



# Brand Guidelines

North City Business Centre

**North City Business Centre** is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

These spaces are designed to meet tenants' needs and support the growth of their businesses. **NCBC** accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.

**NCBC** provides space for multiple businesses and charities to operate as tenants within each of its locations. In addition, a team of business and employment advisors offer support to small businesses and individuals interested in starting their own business. **NCBC** also offer commercial property and conference room rentals, as well as a virtual office service for those who work from home. This service enables sole traders to purchase a business address and have access to reception support.

As a result, **NCBC** plays a vital role in encouraging entrepreneurship, creating employment opportunities, and proving that successful businesses can grow and thrive in North Belfast!

Primary Logo Blue

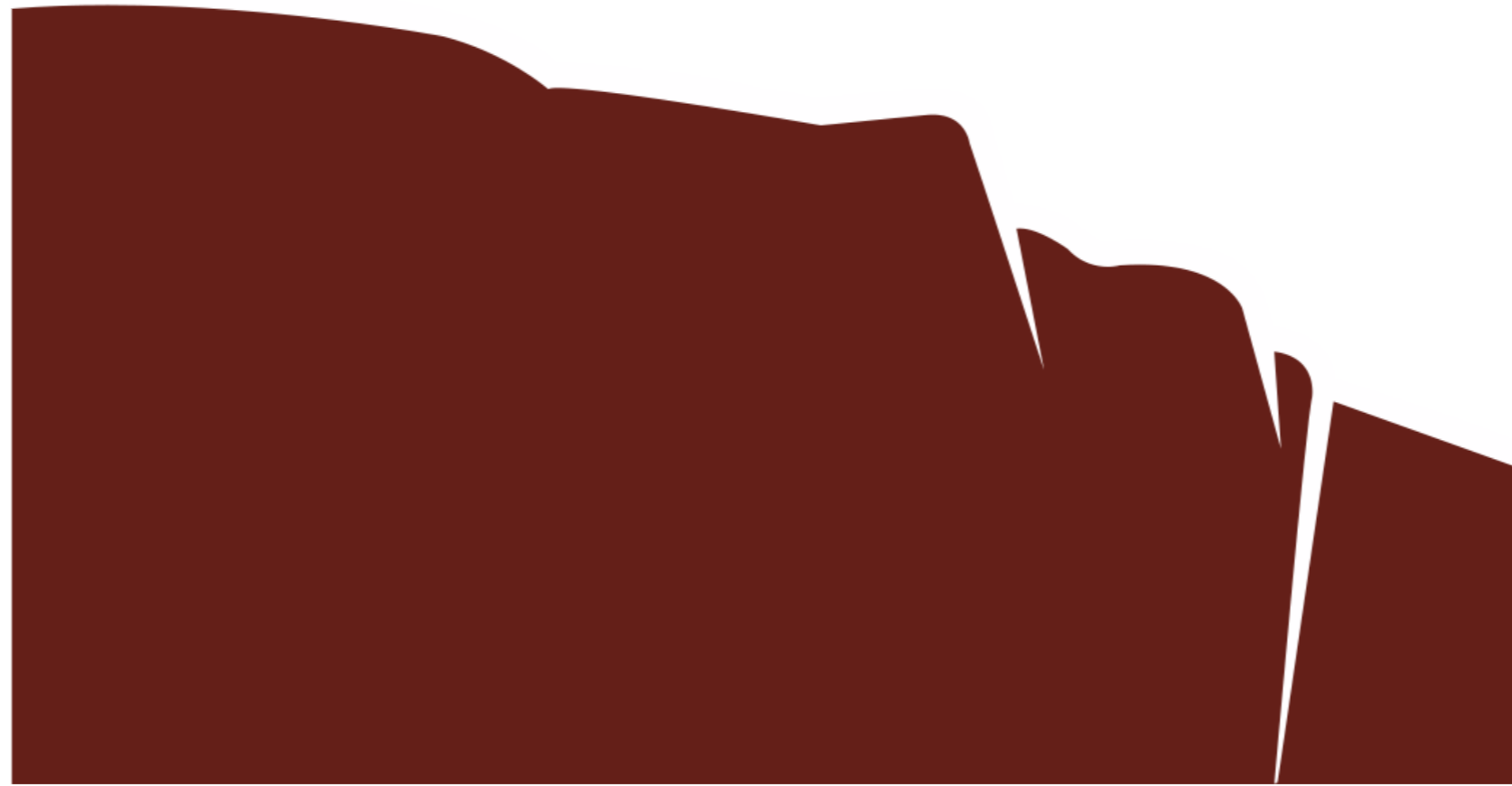


