Magherafelt Town Centre
# Magherafelt Town Centre

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The Brand Proposition

Mid Ulster District Council

Rewarding
- Effective Transport links + infrastructure
- Compact + walkable
- At the heart of the whole country - easy commute

Wholesome
- Authentic + Trustworthy
- Sport
- Thriving, GAA, Rugby, Cycling, Fishing, Golf + Horse Racing
- Gateway to The Sperrins

Spirited
- Independent
- Innovative
- Individualistic
- Inventive
- Creative
- High profile brands; food
- Locally run business
- Independent retailers
- Cultural Events
- Style week
- Christmas market
- Glasgow Burns Night
- Magherafelt Festivities
- Progressive Attitude

Character
- Heritage + Place
- Schools
- Disproportionate number of high quality schools & cross community linkage in place

By: Endowed (Us X College)
Many in Integrated by School (Failed School)
The Brand Proposition

How we did it

Our Brand Vision:

Dynamic Wellbeing
The Brand Proposition

How we did it

The over-arching proposition can then be represented by the Brand Proposition Prism.

This deliberately simplistic diagram represents how the brand has been structured and is capable of guiding all aspects of future brand expression, communication and delivery.

Dynamic Wellbeing

Full of character and energy, Magherafelt is a place endowed with many valuable assets and wholesome qualities that make it a special place to live, visit and work.

- Friendly
- Hard-working
- Energetic
- Convivial
- Community-spirited
- Natural
- Style-conscious
- Entrepreneurial

Wholesome Environment
Rewarding Lifestyle
Spirited Attitude

BRAND VISION
BRAND PERSONALITY SYNOPSIS
BRAND VALUES
BRAND PILLARS
The research and consultation within the Mid Ulster Town Centre Positioning Study Report (February 2017) identified some key elements relating to the assets, environment and atmosphere of Magherafelt Town Centre. These are:

- The independents offer niche & breadth of retail
- It provides a friendly, knowledgeable service
- It provides for destination shopping
- There is strong business confidence
- It performs well as local service hub
- The public realm investment adds colour
- The new by-pass will reduce traffic and make it a more walkable centre
- It caters for multi-functional use
- There is regular use of the centre (49% use daily, 28%, 2-3 times per week, 20% weekly)
- Safe and shared
- It has excellent cafes/restaurants/nightlife
- It has excellent leisure, sporting, outdoor facilities
- There is a strong brand identity & pride in the place (77% very proud or proud)
- Words used to describe Magherafelt include vibrant, cheerful, buzzing, relaxed atmosphere, welcoming, cross community
- It is a family orientated town
Based on the research the report identifies some further opportunities for the Town Centre. These are:

- Further develop the public realm to add colour, vibrancy, light & social spaces
- Potential to develop market town designation with food festivals & farmers markets.
- Home Place & outdoor attractions drive visitors and should be packaged/promoted perhaps as a shopping/cultural offer day trips
- Further developing the early & night time economy. Strive for Purple Flag award
- Develop annual events calendar to support propositions

In relation to the existing brand and marketing, the research identified the following elements:

- Having rolled out a relatively new brand, the awareness is around 40%
- 32% like the brand, 37% like the brand but say it needs refreshing
- Developing an App/Town Centre Loyalty Scheme
- Develop a social media campaign using local people – personalities, bloggers etc
- More visible interpretation of brand in Town Centre & approach routes
Taking all the above into account the consultancy team agreed a new Positioning Statement for Magherafelt:

Magherafelt should continue to develop its role as a market town with a unique, distinctive retail and leisure offer, focusing on eclectic, independent brands (particularly ladies fashion), a quality food and drink and a diverse evening and night time economy, much of this encapsulated in the original town centre brand. Working in a true partnership, it will attract and develop a local audience as well as targeting a wider visitor market using its distinctive heritage, cultural and literary connections. This further consolidated by a capitalising on the great outdoors offer nearby.

