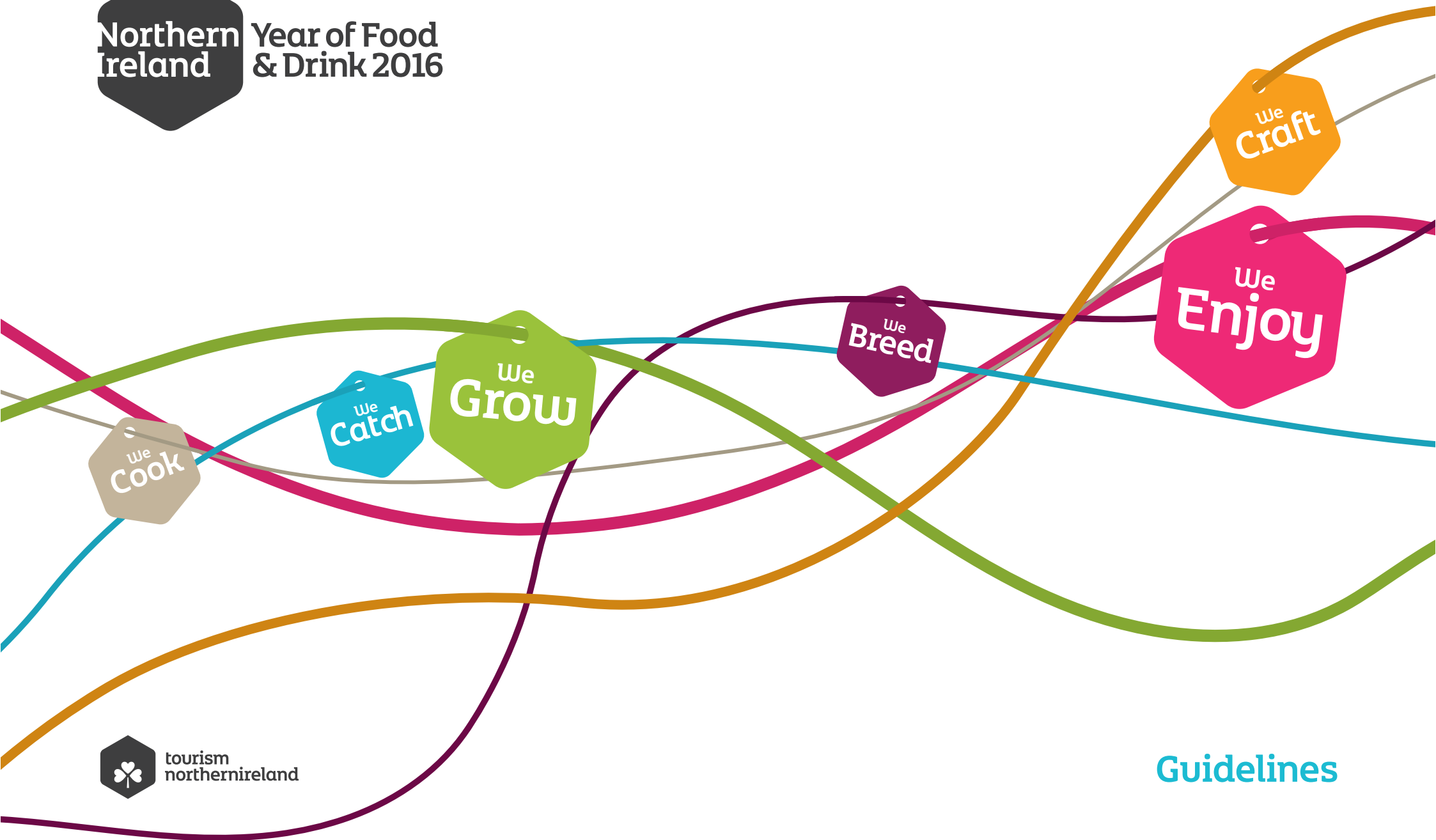


**Northern  
Ireland** Year of Food  
& Drink 2016



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# Welcome

Northern Ireland's Year of Food & Drink 2016 is an opportunity to celebrate everyone that makes this part of the world a special place for eating and drinking.

