Department for
Communities
www.communities-ni.gov.uk

Corporate Identity for the Department for Communities

AUGUST 2025

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Acknowledgement of Funding/Grants

The Department for Communities (DfC) is the largest Government Department in the Northern Ireland Civil Service (NICS). We are supported in delivering our services by a number of Arm's Length Bodies (ALBs) and a number of stakeholder groups.

THE DEPARTMENT'S MAIN FUNCTIONS INCLUDE:

- the promotion of healthy housing and the provision of decent, affordable, sustainable homes and housing support services
- a social welfare system including focused support to the most disadvantaged areas
- providing training and support to jobseekers and employers
- bringing divided communities together by creating urban centres which are sustainable, welcoming and accessible to live, work and relax in peace
- supporting local Government to deliver effective public services
- maximising public benefits from the culture, sports/leisure sectors
- tackling disadvantage and promoting equality of opportunity by reducing poverty, promoting and protecting the interests of children, older people, people with disabilities, and other socially excluded groups; addressing inequality and disadvantage.

Each year the Department for Communities (DfC) supports hundreds of projects through funding and grants.

It is important that funding for the delivery of initiatives and activities including capital projects is appropriately acknowledged to demonstrate that public money is supporting your work and organisation.

Funded partners, including Arm's Length Bodies and Non-Departmental Public Bodies should seek to acknowledge the relationship with the Department for Communities on any websites and social media channels. The use of the Department's logo may also be used accordingly on these channels.

It is a condition of your grant or funding that you acknowledge the source of your funding for activities as the Department for Communities.

These guidelines will give you advice about how to acknowledge this, which logo format to use and how to use them.

Approved variations of the logo

You may use our logo appropriately in communications about work we are supporting. However, please check with us first before using it in a promotional capacity and allow at least three working days for us to approve.

Version 1 is the default logo. Version 2 can be used when space is a factor for example on small items. Version 3 and 4 are available to use where the subject matter relates to matters of Irish or Ulster-Scots language, identity or culture and it would be more appropriate to use the trilingual logo.

If you have current DfC funding, you can use our logo on the following:

- **Leaflets**
- **Brochures**
- **Posters**
- **Websites**
- **Presentations**
- **Stands**
- **Display Panels**
- **Ezines**
- **Hoarding**
- **Social Media Channels**

Our logo should only be used with the exact pantone or in black or in white if there is a darker coloured background.

NOTE: The only instance where the URL can be removed from the logo is when it is added to an internal or external NICS website or it features on a website navigation banner. For example Job Apply NI.

1

2

3

4

Logo formats

Here you can find our logo in a variety of formats to ensure that they are suitable for your purposes.

Our logo must never be modified. Please use these guidelines to determine the best way to apply the DfC logo. There are serveral versions of the DfC logo:

HEX MIN
12mm

PRINT
55mm MINIMUM

Screen
208px MINIMUM

HEX MIN
12mm

PRINT
20mm MINIMUM

Screen
75px MINIMUM

Logo formats

HEX MIN
12mm

PRINT
42mm MINIMUM

Screen
160px MINIMUM

HEX MIN
12mm

PRINT
130mm MINIMUM

Screen
490px MINIMUM

DfC Logo Versions

COLOUR VERSION

SINGLE COLOUR VERSION (PMS 281)

DfC Logo Versions

SOLID BLACK VERSION

WHITE /REVERSED VERSION

DfC Logo Versions

COLOUR VERSION

SINGLE COLOUR VERSION (PMS 281)

DfC Logo Versions

SOLID BLACK VERSION

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DfC Logo Versions

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WHITE /REVERSED VERSION

DfC Logo Versions

COLOUR VERSION

SOLID COLOUR VERSION (PMS 281)

DfC Logo Versions

SOLID BLACK VERSION

WHITE /REVERSED VERSION

Our Logo - Funded by

If DfC funds a project or provides a grant that should be recognised by using the 'Funded by DfC' logo. If DfC funds over 50% of the project then it should appear first beside the organisations logo. If the Department is part funding along with other multiple funders it should appear equally with the other organisations logos.

The DfC logo should always be positioned beside any other logo as shown allowing for a minimum of 12mm spacing. The Communities logo should always be positioned first when viewed top down and left to right.

This is the same of all the sub brands.

DfC Logo - Funded by

Single Colour Version

DfC Logo - Funded by

Solid White Version

Our Logo - Supported by

Supported by
Department for
Communities
www.communities-ni.gov.uk

Supported by
DfC
Department
for Communities
www.communities-ni.gov.uk

Supported by
Department for
Communities
An Roinn Pobal
Depairtment fur Commonities
www.communities-ni.gov.uk

Supported by
Department for
Communities
www.communities-ni.gov.uk

An Roinn Pobal
Depairtment fur Commonities

DfC Logo - Supported by

Single Colour Version

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Department for
Communities
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www.communities-ni.gov.uk

Supported by
Department for
Communities
www.communities-ni.gov.uk

An Roinn Pobal
Depairtment fur Commonities

DfC Logo - Supported by

Solid White Version

Our Logo -
Commissioned by

Commissioned by the
Department for
Communities
www.communities-ni.gov.uk

Commissioned by the
DfC
Department
for Communities
www.communities-ni.gov.uk

Commissioned by the
Department for
Communities
An Roinn Pobal
Depairtment fur Commonities
www.communities-ni.gov.uk

Commissioned by the
Department for
Communities
www.communities-ni.gov.uk

An Roinn Pobal
Depairtment fur Commonities

DfC Logo -
Commissioned by
Single Colour Version

DfC Logo - Commissioned by

Solid White Version

Size and Spacing

To make sure the logo is always recognisable it must only be reproduced at a minimum size or larger.

