



North East
PEACE III
Partnership

Brand Identity Guidelines

July 2009



European Union
European Regional
Development Fund
Investing in your future

A project supported by the PEACE III Programme managed for the Special EU Programmes Body by the North East PEACE III Partnership.



North East **PEACE III** Partnership

BRAND MARK

The brand mark for North East PEACE III Partnership consists of Symbol and Logotype. It uses a San-Serif typeface to maximise legibility and has been specially typeset and customised in our outlined artwork.

The six elements of the symbol individually represents the six council areas responsible for the formation of the North East PEACE III Partnership (Coleraine Borough Council [Lead Partner], Ballymoney Borough Council, Ballymena Borough Council, Limavady Borough Council, Moyle District Council, Larne Borough Council), while collectively it represents their coming together and commitment to a working in partnership with each other.

This brand mark should never be altered or customised and all use of the brand mark must be reproduced from Digital Master Artwork.

LOGO USAGE

Colour Version

This version of the brand mark has been created for use in print using four-colour process (CMYK) and for use on screen (RGB).

Artwork files:

NEP_logo_CMYK.eps and NEP_logo_RGB.eps
NEP_logo_CMYK.jpg and NEP_logo_RGB.jpg



Monochrome Version

This version of the brand mark has been created for use in black and white.

Artwork files:

NEP_logo_MONO.eps and NEP_logo_MONO.jpg



Reversed Version

This version of the brand mark has been created for use on coloured or dark backgrounds.

Artwork files:

NEP_logo_REVERSE.eps and NEP_logo_REVERSE.jpg



CLEARANCE ZONE



MINIMUM SIZE

The brand mark must not be printed any smaller than 27mm in width.



INCORRECT USAGE

Retaining the integrity of the brand mark

Any use of the brand mark must adhere to the guidelines within this document. Any misuse of the logo will have severe implications for the impact and recognition of the brand mark.

Shown below are few instances of the incorrect usage of the logo.



Do not alter the colour of the logo



Do not remove any element of the brand mark



Do not alter the shape of the logo



Do not create any new marks using the symbol



Do not using colour logo on a coloured or dark background



Do not replace the logotype with a typeface

ENCLOSURE WITH LOGOS & TAGLINE

Colour Version

This version of the brand mark has been created for use in print using four-colour process (CMYK) and for use on screen (RGB).

Artwork files:

NEP&EU_logo_CMYK.eps and NEP&EU_logo_RGB.eps
NEP&EU_logo_CMYK.jpg and NEP&EU_logo_RGB.jpg



Monochrome Version

This version of the brand mark has been created for use in black and white.

Artwork files:

NEP&EU_logo_MONO.eps
and NEP&EU_logo_MONO.jpg



MINIMUM SIZE

The brand mark must not be printed any smaller than 75mm in width.



COLOUR USAGE

Pantone 7435 C

CMYK: C:39 M:96 Y:48 K:24
RGB: R:133 G:36 B:78
Websafe: #85244e



Pantone 7460 C

CMYK: C:100 M:31 Y:12 K:0
RGB: R:0 G:134 B:197
Websafe: #0086c5



Pantone 151 C

CMYK: C:0 M:65 Y:100 K:0
RGB: R:255 G:121 B:0
Websafe: #ff7900



Pantone 520 C

CMYK: C:67 M:90 Y:23 K:8
RGB: R:108 G:58 B:119
Websafe: #6c3a77



Pantone 376 C

CMYK: C:60 M:4 Y:100 K:0
RGB: R:119 G:184 B:0
Websafe: #77b800



Pantone Warm Grey 6 C

CMYK: C:36 M:35 Y:38 K:1
RGB: R:167 G:157 B:150
Websafe: #a79d96



TYPOGRAPHY

Typefaces

The preferred typeface family for use on North East PEACE III Partnership is Myriad Pro.

