



Department for
Communities

An Roinn
Pobal

Department fur
Commonities

www.communities-ni.gov.uk

Corporate Identity Guide

JANUARY 2023



**Supporting
people**

**Building
communities**

**Shaping
places**

Preface

This Corporate Identity Guide provides detailed advice on the Department for Communities logo, its placement and the departmental colours. The correct use of the corporate identity guidelines ensures a strong and consistent brand for the Department.

This is intended to serve as a ready-reference guide, incorporating the information required to allow consistent and correct branding for any document or communication material.

The Department for Communities (DfC) Corporate Identity Guide is a living document that will be updated as required.

For NICS staff, the most recent version of this guide and associated materials, will always be available on the DfC Intranet.

For other stakeholders, the most recent version of this guide and associated materials, will always be available via the DfC Corporate Communications team CorporateCommunications@Communities-ni.gov.uk

Any queries or feedback on the identity guide and its contents, should be sent to the Department's Corporate Communications team. CorporateCommunications@Communities-ni.gov.uk

Any departmental business area or contracted external design agent working on behalf of the Department, who has been supplied these guidelines should email the Corporate Communications Team directly for any of the identity logo files they require. They should include reference to the specific business area and document they are designing.

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The Identity

There are two versions of the trilingual DfC logo, the stacked version and the horizontal version.

Stacked and horizontal versions

This is the Department for Communities corporate brand identity. This identity may be used on all the Departments materials and communications.

For guidance on the Department's Corporate publications, you should consult the DfC Corporate Style Guide.

The Department for Communities identities are available on request from the DfC Corporate Communication. Please email CorporateCommunications@Communities-ni.gov.uk Or view online at: www.communities-ni.gov.uk/dfc-corporate-identity-guide-and-branding-guidelines

Single colour versions are available on request for special cases such as stationery or promotional items. You should contact Corporate Communications for guidance.



Size and Spacing

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

The minimum logo sizes for screen and print are shown here.

For placement of any DfC logo that does not meet the minimum size specifications, please contact the DfC Corporate Communications team:

CorporateCommunications@Communities-ni.gov.uk

HEX MIN
12mm



PRINT
42mm MINIMUM

Screen
160px MINIMUM

HEX MIN
12mm



PRINT
130mm MINIMUM

Screen
490px MINIMUM

Clear space and exclusion zones

The outer dotted line shows the minimum exclusion zone for the identity - no other graphic elements should fall within this area (ie lettering, photographs etc).

- There is no need to recreate the identity - in most cases the kerning and serifs have been carefully adjusted to make sure the identity works at all sizes.
- The grey dotted lines are merely construction lines and are not part of the identity, therefore they should never be printed.*

The Department for Communities 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.

Stacked Logo



Clear space and exclusion zones

Horizontal Logo



DfC Logo Versions

COLOUR VERSION



SINGLE COLOUR VERSION (PMS 281)



DfC Logo Versions

SOLID BLACK VERSION



SOLID WHITE VERSION



DfC Logo Versions

COLOUR VERSION



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SINGLE COLOUR VERSION (PMS 281)



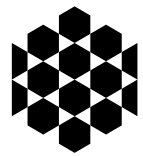
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DfC Logo Versions

SOLID BLACK VERSION



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SOLID WHITE VERSION



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Incorrect use of the logo



NEVER change the typeface.



NEVER create a single colour version which uses two tints of Pantone 281 - this will create the impression of a lilac colour and will compromise the approved Departmental scheme.



NEVER change the position of the logo or the structure of the identity.

Incorrect use of the logo



NEVER Swap the positions of the colours



NEVER Redistribute the colours



NEVER Distort the logo



NEVER Tint the logo

Distorting the logo

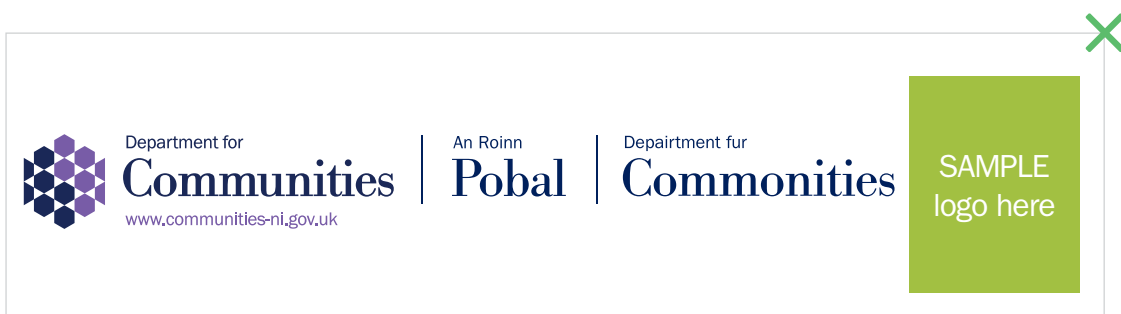
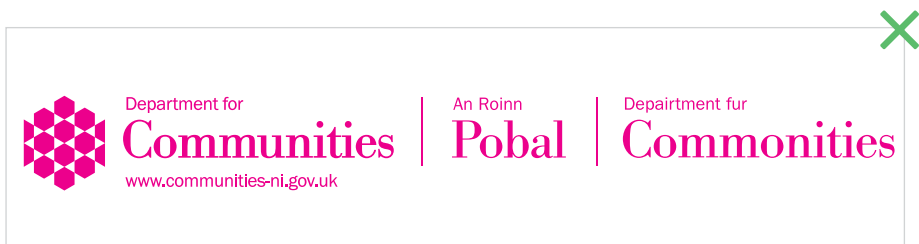
You should not;

- 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.



