

Brand Toolkit

September 2025



Ulster Garden Villages

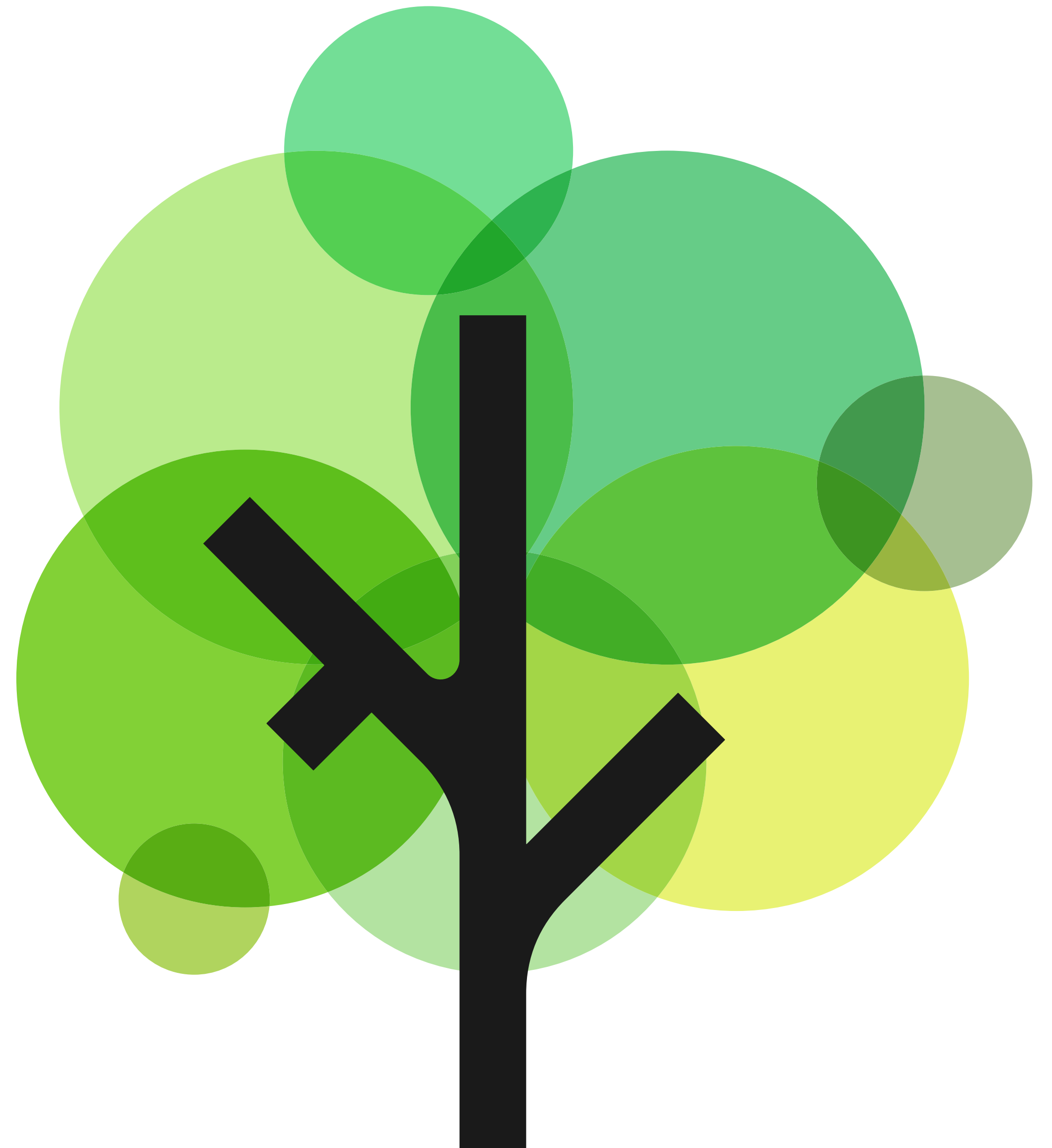
Supporting Charities. Supporting Communities.

Hello

Our brand is more than a logo, it's a reflection of decades of impact across Northern Ireland. It conveys positivity, future-thinking, and hope in everything we do.

This toolkit is here to guide you in applying the Ulster Garden Villages brand consistently and confidently. From colours and typography to imagery and rollout, each element is designed to work together seamlessly, strengthening our identity across every touchpoint.

In these pages, you'll find the tools to bring the Ulster Garden Villages brand to life with clarity, purpose, and impact.





