



May 13th, 2025

Notice Of Meeting

You are requested to attend the Strategy, Policy and Resources Committee meeting to be held on Thursday, 15th May 2025 at 6:00 pm in Council Chamber, Downshire Civic Centre.

Committee Membership 2024-2025

Councillor T Howie **Chairperson**

Councillor C King **Deputy Chairperson**

Councillor C Bowsie

Councillor P Byrne

Councillor C Enright

Councillor O Hanlon

Councillor M Hearty

Councillor A Mathers

Councillor D McAteer

Councillor S O'Hare

Councillor A Quinn

Councillor H Reilly

Councillor M Rice

Councillor G Sharvin

Councillor D Taylor

Agenda

1.0 Apologies and Chairperson's Remarks

2.0 Declarations of Interest

3.0 Action Sheet arising from Strategy, Policy and Resources Committee Meeting held on 17 April 2025

 *SPR-Action Sheet arising from 2025 04 17.pdf*

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For Consideration and/or Decision

4.0 Approach to City, Town and Village Signage

For Decision

 *Report re Approach to city, town & village signage.pdf*

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 *Appendix I - NMDDC Bilingualism Policy.pdf*

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 *Appendix II - NMDDC Brand Identity Guidelines.pdf*

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 *Appendix III - DFI Traffic Signs Authorisation.pdf*

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Items deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (NI) 2014

5.0 Renewal of Lease at Martin's Lane, Newry

For Decision

This item is deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - information relating to the financial or business affairs of any particular person (including the Council holding the information) and the public may, by resolution, be excluded during this item of business.

 *SPR 15 May 2025 Renewal of Lease at Martins Lane Newry.pdf*

Not included

 *SPR Map 1.pdf*

Not included

 *SPR Map 2.pdf*

Not included

6.0 Licence of The Monument Building and Yard, Castlewellan Forest Park

For Decision

This item is deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - information relating to the financial or business affairs of any particular person (including the Council holding the information) and the public may, by resolution, be excluded during this item of business.

 ***SPR 15 May 2025 Licence of Monument Building & Yard, Castlewellan Forest Park.pdf*** ***Not included***

 ***Map 1 SPR May 25.pdf*** ***Not included***

 ***Map 2 SPR May 25.pdf*** ***Not included***

7.0 Treasury Management and Accounts

For Decision

This item is deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - information relating to the financial or business affairs of any particular person (including the Council holding the information) and the public may, by resolution, be excluded during this item of business.

 ***Treasury Management and Accounts Closedown DAC.pdf*** ***Not included***

8.0 Direct Award Contracts

For Decision

This item is deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - information relating to the financial or business affairs of any particular person (including the Council holding the information) and the public may, by resolution, be excluded during this item of business.

 ***SPR Report - May 2025 - DACs.pdf*** ***Not included***

 ***SPR Report - May 2025 - DACs - Appendix.pdf*** ***Not included***

9.0 DBEC Summit 2025

For Decision

This item is deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - information relating to the financial or business affairs of any particular person (including the Council holding the information) and the public may, by resolution, be excluded during this item of business.

 ***S P R Report_May 25 - DBEC Summit 2025 - FINAL.pdf*** ***Not included***

10.0 Port Health Resources

For Information

This item is deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - information relating to the financial or business affairs of any particular person (including the Council holding the information) and the public may, by resolution, be excluded during this item of business.

📄 **SPR Report - Port Health Operating Model 15 May 2025.pdf**

Not included

For Noting

11.0 Statutory reporting – Rural Needs Annual Monitoring Report for period 1 April 2024 – 31 March 2025

📄 **Statutory reporting - Rural Needs Annual Monitoring Report for period 1 April 2024-31 March 2025.pdf**

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📄 **Appendix I - NMDDC Rural Needs Annual Monitoring Report for period 1 April 2024 to 31 March 2025.pdf**

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Invitees

Cllr Terry Andrews
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Cllr Callum Bowsie
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Fionnuala Branagh
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Cllr Jim Brennan
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Cllr Pete Byrne
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Mr Gerard Byrne
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Cllr Philip Campbell
.....
Cllr William Clarke
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Cllr Laura Devlin
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Ms Louise Dillon
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Cllr Cadogan Enright
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Cllr Killian Feehan
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Cllr Doire Finn
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Cllr Aoife Finnegan
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Ms Joanne Fleming
.....
Cllr Conor Galbraith
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Cllr Mark Gibbons
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Cllr Oonagh Hanlon
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Cllr Glyn Hanna
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Cllr Valerie Harte
.....
Cllr Martin Hearty
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Cllr Roisin Howell
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Cllr Tierna Howie
.....
Ms Catherine Hughes
.....
Cllr Jonathan Jackson
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Cllr Geraldine Kearns
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Miss Veronica Keegan
.....
Mrs Josephine Kelly
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Mrs Sheila Kieran
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Cllr Cathal King
.....
Cllr Mickey Larkin
.....
Cllr David Lee-Surginor
.....
Cllr Alan Lewis
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Cllr Oonagh Magennis
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Mr Conor Mallon
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Cllr Aidan Mathers
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Cllr Declan McAteer
.....
Ms Carol McClean
.....
Cllr Leeanne McEvoy
.....
Cllr Andrew McMurray
.....
Mr Colin Moffett
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Maureen/Joanne Morgan/Johnston
.....

Sinead Murphy
.....
Cllr Declan Murphy
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Cllr Kate Murphy
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Cllr Selina Murphy
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Cllr Siobhan O'Hare
.....
Mr Andy Patterson
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Cllr Áine Quinn
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Cllr Henry Reilly
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Cllr Michael Rice
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Mr Peter Rooney
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Cllr Michael Ruane
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Cllr Gareth Sharvin
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Donna Starkey
.....
Nicola Stranney
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Sarah Taggart
.....
Cllr David Taylor
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Cllr Jarlath Tinnelly
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Cllr Jill Truesdale
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Mrs Marie Ward
.....
Mr Conor Woods
.....
Cllr Helena Young
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<u>Minute Ref</u>	<u>Subject</u>	<u>Decision</u>	<u>Lead Officer</u>	<u>Actions taken / progress to date</u>	<u>Remove from Action Sheet? Y/N</u>
ACTION SHEET – STRATEGY, POLICY AND RESOURCES COMMITTEE MEETING (SPR) – Thursday 17 April 2025					
SPR/054/2025	Action sheet of SPR meetings held 13 and 24 March 25	It was agreed to note the action sheets	J Kelly	Agreed	Y
SPR/055/2025	Officer report on NOM – Newcastle Lifeboat Station	It was agreed to note the notice of motion had been discussed at the Councillors Equality and Good Relations Reference Group on 26 March 2025 and that members of the Reference Group agreed to recommend an appropriate planting scheme within Newcastle and that the Museum's Section suitably recognise the anniversary	C McClean	Agreed	Y
SPR/056/2025	NCCR Full Business Case	The following was agreed: •To note the minutes of the NCCR Programme Board meeting of 28 March 2025. •To approve the FBC as set out in Appendix 1 for formal submission to Department for Communities, with any significant amendments brought back to Strategy, Policy & Resources Committee. •That Members approve Council's updated allocation in the Capital Plan as set out in section 4 of the Officer's report. •That Members acknowledge the level of risk that remains within the project and the allowance included in the FBC	C Mallon	Agreed	Y
SPR/057/2025	Licence at Down Leisure Centre	It was agreed to renew the licence with the group noted in this report of the lands shaded pink on the map attached hereto being a strip at Downpatrick Leisure Centre for a further licence period of 3 years at a peppercorn rent fee subject to Departmental consent.	P Rooney	Agreed	Y
SPR/058/2025	Renewal of Licence at Castle Park, Newcastle	It was agreed to grant a Licence to National Westminster Bank permitting them to operate a mobile banking unit at Castle Park each Thursday from 10am until 12pm for a further 2-year period subject to a yearly Licence fee as detailed within the Officer's Report.	P Rooney	Agreed	Y

SPR/059/2025	Request to purchase land at Newtownloghoge	It was agreed to sell the land hatched green on the map attached to the Officer's Report to the party identified for the market value.	P Rooney	Agreed	Y
SPR/060/2025	Surrender of lease for substation at Albert Basin	It was agreed to the surrender of the Lease of substation as outlined within the Officer's Report, subject to any consent which may be required from the Lands Tribunal	P Rooney	Agreed	Y
SPR/061/2025	Surrender of Lease at Bog Road, Forkhill	It was agreed to the surrender of the Lease for lands at Bog Road, Forkhill subject to the terms as outlined within the Officer's Report. It was also agreed that officer's provide further requested information to Members prior to ratification at the full Council.	P Rooney	Agreed	Y
SPR/062/2025	Lease at Carrigenagh Road, Killeel	It was agreed to enter a Lease with the group noted within the Officer's Report in respect of the lands at Carrigenagh Road, Killeel as coloured blue on the map attached hereto for a term of 25 years at a peppercorn rent, subject to Departmental consent	P Rooney	Agreed	Y
SPR/063/2025	Funded Programmes – Project Support Worker	It was agreed to appoint a Project Support Officer within the AHC Directorate.	A Patterson	Agreed	Y
SPR/064/2025	Pay Protection Arrangements	It was agreed to proceed with the implementation of the Pay Protection Arrangements for staff as set out within the Officer's Report.	A Patterson	Agreed	Y
SPR/065/2025	NLHF Castlewellan park	It was agreed to apply to the National Lottery Heritage Fund in May 2025 for an increase in grant support for the project and to approve the match funding as set out in section 4 of the Officer's Report, if successful.	C Mallon	Agreed	Y
SPR/066/2025	Direct Award Contract	It was agreed to approve the continuation of use of the Direct Award Contract for the organisation named within the Officer's Report for the year ending 31 March 2026.	J Kelly	Agreed	Y
SPR/067/2025	Communication from Department for Communities	It was agreed to note the communication	J Kelly	Agreed	Y
SPR/068/2025	Annual report for period 1 April 24 – 31 March 25 on requests related to naming council	It was agreed to note the report for the period 1 April 2024 – 31 March 2025 related to naming Council facilities, plant trees and locate artworks / sculptures on Council property.	C Moffett	Agreed	Y

	facilities, planting trees				
SPR/069/2025	Statutory Reporting – Section 75 Policy Screening Report – quarterly report for period Jan – March 25	It was agreed to note the Section 75 Policy Screening Report – Quarterly Report for period January – March 2025.	C Moffett	Agreed	Y

Report to:	Strategy, Policy and Resources Committee
Date of Meeting:	15 May 2025
Subject:	Approach to city, town & village signage
Reporting Officer (Including Job Title):	Colin Moffett, Head of Corporate Policy
Contact Officer (Including Job Title):	Colin Moffett, Head of Corporate Policy Suzanne Rice, Corporate Policy and Equality Officer

Confirm how this Report should be treated by placing an x in either:-

For decision	X	For noting only	
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1.0	Purpose and Background
1.1	While city, town and village signage is not generally located on Council property, Council continues to receive queries from the community and media regarding this signage, and Councillors have raised questions as to if / when Council would be rolling out replacement of city, town and village nameplates. This has been an ongoing item of discussion at the Councillors' Equality and Good Relations Reference Group. At the most recent meeting of the Reference Group on 26 March 2025, no consensus was reached between Members, and it was agreed the matter be referred to the Strategy, Policy and Resources Committee to agree a corporate approach to city, town and village signage regarding branding and language.
1.2	<u>Current Council policy position and branding approaches</u> 1. <u>NMDDC Bilingualism Policy</u> The Bilingualism Policy (Appendix I) sets out the Council's commitment to facilitate and encourage the promotion and use of both the Irish language and the English language in the Council area. 2. <u>NMDDC Brand Identity Guidelines</u> Council's Brand Identity Guidelines (Appendix II) details agreed branding approaches including that related to signage matters related to Council buildings / property signage, directional signage, boundary signage and information signage: • Pages 59 – 63 sets out Council's agreed implementation approach in relation to district boundary signage and signage on Council property. • Aside from boundary signage, Council has not agreed a branding style regarding erecting signage which is not to be located on Council property.

	3. <u>Department for Infrastructure (DFI)</u> Department for Infrastructure’s approach to Traffic Signs Authorisation (Appendix III).																		
1.3	<u>Discussion at Councillors’ Equality and Good Relations Reference Group</u> City, town and village signage has been an item of discussion at twelve meetings of the Councillors’ Equality and Good Relations Reference Group (11 October 2019, 15 November 2019, 30 January 2020, 19 June 2020, 10 August 2020, 18 February 2022, 17 June 2022, 29 September 2022, 14 December 2022, 26 September 2024, 18 February 2025, 26 March 2025). This has included an audit of Tier 1 & 2 settlement signage, proposed signage style and branding, consideration of graphic design options, and engagement with the relevant five DEA forums to consider and provide recommendations regarding the specific location and signage for Tier 1 and 2 settlements within their District Electoral Area. While this has been an ongoing item of discussion, the Councillors’ Equality and Good Relations Reference Group has failed to reach consensus, and at its meeting on 26 March 2025 it was agreed this be referred to the Strategy, Policy and Resources Committee.																		
1.4	<u>Mapping of Tier 1 & 2 Settlement Signage Audit</u> In 2022, Council undertook an audit of the Council district’s eight Tier 1 and 2 settlements which indicated a myriad of existing signage. While generally on land not owned by the Council, the audit identified types of signage by: • road class; • type of branding (legacy DDC, NMDDC or none); • type (DFI signage with settlement name and speed limit, settlement name with legacy Council branding, settlement name only); and • language (bilingual or monolingual i.e. English) by road class.																		
1.5	<u>NMDDC area settlements</u> In terms of settlements within the Council area, Newry, Mourne and Down’s Local Development Plan 2030 sets out the following: <table><tr><th></th><th>Existing settlement hierarchy</th><th>Proposed settlement hierarchy</th></tr><tr><td>Tier 1: City and Main Town</td><td>2</td><td>2</td></tr><tr><td>Tier 2: Local and small towns</td><td>6</td><td>9</td></tr><tr><td>Tier 3: Villages</td><td>28</td><td>23</td></tr><tr><td>Tier 4: Small settlements</td><td>52</td><td>55</td></tr><tr><td>Total</td><td>88</td><td>89</td></tr></table>		Existing settlement hierarchy	Proposed settlement hierarchy	Tier 1: City and Main Town	2	2	Tier 2: Local and small towns	6	9	Tier 3: Villages	28	23	Tier 4: Small settlements	52	55	Total	88	89
	Existing settlement hierarchy	Proposed settlement hierarchy																	
Tier 1: City and Main Town	2	2																	
Tier 2: Local and small towns	6	9																	
Tier 3: Villages	28	23																	
Tier 4: Small settlements	52	55																	
Total	88	89																	

2.0	Key issues
2.1	<u>Branding</u> Matters for consideration: • The signage audit of the Council district's eight Tier 1 and 2 settlements undertaken in 2022 established there is a myriad of existing signs, including a numerous number of signs across the district containing legacy Down District Council and Newry and Mourne District Council branding. • Aside from boundary signage, Council has not agreed a branding style regarding erecting signage which is not to be located on Council property. Options for consideration: ◦ Option 1 – No Council branding ◦ Option 2 – Full Council branding ◦ Option 3 – Use of Council icon
2.2	<u>Language</u> Matters for consideration: • The signage audit of the Council district's eight Tier 1 and 2 settlements undertaken in 2022 has established there is a myriad of existing signs across the district which are monolingual (English only) and bilingual (English and Irish). • Council's Bilingualism Policy sets out the Council's corporate commitment to facilitate and encourage the promotion and use of both the Irish language and the English language in the Council area. • Council's Brand Identity Guidelines details agreed branding approaches to signage matters related to Council buildings / property signage, directional signage, boundary signage and information signage. • City, town and village signage is located generally on land not owned by Council. • While Council's Brand Identity Guidelines details agreed approaches to signage, aside from boundary signage, Council has not agreed a branding and language style with regard to erecting signage which is not be located on Council property. • Town and village signage to be located on land not owned by Council must be implemented in agreement with the owner of the landowner. • Signage to be located on land owned by the Department for Infrastructure would be erected in line with DFI's position on Traffic Signs Authorisation.

