

Belfast: a creative case study in place branding; from theory to practice



Brand Building

McCadden



Causeway
Coastal
Route



**Lough
Neagh**
& Its Waterways

Brand Building

McCadden



Downpatrick

St Patrick's Country

Brand Building

McCadden







THE
FIRST
PLACE

REVEL IN OUR RICHES

ARMAGH GEORGIAN FESTIVAL

Thursday 22 - Sunday 25 November 2018

VisitArmagh.com

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**Mourne
Mountains
& Ring of Gullion**

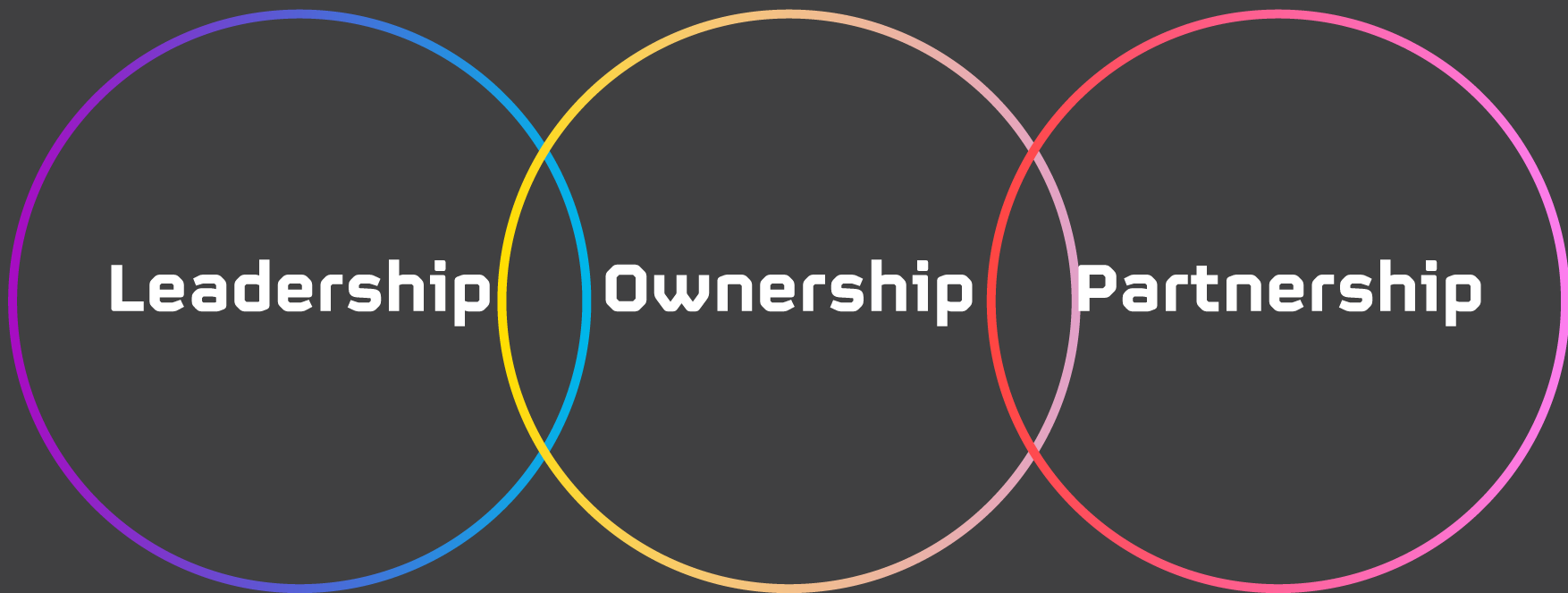


Brand Building



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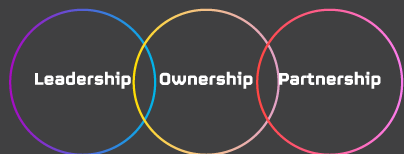




Leadership

Analysing assets and creating a strategic vision

Team



Brand Building

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Belfast
City Council

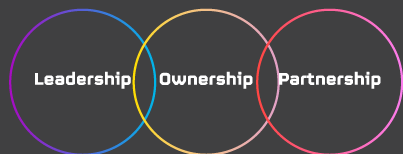
HEAVENLY

McCadden

Leadership

Analysing assets and creating a strategic vision

Team
Purpose



Belfast will be a city...



Growing the economy

Creating jobs and investment in the city.

Living here

Creating a great city and neighbourhood living experience.

City development

Creating the right infrastructure and regenerating our city.

Working and learning

Supporting growth and connecting people to opportunities.

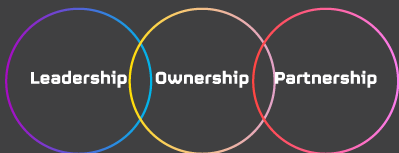
Leadership

Analysing assets and creating a strategic vision

Team

Purpose

Engagement



Domain Brand

```
graph TD; A[Domain Brand] --> B[Tourism]; A --> C[FDI Business]; A --> D[Living]; A --> E[Education];
```

Tourism

**FDI
Business**

Living

Education

Leadership

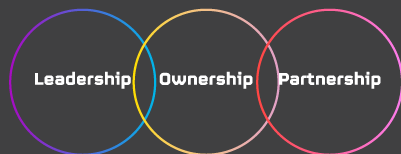
Analysing assets and creating a strategic vision

Team

Purpose

Engagement

Genuine values



Belfast Brand Values, Behaviours & Tone

Unpretentious

Belfast is real and gritty. Belfast people are straightforward and down to earth.

Be Ourselves

We are true to ourselves; our welcome is genuine, not contrived. Our enthusiasm is natural, not forced. We tell the NI story and our part in it.

Natural

Ambitious

We are determined and single-minded. We want what's best for Belfast and each other.

Be Positive

We are positive about the future. We all need to become advocates of Belfast whether in a business, tourism or any other context.

Bright

Imagination

We imagined a city at peace. We imagined a city that the world wanted to visit. We imagined a place where the young could stay and fulfil ambitions.

Dream it. Do it.

We use our creativity to build new ideas and challenge the status quo. To be a city full of innovation, creativity and ingenuity.

Original

Self-belief

We have confidence and conviction that we can achieve what we wish for, no matter what barriers are put in our way.

Work Hard

Working hard comes naturally to us. It's part of our make-up. But we play hard too and visitors are welcome to join in.

