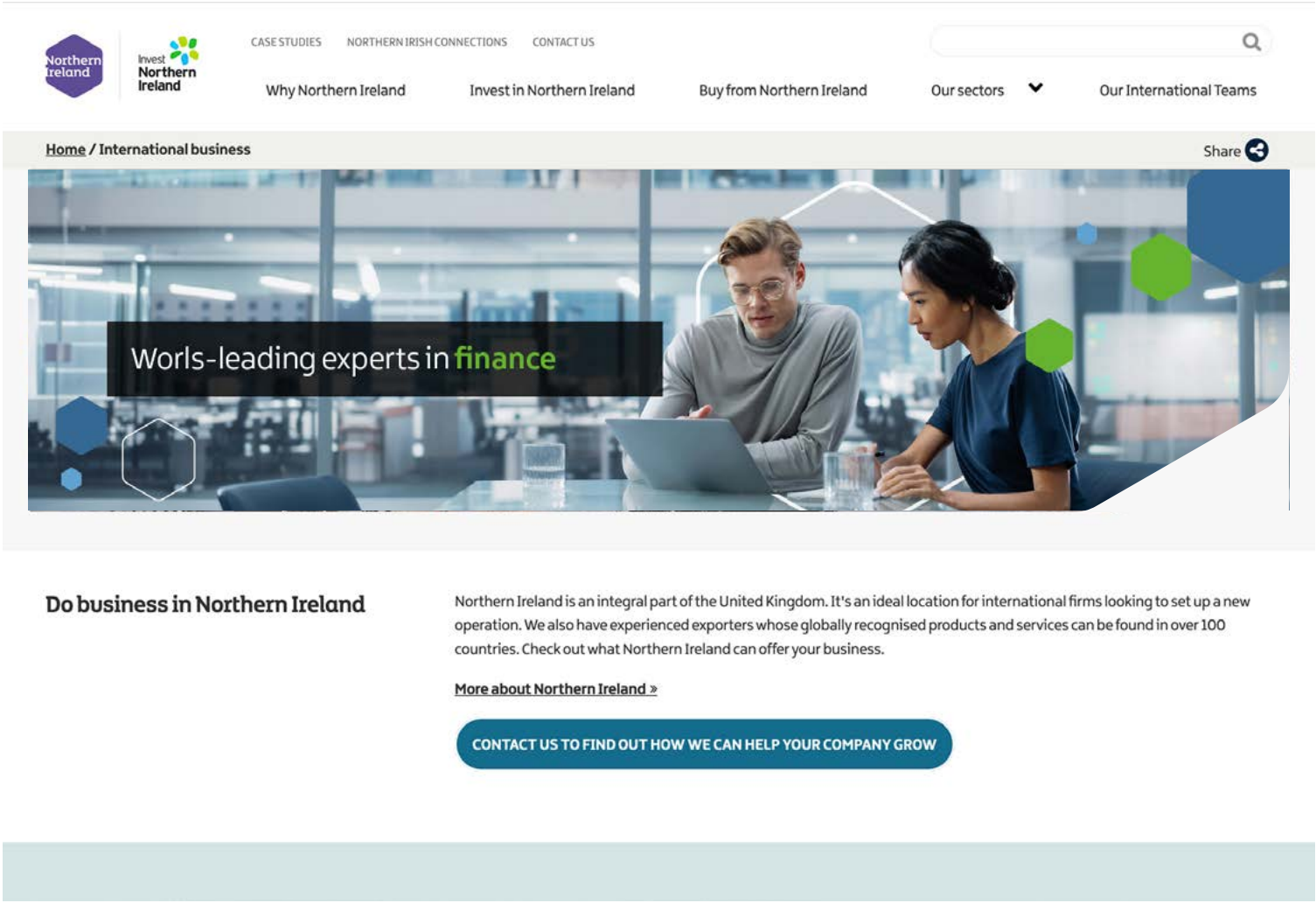
Sector strands

- Fintech
- Asset and wealth management
- Banking and capital markets
- Governance, risk and compliance
- Insurance and assurance



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.

Website banner



1:1 social post



A5 leaflet



Digital billboard advert



Pull-up stand



Global business sevices colours and design examples

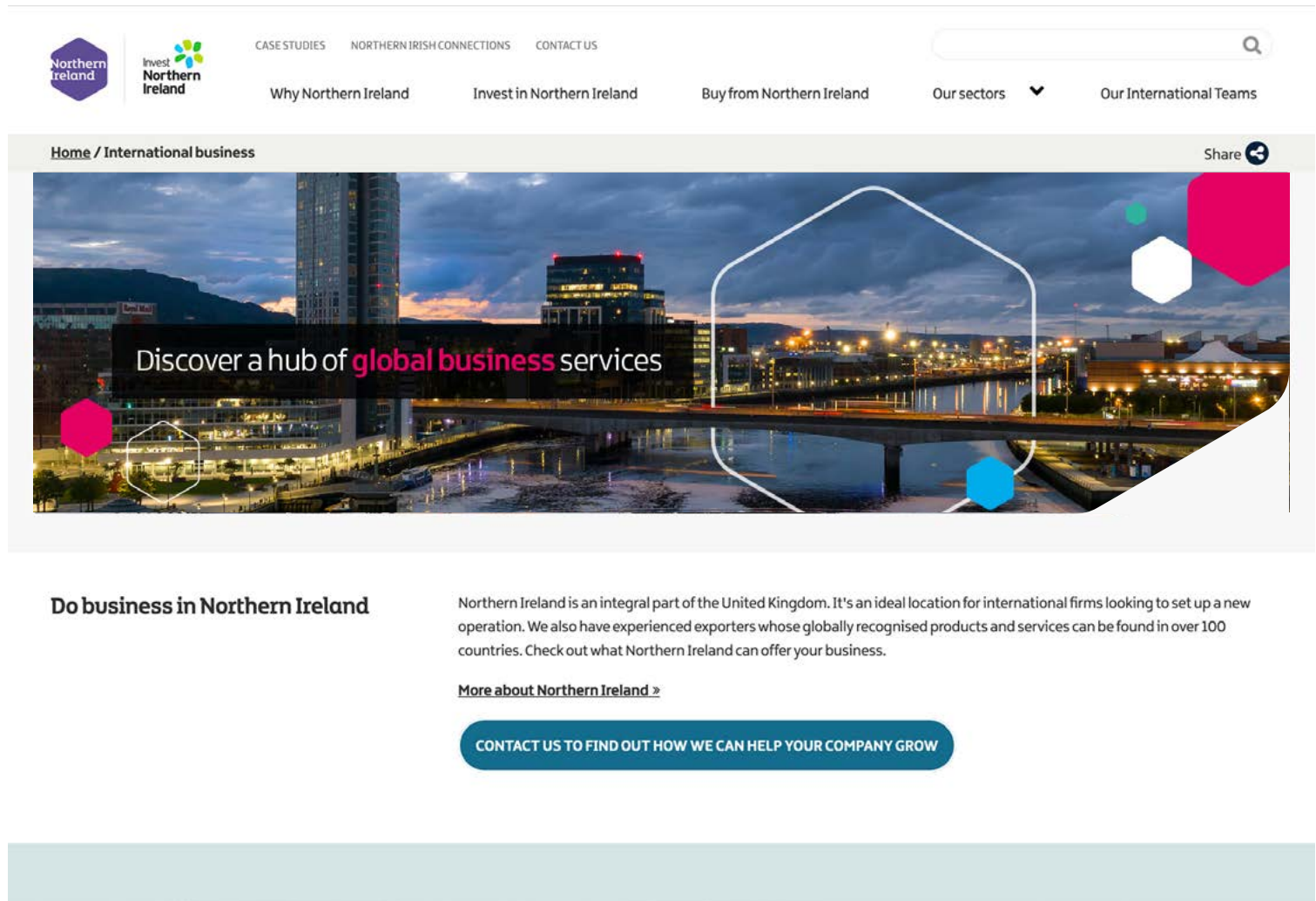
Sector strands

Customer experience
Finance and accounting
Technical support
Human resources



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.

