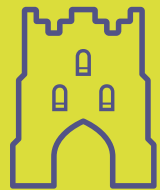


BRAND  
**GUIDELINES**



VISIT  
**EAST**  
**YORKSHIRE**

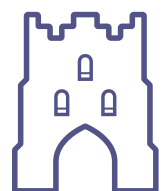
# BRAND GUIDELINES

These are the brand guidelines for Visit East Yorkshire. Our brand encapsulates who we are as a region and unites our tourism and visitor offer under a strong, evocative visual identity that we can all use to showcase East Yorkshire. It is really important that we all use this brand with clarity and consistency, so please follow these guidelines when using it and get in touch if you need any further advice or support. Thank you.

- 01. **Our Logo**
- 02. **Logo Usage**
- 03. **Adaptive Logo**
- 04. **Our Typefaces**
- 05. **Colour Palette**
- 06. **Our Icons**
- 07. **Brand Applications**
- 08. **Contact Details**

# 01. OUR LOGO

This is the Master Visit East Yorkshire logo that should be used across all materials where print and digital applications allow for full colour representation at a high resolution.



VISIT  
EAST  
YORKSHIRE

## 02. LOGO USAGE



**Master Logo** - This is the Master Visit East Yorkshire logo that should be used across all materials where print and digital applications allow for full colour representation at a high resolution.



**Black Logo** - A black version can be used where the use of colour is restricted. Always ensure that the logo is clearly visible against the background.



**White Out Logo** - A white version can be used where required reversed out of a colour or over an image. Always ensure that the logo is clearly visible against the background.



**Small Use Logo** - A white version can be used where required reversed out of a colour or over an image. Always ensure that the logo is clearly visible against the background.

The Visit East Yorkshire logo is our most valuable brand asset. It should remain consistent across our marketing materials and never be modified.

These are the VEY logos that should be used across all materials where print and digital applications allow for full colour representation at a high resolution.



**Animated Logo** - An animated VEY logo is available for use online, in presentation and digital applications. This logo animates through the three icons showing one at a time.



**Exclusion Zone** - A logo exclusion zone ensures that no other items are thought to be part of the logo. VEY logo should have an exclusion zone that is the size of the 'E' in EAST, this should be applied all the way around the logo.

### 03. ADAPTIVE LOGO

A key part of the Visit East Yorkshire brand style is the ability to have an adaptive logo that best reflects the subject of the communication.

The icons can change to suit the message. The First word of the brand can change. This is to be set in Raleway Light in capital letters with 30 letter spacing



 NATURAL  
 **EAST**  
 **YORKSHIRE**



 HISTORICAL  
 **EAST**  
 **YORKSHIRE**



 ACTIVE  
 **EAST**  
 **YORKSHIRE**

# 04. OUR TYPEFACES

## RALEWAY & BLACKER DISPLAY

Typography is a powerful tool that can add visual meaning to what we are trying to communicate. To convey a consistent message, it is important that we use the same fonts in both our internal and external communications.

VEY use a contrast of fonts to create the unique character of the region. Contemporary with a traditional twist the combination of font can be used to create an engaging typographic style. Any combination of the typeface can be used although we recommend the use of Raleway for body copy to ensure legibility.

Blacker Display Light  
Blacker Display Regular  
Blacker Display Medium  
Blacker Display Bold  
Blacker Display Extra Bold  
Blacker Display Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%&\*()

Raleway Light  
Raleway Regular  
Raleway Medium  
Raleway Semi Bold  
Raleway Bold  
Raleway Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%&\*()

# 05. COLOUR PALETTE

Our brand is underpinned with a colour palette designed to reflect the vibrant colours of East Yorkshire, which are a mix of rich, natural and historic, and fresh, vibrant and modern. To help achieve greater brand recognition please ensure you use colours in a way that provides legibility and which complements the imagery being shown.

In addition to VEY Blue, our primary colour, we have our rich secondary colours. Think about the legibility of the colour combinations and especially the contrast of text on coloured backgrounds.