Assured

Leadership

Analysing assets and creating a strategic vision

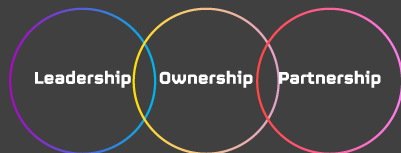
Team

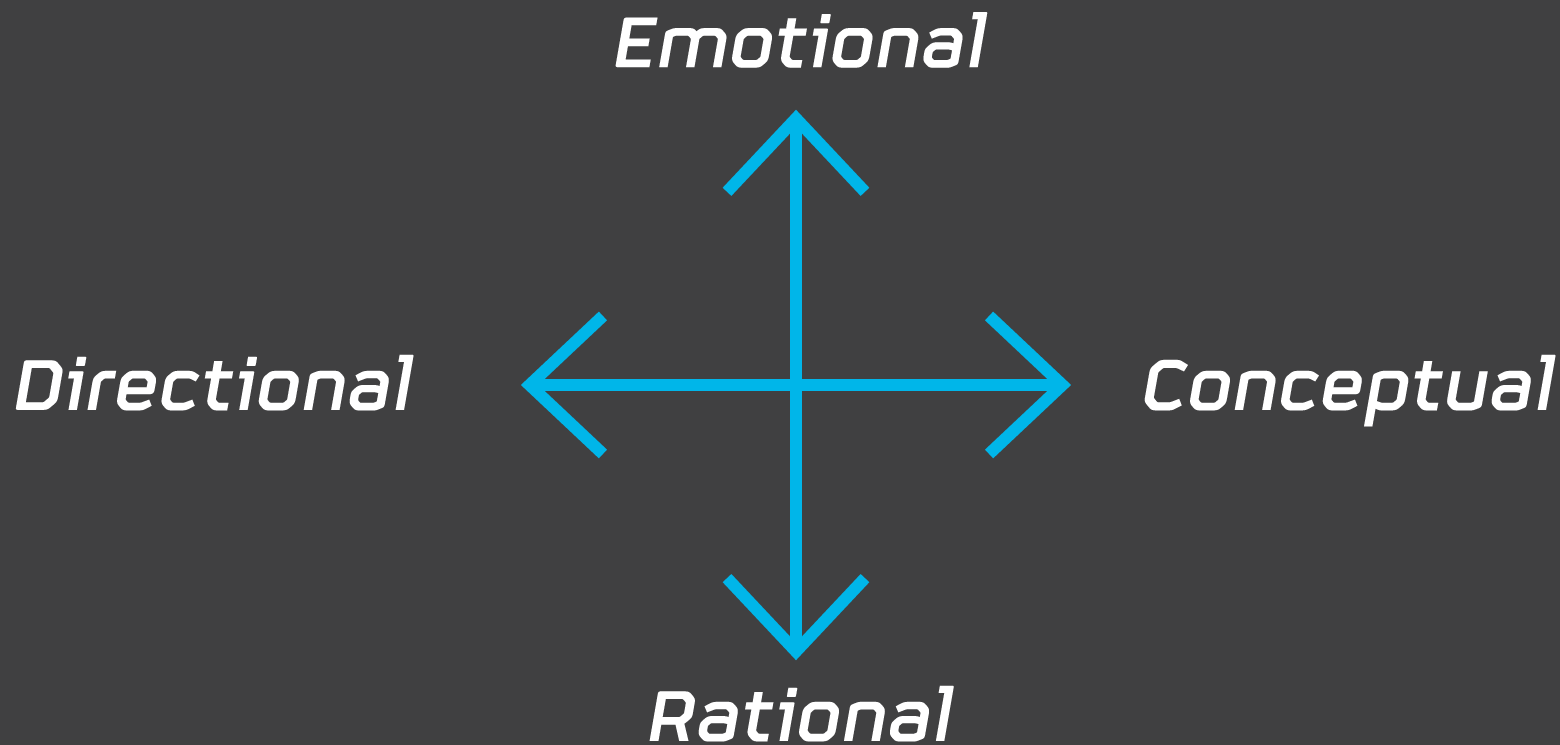
Purpose

Engagement

Genuine values

A central proposition





Belfast today is full of ambition, optimism and above all energy.

A great city, held back for too long.

Now looking forward. And outward.

You can feel this energy, it touches all who live here or visit us.

It drives opportunity, powers entrepreneurs and empowers our youth.

It provides the spark for innovation, creativity and ingenuity.

Never been shy hard work. And now we are ready.

Ready for investment, ready for visitors, ready for fresh challenges.

A city resurgent, reimagined, re-energised.

Belfast: Energy Unleashed

Belfast: Energy Unleashed

```
graph TD; A["Belfast:  
Energy Unleashed"] --- B["Tourism  
For the Urban  
Explorer"]; A --- C["FDI Business  
Energy  
Unlimited"]; A --- D["Living  
Dream it  
Do it"]; A --- E["Education  
Spark  
Success"]
```

