



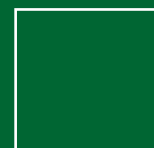
North Belfast Advice Partnership

Brand Guidelines

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Logo

Icon

Below is the new icon for North Belfast Advice Partnership. This part of the brand guidelines will show you the Do's and Don'ts when using the icon. This will include colour, padding, different versions of the icon how to use the icon for social media.



Coloured

The coloured icon is the main icon that will be used. It can be used on anything related to the North Belfast Advice Partnership.



Black

The black icon will be mainly used for print, it can also be used as an icon on website and social media, the same as the white icon but this one has to be used on either a white icon or some certain colours are approved.

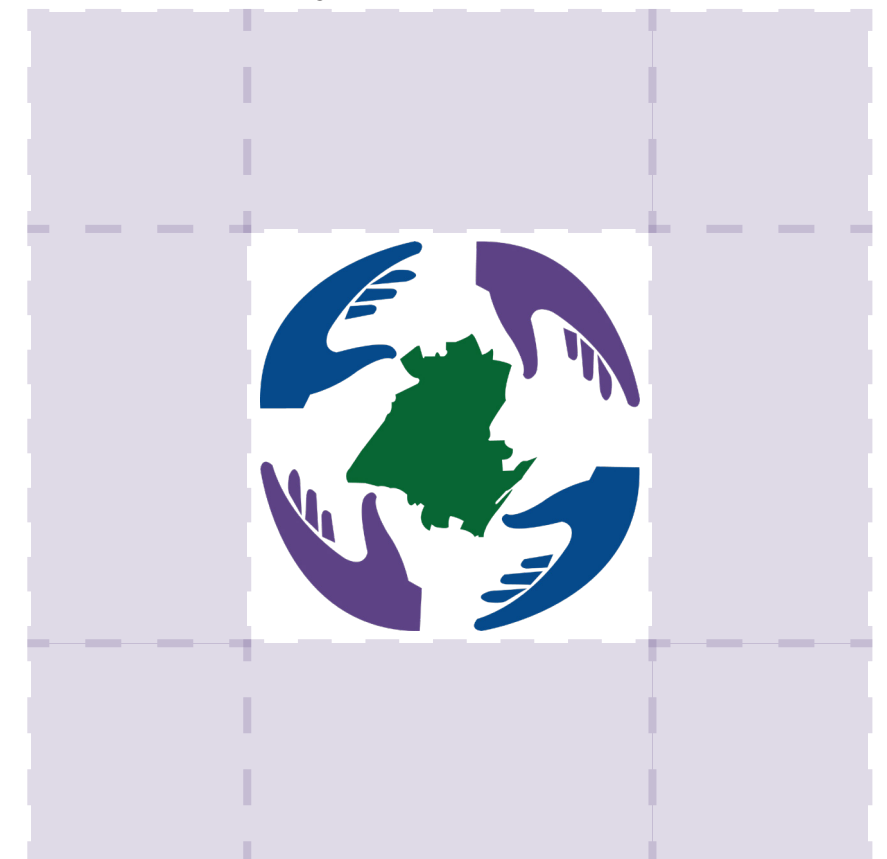


White

The white icon will be mainly used for print, it can also be used as an icon on website and social media but at all times it must have a black or an approved colour background.

Icon Padding

The padding for the icon is used to keep the icon looking tidy when it is used in any print or web material.



The padding is half the width of the icon around all sides. Depending the side it is always half the width.

Logo

Icon Colour/Do & Don't

Icon Colour Pallet

Below I will show the colour pallet for the icon. The colours will be shown using Number codes, RGB & CMYK.



Number Code: #5d4286

C: 76% R: 93
M: 82% G: 66
Y: 13% B: 134
K: 2%



Number Code: #014b8c

C: 99% R: 01
M: 73% G: 73
Y: 15% B: 140
K: 3%



Number Code: #006633

C: 90% R: 0
M: 33% G: 102
Y: 96% B: 51
K: 26%

Icon Colour Background

For the icon this is showing the and colours you can use for the background of the icon.

Do



Do use a white background when using the coloured icon.



Do use light greys with the coloured icon if needed..



Do use the logo colours but only if they are at 20% opacity.

Don't



Don't use a black background when using the coloured icon.



Don't use the same coloured background at full opacity as the icon.



Don't use any colours that are too bright and don't work the icon.