Website banner



1:1 social post



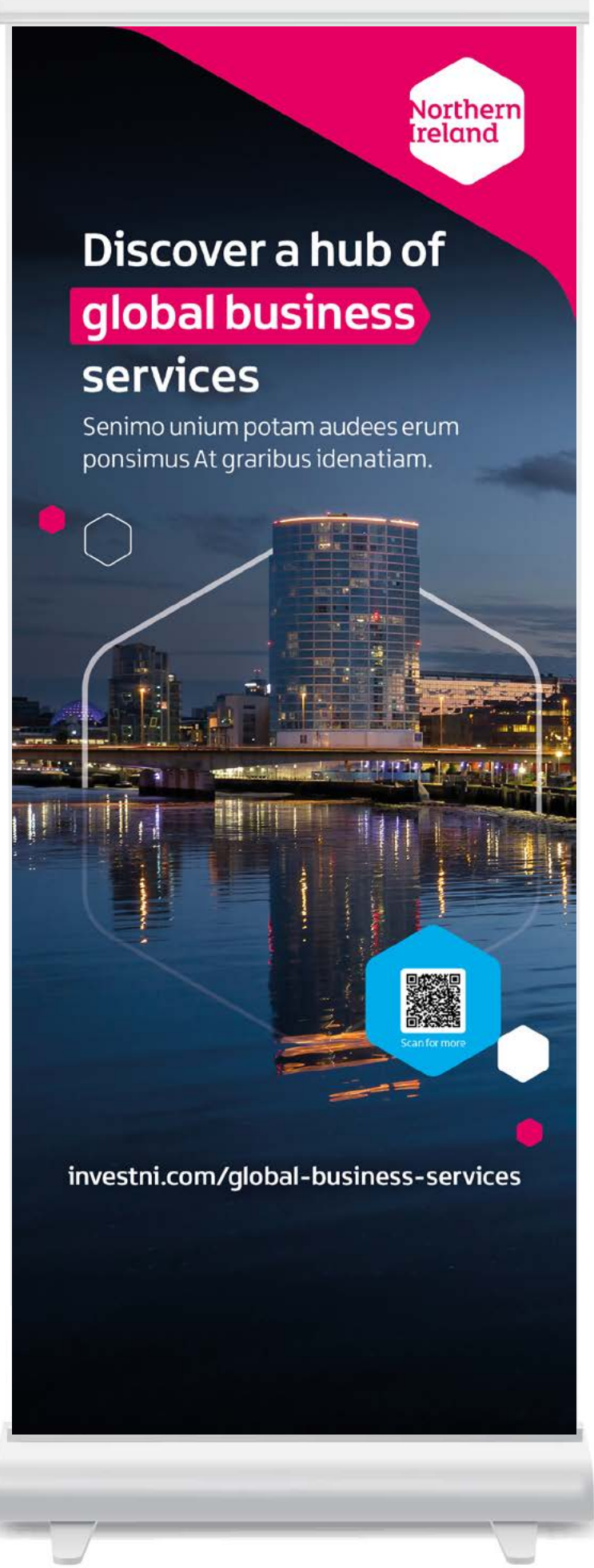
A5 leaflet



Digital billboard advert



Pull-up stand



Professional and legal services colours and design examples

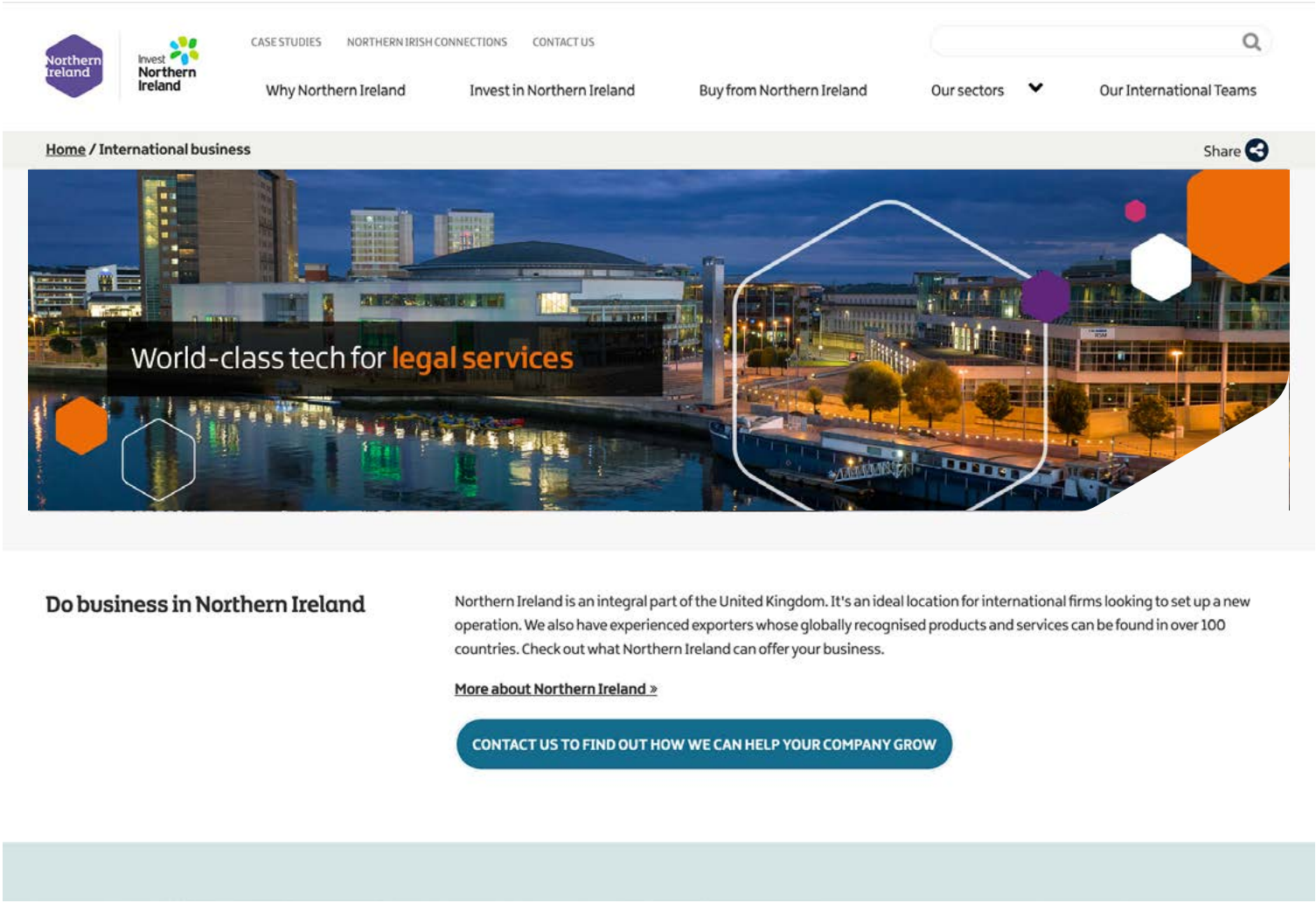
Sector strands

Legal services
Accounting
Management consultancy
Tech for legal services



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.

