

Brand Building

Mcadden

BCC
Belfast City Banners
04.2011

The brief

enhance vibrancy of the city
incorporate messages
embrace the Belfast brand

Welcoming - Sociable - Witty - Genuine

Optimistic - Determined - Dynamic - Vibrant

Enterprising - Inspiring - Energetic - Bold



Examples of poor banner design -
too much content,
too many colours,
too detailed.

Brand Building

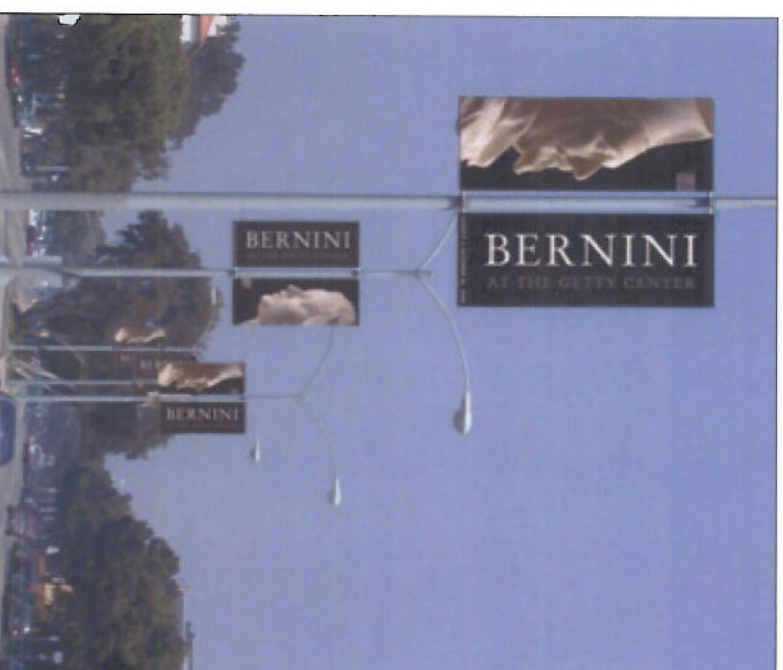


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Examples of poor banner design - too much content, too many colours, too detailed.



Examples of average banner design - more simplified and stronger colours.



Examples of good banner design - clear, vibrant and dynamic.



Examples of good banner design - clear, vibrant and dynamic.

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The Belfast brand

**...a city bursting with energy
and enthusiasm.**

For Visitors

Belfast is alive with possibilities and open to change:
vibrant, energetic, genuine, warm, welcoming and exciting.

For citizens

The time is right to build a thriving, vibrant, welcoming city.

For investors

A spirit of optimism and real purpose fills the air, inspiring
enterprise, creativity and change.

