BRAND GUIDELINES

Mountsandel Discovery and Heritage Group

Our History Starts Here

MISSION STATEMENT

Mountsandel Discovery and Heritage Group is a constituted voluntary community organisation founded in March 2017.

Our aim is to increase public understanding and awareness of the uniqueness and significance of the history and heritage of Mountsandel, Coleraine and the River Bann corridor.

Since 2017 MDHG has led, delivered and participated in numerous outreach activities and local projects designed to increase understanding and awareness of Mountsandel, working with various stakeholders and delivering learning resources and experiences for our local communities.

We work hard to achieve our aims and purposes laid out in our constitution and continue to work on projects and outreach activities to promote Mountsandel.

Our History Starts Here

MOUNTSANDEL

Our History Starts Here

The MDHG brand is designed to reflect the rich history, natural beauty, and cultural significance of Ireland's oldest known settlement. At its core, the brand's main logo combines four icons alongside the title "Mountsandel" and the tagline "Our History Starts Here." Each icon has been chosen to represent key aspects of the Mountsandel area. The purpose of these icons is not only to enrich the visual identity of the brand but also to serve as conversation starters, encouraging curiosity and education about Mountsandel's history.

Our History Starts Here

ABOUT THE BRAND

The Salmon: Represents the River Bann, a key reason Mesolithic people settled here, as it provided an abundant food source.

The hazelnut: Part of the Mesolithic diet, hazelnut trees still exist in Mountsandel Wood, linking the past to the present.

The Fern: Reflects the lush woodland of Mountsandel, tying to Coleraine's Irish name, Cúil Raithin ("Nook of Ferns").

The Flint Stone: Highlights the Mesolithic tools unearthed during excavations.

Our History Starts Here

MOUNTSANDEL

Our History Starts Here

Designed for corporate audiences, this version uses the colour Norman Gold to convey a sense of professionalism, prestige, and timeless heritage.

MOUNTSANDEL

Our History Starts Here

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A vibrant and engaging version created for younger audiences, particularly in educational settings, to inspire curiosity and connect with children through a playful, accessible aesthetic.

MOUNTSANDEL

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Don't distort the logo.

Don't use the logo on a background that makes it hard to read

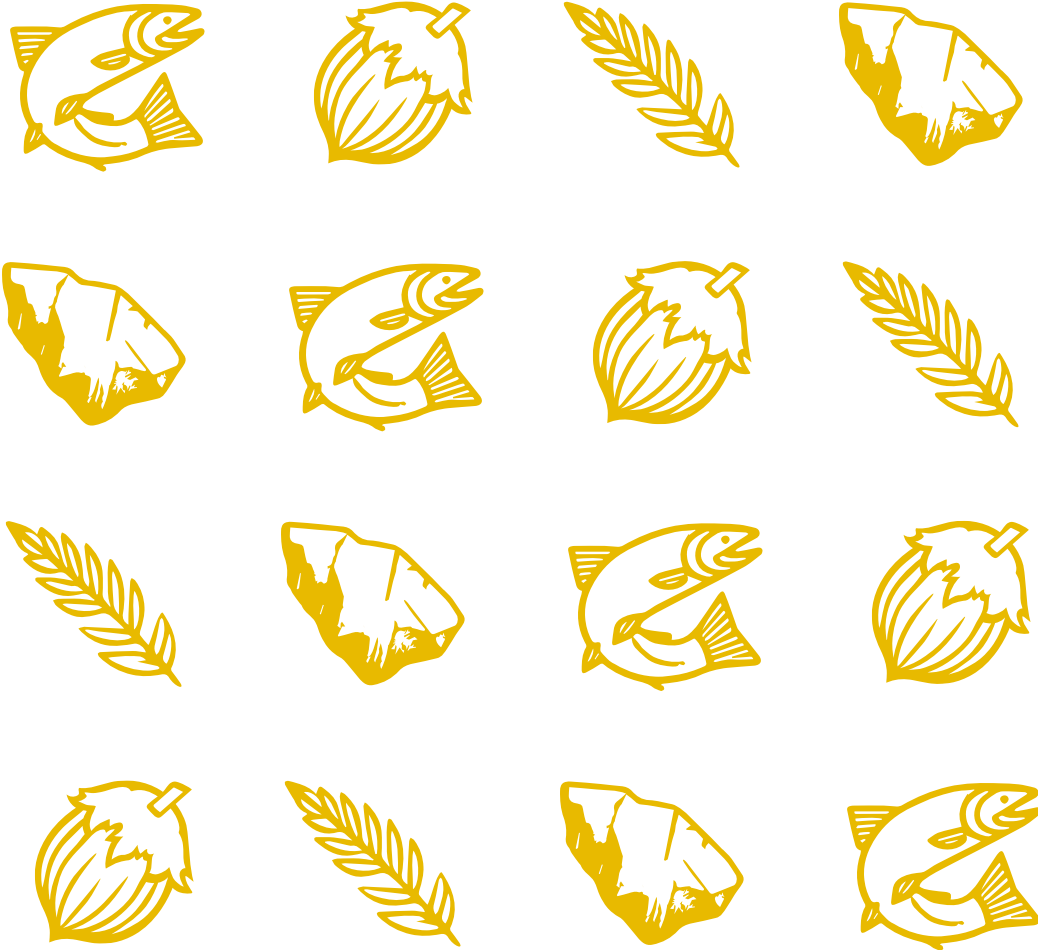
Don't change the logo colour.