In most cases, you should adhere to the pre-designed document templates provided for you on the Intranet.

Distorting the logo



Backgrounds

It is important that our identity is not displayed in different ways. This creates confusion. Our customers need to become familiar with one format, promoting awareness and recognition.

The preferred background colour for the Department for Communities identity is white.

Contrast and clarity are fundamentals for good accessibility and it is important that we achieve good levels of accessibility at all times.

Solid Backgrounds

If a colour other than white is necessary, colour choice should reflect the DfC primary and brand colours or secondary colour palette. Typically, where the logo cannot be represented on a white background, the secondary choice would be to display the reversed (all white) logo on a lilac or navy background.

You should also ensure that the clear space and exclusion zone guidelines have been adhered to.



Photographic Backgrounds Stacked version

Where a photographic background is used on any creative communication, for example a banner stand or presentation, the DfC identity should always be displayed prominently.

In order to do this, it is often recommended that the opacity of the background image is reduced or is overlaid with a transparent white layer or gradient.



DfC brand colours

These colours have been carefully chosen by the Department and should not be altered.

The primary colour should dominate the majority of the Department's materials, but where required for emphasis, contrast or visual stimulus, colours can be used.

White is equally as important as any of the DfC brand colours. White aids the communication of the Department's clean, clear and simple

corporate style. It is for this reason that white is the preferred background and default colour for the Department for Communities identity.

While graphic designers will be familiar with the Department's colour references and how to apply them, they can also be applied to every day communications using programmes such as the Microsoft Office package. By using the 'more colours' and 'custom' option you will be able to enter the RGB code of your desired colour.

RGB – this represents the number of parts red, green and blue. The scale ranges from 0 to 255.

CMYK – represents the number of parts cyan, magenta, yellow and key (black). The CMKY scale ranges from 0 to 255 and is considered more accurate than RGB. CMYK is sometimes referred to as the 'four colour process'.

Pantone is an organisation and model used as the industry standard in colour matching for print. Pantone references are exact and in print are usually formed using a CMYK print process.

Primary brand colours

The image displays two primary brand colours with their respective specifications and a grayscale gradient bar below each. The top section features a medium purple color, and the bottom section features a dark blue color. Each section includes a large solid color block, a list of color codes (PANTONE, CMYK, and RGB), and a horizontal bar with ten rectangular segments showing a gradient from the color to white.

Top Colour (Medium Purple):

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

Bottom Colour (Dark Blue):

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

Secondary colour palette

<p>PANTONE 1235</p> <p>CMYK C0 M33 Y88 K0</p> <p>RGB R255 G184 B29</p>	<p>PANTONE 144</p> <p>CMYK C70 M53 Y100 K0</p> <p>RGB R242 G139 B0</p>	<p>PANTONE 248</p> <p>CMYK C43 M94 Y0 K0</p> <p>RGB R1169 G28 B142</p>	<p>PANTONE 219</p> <p>CMYK C5 M96 Y0 K0</p> <p>RGB R224 G23 B131</p>	<p>PANTONE 7635</p> <p>CMYK C13 M91 Y38 K3</p> <p>RGB R205 G51 B99</p>	<p>PANTONE 3135</p> <p>CMYK C100 M12 Y28 K4</p> <p>RGB R0 G139 B172</p>
<p>PANTONE 298</p> <p>CMYK C68 M7 Y2 K0</p> <p>RGB R61 G181 B230</p>	<p>PANTONE 3005</p> <p>CMYK C100 M40 Y0 K0</p> <p>RGB R0 G117 B201</p>	<p>PANTONE 360</p> <p>CMYK C61 M0 Y85 K0</p> <p>RGB R107 G192 B75</p>	<p>PANTONE 3415</p> <p>CMYK C89 M44 Y77 K52</p> <p>RGB R18 G72 B52</p>	<p>PANTONE 430</p> <p>CMYK C53 M37 Y34 K15</p> <p>RGB R124 G134 B141</p>	<p>PANTONE Black</p> <p>CMYK C67 M61 Y61 K74</p> <p>RGB R45 G42 B38</p>

Corporate Collateral

This section provides guidance on how corporate materials, including letters, reports and banners, should be formatted ahead of publication.

DfC Corporate Communications can provide you with further details on any item not detailed.

Corporate Reports (including Branch Annual Reports, Guidance, Policy and Strategy documents)

All DfC corporate reports are designed in colour, utilising the DfC purple and NICS navy as the primary colours. Any additional colours required (for example in a table or graph) will be taken from a secondary colour palette which compliments the design and any adjacent imagery.

All standard reports follow a corporate style as shown over the next few pages. The cover is made up of the Department's logo, a full colour image or illustration and a coloured bar containing the report title, subtitle and date of publication. They are usually formatted in a portrait orientation, with a two column internal layout.

