

YORhub Brand Guidelines

September 2025





02 Assets



The YORhub logo

Designed in line with our vision for YORhub, our logo draws the eye to a ‘Y’ shape that subtly hints at construction through structural elements. These lines create a feeling of movement, referencing YORhub as a forward-thinking organisation.



YOORhub

Appearance

Safe Area

A safe area [exclusion zone] must be maintained around the logo to ensure it does not become crowded or cluttered. This area should be equal to the emerald stem of the Y, as shown opposite.

Minimum Print Size

In order to maintain legibility and accessibility, the logo should not appear at sizes below 35mm in width.

Alternative Colour Combinations

In addition to the primary logo, there are three colour variants of the logo. A black monotone version, a white monotone version and a full colour version (primary logo and frameworks only) that sits out of black.

Distortion

The logo must never appear to be distorted, stretched or rotated in anyway.



Social media

The 'Y' ident from our logo is used as our favicon across our various social media profiles. It's bold and distinctive shape ensures our brand is highly recognisable at a glance within the newsfeed.



Brand hierarchy

Our core brand – the overarching
YORhub logo – represents our
organisation as a whole.

Our font and colour palette are retained across our individual frameworks' and social value theme logos, keeping them closely aligned to our core brand and establishing independent visual identities while maintaining consistency and strengthening YORhub's brand identity and recognition.



Frameworks



Social Value Themes



Colour

The YORhub main palette consists of two colours. These two colours are Forest green and Emerald as illustrated to the right. These colours must be used on any public facing material and should be the most prominent.

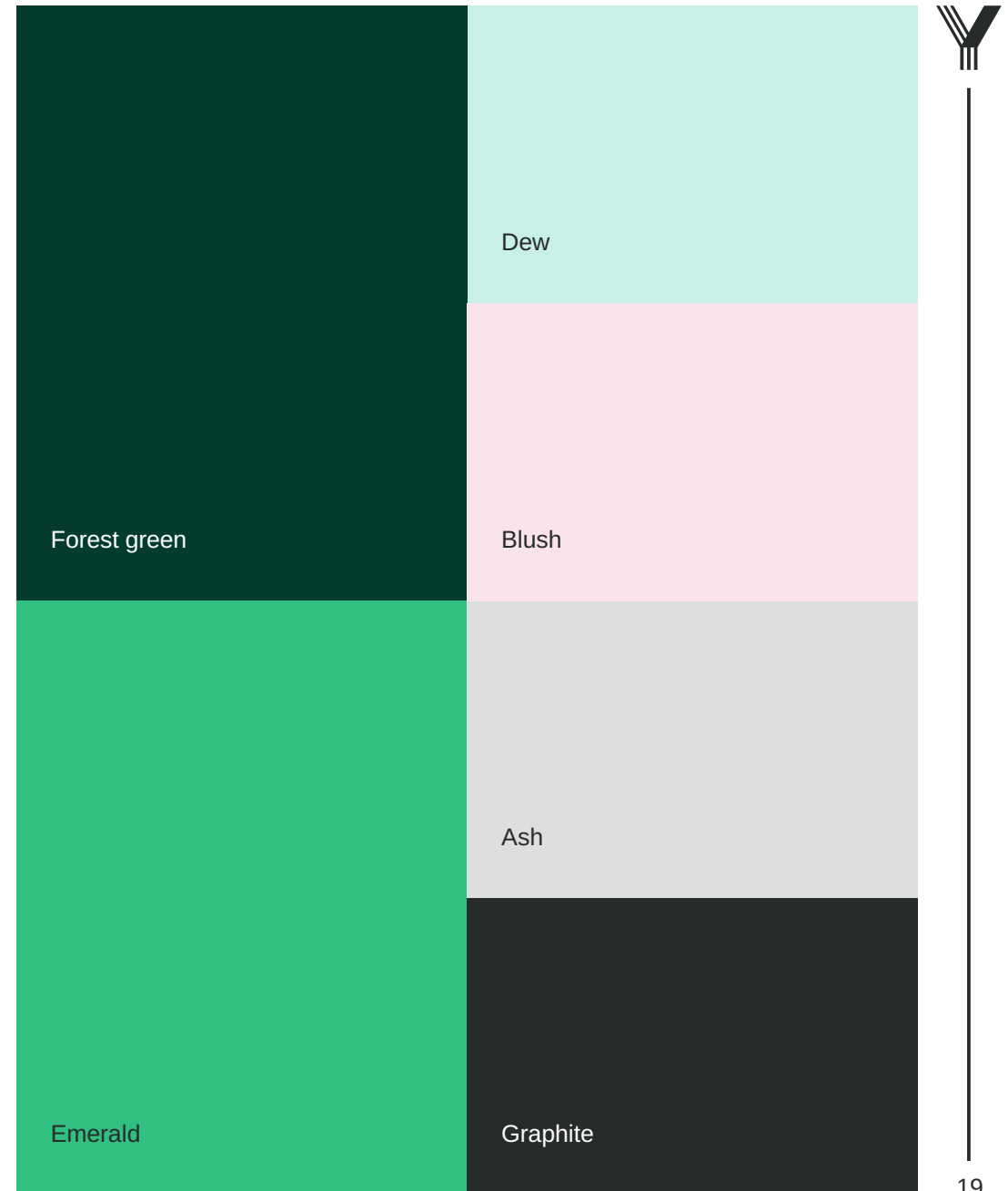
When using the colours, please keep in mind the application that is being used and arrange the correct version for that product [p20]. Digital platforms refer to the RGB and #, for printed materials refer to CMYK.