Tourism
For the Urban
Explorer

FDI Business
Energy
Unlimited

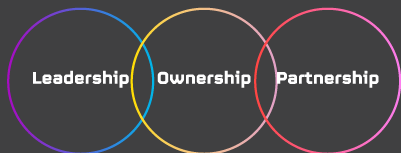
Living
Dream it
Do it

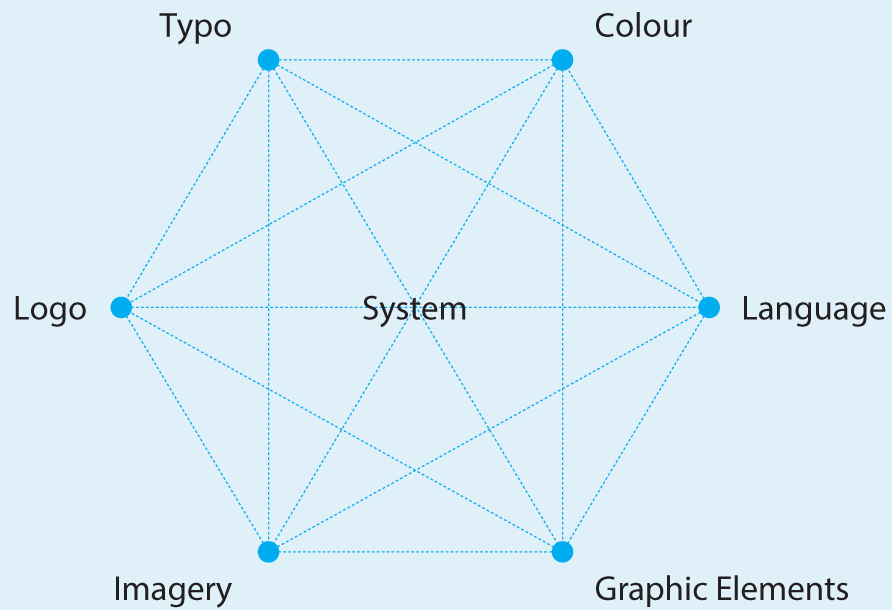
Education
Spark
Success

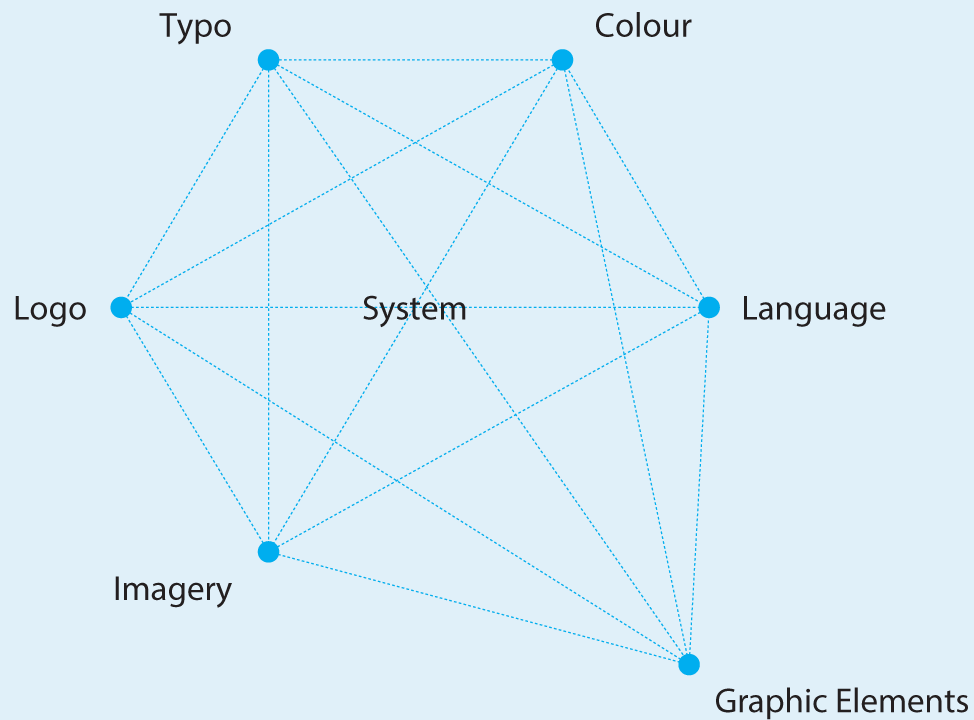
Ownership

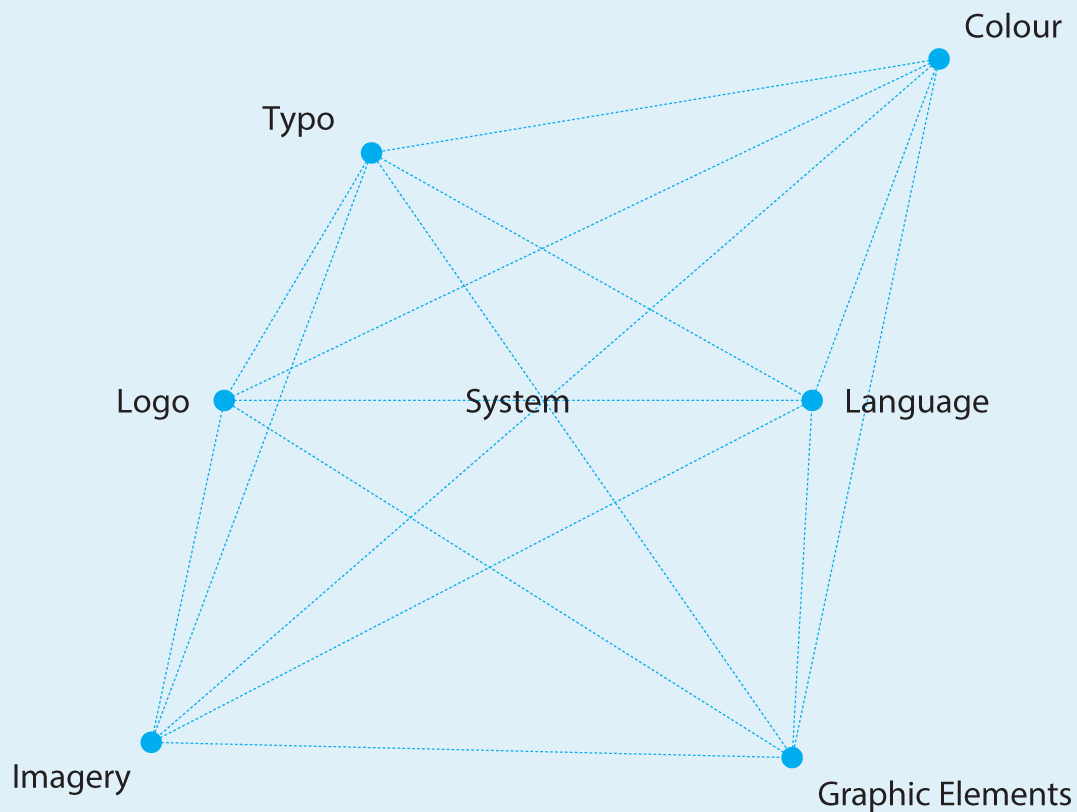
The tools needed to implement the vision

A reflective identity





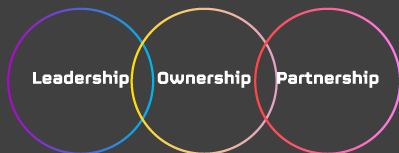




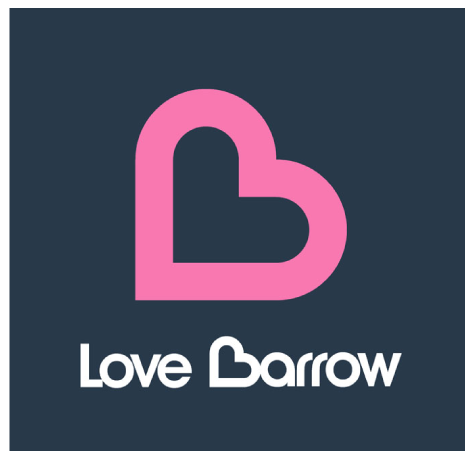
Ownership

The tools needed to implement the vision

A reflective identity
That connects with citizens







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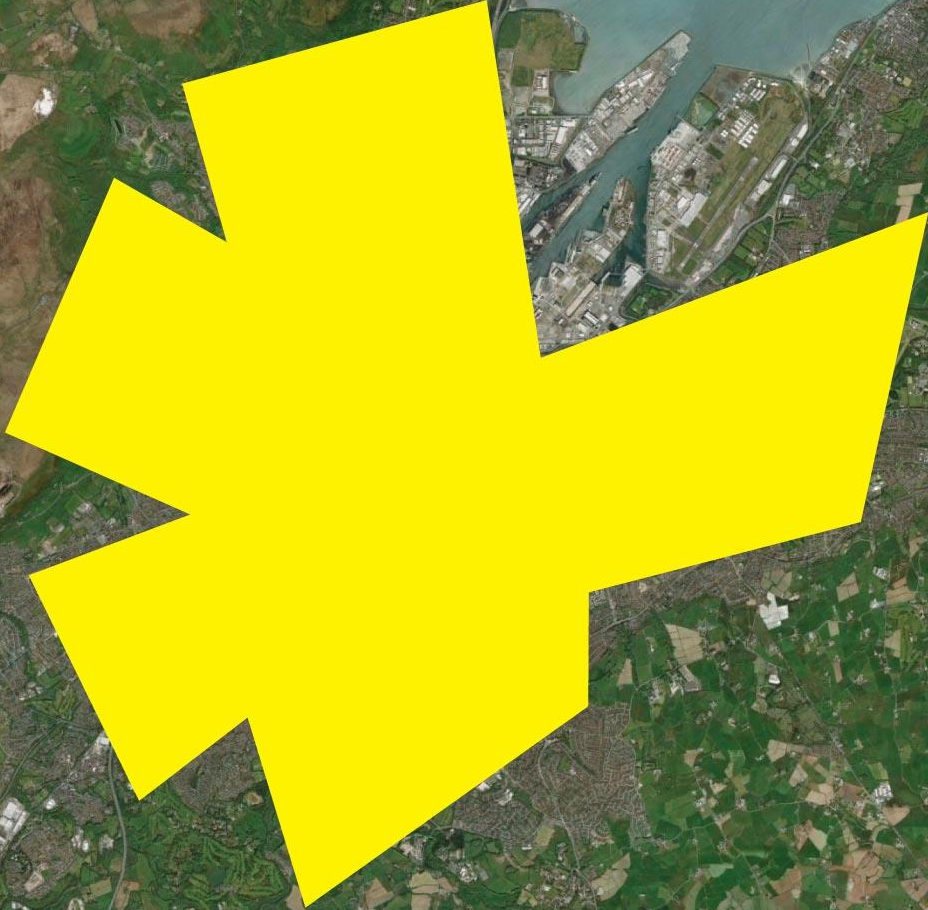
Brand Building