The logo should never appear too close to any other material, including other logos, text or element of design. To ensure visibility and legibility, it is important that an exclusion zone is adhered to whereby a specified area around the logo is empty space.

The outer dotted line shows the minimum protection zone for the identity - no other graphic elements should fall within this area.

Full Name Logo

Abbreviated Logo

Size and Spacing

To make sure the logo is always recognisable it must only be reproduced at a minimum size or larger.

The logo should never appear too close to any other material, including other logos, text or element of design. To ensure visibility and legibility, it is important that an exclusion zone is adhered to whereby a specified area around the logo is empty space.

The outer dotted line shows the minimum protection zone for the identity - no other graphic elements should fall within this area.

Stacked Logo

Horizontal Logo

Distorting the logo

You should not;

- distort the logo shape
- alter the colouring
- apply effects to the identity,

  for example, shading
- combine the DfC identity with any other graphics or designs which infringe on the required clear space and exclusion zone.

This applies to all logo versions.

Colour

It is important that our identity is not displayed in different ways. This creates confusion.

The preferred background colour for the Department for Communities identity is white. If a colour other than white is required the colour chosen should reflect the DfC brand colours.

PANTONE - 281
CMYK - C100 M87 Y38 K35
RGB - R0 G32 B92

90%
80%
70%
60%
50%
40%
30%
20%
10%

PANTONE - 2665
CMYK - C70 M76 Y0 K0
RGB - R127 G86 B197

90%
80%
70%
60%
50%
40%
30%
20%
10%

Font

The typeface used for the DfC identity is Bodoni and ITC Franklin Gothic Book. This text has been carefully sized and spaced within the identity and should not be altered in any way which would affect its size, spacing, shape or colour.

Accessibility and Hyperlinks

Accessibility

All materials produced for publication on Departmental Websites must be accessible to ensure that all potential audiences can access the information contained within them. This is a requirement of The Public Sector Bodies (Websites) Accessibility Regulations 2018. Within these Regulations, we must ensure that our online materials comply with the Web Content Accessibility Guidelines version 2.1 AA.

Hyperlinks

Hyperlinks are an easy way to connect audiences with additional information on both internal and external websites. Hyperlinks play a very important role in accessibility and should be displayed depending on the format of the document.

Online Documents

You should choose hyperlink text that clearly and meaningfully identifies the content of the resource being linked to instead of using its URL as the link text. A screen reader user will more easily understand where an accessible link leads and will not have to listen while the reader pronounces every single character of a URL.

Accessibility and Hyperlinks

Printed Documents

Hyperlinks should be displayed as full URLs so a user can type them into their browser. You may however, wish to supplement these with convenient shortcuts like a QR Code which can be scanned by a smart device.

Other best practices when using hyperlinks include:

- Underlining hyperlinked text only
- Give hyperlink text a different colour from surrounding text
    - Hyperlink text is usually blue but may be any colour that contrasts sufficiently with surrounding colours
- Use the same colour for all hyperlinks in a given document or web page.

Email Addresses

You should display any email address in full when including it in either printed or digital documents. Digital documents may benefit from having the email address hyperlinked for quick selection. In most cases, this will open a draft email to this address for the user.

Media/social media promotion

Plans to announce Departmental funding/ part funding for projects/programmes including media/social media activity must be agreed in advance with the Deputy Director, Strategic Communication and the Principal Information Officer.

The Department may choose to lead on the communication to promote the funding of the project. As part of this, the Minister will be offered the opportunity to lead on communication including: issuing of a press release; photo opportunities, press interviews and keynote speaking role at any events designed to promote the announcement.

We may wish you to use your social media channels to share and repost posts to promote the project/programme

If it is agreed that your organisation will lead on promoting the launch of the Departmental funded/part-funded project/programme in the media/social media, please allow at least five working days for clearance of promotional content that references the Department.

Please let us know in advance of your intention to tag the Department in any posts. We will engage with posts where possible and appropriate.

The main channels for the Department are:

X – **@CommunitiesNI**
LinkedIn – Department for Communities
Facebook – **@CommunitiesNI**
Instagram - **@communities_ni**

Please contact **the DfC Press Office.**

Department for
Communities
www.communities-ni.gov.uk

Corporate Communications
Department for Communities
Causeway Exchange
1-7 Bedford Street
Belfast
BT2 7EG

Subscribe to the Departments stakeholder list:
www.communities-ni.gov.uk/subscribe-email-updates

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