Myriad Pro Regular
abcdefghijklmnop 1234567890
ABCDEFGHIJKL

Myriad Pro Italic
abcdefghijklmnop 1234567890
ABCDEFGHIJKL

Myriad Pro Light
abcdefghijklmnop 1234567890
ABCDEFGHIJKL

Myriad Pro Bold
abcdefghijklmnop1234567890
ABCDEFGHIJK

Myriad Pro Bold Italic
abcdefghijklmnop1234567890
ABCDEFGHIJK

Myriad Pro Light Italic
abcdefghijklmnop1234567890
ABCDEFGHIJK

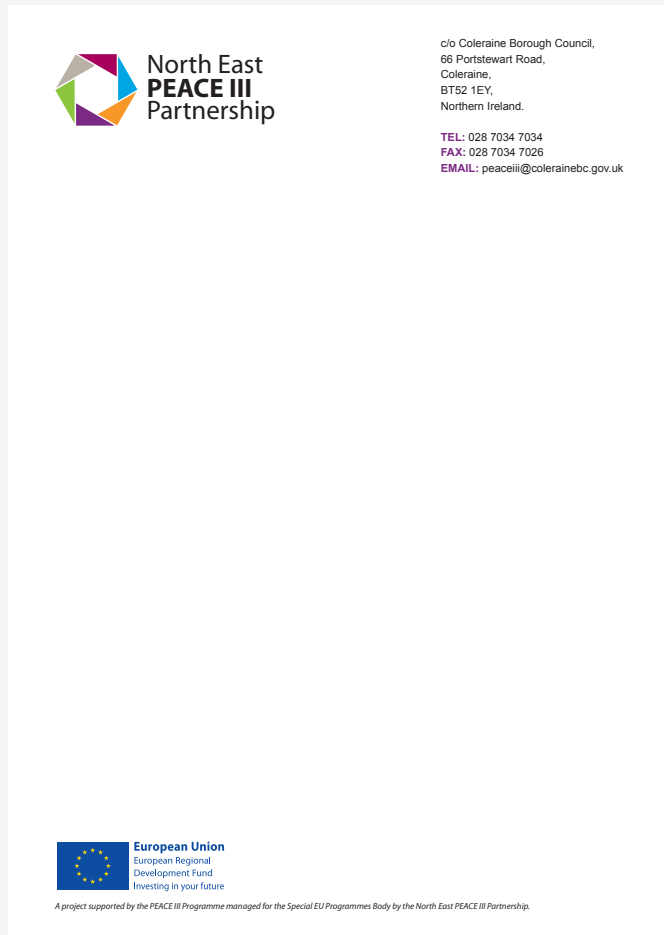
Typefaces - Internal Use

If Myriad Pro is unavailable the preferred typeface for use on all internal communications is Arial/ Arial Bold.

Arial Regular / *Arial Italic* / **Arial Bold** / ***Arial Bold Italic***
abcdefghijklmnop 1234567890
ABCDEFGHIJKL

