

INSPIRED BY  
**OMAGH**

THE HEART OF TYRONE

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**BRAND  
GUIDELINES  
2021 v.1**

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# WELCOME

These guidelines serve as a guide to enforce a the consistent use of the master brand, its elements and to give direction on its use.

We also feel it is just that, a guide. We don't want to restrict creative expression or ambition in its application.

We will layout out a guide to help create visual and tonal consistency across everything we do. If you feel a visual application will work but is not in the guidelines you can discuss this with the communications team.

# OUR PROPOSITION

An aerial photograph of a vibrant green landscape. The scene is dominated by rolling hills and fields, with a sunburst effect in the upper right quadrant. The sun is low on the horizon, creating a warm, golden glow and casting long, soft shadows across the terrain. The fields are a mix of bright green and darker shades, suggesting different types of vegetation or perhaps the play of light and shadow. In the distance, a small town or village is visible, nestled in a valley. The overall atmosphere is peaceful and idyllic, capturing the beauty of a rural setting.

WE ARE THE WARM, WELCOMING COUNTY TOWN  
OF TYRONE SITUATED IN THE HEART OF ULSTER

WE ARE A COMMUNITY OF PEOPLE AND  
BUSINESSES SET IN NATURAL AND BUILT HERITAGE



# OUR PROPOSITION



WE GENEROUSLY SUPPORT OUR COMMUNITY AND BUSINESSES THROUGH INVESTMENT AND TIME

WE PROUDLY ADVOCATE OUR RICH CULTURE OF MUSIC, ARTS AND LITERATURE



# OUR PROPOSITION



WE DO THIS FOR OUR DIVERSE MIX OF COMMUNITIES,  
VISITORS, PEOPLE AND STUDENTS ON THEIR  
EDUCATIONAL JOURNEY

WE PROVIDE A CENTRAL HUB FOR BUSINESS WITH  
ACCESS TO SKILLED STAFF FROM A LARGE CATCHMENT



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# THE BIG IDEA

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## PRIMARY STRAPLINE

- THE HEART OF TYRONE

## SECONDARY STRAPLINES

- THE HEART OF SHOPPING

- THE HEART OF ENTERTAINMENT

- THE HEART OF CULTURE

- THE HEART OF THE OUTDOORS

IF YOU WOULD LIKE TO DISCUSS A  
BIG IDEA FURTHER PLEASE SPEAK  
TO A MEMBER OF THE PLACE  
BRAND TEAM



# BRAND PYRAMID

## BRAND ESSENCE

PERSONABLE

## BRAND VALUES

WELCOMING, HARD WORKING, INCLUSIVE, VIBRANT, INNOVATIVE, AUTHENTIC, SUPPORTIVE, COMMUNITY ORIENTATED

## BRAND PERSONALITY

WARM, INSPIRATIONAL, LAID BACK, CARING, GENEROUS, TRADITIONAL, GOOD HUMOURED, THOUGHTFUL

## EMOTIONAL BENEFITS

FEELING SAFE, ENGAGING, SUPPORTIVE, WELLNESS THROUGH EXERCISE, PRIDE

## RATIONAL BENEFITS

SOCIALISING, OPPORTUNITY, TOURISM, ECONOMIC, ENTERTAINMENT, EDUCATION

## BRAND ATTRIBUTES

ACTIVE PURSUITS (I.E. WALKING, FISHING), DINING OUT, ENTERTAINMENT (I.E. ARTS, MUSIC, LITERATURE) SIGHTSEEING, MANUFACTURING, BUSINESS SERVICES, SHOPPING, EDUCATION FACILITIES



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# OUR VISUAL IDENTITY

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Our Inspired By Omagh place brand visual identity uses the rural patchwork of fields as inspiration. It also represents how Omagh has an overlapping and interwoven community.

Our visual identity delivers this message with overlaid colours representing the key elements that make up Omagh as a place. The lines running through the iconography represent how the community is interlinked as well as how Omagh is a perfect link centrally to the rest of Ireland North and south.

Our visual identity is often the public's first interaction with Omagh so it is essential that this is applied across all brand touch points in a consistent manner.



RURAL FIELDS



FORESTS AND RIVERS



DIVERSE PEOPLE



ARCHITECTURE



HISTORY



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# OUR VISUAL IDENTITY OPTIONS

Our Omagh place brand visual identity has a stacked and a landscape version.