# North City

## BUSINESS CENTRE

MADE IN NORTH BELFAST

Primary Logo Red

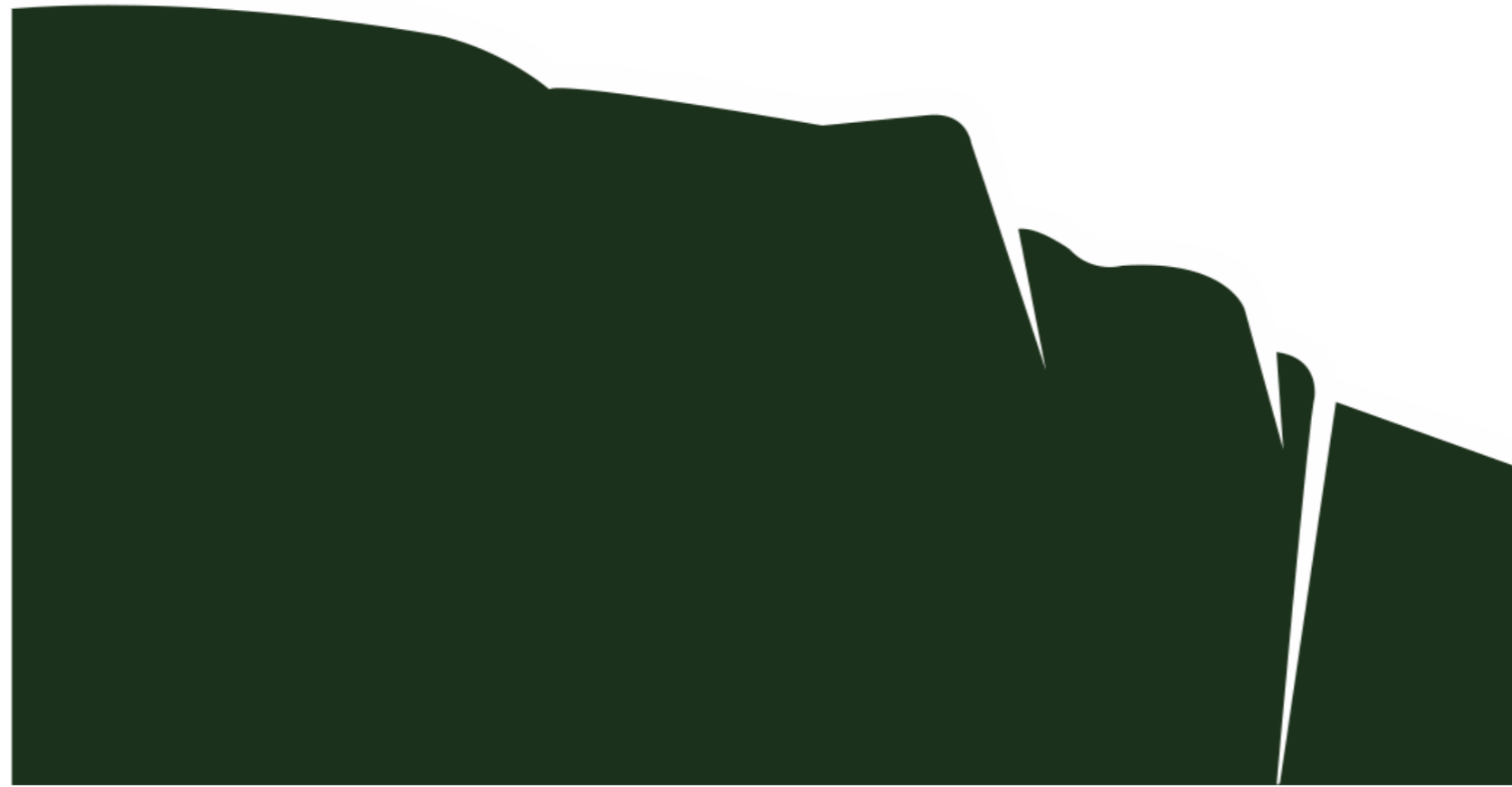


# North City

## BUSINESS CENTRE

MADE IN NORTH BELFAST

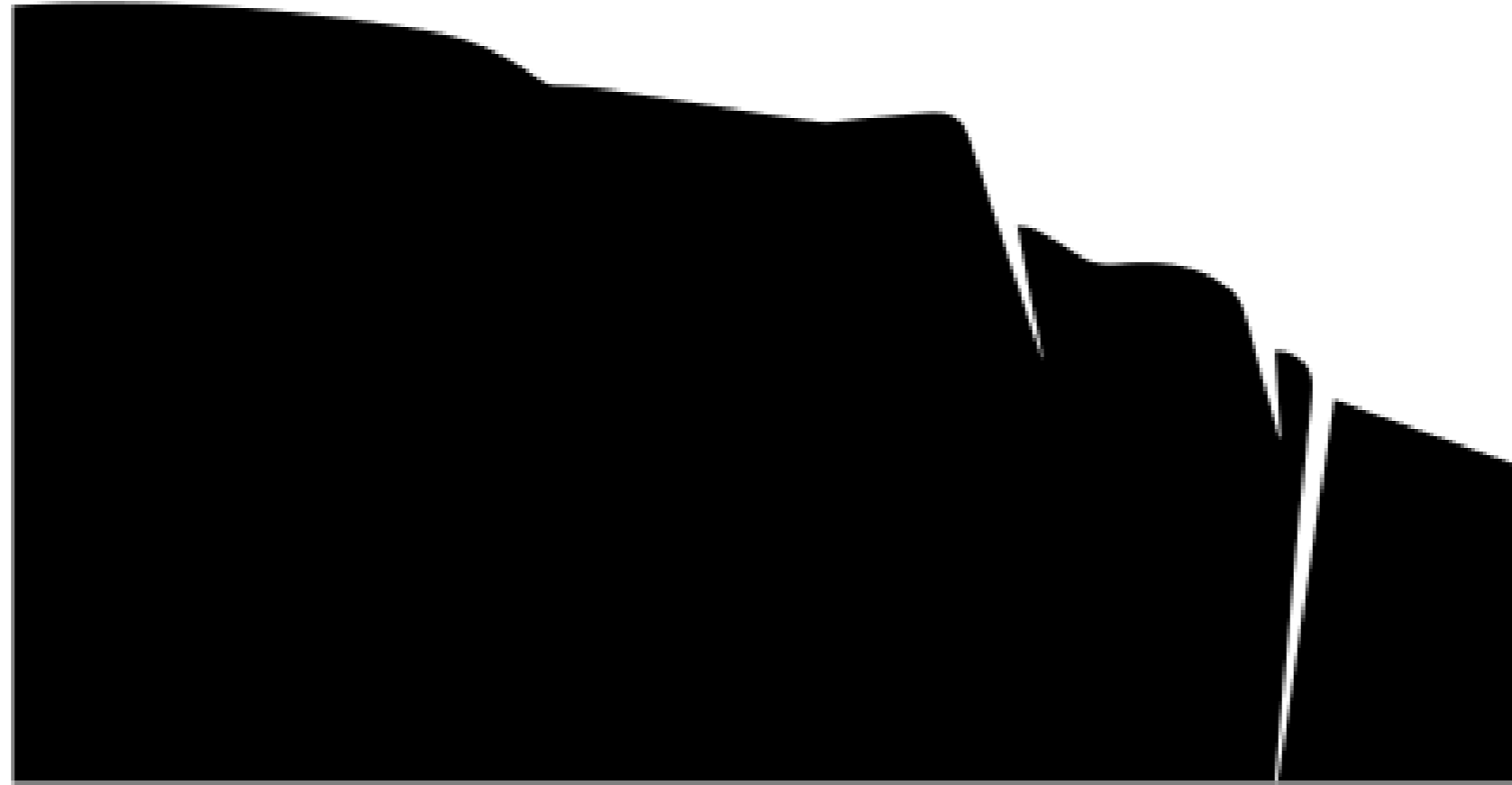
Primary Logo Green



# North City

BUSINESS CENTRE

MADE IN NORTH BELFAST



**North City**  
**BUSINESS CENTRE**



# North City

BUSINESS CENTRE

Do not distort the logo



# North City

BUSINESS CENTRE

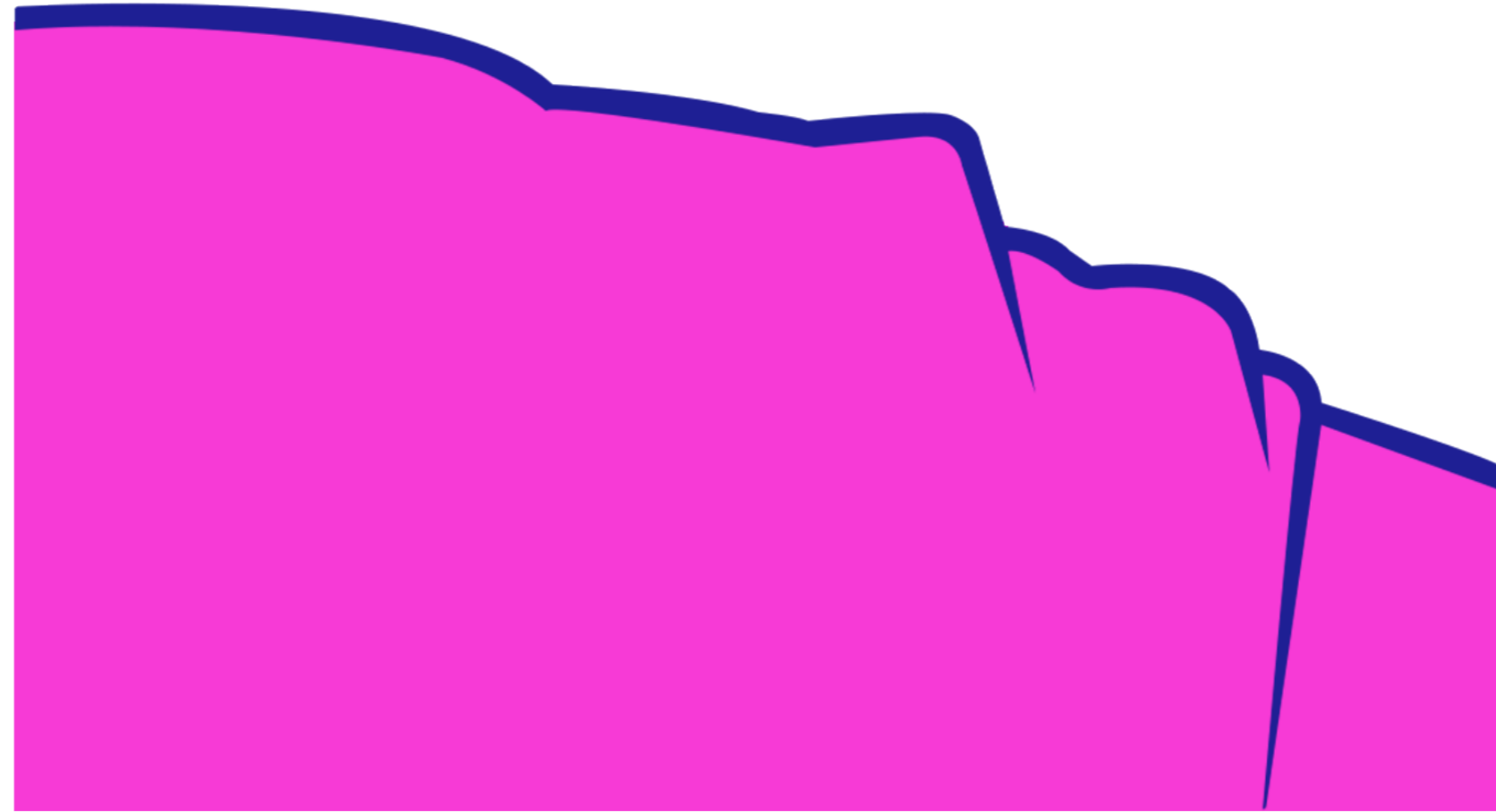
MADE IN NORTH BELFAST

Do not place the logo in front of an image