The brief

themes

Titanic

Maritime

Literature

Music

Festivals

Authentic food

Authentic shopping

Education & learning

Industrial heritage

People/characters

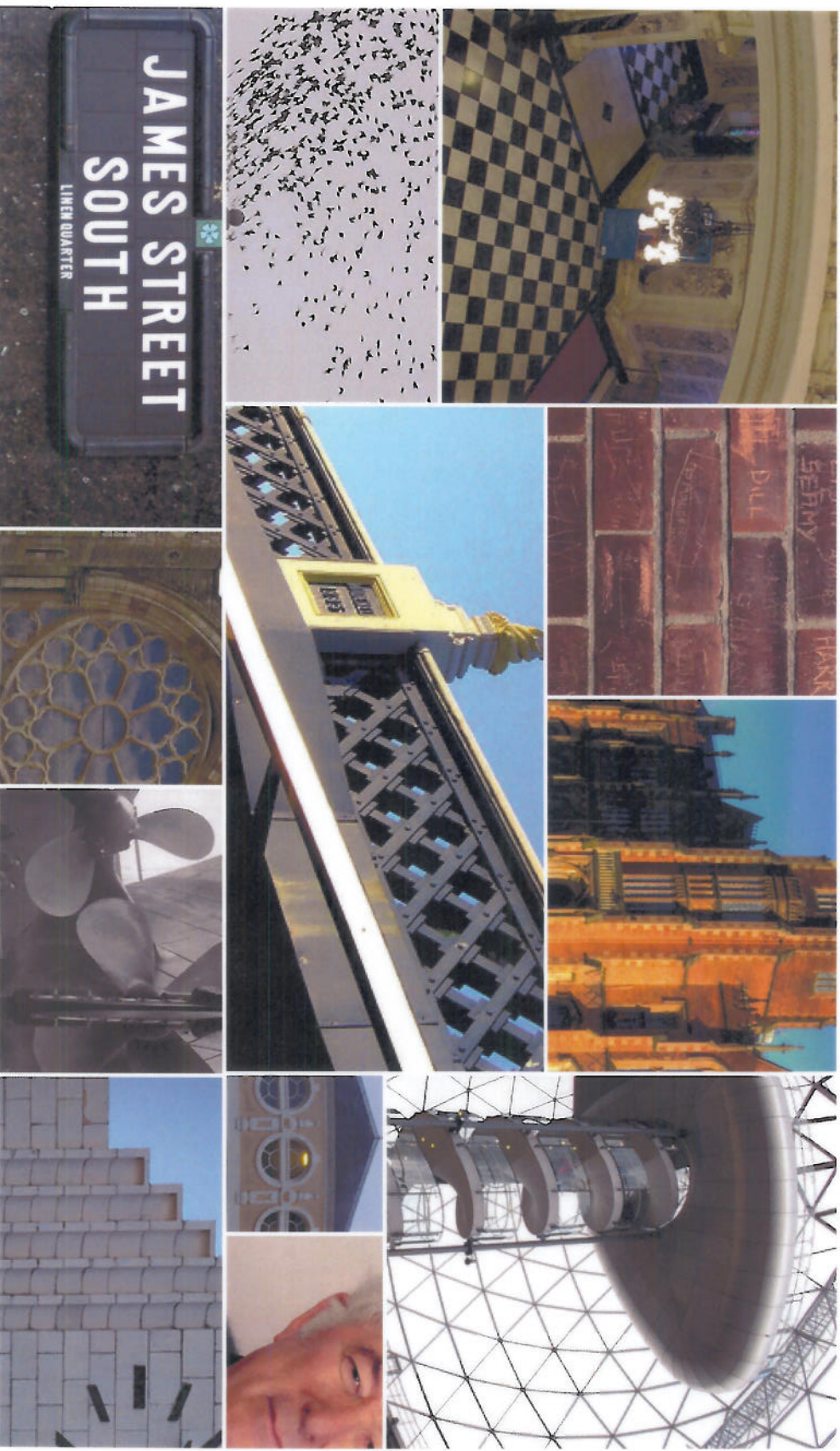
City views

Belfast

The proposition

the rhythm and pattern of the city

Belfast is an exciting city, that has a pulse and discernible patterns. Patterns that are unique to the people and heritage of the city. Patterns that can be brought to live in unison with the Belfast brand and become an extension of it.

