

# Brand guidelines

**City** region  
**Rural** powerhouse  
[yorknorthyorks-ca.gov.uk](http://yorknorthyorks-ca.gov.uk)



# Contents

- Introduction ..... 4
- Organisation name ..... 6
- Brand family ..... 8
- Logo positioning and size ..... 10
- Tone of voice ..... 14
- Tagline and call to action ..... 16
- Colours ..... 18
- Fonts ..... 20
- Typographic layout ..... 22
- Imagery guidance ..... 24
- Graphical elements ..... 28
- Accessibility ..... 34

# Introduction

The following brand guidelines are to be treated as an interim document.

From May 2024, several changes to the York and North Yorkshire Combined Authority will be happening. A mayor will be elected and priorities, a vision, mission and values will take shape.

Therefore, this document is likely to be updated in 2024. An amended brand guide will be made available then. For now, please follow these interim guidelines.



# Organisation name

Our full name is York and North Yorkshire Combined Authority. It should be written in full in the first instance.

Our organisation name can be abbreviated to YNYCA or CA. The full term must be used in the first instance.

Both geographies should be referred to - do not write 'York' or 'North Yorkshire' in isolation when stating the organisation name.

We do not use the term 'mayoral combined authority' or 'MCA' in our own writing.



# Brand family

York and North Yorkshire Combined Authority is our main brand. We also have two sub-brands: York & North Yorkshire Growth Hub, and Invest in York & North Yorkshire. When presenting our brands alongside each other, the YNYCA logo should come before the Growth Hub and Invest logos.

The YNYCA brand may also often be presented alongside our partners: City of York Council, North Yorkshire Council, and the Office of the Police, Fire and Crime Commissioner (PFCC). The logo lockup order is presented on the right.

From May 2024, the PFCC will become a sub-brand of the YNYCA and updated lockups will be provided.



Main YNYCA logo with sub-brands



YNYCA logo alongside partner logos

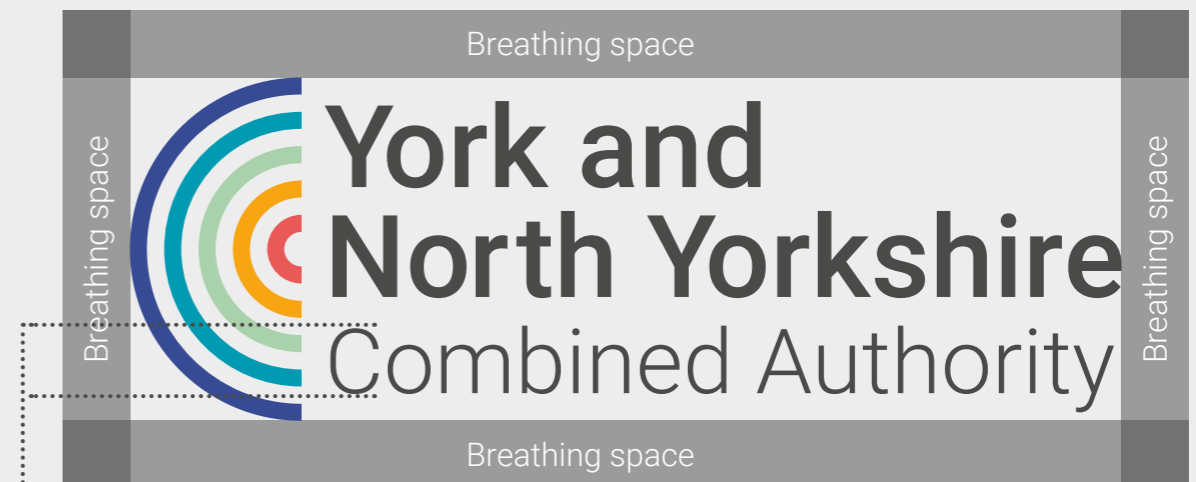
# Logo positioning and sizing

When using the York and North Yorkshire Combined Authority logo, please allow for an area or space around it. The space is worked out as shown in figure 1.

As a guide, the height of the logo is calculated at 8% of the longest edge being produced and rounded up to the nearest mm. For example, a logo to be used for an A4 piece of work is 8% of 297mm = 24mm.

The minimum usable size of the logo is 8mm in height.

Figure 1.



..... Breathing space to be left around the logo taken from this measurement.