Our History Starts Here

COLOUR PALETTE

PRIMARY COLOUR

NORMAN GOLD

80%

60%

HEX: #E5B922
R: 230, G: 185, B: 34
C: 11, M: 26, Y: 100, K: 0

PRIMARY COLOUR

NIGHT BLACK

80%

60%

HEX: #2B2B2B
R: 43, G: 43, B: 43
C: 70, M: 64, Y: 63, K: 65

ACCENT COLOUR

BAN-DIA BLUE

80%

60%

HEX: #3A437D
R: 241, G: 191, B: 117
C: 91, M: 84, Y: 22, K: 8

ACCENT COLOUR

HAZELNUT BROWN

80%

60%

HEX: #B27247
R: 178, G: 114, B: 71
C: 25, M: 58, Y: 79, K: 9

ACCENT COLOUR

MOUNTSANDEL GREEN

80%

60%

HEX: #56883D
R: 86, G: 136, B: 26
C: 71, M: 26, Y: 100, K: 10

ACCENT COLOUR

FLINT GREY

80%

60%

HEX: #DEDFE0
R: 222, G: 223, B: 224
C: 12, M: 8, Y: 8, K: 0

Our History Starts Here

ICONOGRAPHY

Event

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Our History Starts Here

The icons are versatile design elements that can be used individually or combined for various applications, such as creating patterns or adding visual accents.

PRIMARY TYPEFACE

Inknut Antiqua

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

0123456789

Our History Starts Here

Inknut Antiqua conveys a sense of historical heritage, reflecting Mountsandel's rich cultural significance. This typeface is to be used in titles and headings

TYPOGRAPHY

SECONDARY TYPEFACE

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

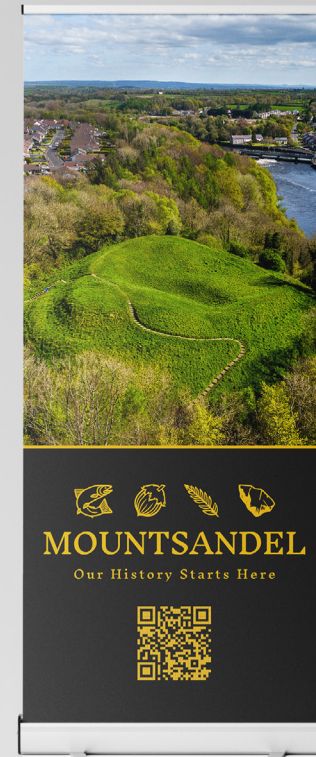abcdefghijklmnopqrstuvwxyz

0123456789

Our History Starts Here

Lato is a highly legible sans serif typeface is used for body text, ensuring ease of reading in longer content such as website text, brochures, and educational materials.

Our History Starts Here

MERCHANDISE EXAMPLES

Our History Starts Here

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