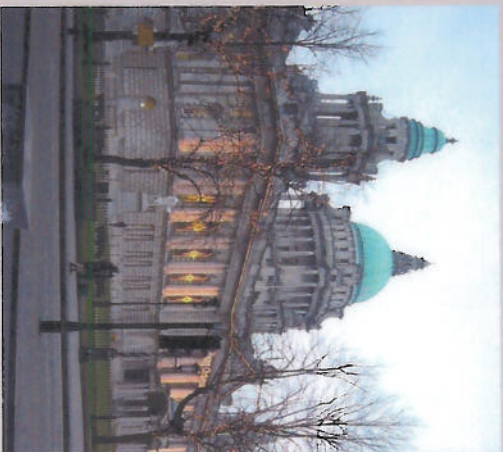


The proposition

hidden Belfast

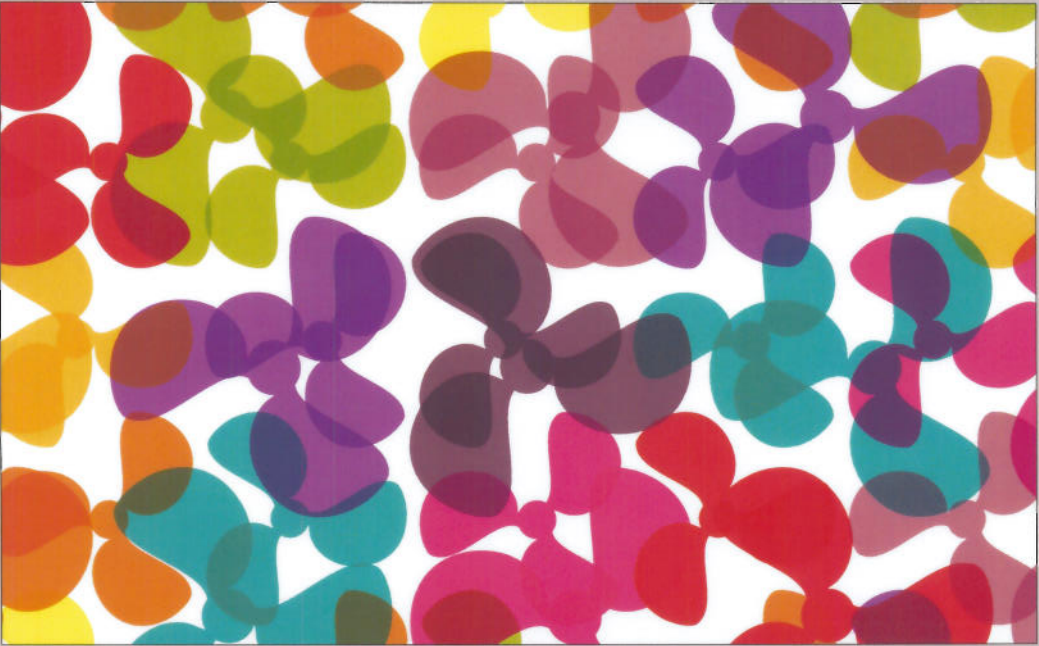
These patterns can tell a story about the unseen or hidden Belfast, those aspects of a city that just aren't considered or are overlooked. The stories, when discovered, open up the city to both the tourist and the local.