The Positioning Statement should be supported by a number of key propositions that the centre can consolidate and offer. For Magherafelt, detailed work has already been carried out with regards to this.
The Brand Identity
Main Magherafelt Brand

Slogan

never felt better
The Brand Identity
Main Magherafelt Brand

The Brand Mark

Magherafelt
The Brand Identity
Main Magherafelt Brand

Using the Identity and Slogan together
The Brand Identity
Main Magherafelt Brand

Our Identity

The new logo and identity for the Magherafelt has been created to reflect our strong location whilst at the same time looking forward to the bold future Magherafelt has to offer.

The type style is also both welcoming and striking - the combination of curves and width convey a sense of tradition with a fresh feel.

Our Graphic Device

Our visual device is an important tool for communicating our brand values and positioning. Therefore, it is very important that these design elements are used consistently throughout all applications.
The Brand Identity
Tone of Voice

Our brand can’t go unnoticed. It must not sit quietly in a corner. It should feel young in spirit, full of confidence, energy and opportunity.

Using the positioning, values and personality as a guide, the tone of voice for all communications materials produced for Magherafelt should be as follows...

All our communications should convey a sense that Magherafelt is a vibrant town, offering its inhabitants and visitors an altogether better environment where they can live, learn and do business.
The Brand Identity

Colour Guide

**Colour Guide: Seasonal Colours**

The main corporate colours for Magherafelt are very important and should be used in preference to where the logo is reproduced. No colour is ruled out, but it must be relevant to the subject.

The colours chosen convey a sense of location, vibrancy and approachability whilst being sharp and different enough to be modern and distinctive.

**Colour Guide: Single**

Where the quality of the reproduction of colour is uncertain, the single colour version should be used (Black/White).

Also, for some publications such as newspapers (cost effective recruitment advertisements etc.) it may be required to use the identity in black & white format.

It should NEVER be printed in any other colours or combination of colours apart from the following.
The Brand Identity

Colour Guide

Our Identity

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Brand Colour guide

Pantone Swatches

- P374C
- P359C
- P324C
- P2985C
- P360C
- P339C
- P7466C

Process Colours

- C30 M0 Y64 K0
- C40 M0 Y50 K0
- C35 M0 Y14 K0
- C60 M0 Y3 K0
- C63 M0 Y84 K0
- C84 M0 Y59 K0
- C86 M0 Y32 K0

Screen Colours

- R197 G232 B108
- R161 G216 B132
- R156 G219 B217
- R91 G194 B231
- R108 G194 B74
- R0 G179 B136
- R0 G176 B185

Black at 85% tint

Black at 85% tint
## The Brand Identity
### Colour Guide

### Our Identity

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### Brand Colour guide

#### Pantone Swatches

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>P277C</td>
<td>0 C 35 M 9 Y 64 K 0</td>
</tr>
<tr>
<td>P665C</td>
<td>0 C 9 M 514 Y 0 K</td>
</tr>
<tr>
<td>P514C</td>
<td>0 C 9 M 514 Y 0 K</td>
</tr>
<tr>
<td>P225C</td>
<td>0 C 9 M 514 Y 0 K</td>
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<tr>
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<td>Black at 85% tint</td>
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</table>

#### Process Colours

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>C35 M9 Y64 K0</td>
<td>0 C 9 M 514 Y 0 K</td>
</tr>
<tr>
<td>C17 M20 Y50 K1</td>
<td>0 C 9 M 514 Y 0 K</td>
</tr>
<tr>
<td>C16 M55 Y0 K0</td>
<td>0 C 9 M 514 Y 0 K</td>
</tr>
<tr>
<td>C4 M88 Y0 K0</td>
<td>0 C 9 M 514 Y 0 K</td>
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#### Screen Colours

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>RGB</th>
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</thead>
<tbody>
<tr>
<td>R171 G202 B233</td>
<td>171 202 233</td>
</tr>
<tr>
<td>R198 G188 B208</td>
<td>198 188 208</td>
</tr>
<tr>
<td>R212 G139 B200</td>
<td>212 139 200</td>
</tr>
<tr>
<td>R223 G25 B149</td>
<td>223 25 149</td>
</tr>
<tr>
<td>Black</td>
<td>R223 G25 B149</td>
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</tbody>
</table>

