



**Mid & East
Antrim**

A land Shaped by
Sea & Stone

Brand Guidelines

August 2025

Contents

Positioning Statement	3
Brand Vision	4
Brandmark	5
– Variations	6
– Clearance Area	7
– Icon	7
Brand Colours	8
Typography	9
– Headlines	9
– Bodycopy, Subheadings and Captions	10
Photography	11
Tone of Voice	12
Contact	13



Positioning Statement

Mid & East Antrim remains largely untouched by modern tourism, yet boasts many of the attractions that today's travellers most want to experience. This region is endowed with a gorgeous landscape, forged over aeons of geological time.

It's home to a fascinating culture, which has grown up under the influence of many different traditions. Its people are down-to-earth, happy to welcome newcomers into their towns and villages. It offers a slower pace and plenty of space to reconnect with yourself, with loved ones, and with the natural world.

**Fresh, authentic,
friendly and good.
Mid & East Antrim
is an escape for body,
mind and soul.**

Brand Vision

Our Values

These define the key benefits that we offer.

Personality

This is built up from characteristics that define how we talk and act.

Key Message

Our key messages define what Mid & East Antrim is all about.

Freshness

Lively

This is an undiscovered region with a beautiful and rugged coastline and a deep connection to the sea.

Authenticity

Genuine

Our history and heritage gives us a deep-rooted sense of place and an endless supply of stories.

Friendliness

Warm

Our welcome is honest and down-to-earth. We're proud of the excellence of our local food and drink.

Goodness

Strong

This is a place where you can find peace, renew your energy and connect with unspoiled countryside.

Brandmark

This is our primary logotype. The three elements that make up the logo are:

- the ‘Shaped by Sea and Stone’ icon
- our name ‘Shaped by Sea and Stone’
- our tag line ‘Mid & East Antrim’.

Please Note

The logotype should never be re-created. You should always use the master artwork, which is available in eps, jpeg and png formats.



**Mid & East
Antrim**







**A land Shaped by
Sea & Stone**

Brandmark / Variations

The secondary logo variation has been created for use on lighter backgrounds. The 'Shaped by Sea & Stone' name uses a dark grey colourway. The icon and tag line retain the same gold colourway as the primary logo.

Legibility is key – ensure there is enough contrast between the grey/gold and the background colour.

To facilitate the use of the brandmark for various applications, two additional versions have been created: a medium wide and a super wide version. Whilst the stacked version is the primary logo, the medium wide and super wide versions should be used where it's deemed appropriate.

	Secondary	Primary
Stacked format	 <p>Mid & East Antrim A land Shaped by Sea & Stone</p>	 <p>Mid & East Antrim A land Shaped by Sea & Stone</p>
Medium wide version	 <p>Mid & East Antrim A land Shaped by Sea & Stone</p>	 <p>Mid & East Antrim A land Shaped by Sea & Stone</p>
Super wide version	 <p>Mid & East Antrim A land Shaped by Sea & Stone</p>	 <p>Mid & East Antrim A land Shaped by Sea & Stone</p>

Brandmark / Clearance Area

Any version of the Shaped by Sea & Stone logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. This area is defined by using the height of the typography in our logo as shown.



Icon

In certain instances the Shaped by Sea & Stone icon can be used on its own without any wording beneath.

The icon logo should be used for social media icons or when space in general is extremely limited. The icon logo can appear in colour on white, or as a reversal out of a background colour.



Brand Colours

Colour is an essential part of the brand and the balance of colour should be carefully considered.

The base colour can be used for larger coverage with the accent colours being used more sparingly.

The primary colour combination is base colour and gold. The other accents can be used to highlight or differentiate sections within a piece of communication.

Colours are shown in CMYK, RGB and hex for a range of use across print and digital communications.

Black is also part of the palette which can be used and it is also acceptable to use tints of these colours if required.

Legibility is key so make sure there is enough contrast between your accent colour, image and text.

