Brand Identity Guidelines

Version 1 - January 2021

MINISTERIAL ADVISORY GROUP
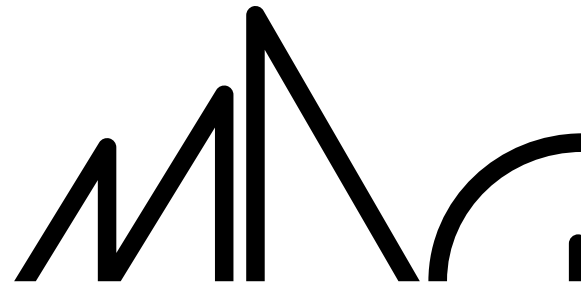**ARCHITECTURE AND THE BUILT ENVIRONMENT
FOR NORTHERN IRELAND**

Contents

This is **MAG**

Ministerial Advisory Group for Architecture
and the Built Environment in Northern Ireland

Our brand is the cornerstone of good
communication it ensures all our communications
are consistent and easily recognised. We interact
with a wide range of clients, each with their
own interests in architecture. We recognise that we
need to be able to communicate our brand values
in a variety of ways to engage with these different
clients, using messaging, colours and imagery.

Depending on the project MAG are producing
we recommend using the Pillar box red colour as
an accent colour. Black and white are a classic
combination but having an additional colour can
lift the pages. Used sparingly it is a bright color that is
energetic and warm.

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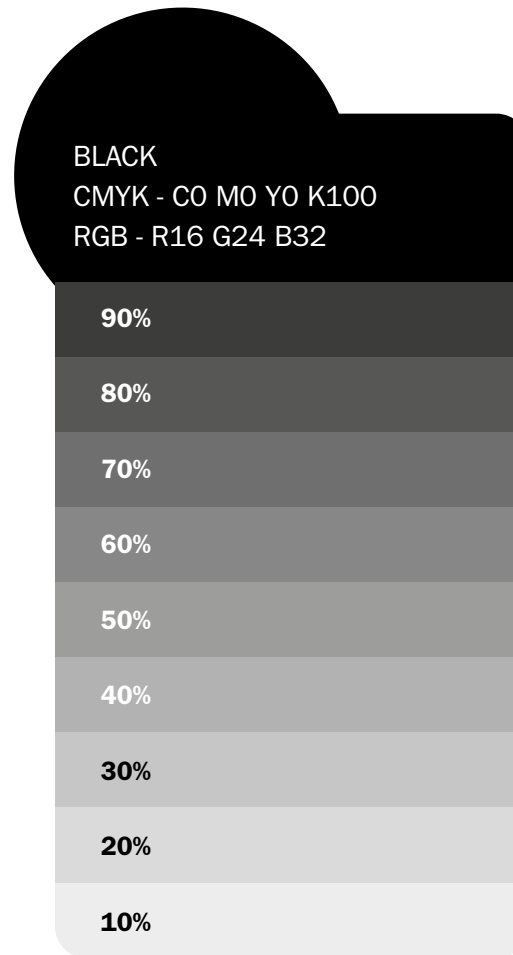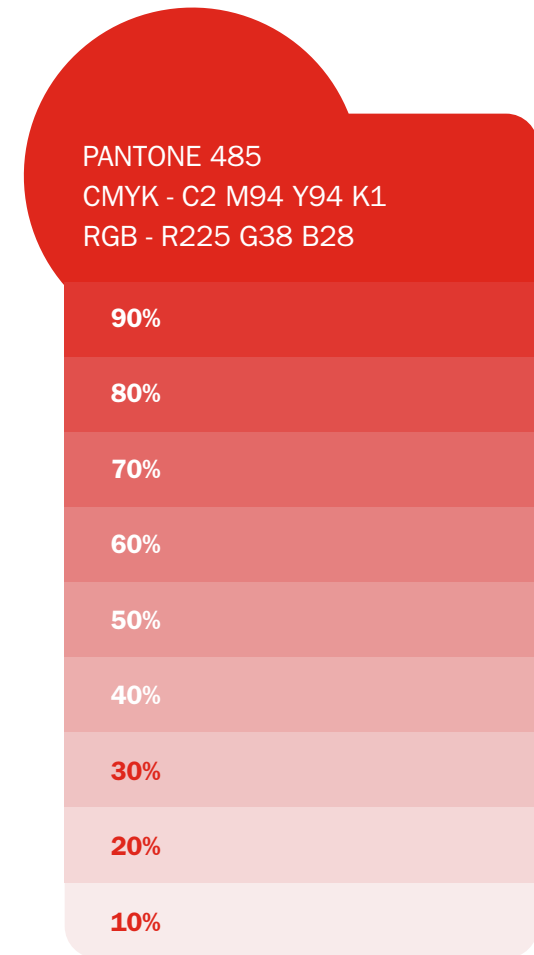
Primary Identity

Reversed Identity

Brand Colours

Black as a brand colour is a symbol of power, when it is partnered with white, black stands for sophistication, seriousness and authority. Black is timeless and effortlessly stylish.