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The Brand Identity

Colour Guide

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Brand Colour guide

Pantone Swatches

- P137C
- P145C
- P7566C
- P1807C

Process Colours

- C0 M41 Y100 K0
- C4 M53 Y100 K8
- C7 M67 Y98 K23
- C10 M93 Y71 K33

Screen Colours

- R255 G163 B0
- R207 G127 B0
- R180 G101 B42
- R164 G52 B58

- P1525C
- P174C
- P181C
- Black at 85% tint
The Brand Identity

Colour Guide

Our Identity

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Brand Colour guide

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<th>Screen Colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1235C</td>
<td>C7 M49 Y100 K25</td>
<td>R255 G184 B28</td>
</tr>
<tr>
<td>P139C</td>
<td>C22 M15 Y86 K47</td>
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<td>P5825C</td>
<td>C96 M0 Y49 K50</td>
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<td>P7719C</td>
<td>Black at 85% tint</td>
<td>R107 G164 B184</td>
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<tr>
<td>P5635C</td>
<td>C7 M49 Y100 K25</td>
<td>R175 G109 B4</td>
</tr>
<tr>
<td>P549C</td>
<td>C22 M15 Y86 K47</td>
<td>R137 G129 B61</td>
</tr>
</tbody>
</table>

Magherafelt
The Brand Identity

Sizing and Exclusion Zone

Size

The minimum size of the logo for all applications is 40mm wide. Below this size the logo loses its clarity and impact.

![Logo](image)

25mm

It can be used smaller size dependent on the print space limitations of the material it is being applied to (adverts, pens, key rings etc).

Large Format

When using the logo for exhibition stands and larger marketing print etc consideration must be given to its correct size and where possible vector files should be used for print to keep quality of print and clarity of the logo.

Web Use

When creating the identity online, please ensure that it is reproduced at no less than 130 pixels in width.

Exclusion Zone

The exclusion zone on the logo is measured from the value of \( M \). The exclusion zone protects the symbol from other elements coming too close. It has been created to maximise clarity, standout and reproduction strength.

The \( M \) measurement is always the height of the type of the logo and this is consistent to whatever size the identity is reproduced, whilst considering it is never smaller than the minimum size previously.
The Brand Identity
Placement and Visibility

When applying the main brand to any communications, it may require placement over photography or solid colours.

An outline of the main identity device can be placed in a corner of each communication to clearly define the Magherafelt brand.

Placement for this device across various media will be shown in the application section in the coming pages.
The Brand Identity
Brand Usage Guidance

The following is a list of things you should avoid when using the brand in all collateral.

1. Don’t change the brand orientation.
2. Don’t change the colour of the brand.
3. Don’t place the brand on a busy pattern or photograph.
4. Don’t change the brand to an outline.
5. Don’t remove/change/resize elements.
6. Don’t distort/stretch the brand in any way.
7. Don’t bevel or emboss the brand.
8. Don’t add harsh drop shadows, if needed use very lightly.
9. Don’t crop into the brand.
Important

Partner agencies working on behalf of MDC must ensure they have taken the appropriate legal measures to purchase and use these fonts.

A free alternative is available called Exo 2. It is available to download from this link: https://www.fontsc.com/font/exo-2

Recommended point size relationships:
(based on A4)

- Headline - 50pt/48pt
- Subheads - 30pt/28pt
- Bodycopy - 10pt/12pt

These rules are a guide only and should allow for creative flexibility.

The typeface should always be left aligned and set in conventional sentence case. (i.e. not all caps or all lower case)

Titles should be set in ‘Title Case’. Don’t italicise, distort or change the fonts in any way.

---

NeoSans

NeoSans can be used in either Regular, Medium or Bold styles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()_+-=<>;:

Magherafelt

The Brand Identity
Typography
The Brand Identity

Photography

Imagery

Photography should be the window to all things Magherafelt.

Colours within must reflect the brand colour palette, showing off Magherafelt’s energy and excitement.

A human element should, wherever possible, feature within the photography. This human element represents connectivity and interaction.