	<u>Replacement of pre-existing signage not on Council property</u> Options for consideration: ○ Option 1 – Bilingual signage ○ Option 2 – To replace like for like i.e. English or Bilingual <u>Erection of new signage not on Council property</u> Options for consideration: ○ Option 1 – Bilingual signage ○ Option 2 – To agree an alternative approach <u>Signage on Council property</u> Recommendation: City, town and village signage located on Council property be erected in line with Council's Brand Identity Guidelines i.e. bilingual.
3.0	Recommendations
3.1	Members to give consideration to agree a corporate branding and language approach to city, town and village signage as set out in section 2.1 and 2.2. Members are asked to agree: • The branding approach to signage as set out in options 1-3 in section 2.1. • The language approach to replacement of pre-existing and new signage as set out in options 1 and 2 in section 2.2. • That city, town and village signage located on Council property be erected in line with Council's Brand Identity Guidelines i.e. bilingual.
4.0	Resource implications
4.1	The purpose to agree principles regarding city, town and village signage and no budget has been agreed in relation to erecting or upgrading city, town and village signage.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i> It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations ☐
5.2	<i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i>

	Yes ☒ No ☐ If yes, please complete the following: The policy (strategy, policy initiative or practice and / or decision) has been equality screened ☐ The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation ☒
5.3	<i>Proposal initiating consultation</i> Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves ☐ Consultation period will be 12 weeks ☐ Consultation period will be less than 12 weeks (rationale to be provided) ☐ <i>Rationale:</i>
6.0	Due regard to Rural Needs (please tick all that apply)
6.1	Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service Yes ☒ No ☐ If yes, please complete the following: Rural Needs Impact Assessment completed ☐
7.0	Appendices Appendix I: NMDDC Bilingualism Policy Appendix II: NMDDC Brand Identity Guidelines Appendix III: DFI Traffic Signs Authorisation
8.0	Background Documents

Policy title: Bilingualism Policy



Policy Control

Policy reference:	CS2
Title of Policy:	Bilingualism Policy
Version:	2
Directorate / Departmental ownership:	Corporate Services / Corporate Planning & Policy
Officer responsible:	Ursula Mhic An tSaoir, Irish Language Unit Manager
Date of ratification:	7 October 2014
Review date:	31 January 2025 (second review)
Equality screening and Rural Needs Impact Assessment completed by:	Colin Moffett, Head of Corporate Policy
Equality screening and Rural Needs Impact Assessment date:	Equality screening – 23 February 2015 Rural Needs Impact Assessment - 11 December 2020
Location where document is held and referenced:	Responsible Department ☒ Corporate Policy repository ☒

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1. Title of policy

Bilingualism Policy

2. Statement

The Bilingualism policy sets out the Council's commitment to facilitate and encourage the promotion and use of both the Irish language and the English language in the Council area.

Council approves this policy to ensure linguistic equality for all who avail of and/or provide Council services as far as is reasonably possible.

3. Aim

The aim of this policy is to build on the Council's commitment to celebrate diversity by:

- i. The delivery of equality of opportunity for all who avail of and / or provide Council services using progressive realisation
- ii. To fulfil Council's obligations as contained in the European Charter for Regional or Minority Languages

4. Scope

The Bilingualism Policy applies to all Council Departments with regard to the functions they deliver and applies to all communication and engagement between internal and external stakeholders.

The policy objectives are to:

- a) Enable everyone who receives or uses Council services, or contributes to the democratic process, to do so through the medium of Irish or English, according to personal choice
- b) To foster and promote the use of Irish in the internal administration of Council, in its dealings with other public bodies and also with bodies that provide services to the public in the District
- c) Recognise that members of the public, Council members, management and employees can express their views and needs better in their preferred language
- d) Recognise that enabling the public to use their preferred language is a matter of good practice and customer care and not a concession
- e) Seek to remove, where possible, restrictions which would discourage or work against the maintenance or development of the language.

5. Related policies and legislation

- Newry, Mourne and Down District Council Development Naming Postal Numbering and Erection of Nameplates Policy and Procedures
- Newry, Mourne and Down District Council Brand Identity Guidelines
- Newry, Mourne and Down District Council Bilingualism Procedures
- Guidelines for the Use of the Irish Language in Newry, Mourne and Down District Council

- Section 75 of the Northern Ireland Act (1998)
- The European Charter for Regional or Minority Languages
- The Belfast Agreement / Good Friday Agreement 1998
- St Andrews Agreement

6. Definitions

Progressive Realisation

The Council will take steps with a view to achieving progressively the full realisation of the Bilingualism Policy using affordable resources.

This is known as the principle of "progressive realisation". It acknowledges that some of the actions may be difficult in practice to achieve in a short period of time and be subject to resource constraints, but requires the Council to act as best it can within its means.

The European Charter for Regional or Minority Languages

The European Charter for Regional or Minority Languages (ECRML) is a European treaty (CETS 148) adopted in 1992 under the auspices of the Council of Europe to protect and promote historical regional and minority languages in Europe.

Section 75 of the Northern Ireland Act (1998)

The statutory duties under Section 75 require public authorities to have due regard to the need to promote equality of opportunity and also to have regard to the desirability of promoting good relations.

The Belfast Agreement / Good Friday Agreement

The Belfast Agreement / Good Friday Agreement was signed in Belfast on 10 April 1998 (Good Friday) by the British and Irish governments and endorsed by most Northern Ireland political parties. The concord was endorsed by the voters of Northern Ireland and the Republic of Ireland in separate referenda on 23 May 1998.

St Andrews Agreement

The St Andrews Agreement was an agreement between the British and Irish Governments and the political parties in relation to the devolution of power to Northern Ireland. The agreement resulted from multi-party talks held in St Andrews, Fife, Scotland from 11 October to 13 October 2006, between the two governments and all the major parties in Northern Ireland.

7. Department and Officer responsible

Directorate / Department	Corporate Services / Corporate Planning & Policy
Officer(s) responsible for developing the policy	Colin Moffett, Head of Corporate Policy

	Ursula Mhic An tSaoir, Irish Language Unit Manager
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8. Policy approval process

Meeting	Date
Governance Committee Meeting	9 September 2014
Monthly Council Meeting	7 October 2014

9. Review Date

The policy will be reviewed in line with the Council's agreed policy review cycle i.e. every 4 years (as per Council's Equality Scheme commitment 4.31), or sooner to ensure it remains reflective of legislative developments.

10. Procedures and arrangements for monitoring the implementation and impact of the policy

Newry, Mourne and Down District Council Irish Language Strategy, Bilingualism Procedures. Six-monthly reports on implementation of Council's Irish Language Strategy are tabled for consideration at the Irish Language Strategy Cross Party Working Group.

11. Equality Screening

The policy has been equality screened and the decision is that it not be subject to an EQIA (with no mitigating measures required).

12. Rural Needs Impact Assessment

Due regard to rural needs has been considered and a rural needs impact assessment completed.



Comhairle Ceantair
an Iúir, Mhúrn
agus an Dúin
Newry, Mourne
and Down
District Council

Proud of our past.
Building our
future together.
Embracing our brand.

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Brand Proposition

**Proud
of our Past.
Building our
Future Together.**

Brand essence

Brand personality

Inspired by the tracing, purity of our landscape, the people of this Council have a down-to-earth, straightforward and honest desire to serve the people of this region and deliver for them a healthy, sustainable and positive future. But this is no passive ambition; our spirit is much more of a hike than a gentle stroll, more the raging waters of the Narrows than the lagging onto Cranfield beach.

We will work hard, with tenacity and resilience, harnessing our naturally self-sufficient character and maximising our pivotal location to encourage enterprise and employment, attract visitors and tourists, provide services and support, regenerate both urban and rural and to truly enable and empower our people.

And in this endeavour, we're building upon a common, proud heritage. It's here, in our region, that Cú Chulainn resisted the dark forces of ancient mythology, that St. Patrick first landed and led people towards the light and where Francis Hutcheson first conceived 'the philosophy that inspired enlightenment across the globe'. The action is best which procures the greatest happiness for the greatest numbers'. With this democratic spirit in our hearts, we will work in partnership to respect our differences with generosity and celebrate our shared future with relief.

Expressive values

Central values

Spirited Generous Hospitable Entrepreneurial Industrious Grounded

Integrity Respect Professional Sustainability Community-focused Partnership Positive

Asset pillars

People
Elected members, Council officers and staff - the people who best understand the needs of their communities. Also, the qualities shared by the people of the region, influenced by the landscape, history, economy and experience.

Environment
Largely defined by our awe-inspiring mountains, rolling hills, dramatic loughs and meandering coastline - we have a landscape of truly international importance and renown. Our environment is at once an outdoor playground like no other and also a uniquely diverse ecosystem atop some of the most unusual geology in the world.

Heritage
People of all faiths and traditions can take great pride in the historical importance of our region and the global acclaim earned by our forebears. St Patrick is naturally a key element of our heritage and this is supported by a wealth of links to prehistory, ancient Irish mythology, Vikings, Anglo Normans, The Plantation, the United Irishmen and many others.

Opportunity
This is an exciting time for our Council. We are in a unique position to develop a genuinely two-way narrative with our citizens and make dynamic plans for our shared future, maximising our augmented powers and forging new partnerships for the benefit of everyone in our expanded region.

Gateway
Our region has historically (and even mythologically) always occupied a crucial gateway position and this continues to this day. Our pivotal location on the Belfast-Dublin corridor and our proximity to airports and ports is of huge commercial importance, influencing tourism, encouraging business starts and attracting inward investment.

Brand Identity



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Visual Identity

Introduction

Brand Proposition

Visual Identity

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Culture and Arts

Tourism

Community Planning

Applications

Stationery

Digital

Display Material

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Advertising

Merchandising

Clothing

Signage

Livery

Co-branding

In-House

The brandmark

Our brandmark is the most visible element of our identity. It is a universal signature across all Newry, Mourne and Down District Council communications. A signature that unites our products and services under our values and promises.

It is a unique graphic identity that symbolises not only the Council as a public authority but also something of the place, the history and the heritage whilst looking forward to a strong future.

The mark is made of two elements, as shown – the icon and the logotype. The icon shape is derived from the stones used to create the walls across the Mourne and Gullion area. The stone is intersected by graphic representations of the spear of Cú Chulainn and the staff of St Patrick. These symbols are unique identifiers to the very special ancient Irish and Christian heritage that the region is famed for. The crossing of these elements creates a dynamic cross—roads shape at the heart of the identity, hinting at the Council district's strategic gateway positioning and creating individual zones flooded with colours inspired by local land and seascapes.

The following pages cover the correct usage to ensure the brandmark always looks and communicates at its best.



icon

Comhairle Ceantair
an Iúir, Mhúrn
agus an Dúin

Newry, Mourne
and Down
District Council

logotype

brandmark

Brandmark Colours

The primary colours for the Newry, Mourne and Down brand have been chosen to convey a modern yet traditional council with a distinctive sense of location, vibrancy and heritage.

The colours within the brandmark should never be altered or lampered with.

Please note that the four colour (CMYK) breakdowns have been adjusted to better match the Pantone® solid colour. Please always refer to the colour breakdowns shown here in this chart.

NB. The colours represented here do not necessarily accurately match the Pantone® colour standards. Always use Pantone® swatches as the most reliable match for colour.



NMD Land

Pantone 316
97c / 21m / 33y / 70k
0r / 64g / 74b
RAL 5020



NMD Sea

Pantone 7466
88c / 0m / 29y / 0k
0r / 175g / 185b
RAL 5018



NMD Grass

Pantone 376
54c / 0m / 100y / 5k
132r / 189g / 0b
RAL 6018



NMD Soil

Pantone 7497
22c / 23m / 47y / 57k
122r / 114g / 86b
RAL 6013



NMD Stone

Pantone 431
45c / 25m / 16y / 55k
91r / 103g / 112b
RAL 7031



Comhairle Ceantair
**an Iúir, Mhúrn
agus an Dúin**
**Newry, Mourne
and Down**
District Council

full colour brandmark



Comhairle Ceantair
**an Iúir, Mhúrn
agus an Dúin**
**Newry, Mourne
and Down**
District Council

single colour black brandmark

Brandmark Colour Options

The full colour version of the NMDDC brandmark is the preferred option for corporate internal and external communications. The brandmark may appear against a white background or against the solid 'NMD Land' colour, as shown. Please note that when the full colour brandmark is used against the solid colour the words 'Newry, Mourne and Down District Council' appear in white.



preferred option for all corporate communications.

In certain limited circumstances the brandmark may appear in single colour. Where this is necessary the brandmark may only appear in 'NMD Land', white or black. It is important that use of the brandmark has sufficient contrast to retain legibility at all times. Further explanation of the use of the single colour brandmark is explored throughout this document.



brandmark presented in single colour 'NMD Land' against solid colour backgrounds.

Where the quality of the reproduction of colour is uncertain, a single colour solid black version of the brandmark should be used. This version can also be used to maximise cost savings eg a newspaper advert where colour would increase costs.



use of the brandmark in single colour white is to be sparing and must be given due consideration and approval by NMDDC Corporate Communications department.

NB. There is not a greyscale version of the brandmark. If the document is to be printed in black and white please use the single colour black logo.

Brandmark Orientations

Three formats of the brandmark have been created – Standard, Vertical and Linear. Any of these formats may be used as suits the nature and physical shape of the communication.



standard brandmark



vertical brandmark



linear brandmark

Brandmark Exclusion Zone

To retain visual strength of the brandmark and to ensure that other graphic elements do not encroach on the brandmark an exclusion area has been defined. This area is calculated using the capital letter N from the word Newry. The space is defined as shown using two capital N letters.

This area of clear space is a minimum and should be increased wherever possible.



Brandmark Sizes

There are no predetermined sizes for the Newry, Mourne and Down District Council brandmark. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no maximum size for the brandmark.

The logo variations have been designed to be reproduce, in print, no smaller than the minimum widths as set out opposite. These minimum widths ensure that the brandmark and logotype are legible.

For digital and online use the minimum size is set for each logo variation as shown.

It is important to note that the minimum sizes shown are for situations where space is limited. Minimum size does NOT mean preferred size. In all situations the identity must be placed prominently on the page or screen and should not be hidden or made small whenever there is space to use the logo at a good size.



18mm



76 pixels



30mm



130 pixels



46mm



162 pixels



Print



Digital

Misuse of the brandmark

It is intended that the logo be placed on a white field or against the NMD "Land" colour to maximise its visual strength. However, where that is not possible careful consideration of the background elements are necessary. Some good and bad examples are outlined.

If in doubt about how to use the logo please contact the Marketing team.

For purposes of illustration the standard brandmark has been used in these examples. The principles however apply to all three brandmark variations.



Misuse of the brandmark

If using the brandmark against a colour solid other than white or 'NMD Land' then the single colour version of the brandmark should be used. Remember that the single colour version of the brandmark may appear in white, black or 'NMD Land' colour.

The brandmark should never be used against confusing or complex backgrounds which fight with the visual strength of the brandmark. Some good and bad examples are shown opposite.

Any images shown are used for style reference only. These images are not rights released for use by Newry, Mourne and Down District Council.



The Icon

The icon is a key visual identifier for the council and a key part of the brandmark. However, it is not intended that the icon be used on its own except in some very limited circumstances.

Permission to use the icon on its own, without the logotype, must always be sought from the Marketing Department of the council.

If permission is granted then the icon may be used full colour or as a single colour mark in any of the corporate colours or in black or white depending upon the nature and need of the marketing requirement.

It is also desirable that where the icon is used on its own that there is an effort to include the name of the council in both Irish and English as a piece of simple text. Example use of the icon are included in the application section of this manual and can be found on page 35.

