



Department for  
**Communities**

An Roinn

**Pobal**

Department für

**Commonities**

[www.communities-ni.gov.uk](http://www.communities-ni.gov.uk)

# Branding Guidelines for the Department for Communities



JANUARY 2021

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# Acknowledgement of Funding/Grants

The Department for Communities (DfC) is the largest government Department in the Northern Ireland Civil Service (NICS). We are supported in delivering our services by a number of Arm's Length Bodies (ALBs) and a number of stakeholder groups.

## THE DEPARTMENT'S MAIN FUNCTIONS INCLUDE:

- the promotion of a healthy housing and the provision of decent, affordable, sustainable homes and housing support services
- a social welfare system including focused support to the most disadvantaged areas
- providing training and support to jobseekers and employers
- bringing divided communities together by creating urban centres which are sustainable, welcoming and accessible to live, work and relax in peace
- supporting local Government to deliver effective public services
- maximising public benefits from the culture, arts and leisure sectors
- tackling disadvantage and promoting equality of opportunity by reducing poverty, promoting and protecting the interests of children, older people, people with disabilities, and other socially excluded groups; addressing inequality and disadvantage.

Each year the Department for Communities (DfC) supports hundreds of projects through funding and grants.

It is important that funding for the delivery of initiatives and activities including capital projects is appropriately acknowledged to demonstrate that public money is supporting your work and organisation.

It is a condition of your grant or funding that you acknowledge the source of your funding for activities as the Department for Communities.

These guidelines will give you advice about how to acknowledge this, which logo(s) to use and how to use them.

Arm's Length bodies and sponsored agencies should replace the logo as appropriate on any new materials going forward.

## Use of Logo

You may use our logo appropriately in communications about work we are supporting. However, please check with us first before using it in a promotional capacity and allow at least three working days for us to approve.

If you have current DfC funding, you can use our logo on the following:

- Leaflets
- Brochures
- Posters
- Websites
- Presentations
- Stands
- Display Panels
- Ezines

Our logo should only be used with the exact pantone or in black or in white if there is a darker coloured background.

**NOTE:** The only instance where the URL can be removed from the logo is when it is added to an internal or external NICS website or it features on a websites navigation banner for example Job Centre Online and Employers online NI.



# Logo formats

Here you can find our logo in a variety of formats to ensure that they are suitable for your purposes.

Our logo is our most valuable brand asset. It must remain consistent and never be modified. Please use these guidelines to determine the best way to apply the DfC logo. There are two versions of the DfC logo:

## Stacked version

HEX MIN  
12mm



PRINT  
42mm MINIMUM

Screen  
160px MINIMUM

## Horizontal version

HEX MIN  
12mm



PRINT  
130mm MINIMUM

Screen  
490px MINIMUM

# DfC Logo Versions

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## COLOUR VERSION



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## SINGLE COLOUR VERSION (PMS 281)



# DfC Logo Versions

## SOLID BLACK VERSION

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## SOLID WHITE VERSION

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# DfC Logo Versions

## COLOUR VERSION

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## SINGLE COLOUR VERSION (PMS 281)

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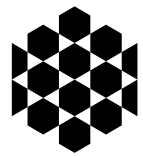




# DfC Logo Versions

## SOLID BLACK VERSION

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## SOLID WHITE VERSION

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## Our Logo - Funded by

If DfC funds a project or provides a grant that should be recognised by using the 'Funded by DfC' logo. If DfC funds over 50% of the project then it should appear first beside the organisations logo. If the Department is part funding along with other multiple funders it should appear equally with the other organisations logos.



Funded by  
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# DfC Logo - Funded by - Stacked version

## COLOUR VERSION

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## SINGLE COLOUR VERSION (PMS 281)

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## DfC Logo - Funded by - Stacked version

SOLID BLACK VERSION

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SOLID WHITE VERSION

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# DfC Logo - Funded by - Horizontal version

## COLOUR VERSION

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## SINGLE COLOUR VERSION (PMS 281)

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## DfC Logo - Funded by - Horizontal version

### SOLID BLACK VERSION

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### SOLID WHITE VERSION

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## Our Logo - Supported by



# DfC Logo - Supported by - Stacked version

## COLOUR VERSION

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## SINGLE COLOUR VERSION (PMS 281)

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## DfC Logo - Supported by - Stacked version

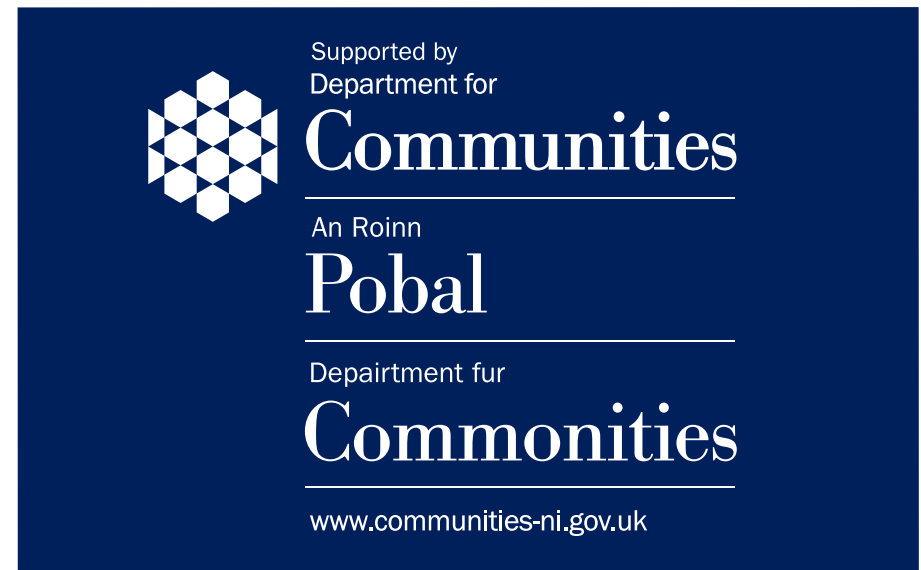
SOLID BLACK VERSION

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SOLID WHITE VERSION

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## DfC Logo - Supported by - Horizontal version