It is essential that imagery or illustration is clear, bright, colourful, and in the case of photography, professionally captured using natural light or soft lighting if required.
The Brand Identity
Brand Usage Examples

Clothing
The Brand Identity
Brand Usage Examples

General Publications

Shopping, all wrapped up

Activities, Shopping, Accommodation, Special Events & Nightlife.
Magherafelt has it all.
The Brand Identity
Brand Usage Examples

Roll-up Banners
The Brand Identity
Brand Usage Examples

Street Banners
The Brand Identity
Brand Usage Examples

Large Format Advertising

Straw Man Festival
Community Carnival and fun day featuring Shaun the Sheep!
Saturday 2nd June
12noon - 5.00pm
www.midulstercouncil.org/
The Brand Identity
Brand Usage Examples
The Brand Identity
Brand Usage Examples

Website
The Brand Identity

Brand Usage Examples

Applicon
The Brand Identity

Brand Usage Examples

Window Stickers
Brand Implementation Plan
The Brand Implementation Action Plan is structured in three phases, over three years;

Phase One
Phase Two
Phase Three

Naturally, the bulk of activity will be focused upon Phase One which will concentrate upon Ownership, Positioning the brand, Engagement, Ownership and Communications.

Subsequent phases, whilst cementing each of these activities, will focus more upon Activisation and ongoing Communication.
Ownership
It is crucial that a small working group called the Brand Delivery Forum is established to take full ownership of the town brand’s management and development. This forum could be purely within Mid Ulster District Council or, perhaps preferably, be made up of council staff along with a small number of individuals representing trade, tourism and community interests.

Branding Toolkit
A set of written, verbal and visuals assets that can be employed to enable appreciation and uptake of the town branding by key stakeholders.

The toolkit will be provided in PDF format along with key artwork elements supplied in jpeg and EPS formats as appropriate.

Launch Activity
We suggest that the launch of the town brand is carried out in a ‘soft’ format, i.e. through the release of appropriate messaging via social media channels.

Exact channels and content to be confirmed but likely to employ existing MUDC Facebook, Instagram and Twitter accounts (rather than establish dedicated brand accounts although this could happen later) to share relevant statements, images and video content then engage with feedback in a positive manner, always protecting the ethos and tone as established for the town branding.

Brand Engagement Workshop
A presentation and engagement session aimed at educating and inspiring key stakeholders about the new branding, how to use the toolkit and its ability to help deliver positive economic and social outcomes.
Phase One

Brand Champions
Building on the impetus generated by the workshop, the Brand Delivery Forum should identify the widest possible group of individuals and groups representing a broad cross-section of community, commercial, educational, cultural and political interests then develop a process of educating these stakeholders concerning the strengths of the town brand and how it should be utilised to strengthen community ties, enhance civic pride, boost business opportunities and attract visitors, businesses, investment, residents and cultural & sporting events.

Brand Ambassadors
Identification of inspiring individuals who represent the town brand ethos and recruitment of them to act as Brand Ambassadors on certain occasions and/or on certain communications channels.

Education
The Brand Delivery Group should direct the Brand Champions and Brand Ambassadors in an ongoing process of education that goes into schools, colleges, community groups, sports clubs, cultural bodies and all other relevant groupings to explain the values and ethos driving the town brand, bring everyone up-to-speed with the latest activities/plans and show people what the brand looks and sounds like and how they can use it to best effect.

Establish the brand within the Community Planning process for Mid Ulster
This process of education should also be carried out within MUDC. It should be remembered that all aspects of council activity should be aligned with the town brand so those council functions that may not have been exposed to the branding process to date should be engaged and integrated into the brand activity, especially Community Planning.
Phase One

Establish the brand with key partners

Presentations should be made to Invest NI, Tourism NI, Tourism Ireland and any other relevant regional bodies.

Initial Media Campaign

Design, print and media-buying of outdoor, bus and radio advertising to support initial profile-raising for the brand.

Brand Identity Live Activation

To help the brand identity become lodged in the minds of all potential consumers and stakeholders we should consider as many kinds of live brand activation as possible, i.e. instances and events where people are exposed to and/or experience the branding in unusual, unexpected and interactive ways. For example:

Rain Graffiti - branding sprayed onto pavements and walls using a stencil and bio-degradable water-activated solution - only appears when it rains.

Coffee stencils - branding sprinkled onto cappuccinos using stencils and chocolate powder - happens in all participating coffee shops, restaurants and bars in the town.