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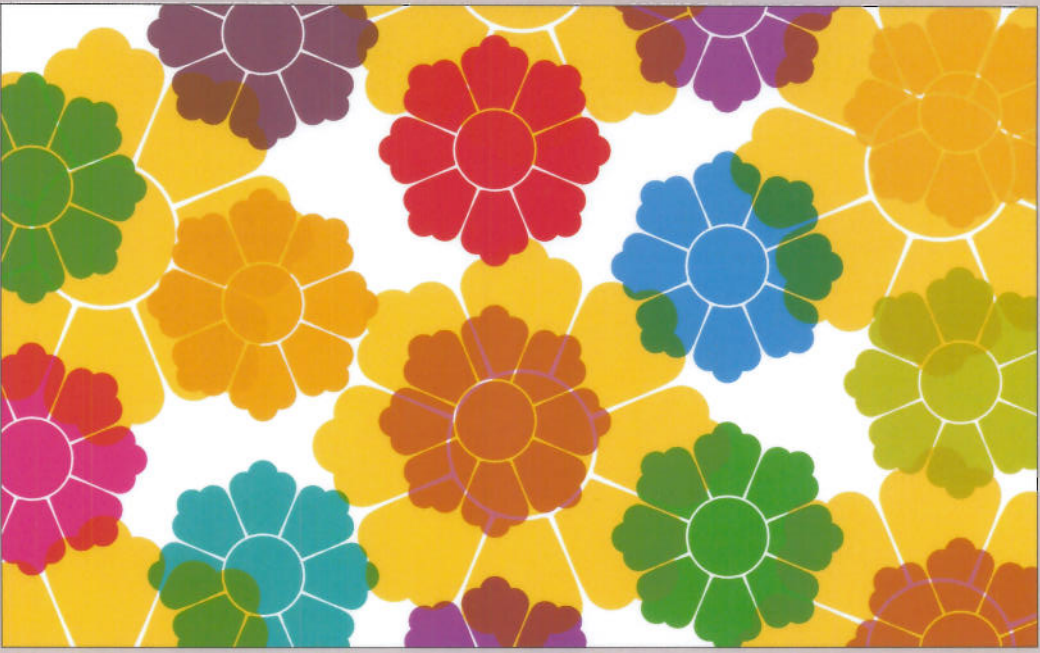
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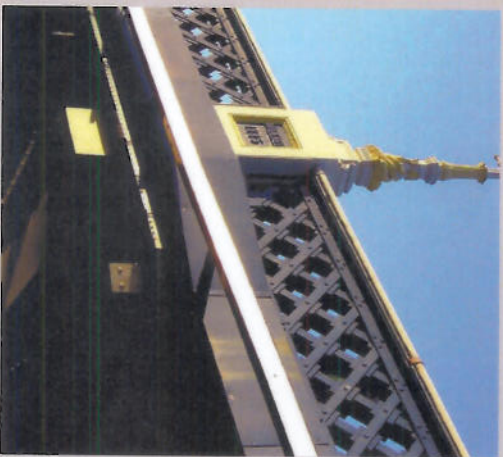
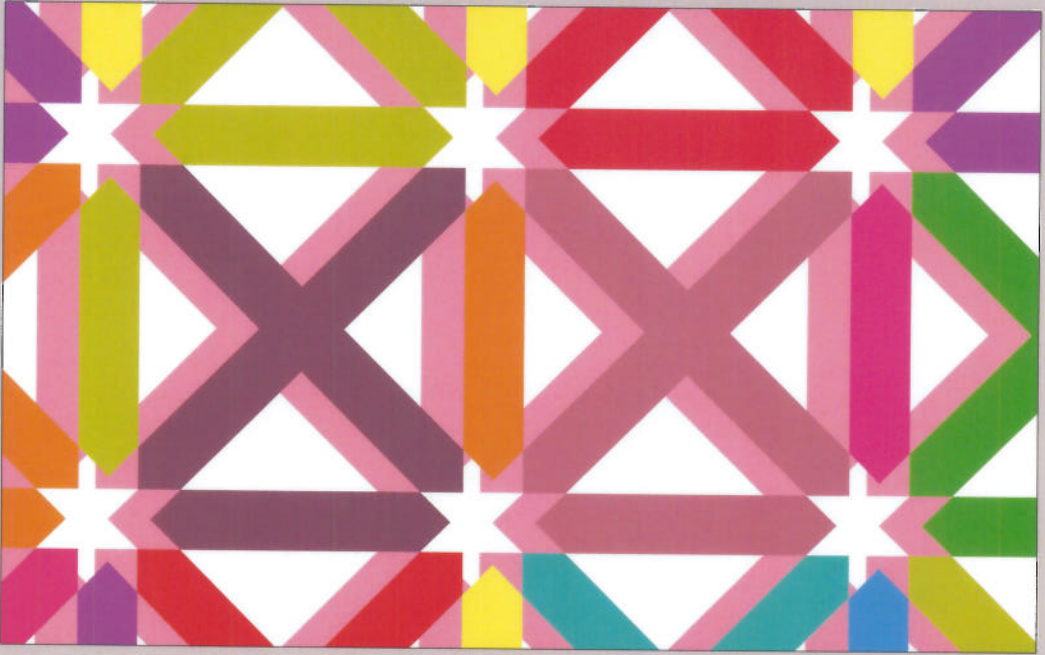
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Campaign Extension

