

Identity Guidelines

2nd edition

nidirect

nidirect
government services

nidirect website

The nidirect website - government information and services online. The site makes it easier to use the web to find information about a wide range of government departments and agencies. It is arranged in themes which cut across departmental boundaries.

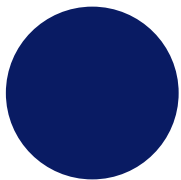
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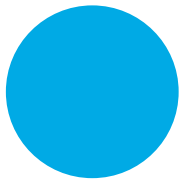
nidirect logo

The main version of the logo is a positive 2 colour version as shown top right. There are 3 other acceptable versions of the logo which can also be used. A reversed colour version and a white out version can be used on a dark or coloured background only. When colour is not possible a mono/black version may be used.



Pantone 281

Process: C100 M90 Y0 K45
RGB: R20 G32 B98



Pantone 299

Process: C82 M10 Y0 K0
RGB: R0 G133 B204



Colour



Reversed Colour



Reversed Mono



Mono

2

nidirect logo with contact details

When prompting contact the following
logo version should be used.



Grey 'e's' and 'g' are guides and should never be printed

With web address – nidirect.gov.uk

3

Minimum sizes and exclusion zones

The recommended size and exclusion zones are displayed. It should be noted that further recommendations apply when the ni direct logo is used in conjunction with other logos (see section 4).



Grey 'e's' are guides and should never be printed



Print: Minimum size 10mm height for print e.g. stationery, brochures/literature and advertisements



Screen/Web: Minimum size 90 pixels width for the web with increased spacing between characters (Use artwork available - See page 8)



Exhibition Stands: Minimum size 200mm width for indoor exhibition stands

The logo must NEVER:



Be distorted or have elements removed



Have the relationship between the words modified



Be re-done in another typeface or modify colours

The logo must not be stretched or skewed and all elements must be kept in proportion.

Exclusion zones must not be encroached upon.

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nidirect in conjunction with other departmental brands

When working in partnership with other projects, ensure that the nidirect logo is given equal prominence to any other logos that must appear. Minimum size and exclusion zone recommendations must also be applied.



nidirect used with department logo e.g. Department of Finance and Personnel

Grey 'e's' are guides and should never be printed.

No logo should be bigger than the nidirect logo.

Double 'e' distance between logos.



nidirect logo with departmental and project logos e.g. Land & Property Services

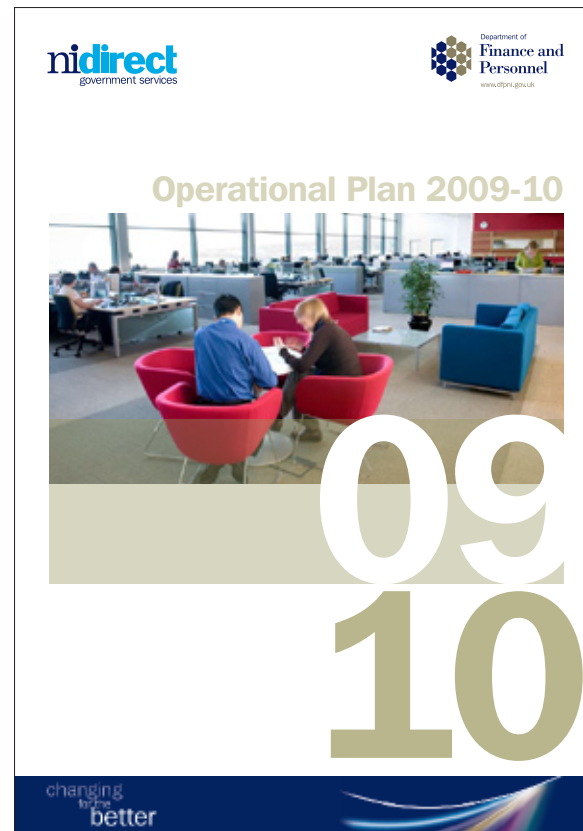
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nidirect logo application and examples

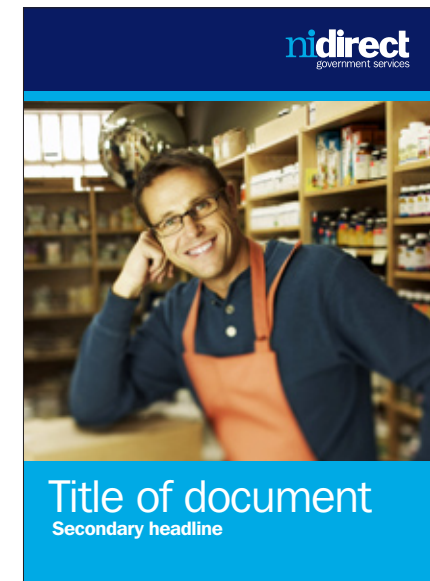
Displayed are some examples of the logo in various applications. These reflect how the logo should be displayed when alongside other logos and also in standalone formats.