MADE IN NORTH BELFAST

Do not change the colour of the logo



# North City

BUSINESS CENTRE

MADE IN NORTH BELFAST



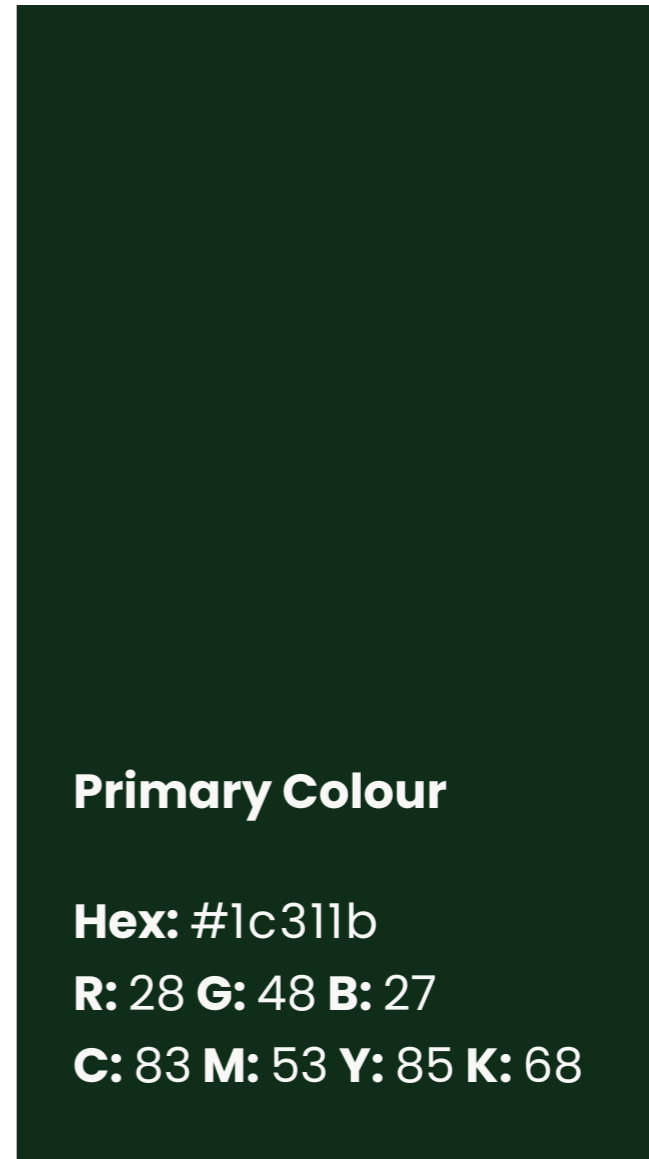
**Primary Colour**

**Hex:** #132236  
**R:** 19 **G:** 34 **B:** 54  
**C:** 99 **M:** 82 **Y:** 48 **K:** 60



**Primary Colour**

**Hex:** #0e100f  
**R:** 100 **G:** 31 **B:** 24  
**C:** 36 **M:** 92 **Y:** 84 **K:** 55



**Primary Colour**

**Hex:** #1c311b  
**R:** 28 **G:** 48 **B:** 27  
**C:** 83 **M:** 53 **Y:** 85 **K:** 68

# Montserrat

The quick brown fox jumps  
over the lazy dog

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG

1234567890

Montserrat is easy to read and has strong legibility. It offers a clean, modern typeface that is highly adaptable across a wide range of merchandise and print materials due to its extensive font family and weight options. Its style also complements modern design trends, helping the brand feel current, trustworthy, and visually appealing to a wide audience as well as giving it that professional look and feel.