Columns are most commonly used to break up large bodies of text that cannot fit in a

single block of text on a page. Additionally, columns are used to improve page composition and readability.

Justified text can produce readability issues for people with dyslexia and other conditions that affect reading and comprehension. Justified text can produce unevenly enlarged spaces between certain words, sometimes known as “rivers”.

Good page layout and typography support active reading, designers will focus on ‘articulating the topic or supporting the reader’.

The more complex the content, the more layout and design features can help make text accessible – or readable.

Research has been conducted into best practice. Most documents are either 2,3,4 and 5 columns or can be a mixture of the above.

However the Design team will work with business areas to ensure we provide creative and innovative approaches to fulfilling the design brief.

Departmental Collateral Stationery Items (e.g. Letterheads, Memos)

With the development of the Trilingual brand please ensure that letter templates are updated as necessary and the revised logo is used on all future Departmental correspondence, information leaflets, publications etc.

It is not necessary to refresh the logo on material where it is already in place including pop-up banners, Departmental signage, uniform etc. The logo should be incorporated as part of the normal replacement cycle. This means, of course, that both logos may co-exist for a period of time.

The Investors in People Standard logo should be positioned in the footer aligned to the right in all letterheads and memos. Templates for letterheads and memos are available on the Intranet. For more information contact the Corporate Communications: CorporateCommunications@Communities-ni.gov.uk

The default typeface for all DfC communications should be Arial (12). Further information on Typography is available on Page 40.

LETTERHEAD



DfC Annual Report

The core Departmental annual report is designed in colour, utilising the DfC purple and NICS navy as the primary colours. Any additional colours required (for example in a table or graph) will be taken from a secondary colour palette which compliments the design and any adjacent imagery.

The Annual Report format is a portrait orientation, with a two column internal layout. Tables and images may be full width wherever necessary.

The typeface used will conform to the NICS corporate style, i.e. ITC Franklin Gothic, Calibri, FS Me or Helvetica.

Cover design, print ready files and the procurement of printing the Annual Report is completed by the Corporate Communications: CorporateCommunications@Communities-ni.gov.uk

Production time from supply of final content: **Approximately 6 - 8 weeks**

EXAMPLE: ANNUAL REPORT COVER AND CONTENTS



EXAMPLE: ANNUAL REPORT INTERNAL LAYOUT



Corporate Reports (including Branch Annual Reports, Guidance, Policy and Strategy documents)

All DfC corporate reports are designed in colour, utilising the DfC purple and NICS navy as the primary colours. Any additional colours required (for example in a table or graph) will be taken from a secondary colour palette which complements the design and any adjacent imagery.

All standard reports are consistent in style as shown. The cover made up of the Department's logo, a full colour image or illustration and a coloured bar containing the report title, subtitle and date of publication. They are formatted in a portrait orientation, with a two column internal layout. Tables and images may be full width wherever necessary. Relevant imagery can also be used throughout these documents. Flexibilities are possible for more promotional covers.

Production time from supply of final content:
Approximately 4 weeks

EXAMPLE OF FRONT COVERS



EXAMPLE OF PROMOTIONAL COVERS



Corporate Reports (continued)

Any client Branch supplying imagery for use on a report should ensure it is of good quality. They should be supplied as original in JPEG format. Image quality is determined by resolution but can often be determined quickly by the file size. Good images will usually be 3MB or larger.

The primary typeface used is ITC Franklin Gothic, supported with Helvetica and/or FS Me.

Design, final layout and the procurement of printing a Corporate Report is completed on behalf of the client

Branch by Corporate Communications;

CorporateCommunications@Communities-ni.gov.uk

Production time from supply of final content:
Approximately 4 weeks

EXAMPLE OF INTERNAL PAGES



Corporate Reports (continued)

EXAMPLE OF INTERNAL PAGES

The table below sets out the standard achieved against the decision making benchmarks for social security benefits. These results are also shown in the graph in Appendix 3 to the Report with comparison to last year's result.

Benefit	Total Cases Reviewed	Number of Cases	Error Rate	Decision Making Benchmark	Decision Making Benchmark	Previous
Employment and Support Allowance	105	10	9%	95%	95%	1%
Income Support	276	4	1%	99%	99%	0%
Jobseeker's Allowance	406	8	2%	98%	98%	0%
State Pension	31	0	0%	100%	100%	0%
State Pension Small	102	22	21%	79%	79%	2%

From 2016 DfC revised the decision making (check on Quality) Living Allowance.

The results from the table above show that:

- 4 of the 5 decision making benchmarks have been achieved, with all of the 4 exceeding their benchmarks.

Decision Making Performance

This part of the Report details the standard of decision making for Employment and Support Allowance, Income Support, Jobseeker's Allowance, State Pension and State Pension Credit.

Additional Errors

Appendix 2 details the impact on the overall decision making standard if additional errors were included for all benefits. The additional errors are extremely important for the purposes of correct decision making and are given the same profile as full decision making errors for the purposes of continuous improvement.

Appendix 4 to the Report details the type of decision making errors made under the 4 main headings.