Black is also a colour that works well with nearly every other of the spectrum, accent colours used along side can make design the design pop.

Pillar box red has been added as an accent colour. Used sparingly it is a bright color that is energetic and warm.

BLACK
CMYK - C0 M0 Y0 K100
RGB - R16 G24 B32

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

Primary colour- Black

PANTONE 485
CMYK - C2 M94 Y94 K1
RGB - R225 G38 B28

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

Accent colour - Red

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Our Vision

The MAG brand must convey the three key principles which are at the core of our group - Quality, Professionalism and Integrity

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Sizing

Our identity may be scaled up and down by the height to width ratio, but may not be altered.

The default colour for the identity is Black.

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

The minimum size for our logo is **20mm** for print and **57px** for screen. Anything below this size is not recommended as it will compromise the legibility of the wordmark.
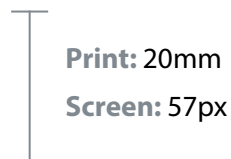
Exclusion Zone

The MAG 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 '**G**' of **MAG**, provides a measurement of the exclusion zone (the space that remains around the identity) at all times. This gives the identity enough space to stand out.

Minimum Size

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Print: 20mm
Screen: 57px

Minimum Clearance Space

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* Spacing equal to one **G**

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Identity Distortion

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
brand recognition, strength and awareness.

Examples of what you should not do:

❌ distort the logo shape

❌ modify/scale parts of the logo

❌ add effects to the logo

❌ use the wrong logo colour
on a low contrast background

❌ combine the MAG logo with any other graphics or
designs which infringe on the required clear space
and exclusion zone.
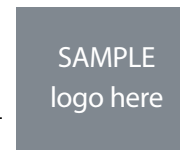
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❌

SAMPLE
logo here

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❌

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Sub Sectors/Secondary palette

The following palette offers a range of colours which can be used across media and be associated with particular subjects which MAG considers e.g. Housing, Inclusion, Transport, Heritage etc.

As the subjects which MAG considers expand, so would our colour palette. It is vital that all new colours and colour combinations are vibrant, lively and inclusive. Colour combinations which may closely resemble particular political views must be avoided.

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MAG Original

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What MAG offers you.

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Heritage and

Sustainable Development

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Living High Street

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Multi- Tenure Housing

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Places and Inclusion

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Quality of
Residential Space