If you're unsure which breakdown you should use, please consult the YORhub team.

A secondary palette consists of three extra colours; Dew, Blush, and Ash – to give variation to the brand. These secondary colours should be used sparingly as flourishes and accents and never used in place of the main palette.

As a recommendation, keep secondary colours to a maximum of 20% usage.

Graphite should only be used for body copy.



Colour breakdown



R:3 G:60 B:45
033C2D



C:92 M:46 Y:77 K:60



R:49 G:192 B:127
31C07F



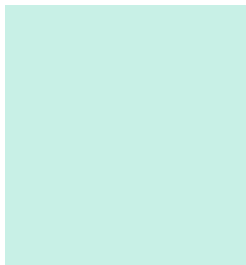
C:70 M:0 Y:62 K:0



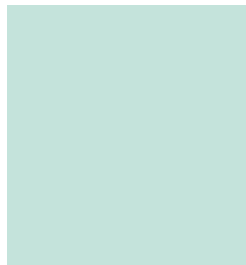
R:39 G:43 B:42
272B2A



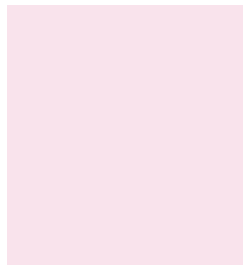
C:74 M:60 Y:58 K:71



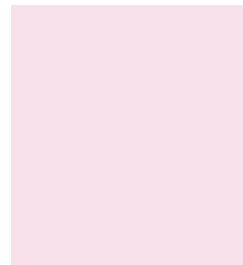
R:229 G:255 B:244
E5FFF4



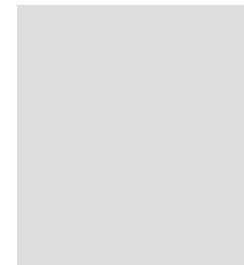
C:12 M:0 Y:9 K:0



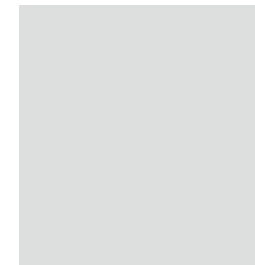
R:249 G:227 B:236
F9E3EC



C:2 M:16 Y:3 K:0



R:222 G:222 B:222
DEDEDE



C:16 M:0 Y:12 K:0

Typefaces

General Appearance

The chosen fonts for YORhub are – Tinos and Arimo.

When used on all public facing material, Tinos should be used for headers, quotes and large impact copy. Arimo should be used for all body copy.

Tinos can be downloaded here:

Tinos

Arimo can be downloaded here:

Arimo

For internal documents, emails and word-processed materials, these fonts can be substituted for Times New Roman and Arial respectively if the above fonts are unavailable.