Website banner



1:1 social post



A5 leaflet



Digital billboard advert



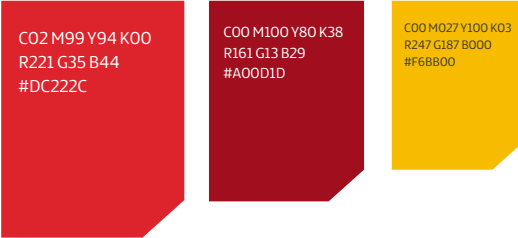
Pull-up stand



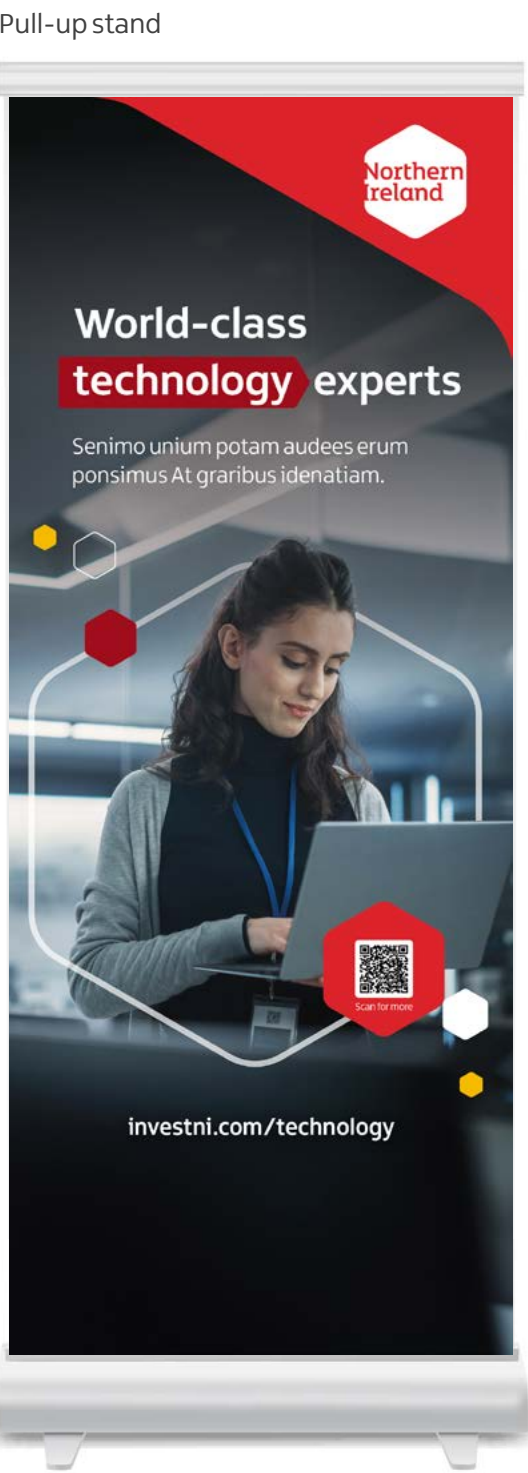
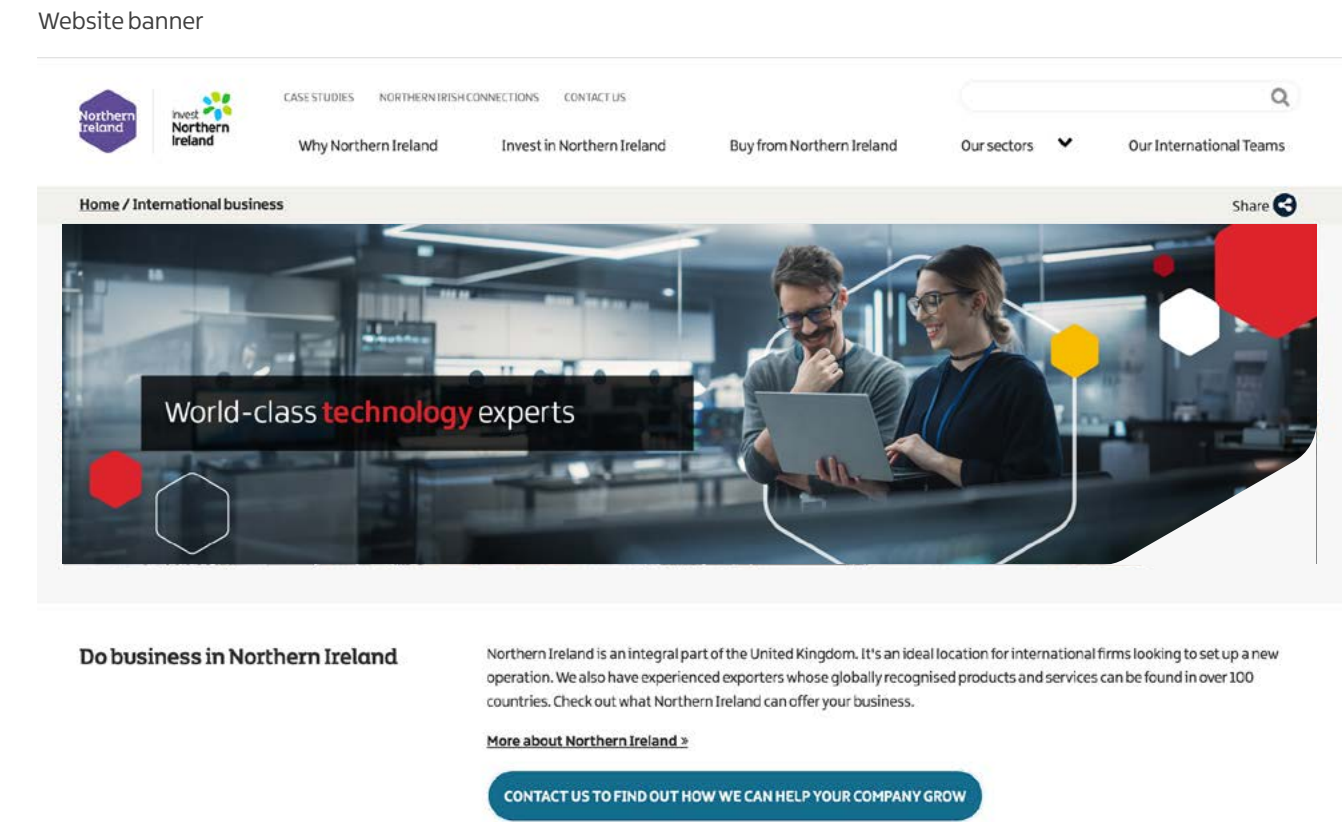
Technology colours and design examples

Sector strands

- Cyber security (see opposite)
- AI and data analytics
- Sports technology
- Telecom, mobile and data networks
- IT services
- Govtech
- Smart cities



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.



