

on the

maritime mile



Delve into Belfast's iconic urban waterfront and centre of maritime heritage and innovation.

Feel the spirit of RMS Titanic in this bustling harbour and uncover a thousand stories packed into the atmospheric Maritime Mile by foot, bike, boat or old-fashioned tram. Take in the sights, sounds and smells of Belfast's iconic waterfront and its local neighbourhoods, historic docks and vibrant quaysides.

Step aboard SS Nomadic, the original tender vessel for RMS Titanic and take cover below the decks of HMS Caroline as you experience a World War I battle. Explore the iconic Titanic Belfast to uncover stories of the first and last days of the mighty ship. Walk the remarkable slipways as you imagine Titanic's launch and comprehend the scale by climbing to the bottom of Titanic's Dry Dock. Compare the old with the new as tomorrow's shipbuilding technology is unveiled at W5, the science museum.

Grab a snack at the local street-food markets dotted along the quayside or relax over afternoon tea in Titanic's historic drawing offices, now a luxurious hotel. Make sure to pause at the gigantic Samson and Goliath cranes, which still dominate the city's skyline or sit on the Iron Throne.

As evening falls, watch the 130-year-old Great Light beam across the Harbour, as the Maritime Mile explodes with lights – illuminating the old and the new. Stay a while longer and catch a music concert, go to the cinema, experience our fine-dining restaurants, take a river cruise... or just chill and watch the ships sail by...

Give an inch. Take a mile
maritimemile.com

1

Use the logo



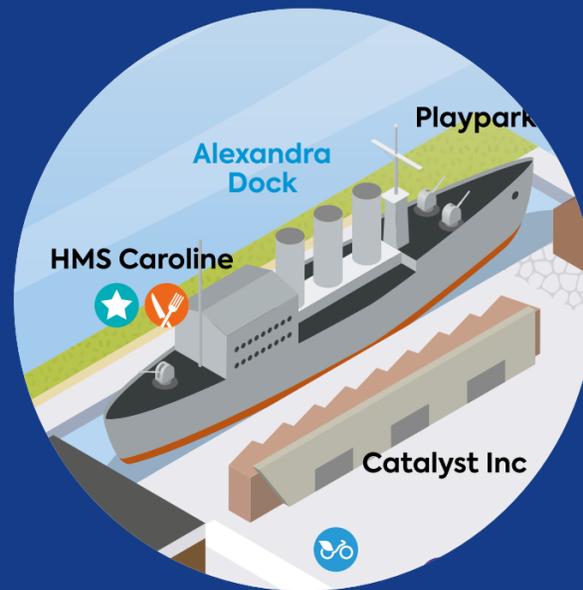
2

Reference the mile



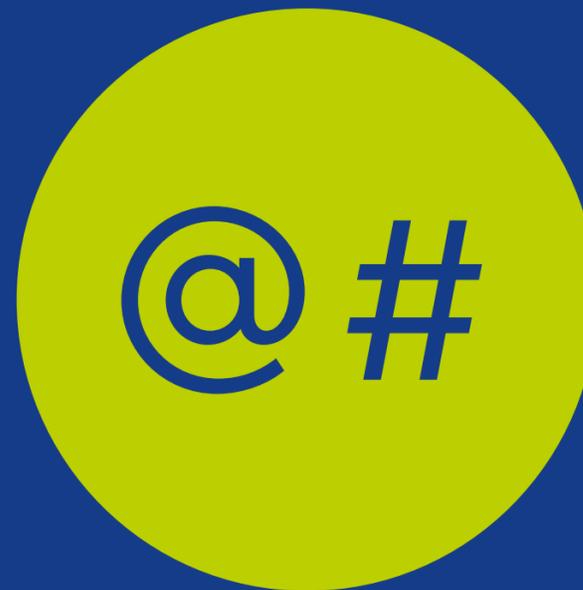
3

Use the map



4

Get social



5

Build experiences



On the Mile

A specific brandmark (logo) has been created for use by stakeholders across the Maritime Mile. This logo should only be used to promote specific activities and providers on the Maritime Mile. If a stakeholder has multiple sites then this logo may only be used in conjunction with the premises located within the Maritime Mile area.

Brandmark

The OTMM (on the Maritime Mile) brandmark should be used, where possible, in full colour against a light background colour.