Uncovering
the hidden

gotoBelfast.com



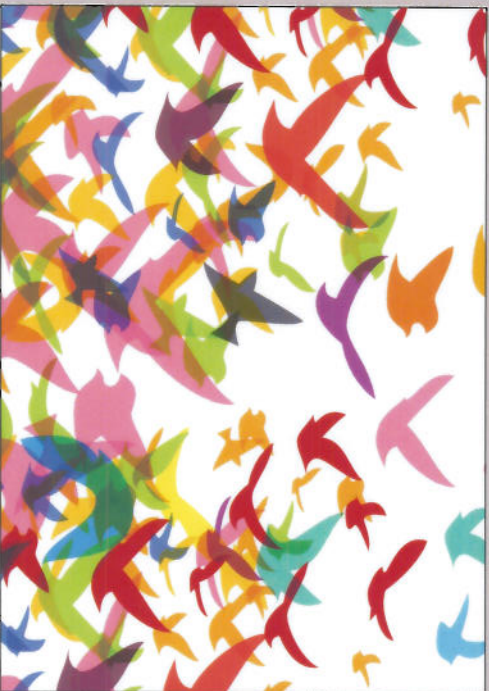


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Title of this Postcard

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PLACE
STAMP
HERE

gotobelfast.com/patterns

Title of this Postcard

Belfast

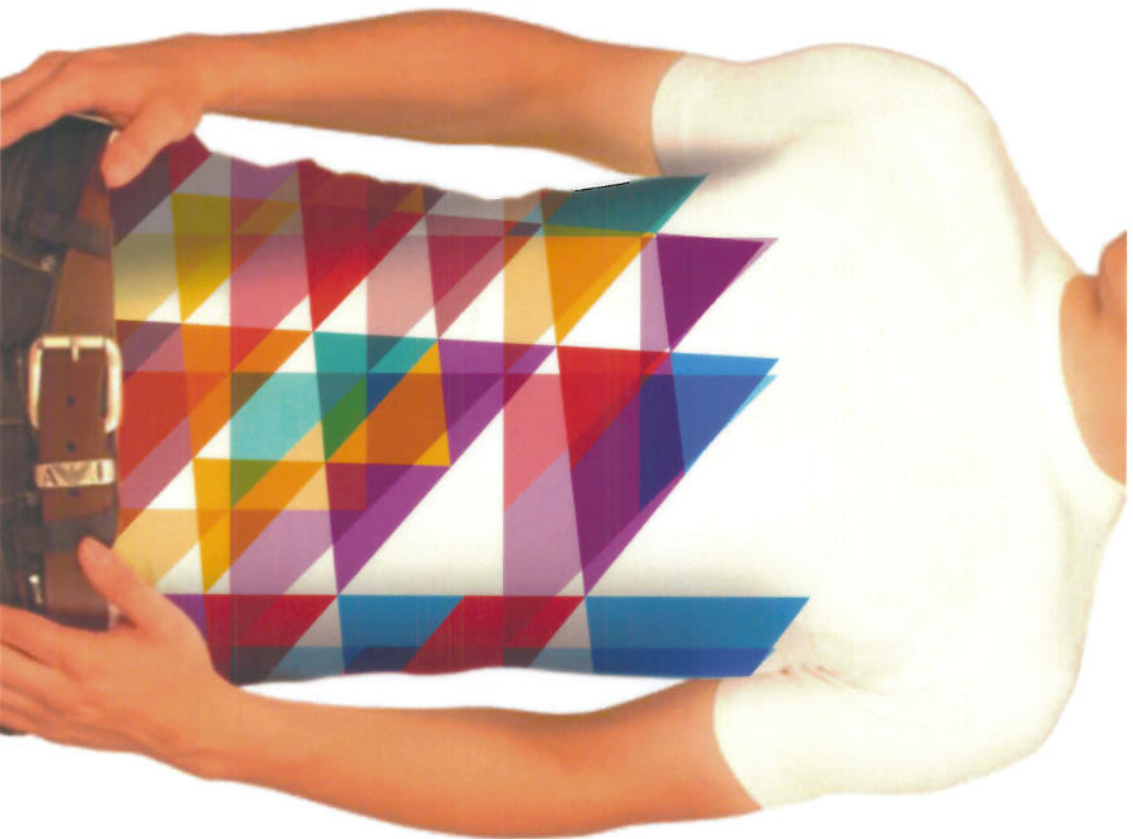
PATTERN OF THE CITY

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