Gold CMYK 27.40.73.18 RGB 172.137.78 Hex #AC894E	Purple CMYK 48.90.43.66 RGB 75.25.45 Hex #4B192D	Green CMYK 79.52.77.66 RGB 36.53.37 Hex #243525	Blue CMYK 93.58.51.53 RGB 15.58.68 Hex #0F3A44	Black CMYK 0.0.0.100 RGB 0.0.0 Hex #000000
Gold Tint CMYK 12.28.64.2 RGB 227.185.109 Hex #E3B96D	Purple Tint CMYK 24.92.47.18 RGB 167.44.79 Hex #A72C4F	Green Tint CMYK 57.27.88.10 RGB 123.144.63 Hex #7B903F	Blue Tint CMYK 84.33.34.15 RGB 5.119.140 Hex #05778C	Grey CMYK 67.57.54.60 RGB 60.60.60 Hex #3C3C3C
Fern CMYK 75.16.96.0 RGB 71.153.61 Hex #47993D	Azure CMYK 75.41.0.0 RGB 40.136.222 Hex #2888DE	Aqua CMYK 69.0.40.0 RGB 63.183.171 Hex #3FB7AB	Yellow CMYK 0.33.94.0 RGB 250.180.0 Hex #FAB400	Base Colour CMYK 5.4.4.0 RGB 245.245.245 Hex #F5F5F5
Fern Tint CMYK 32.0.71.0 RGB 193.213.105 Hex #C1D569	Azure Tint CMYK 36.6.0.0 RGB 170.215.255 Hex #AAD7FF	Aqua Tint CMYK 37.0.29.0 RGB 171.229.202 Hex #ABE5CA	Yellow Tint CMYK 0.14.58.0 RGB 255.220.130 Hex #FFDC82	White CMYK 0.0.0.0 RGB 255.255.255 Hex #FFFFFF

Typography / Headlines

Noe Display bold is our primary headline typeface. It has been chosen because of its confident and unique character. Noe display can be used at a much larger size for shorter, punchier headlines to create impact.

Leading & Kerning

As a general rule the leading should be set lower than the text point size. For example, if the text is '40pt', the leading should be '36pt'. This should be done on a case-by-case basis.

Licensing

Noe Display has been licensed by Shaped by Sea and Stone. If you do not hold a license for the typeface, then you will need to purchase the correct rights.

Substitute Typeface

When Noe Display is not available, on an email signature or a PowerPoint presentation that will be shared for example, the universal typeface Times New Roman Bold should be used.

Noe

**A serif typeface designed by
Berlin foundry Schick Toikka**

Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%&*()-+={};“”<>/?

Typography / Bodycopy, Subheadings & Captions

Museo Sans is a modern typeface and can be used for sub-headlines, captions and body copy. Weights 300-700 can be used in the appropriate context.

Captions & Bodycopy

Museo Sans 300/500 is most appropriate for captions and bodycopy.

Subheadings

Museo Sans 700 is most appropriate for subheadings.

Captions

Captions can act as a standalone subheading or denote the current section header on the following pages to give better context.

Leading & Kerning

As a general rule the leading should be set to 'auto' for legibility purposes. When kerning body copy, all weights should be set to no greater than '-10' for legibility purposes.

Licensing

Museo Sans has been licensed by Shaped by Sea and Stone. If you do not hold a license for the typeface, then you will need to purchase the correct rights.

Substitute Typeface

When Museo Sans is not available, on an email signature or a PowerPoint presentation that will be shared for example, the universal typeface Arial should be used.

Museo

*A sans serif typeface released in 2008
by Jos Buivenga of foundry Exljbris*

Sans

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn
1234567890 !@£\$%&*()-+={};"'<>/?

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn
1234567890 !@£\$%&*()-+={};"'<>/?

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn
1234567890 !@£\$%&*()-+={};"'<>/?

Museo Sans 300 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn
1234567890 !@£\$%&*()-+={};"'<>/?

Photography

When sourcing photography you should consider the following:

Do

- Commission photography if possible
- Capture both landscape and portrait formats
- Look at things from an alternative and interesting angle
- Include negative space where possible
- Make it relevant to the message being communicated
- Feature real people in a natural context

Don't

- Use photography or videography that looks staged
- Try and say everything at once
- Use stock images or footage if you can avoid it



Tone of Voice

Mid & East Antrim’s tourism offering has a personality that shines through all of the materials we produce. Our tone of voice guidelines ensure that this personality is consistent – whether we’re writing articles for the website, press releases or drafting scripts for video. It ensures that our values of freshness, authenticity, friendliness and goodness are embodied in everything we write.

Warm

Mid & East Antrim is renowned for its welcome. We want our audience to feel like they’re sitting down to hear a fireside story or have the craic. We put ourselves in our visitors’ shoes, try to see this place as if for the first time, and remember to have a bit of fun.

Confident

We’re proud of our corner of the world. We talk it up every time we speak. We know what we’ve got and we know that it compares well with the best that the world can offer. Our tone demonstrates the affection we have for the people and places that make Mid & East Antrim so special.

Helpful

Travel is often about logistics. We make it easy for visitors by offering practical advice that addresses their needs each step of the way — getting here, finding places to eat and stay, finding fun activities for the kids. That means plain speaking. We don’t go out of our way to find the biggest words — just the right ones.



shapedbyseaandstone.com



Mid & East Antrim

A land Shaped by Sea & Stone

Mid and East Antrim

Borough Council

1-29 Bridge Street
Ballymena
BT43 5EJ

Tel: 0300 1245 000

enquiries@midandeantrim.gov.uk