Corporate publications

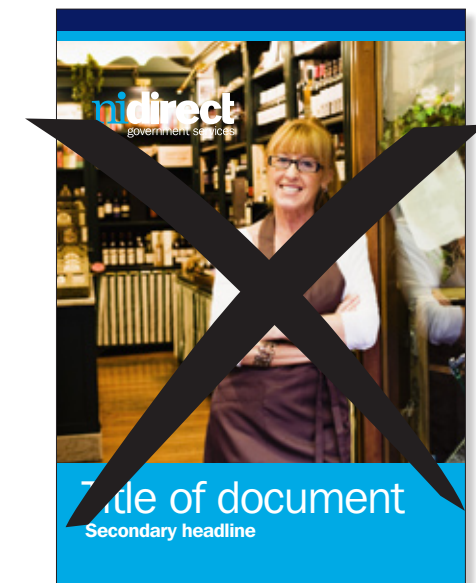
The rules of application are simple and straightforward. The examples show how the identity can be positioned - left or right, top or bottom - please ensure the exclusion zones and minimum sizes are adhered to.



A4 Brochure/Leaflet



A5 Brochure/Leaflet



A5 Brochure/Leaflet

Logo not to be used on a busy background

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nidirect logo application and examples

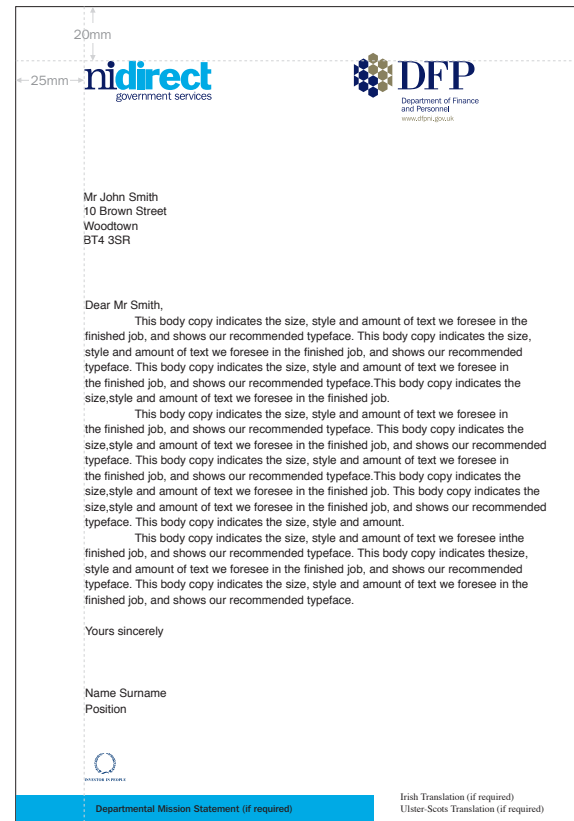
Stationery

Stationery items should be printed using the brand colours, Pantone 281 and Pantone 299.

Text address details on A4 letterheads and compliment slips should appear in 10/14pt Franklin Gothic Demi and Franklin Gothic Book.

Text address details on business cards should appear in 9/14pt Franklin Gothic Demi and Franklin Gothic Book.

Name 11/12pt Franklin Gothic Demi and title 7/9pt Franklin Gothic Book.



A4 Letterhead



A4 Compliment Slip



Business Card

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nidirect logo application and examples

Stands

Examples of how the nidirect logo should be used on stands are shown opposite. The bottom of the stand may not be visible at events, therefore the logos should always be in positioned towards the top of the stand. Ensure the exclusion zones and minimum sizes are adhered to.

Typeface to be used on stands is Franklin Gothic Demi and Franklin Gothic Book.



Pop Up Stands (nidirect logo only)



Pop Up Stands
(nidirect logo with departmental and project logos e.g. Land & Property Services)

nidirect logo application and examples

Merchandising

The nidirect brand can be used across all types of promotional merchandising which can be used at press launches, conferences, exhibitions, customer and staff events for example.

It is important to ensure that the identity is well printed, easy to read and accurate in colour.

Ensure the exclusion zones and minimum sizes are adhered to.

If there are any queries regarding usage of the logo please contact:

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