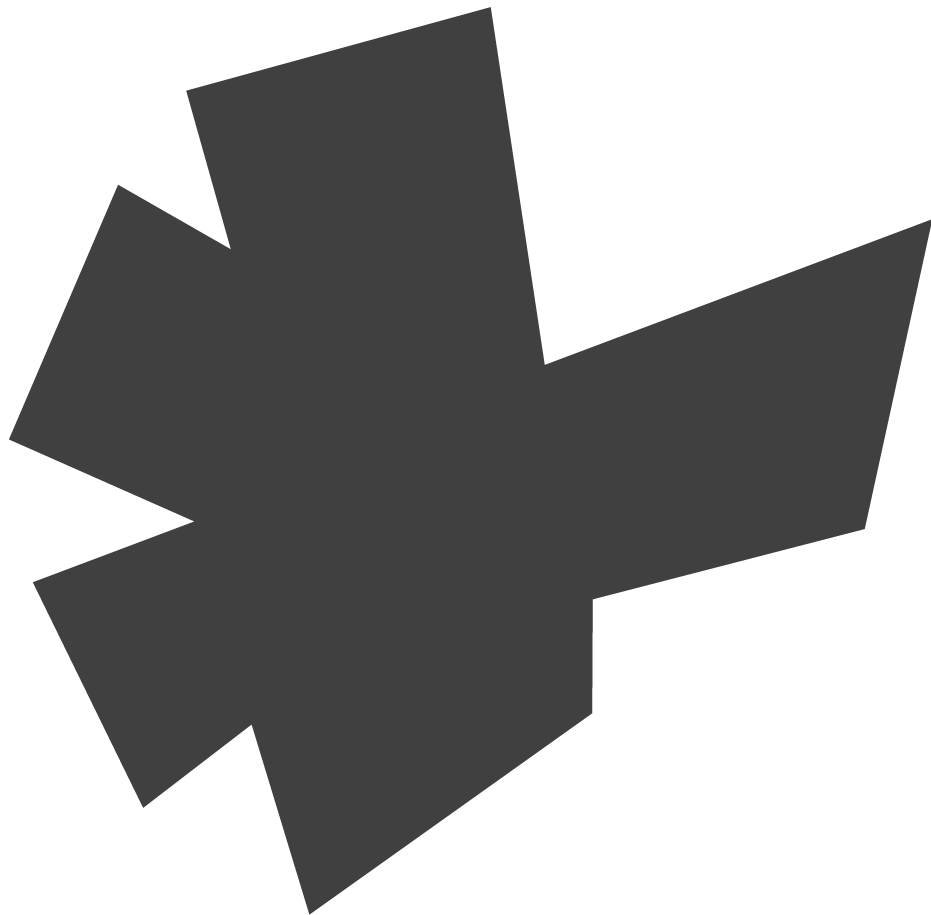
M^ccadden



Brand Building

Mccadden









Belfast

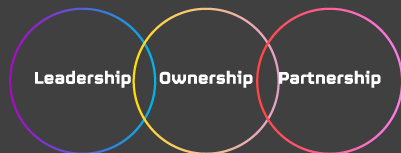
**Béal
Feirste**

Bīlfawst

Ownership

The tools needed to implement the vision

A reflective identity
That connects with citizens
Is inherently flexible



Say hello to Starburst

Starburst is a shape; a spirited shape that takes its inspiration from a satellite view of Belfast, complete with arms radiating out to North, South, East and West, with the dramatic indent where the lough flows in to meet the historical heart of the city. This unique shape will be used as a container into which we will pour all of Belfast's rich diversity and in so doing, it will become a symbol of our city's energy, renewed sense of entrepreneurial opportunity and bold, contemporary vibe.



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Fifty shades of...

Well anything actually. You can use pink or blue, orange or purple, a lovely sunset red or a Belfast cool grey. The choice is yours. Belfast is a city so can't be restricted by a particular colour palette. Simply make your designs energetic and colourful and enjoy yourself in the process.

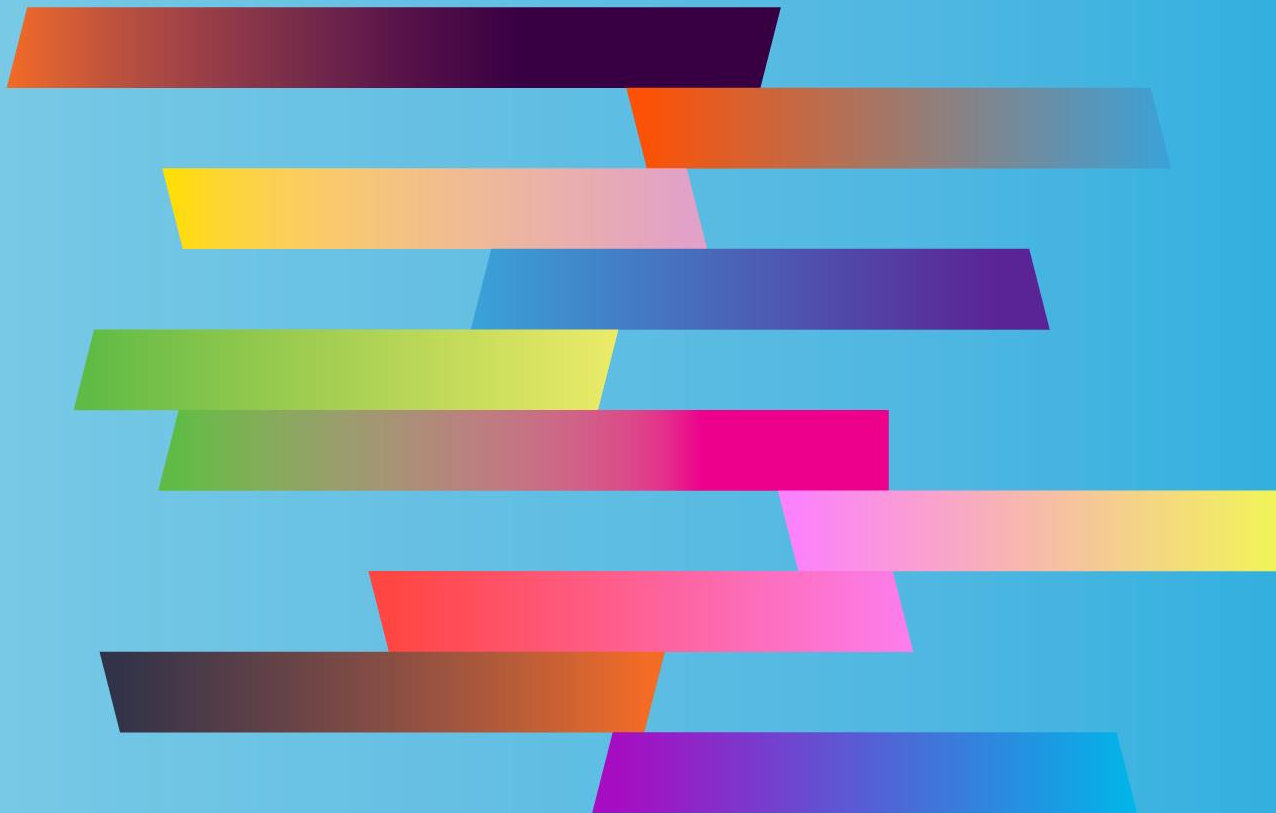


We love gradients

To bring 'Energy Unleashed' to life we use gradients. Moving from one colour to another to suggest energy in a visually dynamic way.

Some examples are shown opposite but they are only examples. Experiment and explore and make your own that suit your particular Belfast project.

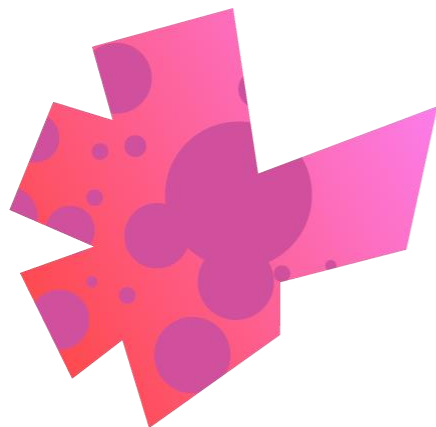
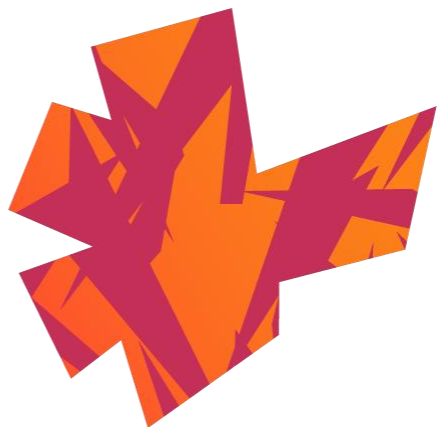
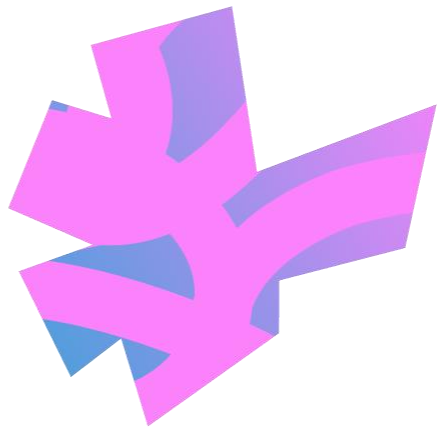
One word of caution. The gradients should be simple. They shouldn't involve lots of different colours - two colours is normally enough. And you don't have to use them everywhere, in fact on some collateral they probably won't appear at all. So use the gradients wisely.