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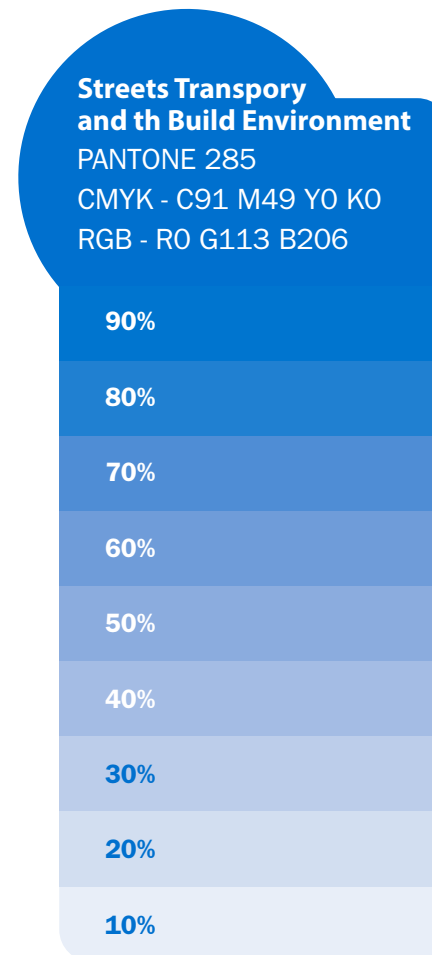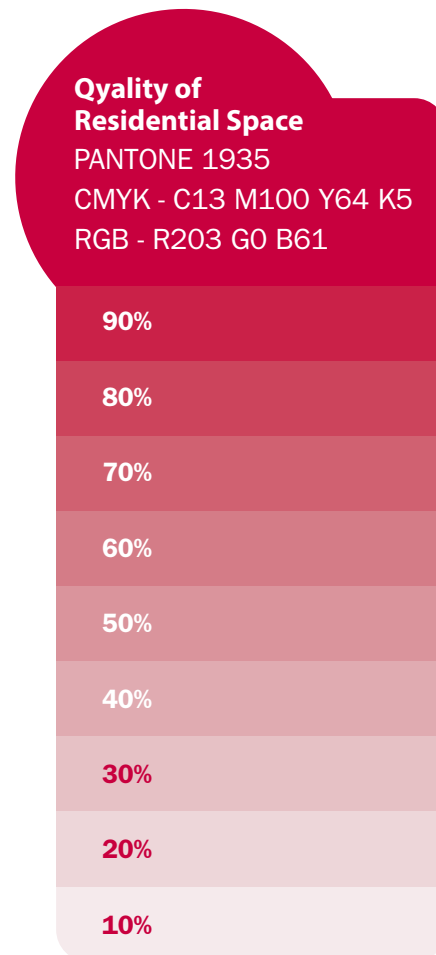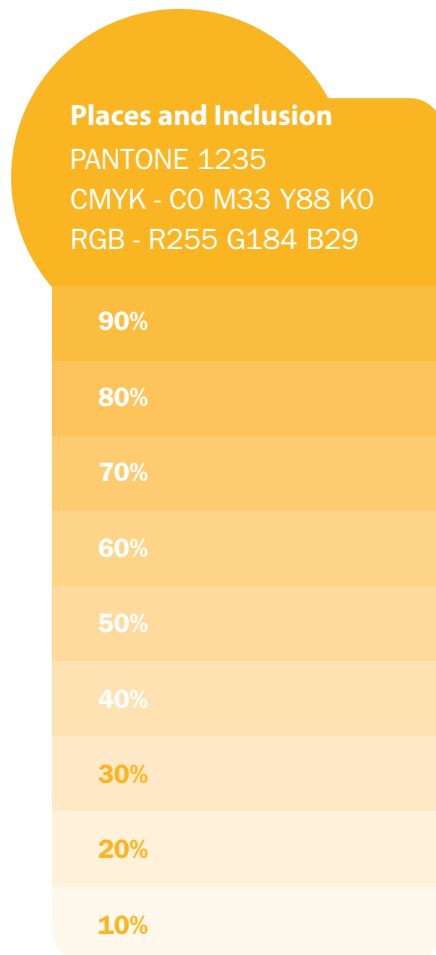ARCHITECTURE AND THE BUILT ENVIRONMENT
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Streets, Transport and
the Build Environment

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Secondary palette

MAG Accent
PANTONE 485
CMYK - C2 M94 Y94 K1
RGB - R225 G38 B28

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

**Heritage and
Sustainable Development**
PANTONE 248
CMYK - C43 M94 Y0 K0
RGB - R169 G28 B142

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

High Street Living
PANTONE 360
CMYK - C61 M0 Y85 K0
RGB - R107 G192 B75

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

Multi-Tenure Housing
PANTONE 3135
CMYK - C100 M12 Y28 K4
RGB - R0 G139 B172

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

MAG

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Secondary palette

Places and Inclusion

PANTONE 1235
CMYK - C0 M33 Y88 K0
RGB - R255 G184 B29

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

**Qyality of
Residential Space**

PANTONE 1935
CMYK - C13 M100 Y64 K5
RGB - R203 G0 B61

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

**Streets Transpory
and th Build Environment**

PANTONE 285
CMYK - C91 M49 Y0 K0
RGB - R0 G113 B206

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

Identity Usage

The MAG identity can be used in any of the following ways.

Solid Backgrounds

- Primary
- Reversed

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MAG Accent Angle

This pages shows the size and position of the accent angle that can be used on digital and printed media. Examples of how the angle will be used will be shown over the next few pages.
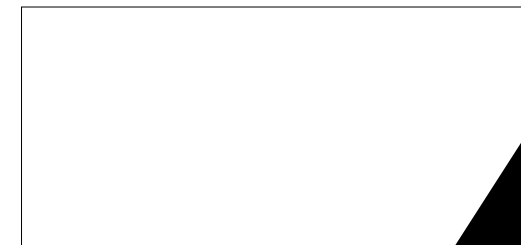
The accent angle can be any of the MAG colours.

Business Card - Angle

Compliment Slip, angle is half the height

Letterhead - Angle is third of the page

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Photographic Backgrounds.