## What this little guide is all about

These guidelines will show you how to access and best use the branding elements designed for the year. These have been created with you in mind, so get involved and make the most of the look and feel. The more of us that use these elements the more momentum we'll generate and the more we'll all benefit!

We  
Breed



# What is Northern Ireland's Year of Food & Drink 2016 all about?

Northern Ireland's Year of Food & Drink 2016 was proposed by the Minister of Trade and Enterprise last May – a year-long celebration to champion our producers and providers. After all, food and drink is a phenomenal and delicious way to encourage people to book a short break, learn about our heritage and discover our culture.

## Vision for the year

- Celebrate the quality, innovation, creativity and entrepreneurship in our food and drink sector
- Boost Northern Ireland's destination reputation by putting food and drink at the heart of our tourism experience
- Inspire trade, growth and visitor spend

You can help make your business part of this fantastic year and demonstrate your support by using the Year of Food & Drink brand wherever your business communications appear – whether it's online, print advertising, window dressing, packaging or beyond.

## There are three main elements to the brand:

- The Year of Food & Drink logo
- The Year of Food & Drink ribbons
- The Year of Food & Drink tags

There is a full suite of imagery and video content available for download on the Tourism NI Media Library.



# Our logo

The logo establishes that your event, produce or service is involved with, or supporting the 2016 year of celebration.

We have provided various colour options to suit differing needs.

It's freely available for everyone to use and there is no sign-off procedure.

## Size & Scale

To make sure the logo can clearly be seen and is legible, its minimum size is 30mm.

If you have any Media Library related queries, questions or issues, contact us on: [medialibrary@tourismni.com](mailto:medialibrary@tourismni.com)

## The fine print

To view and download the logo, simply register with our Media Library at [medialibrary.tourismni.com](http://medialibrary.tourismni.com) and complete a quick form.

Assets are categorised under the Year of Food & Drink 2016 tag and this is accessible through the category on the homepage or by searching.

There are also many food images on the Media Library. Have a look and narrow down options to suit using our search functionality.

## Full Colour



## Full Colour with Strap



## Mono White



# Our ribbons

Our ribbons tie the Year of Food & Drink 2016 activity together and will help add a touch of celebration to your publicity.

The ribbons are coloured to match our tags and their different themes. You can use all of them together as below or mix it up and use them individually as relevant. These colours have been carefully selected and are a set group. No alternatives should be introduced. Please refer to pages 21-22 for more information.

There are no specific rules when it comes to their application, but because of their fluid nature they'll naturally need to bleed off the page, edge or corner – depending on whether you're using them in print or out in the real world on signage and so on.





# Our tags

## Craft. Grow. Breed. Catch. Cook. Enjoy.

These tags represent our themes for the year and are much more than just graphic devices.

They are channels for you to tell stories, for visitors to experience Northern Ireland and to be part of the year-long celebration.

The tags can either be added to the ribbons or used alone to indicate the type of food and drink activity that your business is engaged in.

**Here's a little more about each theme...**

### We Grow

Taking advantage of our temperamental weather and nutrient-rich terrain, we plant, tend to and harvest with skills handed down through generations. This theme is for producers or suppliers of fruit, vegetables, cereal, herbs or anything else that uses the fertile land of Northern Ireland to grow.

### We Breed

Northern Ireland was made for livestock – and this is the theme that celebrates it. 'We Breed' is for those who rear animals for food, bringing all the traditions of farming in Northern Ireland to bear on creating the best possible meat and milk. This theme is also for chefs and establishments that serve up this brilliant produce.

### We Catch

We catch spectacular seafood on these shores – we're famous for it. The theme is for all our local fishermen who trawl the seas or farm the rivers for the finest and freshest fish. 'We Catch' is also for our brilliant seafood suppliers and restaurants serving up our spectacular catch of the day.

### We Craft

This theme is aimed at those who take ingredients and inspiration from this rich land, bringing fine food together in the best possible way. It can also be used by anyone that serves locally crafted food and drink.

### We Cook

This theme proves that tradition, creativity and a love for the local larder make for the most spectacular food. 'We Cook' is aimed at our ever-growing community of chefs and restaurateurs in Northern Ireland who are spoiling us for choice in terms of eating out.