It is preferred where possible to use the portrait version, however on the limited occasions that this isn't possible we have created a stacked version.

We have also included a mono version for those occasions where colour is limited.



Secondary option: Landscape

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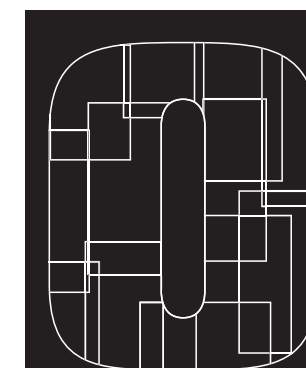
**THE HEART OF TYRONE**

Preferred option: Stacked



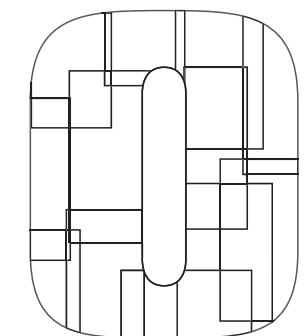
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# OUR SAFE ZONE

The visual identity is most effective when positioned away from competing graphics. Graphics and text too close to the visual identity will tend to crowd the logo, making visual recall more difficult. Illustrated here is the minimum control space. However, the more space we give our logo, the greater the visibility.

 Our safe zone is constructed from the letter 'O' in our name



**Minimum size for usage:**  
25mm wide for printed material and 54 pixels wide for online.





# MISUSE

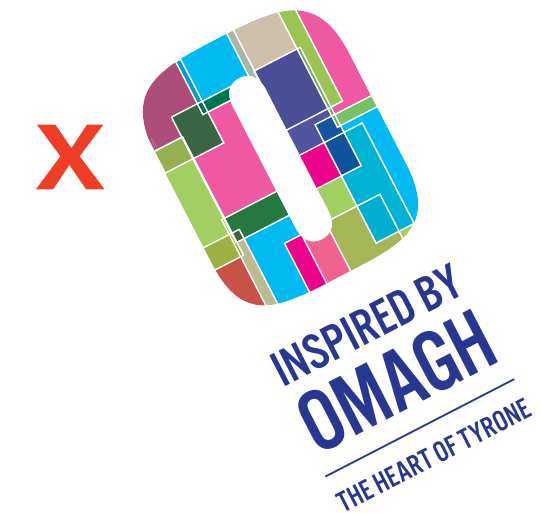
It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the logo over a busy image. When using the logo over image areas, select a wide swathe of very dark or light colour. The monochrome versions will work best in conjunction with photos.