Cyber security

Cyber security falls under the technology sector, but due to the volume of communications for this important business strand it has warranted it's own colour palette.



Please note: these examples demonstrate design and colour application - not final approved sector messaging.

Creative technology colours and design examples

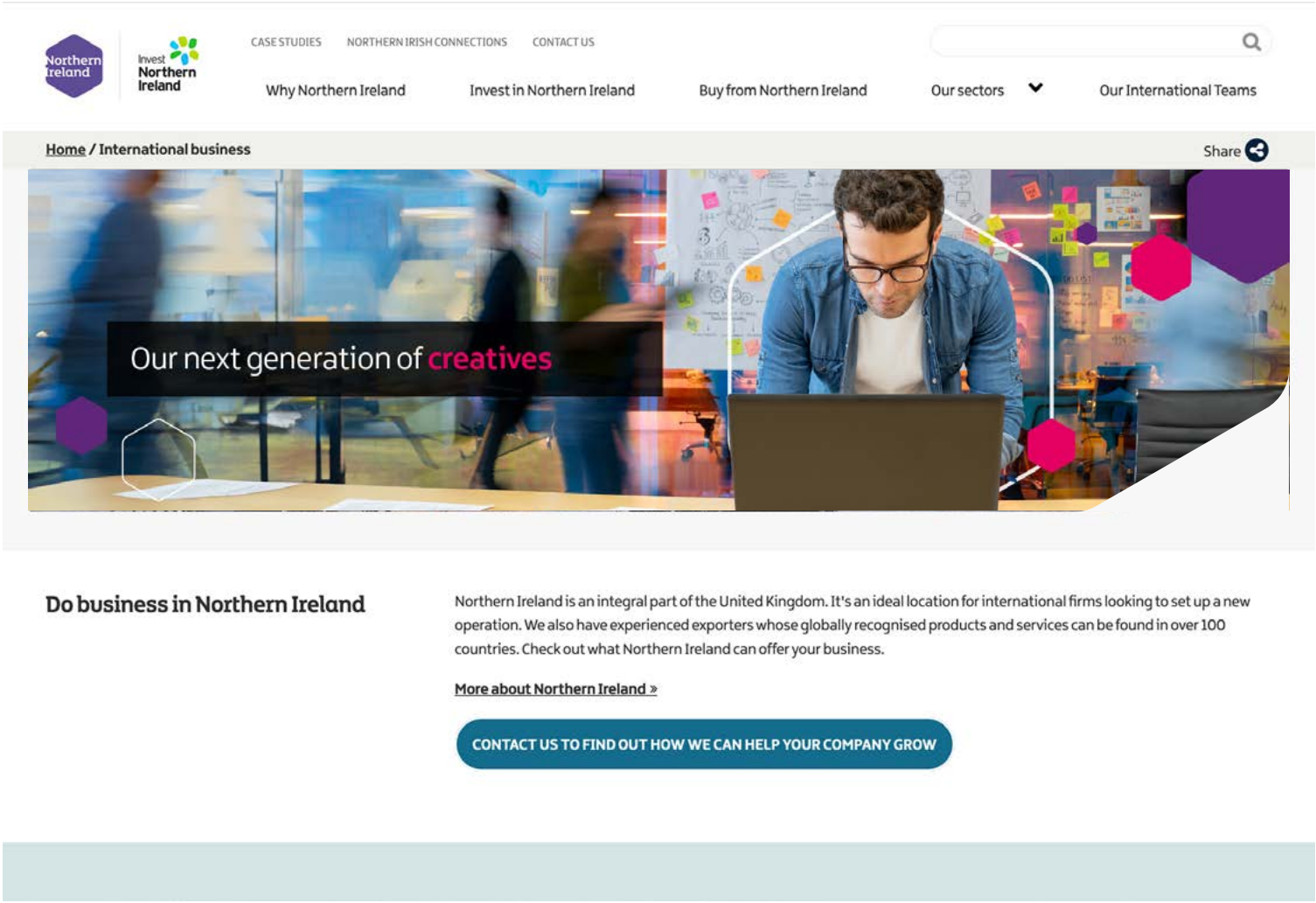
Sector strands

- Animation
- Gaming
- Edtech
- Interactive content
- Film and TV production



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.