Logo

Icon Do & Don't

Icon Black Background

For the black icon this is showing the and colours you can use for the background of the icon.

Do



Do use a white background when using the black icon. **(Don't ever use a black background)**



Do use the icon colours but only if they are at 20% opacity.

Don't



Don't use colours that aren't the same as the icon.



Don't use the same coloured background at full opacity as the icon.

Icon White Background

For the white icon this is showing the and colours you can use for the background of the icon.

Do



Do use a black background when using the white icon.



Do use the icon colours but only if they are at full opacity.



Do use darker greys as a background colour if needed.

Don't



Don't outline the icon and don't use a white background on white icon.



Don't use pastel colours that on the white icon.



Don't use the logo colours if they are at anything under 100% opacity

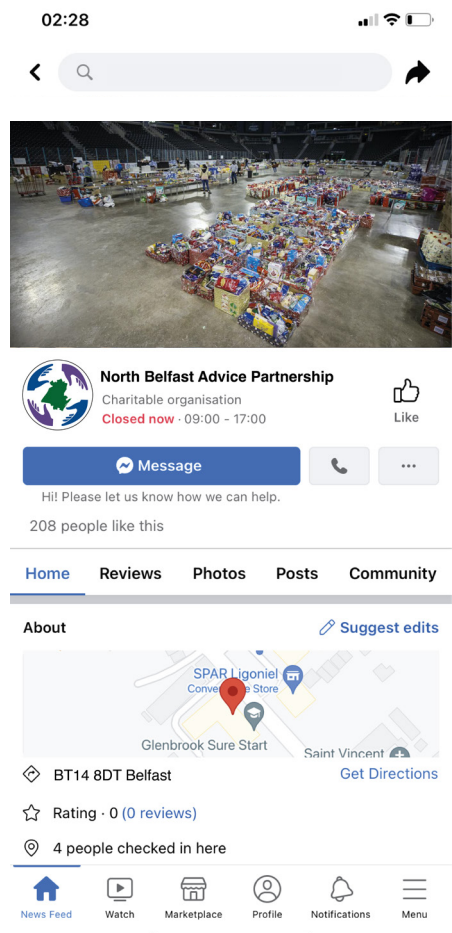
Logo

Icon Do & Don't

Icon Social Media

This is showing how the Icons would look on Facebook, Instagram and Twitter and how to use them the right way and where and when to use them.

Facebook



Do - Use the icon as profile photos
Do - Use they've icon to its full size

Don't- Cover the icon
Don't - use icon or logo as cover photo
Don't - use the full logo as profile photo

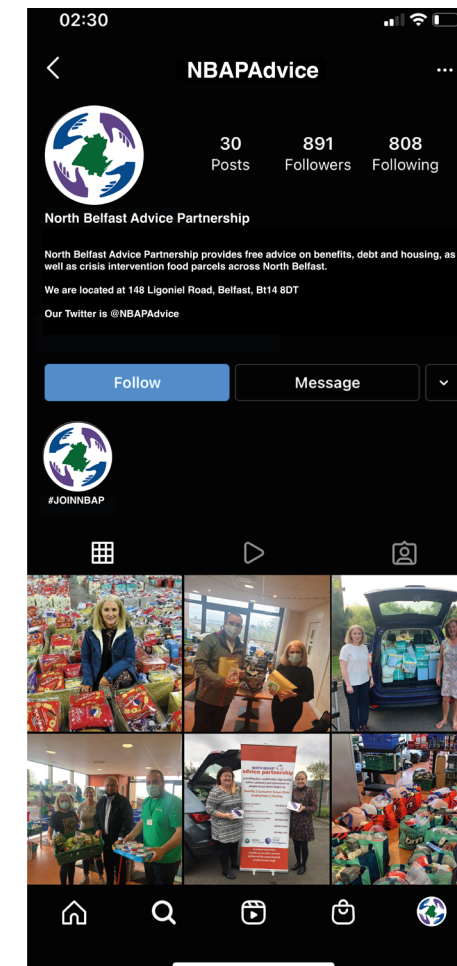
Twitter



Do - Use the icon as profile photos
Do - Use the icon to its full size

Don't- Cover the icon
Don't - use icon or logo as cover photo
Don't - use the full logo as profile photo

Instagram



Do - Use the icon as profile photos
Do - Use the icon to its full size
Do - Use Icon for instagram stories

Don't- Cover the icon
Don't - use the full logo as profile photo

Logo

Main Logo

Below is the new Logo for the North Belfast Advice Partnership. I will through the logo and showing how it will look and the Do's and Don'ts when using the logo. Some stuff will include the fonts, colours, padding and different versions of the logo.