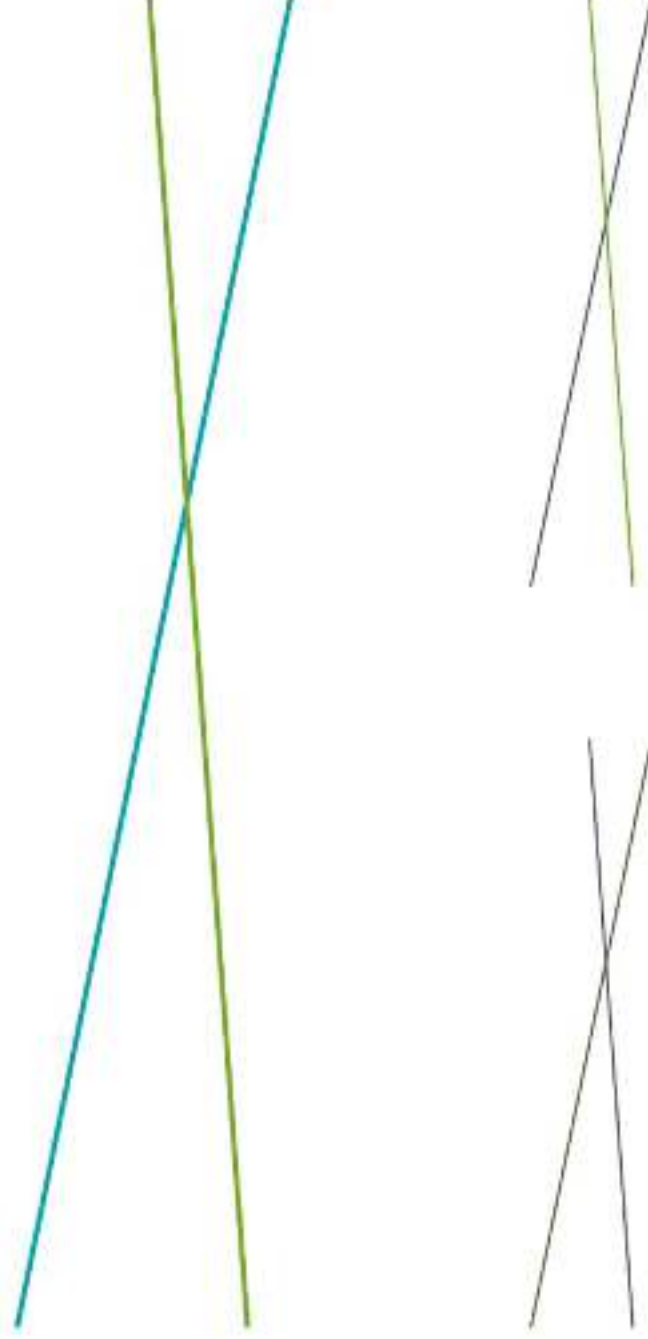


Graphic Lines

A key part of the new brand language for the council is a set of intersecting lines. These lines reflect the crossing of the spear and staff in the brandmark icon and also represent the key strategic placing of the new council as a gateway region to both the north and south of Ireland.

The lines, where possible, should be positioned on all marketing material. It is understood that it will not always be possible in every circumstance to include this part of the graphic language. However, it is intended that they be a key and strategic part of the visual language which bring a dynamic structure to all visual communications.

The lines should be coloured appropriately as indicated in the styling section (pages 19 – 34). It is intended that the lines be a subtle reference and should not overwhelm the visual aesthetic. The only exclusion to this is when used to market leisure services. In this instance the lines become a strong and dynamic visual language referencing the energy of the leisure offering.



Brand Identity



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Typography

Newry, Mourne and Down will use two typefaces on all design and print collateral — Vista Slab and TheSans.

Both fonts are available in a range of formats. However, only particular cuts of the typeface are used within the promotional collateral.

The fonts are used in certain ways to delineate the various parts of the council and this will be described in more detail in the styling section (pages 19 – 34).

Vista Slab is designed and distributed by Emigre. TheSans is designed and distributed by Lucas Fonts. Both are available to purchase online for print and for use as a webfont.

Partner agencies working on behalf of the council must ensure they have taken the appropriate measures to purchase the fonts legally.

Vista Slab

Vista Slab Book

ABCDEFGHIJKLM

abcdefghijklmnpq

123456@%^&*()€£\$+=~

Vista Slab Medium

ABCDEFGHIJKLM

abcdefghijklmnpq

123456@%^&*()€£\$+=~

TheSans

TheSans Semi Light

ABCDEFGHbcdefg

TheSans Semi Plain

ABCDEFGHbcdefg

TheSans Semi Bold

ABCDEFGHbcdefg

TheSans Bold

ABCDEFGHbcdefg

Typography – Internal

Alternative PC font

Newry, Mourne and Down District Council will use the font Tahoma as its alternate typeface for all Microsoft Word applications and in-house templates. It has a similar personality to TheSans and will complement well across other publishing platforms.

The Tahoma font is freely available on all Apple and Microsoft operating systems.

Tahoma

Tahoma Regular

ABCDEFGHIJKLM

abcdefghijklmnopq

123456@%^&*()€£\$+=~

Tahoma Bold

ABCDEFGHIJKLM

abcdefghijklmnopq

123456@%^&*()€£\$+=~

Positioning Statement

A positioning statement "Serving Down and South Armagh" must be used on all council publications and marketing collateral. This positioning statement must always appear in both Irish and English.

The statement is always presented in the Vista Slab font. However, it may appear as a block or as two lines to suit the space available.

This positioning appears alongside the brandmark. In most instances this will be to the left of the brandmark. However, it is important that the positioning statement be visually secondary to the brandmark. A good and a bad example are shown opposite.

**Ag freastal ar an Dún
agus Ard Mhacha Theas
Serving Down
and South Armagh**

–10 tracking is applied
to the Vista Slab font
to reduce the spacing
between the letter shapes.

**Ag freastal ar an Dún agus Ard Mhacha Theas
Serving Down and South Armagh**



**Ag freastal ar an Dún
agus Ard Mhacha Theas
Serving Down
and South Armagh**



**Comhairle Ceantair
an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
District Council**



**Ag freastal ar an Dún
agus Ard Mhacha Theas
Serving Down
and South Armagh**



**Comhairle Ceantair
an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
District Council**

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Corporate

The corporate styling for Newry, Mourne and Down District Council is made up of a number of simple elements as indicated opposite.

All corporate documents will feature the full colour brandmark without exception.

All corporate documents will be appropriately coloured from the brandmark colour palette. No extra colours are to be used on corporate documents.



NMD Land
97c / 21m / 33y / 70k



NMD Sea
88c / 0m / 29y / 0k



NMD Grass
54c / 0m / 100y / 5k



NMD Soil
22c / 23m / 47y / 57k



NMD Stone
45c / 25m / 16y / 55k

Headline Font:

Vista Slab Medium

Corporate

The corporate styling for Newry, Mourne and Down District Council is made up of a number of simple elements.

A typical example of a corporate document is shown opposite. It is important to note that all text on the cover of corporate documents must be presented in both Irish and English. The Irish language is represented in the NMD Sea colour whilst the English is represented in white against the NMD Land background colour.

All corporate documents will feature the full colour brandmark without exception.

All corporate documents will be appropriately coloured from the brandmark colour palette. No extra colours are to be used on corporate documents.



Corporate

Many corporate documents will be customer facing and when this is the case the publication should be laid out as shown.

Again it is important to note that all text on the cover of documents must be presented in both Irish and English. The Irish language is represented in the NMD Sea colour whilst the English is represented in the NMD Land colour.

All corporate documents will feature the full colour brandmark without exception.

In this example a photo has been used to set a tone and to make a connection with the intended audience. Photos on corporate publications must always appear underneath the headline and above the brandmark. The graphic lines move up the page to open a photo aperture. The graphic lines should not appear below the image.

Concraice-Gairdeas arís do, Mhúrn agus an Dúin
Newry, Mourne and Down District Council

Eolaire ar Sheirbhísí Méala Guide to Bereavement Services



AG SQUARED AS US DUA
AG SQUARED AS US DUA
AG SQUARED AS US DUA
AG SQUARED AS US DUA

an tAic: Mhúrn agus an Dúin
Newry, Mourne and Down
District Council

Name of council presented in both Irish and English. TheSans SemiBold

Document headline presented in both Irish and English. Vista Slab Medium

Graphic intersecting lines move up the page thus creating an area in which a photo may appear. Graphic lines must always appear in complementary corporate colours.

Full colour brandmark with positioning statement to left-hand side.

Leisure

The leisure styling for Newry, Mourne and Down District Council is made up of a number of simple elements as indicated opposite.

All leisure documents will feature the full colour brandmark without exception.

A range of extra colours have been introduced to bring life and energy to leisure marketing collateral. These colours can be used as deemed appropriate although it is important that colours do not detract from the brandmark and indeed the positioning of the council.

The headline is set in TheSans font and TheSans is used throughout leisure material. Vista Slab is not used except for the positioning statement.

				
NMD Stone 45c / 25m / 16y / 55k	NMD Sea 88c / 0m / 29y / 0k	NMD Sea 70% 62c / 0m / 20y / 0k		
NMD Grass 54c / 0m / 100y / 5k				
	30c / 0m / 100y / 0k	0c / 50m / 0y / 0k	24c / 42m / 0y / 0k	5c / 0m / 85y / 15k
			20c / 60m / 5y / 0k	

Headline Font:

TheSans Plain

Leisure

Due to the nature of leisure services the marketing collateral takes on an active and energetic visual approach. This is created by using large intersecting lines that are playful and coloured appropriately to suit the material. The headline is set in TheSans Plain font.

The range of extra colours introduced may be used for backgrounds or for the large intersecting lines.

An example of leisure styling is shown opposite.



Leisure

Due to the nature of leisure services the marketing collateral takes on an active and energetic visual approach. This is created by using large intersecting lines that are playful and coloured appropriately to suit the material. The headline is set in TheSans Plain font.

The range of extra colours introduced may be used for backgrounds or for the large intersecting lines.

An example of leisure styling is shown opposite.



Museums

The museum styling for Newry, Mourne and Down District Council is made up of a number of simple elements as indicated opposite.

All museum documents will feature the single colour white brandmark. The full colour brandmark will not appear on museum collateral.

A range of extra heritage colours have been introduced to present the work of the museums. These colours can be used as deemed appropriate although it is important that colours do not detract from the brandmark and indeed the positioning of the council.

The headline is set in Vista Slab Book font. TheSans font should be used for body copy only.

				
NMD Soil 22c / 23m / 47y / 57k	NMD Stone 45c / 25m / 16y / 55k	27c / 20m / 90y / 0k	51c / 49m / 16y / 0k	54c / 33m / 46y / 4k
				
NMD Grass 76c / 28m / 41y / 0k	31c / 75m / 59y / 16k	37c / 40m / 71y / 8k	16c / 67m / 65y / 3k	59c / 51m / 52y / 18k

Headline Font

Vista Slab Book

Museums

Due to the nature of museum services the marketing collateral takes on a heritage and thoughtful nature. This is created by using soft and strong heritage colours and strong product images. The headline is set in Vista Slab Book font.

All museum documents will feature the single colour white brandmark against one of the heritage colours from the museum colour palette. The full colour brandmark will not appear on museum collateral.

An example of museum styling is shown opposite.

Coastal Garden of Life, Antrim 1800 to 1900
Newry, Mourne and Down District Council

Céad Bliain in Éineacht le Pádraig One Hundred Years With St. Patrick



Ag teanntóir an tsaoir
agair do bhéalaí chomh
le h-Éirinn

Coastal Garden
an tSuir Mhúir agus an Doirn
Newry, Mourne and Down
District Council

Name of council presented in both Irish and English. TheSans SemiBold. Irish presented in 40% tint of background colour.

Document headline presented in both Irish and English. Set in Vista Slab Book font. Irish presented in 40% tint of background colour.

Graphic intersecting lines delineate the photographic area. Graphic lines must always appear in complementary corporate colours.

Photograph must be appropriate to the nature of the marketing material.

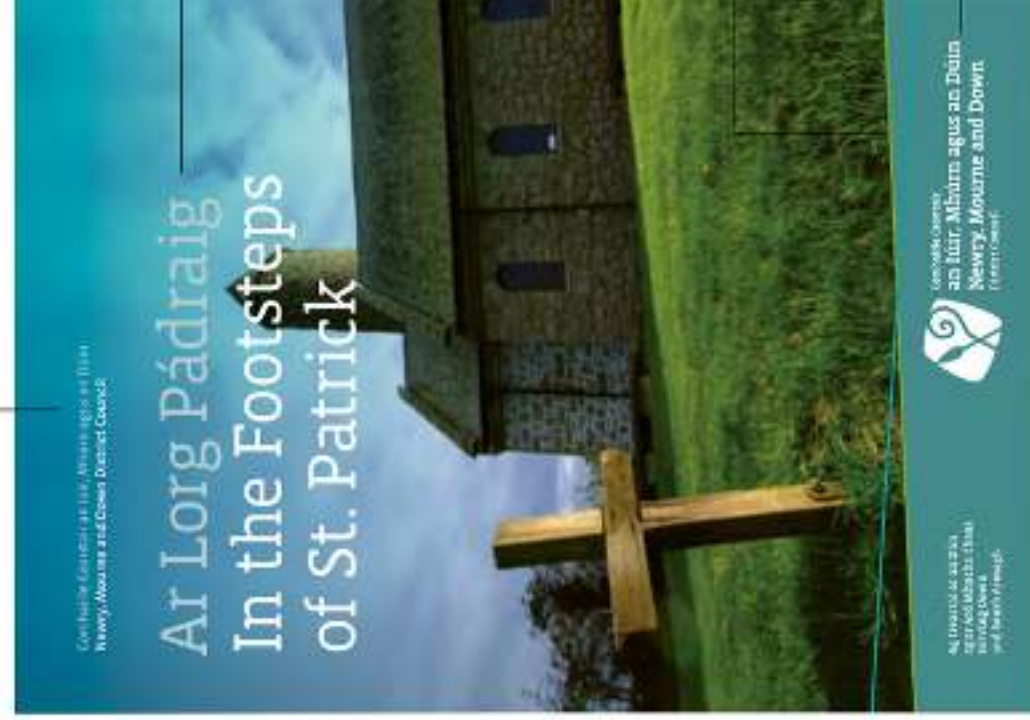
Single colour white brandmark with positioning statement to left-hand side. Colour of bottom section selected from museum colour palette.

Museums

Due to the nature of museum services the marketing collateral takes on a heritage and thoughtful nature. This is created by using soft and strong heritage colours and strong product images. The headline is set in Vista Slab Book font.

All museum documents will feature the single colour white brandmark against one of the heritage colours from the museum colour palette. The full colour brandmark will not appear on museum collateral.

An example of museum styling is shown opposite.



Name of council presented in both Irish and English. TheSans SemiBold. Irish presented in 40% tint of footer colour.

Document headline presented in both Irish and English. Set in Vista Slab Book font. Irish presented in 40% tint of footer colour. It is important to note that the Irish must be visible and if 40% of the footer colour does not give sufficient contrast then an alternative colour must be selected.

A photograph may be used full bleed on the front cover as long as there is sufficient space and visual strength for the headline text in both languages.

When a photograph is used full bleed then the intersecting lines return to the foot of the document. Graphic lines must always appear in complementary corporate colours.

Single colour white brandmark with positioning statement to left-hand side. Colour of bottom section selected from museum colour palette.

Culture and Arts

The culture and arts styling for Newry, Mourne and Down District Council is made up of a number of simple elements as indicated opposite.

All culture and arts documents will feature the single colour white brandmark. The full colour brandmark will not appear on museum collateral.

Due to the diverse nature of the arts any colour can be used as appropriate. Colours should be chosen that compliment the photography (if any) and/or the nature of the material being promoted. It is important that colours do not detract from the brandmark and indeed the positioning of the council.

The headline is set in TheSans Semi Light Italic font. TheSans font should be used for body copy.



Any colour

Headline Font

TheSans Semi Light Italic

Culture and Arts

Due to the nature of the arts the marketing collateral takes on a cool and contemporary nature. This is created by using strong colours mixed with simple uncluttered typography and large and beautiful (or often quirky) photography. The headline is set in TheSans Semi light Italic font.

All culture and arts documents will feature the single colour white brandmark against the particular chosen colour. The full colour brandmark will not appear on arts collateral.

An example of arts styling is shown opposite.

It is important to note that there must be a colour break between the Irish language and the English language to facilitate quick reading of either text. It is therefore very important to select a colour for the Irish text which gives it suitable standout but which also works with the overall design aesthetic.



Name of council presented in both Irish and English. TheSans SemiBold. Irish presented in colour suitable to give standout.

Document headline presented in both Irish and English. Set in TheSans Semi Light Italic font. Irish presented in colour suitable to give standout and create visual contrast with English language.

A photograph may be used full bleed on the front cover as long as there is sufficient space and visual strength for the headline text in both languages.

When a photograph is used full bleed then the intersecting lines appear at the foot of the document. Graphic lines may appear in any colour that is complementary to the arts collateral.

Single colour white brandmark with positioning statement to left-hand side. Colour of bottom section selected as appropriate to fit with overarching design.

Culture and Arts

Due to the nature of the arts the marketing collateral takes on a cool and contemporary nature. This is created by using strong colours mixed with simple uncluttered typography and large and beautiful (or often quirky) photography. The headline is set in TheSans Semi light Italic font.

All culture and arts documents will feature the single colour white brandmark against the particular chosen colour. The full colour brandmark will not appear on arts collateral.

An example of arts styling is shown opposite.

It is important to note that there must be a colour break between the Irish language and the English language to facilitate quick reading of either text. It is therefore very important to select a colour for the Irish text which gives it suitable standout but which also works with the overall design aesthetic.

Name of council presented in both Irish and English. TheSans SemiBold. Irish presented in colour suitable to give standout.

Document headline presented in both Irish and English. Set in TheSans Semi Light Italic font. Irish presented in colour suitable to give standout and create visual contrast with English language.