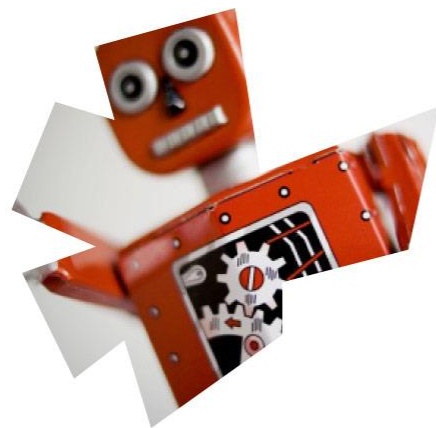






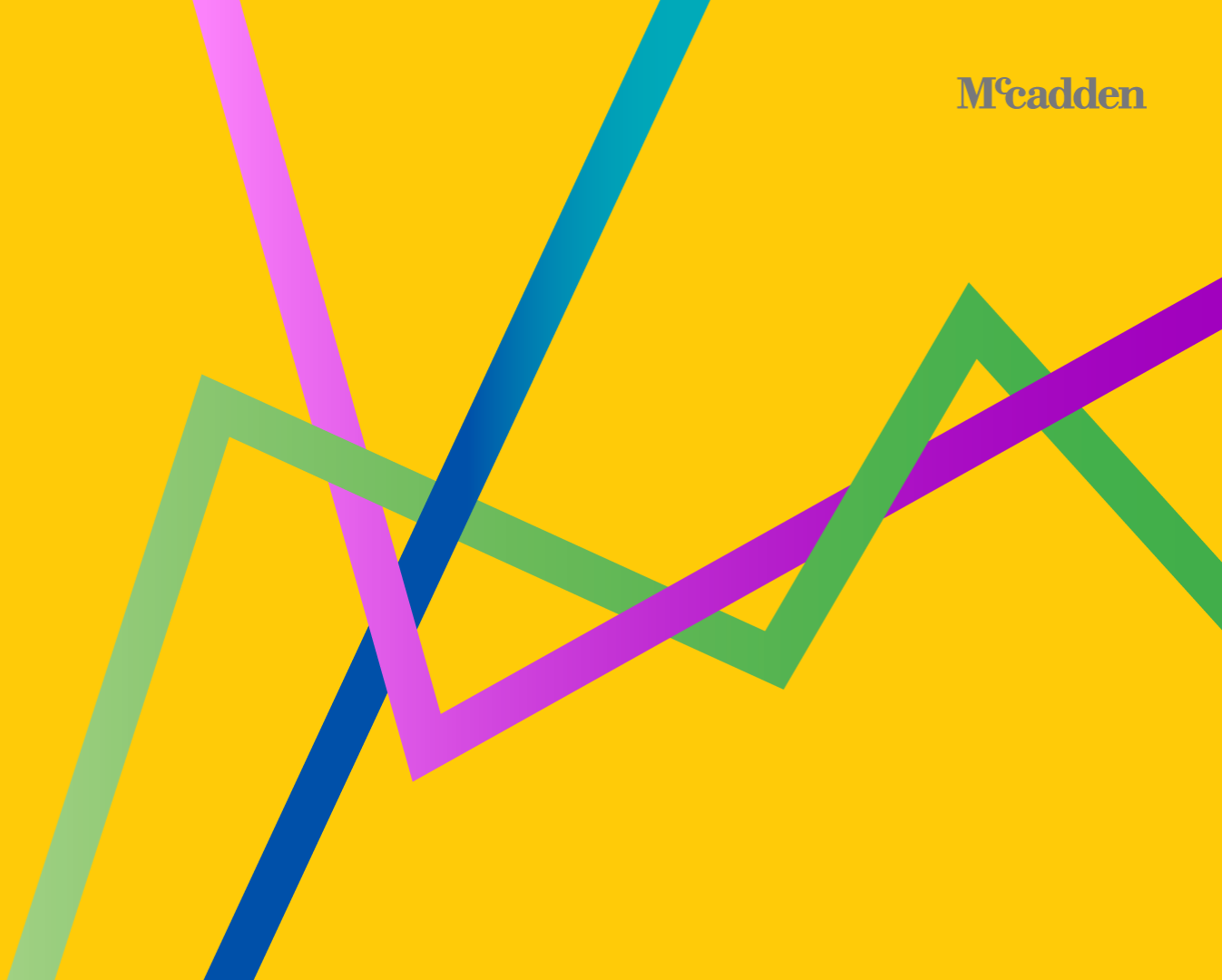
Belfast





Take a line for a walk

The energy of Belfast can be represented as a graphic line. A line that moves and wraps around photos, text and graphic elements. The line is symbolic of the Belfast shape but is not the Belfast shape. When you take your line for a walk you should be careful to draw a line that is in sympathy with the Belfast shapes. And remember you are only taking one line for a walk not seven or eight lines.





Let's talk fonts

Headline Font

Belfast has a new headline font and it's FS Sinclair. Please don't use this font for large areas of body text as it just becomes difficult to read. Instead use it for great big headlines and intro paragraphs. It's a beautiful font that has a graphical synergy with the core Belfast landmark. Go on, have a bit of fun with it.

FS Sinclair is designed and distributed by Fontsmith and is available to purchase online both for print and as a webfont.

Body Font

In second place, but definitely not a runner-up is Colfax - our new body font. It's an elegant sans serif font which complements the headline font really well. You can even use Colfax for headlines where applicable. There are no hard and fast rules we want you to experiment and to enjoy the brand.

Colfax is designed and distributed by Process Type Foundry and is available to purchase online both for print and as a webfont.

FS
Sinclair

A versatile modern design
balanced for short text setting
and strong headlines.

Light / Italic

Regular / Italic

Medium / Italic

Bold / Italic

Colfax

A refined oval sans serif
with a subtle geometry and
typographic utility.

THIN / Italic
LIGHT / Italic
REGULAR / Italic

MEDIUM / Italic
BOLD / Italic
BLACK / Italic

How we speak

When you write copy for Belfast it should be natural, bright, original and assured. And yes, you can throw in the occasional colloquialism. To set you off in the right direction we have created a few Belfast statements. These can be used as sign-off statements or headlines as appropriate. They are not exhaustive and we hope you add to them and create your own. Just remember...

- Natural
- Bright
- Original
- Assured

Belfast
Lost in music

Belfast
Stickin' out

Belfast
So in fashion

Belfast
The craic's 90

Belfast
Titanic town

Belfast
Foodie heaven

Belfast
In great shape

Belfast
Are you ready?

Belfast
An easy dander

Brand Building

Power to the people

Images are a key component in telling and selling Belfast. Each image should express the personality of this place, and the energy and authenticity of those who live, work and study here.

So, celebrate the people of Belfast. Because it's the people who make Belfast, well Belfast. Images should be positive and unpretentious. We aren't cheesy, we don't do PR shots but we do love a cheeky selfie. Images should be full of humour and energy. Now that doesn't mean every image has to be blurred with action. Instead images should suggest energy through colour, framing and content. And, of course, every image should be of the highest quality.



Brand Building

...and the place

Let's be real. Don't try to find perfect pictures with a blue sky and perfectly appointed buildings and please don't fake it. It's Belfast after all.

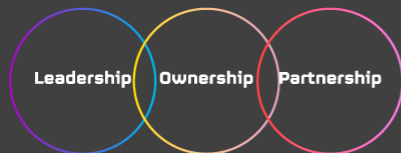
Celebrate the glamorous and the gritty. Don't be afraid to show our edgy side. That's what makes us unique and it's what people want to see.