**NEVER:** Stretch the logo



**NEVER:** Squash the logo



**NEVER:** Rotate the logo



**NEVER:** Re-create the logo in any way



**NEVER:** Create a color variation of the logo

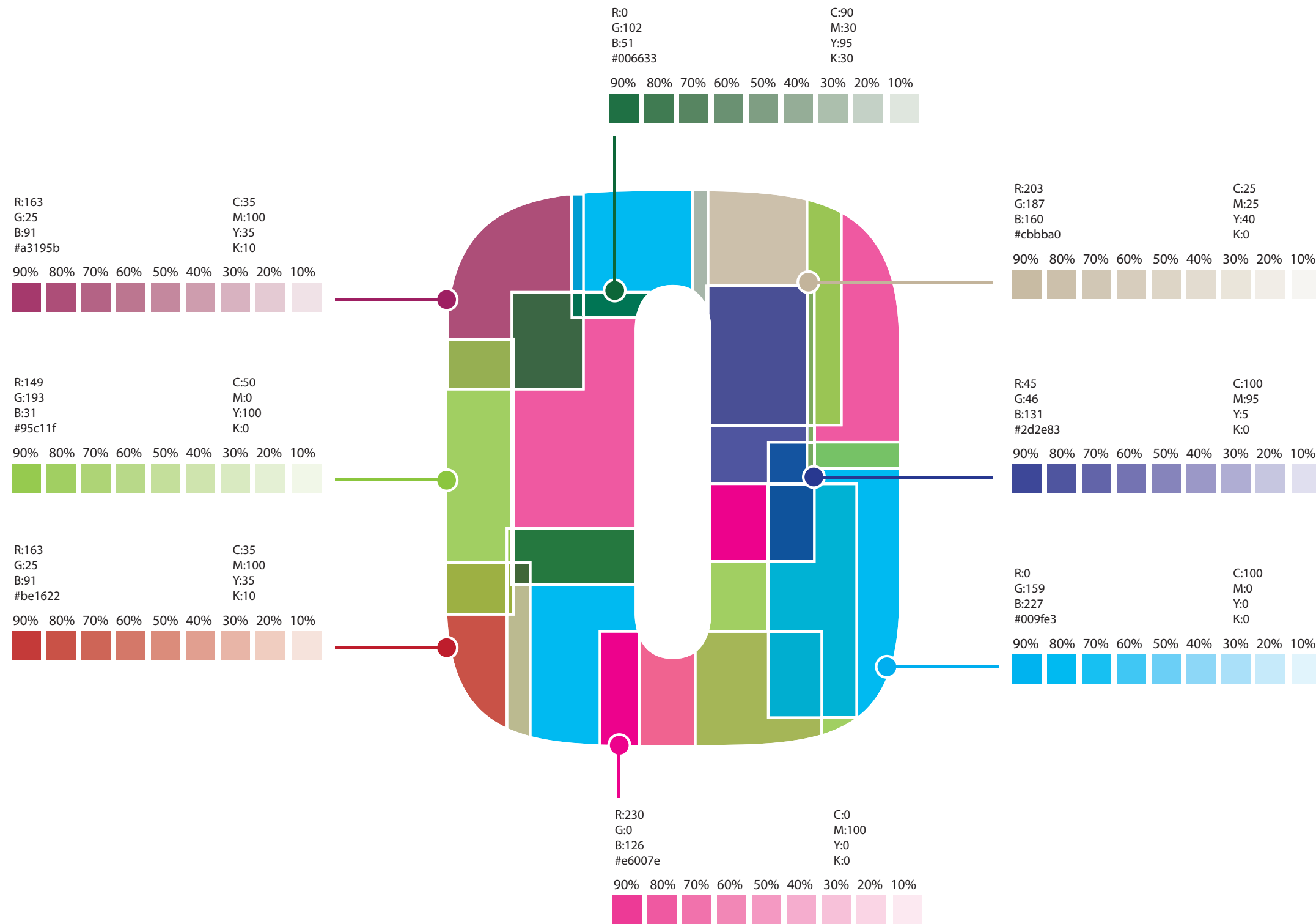


**NEVER:** Add additional elements to the logo



# COLOUR PALETTE

Our colour palette has been developed to represent the patchwork of people, places and things to see in Omagh. Should you require a version of the logo for application in single colour, feel free use a 100% strength version that best suits the target market and the item its being applied to.



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# OUR FONTS

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## HEADER FONT

THE QUICK

BROWN

FOX JUMPS

## BODY COPY

OVER THE

## DESCRIPTOR FONT

LAZY RED DOGS.

ALTERNATE GOTHIC NO3 D

ALTERNATE GOTHIC NO2 D

ALTERNATE GOTHIC NO1 D

LATO FAMILY

ACTIVE REGULAR

### **FONTS AVAILABLE ON CREATIVE CLOUD**

If Lato is not available on your computer system it can be substituted with Calibri.  
Consumer facing documents should always be created by a professional with access to the relevant fonts.