### COLOUR VERSION

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### SINGLE COLOUR VERSION (PMS 281)

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# DfC Logo - Supported by - Horizontal version

## SOLID BLACK VERSION

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## SOLID WHITE VERSION

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## Our Logo - Commissioned by



# DfC Logo - Commissioned by - Stacked version

## COLOUR VERSION

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Commissioned by the  
Department for  
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[www.communities-ni.gov.uk](http://www.communities-ni.gov.uk)

## SINGLE COLOUR VERSION (PMS 281)

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Commissioned by the  
Department for  
**Communities**

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**Pobal**

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**Commonities**

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[www.communities-ni.gov.uk](http://www.communities-ni.gov.uk)

# DfC Logo - Commissioned by - Stacked version

SOLID BLACK VERSION

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SOLID WHITE VERSION

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# DfC Logo - Commissioned by - Horizontal version

## COLOUR VERSION

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## SINGLE COLOUR VERSION (PMS 281)

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# DfC Logo - Commissioned by - Horizontal version

## SOLID BLACK VERSION

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## SOLID WHITE VERSION

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# Size and Spacing

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

The 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 outer dotted line shows the minimum protection zone for the identity - no other graphic elements should fall within this area

## Stacked version



# Size and Spacing

## Horizontal version



## Distorting the logo

Please do not in any way compromise or manipulate the **Department for Communities** logo. The examples on the right show some unacceptable uses of our logo.

**Do not:**

- Rearrange modify/scale the logo
- Distort the shape of the logo
- Change the colour of the logo
- Add a drop shadow on the logo
- Use the full colour logo when using a dark coloured background



# Distorting the logo



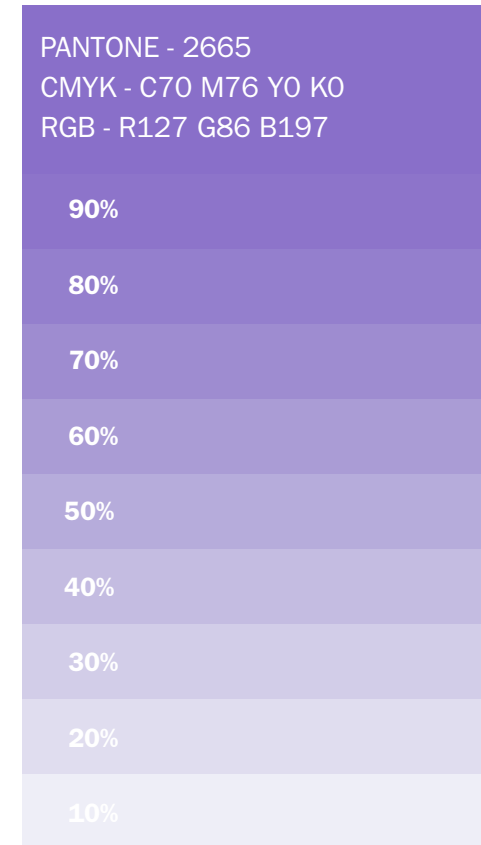
# Colour

It is important that our identity is not displayed in different ways. This creates confusion.

The preferred background colour for the Department for Communities identity is white. If a colour other than white is required the colour chosen should reflect the DfC brand colours.

# Font

The typeface used for the DfC identity is Bodoni and ITC Franklin Gothic Book. This text has been carefully sized and spaced within the identity and should not be altered in any way which would affect its size, spacing, shape or colour.



## Approval

Please send us proofs of any pages or materials using DfC logos for our approval.

You should include a brief description of what you're using the logo for.

These should be emailed to [commsengagement@communities-ni.gov.uk](mailto:commsengagement@communities-ni.gov.uk)

Please allow at least three working days for logo approval.

If you have any questions or are still not certain which logo to use, please contact us, at [commsengagement@communities-ni.gov.uk](mailto:commsengagement@communities-ni.gov.uk)

## Digital/Social Media

Where possible please include the logo or a line acknowledging the support of the Department for Communities.

If you have an active social media presence you may wish to announce a successful grant on your social media platforms. The Department has a Twitter profile so you may wish to tag us using [@CommunitiesNI](https://twitter.com/CommunitiesNI) Unfortunately due to the large number of projects we support each year we are unable to commit to tweeting about them all individually. We do however encourage you to tag us when you share updates in your project so we can keep up to date and 'like' your tweet where possible.

Please note it is not a condition of the funding/grant for you to share any information on social media.

## Media Activity

You should acknowledge our funding in a press release or any other type of media activity. Please send a copy of your draft press release prior to publication to DfC Press Office - [Press.Office@communities-ni.gov.uk](mailto:Press.Office@communities-ni.gov.uk) and allow at least three working days for approval.

On occasions the Department will also include a quote into your press release to highlight the importance of the funding. The Department may also choose to issue its own press release to promote the funding of the project.

You may use this standard paragraph about the Department for Communities in the Notes to Editors section of your press release:

This project has been funded /part funded by the Department for Communities:

The use of Departmental funding/grants should be acknowledged in any speeches for launches. The Department should be offered the opportunity to give a speech at any events designed to promote the announcement. The Department should also be given the opportunity to put forward a representative to be involved in any launch photo calls connected to the funding announcement and display appropriate signage.