Ownership

The tools needed to implement the vision

A reflective identity
That connects with citizens
Is inherently flexible
Is easy to use



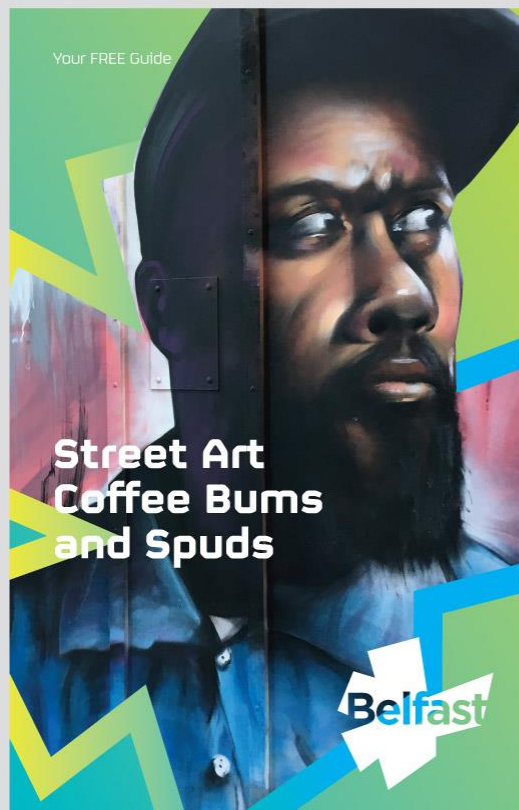
Brand Building

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3

Belfast

YOUR GUIDE TO BEING BELFAST



Belfast Stickin out

Belfast

visitbelfast.com/RUready



Brand Building

McCadden

Free Admission

Belfast

Spring Fair and flower show

Malone House and Barnett Demesne
Sat 21 and Sun 22 April 2018
1.30pm - 5.30pm

Flowers, animals, plant and craft stalls,
environmental activities and children's
entertainment.

www.belfastcity.gov.uk/parks

Belfast City Council
Energising Belfast



The poster features a vibrant image of a young boy in a red pirate costume with a wide-brimmed hat, smiling and holding a wooden sword. The background shows the masts and rigging of a large sailing ship. A large, stylized 'Belfast' logo in green and blue is positioned in the upper left corner.

Belfast

Belfast Titanic Maritime Festival

Saturday 19 and Sunday 20 May 2018
10am - 6pm daily
Donegall Quay, Queen's Quay and Titanic Quarter

Ships, live music, street performers, food market and outdoor activities aplenty.

Call the Visit Belfast Welcome Centre on 028 9024 6609
www.belfastcity.gov.uk/maritime #belfastmaritime

Emerging Belfast together



Brand Building

Belfast



**Belfast.
Are you
ready?**

**We're making a fastbreak to being
the best city for entertainment.**

www.belfastcity.gov.uk/events

Mcadden

UNITED COLORS
OF BENETTON

Our Customer Community
delivering easier, faster

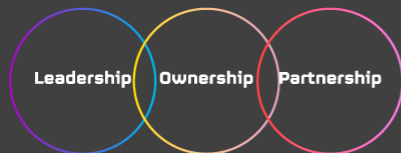


Help for what matters
New online tools help you and your team

Ownership

The tools needed to implement the vision

A reflective identity
That connects with citizens
Is inherently flexible
Is easy to use
And easy to access







What about ye?

Welcome to the Belfast brand website. This site will grow and develop as the brand identity rolls out but for the minute, here's some info on the basics (just in case you've heard something different :-)

What is the Belfast Brand?

The Belfast brand is a state of mind. You know that song, 'I'm in a New York state of mind' well it's a bit like that, only with fewer skyscrapers. And no yellow cabs. And not so much with the hot dogs. In fact, it's nothing like New York and that's the whole point. We're Belfast.

We're unique and we're special. We're a city of doers and dreamers, a mix of tough and tender, gritty and

BELFAST BRAND GUIDELINES

Your Guide to Being Belfast

[Download \(PDF\)](#)



Want to know more?

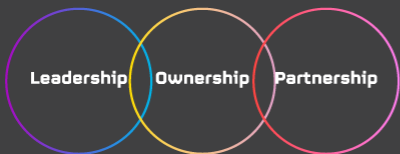
Email Address

SUBMIT

Partnership

The skills needed to implement the vision

Ambition





Belfast

Energy Invested

INVESTINBELFAST.COM

 @BELFASTMIPIIM



Brand Building

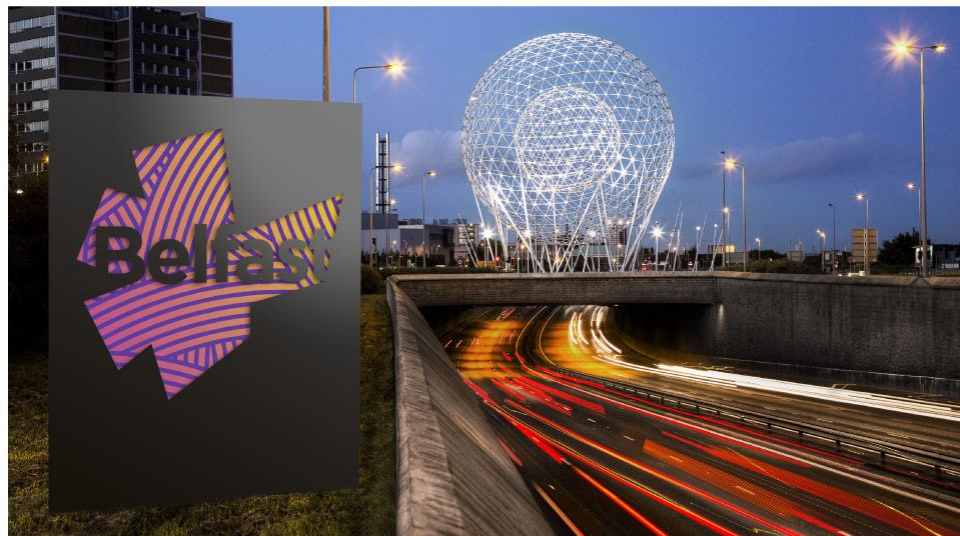
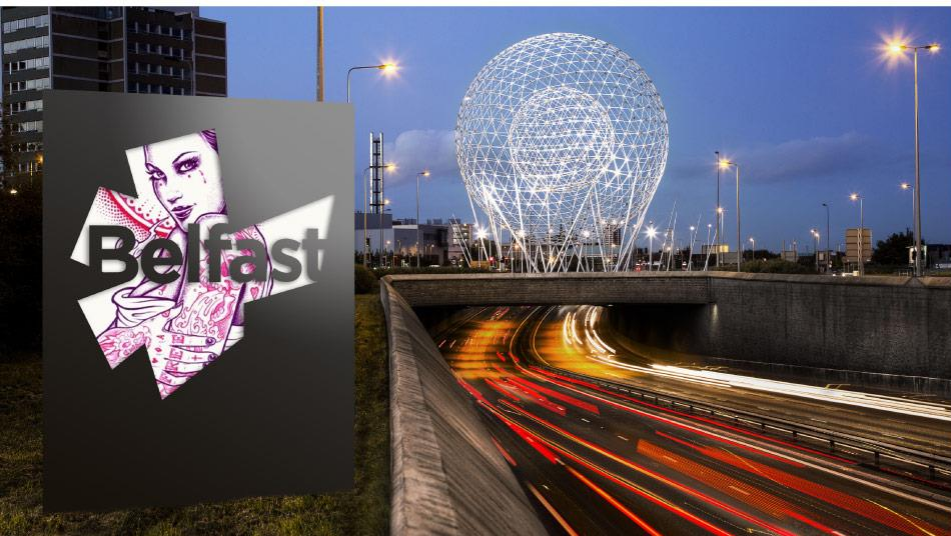
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Brand Building

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Brand Building

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Merry Christmas
Belfast



Maradona—good
Pele—better
George—Best

Belfast


SIGNATURE
GROUP

Energising
Belfast



The George Best Hotel
Opening May 2018

[signatureliving.com/
georgebesthotel](http://signatureliving.com/georgebesthotel)


SIGNATURE
GROUP

George Best

Hotel Belfast

Join us on our journey as we create
a lasting legacy to the **Belfast Boy**
www.signatureliving.co.uk/georgebesthotel



Brand Building

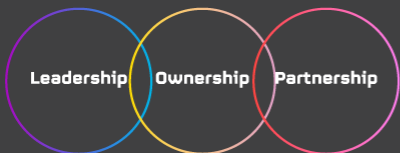


McCadden

Partnership

The skills needed to implement the vision

Ambition
Involvement



Belfast. Take a gander.