## Heading

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# Business Cards



# Stationery







# Annual Report



STRATEGIC GROWTH · INNOVATION · SUSTAINABILITY



**Key Metrics:**

- Revenue ↑ 17%
- \$42M Invested in Innovation
- +26% New Clients

**Prepared by:**

Corporate Strategy Team  
**Presented to:**  
Executive Board



# Annual Report



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Window Decal





**North City**  
BUSINESS CENTRE

**About  
Our Company**

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## With Compliments

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**North City**  
BUSINESS CENTRE



**Need  
City  
Address**

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Bus Stop



Coffee Cup



Polo Shirt



MADE IN NORTH BELFAST

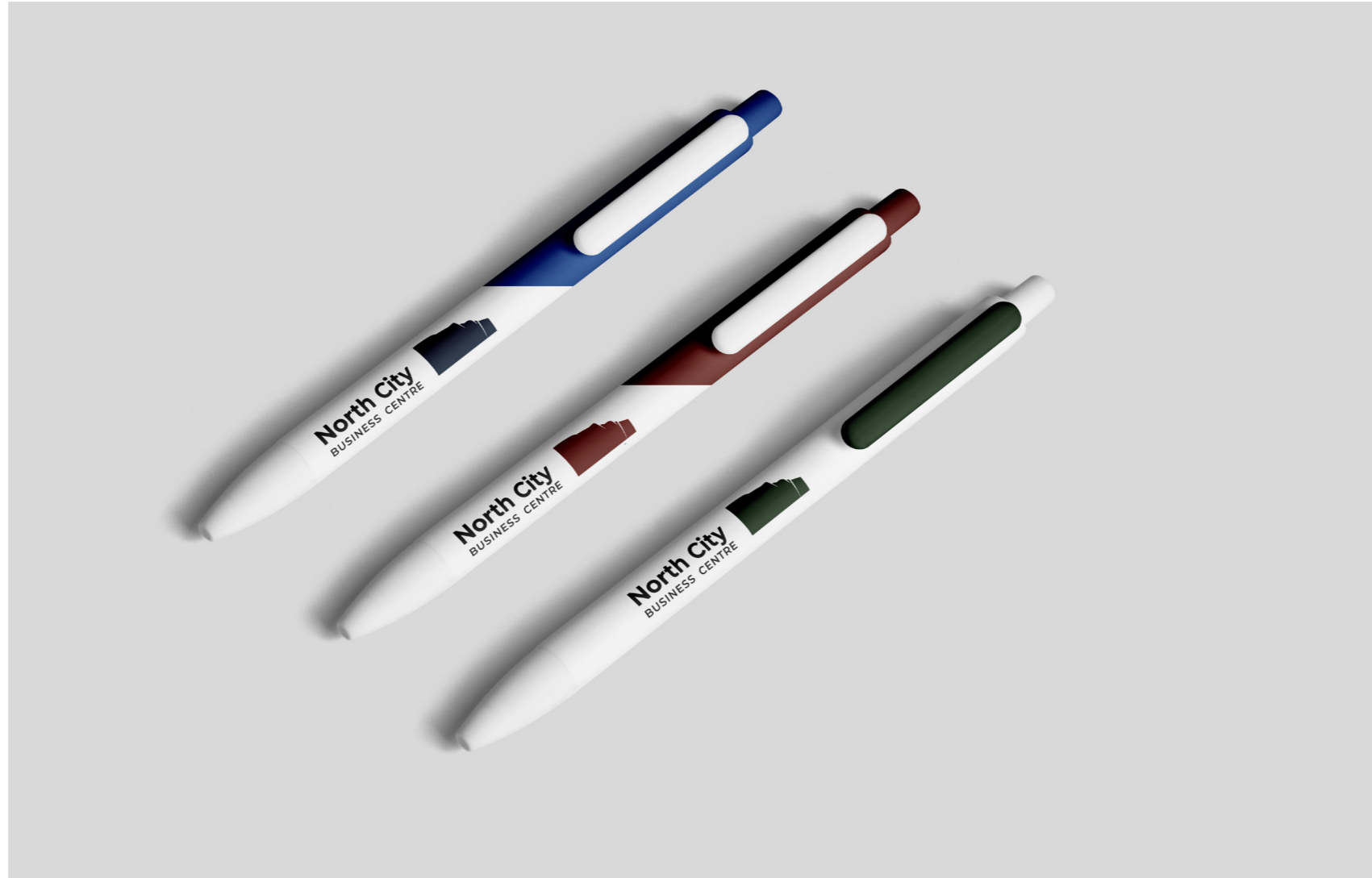
Lanyard



# Highlighters



Pens



MADE IN NORTH BELFAST

Soft Shell Jackets



MADE IN NORTH BELFAST