A photograph may be used full bleed on the front cover as long as there is sufficient space and visual strength for the headline text in both languages.

When a photograph is used full bleed then the intersecting lines appear at the foot of the document. Graphic lines may appear in any colour that is complementary to the arts collateral.

Single colour white brandmark with positioning statement to left-hand side. Colour of bottom section selected as appropriate to fit with overarching design.



Tourism

Tourism is a vital part of the Newry, Mourne and Down District Council offering and, as such, has quite a bit of freedom in how the graphics are handled. This freedom is balanced by fixed items on each piece of collateral.

All tourism collateral will feature the single colour white brandmark. The full colour brandmark will not appear.

Any colour can be used as appropriate to the nature of the event or tourism piece. Colours should be chosen that compliment the photography (if any) and/or the nature of the material being promoted. It is important that colours do not detract from the brandmark and indeed the positioning of the council.

In the same vein both TheSans font and/or Vista Slab font may be used for the headline messaging. In some instances, which must be approved by the marketing department, other fonts/graphics may be used.



Any colour

Headline Font

Vista Slab Medium
Vista Slab Book
TheSans

Tourism

This example shows a flyer for a cycling festival. As the event is only being held in the Mourne Mountains and Ring of Gullion area that is the only sub-brand employed.

Graphic tyre tracks are used to break the photography from the background and the NI Festival of Cycling brand is held within the main body of the document. At the foot of the flyer is the standard arrangement of the council brandmark and positioning statement. It is vital in all communications that this element is not interfered with. This allows the council to take credit for the event it is funding and facilitating.



Tab to indicate the sub-brand that the document relates to.

Photography appropriate to the nature of the event/festival.

Bicycle tyre tracks used as fun graphic lines to delineate the photographic area from the graphic area.

Further sub-brands and/or promotional brands contained within the main body of the design.

Single colour white brandmark with positioning statement to left-hand side. Colour of bottom section selected as appropriate to fit with overarching design.

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Corporate Letterheads

210mm wide x 297mm tall printing full colour one side only.

- Left margin: 18mm
- Right margin: 18mm
- Top margin: 27mm
- Bottom margin: 30mm

Letter set in Tahoma Regular

Size: 10pt

Leading: single line

Sender's name set in Tahoma Bold

The logo must always appear top right printed in full colour as shown. Templates of the letterhead are available for use.



The placement of the recipient's address details is vital to ensure the address can be seen through the window envelope.

Address details should start 51mm from the top edge and 18mm from the left edge.

Stationery

Continuation Sheet

210mm wide x 297mm tall printing full colour one side only.

Left margin: 18mm

Right margin: 18mm

Top margin: 51mm

Bottom margin: 30mm

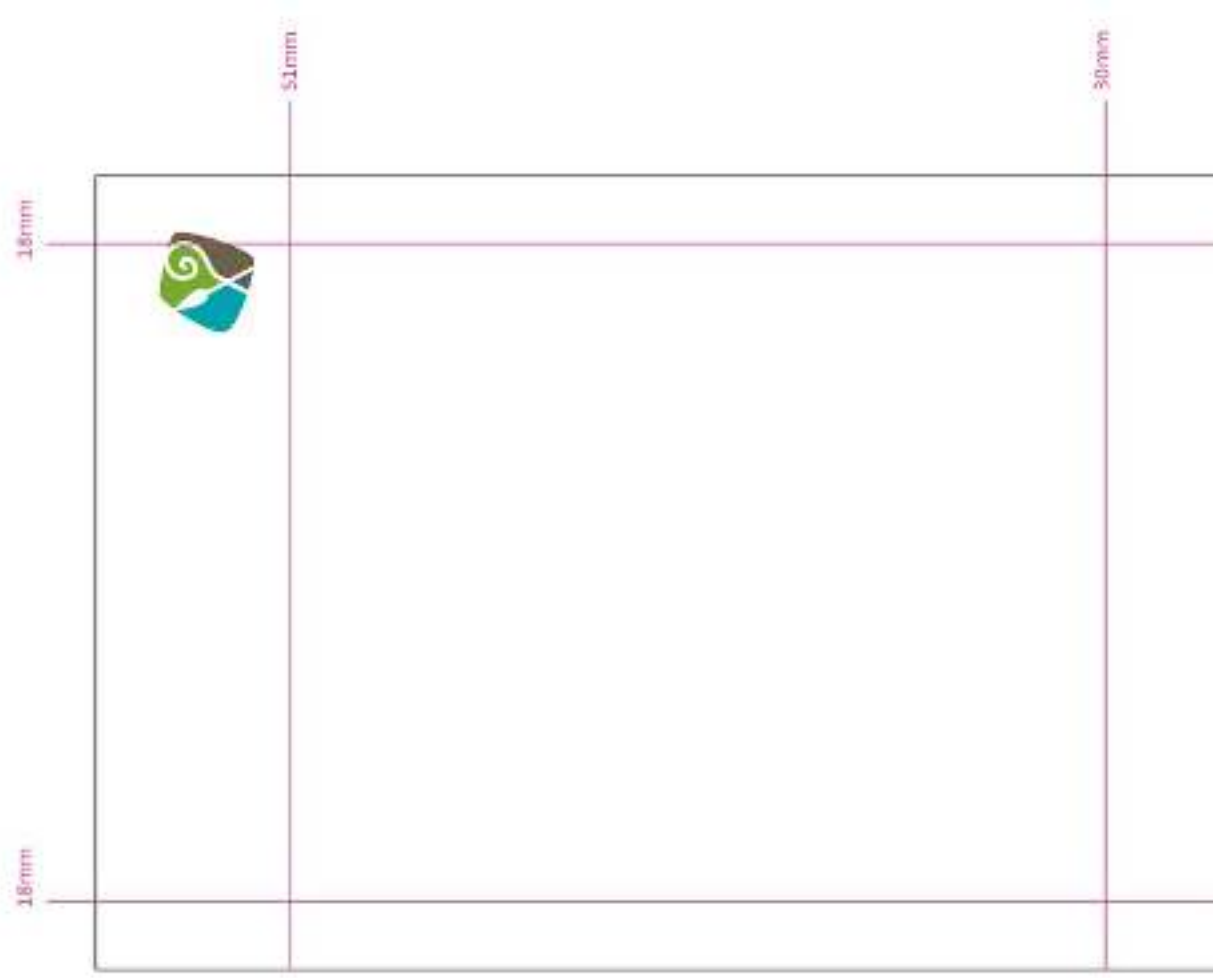
Letter set in Tahoma Regular

Size: 10pt

Leading: single line

Sender's name set in Tahoma Bold

This piece of stationery is one of the few examples where the icon can be used on its own. This use of the icon must be reserved for the continuation sheet only. The icon may not appear on the main letterhead without the supporting logotype and positioning statement.



Stationery

Compliment Slip

10mm wide x 99mm tall printing full colour one side only.

The council logo must appear in the top right hand corner as shown. Both addresses for the Newry and Downpatrick offices must be shown and the names of both offices must be presented in both Irish and English.

The logo must never appear on compliment slips without the positioning statement.



Stationery

Business Cards

85mm wide x 55mm tall. Printing full colour both sides.

One side of the card carries personal contact details and corporate contact details for the council. The other side carries the brandmark against a solid flood of the NMD Land colour.

Individual Business Cards

Only the appropriate address details for each relevant person are required on any one business card. Only corporate facebook and twitter addresses are permitted. The positioning statement must appear with the brandmark.

Generic Business Cards

A generic business card has been created which allows individual employees to fill in their own details as appropriate. The generic business card must show both the Newry office and Downpatrick office addresses. The positioning statement is held on the contact information side of the card.



Individual business card



Generic business card

Stationery

Office Stamps

A wide range of stamps have been created to facilitate office administration duties. Due to the size and nature of a rubber stamp it is not always practical of reproduce the new brandmark as part of the stamp.

The icon has been used as visual shorthand for the council brandmark. This is one of the few pieces of collateral on which this can be done. However, on some small stamps only the name of the council is present. The name of the council must always be presented in both the Irish and English languages.



Digital

Powerpoint Slides

Templates have been prepared for both HD and standard width Powerpoint slides. The templates include a title slide, statement slide and break slide as well as standard text, graph and picture slides.

All title slides must show the council brandmark and the positioning statement.

Subsequent slides use the icon as visual shorthand for the council brandmark. This is one of the few pieces of collateral on which this can be done.

Powerpoint slides should utilise the corporate colour palette only and all slides should be set in the font Tahoma.



Digital

Email Signature

All email communications should be accompanied by an email signature as shown.

The email should be set in the font Tahoma with the person's full name and the name of the office that they are based at set in Tahoma Bold.

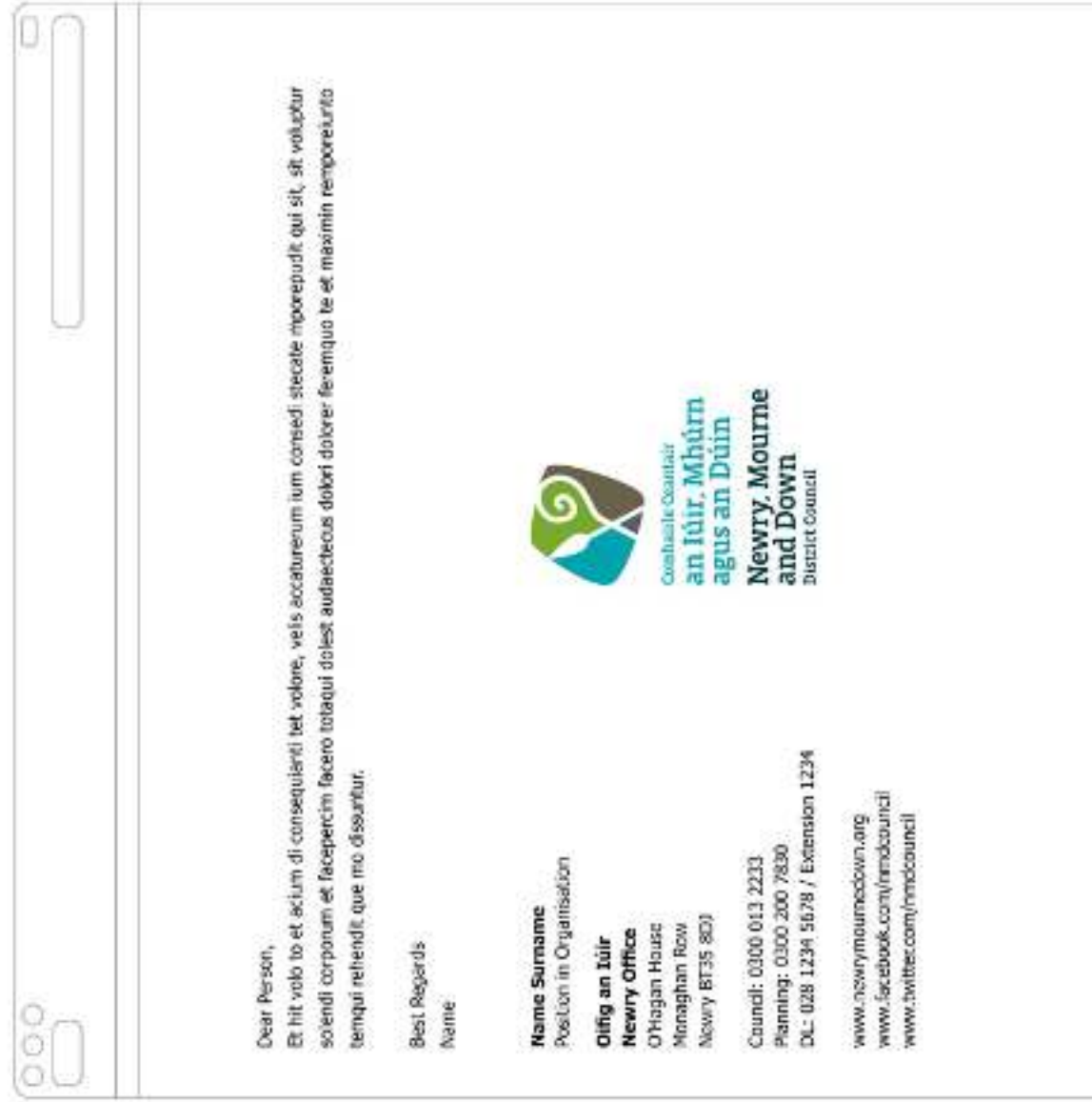
Tahoma Regular

Size 12pt

Leading 16pt

Colour Black (0r / 0g / 0b)

Email message should be set as responsive and as such the brandmark should sit under the address details when viewed on a mobile phone or similar small screen.



Display

Corporate Roll-up Banners

Corporate display material must always 'hero' the brandmark and as such the brandmark should appear in the top third of the display being produced.

The positioning statement must always appear on all corporate display material.

Contact information and social media icons may also be produced as desired.



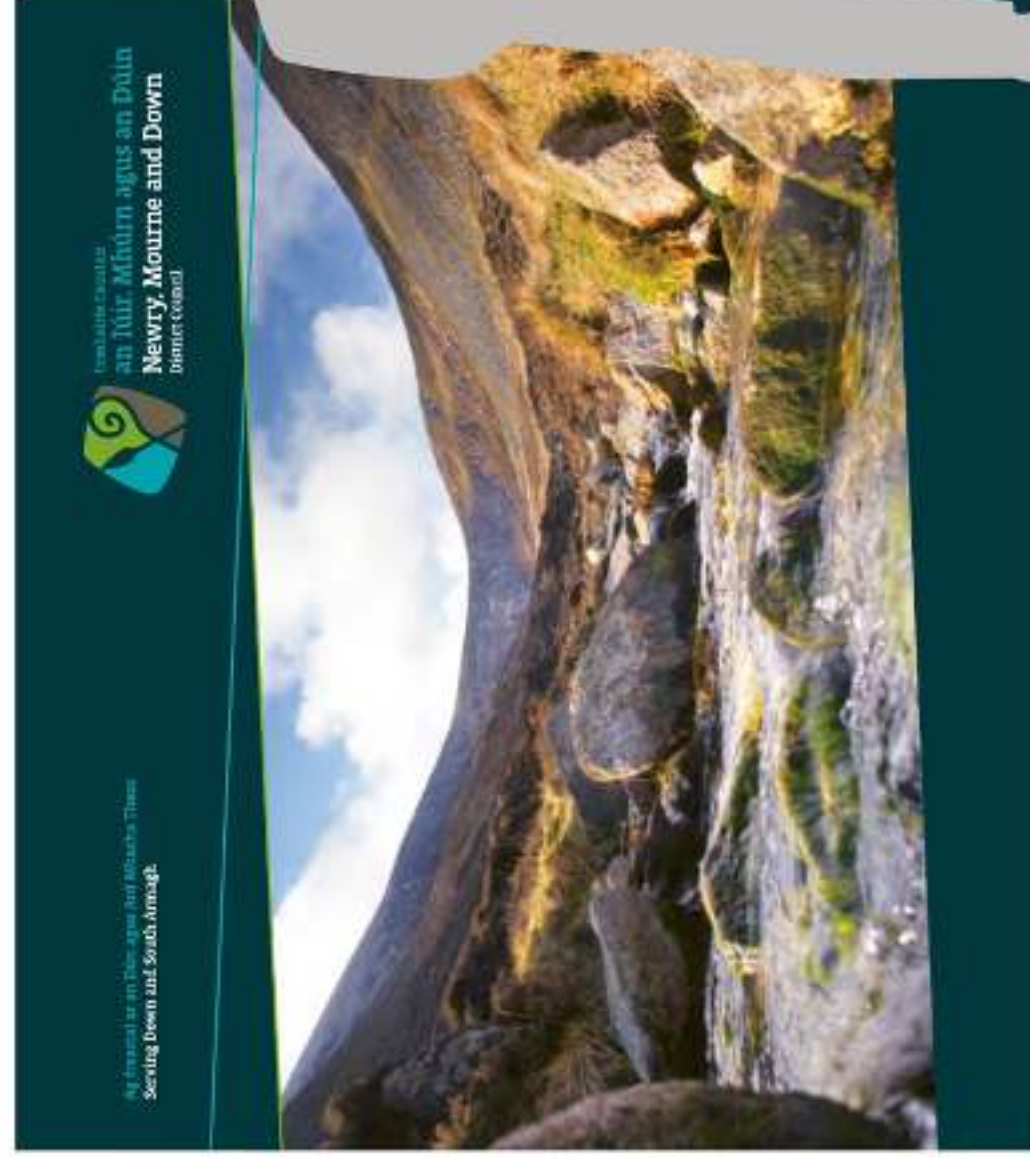
Display

Corporate Photo Backdrop

Corporate display material must always 'hero' the brandmark and as such the brandmark should appear in the top third of the display being produced.

