

Initial Logo Guidance

Group Logo Guidance



Selby College
Staff Portal



Wakefield College
Staff Portal

Examples of where the group logo should be used include (but are not limited to):

- Group-wide policies
- Financial transactions
- Recruitment of staff
- Contracts and legal documents
- Communications to groups of staff



The individual College logo combinations along with the Heart of Yorkshire Education Group logos and Identity Guidelines can be found on the Staff Portal.

There are also **single colour** and **reversed out** versions of all the logos available for download/use.



The logos are supplied in a variety of file formats for different uses, such as **PNG** for PowerPoint, **EPS** for clothing and to supply to printing/design companies.

Please read the Identity Guidelines for more details of how to use the Heart of Yorkshire brand, these guidelines should be supplied to external printers on request.



NO

Do not rearrange the logo elements.



Heart of Yorkshire
Education Group



NO

Do not change the logo colour or tone.



Heart of Yorkshire
Education Group



NO

Do not use the wordmark without the icon.

Heart of Yorkshire
Education Group



NO

Do not distort or warp the logo in any way.



Heart of Yorkshire
Education Group



NO

Do not rotate the logo.



Heart of Yorkshire
Education Group



NO

Do not create your own version.



Heart of Yorkshire
Education Group
School of **Department Department**



NO

Do not change the typeface.



Heart of Yorkshire
Education Group



NO

Do not add gradients or shadows.



Heart of Yorkshire
Education Group



NO

Do not use on low contrast backgrounds.



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