**Supporting Charities.
Supporting Communities.**

01

How we look

01 | How we look – Logo

Primary Logo

This is our primary logo.
Always use in the main
brand colours.



01 | How we look – Logo

Stacked Logo

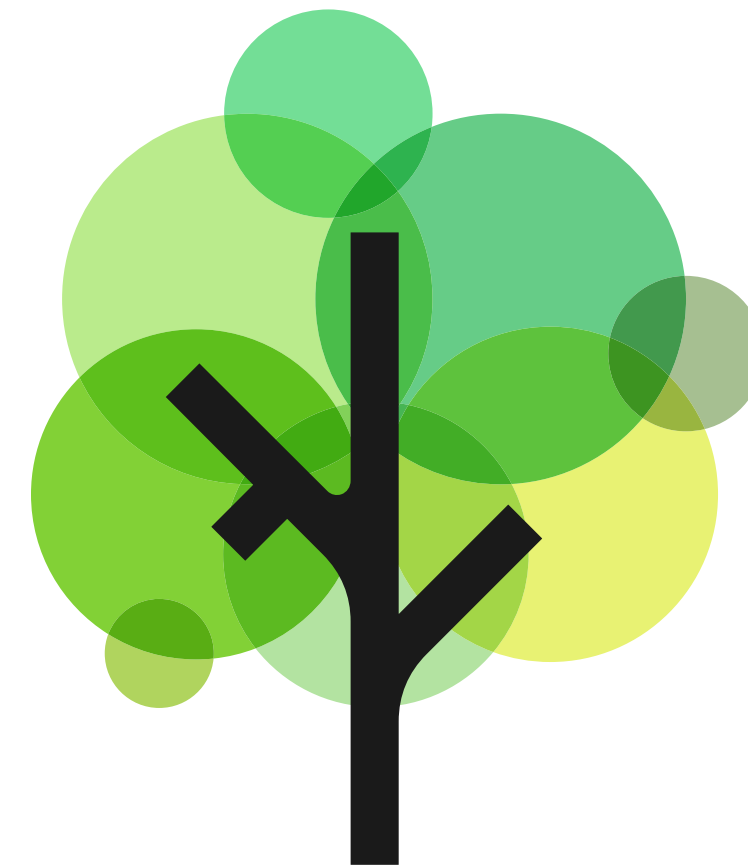
This is our secondary stacked logo. Always use in the main brand colours.



01 | How we look – Logo

Landscape Logo

This is our secondary landscape logo. Always use in the main brand colours.



**Ulster
Garden
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01 | How we look – Logo

Give it space.

Use our logo on a plain background so it's clear and easy to read.

It can sit on imagery or brand shapes if it stays legible and stands out.

Leave clear space on all sides equal to the height and width of the logo mark.

Minimum size.

Our logo must be at least 50mm tall.



50mm



01 | How we look – The do's and don'ts



Do not add gradients to Logotype.



Do not change to colours outside of the brand.



Do not add drop shadows.



Do not rotate, twist or turn.



Do not add a stroke.



Do not stretch or distort.



Do not add any effects to logo.



Do not place primary logo on low contrast backgrounds.

01 | How we look – Typography

The primary typeface for the brand is **Poppins**, a contemporary sans serif. It is user-friendly and lends to the personable tone of the brand. Poppins is also widely available on Adobe and Google Fonts.

Poppins

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890-?!.@£\$%^&*()**

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890-?!.@£\$%^&*()**

SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890-?!.@£\$%^&*()

Regular

01 | How we look – Colour Palette

This palette is an elevated take on the current Ulster Garden Villages. The vibrant greens provide a more contemporary feel while still honouring the legacy of the brand.

C: 18 M: 0 Y: 74 K: 0 R: 230 G: 241 B: 89 HEX: #e5f259	C: 34 M: 0 Y: 57 K: 0 R: 186 G: 235 B: 140 HEX: #baeb8c	C: 60 M: 0 Y: 60 K: 0 R: 103 G: 205 B: 134 HEX: #66cc87	C: 39 M: 0 Y: 74 K: 0 R: 175 G: 212 B: 94 HEX: #b0d45e	C: 36 M: 0 Y: 48 K: 0 R: 179 G: 227 B: 161 HEX: #b2e3a1	C: 55 M: 0 Y: 91 K: 0 R: 130 G: 209 B: 54 HEX: #82d136	C: 83 M: 33 Y: 100 K: 24 R: 44 G: 107 B: 24 HEX: #2c6b17	C: 91 M: 79 Y: 62 K: 97 R: 0 G: 0 B: 0 HEX: #000000	C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255 HEX: #ffffff
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01 | How we look – Imagery

The photography will mainly take an authentic and people-focused approach. Candid imagery of various funded projects would be preferable, though stock imagery can be used sparingly if appropriate.