Below will show the three different types of logos their are and these are the main logo's:



North Belfast Advice Partnership

Coloured

The coloured logo will be the main logo for the North Belfast Advice Partnership, this can be used on anything related to the partnership.



North Belfast Advice Partnership

Black

The Black logo is for any black and white print stuff as well as being a minimalistic logo you can use on letters, poster and any other forms of advertising.



North Belfast Advice Partnership

White

The white icon can only be used on black or coloured backgrounds, this can be used on poster, on images and some forms of advertising.

Logo

Second Logo

This is the second logo. This version is used on such things as appointments cards, emails and advertising. You can use this logo if you want depending on the situation you use it in. There are 3 different styles to the logo, which I will be discussing below:



North Belfast Advice Partnership



North Belfast Advice Partnership



North Belfast Advice Partnership

Coloured

The coloured logo is the same as the main logo but the text is underneath and smaller making the icon stand out. With this logo it would be more used for advertising with posters and under pictures and used in company emails.

Black

The black logo is more used on print with having the logo black and white but you can use it for online emails posters. This one you can't use with pictures because certain colours make it hard to read the logo which then make it unflattering.

White

The white logo is mainly used on pictures and posters due to the white able to stand out in most dark colours. This really works when there is a dark colour behind the white logo especially on pictures for the company.

Logo

Third Logo

This is the third logo. This version is used on such things as emails and advertising. You can use this logo if you want depending on the situation you use it in. This is the third logo I will discuss below:



**North
Belfast
Advice
Partnership**



**North
Belfast
Advice
Partnership**



**North
Belfast
Advice
Partnership**

Coloured

This coloured logo is mainly used on emails, letters and some advertising. It is a professional look for the logo with the text sitting at the right hand side and all of the text sitting in a row. You can also see with this logo that the first letters of each word spell NBAP.

Black

This Black logo is mainly used on print work but it can be used on some online work like emails and documents. It does have the same professional look but it can sometimes be easier to use when you need to print a document or send an email.

White

The white icon can only be used on black or coloured backgrounds, this can be used on poster, on images and some forms of advertising.

Logo

Fourth Logo

This is the Fourth logo. This version is used on such things as appointments cards and advertising. You can use this logo if you want depending on the situation you use it in. This logo is similar to the second one except for the text being a lot bigger.

When using any of these logo's they should be centre or top centre of any page or card it is used on. I will explain more below:



**North Belfast
Advice Partnership**



**North Belfast
Advice Partnership**



Coloured

This logo can be used in appointment cards and advertising.

This is a more professional look with the bigger text compared to the second logo. This one would help stand out on appointment cards because its very centred.

Black

This Black logo is for any black and white print stuff as well.

This one would work with some advertising especially if the advertisement is very bright. It can be used on appointment cards if needed but I would recommended stick to the coloured one.