STATIONERY TEMPLATES

Letterheads

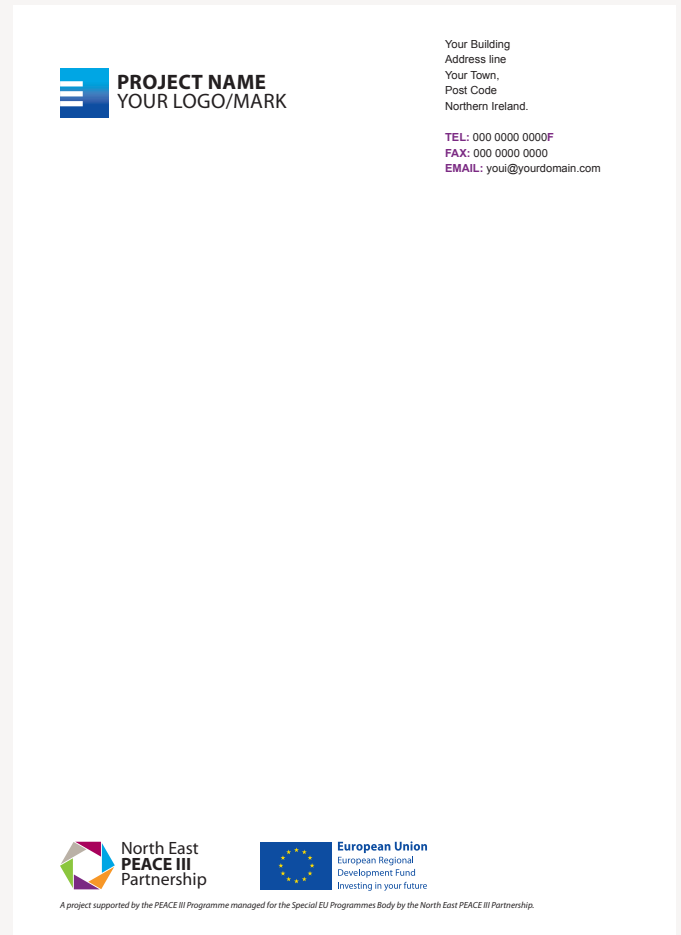


Artwork files:

NEP_Letterhead.indd

Also available as Microsoft Word templates

NEP_Letterhead.dot




Available files:

Only available as Microsoft Word template

NEP_LetterheadPartner.dot

ADVERTISING TEMPLATES

NEP Advert




**North East
PEACE III
Partnership**

**Tum dito diat accumsan utem iriureet
er iliquip et lortis num lodionsed
modo consectem elit is nisl dolentor
nonsequi eu feusmodolut irit nostom.**

Therilla augiam zzriusci tiscil delenim in abent nit,
sequis augait vendrem velisi olamat.


Nullut ipsummod dolorem deliquam, commolo
borper alit ute dolorer ostrud ea adipit nostio odiam
adit nis non henit wissequi ismodoluptat nullam
voloborem iuscips ustrud modit do et
auguer sed eugait at.

Tol dolobor iln hendiati augiat am qut lutribo volorem
acip exeros augait lum Quate Faccum Diam, Veniam
Oriureet, Sum Vulland Mipisis accum veliquis delit
nulput Am Volent Hent.



European Union
European Regional
Development Fund
Investing in your future

A project supported by the PEACE III Programme managed for the Special EU Programmes Body by the North East PEACE III Partnership.




**North East
PEACE III
Partnership**

**Tum dito diat accumsan utem iriureet
er iliquip et lortis num lodionsed
modo consectem elit is nisl dolentor
nonsequi eu feusmodolut irit nostom.**

Therilla augiam zzriusci tiscil delenim in abent nit,
sequis augait vendrem velisi olamat.

Nullut ipsummod dolorem deliquam, commolo
borper alit ute dolorer ostrud ea adipit nostio odiam
adit nis non henit wissequi ismodoluptat nullam
voloborem iuscips ustrud modit do et
auguer sed eugait at.

Tol dolobor iln hendiati augiat am qut lutribo volorem
acip exeros augait lum Quate Faccum Diam, Veniam
Oriureet, Sum Vulland Mipisis accum veliquis delit
nulput Am Volent Hent.



European Union
European Regional
Development Fund
Investing in your future


A project supported by the PEACE III Programme managed for the Special EU Programmes Body by the North East PEACE III Partnership.

Artwork files:

NEP_Advert.indd
NEP_Advert_MONO.indd

Also available as .jpg & .pdf for reference only

NEP Delivery Consortia Adverts





**PROJECT NAME
BRAND MARK**

**Tum dito diat accumsan utem iriureet
er iliquip et lortis num lodionsed
modo consectem elit is nisl dolentor
nonsequi eu feusmodolut irit nostom.**

Therilla augiam zzriusci tiscil delenim in abent nit,
sequis augait vendrem velisi olamat.


Nullut ipsummod dolorem deliquam, commolo
borper alit ute dolorer ostrud ea adipit nostio odiam
adit nis non henit wissequi ismodoluptat nullam
voloborem iuscips ustrud modit do et
auguer sed eugait at.

Tol dolobor iln hendiati augiat am qut lutribo volorem
acip exeros augait lum Quate Faccum Diam, Veniam
Oriureet, Sum Vulland Mipisis accum veliquis delit
nulput Am Volent Hent.