Employment and Support Allowance Decision Making

To find out the standard of decision making 426 cases were examined and 410 cases (96%) were correct. The decision making standard was 1 percentage point above the benchmark of 95%. The table below shows the breakdown of performance under each type of decision making.

First Type of Decision	Total Cases Examined	Number of Cases Correct	Error Rate	Percentage of Correct Decisions	Confidence Interval
Claims	26	11	42%	58%	
Job Placement	1	1	0%	100%	
Decisions	37	0	0%	100%	
Representations	270	14	5%	95%	
Overall Performance	426	16	4%	96%	+1.3pts

The chart below compares decision making standard over the last 3 years.

ESA Standard of Decision Making

13. The Independent Review Service, Steps 4 & 5 below, are part of a 5 step process as set out in Diagram A.



Appendix 4 Terms of Reference for the Standards Committee

1. The Social Security (Northern Ireland) Order 1998 removed the distinction between adjudication decisions made by adjudication officers and departmental decisions and introduced single status decision makers. This removed the statutory requirement for a Chief Adjudication Officer and, by default, their responsibility for reporting on the standard of adjudication.

2. In addition to being responsible for the delivery of the decision making process and the standard of decisions made, the Department was made responsible for reporting on the standard of decisions.

3. The responsibility for reporting on standards requires the Deputy Secretary of Supporting People Group to have programmes in place to determine the standards which are to be reported. It has been recognised however, that to enhance this programme and its credibility and transparency with the public, some independent oversight of the arrangements is necessary. Accordingly, a Joint Northern

functions have been transferred to the Department for Communities under Work and Inclusion Group. CWS is now under the Supporting People Group.

to confirm legislation is properly applied

- to monitor and report performance against quality targets
- identify common trends relating to the quality of decision making in Supporting People Group and to highlight those areas where improvement is needed;
- make specific recommendations on any areas considered appropriate;
- provide assurance to the Deputy Secretary of Supporting People Group that mechanisms are in place to feedback results to the Department to enable continuous improvement;
- report to the Deputy Secretary of Supporting People Group on the operation of the decision making process and where necessary to make recommendations for changes to it. The Deputy Secretary should be free to meet

the Chairperson informally and discuss issues that may arise during the year;

- provide the Deputy Secretary of Supporting People Group with an annual assurance in the form of reports on the quality of decision making in Supporting People Group and such other reports as the Deputy Secretary or the Standards Committee considers appropriate;
- provide assurance on the quality of decision making with the results of Financial accuracy.

5. Standards Committee meetings will be held 4 times a year to coincide with the reporting programmes and minutes will be taken and agreed by the Committee members.

6. An agenda will be prepared in advance of each meeting and circulated to the Committee Chairperson for consideration.

Committee membership	
Mark Cavanagh	Independent Chairperson
Karin Higgins	Independent Member
Shirley O'Hare	Independent Member
Wiskey Kelly	Director of Pensions, Disability and Benefits Security, Department for Communities
Julie Nelson	Assistant Director of Benefits Security, Department for Communities
Jonathan Purphy	Business Support, Child Maintenance Service, Department for Communities
Loray Walker	Head of Internal Audit, Department for Communities

Report on the work of the ODSC Inspectors during the period 1 April 2019 to 31 March 2020

Northern Ireland Claims First Review and Second Reviews

14. During the twelve-month period covered by this report, details of the total claims received across Northern Ireland, First Reviews undertaken by the Department and independent, Second Reviews carried out by ODSC, are set out in Table 1 below:

Item	Number	Content
1	72,687	The total number of Discretionary Support claims dealt with by the Department.
2	2626	The number of claimant requested First Reviews carried out by Department Review Officers which represents 4% of the total claims as set out in Item 1.
3	100	The number of independent, Second Reviews, requested by claimants and carried out by ODSC Inspectors which represents 4% of 80 First Reviews as set out in Item 2.

Percentages are rounded up or down in the report parts using the standard under 0.5% rounded down over 0.5% rounded up.

Standard of Discretionary Support Inspectors' Decisions

15. As Commissioners I have a statutory duty, under Article 136 of the Welfare Reform (Northern Ireland) Order 2015, to monitor the quality of Inspectors' decisions and to give them advice and assistance to improve the standards of their reviews.

16. My team of Inspectors carry out reviews, as requested by claimants, of the decisions made by the Department's Discretionary Support, Review Officers. (Para 13, Diagram A, Steps 4 - 5)

Promotional Reports

EXAMPLE OF PROMOTIONAL INTERNAL PAGES

New Openers & Opening for EHOD only

This year we have a great range of new buildings or activities as well as those who only open their doors for EHOD. Please check the Brochure for the NEW and open only for EHOD properties. Full details are available at www.discovernorthernireland.com/ehod

Here are a few highlights:

- Walking Tour of Cookstown** (see page 117)
Saturday 14 September 10.00 - 16.00
Do you know where the Factory Lane, Blackie Clock or the Pie Market are located? This is an opportunity to re-imagine Cookstown and share your memories. Meeting point on Main Street, outside the First Presbyterian Church before making our way up towards the old town Hill.
- Cainville Massole Hall** (see page 29)
Saturday 14 September 10.00 - 16.30
Built in 1957 the Massole Hall houses many historical items of interest and a flavour of what can be seen on the website www.google.com/maps/place/78Cainville and the Massole Lodge still uses original artefacts.

