



York and North Yorkshire Combined Authority

Adult Skills Fund Funding Branding and Publicity Guidance

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Introduction

We have provided the following guidance to offer third party organisations the relevant information to communicate when promoting projects that have received funding from York and North Yorkshire Combined Authority.

This guide details how logos should be used and what messaging to include to provide consistency across internal and external communications.

Referring to York and North Yorkshire Combined Authority and the Mayor

York and North Yorkshire Combined Authority (YNYCA) is a legally recognised, single body that works together with City of York Council and North Yorkshire Council.

Its role is to use some of the money and powers, that up to now have been held by central government, and work with local leaders and communities to invest in ways that will help to make York and North Yorkshire a better place to live, work and do business.

YNYCA has various funds to support projects and services that have been identified to benefit its communities.

Please do not abbreviate when referring to:

- York and North Yorkshire Combined Authority
- David Skaith, Mayor of York and North Yorkshire
- Jo Coles, Deputy Mayor for Policing, Fire and Crime

Logos

Please find logos for use when describing funding support received for the following projects:

Full colour logo



Black logo



White logo



Wording

Projects supported by York and North Yorkshire Combined Authority

[Funded / Part-funded] by York and North Yorkshire Combined Authority's Adult Skills Fund.

'[This project/Name of project] has received £ [INSERT AMOUNT] from York and North Yorkshire Combined Authority's Adult Skills Fund.'

Exclusion zone & minimum size

Please ensure that the exclusion zone and minimum size are adhered to when using our logos.

The exclusion zone allows for a clear area around the logo at all times. This area is demonstrated in the image below.

This is the minimum clear area needed around the logo.



Logo Placement

Please ensure that the relevant version of York and North Yorkshire Combined Authority's logo is included on all printed materials and digital assets.

Logos will often be placed next to those of partners. Logos must not be stacked and a clear space must be left between logos. The logos included must also appear similar in size, as shown below.



Fonts

The typeface used across York and North Yorkshire Combined Authority is JAKARTA.

JAKARTA is available as a Google font and is accessible.

JAKARTA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ?!£()&

JAKARTA SANS
JAKARTA SANS EXTRABOLD
JAKARTA SANS EXTRALIGHT
JAKARTA SANS LIGHT
JAKARTA SANS MEDIUM
JAKARTA SANS SEMIBOLD

All text should be left aligned.

Print

All printed publications that are produced as part of a funded project must reference the funding that has been received.

This includes materials such as:

- Leaflets
- Posters
- Brochures / prospectuses
- Points of display (e.g. banners)
- Invitations
- Newsletters
- Reports and papers
- Out of home advertisements

Digital

Projects that have received funding should acknowledge this across their digital channels. This includes:

- Website
- Social media assets on relevant posts
- E-newsletters
- Presentation slides

Social media

Below are the social media channels to tag in relevant posts:

York and North Yorkshire Combined Authority

Facebook – York & North Yorkshire Combined Authority

LinkedIn – York and North Yorkshire Combined Authority

X – @ynycombined

YouTube – @ynycombined

Media & PR

York and North Yorkshire Combined Authority proactively engages with media to promote projects. We would be supportive of any media activity that you would like to undertake.

If issuing a press releases regarding a funded project, the following information must be included:

1. A text reference to the funding provided by York and North Yorkshire Combined Authority.
2. The relevant York and North Yorkshire Combined Authority logo (please see 'Logos' section).

3. A quote from a York and North Yorkshire Combined Authority spokesperson.

Spokespersons with media communications

The Mayor of York and North Yorkshire is the lead spokesperson at York and North Yorkshire Combined Authority. Please refer to the Mayor as follows:

‘David Skaith, Mayor of York and North Yorkshire said:’

To obtain a quote from York and North Yorkshire Combined Authority, please contact the Press Office on news@yorknorthyorks-ca.gov.uk

Project milestones

For any projects, you must liaise with York and North Yorkshire Combined Authority to communicate key milestones.

These milestones include:

- Project launch
- Confirmation of funding
- Openings
- Key milestones (for example, one year in)
- Case studies
- Project completion
- Impact reporting

Please contact us using the details on the following page if you have any queries regarding milestones.

Contact

If you have any further questions on any of the information that has been provided in these guidelines or require any artwork files, please contact us via the email address below.

news@yorknorthyorks-ca.gov.uk