Be careful when chosing which version of the identity
to use on a photographic or coloured background.
Make sure the logo is clear and can be easily seen.

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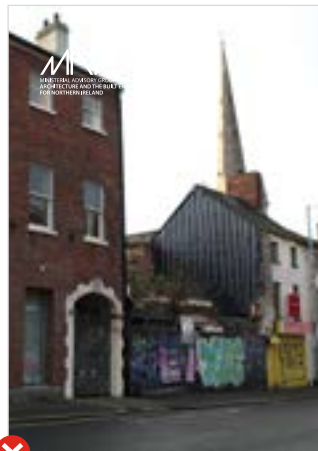
Typography

Typography should not be overlooked as a key graphic device. It can be used to change the mood of a document and to clearly present key messages.

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Typography

When using text, whether on a front cover or within a publication, it is hugely important to always consider clarity and legibility.

The primary typeface for MAG is Myriad Pro Regular and semi-bold. The typeface is available in a variety of different weights and styles which should be used to create a strong hierarchy of information. **Italics should not be used.**

Standard size
The standard size for body copy is 11pt.

Brand Fonts

Myriad Pro Regular

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

Myriad Pro Semi-bold

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

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Copy typefaces*

The typeface for creative corporate communications, including brochures and online publications is FS Me or the classic typeface, ITC Franklin Gothic, as recommended across the NI Civil Service. In most instances, a mixture of lighter and heavier versions will create a clearer and more creative document.

FS Me Regular

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

ITC Franklin Gothic Book

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

FS Me Bold

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

ITC Franklin Gothic Medium

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

* Body copy is the content in a document.

Collateral

This section provides guidance on how any MAG materials, including letters, reports and banners, should be designed.

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MAG Materials

When designing publications for MAG our design ethos is simple, informative and accessible documents with clear messages and visual style.

Consisent use of colour taken from our pallette along with the hierarchy of infomation are key to the design and layout of our documents.

MAG recommend using infographics to breakup content and larger fonts within sections to highlight key information making the documents visually interesting. MAG like the idea of combining photographs and drawings in some page layouts, these will be prepared by the MAG editorial group for insertion in the relevant documents. MAG would similarly provide the quotes and note which excerpts are to be highlighted.

Key visual style points

• Black and white will be the predomandent theme on all pages

• Documents will have a combintion of large scale photographs or drawings

• Clear and concise headings

• Consistent use of the same font with size dictating hierarchy

• Excerpts from the main body of text in larger font conveying the key messages

Application of Branding

It is critical that the MAG brand maintains consistency across digital and printed media, including: Letterheads, Brochures, Posters, Business cards, email signatures, Pop-up banners, Complimentary slips

- Letterhead
- Brochures
- Poster
- Business card
- HTML email header/footer
- Pop up banner

LETTERHEAD

Application of Branding

SAMPLE POSTER

BUSINESS CARD

SAMPLE HTML

Banner Stand

Banner Stands, also known as pop-ups or penguin stands, are generally viewed from at least a few meters 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.

BANNER STAND STRUCTURE

SAMPLE BANNER STANDS

Branding Area

Approx Eye Level

Branding Area

Area not shown
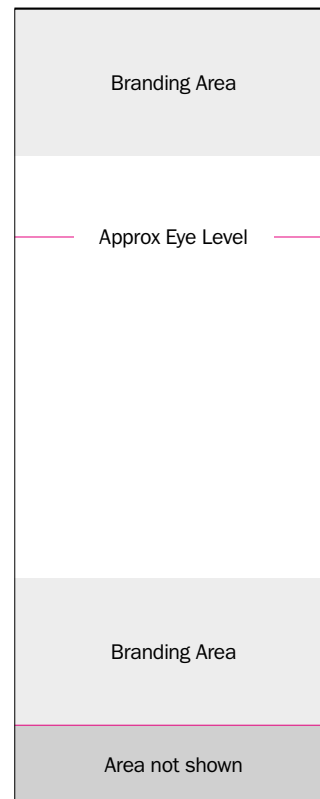
Hierarchy of Logos

The Ministerial Advisory Group is an independent group for which the Department for Communities provides an Executive secretariat function. It is therefore important that the Department is always recognised alongside the MAG.

The order of logos, from top to bottom and/or left to right should always be MAG and then DfC.

Where any third party logos are required, their placement should not outweigh the MAG or DfC identities. If arranged in a linear format, they should appear before MAG and DfC. If arranged in any other manner, they should be less visually dominant.