Exclusion zone

The OTMM brandmark should always be surrounded by a minimum area of clear space. The area is defined by using the height of the letters from the logotype. This area of separation is a minimum and should be increased wherever possible.

Minimum size

The brandmark has been designed to reproduce, in print, at a minimum width of 24mm. Online the minimum size is set at 100 pixels wide. Minimum size does NOT mean preferred size.

The brandmark shape and colour should never be altered amended or redrawn. Correct artwork should always be used.

Brandmark



Exclusion Zone



Minimum Size



24mm



100pixels



Corporate two colour

When using the brandmark against one of the two corporate blue colours then the brandmark should appear as shown.



Single colour

The brandmark may appear in one single colour. A unique single colour brandmark has been created for this purpose. The primary dark sea blue colour should be used if possible. A black version may be used where reproduction methods restrict the use of colour.



Reversed (white)

The unique single colour brandmark may appear 'reversed' out of a colour solid or image.

On the Mile

The OTMM brandmark should be used in partnership with stakeholders' collateral to help promote the Maritime Mile as a key destination within the city.

It is important that the positioning and prominence of both identities is considered appropriately. The simple rule for using the OTMM brandmark is that it should follow on from the partner's logo in terms of its positioning on the page. This positioning is indicated in the illustrations opposite.

In certain circumstances it may not be possible (or appropriate) to use the OTMM brandmark. In these situations 'on the Maritime Mile' may be written rather than displayed as a logo. Please note that the words 'on' and 'the' are lowercase and the words 'Maritime' and 'Mile' have the first letter capitalised when used in body copy.

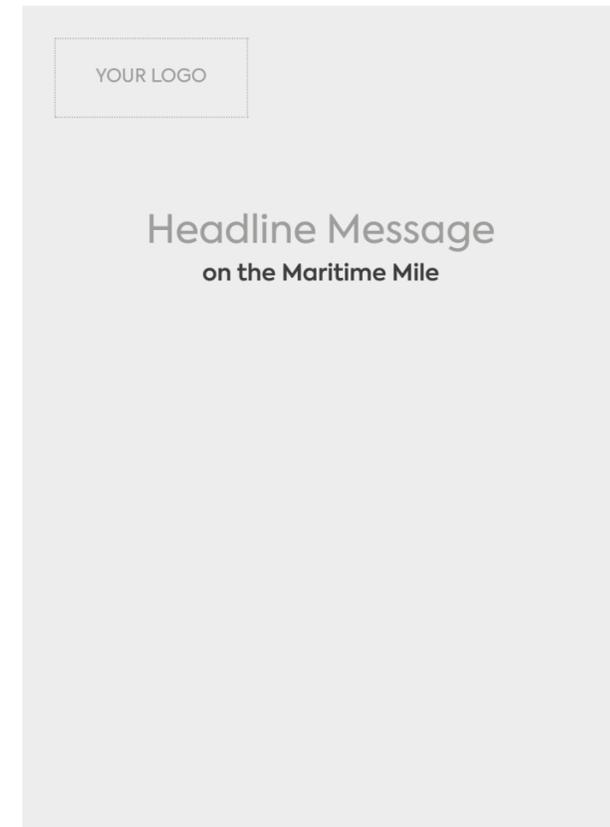
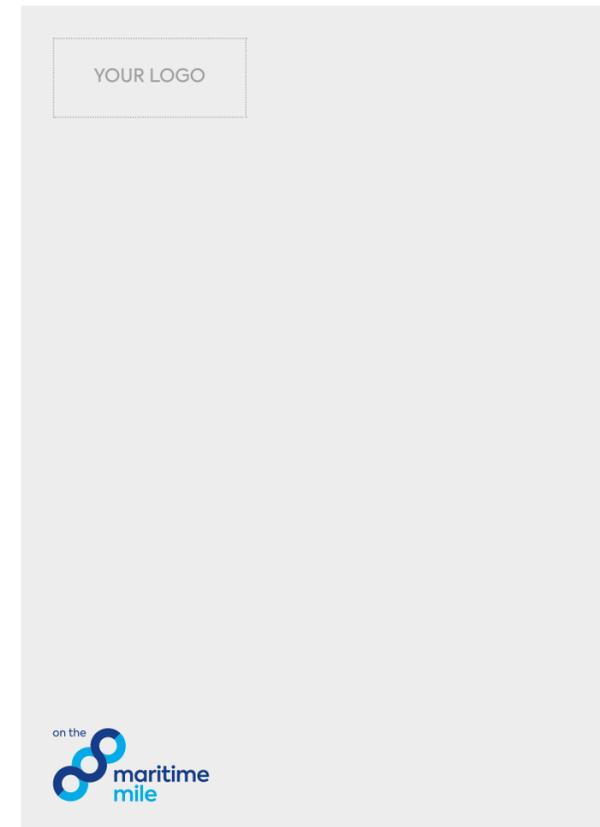
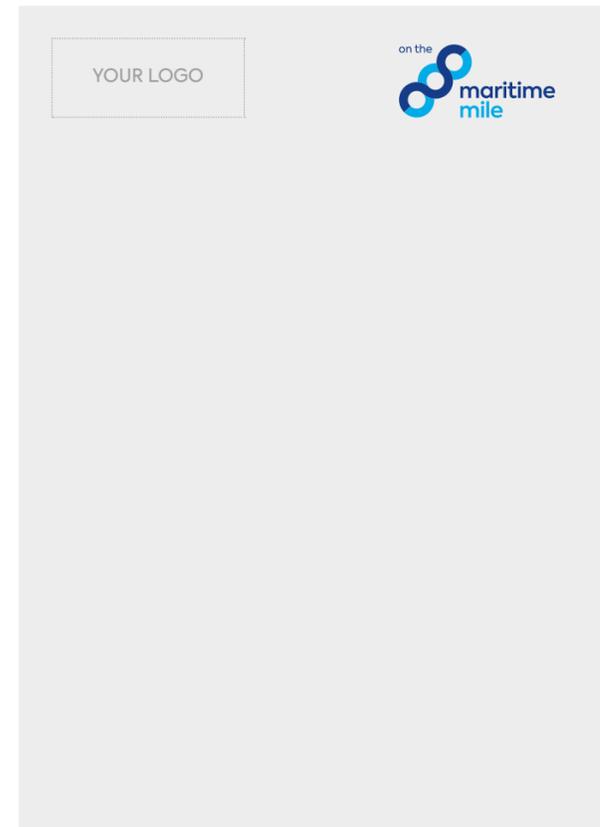
It is important to stress that the OTMM brandmark is intended for promotional use in domestic and Republic of Ireland markets rather than international.