Face Paint stencils - branding painted onto children's faces using stencils and face paint during family fun events.

Light projection - large format light projection onto iconic building within the town.

Social Media

Development of soft launch activity into an ongoing dialogue with all audiences across Instagram, Twitter, Facebook and possibly Snapchat. Other platforms may become relevant as time passes.
Phase One

Online Advertising
Design and placement of online advertising to support initial profile-raising for the brand.

Social Media
Development of soft launch activity into an ongoing dialogue with all audiences across Instagram, Twitter, Facebook and possibly Snapchat.

Pop-up Unit x 1 & Roll-up Units x 3 for use at Events
Design, print and production.

Hoardings
Work within MUDC and central government departments to identify derelict sites that could be at least partly dressed with hoardings. Design, print and installation of exterior foamex panels at perhaps five high-profile locations in the town centre.

Street Banners
Print and installation of approx 20 vertical street banners in high-profile locations in the town centre.

Other platforms may become relevant as time passes.
Phase One

**Brand Photography**  
Commission new photography to depict people, events, environment, buildings, art, culture, history, activities, sports and general personality of the town & hinterland.

**Branded Materials**  
Design, print and production of window vinyls x 300 and shopping bags x 2000.

**Promotional Z-card**  
Design, print and production of 3000 fold-out mini-brochures highlighting key brand assets, aimed primarily at visitors but also residents.

**Website Feasibility**  
Exploration of potential benefit of a full-responsive brand website to integrate with the existing council website and act as a focal point for social, economic and cultural development within the town and its hinterland.
Phase Two

Education
The Brand Delivery Forum should direct the Brand Champions and Brand Ambassadors in an ongoing process of education that goes into schools, colleges, community groups, sports clubs, cultural bodies and all other relevant groupings to explain the values and ethos driving the town brand, bring everyone up-to-speed with the latest activities/plans and show people what the brand looks and sounds like and how they can use it to best effect.

Social Media
Development of soft launch activity into an ongoing dialogue with all audiences across Instagram, Twitter, Facebook and possibly Snapchat. Other platforms may become relevant as time passes.

Secondary Media Campaign
Design, print and media-buying of outdoor, bus and radio advertising to support profile-raising for the brand.

On-line advertising
Design and placement of online advertising to support profile-raising for the brand.

Brand Photography
Commission new photography to depict people, events, environment, buildings, art, culture, history, activities, sports and general personality of the town & hinterland.

Public Art
Identification of potential site(s) for installation of public art reflecting the town brand then design, build and installation.

Signage & Interpretive Strategy
Design, build and implementation of branded directional signage and interpretive panels reflecting the town brand and highlighting historical and cultural assets while working with DFI Roads to confirm location of signage.
Phase Three

**Education**
The Brand Delivery Group should direct the Brand Champions and Brand Ambassadors in an ongoing process of education that goes into schools, colleges, community groups, sports clubs, cultural bodies and all other relevant groupings to explain the values and ethos driving the town brand, bring everyone up-to-speed with the latest activities/plans and show people what the brand looks and sounds like and how they can use it to best effect.

**Social Media**
Development of soft launch activity into an ongoing dialogue with all audiences across Instagram, Twitter, Facebook and possibly Snapchat. Other platforms may become relevant as time passes.

**Brand Photography**
Commission new photography to depict people, events, environment, buildings, art, culture, history, activities, sports and general personality of the town & hinterland.

**On-line advertising**
Design and placement of online advertising to support profile-raising for the brand.

**Tertiary Media Campaign**
Design, print and media-buying of outdoor, bus and radio advertising to support profile-raising for the brand.

**Signage & Interpretive Signage Implementation**
Design, build and implementation of branded directional signage and interpretive panels reflecting the town brand and highlighting historical and cultural assets while working with DFI Roads to confirm location of signage.
Contact

If you have any problems or are in any doubt on any element of the brand guidelines, visual identity or use of the corporate identity please contact us.

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T: 03000 132 132

Online
www.neverbetteronline.com

Facebook
www.facebook.com/neverfeltbetter

YouTube
www.youtube.com/user/magherafelt