02

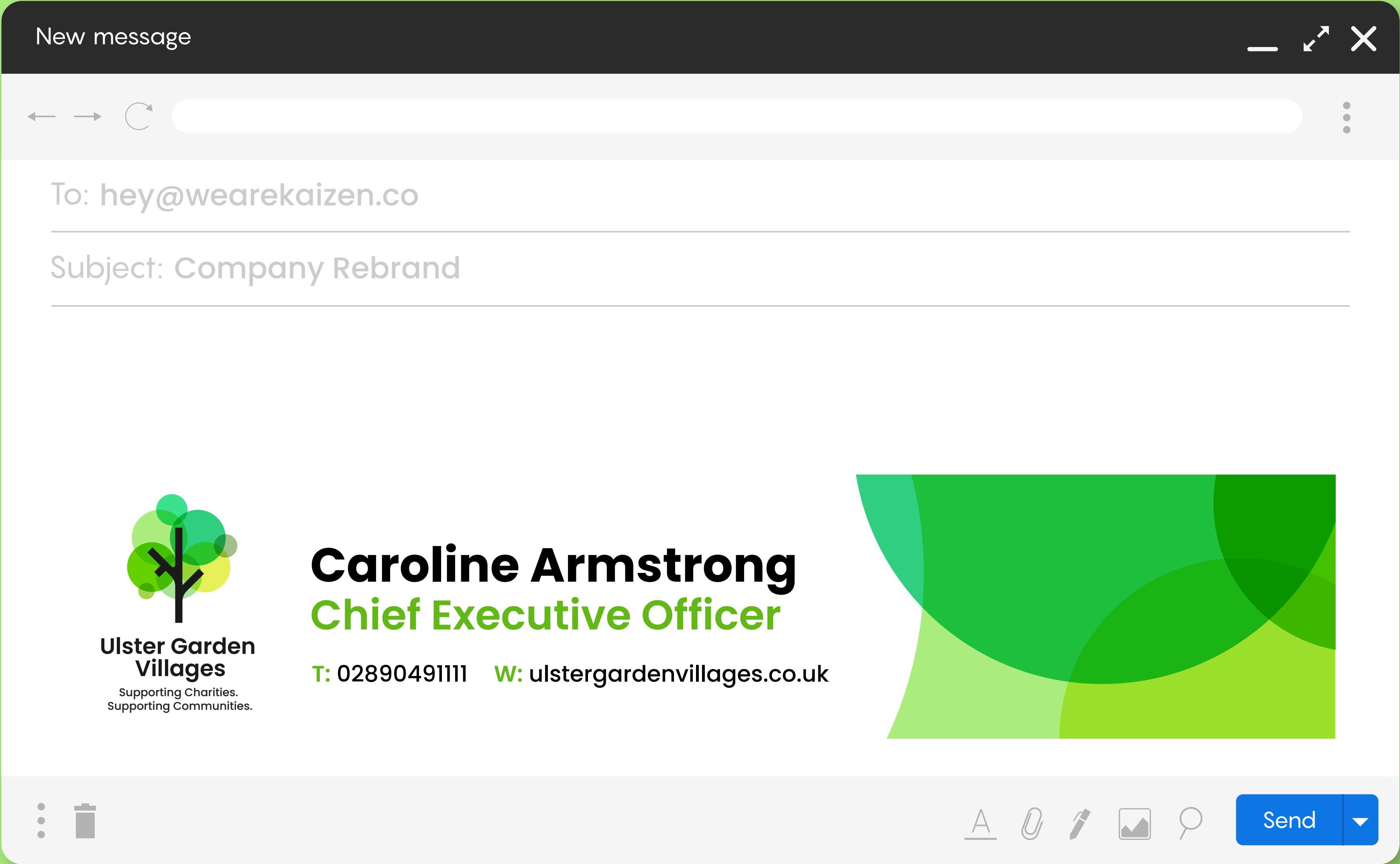
Brand in Use



02 | Brand in use – Roller Banner and Acrylic Sign



02 | Brand in use – Email Signature



Thank you



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