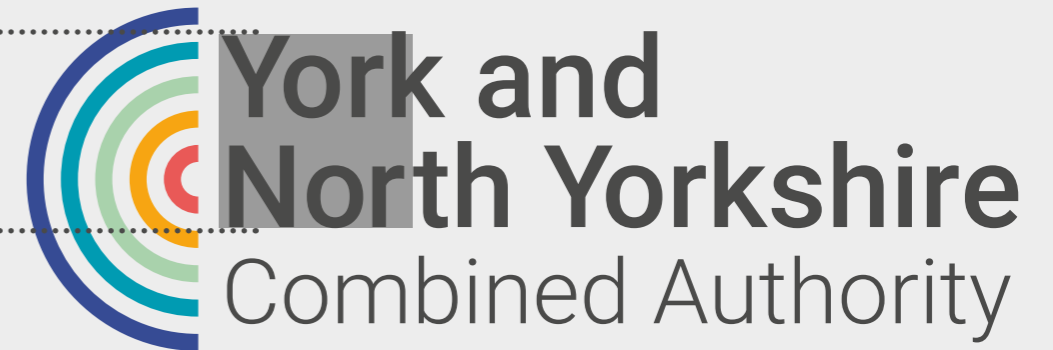
# Logo positioning and sizing

Margins for printed material are taken from the measurement shown in figure 2. For example, an A4 logo is 24mm in height, this makes the margin 14mm taken from the measurement in figure 2. See an example of an A4 margin on page 7.

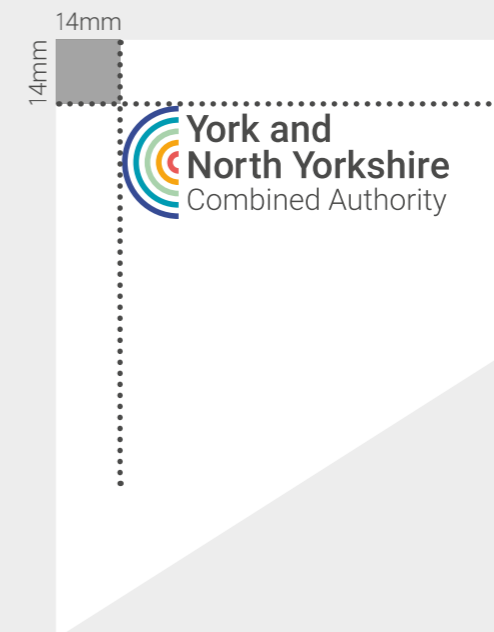
Where possible the logo should be placed against the top left margin.

Figure 2.

Margin size to be taken from the height of this part of the logo graphic.



Example of margin placement based on the measurement taken from the logo.



# Tone of voice

Our brand voice is down to earth, apolitical, and factual. We are proud to serve York and North Yorkshire. We're ambitious for the future and want to show you how York and North Yorkshire stands out. We're a **City** region AND a **Rural** powerhouse. There's more to our place than meets the eye.

Our tone of voice conveys confidence. We speak with an active voice and use language that is action focused. We speak in plain English, writing with short sentences in a conversational style.

We're committed to adding value to York and North Yorkshire, making it a great place to live, work, learn and do business.





# Tagline and call to action

The tagline 'City region, Rural powerhouse' sits together with the authorities URL and is locked together at the bottom of most assets, see figure 3. This is available as a vector graphic to maintain the correct ratio.

If the tagline is used within the body of the asset being produced the URL is used on its own.

The size of the tagline and URL can be calculated by the height of the wording in the logo being used which is shown in figure 5.

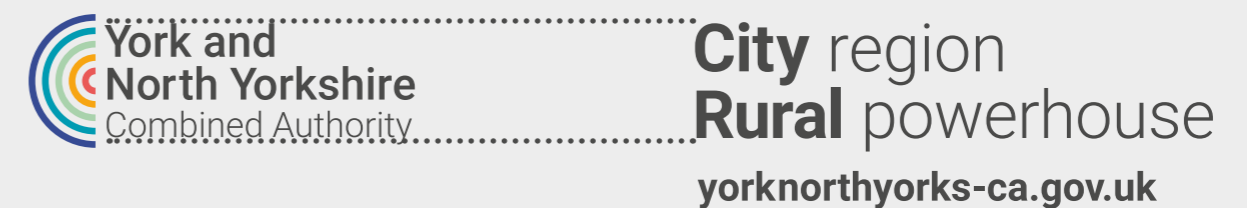
Figure 3.



Figure 4.



Figure 5.