Sorry for the hassle (and the noise!).
We're working as fast as we can but go on,
take a peek and see how we're getting on!
(Whistling at the builders is optional).
Blackstaff Square will be ready to enjoy by July 2018.



Belfast. Take a gander.

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Brand Building

EUROPA HOTEL

Mcadden

Belfast. You need a cappuccino!

Blackstaff Square

Belfast. Take a gander.

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TRADER'S

Belfast

Brand Building

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TRADER'S

Belfas

Brand Building

EUROPA HOTEL

McCadden

TO LET

Belfast. You need a cappuccino!

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TRADER'S

Belfast

Brand Building

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TRADER'S

Belfast

Brand Building

EUROPA
HOTEL

McCadden



Belfast.
Take a gander.

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Belfast.
People powered.



Play video



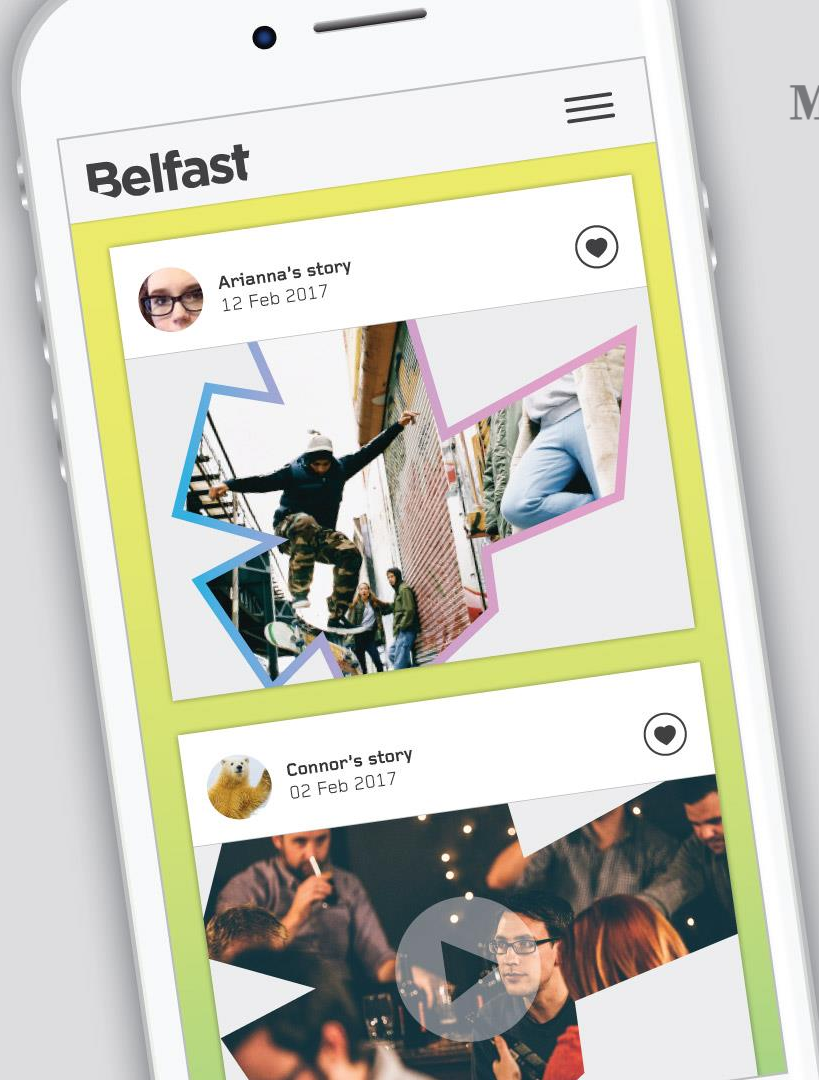
Connect



Breadcrumb trail / Breadcrumb

Discover the energy of Belfast

Aximus, a dolor sum quiatia destota net rerio bla volentur, as experum quisquam illuptat. Numquae cerchil liatem et omnimus mil evendendit fuga. Solessinciis eatur, non prae reniendae deliti omnimust fugiti dis mos aut vellanihilis doloris dolupta nullaut el il ipsa cume ma poressimos eos andi odipsandem quam, sequi blatem int vendia ped modissime venimilit prepeli tatio. Neque velenis cillore hentiumque cum landam, quatio eosanis aperunt orionsequi ipsapelis quis nonsendes enihili squatium quam esequam es ipic temquatur, tem enim eos ipsunt ma dolores sundit aceaque magniae dolor modigni sundaer ibusto ex est.



Brand Building

McCadden

I am a JOKER

We are STRONG

We are BUZZIN'

Brand Building

McCadden

I am a JOKER

We are STRONG

We are BUZZIN'

Brand Building

McCadden

I am a JOKER

We are STRONG

We are BUZZIN'



Brand Building

McCadden

vertigo
INDOOR SKYDIVING



Brand Building

McCadden



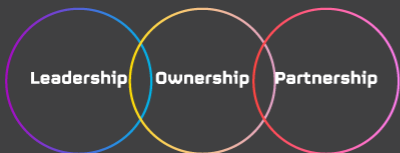
Partnership

The skills needed to implement the vision

Ambition

Involvement

Interactivity







Growing our green spaces

Parks & Open Spaces Strategy 2035


Belfast




Re-energising the Arts


Arts and Culture Strategy 2035

Belfast

 **Belfast**
Sponsored


 Like Page


We met Mia and Ben at London City Airport and offered them a weekend in Belfast. This is what happened...




Belfast. Are you ready?


www.visitbelfast.com/RUready

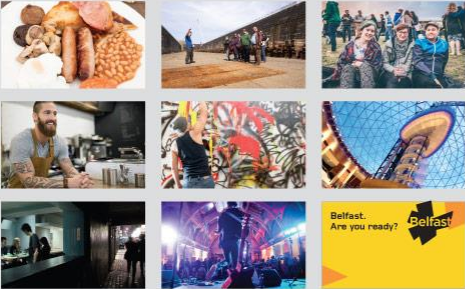
 Like


 Comment

 Share

72 Likes 5 Comments 11 Shares







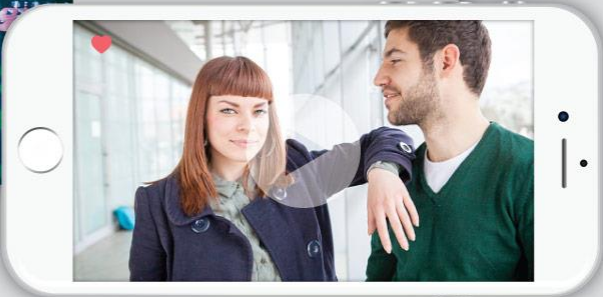
FOLLOW

31k likes

Belfast. We're out and about at London's airports giving away a weekend for two in Belfast. Would you exchange your city break destination for your best adventure yet? [#BelfastRUready](#)

Explore the adventures others have taken. Belfast. Are You Ready?

[view all 4,523 comments](#)





Belfast
www.visitbelfast.com/RUready



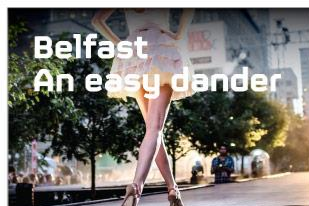
Belfast
In great shape



Belfast
Stickin out



Belfast
The craic's 90



Belfast
An easy dander



Belfast
www.visitbelfast.com/RUready





Partnership

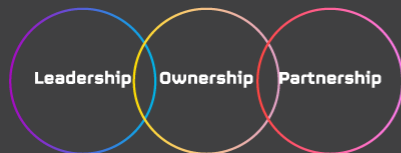
The skills needed to implement the vision

Ambition

Involvement

Interactivity

Sharing





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Spring/Summer 2015



Kristin Lee Moolman
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Fall/Winter 2016

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City Roaming

Dino's on the move!