### We Enjoy

This theme is all about the end result – deliciousness on a plate. 'We Enjoy' is aimed at everyone making food and drink part of their event or activity, allowing hundred of thousands of guests to enjoy our wonderful food and drink wherever they find themselves in Northern Ireland.



# Our tags

## Multicoloured tags

If you're involved in more than one of the themes, feel free to use our multicoloured tag. This celebratory little tag can be used to add a touch of playfulness.

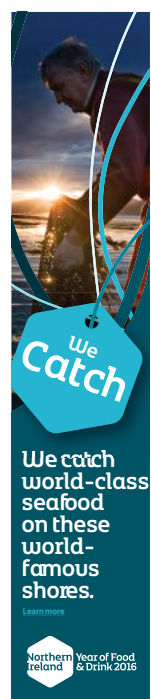




# Colour corner

You'll notice the use of a colour corner zone in the bottom right hand of some Year of Food & Drink collateral. This area can be used to give our logo space and prominence as required.

It works in tandem with the ribbons as demonstrated on these pages. If using the colour corner be sure to use the reversal or mono white version of the logo.



# Font

Northern Ireland is such a special place that we've created our own typeface. It's called '**Northern Ireland**'.

It reflects the new confident Northern Ireland. The typeface is fresh and playful and carries the brand values through each and every word we use. The typeface comes in three weights (**headline**, **bold** & regular) and is supplied in Open Type and True Type formats for Mac and PC.

**Fresh. Playful. Proud.**

We  
Craft

Aa

# Font

## Northern Ireland Headline

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

As the name suggests, Northern Ireland - Headline has been designed specifically for creating headline messages for print and on screen. It is recommended for larger titles, and should not be used to set body copy.

- It should always appear in upper and lower case
- It should never appear in ALL CAPITALS
- It should never appear in *Italics*

## Northern Ireland Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Northern Ireland - Bold has been developed for use in small titles, headings and sub-headings. It is also a great typeface for highlighting key messages or words within body copy.

- It can appear in upper and lower case
- It can appear in ALL CAPITALS if required
- It should never be used to set headline text
- It should never be set below 12pt in the core yellow
- It should never appear in *Italics*



Note: PC users  
To use the bold weight, select Northern Ireland font then highlight the 'B' Bold button.

## Northern Ireland Regular

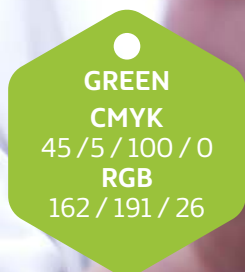
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Northern Ireland - regular is a light, clean, practical font that has been designed with legibility in mind. It is ideal for body copy in brochures, leaflets, reports, press ads and online campaigns and works best when set at 8, 9 or 10pt type. 10pt is recommended, although 8pt text may be used when space is limited.

- It can appear in upper and lower case
- It can appear in ALL CAPITALS if required
- It should never be used to set headline text
- It should never be used for sub-headings or titles
- It should never be set below 12pt in the core yellow
- It should never appear in *Italics*





# Colours

The following colours have been carefully selected to bring versatility and impact to all Year of Food & Drink 2016 communications.

Percentage tints can also be used and where there is a need for RAL or Pantone colours, the best possible match should be found.

When setting artwork for print please bear in mind the end material and allow adequate space for crop and bleed.



# Tone of voice

## How to talk about Northern Ireland's Year of Food & Drink 2016.

Our tone of voice is straight-talking, warm, friendly and upbeat.

We're positive, enthusiastic and nod to our sense of humour where appropriate. Keep all of this in mind when you're talking about Northern Ireland's Year of Food & Drink 2016.

### Some good advice

- Be positive and forward looking
- Be warm and inviting
- Always have a strong call to action
- Demonstrate broad appeal
- Extend an invitation
- Challenge perceptions of Northern Ireland





# How to talk about the year

Our Year of Food & Drink is a unique opportunity to talk about Northern Ireland and the first thing we have to do is shape our tone and messages to suit.

**When you're writing about the year, here are 5 simple steps to keep you on track...**

## 1. Use the Promotional Words

Use the 50 and 100 word excerpts overleaf as introductory copy for the year. You can lift sections, shorten parts or rejig to suit, but if we all use these as a starting point, we'll all be singing off the same hymn sheet.

