

> Identity Guidelines



- > SUPPORT
- > ENTREPRENEURS
- > SUCCESS

## > The Identity

The **GO for it** identity is a direct, positive call to action for anyone who is or might be thinking about becoming an entrepreneur. It is also a rallying call encouraging the wider public to support and get behind the campaign. Please take the time to read these guidelines in order to use the identity as effectively as possible.

The identity exists with two strapline options - either can be used, depending on the audience being addressed:

**A** General message to a broad audience.

**B** A call to action to people thinking about starting a business.

The identity should work by itself at all times. Partner organisation or programme identities should not be used alongside the identity.



> SUPPORT  
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> SUCCESS



> START A BUSINESS

## > Full Colour Usage

Where possible, the identity should be used against a white background and maintain the exclusion zone at all times.

Where the identity is used against either solid or image backgrounds, the type can reverse white out when required.



> START A BUSINESS



> START A BUSINESS



## > Single Colour Usage

The identity can be used in single colour black and must maintain the exclusion zone at all times.

There are two versions of the single colour black identity - one for use against a white background, one for use against a black background. The version that offers maximum legibility should be used against an image background.

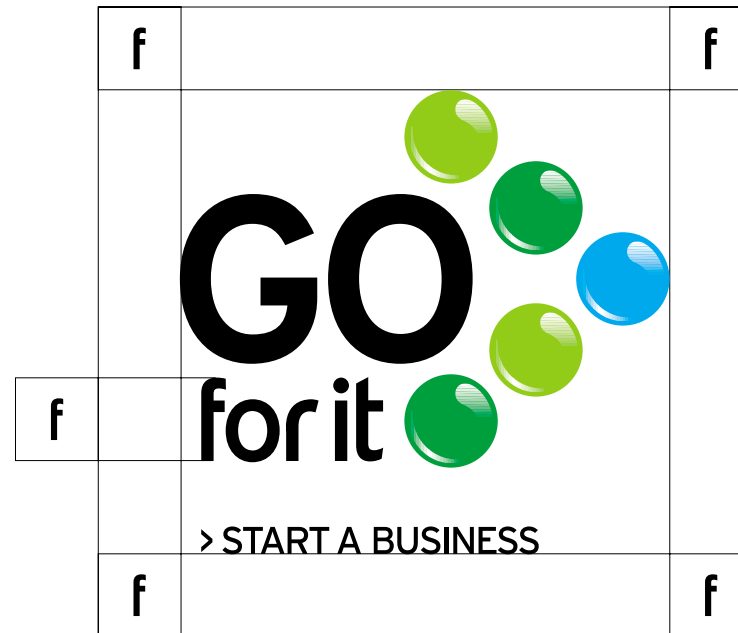


## > Exclusion Zone

An exclusion zone should be maintained around the identity at all times equal to the height of the letter f in 'for it'.

## > Minimum Size

To maintain legibility the identity should never appear smaller than 20mm in width. The strapline should be removed at this size.

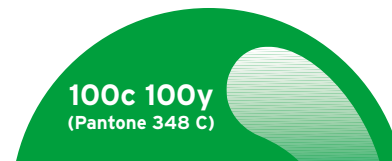


## > Colour Breakdown

The identity should always appear in full colour where possible using the cmyk breakdowns shown.

The closest matching Pantone coated references are also shown in brackets.

If other materials are used eg. paint or vinyl, colours should match cmyk breakdowns as closely as possible.



## > Unacceptable Usage

Here are a few examples of how NOT to use the identity.

When reproducing the identity you must not re-draw or reset any of the elements.

To ensure consistent quality at all times, only use original first generation artwork.



**DO NOT ALTER  
THE COLOUR OF  
THE IDENTITY**



**DO NOT CHANGE  
THE SCALE OF  
IDENTITY ELEMENTS**



**DO NOT BORDER  
THE IDENTITY  
WITH A KEYLINE**



**DO NOT USE ANY  
ORGANISATION OR  
PROGRAMME NAME  
BELOW IDENTITY  
WITHOUT PRIOR  
APPROVAL\***



**DO NOT CHANGE  
THE SCALE OF  
IDENTITY ELEMENTS**



**DO NOT ALTER  
THE COLOUR OF  
THE IDENTITY**

\* Permission to alter the strapline message to cater for specific organisation or programme needs must be approved in advance by Invest NI corporate marketing on 028 9069 8148.