

Main Brand logo



Visit Hull & East Yorkshire

Logo variants



Visit Hull & East Yorkshire

Monochrome



Visit Hull & East Yorkshire

Black



Visit Hull & East Yorkshire

Yellow alternate for dark coloured backgrounds



Visit Hull & East Yorkshire

White with yellow placemaker



Visit Hull & East Yorkshire

White

Logo Roundel



Full colour



Alternative for dark coloured backgrounds

Logo application examples



Logo with strapline

This is the logo with the strapline for the Visit Hull and East Yorkshire logo.

The strapline should only be used in stand alone projects when there aren't any other details describing VHEY.

E.g. a joint stakeholder document for Visit England.



Visit Hull & East Yorkshire
Connecting. Supporting. Promoting.



Logo with strapline

Here is an example of the the VHEY logo with the strapline being used in a joint stakeholder report for Visit Britain.

In this scenario, the logo is included amongst a strip of other tourism logos. The strapline acts as an important descriptor for the VHEY logo in a situation where it might not be recognised or could be misinterpreted.



Logo lock-ups

Here are as examples of the strapline version of the VHEY logo used alongside partner logos in a 'lock-up' format.

Please use the most appropriate version of the lock-ups in relation to the design it is being applied to.



Visit Hull & East Yorkshire
Connecting. Supporting. Promoting.

Working in partnership and funded by:



**Local Visitor
Economy
Partnership**



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Logo clearance area

When using the VHEY logo, it is important to maintain consistency and clarity by allowing for a clearance area. No other design elements or text should be placed within this area. The clearance area is defined as the full height of the 'V' on all sides of the logo.



Brand Typeface

The typeface used throughout the VHEY branding is Poppins, which is a free to use font available from [Google Fonts](#).

Poppins

Poppins is a Geometric sans serif typeface, popular for print and digital applications. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic colour.

When creating documents please use the brand fonts Poppins Light, Regular, Medium or Bold for body copy.

Poppins Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

When using PC system fonts we would advise using Arial Bold for headings and Arial Regular for the body copy.

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Colour Palette

Core colours

VHEY Navy Blue

C 100 / M 95 / Y 41 / K 50

R 30 / G 29 / B 63

Pantone 289C

#1e1d3f

VHEY Sunshine Yellow

C 0 / M 40 / Y 96 / K 0

R 245 / G 165 / B 6

Pantone 2010C

#f5a506

Visit England Colours

Visit England have their own colour palette. You should only use the Visit England colours for the VHEY branding for co-branded applications e.g. LVEP logo lock-ups.

Visit England Red

C 0 / M 96 / Y 97 / K 0

R 238 / G 46 / B 39

#E41F18

Visit England Black

C 0 / M 0 / Y 0 / K 100

R 0 / G 0 / B 0

#000000