

# Yorventure

## BRANDING GUIDE

# Yorventure

OLD

# Yorventure

NEW

## INTRODUCTION

**Yorventure is an independent not-for-profit Environmental Body** that distributes grants through the Landfill Communities Fund with landfill tax credits generated by Yorwaste.

Yorwaste operates five landfill sites throughout North Yorkshire. The tax money that Yorwaste reclaim is donated to Yorventure to distribute amongst community and environmental projects in the City of York and North Yorkshire that are within 10 miles of any of the

Yorwaste sites at Scorton near Richmond, Skibeden near Skipton, Harewood Whin near York, Caulklands near Pickering and Seamer Carr near Scarborough.

In 2006 Yorventure asked *Red Squirrel Media* to conduct a re-branding exercise.

**The following pages will introduce this process showing the new Logo and brand and outline the following:**

- Clear and simple principles of use that ensure the logo is employed to consistent effect across all of your communication activities from billboards to websites.
- Specific guidance and principles for use in areas such as focused campaign branding.
- Things to avoid when designing with the logo, branding use support and artwork downloads.

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## YORVENTURE TEXT



# Yorventure

## YORVENTURE KITE MARK



## THE LOGO AND KITE MARK

The logo was re-designed with the following motivations in mind

- Fresh look
- Modern colours
- Dynamic
- Environmentally themed
- Localised references
- Community orientated
- Approachable
- Highly legible
- Works well on a variety of colours and at different sizes

### USAGE

The logo can be used for all communication materials.

The Yorventure mark combines the flower icon and the Yorventure text.

The kite mark can be used independently from the Yorventure text.

However the Yorventure text should not be used without the superceding kite mark.



**PANTONE PROCESS BLACK C**  
c00 m00 y00 k100  
Web Hex #000000  
RGB 000 000 000



**PANTONE 376 C**  
c50 m00 y100 k00  
Web Hex #8DC63F  
RGB 127 195 028



**PANTONE 7406 C**  
c00 m18 y100 k00  
Web Hex #FFCF00  
RGB 255 209 000

## COLOUR AND USAGE

The Yorventure logo has been designed to work in a variety of different colour combinations allowing design and print flexibility

### COLOUR

Process Black [1], a leafy green [2] and a sunny yellow [3] were chosen - a modern combination that has welcoming environmental feel.

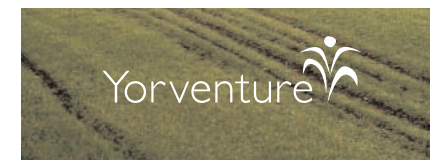
### USAGE

You may only use the positive version of the mark/icon in 3 spot colours, as

grey scale or as black [4]. 3 spot colours is the preferred option.

You may reverse out of any colour or on a contrasting photo background [5]. The preference for images or block colours must always favour black ,green or yellow.

Always ensure the kite mark clearly stands out from the background.



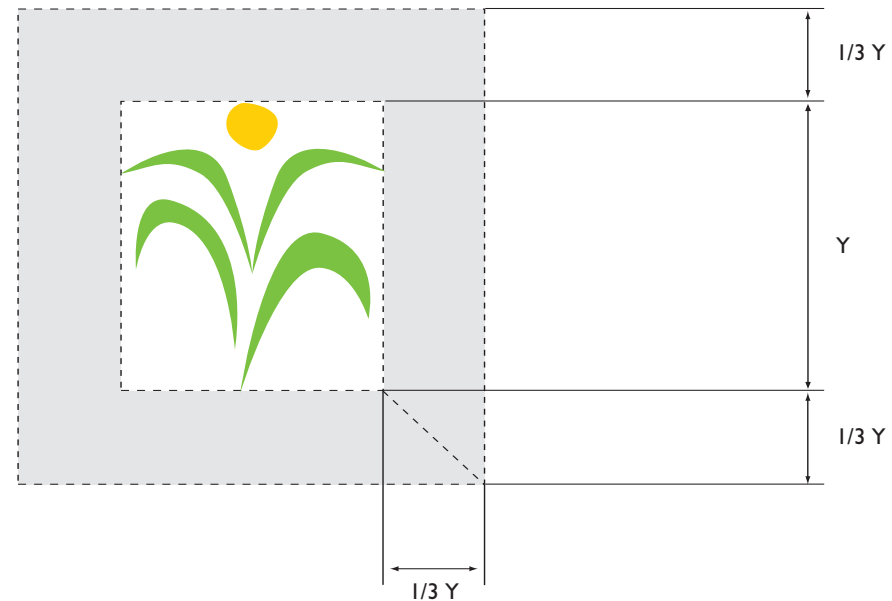


## CLEAR SPACE

Both the Yorventure text and kitemark should always be surrounded, irrespective of size or format, by an area of clear space equal to  $1/3$  of the total height of the kitemark.