## Primary Colour

**VEY Blue**  
Pantone 7673  
CMYK 78 70 22 6  
RGB 82 83 139  
#525386

## Secondary Colours

Pantone 712  
CMYK 0 28 44 0  
RGB 250 198 151  
#fac697

Pantone 100  
CMYK 0 0 100 0  
RGB 255 242 101  
#fff265

Pantone 380  
CMYK 21 0 85 0  
RGB 219 221 59  
#dbdd3b

Pantone 7464  
CMYK 42 0 21 0  
RGB 160 213 211  
#a0d5d3

Pantone 277  
CMYK 39 13 0 0  
RGB 166 200 235  
#a6c8eb

Pantone 524  
CMYK 16 27 3 0  
RGB 218 196 220  
#dac4bc

Pantone 210  
CMYK 0 56 0 0  
RGB 241 145 188  
#f191bc

Pantone 1775  
CMYK 0 58 33 0  
RGB 241 137 142  
#f1898e

Pantone 482  
CMYK 4 21 21 0  
RGB 244 212 199  
#f4d4c7

Pantone Cool Grey 1  
CMYK 0 0 0 20  
RGB 210 210 209  
#d2d2d1

Pantone 7563  
CMYK 5 38 82 0  
RGB 239 170 62  
#efaa3e

Pantone 102  
CMYK 5 4 100 0  
RGB 251 203 0  
#feb300

Pantone 7489  
CMYK 61 11 85 1  
RGB 116 170 76  
#74aa4c

Pantone 7710  
CMYK 81 0 32 0  
RGB 0 172 182  
#00acb5

Pantone 7690  
CMYK 81 44 9 0  
RGB 44 123 181  
#2c7abb5

Pantone 514  
CMYK 29 62 0 0  
RGB 189 120 177  
#bd78b1

Pantone 674  
CMYK 11 77 0 0  
RGB 218 89 156  
#da599c

Pantone 7418  
CMYK 4 76 52 0  
RGB 229 91 98  
#e55b62

Pantone 4725  
CMYK 26 44 46 15  
RGB 177 137 120  
#b18978

Pantone 423  
CMYK 0 0 0 60  
RGB 135 135 135  
#878787

Pantone 7564  
CMYK 0 50 100 10  
RGB 225 136 0  
#e18800

Pantone 605  
CMYK 0 3 100 17  
RGB 227 203 0  
#e3cb00

Pantone 581  
CMYK 25 19 100 70  
RGB 89 84 0  
#595400

Pantone 7717  
CMYK 89 0 46 28  
RGB 0 130 124  
#00827c

Pantone 7673  
CMYK 78 70 22 6  
RGB 82 83 134  
#525386

Pantone 2623  
CMYK 70 100 25 16  
RGB 100 34 100  
#642264

Pantone 227  
CMYK 10 100 0 15  
RGB 191 0 113  
#bf0071

Pantone 1807  
CMYK 122 84 74 13  
RGB 179 63 58  
#b33f3a

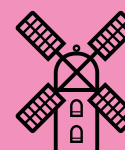
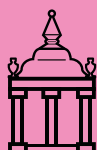
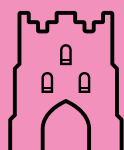
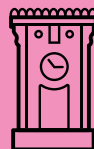
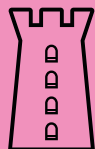
Pantone 4705  
CMYK 34 60 61 39  
RGB 129 85 70  
#815546

Pantone Black  
CMYK 0 0 0 100  
RGB 29 29 27  
#1d1d1b

## 06. OUR ICONS

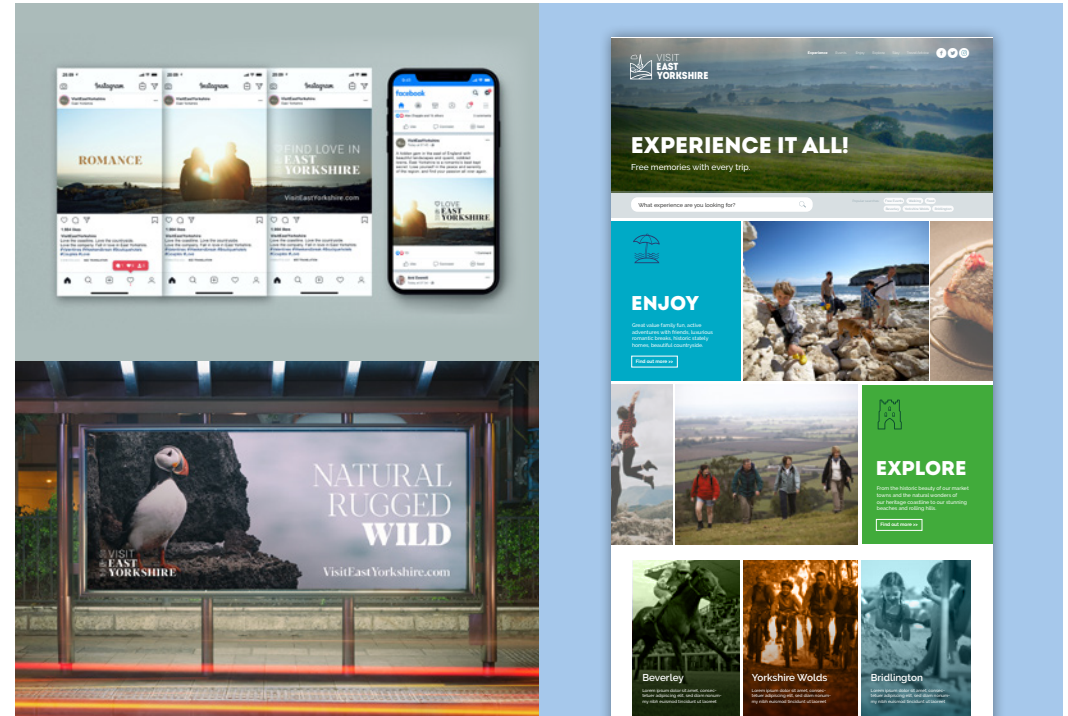
VEY has a distinctive keyline style for icons that is a key part of our brand. From coast, countryside and market town, walking, cycling and horse riding, fish and chips to fine dining. This is East Yorkshire.

These icons can be used as part of the adaptive brand to best communicate the regional or product offering which you are communicating. They can also be used as graphical elements within literature and marketing materials, both on and offline, to showcase the breadth of experiences available in our vibrant region.



# 07. BRAND APPLICATION

The Visit East Yorkshire logo, colour palette, typographic style, iconography and use of imagery, all combine to create a contemporary, rich brand style that captures the diversity of our tourism offer and brings it to life wherever it is applied.



## 08. CONTACT DETAILS

Using the VEY brand correctly is very important for the integrity of the brand. So in case you have any questions, please contact Liz Tanner at [liz.tanner@vhey.co.uk](mailto:liz.tanner@vhey.co.uk) or call **01482 391527**

[visiteastyorkshire.co.uk](http://visiteastyorkshire.co.uk)