White

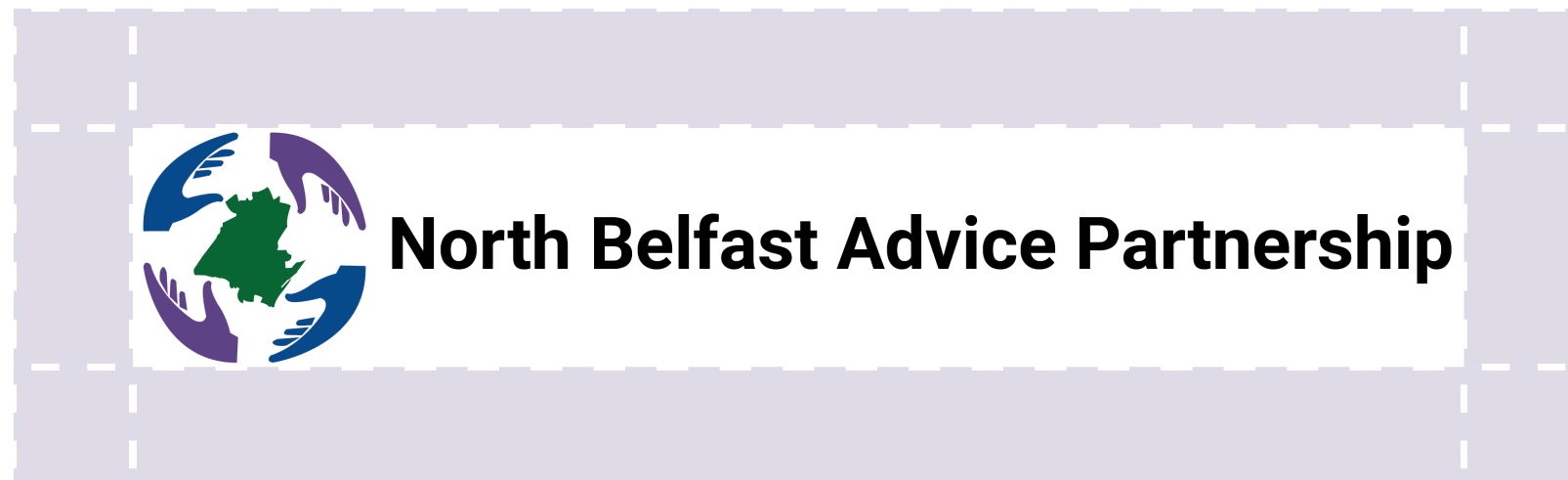
The white logo can only be used on advertising as it has to have a dark background to be seen. It can be used on both print and digital but it can be used on appointment cards.

Logo

Logo

Logo Padding

This is showing the padding for when using the logo this will just show the main logos padding. Use this information for the other version of the logo as well.



The way to use the padding is take half height of the logo at the size you have it and then use that the whole way around the logo itself to then create the padding.

The padding should be used for Advertisements, emails, websites documents and even on photos.

This is to keep the logo looking clean, tidy and clear when using the logo and especially when someone else would like to use the brands logo this will make sure they keep it clean.

Logo Font

Below is just showing the font for the logo. This is what will be used in the website any other forms of material North Belfast Advice Partnership use.

The font is called "Roboto".

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,':

Roboto Bold is the font that will be used in the logo. You can see that each logo use the same font.

Roboto bold gives a very friendly business feel. Its inviting for anyone who would like to use any services of the North Belfast Partnership.

Roboto Bold also helps the brand stand out within a crowd and keeps it very simplistic and not feel overt the top.

Logo

Logo Do & Don't

Logo Colour Background

For this is logo it's showing the and colours you can use for the background of the logo.

Do



**North Belfast
Advice Partnership**

Do use a white background when using the coloured logo.



**North Belfast
Advice Partnership**

Do use the logo colours but only if they are at 20% opacity.



**North Belfast
Advice Partnership**

Do use light greys with the coloured logo if needed.

Don't



**North Belfast
Advice Partnership**

Don't use any colours that are too bright and don't work the logo.



**North Belfast
Advice Partnership**

Don't use a black background when using the coloured logo.



**North Belfast
Advice Partnership**

Don't use the same coloured background at full opacity as the logo.

Logo

Logo Do & Don't

Logo Black Background

For this it's showing the and colours you can use for the background of the icon.

Do



**North Belfast
Advice Partnership**

Do use a white background when using the black logo.



**North Belfast
Advice Partnership**

Do use the logo colours but only if they are at 20% opacity.



**North Belfast
Advice Partnership**

Do use lighter greys as a background colour, do not make them too dark.

Don't



**North Belfast
Advice Partnership**

Don't use the same coloured background at full opacity as the logo.



**North Belfast
Advice Partnership**

Don't use the same background colour as the logo.



**North Belfast
Advice Partnership**

Don't use colours that aren't the same as the logo.

Logo

Logo Do & Don't

Logo White Background

For this logo it's showing the and colours you can use for the background of the icon.

Do



Do use a white background when using the black logo.



Do use the logo colours but only if they are at full opacity.



Do use darker greys as a background colour if needed.

Don't



Don't outline the icon and don't use a white background on white logo.



Don't use the logo colours if they are at anything under 100% opacity



Don't use colours that aren't on the colour pallet for the white logo.