Stakeholder logos shown here are used for visualisation purposes only.

The distance between the two elements is not fixed. It can increase or decrease as desired to suit the various publicity collateral.



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Connections

Reference the Mile

Where relevant, and possible, it is important to state that partners and their activities are located 'on the Maritime Mile'. This helps to build awareness of the area and creates a network of products and offerings across the area for the visitor/user.

Maritime Mile Map

A unique Maritime Mile map has been created to promote the area to visitors. It is a 3D illustrative map that helps the viewer to orientate themselves within the region. The map highlights attractions, food and drink venues, accommodation, public art and various transport options across the area. The map is not drawn to scale, however the relationship between buildings and infrastructure is accurate.

It is important that the map artwork is not altered or amended. However, individual partners within the Maritime Mile may use the map to promote their events and activity.

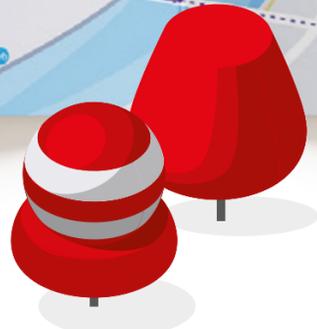
Social Media

It is important that Maritime Mile partners and stakeholders use the social media tags across all relevant platforms. This helps to create awareness and to link products for the visitor. The tags are not intended to replace the stakeholder's social media structures but to augment and add richness.

on the Maritime Mile



titanicbelfast Have you visited @titanicbelfast? @maritimemile The 6-floor building known as Titanic Belfast is the world's biggest Titanic visitor experience, which is the place Titanic herself was designed, built and launched in 1911. Photo @gfp.78 #maritimemile #titanicmuseum #titanicbelfast #belfast #belfastcity #titanic



Examples





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