## 2. Talk about the themes

Use our six themes to help you shape your Year of Food & Drink messaging. Be inspired by the descriptors for these on pages 11-12. You'll notice the themes are broad and each one applies to many different industries, producers and businesses.

## 3. Be invitational

For this year to be a delicious success we have to extend the invitation and welcome everyone with open arms. Speak directly to your reader using 'you' and 'we' to make your communications more personable and always include a strong call to action.

## 4. Focus on the delicious uniqueness

Northern Ireland is unique and the flavour and quality of our produce and platefuls are unique too. Make sure you focus on the one-of-a-kind experiences and distinct offerings – the things that people can't experience anywhere else.

## 5. Be descriptive

Food and drink ignites all of the senses and so should your words. Use sensory language to fire up your reader's appetite and be descriptive so that they can really imagine themselves here.

Bushmills Inn, Co. Antrim





# Promotional words

If you're writing about Northern Ireland's Year of Food & Drink 2016 in any of your communications, here are some handy promotional words that you can use...

## 50 words

Northern Ireland's Year of Food & Drink 2016 is a celebration of everything delicious about this place.

The epic landscapes, traditions and people that make our food heritage so unique.

With 366 days of foodie experiences, there's no better time to visit and enjoy a true taste of Northern Ireland.

We  
Enjoy

We  
Grow

We  
Craft

## 100 words

Northern Ireland's Year of Food & Drink 2016 is a celebration of everything that makes the produce from this place so good. The epic landscapes, time-honoured traditions, people and producers that make our food heritage wonderfully unique.

Thanks to wild coasts, endless green acres and famously fickle weather, Northern Ireland is producing some of the world's finest and freshest ingredients – from iconic breads to seafood, whiskey and meat.

Pay a visit during the 366 days of celebration and discover all of the deliciousness for yourself.

With goings-on galore, there's no better time to enjoy a true taste of Northern Ireland.

# The year in a clam shell

The Year of Food & Drink is divided into deliciously different months. This gives every sector their chance to stand up to the plate and shine.





# How to talk about each

## January – Breakfast Month

Celebrate the wonderful charms of a real Northern Irish breakfast. Get set for a month of wonderful local breakfast creations and epic Ulster Frys by the plateful. From fresh eggs to our fantastic dairy, brilliant breads to tasty meats you'll be spoilt for choice. Don't miss our local brews and award-winning baristas.

## February – Love Local

When you look around our phenomenal landscapes, you'll not be surprised that we're bursting at the seams with wonderful local producers. Bring your appetite, book a room and enjoy the tasty creations our farms, factories, breweries and bakeries are making. From ice-creams to Tayto Crisps to chocolate, you'll be bowled over by our artisan excellence.

## March – Heritage and Traditions

Traditions and heritage have not only shaped this place, but also what's on our plates. Many of our finest chefs and food producers use methods and recipes that have been passed down for generations. This whole month is dedicated to exploring the history and heritage behind some of Northern Ireland's most beloved food and drinks.

## April – Brewing and Distilling

In Northern Ireland there has been an explosion in the manufacturing of craft beers and unique gins and whiskeys. Come and see for yourself during April. Our breweries, local distillers, pubs and bars will be showcasing the very best of NI hospitality with tasting events and goings-on galore.

## May – Landscape and Places

Our locations and landscapes are tied to our food and drink. Pay a visit and you'll see. From Lough Neagh's delicious pan fried eels and Glenarm's Shorthorn beef, to Fermanagh's Black Bacon it's no wonder that our local delicacies are world-famous. This month tuck into the very best this place has to offer.

## June – Love Dairy

With the amount of lush grassland that covers Northern Ireland it is no wonder that our dairy is award-winning. From farmhouse cheeses and spectacular butter to traditional ice cream we put our dairy to deliciously good use. With brilliant events lined up all month, swing by to taste the milkiest, creamiest goodies from these shores.

## July – Seas, Rivers and Loughs

Our coasts and loughs are out of this world so it's no surprise that we catch and cook some of the best seafood imaginable. Visit our lakes, islands, riverbanks and ocean edges to taste some spectacular fish dishes. There's umpteen seafood going-ons this month so bring your sea legs, hire a boat, have a coastal jaunt or simply go for a paddle to work up an appetite.