Website banner



1:1 social post



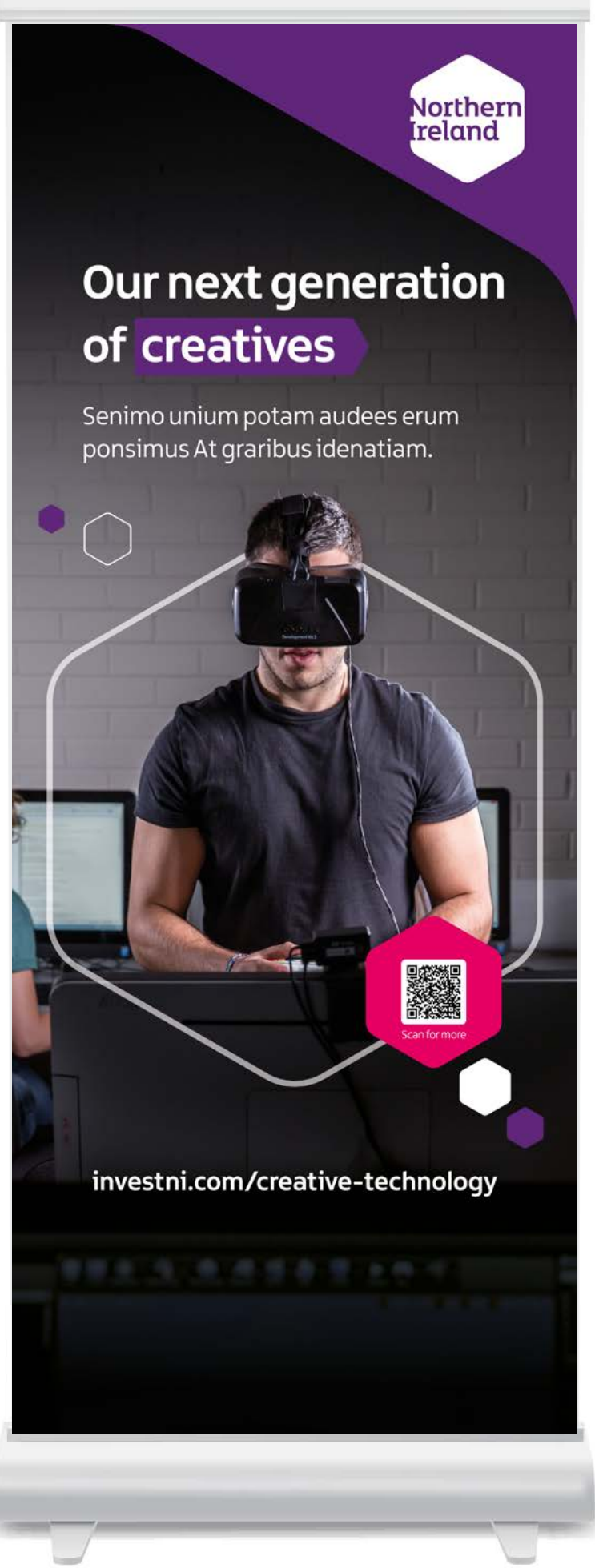
A5 leaflet



Digital billboard advert



Pull-up stand



Life and health sciences colours and design examples

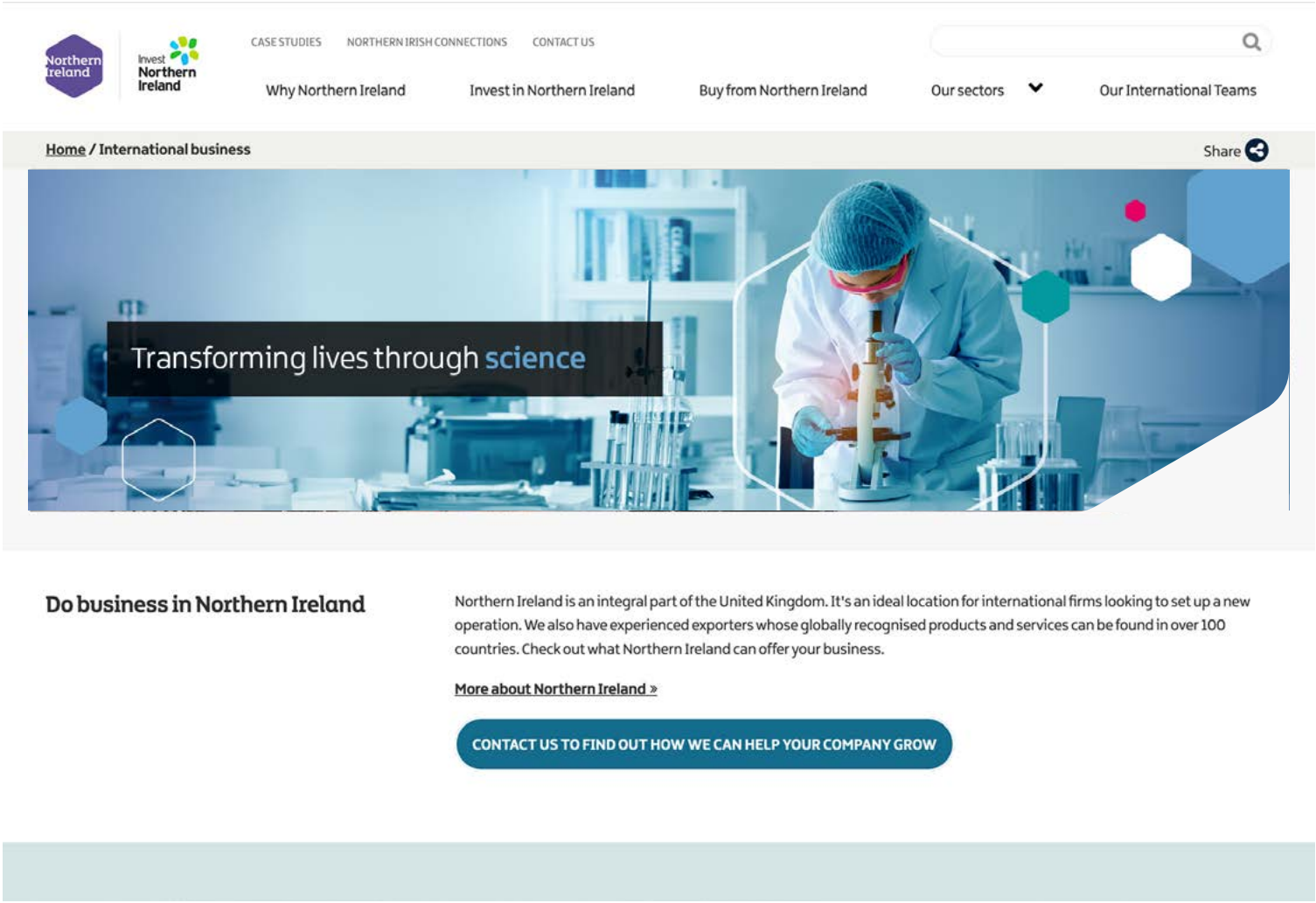
Sector strands

Precision medicine
Pharma and biotech
Clinical trials
Diagnostics
Medtech



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.

Website banner



1:1 social post



A5 leaflet



Digital billboard advert



Pull-up stand



**Northern
Ireland**

Section 9

Digital formats

Social

Email marketing

Display

Digital spec sheet

Social

These examples demonstrate effective ways to create social adverts. Like display ads, they are a direct-response format, but they too have an important role in increasing brand awareness.

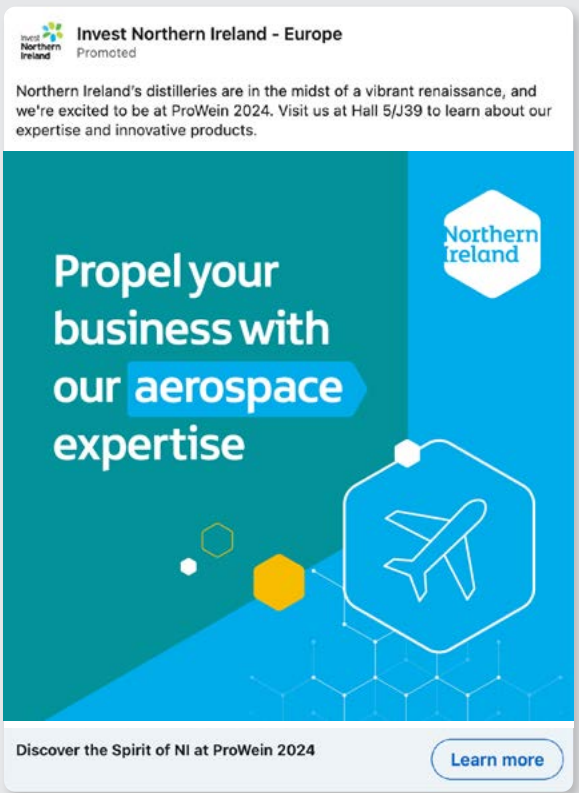
Social ads should be designed to fulfil a dual role and function as both a direct-response and delayed-response asset.

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.

