INTRODUCTION

Following significant public realm investment in all five towns in Ards and North Down, the decision was made to develop fresh, unique identities for Bangor, Comber, Donaghadee, Holywood and Newtownards to further help their revitalisation. The brief was to create brands that brought all the towns together with a unifying look and feel whilst retaining the unique history, culture, character and attributes of each.

After an intensive consultation process with local stakeholders, concepts were developed, presented, rationalised and finally approved by representatives from each town. The resulting designs are presented in this document, which acts as an introduction and guidance manual for their correct and consistent application.

Welcome to the five town brands – eyecatching, modern, fun, engaging and reflective of a dynamic Borough with big plans for the future.
1. THE FIVE TOWN BRANDS

The five town brands are clearly seen as a unified family yet each is unique with its own character and visual identity. Each brand is supported by a full brand toolkit including a brand guidelines document, of which this edition is for the town of Newtownards.

DONAGHADEE
THE BEACON ON THE COAST

BANGOR
BY THE SEA

HOLYWOOD
HISTORICAL GEM OF THE LOUGH

COMBER
THE HOME OF GREAT TASTE

NEWTOWNARDS
THE HEART OF THE ARDS PENINSULA
2. THE NEWTOWNARDS BRAND MAKEUP AND APPEARANCE

The Newtownards town brand is comprised of two overall parts, the icon and the title, which contain five distinct elements:

The shield element
Two intersecting geometric shapes which provide a background to the icon.

The character elements
Comprising a number of local and specific illustrative elements.

The environment shadow
Providing a depth dynamic to the overall brand.

The town
The town name.

The strapline
A unique identifying proposition, specific to each town.
2. THE NEWTOWNARDS BRAND MAKEUP AND APPEARANCE CONTINUED

**COLOUR PALETTES**

**CMYK**
- C 70 / M 10 / Y 0 / K 0
- C 100 / M 30 / Y 0 / K 0
- C 0 / M 0 / Y 0 / K 75

**Pantone**
- 2995 C
- 3005 C
- Cool Gray 10 C

**RGB**
- R 45 / G 175 / B 230
- R 0 / G 130 / B 200
- R 100 / G 100 / B 100

**CLEAR SPACE**

An area around the brand known as a clear space should remain free of any intruding matter, including text, imagery, colour patterns or other logos and brands. This clear space is based on the capital letter height of the title element of the logo.

**MINIMUM REPRODUCTION SIZE**

Wherever possible, the Newtownards brand should be represented in as clear and impactful a size as possible. However, where necessary the brand will need to be reproduced in a limited print area – for example, on a pen or USB key (see 5. Applications). In such instances a minimum reproduction size of 15mm should be observed where possible. On occasions where a specific application must be smaller than this, seek guidance – see 6. Contacts / Resources.
LOGO VARIANTS

The Newtownards brand is available in a range of formats and file types to cover all application requirements:

**Full colour – Positive**
To be used on white or light backgrounds. Available in both CMYK and Pantone PMS colour systems, in .eps and .pdf format, and in RGB in .png format.

**Full colour – Negative**
To be used on black or dark backgrounds (note: the full colour - negative logo sits in an enclosing square area filled with the corporate light blue – this must not be changed to any other colour). Available in both CMYK and Pantone PMS colour systems, in .eps and .pdf format, and in RGB in .png format.

**Mono – Positive**
To be used on white or light backgrounds. Colour is limited to black only. Available in .eps and .pdf format, and in RGB in .png format.

**Mono – Negative**
To be used on black or dark backgrounds. Colour is limited to black only. Available in .eps and .pdf format, and in RGB in .png format.

SHIELD ELEMENT

The Newtownards brand shield element is available as a supporting decorative element – see ‘Introduction’ for an example application and 2. The Newtownards brand makeup and appearance > using the shield as a supporting decorative device’ for guidance.

Application guidance is available – see 6. Contacts / Resources.

**Shield element**
To be used on white or light backgrounds. Available in both CMYK and Pantone PMS colour systems, in .eps and .pdf format, and in RGB in .png format.
2. THE NEWTOWNARDS BRAND MAKEUP AND APPEARANCE CONTINUED

USING THE SHIELD AS A SUPPORTING DECORATIVE DEVICE ELEMENT

The Newtownards brand shield element can be used as a supporting decorative device on branded communications materials. Various examples of practical applications are cited throughout this document.

The two overlapping squares can be rotated and repositioned independently, but must always overlap. They should be set to ‘multiply’, allowing the overlapping areas of colour to increase in density, as illustrated here.

In such applications, technical advice is available – see 6. Contacts / Resources.
3. CORRECT AND INCORRECT USE OF THE BRAND

The Newtownards brand must not be manipulated, modified, distorted or changed in any way. Some examples of such unsanctioned modification are illustrated below, but this should not be considered an exhaustive list.

Application guidance is available – see 6. Contacts / Resources.
4. TYPOGRAPHY

The Newtownards town brand primary font is DIN Next LT Pro.

DIN Next LT Pro is a pan-European font supporting Latin, Cyrillic and Greek scripts, with glyphs including localised letter shapes plus ordinals and provides matching OpenType features, making it ideal for translation to other European languages.

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5. APPLICATION

The Newtownards town brand should be applied consistently on promotional items. Careful attention should not only be given to the size, position and reproduction quality of the logo itself, but any other supporting text matter.

Application guidance is available – see 6. Contacts / Resources.
5. APPLICATIONS

The Newtownards town brand should be present at all public touchpoints. Ideally the full colour version should be used, but where this is not possible (for example, frosted on glass, etched on metal, etc), the mono version may be used.

Application guidance is available – see 6. Contacts / Resources.
5. APPLICATIONS

Where possible and financially practical, the brand should appear on all materials used to promote the town and should be applied consistently.

Application guidance is available – see 6. Contacts / Resources.
6. CONTACTS

Application of the Newtownards town brand should be consistent at all times. For guidance on any issues not covered in this document, please contact:

**Ards and North Down Borough Council**
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6. RESOURCES

The Newtownards town brand logo is available in .eps, .pdf and .png formats. Other formats and supporting assets are available upon request.

In the first instance, please contact Clare Foreman at Ards and North Down Borough Council.