



SCROLL



# Shaped by Sea Brand Guidelines

Mid & East Antrim

OUR BRAND

LOGO

COLOUR

TYPOGRAPHY

PHOTOGRAPHY

TO NE

**Positioning  
Statement**

# Shaped by Sea & Stone

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**

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## Brand Vision

Our **values** define the key benefits that we offer.

Our **personality** built up from characteristics that define how we talk and act.

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

OUR VALUES

**Freshness**

PERSONALITY

**Lively**

KEY MESSAGE

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

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OUR VALUES

## Authenticity

PERSONALITY

### Genuine

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

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OUR VALUES

### Friendliness

PERSONALITY

### Warm

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

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OUR VALUES

### Goodness

PERSONALITY

### Strong

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

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## Primary logo

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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' and **our tagline** 'Mid & East Antrim'.

The logotype should never be re-created. Always use the master artwork.

The logo is available to download below in the following formats - eps, jpeg & png.

DOWNLOAD LOGO 

# Shaped by Sea & Stone



Mid & East Antrim

# Shaped by Sea & Stone

Mid & East Antrim



**Logo variation**

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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 tagline retain the same gold colourway as the primary logo.

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

## Clearance Area

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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

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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.



#### **Base Colour**

**CMYK** 5.4.4.0

**RGB** 245.245.245

**Hex** #F5F5F5

#### **White**

**CMYK** 0.0.0.0

**RGB** 255.255.255

**Hex** #FFFFFF

#### **Grey**

**CMYK** 67.57.54.60

**RGB** 60.60.60

**Hex** #3C3C3C

### Gold

CMYK 27.40.73.18

RGB 172.137.78

Hex #ac894e

CMYK 12.28.64.2

RGB 227.185.109

Hex #e3b96d

### Green

CMYK 79.52.77.66

RGB 36.53.37

Hex #243525

CMYK 57.27.88.10

RGB 123.144.63

Hex #7b903f

### Purple

CMYK 48.90.43.66

RGB 75.25.45

Hex #4b192d

CMYK 24.92.47.18

RGB 167.44.79

Hex #a72c4f

### Blue

CMYK 93.58.51.53

RGB 15.58.68

Hex #0f3a44

CMYK 84.33.34.15

RGB 5.119.140

Hex #05778c

## Colour

Colour is an essential part of the brand & 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 & 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.

## **Headline**

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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 you will need to purchase the correct rights.

BUY NOE DISPLAY [↓](#)

# Noe Display

I am you primary  
headline typeface.

MUSEO SANS CAPTIONS

## Headline

Bodycopy – Museo Sans 300

Bodycopy – Museo Sans 500

Bodycopy – Museo Sans 700

### **Substitute typefaces**

When Noe Display and Museo Sans are not available, on an email signature or a PowerPoint presentation that will be shared for example, the universal typefaces Times New Roman Bold and Arial should be used.

**Bodycopy, Subheadings  
& Captions**

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

Museo Sans 300/500 is most appropriate for captions & bodycopy. Museo Sans 700 is most appropriate for subheadlines.

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 purpose. 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 you will need to purchase the correct rights.

[BUY MUSEO SANS](#) 



## Photography

When sourcing photography you should consider the following:

### Do

- Commission photography if possible
- Capture both landscape & 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.

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### 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.

## EDITORIAL

# Meet the Locals: Eamonn Higgins

Our **profiles** let our readers get close to the people and places in Mid & East Antrim.

## COAST INTINERARY

# Sea Spray

Our **itineraries** include plenty of experiential elements, helping readers to anticipate what a visit might be like.

We clearly signpost how our materials work to make it easy for the reader to use.

## Plan Your Trip