Aa

Application

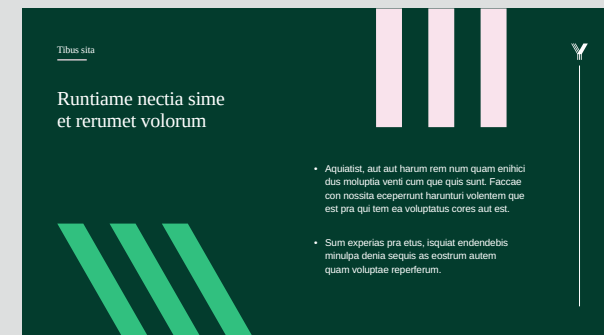
On the following pages we will show a series of example layouts that follow the YORhub brand. Please feel free to use these or adapt to your needs. For any assistance, please consult the YORhub team.

Presentations

YORhub has a master presentation deck for all external presentations. This document follows the YORhub brand and should be used where possible. There are a total of six master slides to choose from. When constructing the presentation, it is advised to ensure clarity throughout and don't overload each slide.

We have set a recommended font size for both headings and body copy throughout, this should be followed and not changed.

For heading use Tinos Regular at 32pt in Forest Green.
For all body copy use Arimo Regular at 16pt in Graphite.
Tables and annotations can be set to a reduced size, but body copy should never appear smaller than 12pt.



Application

Banner stands

YORhub banner stands are available in two versions. Each design follows the YORhub brand. Always ensure text is legible and keep all text and important information above a 70% margin. This is to avoid information being lost or hidden at the footer of the banner.

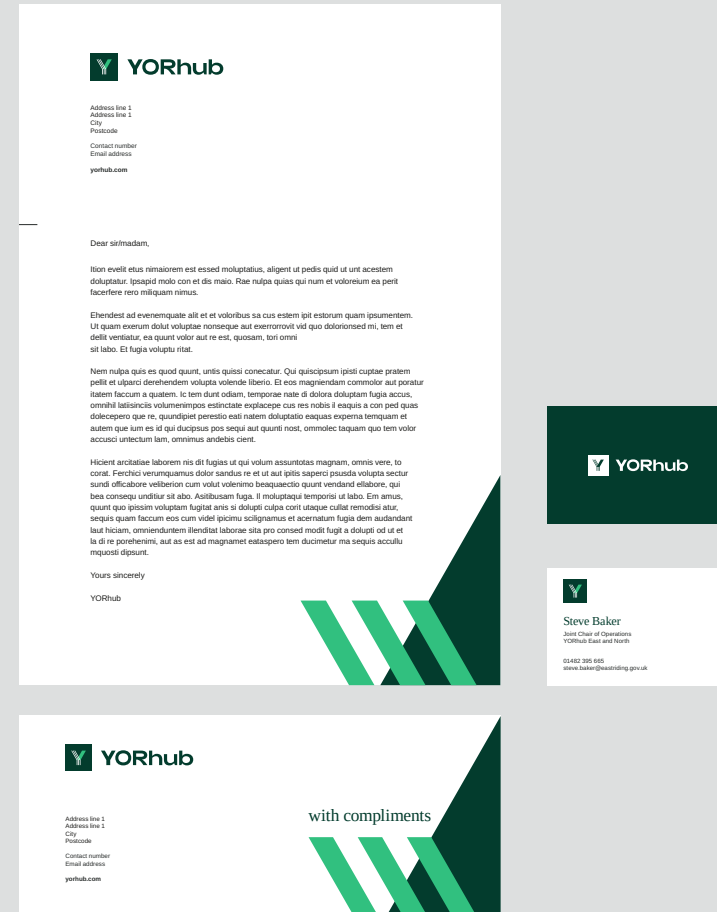


Application

Stationery

The YORhub logo should always appear in the top left with the YORhub contact details running the width of the footer on both the letterhead and compliment slips.

Please ensure maximum space available for the body of the letter. Nothing should encroach in this area. Where possible, please use Arimo for the body of the letter – should Arimo not be available, please substitute this for Arial.



Application

Social media

YORhub have four versions of social media posts depending on the requirement of the post. Please ensure the correct version is being used for your update.

These posts can also be found on the YORhub Canva account. For access to the Canva designs, please consult the YORhub team.

There are two available sizes for social media posts, these are 1080x1080px (1:1) and 1200x627px (1.91:1).



