

1.1 LOGO AND STRAPLINE

The Invest NI logo consists of the words Invest Northern Ireland, the coloured graphic and the strapline 'Building Locally Competing Globally'.

The logo should never be used without the strapline in communications aimed at the Northern Ireland market.

In communications aimed at international markets, the logo can appear without the strapline. Please see Appendix 3 for details.

The only other instance where the logo can appear without the strapline is on building signage.

Clear space should be maintained around the logo on all sides as shown below.

Isolation Area



Measuring the isolation area

X is equal to the height of a single 'l' in the Invest Northern Ireland logotype.

This is a universal proportional measuring system that applies to all sizes.

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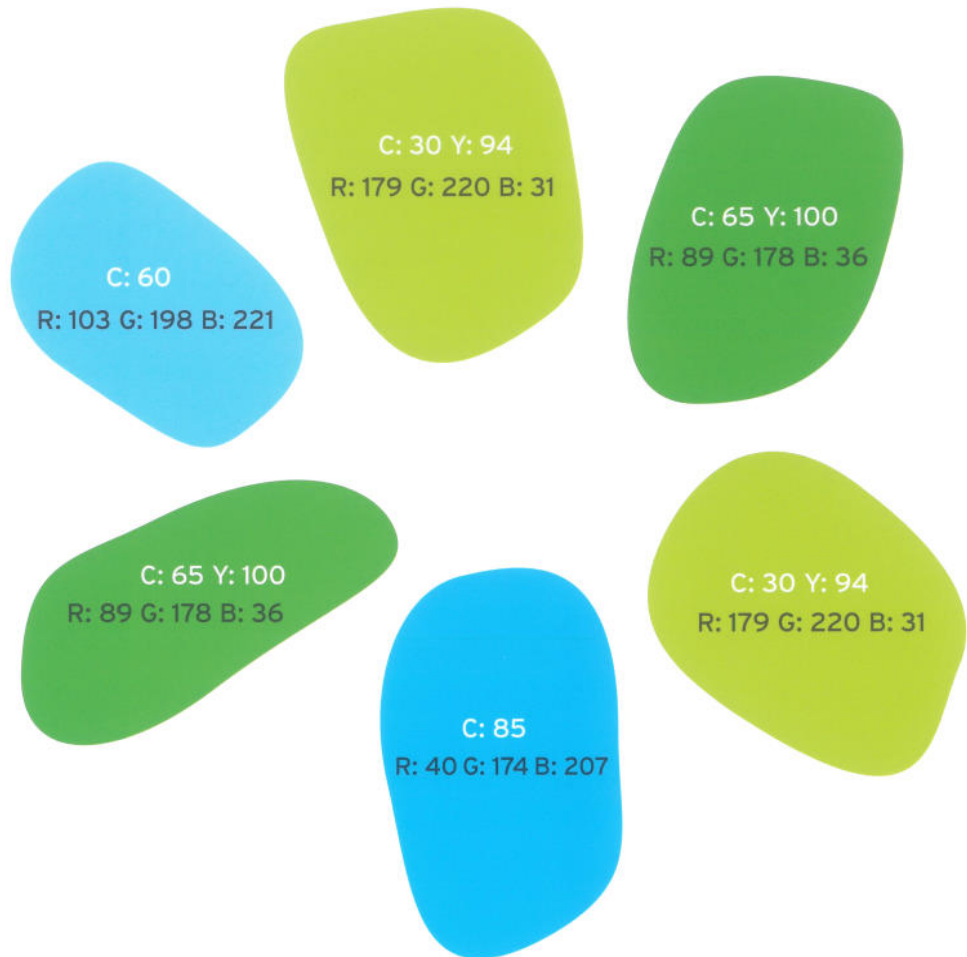
Minimum Size

To ensure legibility, the minimum size that the logo and strapline can appear is 16mm in width.



Logo Colours

The Invest NI logo colours consist of the following specifications:



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Reversals and Single Colour

In almost all applications under these guidelines, the Invest NI logo should be used in its full colour format, both as a positive and reversal. However, in certain circumstances, it is possible to use the logo in its single colour version, for example, in a single colour press advertisement.

Other variations are also shown below using background colours.

When using the Invest NI logo on partner publications, the logo should be in full colour. If this is not possible, the logo can be set against any solid colour using either the solid black or white reversal version.



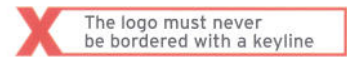
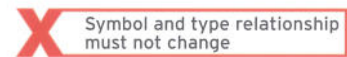
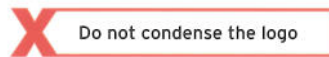
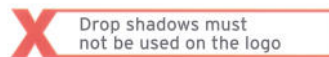
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Incorrect Usage

All proportions of the Invest NI logo and strapline are fixed by design and may not be altered. It must always be reproduced from digital master artwork and must never be modified in any way. It cannot be used at an angle or placed on a patterned background.

Do not scan or try to recreate. Similar or different typefaces should never be substituted.

The following examples show how the Invest NI logo should not appear at any time:



Building Locally
Competing Globally