Font

Fonts

Font Style

Below is showing the different font styles for the “Roboto” font. Each style will be used differently and for different occasions. Some may be used more than others.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,':

This is the regular style of Roboto. This style can only be used when writing documents, or as paragraphs when using it as a website. You cannot use this style of roboto as a title or as the logo style of font.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,':

This Roboto Bold which is the main that font that will be used. This is mainly used for titles and is used for the logo font . This is the form of font that will be used mainly throughout North Belfast Advice Partnerships brand as it is the main font.

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!@£#&.,':

Robot Black is the final style of font. This can be used to highlight important words, or V titles. It is mainly used for highlighting. You wont see this much on text or titles. Only rarely.

Font

Fonts

Font Do and Don't

Below I will explain the Do and Don'ts when it comes to the font.

Do

- Do - Make sure the font is easy to read.**
- Do - make sure the font colour is either Black Or White.**
- Do - Make sure the font is big enough to read in the situation you are using it in.**
- Do - Only use Roboto Bold for the logo.**
- Do - Use Roboto as the first font on a website.**
- Do - Make sure when using one of the logo's as you make it bigger or smaller make sure the font follows it in size.**
- Do - Use the fonts when ever you are able too.
(e.g. Microsoft Package, Adobe Package, Wordpress)**
- Do - Have the font as big as you need it on posters and banners. As long as it is presentable.**

Don't

- Don't - Make the font bigger than the logo.**
- Don't - Use anything other than Roboto as the first font**
- Don't - Have the logo font anything other than Roboto Bold.**
- Don't - Have the font Under 12pt when writing documents.**
- Don't - Have the background behind the font a colour that is hard to read from.**
- Don't - Have any outlines (Stroke) around the font.**
- Don't - Mix any fonts together.**
- Don't - Use any other fonts on the logo.**
- Don't - Use the styles of font in ways they aren't meant to be used.
(e.g. Roboto Black for a paragraph in the website.)**

Website

Website Logo & Colour Pallet

Logo on Website

Only use the main logo as the logo for the website. The logo that is shown below is the logo you have to use on the website.



North Belfast Advice Partnership

This is the website logo. It is the main logo that you can use in all situations.

When using this logo it must be in or around the top left side of the of the webpage.

You must keep the padding around the logo to keep it clear from the Nav bar and any additional text.

You have to have the logo big enough that you can see it but not too big that it overwhelms the page. The best way to see this is to keep it around the same size as the nav bar or just a bit bigger.

Make sure this is high quality when you use it.

When using this on the site make sure that the background it white and no other colour.

Don't ever change the way the logo looks.

Website Colour Pallet



Number Code: #5d4286

C: 76% R: 93
M: 82% G: 66
Y: 13% B: 134
K: 2%



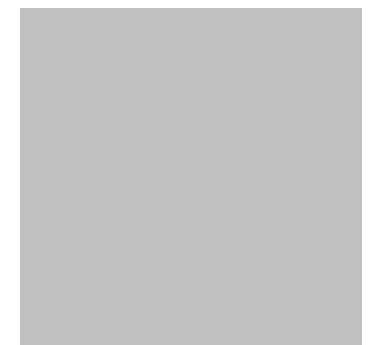
Number Code: #014b8c

C: 99% R: 01
M: 73% G: 73
Y: 15% B: 140
K: 3%



Number Code: #006633

C: 90% R: 0
M: 33% G: 102
Y: 96% B: 51
K: 26%



Number Code: #C0C0C0

C: 28% R: 192
M: 21% G: 192
Y: 22% B: 192
K: 3V%

The Colour Pallet for the website is the same as the icon but in addition you can use some greys throughout. Above is one of the greys we used throughout the site.

Website

Website Font

Website Font

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

?!@£#&.,':

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

?!@£#&.,':

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

?!@£#&.,':

These are the 3 fonts you can use on the site. There is more explanation on how to use them on the fonts area.

There will be another font to use if this one doesn't work on the site that one is only for emergency's and should only be used as an extra font in case the main one doesn't work.

Font Sizes

Below is showing the font sizes for when you use the font on the website.

H - stand for Heading and the number beside the H stands for how big the heading is. So H1 is the biggest heading.

P - stand for paragraph and that is just the text along the page.

H1 - 23px

H2 - 20px

H3 - 18px

H4 - 17px

P - 14px

Top bar & Footer – 12px

Nav bar – 13px

These sizes are the ones that suit the website the best and work best on the website. They keep the site looking tidy and clean. Use these font sizes when making any changes on the site.