Carlton Street Orange Hall and Heritage Centre (see page 49)
Monday 14 September 10.00 - 17.00 and Sunday 15 September 13.00 - 16.00
This Hall has been at the forefront of many key historical events, including signing of the Ulster Covenant, a WW1 recruitment office and housing the American Army during WW2. It is fitted with iBeacon technology for audio tours, the first of its kind in any tourist building in Northern Ireland. Become a 'Carlton Investigator' on the children's trail with treats for the right answers! On display will be old Orange memorabilia, some over 100 years old.

Church of St John the Evangelist Parish of Malane (see page 67)
Saturday 14 September 10.00 - 14.00 and Sunday 15 September 14.00 - 16.00
Celebrating its 125th Anniversary this year, the church contains fine examples of work by famous Irish artists and carpenters. On Saturday in noon there will be a talk on Jenny Taylor Stated Glass Window. Please visit and experience this beautiful building. You are welcome to join with us for Sunday worship - malane.comeraglanion.org/

Sham Fort and Japanese Garden at Tyrrells House (see page 85)
Sunday 10.00 - 17.00
The Sham Fort at Tyrrells is a folly built around 1840. It has recently been conserved with help from the Follies Trust. You can view the Japanese garden, created around 1867 which had been neglected for over 50 years and work to bring it back to life has just begun.

Warrenpoint Maritime Park (see page 80)
Saturday and Sunday 14 & 15 September 09.00 - 21.00
Recently restored as part of the Heritage Lottery Fund's Parks for People project. Come along on Saturday and enjoy a tour of the Park at 12.00, 14.00 and 16.00. On Sunday 15 September a band will be performing on the bandstand at 15.00 and 16.30.

Katie's Cottage (Deerpark Cottage) (see page 103)
Sunday 15 September 11.00 - 16.00
Enjoy a tour of this restored cottage which is flooded with natural daylight making it a beautiful and relaxing environment. Pre-Booking is Essential.

Pogues Entry Historical Cottage
40-54 Church Street, Antrim BT42 4BA

OPENING TIMES
Sat: 10.00 - 16.00
Sun: 10.00 - 16.00

Arthur Cottage
Dreen Road, Cullybackey, Antrim BT42 1EB

OPENING TIMES
Sat: 11.00 - 15.00

Craigs Parish Church
Hillmount Road, Cullybackey, Ballymena Antrim BT42 1XZ

OPENING TIMES
Sat: 10.00 - 13.00
Sun: 11.00 - 13.00

Gracehill Single Brethren House
8 Montgomery Street, Gracehill, Ballymena, Antrim BT42 2NN

OPENING TIMES
Sat: 12.30 - 17.00

Gracehill Conservation Area
Church Road, Gracehill, Antrim BT42 2NN

Visit this fascinating 18th century village, steeped in history! Afternoon tea, crafts and replicas by the County Market in the Church has taken around the historic village square and visit the Old Shop restoration. Guided tours available hourly. Come and see the 18th century festival, back by popular demand and fun for all the family.

OPENING TIMES
Sat: 12.30 - 17.00
Guided tours available hourly
Family event; 18th century festival
Saturday and Sunday

Friday 18 February 2022 | Rory McHeary

The Marine Historic Environment in Northern Ireland: Discovery, Investigation and Protection

UK marine legislation includes "the need to protect the environment" inclusive of "any site of historic or archaeological interest".

Historic Environment Division (HED) works with DAERA Marine and Fisheries Division and other key partners, to ensure significant marine archaeological sites are managed and protected through planning, licensing, designation, strategic investigation and the implementation of appropriate policy and guidance. By helping to protect and manage sustainably our most important marine archaeological sites, HED is ensuring that these sites can be enjoyed by future generations. Come along and find out more about Northern Ireland's Maritime Record.

Friday 18 March 2022 | Emma Lawthers

Heritage raising: Bringing up Children of Hillsborough Castle

It is often said that it takes a village to raise a child. In days long gone by at Hillsborough Castle it took an entire village of workers.

Now a large residence and home to the Secretary of State for Northern Ireland, Hillsborough Castle was built in the 18th century by 10th Duke, Lord Berkeley of Stratford. As such the Castle is frequently associated with the highly sought after world of power and politics, and it certainly has. So much so that it took a long time to get into. The job will

Friday 10 September 2021 | Dr James O'Neill

The Defence Heritage Survey-year one

Defence heritage is some of Northern Ireland's most recent but possibly least recognised collection of archaeological sites. The world-changing events of World Wars I and II, and the nuclear brinkmanship of the Cold War have left their mark on the landscape, but these sites have faded into obscurity over time. Consequently, Historic Environment Division commissioned a new survey to systematically identify and record all that remains of the airfields, pillboxes, radar stations and nuclear bunkers. After a year in the field Dr James O'Neill discusses just what has been found in the first year of the project.