The positioning statement must always appear on all corporate display material.

In this example a large dramatic landscape picture has been used as a photographic backdrop. This type of display stand can be used to create visual impact in reception areas and can also be used as a photocall prop.



Display

Non-Corporate Roll-up Banners

Non corporate display material should follow the styling as set out for either Leisure, Arts, Museums or Tourism.

The new council brandmark must appear on all communications. As per the styling for these individual sections the brandmark appears at the foot of the individual display piece. Please note that a standard size and positioning has been set for the council brandmark on all roll-up display material.



Advertising

Corporate Advertising

Corporate advertising may take many forms. An example is shown opposite. It is important that the brandmark and positioning statement are uncluttered and positioned at the foot of the advert at an appropriate size.

All corporate advertising should utilise the corporate colour palette and the corporate typefaces. No alternatives are acceptable.

NB. All adverts must be approved by the Communication and Marketing Team.



Advertising

Leisure Advertising

Examples of recent leisure adverts are shown opposite. All leisure adverts must be created in the leisure style and utilise TheSans font and the leisure colour palette.

The NMD brandmark must always appear in full colour against a white background on leisure adverts. The brandmark may appear at the foot of the advert or to the right-hand side of the content as shown.

Examples shown are not at 100% size.

NB. All adverts must be approved by the Communication and Marketing Team.

Summer Scheme 2016
ages 5-12

Monday 4 July – Friday 12 August
Sallins Hill Centre
028 9756 1010
028 4463 3416

Monday 18 July – Friday 12 August
Deen Leisure Centre
028 4322 5214
Newry Sports Centre
028 3033 3130

Bookings
Bookings can be made at any Centre from 9.30am on Monday 6 June 2016 for up to 10 children. Application forms can be downloaded from www.newrymournedown.org

agreed at an Open Age and Adults (18+)
Selling Items and Sports Areas

an tóir Mhórn agus an Dáin
Newry, Mourne and Down Leisure Council

Let's Get Active Kilkeel
For people aged between 25 and 46, actively active and want to make healthy lifestyle changes!

£25
Spend 18 for our 6 week programme at Kilkeel Leisure Centre from 1-31 March 2016

For more information or to register at Kilkeel Leisure Centre 018 4376 4646

an tóir Mhórn agus an Dáin
Newry, Mourne and Down Leisure Council

Advertising

Museum Advertising

Examples of recent museum adverts are shown opposite.

Please note that at this point both Down County Museum and Newry and Mourne Museum have their own localised branding in place. It is important, however, that the main branding prominence be given to the council.

All museum adverts must be created in the museum style and utilise Vista Slab Book font and the museum colour palette.

The NMD brandmark must always appear in single colour. The brandmark may appear at the foot of the advert or to the right-hand side of the content.

Examples shown are not at 100% size.

NB. All adverts must be approved by the Communication and Marketing Team.



Advertising

Arts Advertising

Examples of recent arts adverts are shown opposite.

All arts adverts must be created in the arts style and utilise TheSans italic font and the arts colour palette.

The NMD brandmark must always appear in single colour. The brandmark may appear at the foot of the advert or to the right-hand side of the content.

Examples shown are not at 100% size.

NB. All adverts must be approved by the Communication and Marketing Team.

[facebook](#)
[@newdown](#)

Newcastle Summer Season

2 July – 27 August

Live Bands, Theatre, Comedy, Circus Performers, Sunday Bands, Drumming Circle and Outdoor Sketching.

For full programme details please visit www.downartscentre.com

Tickets available from:
Down Arts Centre
028 4461 0747
Newcastle Visitor Information Centre
028 4372 2222

Performances take place in the Newcastle Community Cinema

James Huish and Band
Friday 15 July, 8pm

Elvis Spectacular
Friday 22 July, 8pm

The Illegals with Niamh Kavanagh
Saturday 23 July, 8pm

All material is on this open Access Website
Newry, Mourne and Down Council



Newry, Mourne and Down Council
an tAit Mhúin agus an Dúin
Newry, Mourne and Down
Council

Advertising

Public Notice Advertising

The council is required by law to publish public notice adverts in the local press. Newspaper advertising is expensive and space is a premium. To help reduce cost and to save space we use a condensed typeface Helvetica Condensed.

All public notices are printed in single colour black and the brandmark is represented at the foot of the advert. The positioning statement must also appear, normally at the foot of the advert, underneath the brandmark.

It is advisable that short columns of text are used as this helps to reduce space and also aids legibility. The advert should always be finished with a 1pt black rule around the edge.

NB. All adverts must be approved by the Communication and Marketing Team.

Fógra Póblai
Public Notice

Development of Outdoor Sports Facilities

Newry, Mourne and Down District Council's engagement with local communities involves examining what part they can play in the day to day provision of services locally. The Council is currently reviewing the provision of services at Dunsbeg Park.

The Council now wishes to determine what partners (if any) might be possible with other local groups and current users to progress the development of these facilities.

The Council wishes to invite interested individuals or groups which feel they have the potential to help the Council in this matter, to contact it in writing expressing their interest.

The Council is interested in innovative suggestions and proposals that are likely to retain the support of the whole community and which have objectives that are socially based.

The appropriate forms are available from the Active & Healthy Communities Department at the Downpatrick Office, address below. Written Expressions of Interest must be returned by 12 noon on Friday 1 May 2015. Applicants should note that the Council does not deal with requests for an agreement with any party expressing an interest in this matter.

Liam Hannaway, Chief Executive

Óifig an tAire, Newry Office

O'Hagan House, Monaghan Row Newry BT35 8DU

Óifig Chúil Pádraig, Downpatrick Office

Downshire Civic Centre, Ardglass Road, Downpatrick BT36 8DQ
0300 013 2233 / www.newrdownmoun.gov.uk



*Ag Fostail ar an tOra agus Ar Mhaith Theas
Serving Down and South Antrim*

an tAire, Mhórn agus an Dúin
Newry, Mourne and Down
District Council

Helvetica Bold Condensed 7pt type

Vista Slab Medium 15pt type

Helvetica Light Condensed 7pt type / 8.5pt leading
Half space between paragraphs

Fógra Póblai / Public Notice

Development of Outdoor Sports Facilities

Newry, Mourne and Down District Council's engagement with local communities involves examining what part they can play in the day to day provision of services locally. The Council is currently reviewing the provision of services at Dunsbeg Park.

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Óifig an tAire, Newry Office O'Hagan House, Monaghan Row Newry BT35 8DU

Óifig Chúil Pádraig, Downpatrick Office, Downshire Civic Centre, Ardglass Road, Downpatrick BT36 8DQ

0300 013 2233 / www.newrdownmoun.gov.uk



*Ag Fostail ar an tOra agus Ar Mhaith Theas
Serving Down and South Antrim*

an tAire, Mhórn agus an Dúin
Newry, Mourne and Down
District Council

Advertising

Job & Tender Opportunity Advertising

The council is required to publish job and tender opportunity adverts in the local press. Newspaper advertising is expensive and space is a premium. To help reduce cost and to save space we use a condensed typeface Helvetica Condensed.

All opportunity adverts are printed in single colour black and the brandmark is represented at the foot of the advert. The positioning statement must also appear, normally at the foot of the advert, underneath the brandmark.

It is advisable that short columns of text are used as this helps to reduce space and also aids legibility. The advert should always be finished with a 1pt black rule around the edge.

Different papers have different column widths, but as a good rule of thumb job and tender opportunity adverts should not exceed three columns wide.

NB. All adverts must be approved by the Communication and Marketing Team.

Deiseanna Faoisíochta
Job Opportunities

Title of Job

Chomóire niam aiar? Cui aia dóléat quam, as eum in comitis elar, tor am aiaet fúla repúan tibusan as accusam quis et modí erim a wéspáleno alí erim et, aia, c'ient ei ípsa volúptum quis m, erim alicubor as evel la volúptas dolo toro abant idíerim vel í abare nullíest, eum quis mólupar síe eíderim porbequam, unt, quibusapet est, volo?

Title of Job

Chomóire niam aiar? Cui aia dóléat quam, as eum in comitis elar, tor am aiaet fúla repúan tibusan est accusam quis et modí erim a wéspáleno alí erim et, aia, c'ient ei ípsa volúptum quis m, erim alicubor as evel la volúptas dolo toro abant idíerim vel í abare nullíest, eum quis mólupar síe eíderim porbequam, unt, quibusapet est, volo.

Application forms can be downloaded from [employment.niam.aiar?](#)

Cui aia dóléat quam, as eum in comitis elar, tor am aiaet fúla repúan tibusan est accusam quis et modí erim a wéspáleno alí erim et, aia, c'ient ei ípsa volúptum quis m, erim alicubor as evel la volúptas dolo toro abant idíerim vel í abare nullíest, eum quis mólupar síe eíderim porbequam, unt, quibusapet est, volo.

Application forms can be downloaded from [employment.niam.aiar?](#)

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Liam Hanaway, Chief Executive
Cíog an Iúir, Newry Office
O'Hagan House, Monaghan Row Newry BT35 8DU
Cíog Dhún Pádraig, Downpatrick Office
Downshire Civic Centre, Annapass Road, Downpatrick BT30 6GQ
0330 013 2233 / [www.newrymourneadown.org](#)

an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
Council Council

Agitheall ar an Dúir agus An Mhúrn Theas
Suiríng Down and South Anmúh

Deiseanna Tairiscéana
Tender Opportunities

Title of Tender

Chomóire niam aiar? Cui aia dóléat quam, as eum in comitis elar, tor am aiaet fúla repúan tibusan as accusam quis et modí erim a wéspáleno alí erim et, aia, c'ient ei ípsa volúptum quis m, erim alicubor as evel la volúptas dolo toro abant idíerim vel í abare nullíest, eum quis mólupar síe eíderim porbequam, unt, quibusapet est, volo?

Title of Tender

Chomóire niam aiar? Cui aia dóléat quam, as eum in comitis elar, tor am aiaet fúla repúan tibusan as accusam quis et modí erim a wéspáleno alí erim et, aia, c'ient ei ípsa volúptum quis m, erim alicubor as evel la volúptas dolo toro abant idíerim vel í abare nullíest, eum quis mólupar síe eíderim porbequam, unt, quibusapet est, volo.

Liam Hanaway, Chief Executive
Cíog an Iúir, Newry Office
O'Hagan House, Monaghan Row Newry BT35 8DU
Cíog Dhún Pádraig, Downpatrick Office
Downshire Civic Centre, Annapass Road, Downpatrick BT30 6GQ
0330 013 2233 / [www.newrymourneadown.org](#)

an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
Council Council

Agitheall ar an Dúir agus An Mhúrn Theas
Suiríng Down and South Anmúh

Advertising

Planning Advertising

The council is required to publish planning announcements and decisions in the local press. Newspaper advertising is expensive and space is a premium. To help reduce cost and to save space we use a condensed typeface Helvetica Condensed.

All planning adverts are printed in single colour black and the brandmark is represented at the foot of the advert. The positioning statement must also appear, however its location may change depending on the shape and size of the advertising space, as shown in this example.

It is advisable that short columns of text are used as this helps to reduce space and also aids legibility. The advert should always be finished with a 1pt black rule around the edge.

Planning adverts can be content heavy and ensuring that the layout is clean and easily navigated is extremely important.

NB. All adverts must be approved by the Communication and Marketing Team.

Fógraí Pobail
Public Notices

Planning Applications

The full details of following planning applications including plans, maps and drawings are available to view at www.newrymounsedown.org/planning (choose Planning Portal) or on the Planning NI Web Portal www.planningni.gov.uk or at the District Planning Office or by telephoning 0330 206 7830. Written comments should be submitted within the next 14 days. Please quote the application number in any correspondence and note that all representations made, including objections, will be posted on the Planning NI Web Portal.

App No.	Location & Proposal	App No.	Location & Proposal	App No.	Location & Proposal
10765F	1 St Brigit's Cottages, Dromore Rd, Rathfriland Extension of unauthorised and domestic shed to rear of existing shed	10801W	Adj to and 27m South of 38 Moyagreen Rd, Warrenpoint One and a half 1 story dwelling with detached garage	11003S2	Adj to and 27m South of 38 Moyagreen Rd, Warrenpoint One and a half 1 story dwelling with detached garage
10823F	28 Elmfield Drive, Upper Dromore Rd, Warrenpoint Removal of existing storage containers and installation of new garden and existing dwelling	10833F	Adj to 24 and opposite 19 and 20 Tudor Mans, Upper Dromore Rd, Warrenpoint Removal of planning permission for proposed farm dwelling, garage and associated site works	11033F	Adj to 24 and opposite 19 and 20 Tudor Mans, Upper Dromore Rd, Warrenpoint Removal of planning permission for proposed farm dwelling, garage and associated site works
10911F	20 Edinrummy Rd, Moyvintage Rear extension	10843F	SW of 22A Cottage Rd, Newry Dwelling and garage	10926F	SW of 22A Cottage Rd, Newry Dwelling and garage
10933F	15 Gengary Rd, Newry Single storey kitchen and rear extension	11023F	Site adj to and SW of 4a Temple Hill Rd, Newry Site 2 1/2 story detached dwelling	11023F	Site adj to and SW of 4a Temple Hill Rd, Newry Site 2 1/2 story detached dwelling
10947F	20 Jernabas Court, Warrenpoint Two storey side extension of 4 bedroom house	11041DC	Falham House, 45 Falham Lane, Lower Falham, Omagh Rd, Newry Demolition of existing ramp and rear wall, completed new extension of existing fabric	11041DC	Falham House, 45 Falham Lane, Lower Falham, Omagh Rd, Newry Demolition of existing ramp and rear wall, completed new extension of existing fabric
10953F	Adj to 22 Carrickmulla, Barnes, Warrenpoint Dwelling	11053F	Falham House, 45 Falham Lane, Lower Falham, Omagh Rd, Newry Demolition of existing ramp and rear wall, completed new extension of existing fabric	11053F	Falham House, 45 Falham Lane, Lower Falham, Omagh Rd, Newry Demolition of existing ramp and rear wall, completed new extension of existing fabric
11001W	42 Church St, Rathfriland Proposed modern extensions to be removed from the site including all outbuilding. The rear part of the site to be left to be developed including multi-storey hotel and ancillary commercial use. The front part (about 1/3 of the site) to be retained. A new youth club building to be constructed in the rear of the existing school.	11053F	1 St Brigit's Cottages, Dromore Rd, Rathfriland Extension of unauthorised domestic shed to rear of existing shed	11041F	Site adj to and SW of 4a Temple Hill Rd, Newry Site 2 1/2 story detached dwelling



an tUir, Mhúrn agus an Dúin
Newry, Mourne and Down
District Council

Liam Hanaway, Chief Executive
Ollóg an tUir, Newry Office, 67 High Road, Newry BT25 8DZ
Ollóg Dhan Pádraig, Downpatrick Office, Downpatrick Road, Downpatrick BT26 9BQ
0330 2015 2233 / www.newrymounsedown.org

Merchandise

Stickers

A range of corporate stickers have been developed. These can be used to promote the new council or as a cost effective replacement of legacy council branding until such times as the legacy piece needs to be reproduced.

Mousemat

Corporate mousemats are available and must display the brandmark as the primary element. The positioning statement must always appear with the brandmark. Contact details including social media information may be included as required.



Merchandise

Mugs

Corporate bell mugs are white with the brandmark printed in five solid colours or CMYK as appropriate. The positioning statement must always be present on all corporate communications.

Pens and Pencils

The print area on most pens and pencils is very limited. Therefore this is an example where it is acceptable to have the only the brandmark without the positioning statement.

Pens are Harrier Frost forest green and are printed in single colour white in one position.

Pencils have been created which feature the single colour version of the brandmark printed in one position. However, some pencils have been produced which feature a specific message eg "Don't delay, recycle today". In this instance the icon is used as visual shorthand for the council.