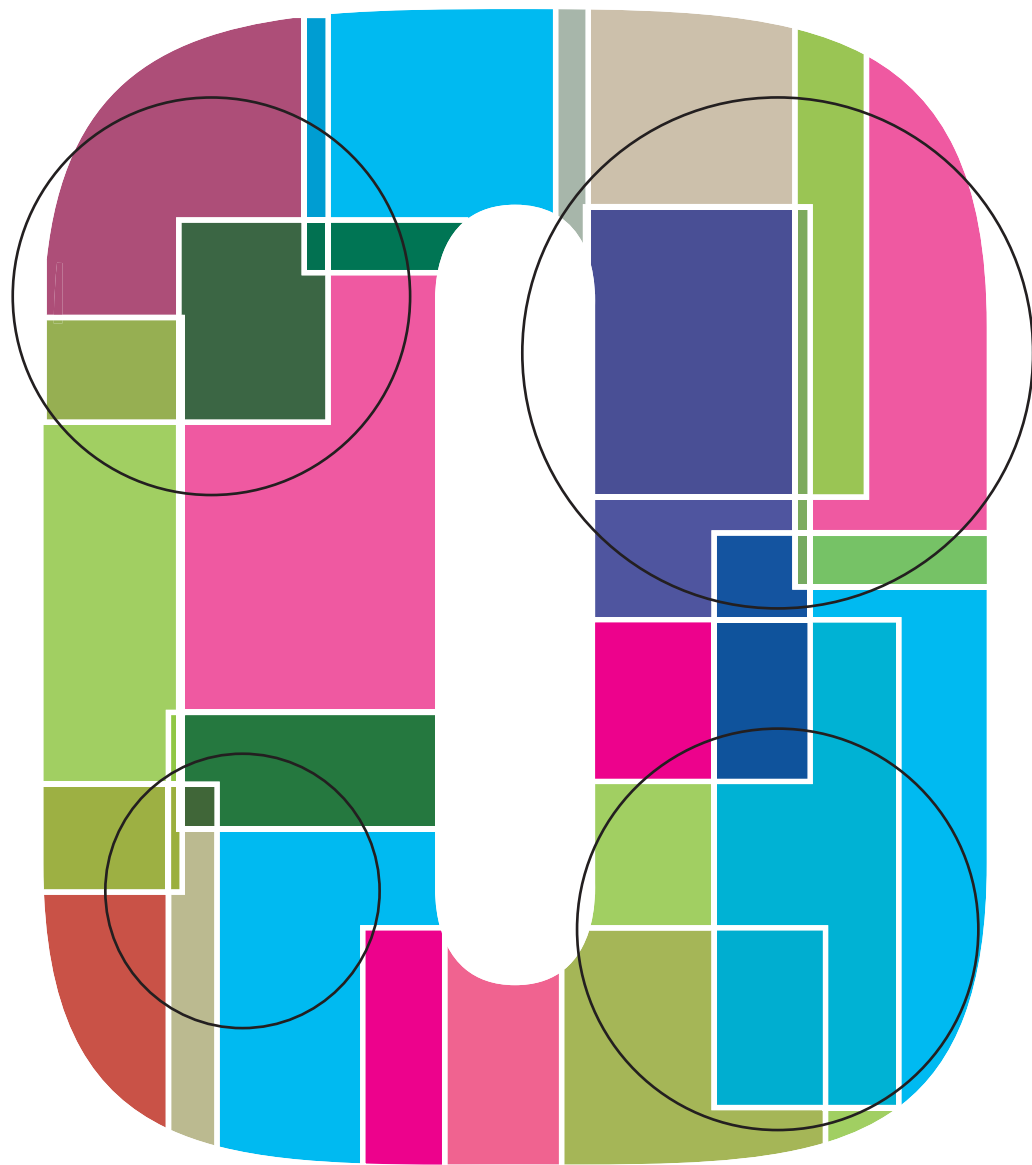


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# USING THE ICONOGRAPHY

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We have outlined on the following pages how we use elements of the iconography to create depth and movement. a section of the iconography can be used to break the shape of a picture or a picture can appear within the shape or a number of images held within the frame.





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# BRAND TOOLKIT

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An extension to our brand toolkit is our loose version patchwork.

This can be used to add depth and visual interest to a design where the elements from the 'O' frame aren't appropriate or where the loose patchwork adds more to the design.