Linkedin promoted post



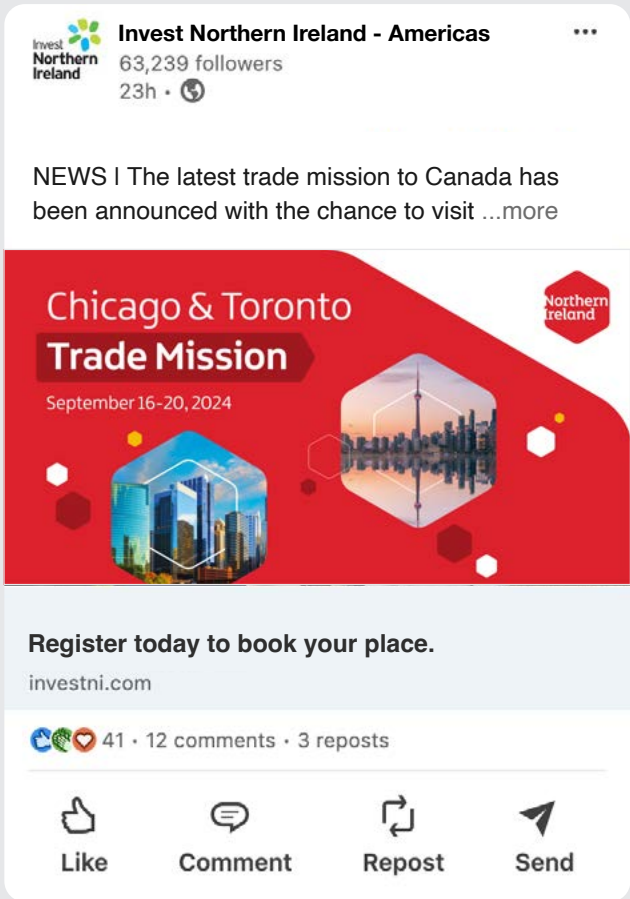
Linkedin promoted post



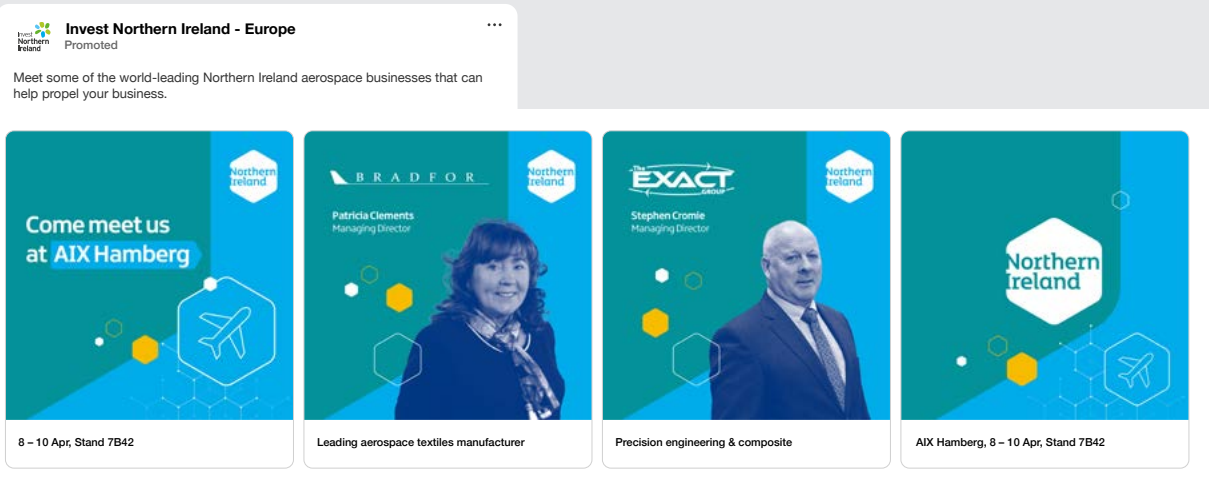
Linkedin promoted post



OpenGraph image example



Linkedin promoted carousel



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.

The Brand NI logo should always be visible, as the adverts are hosted on the Invest NI international channels.

Do not add action buttons on promoted posts, as they will have one when the media team create the post.

Headlines should be short and 5-10 words maximum. Additional information, such as event dates, times and venues, should be in the post copy.