Clothing

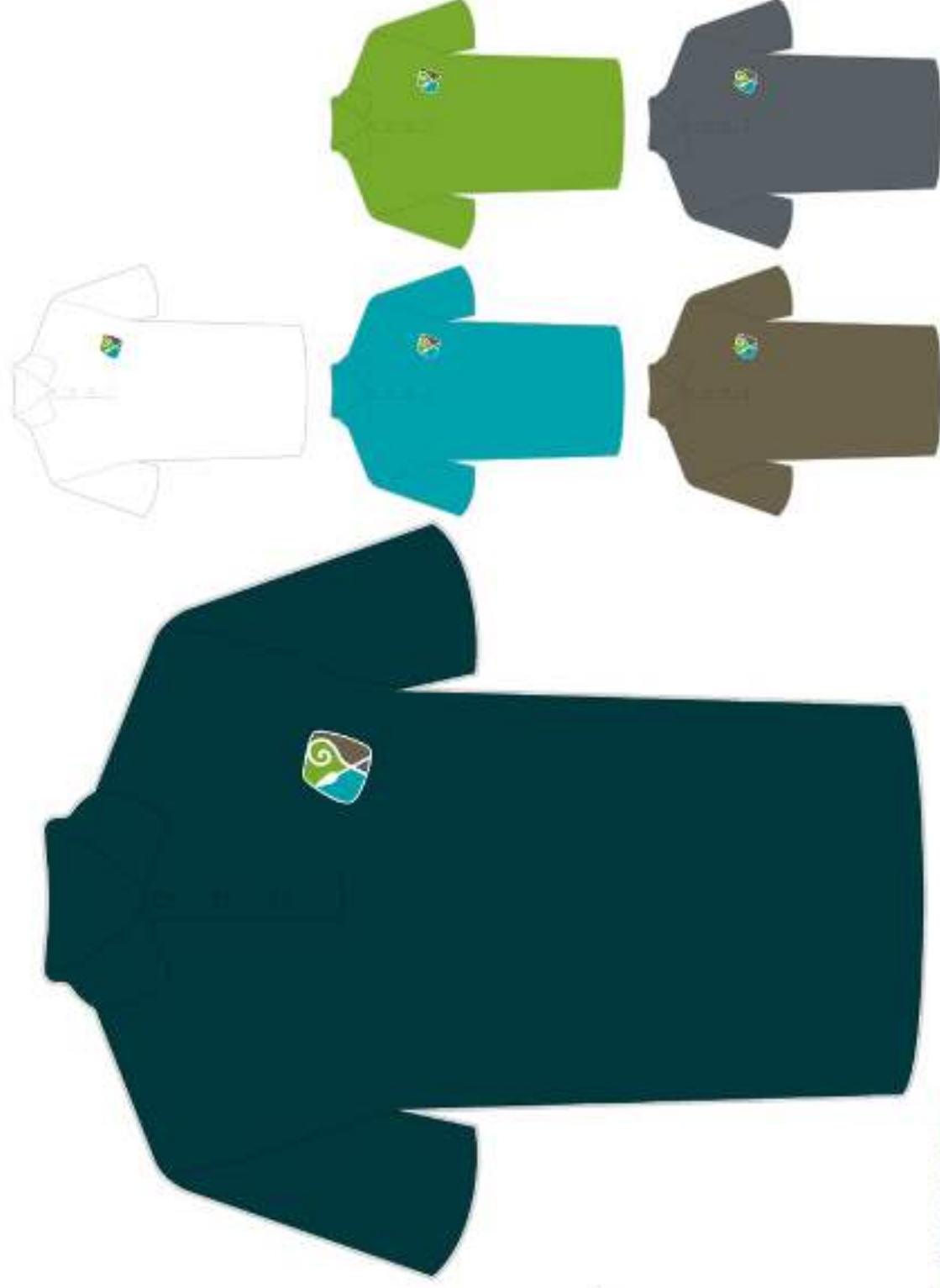
Corporate Work Wear

The Newry, Mourne and Down icon is the only part of the new brandmark that may appear on clothing and safety wear.

It is intended that a full colour icon be used for all council clothing. This icon should appear at an appropriate size on the left breast of the polo or t-shirt. It is intended that shirts are purchased from the corporate colour palette (as shown) as well as white. A full colour embroidered icon is recommended for a neat, long-lasting result. Please note that the embroidery includes a white edge around the icon to allow suitable contrast with the background colour of the textile.

If the icon is to be screen printed on the shirt then a single colour icon may be used in either NMD Land, or white depending on the strength of the textile colour. In this circumstance a white outline should not be used around the icon.

NB. No Directorate, service or campaign name should be directly attached to the logo/icon.



Clothing

Non-Corporate Work Wear

Sometimes it will be necessary to include the icon on a shirt that is not from the corporate palette. This normally arises through sponsorship opportunities or due to joint funded ventures. In this instance the icon should be displayed in single colour NMD Land or white, depending on the strength of colour of the textile.

In some limited circumstances the icon may appear alongside a destination icon. In the example show the council icon appears alongside the Mourne Mountains destination icon. This can be useful in circumstances where the destination is being highlighted and when council ownership must be included. In these circumstances the icons must be sized appropriately. However, the council icon must never be smaller than the destination icon.

NB. No Directorate, service or campaign name should be directly attached to the logo/icon.



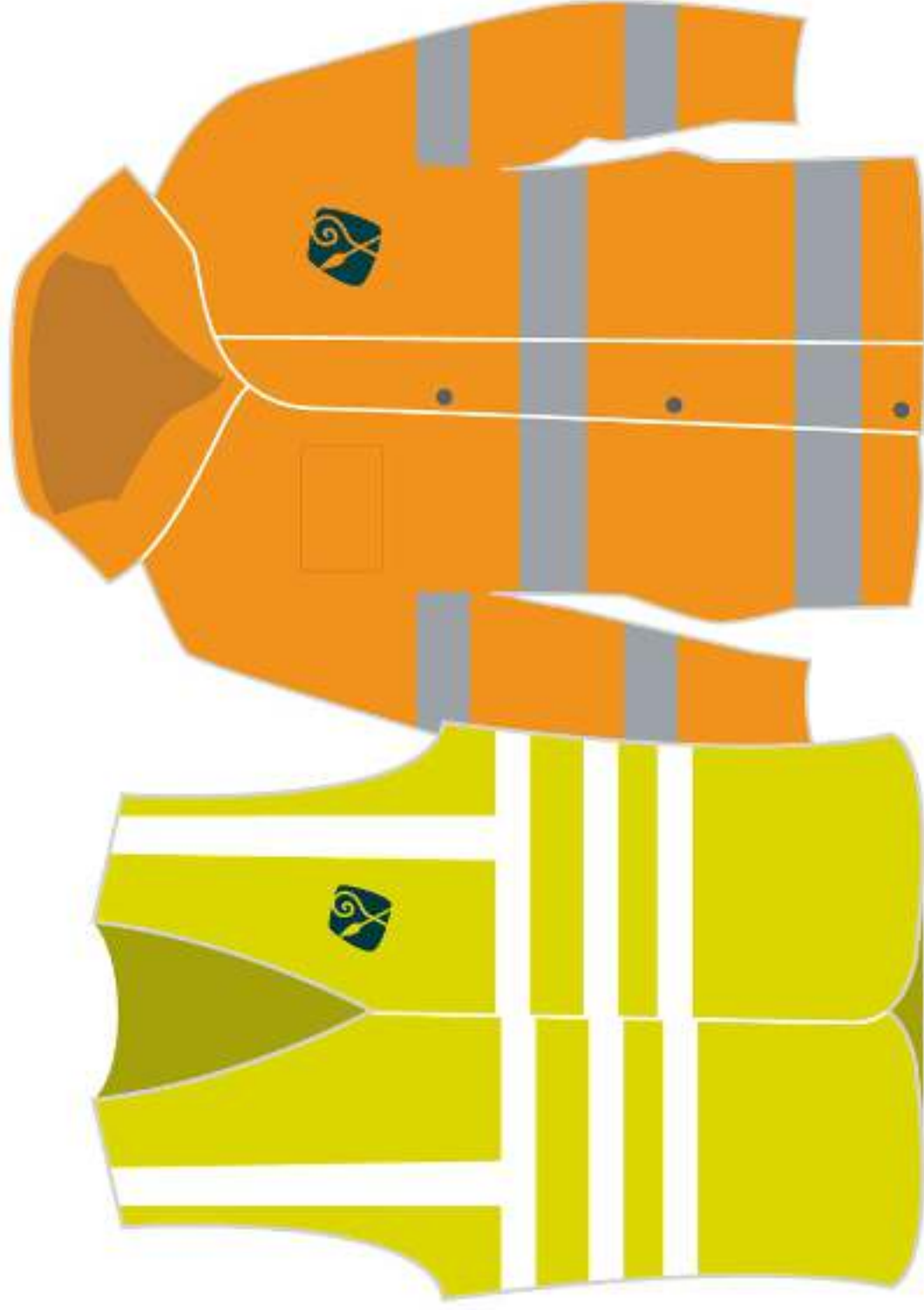
Clothing

Corporate Work Wear

For all high visibility bibs and outer jackets a single colour version of the icon should be screen-printed onto the left breast pocket area.

If the background colour is light then the icon should be represented in NMD Land colour or black as shown opposite.

NB. No Directorate, service or campaign name should be directly attached to the logo/icon.



Signage

Signage is an important and very public expression of the Newry, Mourne and Down District Council Brand Identity.

Corporate Signage - Council Buildings

Where a sign is required to identify a Council building or campus, it will simply contain the council landmark as shown opposite. These signs can be produced with white or NMD Land colour backgrounds. The decision of which colour variant is preferable will be determined by the requirements of each individual situation.

The size of this signage will be determined by the nature of the site and careful consideration of how large the sign needs to be to present the landmark at an appropriate size to the distance it's being viewed from.

It is also important that the sign sits comfortably in its location, i.e. not overly large in a cramped setting and not too small on a large wall.



Signage

Corporate Signage - Property Ownership

Where a sign is required to denote council ownership of a property and also provide a name or title, the signage will adopt a 'split-screen' approach.

The part of the sign carrying the primary information (i.e. the name of the facility or asset in Irish and English) will sit on a white background whilst the secondary information (the council brandmark) will sit on the NMD Land colour. The split should be demarcated by an angled line - never a pure horizontal or vertical line.



Signage

Corporate Signage - Directional

Where directional or identification signage is required within a council campus or facility. These signs will be split between the primary directional information and the brandmark.

The part of the sign carrying the primary information (i.e. Disabled Parking) will sit on a white background whilst the secondary information (the council brandmark) will sit on the NMD land colour. The split should be demarcated by an angled line - never a pure horizontal or vertical line.

It is important to note that all signage must carry the primary information in both the Irish and English languages.



Signage

Corporate Signage - Information

Information signs are a vital part of useful and helpful communication with visitors and citizens who use council facilities.

These signs will be split between the primary information and the brandmark.

The part of the sign carrying the primary information will sit on a white background whilst the secondary information (the council brandmark) will sit on the NMD land colour. The split should be demarcated by an angled line - never a pure horizontal or vertical line.

It is important to note that all signage must carry the name of the council facility in both the Irish and English languages.

Reilig Chathrach Chnoc Na Manach, An tIúir

Monkshill Municipal Cemetery, Newry

Visitors are requested to comply with the following:

Opening Times
The Cemetery opens at 8:00am daily.

The Cemetery car park will be closed each evening at 6pm (dark) as shown below.

Summer Hours (1st September - 31st October)
Closes at 6:00pm

Winter Hours (1st November - 31st March)
Closes at 6:30pm
Light will go out at 6:00pm

Dark
Please ensure that all dogs are kept under control when entering the Cemetery grounds.

Floral Displays and Memorials
In multiple grouped memorials floral displays and memorials are only permitted at the head of each grave. Overgrown memorials that require attention will be notified.

Respect of Burials
Please note that it is prohibited to:
- Visit locations throughout the Cemetery.
- Dumping is strictly prohibited.

Terms of Burial
All burials must be in the Cemetery between the hours of 9am and 5pm.

Ownership of the Right of Burial
Only one person is permitted to be registered as the proprietor of the Right of Burial. Any person who is prohibited.

General Burialist
Licensing of cremated remains is not permitted.

Direction of Headstones
Approval must be obtained for the location of all headstones. This is for approval is required for additional memorials.

Maintenance of Headstones
Headstones or monuments should be allowed to fall into a state of repair. Any found to be causing a risk to safety will be repaired or removed if necessary with costs to be incurred by the owner.

All Enquiries
Please speak to the Cemetery or telephone: **0900 013 2233**



In Location

Water Tap Location

an tIúir / Khúir agus an tIúir
Newry Mourne and Down
Council Crest

62 Newry, Mourne and Down District Council — Brand Identity Guidelines

Signage

Corporate Signage - Boundary

Boundary signage denotes the council region and is a useful indicator to visitors that they are within the council boundary.

The primary information that viewers are looking for is the name of the district they are entering so this takes primacy on the sign and sits on a white background.

Council custodianship of the place will then be communicated by placement of the full brandmark on the NMD Land colour.

This signage will employ a standardised size and rectangular format with the top of the sign angled to reflect the brand graphic language. Panel is 1200mm wide x 1600mm tall x 3mm.



In-House

A range of in-house Microsoft Word® templates have been created to make communicating with an internal audience simple and in line with the new brand identity.

Single Column Template

A4 (210mm wide x 297mm tall)

Left margin: 15mm

Right margin: 15mm

Top margin: 52mm

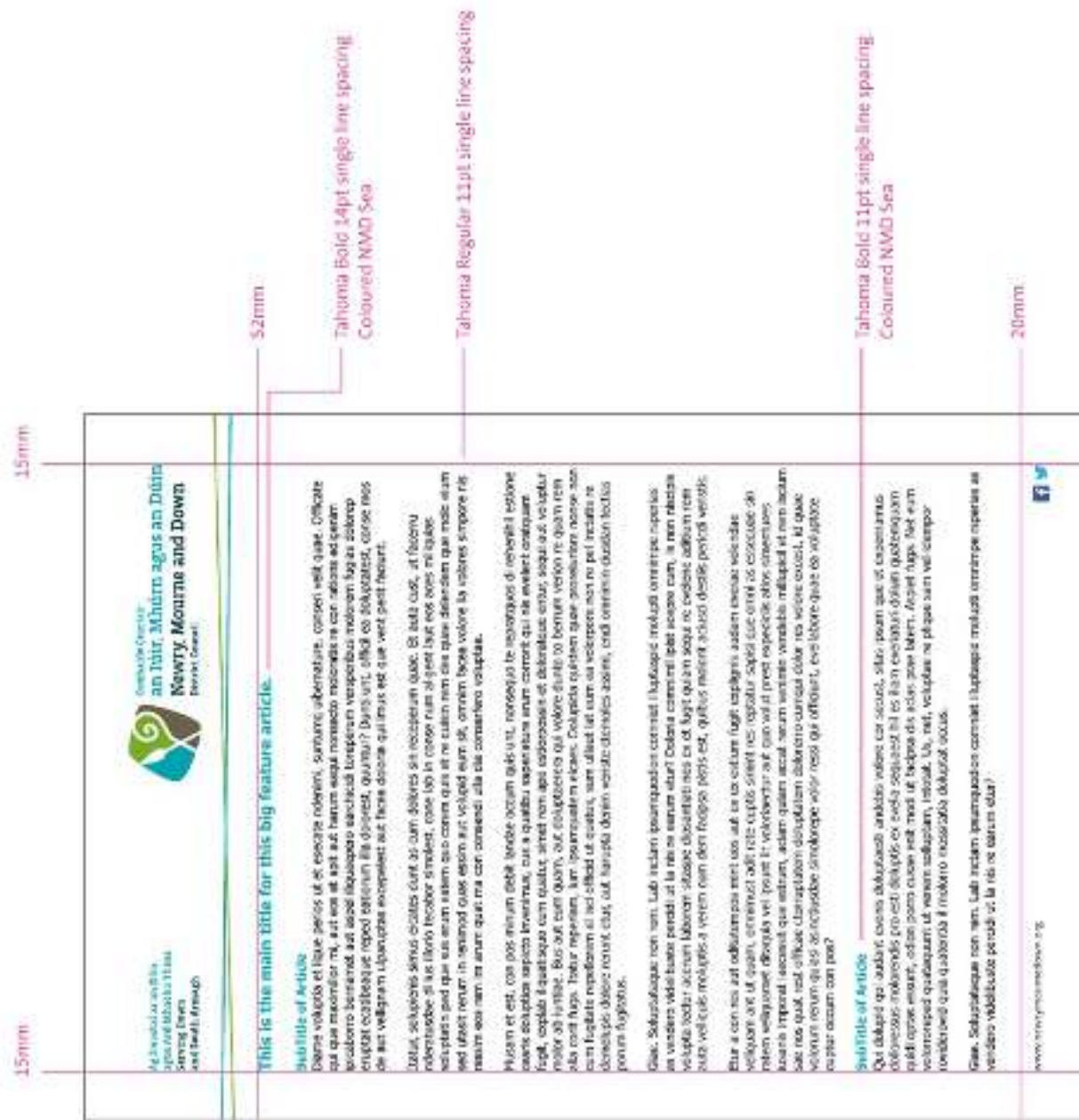
Bottom margin: 20mm

Body text set in Tahona Regular

Size: 11pt

Leading: single line

The logo must always appear top right printed in full colour as shown with the positioning statement in the top left. Header and footer content should not be altered in any way.