Dippy (the 150 million year old Diplodocus skeleton) is on tour. She's left her home in London's Natural History Museum to visit locations across the UK and she's arriving in Belfast's Ulster Museum in September.

Estimated to attract ?? visitors to the city, this is a ginormous opportunity to get involved!

Find out more visitBelfast.com

Energising
Belfast with
Awesomeness

**Energising
Belfast with
Awesomeness**

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Leaves North

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FROM MERSEYSIDE TO
STATESIDE
STORMIE STRAIT AT LIVERPOOL, MOPS
Read Stormie's story at hepatitis.org.uk



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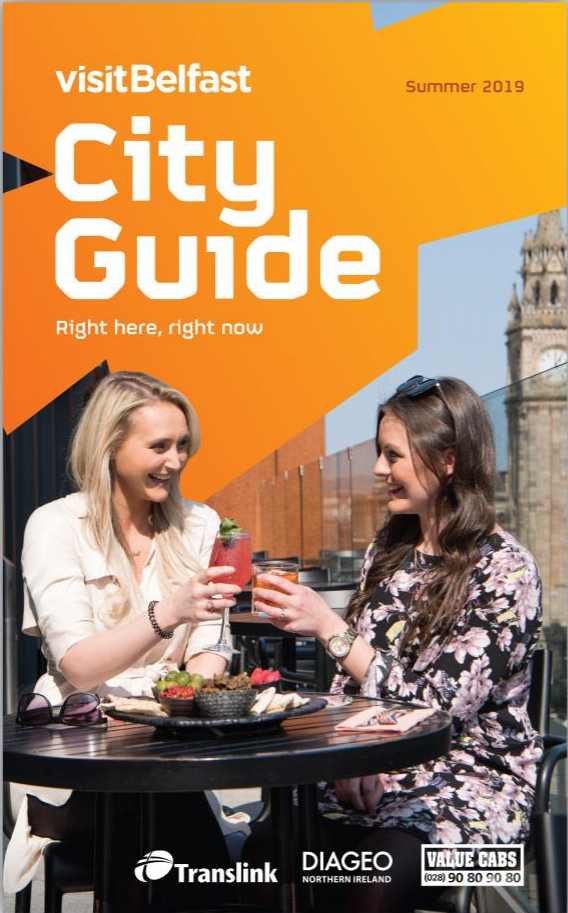


FUTURE-FIT SPACE
BY CAUSEWAY ASSET MANAGEMENT

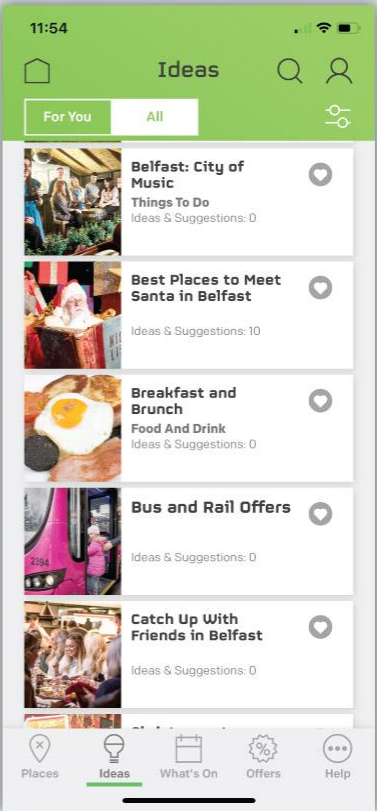
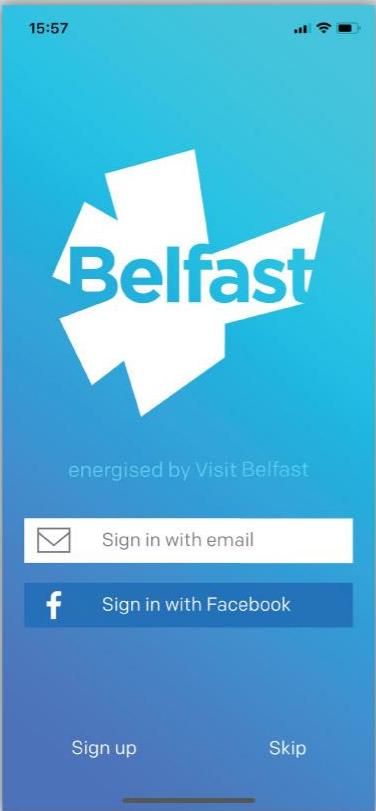
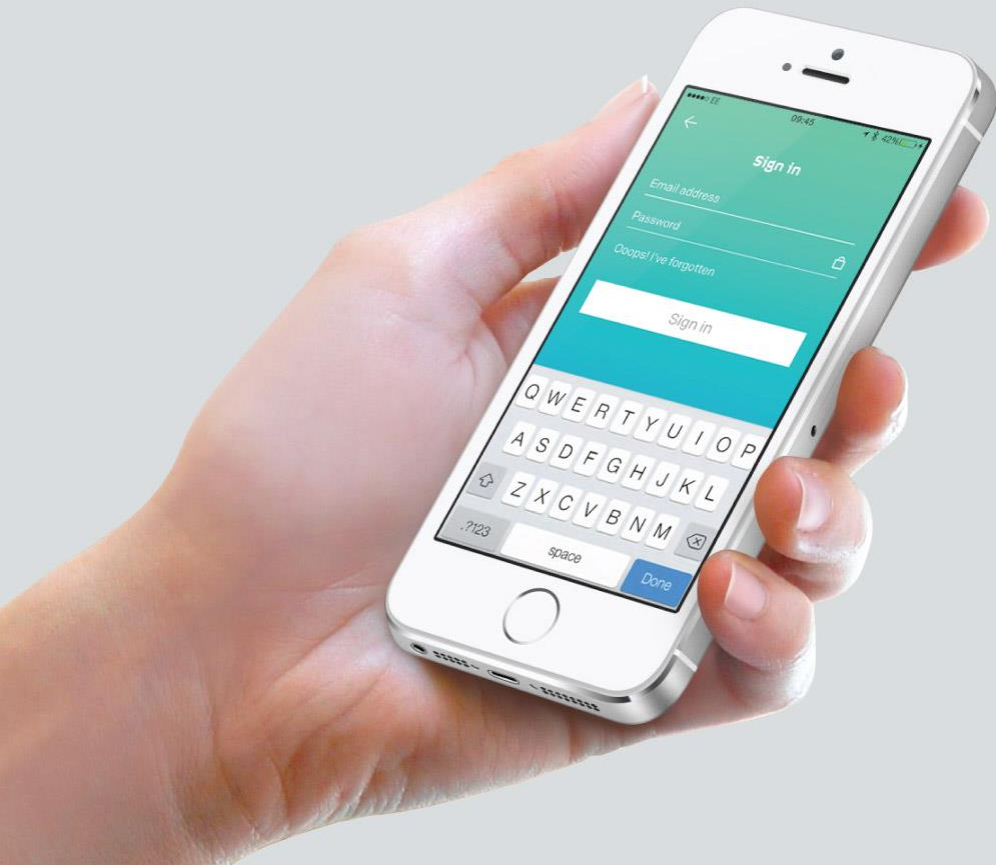


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Partnership

The skills needed to implement the vision

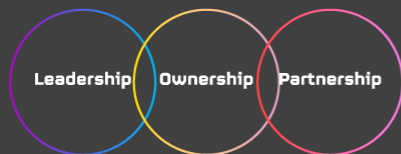
Ambition

Involvement

Interactivity

Sharing

Patience!





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