Friday 15 October 2021 | Simon Goldrick

125 Years of the Grand Opera House

In December 2020, the Grand Opera House celebrated its 125th birthday, and in 2021 the Theatre will reopen following a £22 million restoration project. The Theatre's story is worthy of any West End drama, with a succession of A-list entertainers from Laurence Olivier to Luciano Pavarotti have graced its stage. The Grand Dome of Great Victoria Street not only had to endure floods, fires, bombs and the threat of demolition on its journey to becoming one of Northern Ireland's most loved buildings, and one of the most beautiful performing spaces in the UK and Ireland. This talk will explore the history and architectural design of the Theatre, as well as stories of those who have performed here since 1895.

Friday 19 November 2021 | Sir Colum O'Riordan

The Irish Architectural Archive - its role and collections

The Irish Architectural Archive was established in 1976 to collect and preserve material of every kind relating to the architecture of the entire island of Ireland and make it available to the public. As a cumulative body of material the holdings of the Archive represent the greatest single source of information on Ireland's buildings and those who designed them. This talk will provide a brief outline of the origins and purpose of the Irish Architectural Archive, including a history of the building it occupies. It will also provide a glimpse into Ireland-wide collections housed by the Archive which now comprise in excess of 2.5 million architectural drawings and related documents, over 300,000 photographs and a reference library of some 30,000 items.

Friday 25 January 2022 | Emma McBride and Philip Smith

30 years of the Historic Environment Record of Northern Ireland (HERONI): the story so far

HERONI can trace its origins back to the 1882 Ancient Monuments Protection Act. Formally recognised in 1992 HERONI is celebrating its 30th anniversary. Learn about the information held by HERONI which consists of written records, photographs, maps and original drawings relating to over 48,000 heritage sites. The information embraces various aspects of our built heritage including archaeological sites and monuments, historic buildings, industrial, maritime and wartime sites, as well as historic parks and gardens.

Consultation Documents and Findings Reports

Consultation materials are designed in black and white with colour logos on the covers.

They are formatted in a portrait orientation, with a two column internal layout. Tables and images may be full width wherever necessary. Images can also be in colour.

The typeface used in this style of document is FS Me.

Design, final layout and the procurement of printing a Consultation document is completed on behalf of the client Branch by the Corporate Communications team.

CorporateCommunications@Communities-ni.gov.uk

Production time from supply of final content: Approximately 4 weeks

NOTE: If you need Departmental publications in alternative formats then you need to contact the Business Area.

EXAMPLE: CONSULTATION DOCUMENT COVER AND CONTENTS



EXAMPLE: CONSULTATION DOCUMENT INTERNAL LAYOUT

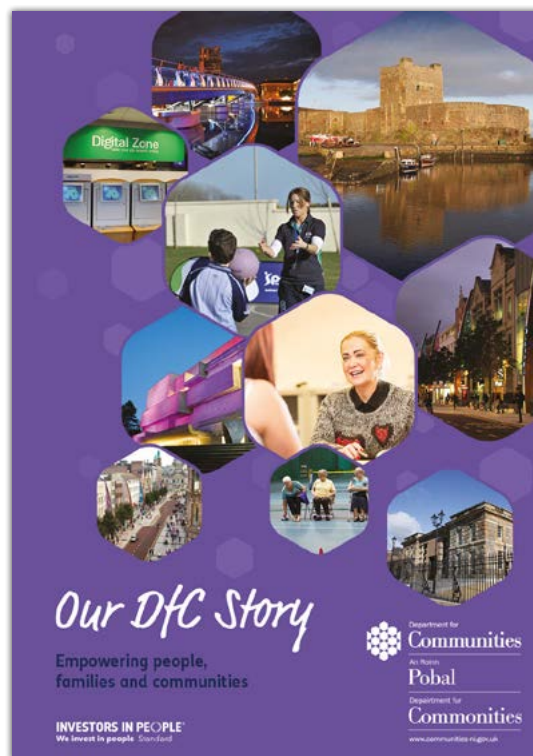


DfC posters will usually utilise the DfC purple and NICS navy as the primary colours, unless otherwise stipulated in line with a design brief, with the logo usually being placed in one of the four corners.

The typefaces used for body text on posters are Helvetica, Franklin Gothic or FS Me. Others may be considered in order to fulfill the promotional requirement or objective of a poster or campaign.

Any client Branch supplying imagery for use on a poster/publication should ensure it is of good quality and they have the permission to use the images. They should be supplied as original in JPEG format. Image quality is determined by resolution but can often be determined quickly by the file size. For a poster, images should be 3MB or larger.

EXAMPLE POSTERS



Posters (continued)

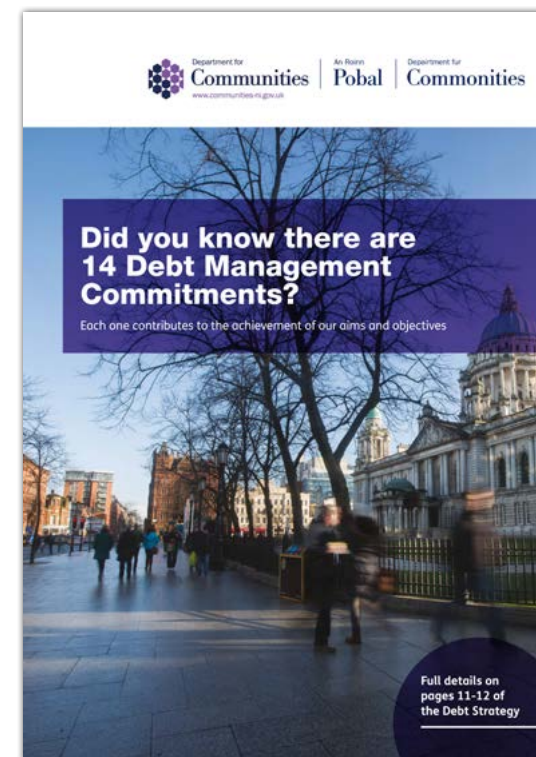
REMEMBER: A poster is not a leaflet – it should have a minimal amount of text with a clear message. The audience should be able to gather and understand all the information of a poster within a few seconds, without having to stop and read it. If you think you need to support your main message with additional information, an additional leaflet or online content may be something to consider.