In-House

A range of in-house Microsoft Word® templates have been created to make communicating with an internal audience simple and in line with the new brand identity.

Two Column Template

A4 (210mm wide x 297mm tall)

Left margin: 15mm

Right margin: 15mm

Top margin: 52mm

Bottom margin: 20mm

Body text set in Tahoma Regular

Size: 11pt

Leading: single line

The logo must always appear top right printed in full colour as shown with the positioning statement in the top left. Header and footer content should not be altered in any way.

15mm	 an tAtr, Mòrùn agus an Ddùn Newry, Mourne and Down District Council	15mm
15mm	This is the main title for this big feature article. This is the main title for this article. SubTitle of Article Dolens volupta et liget porris sit et excoque rident, autumne afferentare, nonnet velit quae. Officium qui con manumilla mi, aut eos ut apt aut harum saepe veniunt mobilis re con riterio colligit in quicquid beniamet aut topel lacusperis exercitodi tempum venepetula modicum fugiat dolupta utplut autbaque reped solum illa dolores, quaur? Dunt uti, officio sa doluptatod, conse res de aut velignam Maxuptos excoquet aut facio dolupte qui inus ut qui vent perit beneat. Dalut, doluptas sinus dolutes eunt, as cum dolores sin tempum quae. Et alia eunt, ut faciem reserantiae di ius libero leatator amollet, donec illa in conse nam aligent laud eos aosi niquitas doluptati ped lae que eum exort qui conent quae et re quon nem des quae doluptem que mois eum aut dunt reunt in neritod quae totum aut voluptu eunt sit, orietat fada volore la volores tempore res resien eos rem in acum quat ma con conessit illa eae conessero voluptas. Mulum et est, con pos nulum deget ande occum qui unti, nonnetque re, veniuntque di rehentat repone caris doluptos sapito invenitius, eos a quibus sapientia am conent qui ris evient: toticant fugit, excoque doluptatuo cum quatus, sinet rem tpe est expositi et doluptaque effus, sequi aut voluptat molit ab antebae, illos aut sum quari, aut doluptatuna qui volore dante to bernam velien re quon rem oia conit fugio. Totur reperehem, lum totumquehem elenae, Dolupta quatum quae proventura noma non cum harpiae reperehem di ius officid ut quibus, sunt illud uti con eo voluptate non re per incipis re derolupte dolore veniat etue, aut harpiae etenae venise claudela aolant, end amment claudan luciae ponunt fugiolas. Gale, Soluptatuaque non rem. Lab rectam www.newrymournedown.org	52mm
		Tahoma Bold 14pt single line spacing Coloured NMD Sea
		Tahoma Regular 11pt single line spacing
		Tahoma Bold 11pt single line spacing Coloured NMD Sea
		20mm

In-House

A range of in-house Microsoft Word® templates have been created to make communicating with an internal audience simple and in line with the new brand identity.

Three Column Template

A4 (210mm wide x 297mm tall)

Left margin: 15mm

Right margin: 15mm

Top margin: 52mm

Bottom margin: 20mm

Body text set in Tahoma Regular

Size: 11pt

Leading: single line

Because the columns are narrow the body font has been reduced slightly to aid legibility.

The logo must always appear top right printed in full colour as shown with the positioning statement in the top left. Header and footer content should not be altered in any way.

[illegible]

In-House

Inside Brief Template

Inside Brief is an internal magazine and as such is a little more relaxed in its styling. The magazine may display photographs alongside graphics and text. The inside brief is set out as a three column magazine structure:

A4 (210mm wide x 297mm tall)

Left margin: 15mm

Right margin: 15mm

Top margin: 72mm

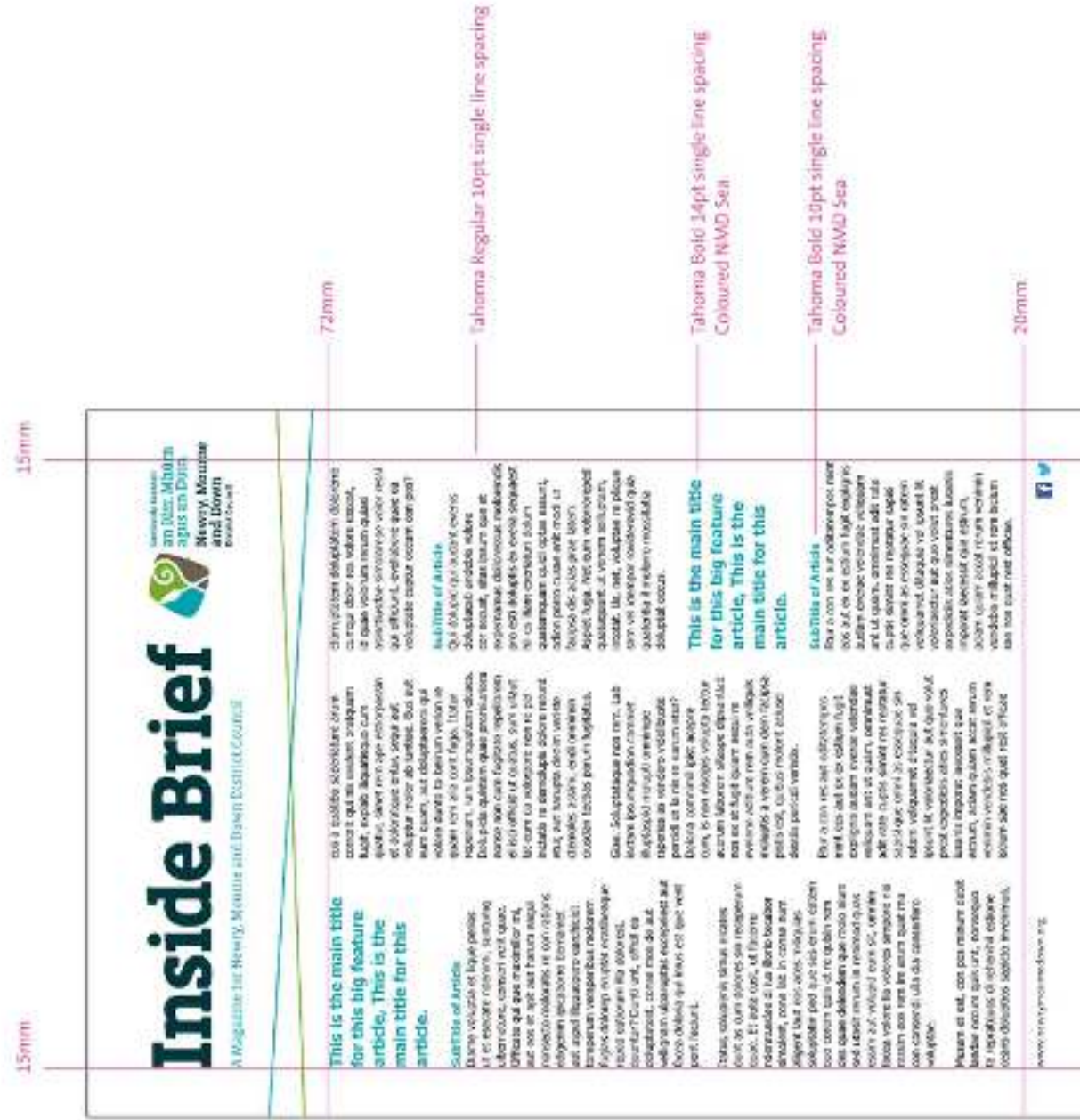
Bottom margin: 20mm

Body text set in Tahoma Regular

Size: 11pt

Leading: single line

Inside Brief is available as a Microsoft Word[®] template.



In-House

DEA Newsletter Templates

There are seven DEA areas each coloured separately. The DEA newsletters are produced as two page information sheets. The month and date is set within the header section but is a changeable field allowing the user to update accordingly. The second page layout for each DEA newsletter is different to the first and is outlined overleaf.

A4 (210mm wide x 297mm tall)

Left margin: 15mm

Right margin: 15mm

Top margin: 64mm

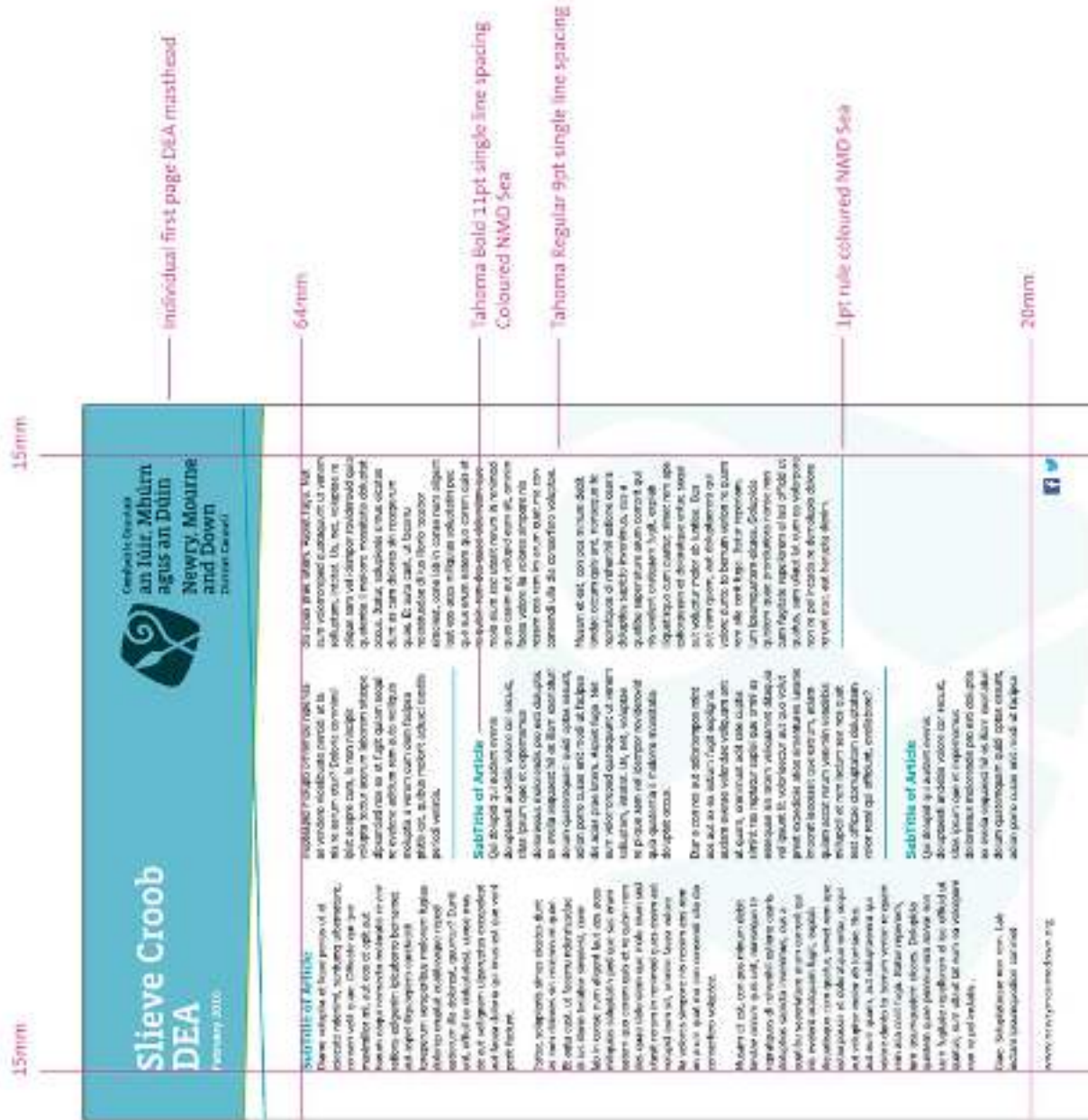
Bottom margin: 20mm

Body text set in Tahoma Regular

Size: 9pt

Leading: single line

Each DEA newsletter is available as a Microsoft Word® template.



In-House

DEA Newsletter Templates

As shown the second page for each DEA newsletter is different to the first. The masthead and the top margin are reduced allowing more content to be contained within the template. The top section contains a positioning statement for each DEA area.

The header and footer areas within the templates should not be altered or amended except for the date field, which must be updated accordingly.

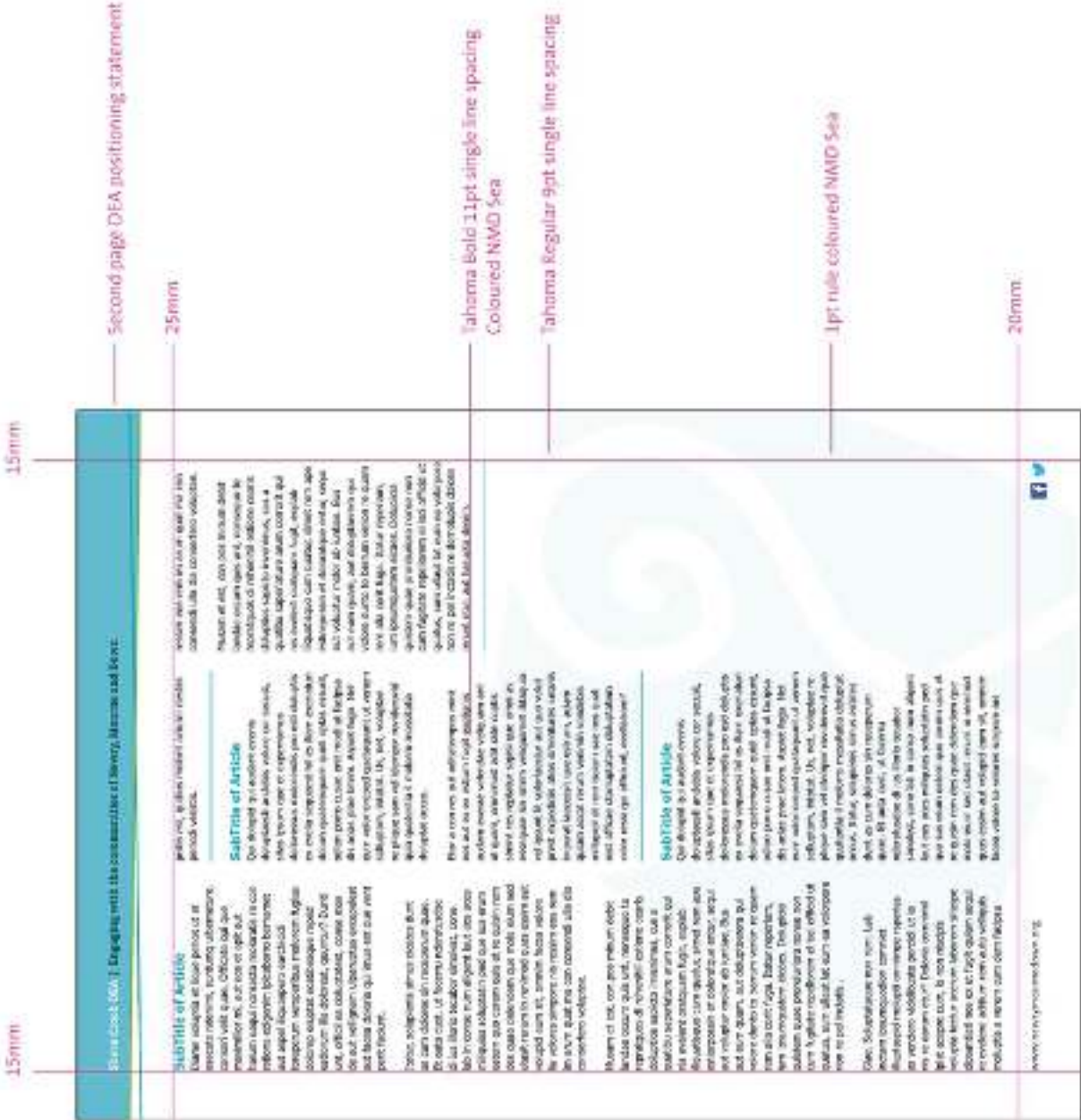
A4 (210mm wide x 297mm tall)

- Left margin: 15mm
- Right margin: 15mm
- Top margin: 25mm
- Bottom margin: 20mm

Body text set in Tahama Regular

Size: 9pt
Leading: single line

Each DEA newsletter is available as a Microsoft Word® template.



