



Our logo



Our logo

Our logo can be used in various ways.

We can use the logo on dark or light backgrounds and change the colour of the text, but the 'heart' must always be highlighted.

The logo can be used in white with a red heart dependant on the media choice.

We can also use the logo on different colours by making the text a 50% tint of the background colour and highlighting the 'heart' in white.

Here are some examples.



I ♥
Skipton
yorkshire.com/skipton



I ♥
Skipton
yorkshire.com/skipton



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Skipton
yorkshire.com/skipton



I ♥
Skipton
yorkshire.com/skipton



I ♥
Skipton
yorkshire.com/skipton

Our logo – Mono

The logo can also be created out of 1 colour, in special instances where the print process is restricted.

Using tints (examples below).



Our logo – exclusion area and minimum size

Our logo should be given the space and attention it deserves. Therefore we have a set exclusion area. This area should always be kept clear from both text and imagery. The area can be measured by using the letter 'o' from the logo as a marker (as shown in diagram A). By maintaining this exclusion area our logo remains clear and confident (B).

A



B



It is also vital that our logo is clear and legible. Therefore the logo must not appear less than 34mm in length (diagram C).

C



Our logo – please don't...

✗ Do not adjust the proportions of the logo



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✗ Do not squash, stretch or distort the logo



I ♥ Skipton
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✗ Do not split the logo and use on a single line.



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✗ Do not rotate the logo



yorkshire.com/skipton
I ♥ Skipton

✗ Do not use white for the text and make the 'heart' recessive



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✗ Do not use all the same colour, the 'heart' needs to be highlighted



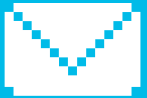
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Need some help?

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