Design, final layout and the procurement of printing any posters is completed on behalf of the client Branch by the Corporate Communications team.

CorporateCommunications@Communities-ni.gov.uk

Production time from supply of final content:
Approximately 2-4 weeks

EXAMPLE POSTERS



Banner Stands

Banner Stands, also known as pop-ups or penguin stands, are generally viewed from at least a few metres away as a display stand. This should be reflected in the text size to ensure legibility. It is also advisable that any message appears in the top half of the stand to ensure the message is at eye-level, above any table, lectern or display. Like a poster, text should be kept to a minimum with a clear message, and images should be of good quality.

By default, logos will be placed to the top of a banner stand to ensure it is unobstructed when in use.

The typefaces used for body text on posters are Helvetica, Franklin Gothic or FS Me. Others may be considered in order to fulfill the promotional requirement or objective of the banner.

Design, final layout and the procurement of printing any banners is completed on behalf of the client Branch by Corporate Communications; CorporateCommunications@Communities-ni.gov.uk

Production time from supply of final content:
Approximately 2-4 weeks

BANNER STAND STRUCTURE



EXAMPLE BANNER STANDS



Social Media

Graphics for use on our social media channels, including Twitter, Facebook, Instagram and LinkedIn should be visually led with a minimal amount of text/characters. Links within images are not clickable and should remain as part of the supporting text of the post.

Social Media Graphics

Using imagery in social media can make a post much more eye-catching and increase engagement with the target audience in what is otherwise a very busy news channel.

An image for social media should convey a headline and/or a very short piece of text. Remember that in many instances, users will be using mobile devices and legibility of content is a major factor in the design.

Including URLs within images should be avoided as they are not clickable for the user. Best practice would recommended that these are used within the actual post text, not within the image.

For DfC social media channels, the DfC logo will feature and any typography will be in ITC Franklin Gothic, Helvetica or FS Me.

Design of any Social Media images required is completed by the Corporate Communications ; CorporateCommunications@Communities-ni.gov.uk

Production time from supply of final content:
Less than 1 week depending on request

EXAMPLES OF FACEBOOK AND TWITTER GRAPHICS



Typography

The typeface used for the Department for Communities identity is Bodoni and ITC Franklin Gothic Book. This text should not be altered in any way which would affect its size, spacing, shape or colour.

Documents and emails

The primary typeface for all DfC documents and emails is Calibri, minimum font size is 12pt for PC users. For Mac users the equivalent typeface is Helvetica Neue.

Calibri Light
Calibri Regular
Calibri Bold

Light
Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

Documents and emails

There is a secondary typeface permitted for email and publication and that is Arial, 12pt; the Microsoft Office default font.

Regular
Bold

Arial Regular
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

Documents and emails

Sample weights of typefaces that can be used for documents are:

Helvetica Regular
Helvetica Medium
Helvetica Bold

Regular
Medium
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

Corporate communications (NICS)

The primary typeface for creative corporate communications, including signage and books is the classic typeface, ITC Franklin Gothic, as recommended across the NI Civil Service.

This is a clear, strong, solid and user-friendly font ITC Franklin Gothic is widely available and should not incur additional costs with any external advertising, design or print agent(s).

In most instances, a mixture of lighter and heavier versions will create a clearer and more creative

document. There are several versions of the font which can be used.

Along with ITC Franklin Gothic there are other typefaces that can be used to support the departments publications, these will be showcased over the next few pages.

Publication Fonts

Sample weights of typefaces that can be used for documents are:

ITC Franklin Gothic Book

ITC Franklin Gothic Medium

ITC Franklin Gothic Heavy

Book
Medium
Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

While ITC Franklin Gothic fonts should be used in most cases, designers may use other typefaces where appropriate for any given project(s). There are a wide variety of fonts that can be used, an example of these would be Proxima Nova, Poppins, Rokkitt, Merriweather, Publico and Gelasio.

For Universal Credit documents the font we recommend for content is FS Me. FS Me is a beautifully designed font that is easily read.

Any business area along with the designer(s) should however ensure that any communications material is suited to the needs of the target

audience(s) and that alternative formats are made available if necessary.

All documents should have an Open Government License (OGL) statement on the inside front cover which points the target audience(s) to the relevant business areas if they have questions regarding the publication.

Any materials that are for customer or external stakeholder use must be circulated via Corporate Communications to ensure consistency with all Department's marketing materials.