European Union
European Regional
Development Fund
Investing in your future

A project supported by the PEACE III Programme managed for the Special EU Programmes Body by the North East PEACE III Partnership.





**PROJECT NAME
BRAND MARK**

**Tum dito diat accumsan utem iriureet
er iliquip et lortis num lodionsed
modo consectem elit is nisl dolentor
nonsequi eu feusmodolut irit nostom.**

Therilla augiam zzriusci tiscil delenim in abent nit,
sequis augait vendrem velisi olamat.

Nullut ipsummod dolorem deliquam, commolo
borper alit ute dolorer ostrud ea adipit nostio odiam
adit nis non henit wissequi ismodoluptat nullam
voloborem iuscips ustrud modit do et
auguer sed eugait at.

Tol dolobor iln hendiati augiat am qut lutribo volorem
acip exeros augait lum Quate Faccum Diam, Veniam
Oriureet, Sum Vulland Mipisis accum veliquis delit
nulput Am Volent Hent.

European Union
European Regional
Development Fund
Investing in your future

A project supported by the PEACE III Programme managed for the Special EU Programmes Body by the North East PEACE III Partnership.

Artwork files:

NEP_Partner_Advert.indd
NEP_Partner_Advert_MONO.indd

Also available as .jpg & .pdf for reference only

REPORT COVER TEMPLATES

Example 1 & 2



Artwork files:

ReportCoverNEP1.indd

ReportCoverNEP2.indd

Also available as Microsoft Word templates

ReportCoverNEP1.dot

ReportCoverNEP2.dot



PRESENTATION SLIDES

Publicity & Information Guidance for Implementing Bodies

Seamus McAdams | i2 Total Marketing



North East
PEACE III
Partnership



European Union
European Regional
Development Fund
Investing in your future

*A project supported by the PEACE III Programme managed for the Special EU Programmes Body
by the North East PEACE III Partnership.*

Publicity Guide

Recognition of European Union Funding



European Union

European Regional
Development Fund
Investing in your future

This is the logo to use for PEACE III –
NEVER USE THE PREVIOUS PEACE II logo!



North East
PEACE III
Partnership



European Union
European Regional
Development Fund
Investing in your future

A project supported by the PEACE III Programme managed for the Special EU Programmes Body
by the North East PEACE III Partnership.

Publicity & Information Guidance
for Implementing Bodies

Available files:

NEPeace.pptx & NEPeace.pptx

SIGNAGE

Project Billboard Sign

No Artwork files available.

Please refer to SEUPB Brand Identity Guidelines for instructions.

.pdf is available for reference only

Project Name in English

<small>LEAD PARTNER</small>  North East PEACE III Partnership	<small>INTERREG IVA PROGRAMME MANAGER</small>  Special EU Programmes Body Foras Um Chláir Speisialta An AE Boord O Owre Ocht UE Projects
 Northern Ireland Executive <small>www.northernireland.gov.uk</small>	 Ireland's EU Structural Funds Programmes 2007 - 2013 Co-funded by the Irish Government and the European Union
<small>CO-FUNDER</small>	<small>CO-FUNDER</small>




European Union

European Regional
Development Fund
Investing in your future






This building was opened by the
Rt Hon Name Surname
MP MLA, Example Title
12 January 2010

dolorer am adions equis nullum aliciscine
ut minatet wismed diamconsed tenibre



European Union

European Regional
Development Fund
Investing in your future

 <small>Special EU Programmes Body</small> Foras Um Chláir Speisialta An AE Boord O Owre Ocht UE Projects	 <small>Northern Ireland Executive</small>	 <small>Ireland's EU Structural Funds</small> Programmes 2007 - 2013 Co-funded by the Irish Government and the European Union
 Project Name Brand Mark	 North East PEACE III Partnership	

Commemorative Plaque

No Artwork files available.

Please refer to SEUPB Brand Identity Guidelines for instructions.

.pdf is available for reference only



European Union
European Regional
Development Fund
Investing in your future

*A project supported by the PEACE III Programme managed for the Special EU Programmes Body
by the North East PEACE III Partnership.*