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

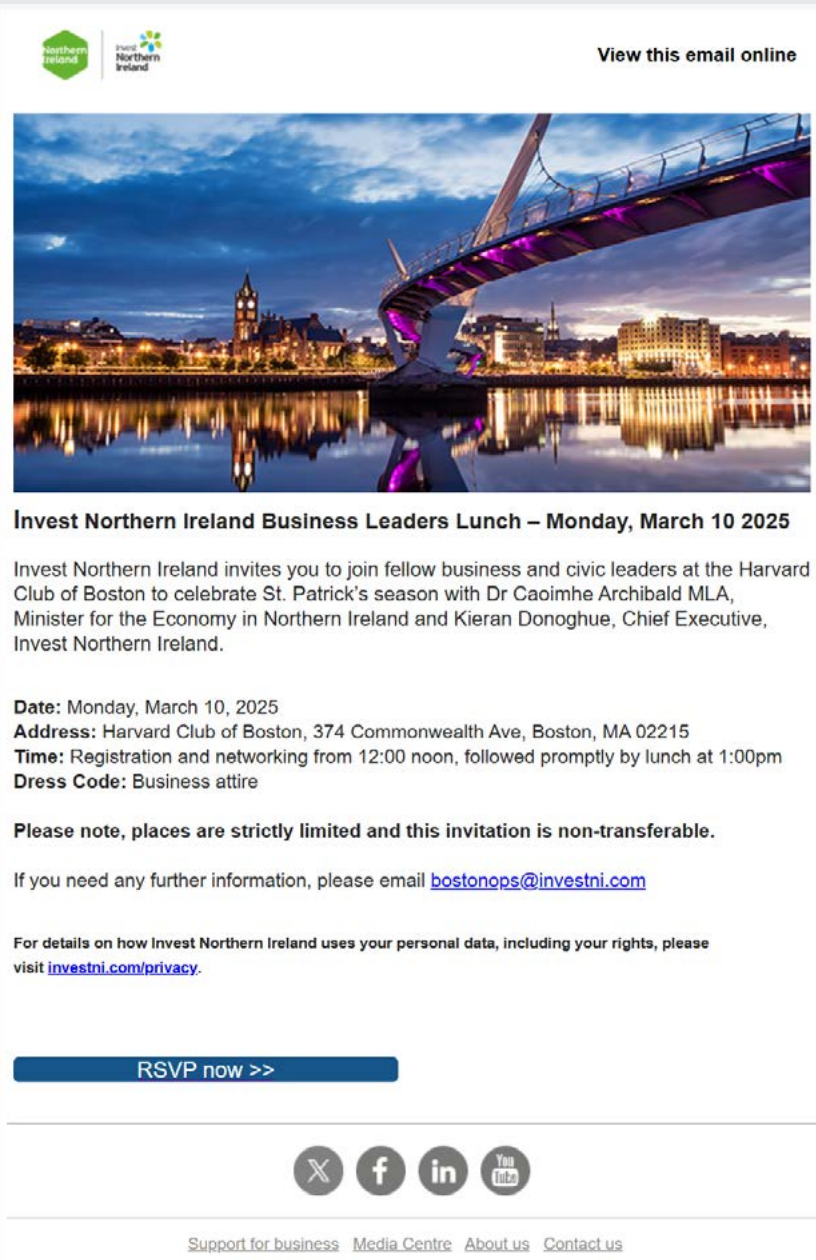
Email marketing

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

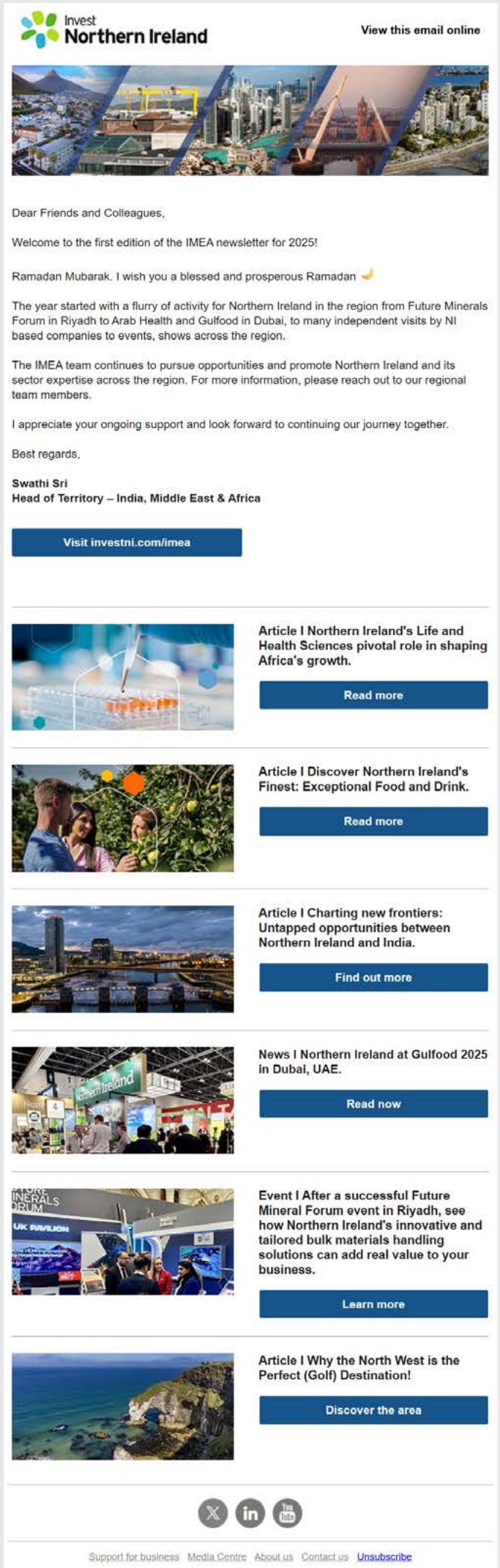
The first example demonstrates how the chosen design style has been applied to the emailer invite to maintain a consistent approach. Impactful header images with no text applied to them are used to draw the viewer in and large headlines with short paragraphs ensure the content is easily scanned and digested. Bullet points should be used to give the logistical details of the event (location, date and time, dress code and so on).

The newsletter 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.

Event invite emailer



IMEA newsletter emailer



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, 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 this ad is about Northern Ireland.

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 – Green economy example



The primary approach for larger display adverts is to have an image to engage the viewer. If the image background is too busy, a holding device can be use, see example below.

Copy should be a minimum of 16pt.

The logo should be present on every frame.

MPU 300x250px – Green economy example



MPU 300x250px – Aerospace image example



The holding device can be adjusted to accommodate the image and copy.

Headline copy should be short and a maximum of 5-10 words.

MPU 300x250px – Aerospace icon example



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

Hex arrow button



There are two button styles available. If the button is too close to the headline hex arrow, then the rounded rectangle should be used. The buttons can be solid or keyline.

Logo type version

**Northern
Ireland**

Mobile banner 320x50px



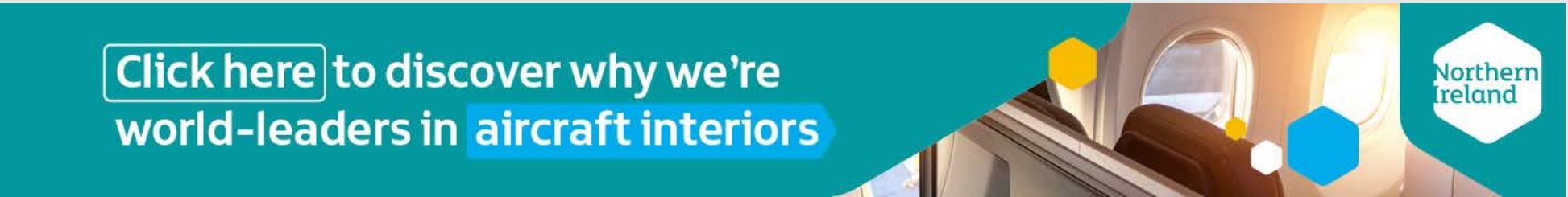
When working with smaller banner adverts, where space is limited, the logo type version should be applied.

Display

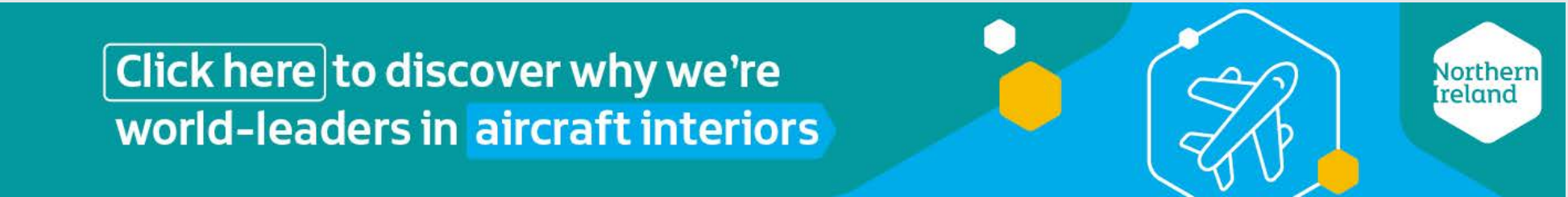
Leaderboard 720x90px – Green economy example



Leaderboard 720x90px – Aerospace image example



Leaderboard 720x90px – Aerospace icon example



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

Banner 610x120px – Green economy example



Skyscraper 160x600px – Green economy example



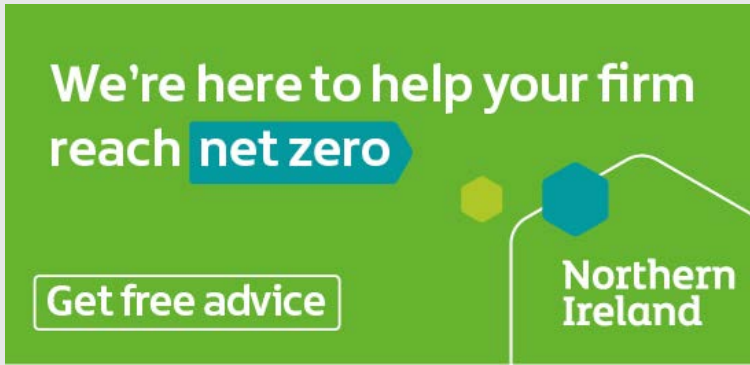
Skyscraper 160x600px – Aerospace image example



Skyscraper 160x600px – Aerospace icon example



Banner 280x135px – Green economy example



Banner 280x135px – Aerospace example



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

Do not add a hex arrow if the word you want to highlight runs over two lines. You can highlight another word or leave the hex arrow off completely.