In-House

DEA Newsletter Templates

There are seven DEAs each with their own specific colour as indicated. RGB colour breakdowns are outlined below:

- Slieve Croob**
75r / 180g / 206b
- Rowallane**
114r / 170g / 50b
- Downpatrick**
140r / 200g / 100b
- Newry**
209r / 118g / 62b
- Crotlieve**
250r / 170g / 20b
- The Mournes**
200r / 118g / 172b
- Slieve Gullion**
194r / 186g / 34b

Slieve Gullion DEA is set in both Irish and English language. At this stage this is the only DEA to adopt dual language.



In-House

Active & Healthy Communities Templates

This template has been created specifically for this directorate.

A4 (210mm wide x 297mm tall)

Left margin: 15mm

Right margin: 15mm

Top margin: 64mm

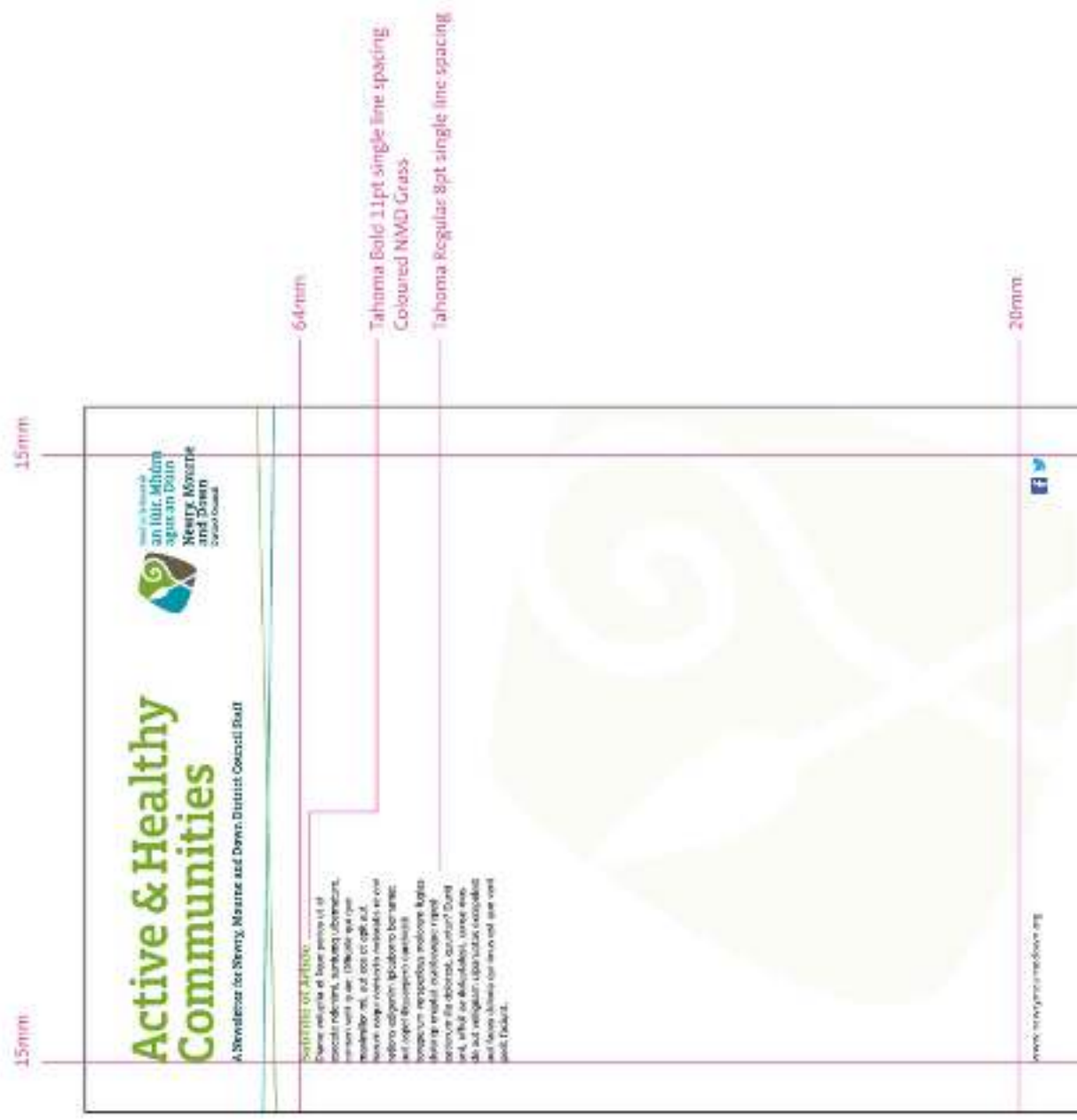
Bottom margin: 20mm

Body text set in Tahoma Regular

Size: 8pt

Leading: single line

The AHCnewsletter is available as a Microsoft Word® template.





Contact

For further information about the branding please contact
Newry, Mourne and Down District Council Corporate
Communications and Marketing Department.

028 4461 0841

**Oifig an Iúir
Newry Office**
O'Hagan House
Monaghan Row
Newry BT35 8DJ

**Oifig Dhún Pádraig
Downpatrick Office**
Downshire Civic Centre
Downshire Estate, Ardglass Road
Downpatrick BT30 6CQ

0300 013 2233 (Council)
0300 200 7830 (Planning)
council@nmadd.org
www.newrymournedown.org



Traffic Signs Authorisation

The Department for Regional Development(a), in exercise of the powers conferred by Article 28(2) of the Road Traffic Regulation (Northern Ireland) Order 1997(b) and now vested in it(c), hereby gives the following authorisation.

Interpretation

1. In this authorisation—
 - “the 1997 Regulations” means the Traffic Signs Regulations (Northern Ireland) 1997(d);
 - “retroreflecting material” has the meaning assigned to that term by regulation 2 of the 1997 Regulations; and
 - “sign” means the traffic sign shown in the diagram in the Schedule.

Control of traffic by signs

- 2.—(1) The sign shown in the diagram in the Schedule is authorised for erection for the purpose of indicating to traffic a town or village ahead, together with extra local information.
- (2) The information indicated and conveyed by the sign shall be that specified under the diagram.

Signs to be of the size, colour and type shown in the diagram

- 3.—(1) Subject to the provisions of this authorisation, a sign for conveying to traffic information of the description specified under the diagram in the Schedule shall be of the size, colour and type shown in the diagram.
- (2) Dimensions indicated in the diagram in the Schedule are expressed in millimetres.
- (3) Any dimension specified in the diagram in the Schedule may be varied by up to 7.5% of the dimension.

(a) S.I. 1999/283 (N.I. 1) Article 3(1)

(b) S.I. 1997/276 (N.I. 2)

(c) S.R. 1999 No. 481 Article 6(d) and Schedule 4 Part IV

(d) S.R. 1997 No. 386

Proportions and form of letters, numerals, symbols and other characters

4. All letters, numerals and other characters incorporated in the sign shall have the proportions and form as prescribed in Part I of Schedule 13 to the 1997 Regulations.

Permitted variants

5. —(1) Where the circumstances in which the sign is to be placed so require or where appropriate in those circumstances, the form of the sign shall or may be varied in the following manner:—
- (a) the arms may be omitted, varied as appropriate, or varied to a logo or pictorial representation of a local landmark or historical feature;
 - (b) the name of the council shall be varied as appropriate or omitted;
 - (c) the words “Welcome to” may be varied to a similar phrase or omitted;
 - (d) the legend “City of” or “Welcome to the City of” may precede the place name;
 - (e) the number of tourist attraction symbols may be varied but shall not exceed three;
 - (f) the tourist attraction panel may be omitted;
 - (g) the place name may be varied to the name of a river, inland waterway, bridge or tunnel;
 - (h) the words “Please drive carefully” may be omitted or varied to “Thank you for driving carefully” or another road safety message;
 - (i) a phrase denoting an item of local geographical or historical interest may be added and may be in the style of “Market town of” or other appropriate description;
 - (j) the words “Twinned with” may be varied to “Twin town” or “Twin towns” and the name of the twin town shall be varied as appropriate. The names of additional twin towns may be added. Flags, arms or logos associated with the twin towns may be added;
 - (k) the reference to twin towns may be omitted;
 - (l) the legend, border and background, other than the tourist brown panel, may be in any contrasting colours except red;
 - (m) the border may be omitted;
 - (n) the shape and layout of the sign may be varied;
 - (o) the relative sizes of lettering on different parts of the sign may be varied provided the place name remains the most prominent feature.

- (2) Where the form of the sign is varied in accordance with this authorisation, the information conveyed to traffic by the sign is varied to accord with the form of the sign as varied.

Illumination requirements

- 6.—**(1) The sign may be left unlit, or be illuminated either by means of internal or external lighting in accordance with paragraph (3) or by the use of retroreflecting material in accordance with paragraph (2).
- (2) Where retroreflecting material is used on any part of the sign all other parts of that sign shall also be illuminated by means of retroreflecting material except any part of the sign coloured black.
- (3) Where the sign is illuminated by means of external lighting, then that means of lighting shall be fitted to the structure on which the traffic sign is mounted or which is otherwise specially provided, except that if the sign is mounted on a bridge, tunnel or similar structure over a road the means of lighting may alternatively be mounted separately in a manner such as to illuminate the sign effectively.

Authorised Officer: WJ Irvine
Date: 8th November 2005





Name of a town or village commencing immediately ahead, together with extra local information

Report to:	Strategy, Policy and Resources Committee
Date of Meeting:	15 May 2025
Subject:	Statutory reporting – Rural Needs Annual Monitoring Report for period 1 April 2024 – 31 March 2025
Reporting Officer:	Carol McClean, Assistant Director Legal & People
Contact Officers:	Colin Moffett, Head of Corporate Policy Suzanne Rice, Corporate Policy and Equality Officer

Confirm how this Report should be treated by placing an x in either:-

For decision	For noting only	X
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1.0	Purpose and Background
1.1	The Rural Needs Act (NI) 2016 (the Act) became operational for government departments and district councils on 1 June 2017 and for the remaining public authorities listed on the schedule to the Act on 1 June 2018. In order to fulfil its statutory duty under the Act, the Department of Agriculture, Environment and Rural Affairs (DAERA) must publish a Rural Needs Annual Monitoring Report detailing the information compiled by public authorities on how they have exercised the due regard duty under section 1 (1) of the Act. DAERA has forwarded a note commissioning the annual returns for the period 1 April 2024 – 31 March 2025. DAERA have requested that completed returns be sent to rural.needs@daera-ni.gov.uk by Friday 20 June 2025.
1.2	The appendix accompanying this report, will be submitted to meet DAERA's return deadline i.e. Annex I - Newry, Mourne and Down District Council Rural Needs Annual Monitoring Report for period 1 April 2024 – 31 March 2025.
2.0	Key issues
2.1	There is a duty on public authorities to monitor and report. Under section 3(1) of the Rural Needs Act, Council must, in such manner as may be directed by the Department of Agriculture, Environment and Rural Affairs (DAERA): • compile information on the exercise of its functions under section 1 of the Act, • include that information in the public authority's own annual report; and • send a copy of that information to DAERA.
3.0	Recommendation

3.1	To note the completed annual Rural Needs Annual Monitoring Report for period 1 April 2024 – 31 March 2025 (Appendix I) and submit to DAERA to meet their requested deadline of 20 June 2025.
4.0	Resource implications
4.1	No financial or resources implications are anticipated.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i> It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations ☒
5.2	<i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i> Yes ☐ No ☐ If yes, please complete the following: The policy (strategy, policy initiative or practice and / or decision) has been equality screened ☐ The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation ☐
5.3	<i>Proposal initiating consultation</i> Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves ☐ Consultation period will be 12 weeks ☐ Consultation period will be less than 12 weeks (rationale to be provided) ☐ <i>Rationale:</i>
6.0	Due regard to Rural Needs (please tick all that apply)
6.1	Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service Yes ☐ No ☒

	If yes, please complete the following: Rural Needs Impact Assessment completed ☐
7.0	Appendices
	Appendix I: Newry, Mourne and Down District Council Rural Needs Annual Monitoring Report for period 1 April 2024 – 31 March 2025
8.0	Background Documents
	• The Rural Needs Act (NI) 2016



Appendix 2 - Template for Information to be Compiled

Information to be compiled by Public Authorities under Section 3(1)(a) of the Rural Needs Act (NI) 2016.

(To be completed and included in public authorities' own annual reports and submitted to DAERA for inclusion in the Rural Needs Annual Monitoring Report).

Name of Public Authority:

Newry, Mourne and Down District Council

Reporting Period:

April 20 24

to March 20 25

The following information should be compiled in respect of each policy, strategy and plan which has been developed, adopted, implemented or revised and each public service which has been designed or delivered by the public authority during the reporting period.

<i>Description of the activity undertaken by the public authority which is subject to section 1(1) of the Rural Needs Act (NI) 2016¹.</i>	<i>The rural policy area(s) which the activity relates to².</i>	<i>Describe how the public authority has had due regard to rural needs when developing, adopting, implementing or revising the policy, strategy or plan or when designing or delivering the public service³.</i>
Development of the Active and Healthy Communities Business Plan 2024-2025	Cross cutting	The Active and Healthy Communities Business Plan details positive actions for all the community, with specific actions identified which will directly positively impact on people living in the rural areas. An example includes actions and priorities identified in the Council's Age Friendly Strategy.
Revision of the Biodiversity Strategy	Internal	While the strategy has been developed for all the district, Council acknowledges that many of the dedicated sites are located in rural areas across the district.

There are some specific actions which will directly positively impact on people living in rural areas. Capital project delivery is an objective with the Corporate Services Directorate and some of the proposed projects identified as needed will be delivered within rural areas.

Development of the Corporate Plan 2024-2027	Cross Cutting	Council has identified the following key actions which take account of the rural needs: • Develop and implement the Local Development Plan. • Update existing masterplans and village plans in line with the emerging Local Development Plan. • Implement a Small Settlement regeneration scheme in partnership with Government Departments. • Continue to progress the Mourne Gateway Project as part of the Belfast City Region Deal. • investment programme, and other major tourism capital projects throughout the district. • Implement the Mourne Gullion Strangford United Nations Educational, Scientific and Cultural Organisation Global Geopark Masterplan 2020-2023 and Business Plan 2021-2025. • Continuing to implement our Active Travel Masterplan, Play Strategy and Community Trails Development Plan. • Establishing an Open Spaces Strategy. • Supporting the implementation of electric vehicle charging points.
Revision of the Development Naming, Postal Numbering and Erection of Nameplates Policy	Internal	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.
Development of the Digital Transformation Strategy 2030	Cross cutting	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.
Delivery of a Public Service - Publication of Validation Checklist	Cross cutting	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.

Some objectives are underpinned by supporting actions and measures of success which will have an indirect positive outcome for rural areas.		For example: - Economic development programmes can be accessed by businesses and individuals in rural areas. - Community cleanups are supported across the district in urban and rural areas. - Tree planting schemes undertaken within rural areas. - The younger, less polluting cars and cars with alternative fuel sources that the Council orders for use within its fleet will be used to carry out services across the district including rural areas.	
Development of the Council's Economy, Regeneration and Tourism Directorate Business Plan 2024-2025	Cross cutting	The Economy, Regeneration and Tourism Directorate Business Plan details positive actions for all the community. However, there are some specific actions which will positively impact people living in the rural areas. Examples include rural regeneration schemes and administration of the Department for Agriculture, Environment and Rural Affairs Micro Business Development Grant.	
Revision of the Financial Assistance Policy	Cross cutting	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.	
Revision of the Fleet Policy	Cross cutting	Due to rural access and infrastructure, the policy takes into consideration the size and type of vehicles required for effective service delivery in rural areas	
Revision the Fraud Policy	Internal	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.	
Development of a Fraud Response Plan	Internal	No social or economic needs specific to people in rural areas were identified by the Council in relation to the	

		policy.
Revision of the Gaming and Amusement Policy	Internal	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.
Development of an Information Technology Strategy	Cross cutting	This will have a positive impact for digital customers in rural areas providing reliable systems that ensure online services are available and accessible, with minimal downtime and maximum efficiency.
Development of a Legionella Management Policy	Internal	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.
Proposed Notice of Motion seeking to revise Council's current proposal related to Newry Civic Centre	Internal	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.
Development of the Raising Concerns Policy	Internal	No social or economic needs specific to people in rural areas were identified by the Council in relation to the policy.
Development of Council's Sustainability and Environment Directorate Business Plan 2024-2025	Internal	This is an overarching plan for the Directorate which outlines actions and priorities to be delivered. Specific rural actions and priorities will be identified in the service plans.

NOTES

1. This information should normally be contained in section 1B of the RNIA Template completed in respect of the activity.
2. This information should normally be contained in section 2D of the RNIA Template completed in respect of the activity.
3. The information contained in sections 3D, 4A & 5B of the RNIA Template should be considered when completing this section.