# Colours

The main brand colours and their values for YNYCA are explained as CMYK, RGB and Hex. The colours can be used throughout a design piece to sympathetically enhance and reinforce the brand.

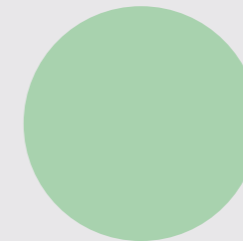
CMYK: 1/77/59/0  
RGB: 234/88/87  
HEX: ea5857



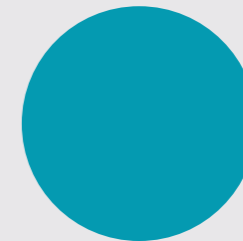
CMYK: 0/41/94/0  
RGB: 247/164/19  
HEX: f7a413



CMYK: 40/1/41/0  
RGB: 168/210/173  
HEX: a8d2ad



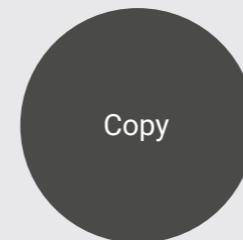
CMYK: 78/17/27/2  
RGB: 0/155/178  
HEX: 009bb2



CMYK: 90/75/6/1  
RGB: 50/84/156  
HEX: 32549c



CMYK: 0/0/0/85  
RGB: 74/74/73  
HEX: 4a4a49



# Fonts

Typography is as important as colour for a brand and accessibility.

Roboto is a good sans serif font and can be downloaded here:  
<https://fonts.google.com/specimen/Roboto>

Roboto can be used for all items.  
Arial can be used if Roboto is not available.

## Roboto

(Primary)

Thin

*Thin Italic*

Light\*

*Light Italic*

Regular\*

*Regular Italic*

Medium\*

*Medium Italic*

**Bold\***

***Bold Italic***

**Black**

***Black Italic***

## Arial

(Secondary)

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Arial Black**

\* Main font weights to use when designing.

# Typographic layout

A consistent layout is crucial for accessibility and ease of use for the reader. Figure 6 illustrates how a simple layout will look and explains how this is achieved in an A4 document which can be used as a starting point for other media sizes.

Figure 6.

# H1 Roboto Light 40pt and 45pt leading

**H2 Roboto Medium 16pt and 22pt leading  
2mm space after and 2mm space before**

Roboto Regular 11-12pt and 17pt leading with 4mm space after. 85% black to be used for copy, paragraph rules and character styles to be used.

**H3 Roboto Medium 13pt and 18pt leading  
2mm space after and 1mm space before**

Roboto Regular 11-12pt and 17pt leading with 4mm space after. 85% black to be used for copy, paragraph rules and character styles to be used.

Pullout text or quote Roboto  
Light 24pt and 30pt leading.  
Diti im as eos remi latin.

# Imagery guidance

When choosing images, we accept both stock and bespoke photography. We prefer bespoke photography where possible. If using stock, it should not look staged. Image choices should be informed by our tone of voice guidelines. They should reflect our ambitions for the future and our action focus.

Photographs should be relevant to the topic. Images should have minimal editing. They should be high quality, with no blurriness or pixelation. We don't use photos with manipulation. We prefer photography over illustrations, with only a few exceptions.

For social media, we encourage 'in the moment' photos that show our communities and businesses in action. You can find examples of suggested images throughout this guide. We also have photos available upon request.



# Suggested imagery

When choosing imagery, we prefer a focus on people. Photographs should represent our people and, as far as possible be 'real' people from York and North Yorkshire.

When representing York and North Yorkshire as a place, we want to show a side to us that people might be surprised by. There's more to our place than meets the eye. We want to show York and North Yorkshire in a new light, celebrate our diversity and our unique capabilities. We don't want to represent York and North Yorkshire, or any of the activities of the Combined Authority, simply through pictures of pretty landscapes. You should use a variety of locations from our region. Do not focus solely on images of just York or just North Yorkshire.

Collaboration, passion and pride should be clear in the images. We prefer the use of images that show our people, communities and businesses in action.