## August – Love NI Meat

Nothing is as tempting as an outdoor event than a pulled pork sandwich, a gourmet beef burger or a succulent lamb kebab. We know how to treat our meat here and you'll taste it in every caramelised, barbecued bite. Enjoy a true taste of summer in August as we celebrate meat appreciation – carnivore style!

## September – Bread and Baking

One of our staple foods is undergoing a renaissance. New and different breads are emerging in cafes and bakeries across Northern Ireland and with that is coming a resurgence in baked talent. Discover this prowess for yourself in September as we fire up the ovens – get set for sodas, wheatens, scones, Belfast baps and local heroes like Knutty Krust. Northern Ireland is set to smell delicious the whole month through.

## October – Harvest

Harvest has been celebrated for centuries in song, poetry and prayer. It is a time for us to enjoy the fruits of the land and be thankful for our wonderful climate and the talents of our farmers. To celebrate this month we'll be combining food, craft and craic for a month-long festival like no other. Book your break and make sure you're here for tasty harvest, homegrown, Halloweeny fun.

## November – Legacy and Learn to

As we near the end of a delicious year, why not take the opportunity to learn a new culinary skill or two? This month will be an extravaganza of learn to's, how-to's, cookery schools and workshops as we make sure our food and drink traditions stand the test of time. Come along for a chance to stay somewhere beautiful, eat something amazing and learn something new.

## December – Christmas and Premium Foods

Christmas is the most wonderful time of the year to be in Northern Ireland. Our landscapes are more magical than ever, our cities centres are sparkling with delicious festive markets and indulgence is the name of the game. Fill up your belly, hampers and stockings with the very best local produce.



# Imagery

It's important to choose the right sort of imagery across your Year of Food & Drink 2016 collateral. Luckily, there are lots of super options available on our Media Library.

Visit [medialibrary.tourismni.com](http://medialibrary.tourismni.com) for a full catalogue of food and drink imagery and footage.

1. Choose authentic, creative imagery that feels true to Northern Ireland, nothing too staged
2. Choose imagery or a mix of imagery that represents both the delicious food and drink and gives a sense of place
3. Don't use stock and don't use the same image over and over
4. Make sure to let people know where this delicious destination is by adding a caption



Balloo House, Co. Down

# Tiered approach

When it comes to applying the Year of Food & Drink 2016 brand, you might wonder which elements to use where and when. This simple tiered approach should help:

## LEVEL 1

### Just the logo

Show your support for the year in the simplest way – just apply the Year of Food & Drink 2016 logo. You can pop it on any of your collateral, your website, restaurant window and so on and so forth. Just use it to let people know that you are involved in and championing the year.

## LEVEL 2

### Logo, ribbons & relevant tag

Use the logo, the ribbons and the tag that is most applicable to you. This will show your support for the year and let everyone know what tasty theme you're involved with. This will give you a colour and fluid elements to run with across your activity. You could use these to brand up your produce, menus, signage and beyond.

## LEVEL 3

### Logo, tags & ribbons

If you fall into more than one tag theme or just really want to show your support for the year, feel free to use the logo and all of the tags and ribbons. Not only will this visual feast grab attention and look super celebratory, but it will tell the world that you're a delicious destination involved with the year.

**Level 1**  
Just the logo

**Level 2**  
Logo, ribbons & relevant tag

**Level 3**  
Logo, tags & ribbons



# Contact

## Get involved & get in touch

**Make sure you share your brilliant plans with us throughout the year.**

## Get online

We can promote events that are happening throughout the year on our consumer website [discovernorthernireland.com](http://discovernorthernireland.com)

## Get Media Library savvy

Access a full range of imagery, video content and brand assets at [medialibrary.tourismni.com](http://medialibrary.tourismni.com)

## Get social

Join the conversation on Facebook, Twitter and Instagram.

## Contact us at

E: [events@tourismni.com](mailto:events@tourismni.com)

E: [digital@tourismni.com](mailto:digital@tourismni.com)

T: 028 9044 1512

For food related updates throughout the year, visit: [tourismni.com/yearoffoodanddrink](http://tourismni.com/yearoffoodanddrink)