Publication Fonts

Sample weights of typefaces that can be used for documents are:

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Bold

Light
Regular
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

Publication Fonts

Sample weights of typefaces that can be used for documents are:

Gelasio Regular
Gelasio Medium
Gelasio Bold

Regular
Medium
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

Publication Fonts

Sample weights of typefaces that can be used for documents are:

Poppins Regular
Poppins medium
Poppins Bold

Regular
Medium
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

Publication Fonts

Sample weights of typefaces that can be used for documents are:

Publico Roman

Publico Semibold

Publico Bold

Roman
Semibold
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Formats and layouts

For your everyday communications there are a suite of templates available to you on the Intranet:

- Letter (MS Word)
- Memo (MS Word)
- Presentation (MS PowerPoint)
- Email signature (MS Word)

Also within the Communication Templates is the:

- **Photographic consent form**
This should be completed by anyone photographed to ensure they understand and agree to how their image may be used.

Should you wish to develop anything outside of these templates, or you require a bespoke design or template, you should contact Corporate Communications:

CorporateCommunications@Communities-ni.gov.uk

External logo requests

You should never send the Department for Communities logo outside the Department for use on any third party document or website unless senior management approval has been granted.

If you receive a request for access to any aspect of the Department's branding, including logos, you should consult with DfC Corporate Communications for guidance.

Further guidance

For guidance on any aspects of the Department for Communities corporate identity, you should contact DfC Corporate Communications.

CorporateCommunications@Communities-ni.gov.uk

Identity Summary

- Always use the Department for Communities (DfC) identity as prescribed
- Where possible, use the logos on a white background
- Do not amend any of the identity typeface (font and formatting)
- Use the Department for Communities colours and branding with confidence
- Utilise the Department for Corporate Communications
- Work with the guidelines, but think creatively and be forward thinking and modern

Any materials that are for customer or external stakeholder use must be circulated via the DfC Corporate Communications to ensure consistency with all marketing materials.

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.

Departmental Sub Brands



Note: The Love Heritage icon and word heritage can be changed to any of the colours in the secondary colour palette.

Departmental Sub Brands



HERoNI

HISTORIC ENVIRONMENT RECORD of NORTHERN IRELAND



HERoNI

HISTORIC ENVIRONMENT RECORD of NORTHERN IRELAND

HERoNI

HISTORIC
ENVIRONMENT
RECORD of
NORTHERN IRELAND



Note: More colour variations of the HERoNI logo can be found in their brand guidelines. Please contact Corporate Communications if you need more information. Corporatecommunications@Communities-ni.gov.uk

Departmental Sub Brands



JobApplyNI.com



JobApplyNI.com



Work Readiness Employability Services

Note: Brand Guidelines can be supplied for JobApplyNI and WRES on request from Corporate Communications.

Corporatecommunications@Communities-ni.gov.uk

Departmental Sub Brands



Labour Market **Partnerships**
Working Together



You Said 
We Listened
Together We Did

odsc

Office of the
**Discretionary
Support
Commissioner**

Note: More variations of the LMP logo and the You Said, We Listened, Together we Did can be found in their brand guidelines. Please contact Corporate Communications if you need more information. Corporatecommunications@Communities-ni.gov.uk

Departmental Sub Brands



Departmental Sub Brands



Uniform

Department for Communities t-shirts, jerseys or fleeces can be worn for departmental events. On dark colours the reversed version of the logo should be used, the logo should be placed on the left hand side.

All uniform requests should be sent to Corporate Communications for approval at:
CorporateCommunications@Communities-ni.gov.uk



Uniform

Department for Communities t-shirts, jerseys or fleeces can be worn for departmental events. On white uniform the full colour version of the logo should be used, the logo should be placed on the left hand side.

All uniform requests should be sent to Corporate Communications for approval at:
CorporateCommunications@Communities-ni.gov.uk



Investors In People (IIP)

INVESTORS IN PEOPLE[®]
We invest in people Standard

INVESTORS IN PEOPLE[®]
We invest in people Standard

The Department is accredited to Investors In People Standard. The IIP logo brand guidelines are below. Wherever possible the Investors in People mark should be printed positive in the special Pantone[®] colour 539. The garland and the name should always be printed in the same colour.

The other preferred colourways are black on a white background, or white reversed out. However, you are entitled to reproduce the Investors in People mark in your own corporate colour if it reduces costs of printing. The Trade Marks shall not in any circumstances: be reproduced smaller than 8mm wide (the minimum size is measured by the width of the garland not the wording) or appear larger than your own logo on any piece of material bearing both; or be distorted, partially reduced, condensed, broken up, redrawn, added to or have material placed within the garland; or be obscured by other text or images within their area of isolation. More guidance on using the logo is available in the branding guidelines which can be found on the website www.investorsinpeople.co.uk

You must immediately notify the brand owner if you suspect that any use or proposed use by any other person of a trade name, trade mark or other mode of promotional advertising amounts or might amount to an infringement of the brand owner's rights in relation to the Trade Marks. The brand owner can be contact via info@investorsinpeople.co.uk

The IIP logo will feature on all corporate designed publications, reports, posters and banner stands as applicable.

The IIP logo will be located on the inside back cover of DfC publications. For other corporate designed products, the IIP logo will be positioned where the design parameters permits.