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 x 466px	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 landing page	No	No	No	No	No
260 x 104px	International exhibition page banner	No	No	No	Yes - exhibition logo	No
320 x 202px	Company pod logo	No	No	No	No	No
1280 x 348px (PNG)	International web page banner	No	No	No	No	No
INI NEWSLETTERS						
580 x 276px	Lead article	Yes	No	No	No	No
280 x 135px	Sub article	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

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

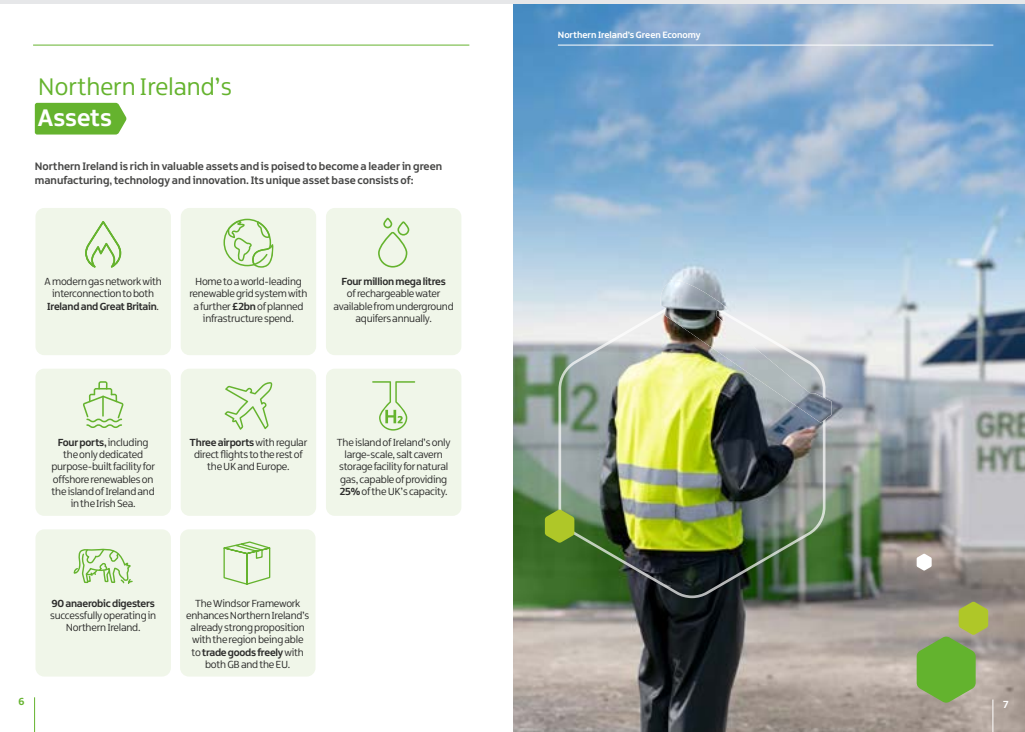


Section 10

Brochure design

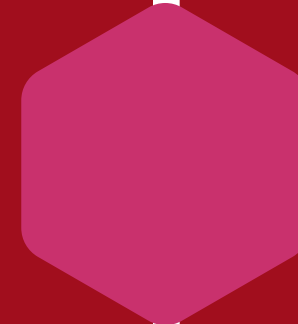
Brochure design

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



Section 11

QR codes and web URLs



QR codes and web URLs

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



- ✓ investni.com
- ✓ investni.com/cyber-security
- ✗ InvestNI.com
- ✗ InvestNI.com/International/Cyber-security

QR Codes

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

The QR Code is created in black within a white rounded box to ensure maximum effectiveness when scanned.

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 white or 90% black.

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.

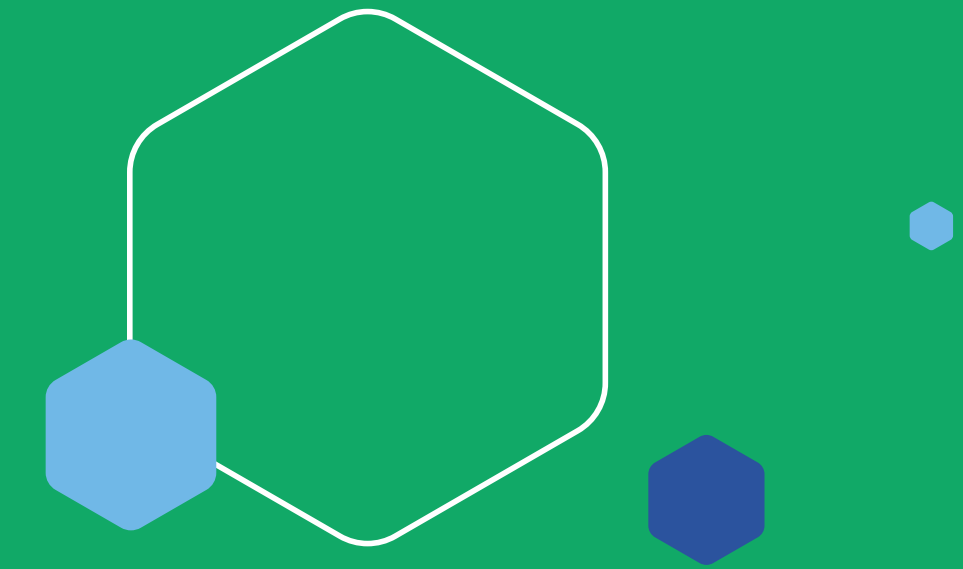
A maximum of one forward slash extension should be used.



Section 12

Dual branding

Northern Ireland and Invest NI
Partners





Northern Ireland and Invest NI

We have created dual logo lock-ups to show how the Northern Ireland and Invest NI brands can be used together.



Brand NI 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.





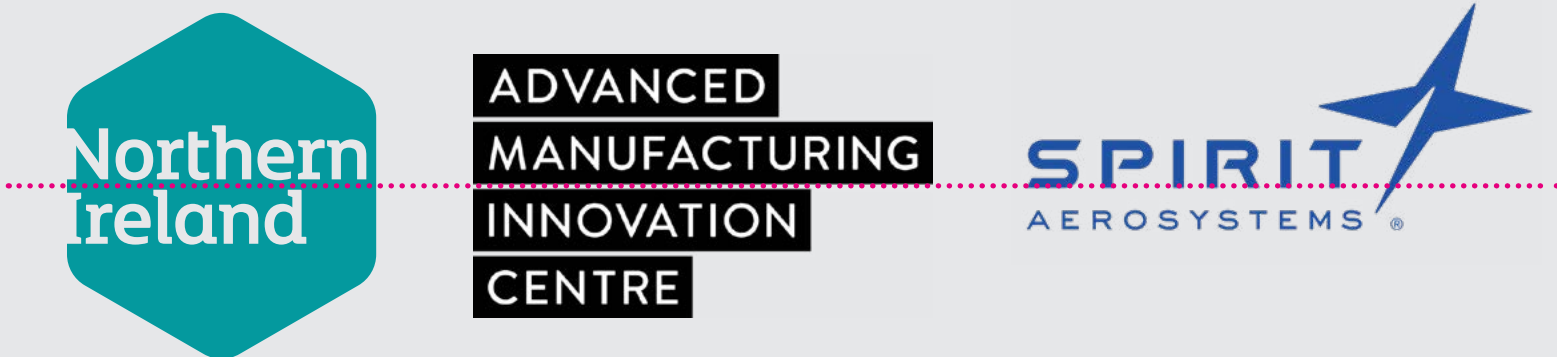
Partners

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



Brand NI communications with partner logo

When adding a partner logo to Brand NI 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

For further information or questions
about using our brand contact Invest NI's
Communications Group:

communications@investni.com