# Graphical elements

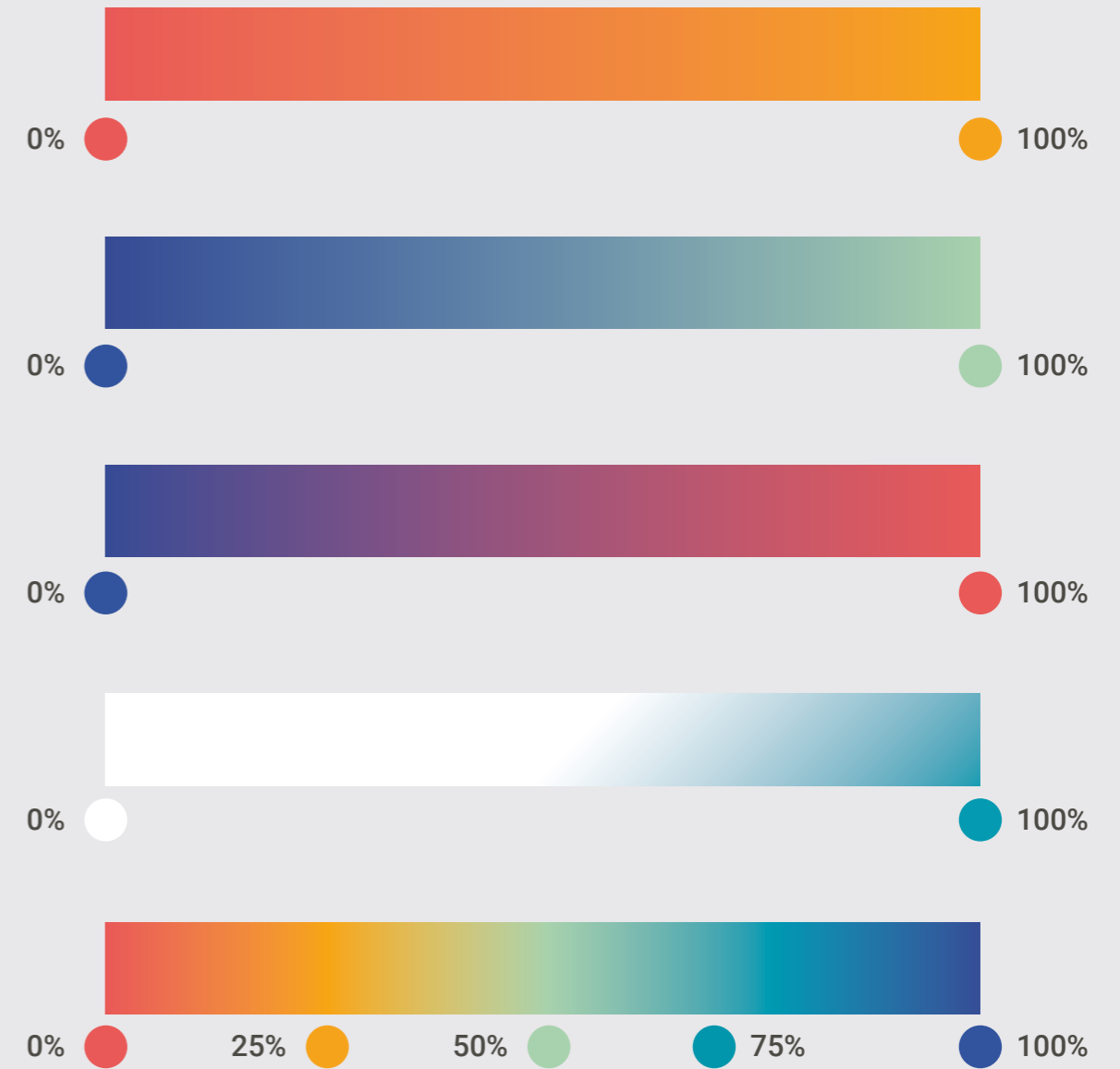
Graphical shape and image layout can enhance a brand and create a consistent theme. For YNYCA, the arcs play fundamental part in the brand as they are firmly based within the brands logo. Figure 7 shows how to best use the elements which can be combined with a simple colour overlays.

Figure 7.



# Graphical elements

Our brand also makes use of gradients. We combine our brand colours to create vibrant backgrounds and graphical elements. We recommend only using the colour combinations on the right. It's recommended to limit the use of gradients to only digital assets, as they can be difficult to print.







# Accessibility

It's important to consider how accessible our work is. Accessibility considerations when creating work include:

- Using alt text and describing images in their file names
- Using sans serif fonts at a minimum size of 11pt for body copy
- Avoiding italics and all caps where possible
- Including subtitles in videos
- Using headings to break up copy for ease of reading
- Using negative space and avoiding visual clutter
- Ensuring there's enough contrast between the colour of text and the background it's on