This height is also the x-height of a lower case letter.

Observance of this rule is important to ensure consistent high quality results across all applications.



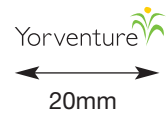
## SIZING GUIDE

A quick sizing guide is provided which defines the appropriate logo size for the most common document formats.

Exceptions to this rule include signage, where readability from distance is the key factor.

### MINIMUM SIZE

20mm is the minimum recommended size for the Yorventure Logo.



Please ensure the logo remains clearly legible at all times.

### QUICK SIZING GUIDE

	40mm	55mm	75mm	115mm	150mm	210mm
up to A5	•					
above A5 to A4		•				
above A4 to A3			•			
above A3 to A2				•		
above A2 to A1					•	
above A1 to A0						•





## AT-A-GLANCE BRANDING HIERARCHY

**A summary of the various iconography options for your campaign are shown on this page.**

### 1. YORVENTURE LOGO

At the heart of all of the Yorventure brand. It can be downloaded from the website\* and should not be edited without first getting consent from Yorventure management.

### 2. KITEMARK

The core kitemark for use in your communications and promotional

materials. It can be downloaded from the website\* and should not be edited without first getting consent from Yorventure management.

### 3. WEB LOGO

This version of the logo can be used to advertise the Yorventure website. It can be downloaded from the website\* and should not be edited without first getting consent from Yorventure management.

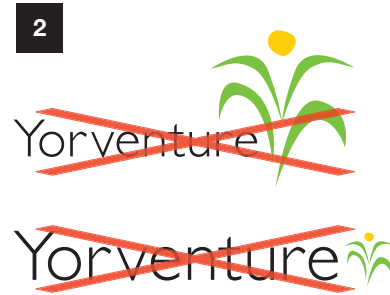
### 4. LOGO & STRAPLINE

The Yorventure logo can be used in conjunction with the strapline: “providing landfill tax credit funding for local projects”. It can be downloaded from the website\* and should not be edited without first getting consent from Yorventure

management.

These are for national use and may be downloaded at any time from:

\* [www.yorventure.co.uk/sites/branding/](http://www.yorventure.co.uk/sites/branding/)



## COMMON MISTAKES TO AVOID

Changing the basic characteristics of the iconography can easily damage its visual consistency and weaken your message.

### Things to avoid include:

#### 1. DISTORTIONS

Distorted iconography or text, as shown, is not permitted. Examples include stretching, rotation and separation of kite mark and text

#### 2. PROPORTIONS

Altering the ratio of the Yorventure logo and (kitemark and text) is not permitted.

#### 3. STRAPLINES

The approved strapline is provided as artwork downloads from:

[www.yorventure.co.uk/sites/branding/](http://www.yorventure.co.uk/sites/branding/)

No other straplines are permitted without prior permission from Yorventure management.

#### 4. COLOURS

The colour palette for the Yorventure iconography (see page 5) has been chosen for its legibility and applicability to multiple media. No other colour combinations are permitted without prior permission from Yorventure management.

#### 5. FONT

Download the Yorventure logo from

[www.yorventure.co.uk/sites/branding/](http://www.yorventure.co.uk/sites/branding/)

Do not generate your own versions using alternative fonts.

# Yorventure

## TYPOGRAPHY

Gill Sans is the chosen family of fonts for the Yorventure iconography. It is a simple clean and friendly font available for purchase for both PC and Mac platforms.

Primary font weights are light regular and bold. Italicised styles are not permitted.

### WHY GILL SANS?

Gills Sans takes its form from the typefaces of the industrial revolution.

Pioneered through the transport of goods using the national steam rail network, its prevalent use at that time was in the north of England, particularly in Yorkshire.

The font has been adopted in this region by many - it is simple, elegant, welcoming and with these localised references it made the perfect choice.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
qrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
qrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**QRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**qrstuvwxyz**  
**1234567890**

# Yorventure



## SUPPORT

For additional information on the content of this document and the campaign in general, visit:

[www.yorventure.co.uk/sites/branding/](http://www.yorventure.co.uk/sites/branding/)

Your online resource centre for artwork and guidance downloads, to incorporate the new Yorventure brand into marketing collateral

## ENQUIRIES

For all enquiries regarding use of the Yorventure logo please contact:

### Angela Pease

Community Grants Officer  
[angelapease@yorventure.co.uk](mailto:angelapease@yorventure.co.uk)

### Chris Jones

Managing Director

### Steve Maslen

Chairman

## CONTACT DETAILS

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Otley  
West Yorkshire  
LS21 3JP

## DESIGN TEAM

This guide, the Yorventure logo, website and brand was developed by **Red Squirrel Media**. You can contact them via their website:

[www.redsquirrelmedia.co.uk/contact](http://www.redsquirrelmedia.co.uk/contact)

or by calling: **01943 468 282**