# BRAND TOUCH POINTS





# BRAND TOUCH POINTS





# BRAND TOUCH POINTS





# APPLICATION





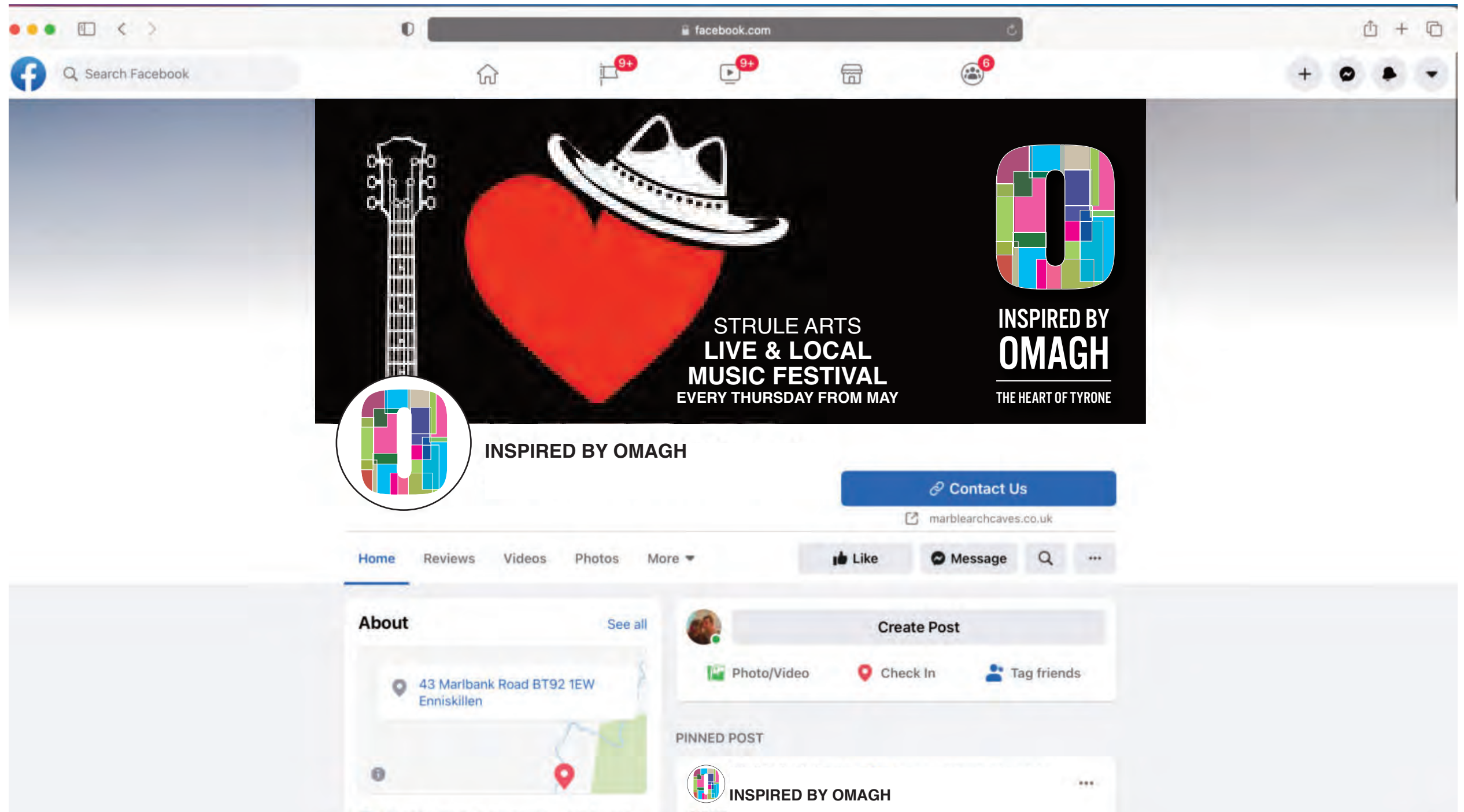
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APPLICATION





# APPLICATION



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## APPLICATION





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## APPLICATION

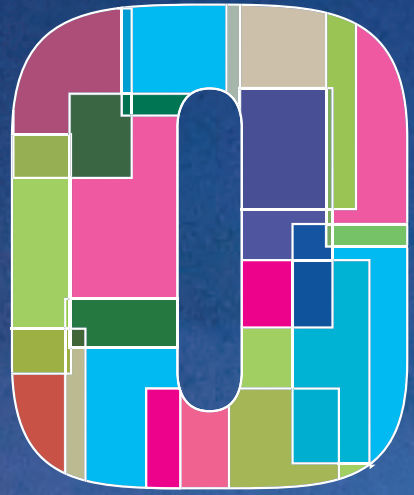


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## APPLICATION







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## BRAND GUIDELINES 2021 v.1

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For more information, help or guidance on any aspect of the Omagh Place brand, please contact the Brand Communications Team who will be happy to help out.

Tracey McCallan, Audience Development and Marketing Manager at Fermanagh & Omagh District Council

Maurica Mackle, Mackle Communications, Communications query

Darren Lyttle, Circle Creative Communications, Brand application query