A Yorkshire Party Guide to

Design

Yorkshire
Party
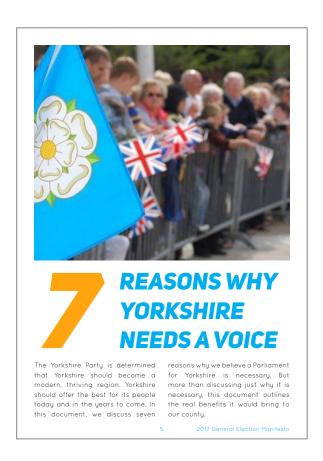
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Yorkshire Party

Design Ethos

All Yorkshire Party designs should be clear, understandable and positive. The fonts have been carefully chosen to be easy to read and dyslexic friendly. The colours have been picked to distinguish the Yorkshire Party from other political organisations and to represent a brighter future for Yorkshire.

Please use the following guidance to help you when creating your designs. For any further guidance email:

designs@yorkshireparty.org.uk

Colours

Black should be used for text all except titles, subtitles and captions.

Main Colours

The main colours are the ones to be used on the majority of Yorkshire Party resources to ensure consistent branding. The blue originates from the blue field of the Yorkshire flag, the white from the white rose of York, and the gold represents the Yorkshire Party's aspiration to create a more prosperous future.

Yorkshire Blue
RGB: 0, 174, 239
CMYK: 100, 27, 0, 6
Hex: #00aeef

White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0,
Hex: #ffffff

YP Gold
RGB: 255, 164, 14
CMYK: 0, 36, 95, 0
Hex: #ffa40e

Secondary Colours

Can be used when additional colour is required.

YP Grey
RGB: 156, 156, 156
CMYK: 0, 0, 0, 39
Hex: 9c9c9c

YP Green
RGB: 137, 193, 43
CMYK:
HexL: 89c12b

YP Yellow
RGB: 255, 202, 0
CMYK: 0, 21, 100, 0
Hex: #ffca00

Tertiary Colours

Darker variations on some primary and secondary colours. To be used sparingly and to contrast with colours above.

YP Dark Blue
RGB: 91, 144, 163
CMYK: 44, 12, 0, 36
Hex: 5b90a3

YP Dark Green
RGB: 111, 145, 83
CMYK: 23, 0, 43, 43
Hex: 6f9153

YP Dark Gold
RGB: 215, 183, 62
CMYK: 0, 15, 71, 16
Hex: d7b73e

Fonts and Typefaces

The Yorkshire Party fonts have been

Quicksand (click to download)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 (! @ # £ . , : ;)

Main font - use for all text other than headlines and banners. Bold may be used for subheadings and titles in text documents but should not be used for covers or banners.
Minimum size: 12pt (6pt for imprints).

Uni Sans Heavy Italics CAPS (click to download)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(!@#£.,:;)

Headline typeface to be used for large print leaflet covers, headers and banners.

Bellerose (TT) (click to download)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 (! £ . , :)

To be used exclusively for vintage posters.

Logos

Ensure the logo is placed prominently on all party material. The logo can be used with or without the strapline 'putting Yorkshire first'. Be sure to use the most up-to-date logo is used (with straight Y, no cross, and without a strapline).

For black and white material, use the monochrome version.

'Y' rose logo for icons, ballot papers and for local branch logos.

Bespoke logos may be requested from the design team for specific campaigns or events, such as general elections or LGBT Pride.

Presentation and Consistency

A few tips to ensure all Yorkshire Party designs are consistent and of high quality:

Follow the design guidance and templates, where applicable, when creating your design.

Check spelling, punctuation and grammar thoroughly (a second pair of eyes are always helpful). If in doubt, refer to the Yorkshire Party Style Sheet.

For title and headings use www.capitalizemytitle.com to ensure consistent use of capital letters in headlines and subheadings.

Avoid using BLOCK CAPITALS, bold letters or italics in text.

Keep all designs simple, visually clear and easy to understand.

Keep your message simple - don't waffle. Use images to support your point.

Try to avoid 'widowed' and 'orphaned' text (words that are on their own at the start and end of a paragraph or column).

Ten Principles for Good Design

Designs should seek to follow the Ten Principles of Good Design as outlined by designer Dieter Rams; namely, good design is:

- innovative
- useful
- aesthetic
- understandable
- unobtrusive

- honest
- long-lasting
- thorough to the last detail
- environmentally friendly
- as little design as possible

Design Request System

The Design Request System was created as a way of simplifying the design process by ensuring that the Design Team have relevant information to respond to requests swiftly and efficiently.

How to Submit a Design Request

If you require a new design creating please submit a Design Request form (click here to submit a design request).

You will need to be signed into Google.

To assist the designers be as clear as possible when explaining what you need.

Include all text, dates, location and contact details that will be needed on the design.

Specify any photos you want to be used and email them to:
designs@yorkshireparty.org.uk

#Design Request

Yorkshire Party Design Request System

Your email address (example@yorkshireparty.org.uk) will be recorded when you submit this form. Not you? Sign out

*Required

Is the design to be printed? (leaflet, poster, banner, etc) *

○ Yes

○ No

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Never submit passwords through Google Forms.

State the resource priority:
High Priority – 7 days (this week)
Medium Priority – 21 days (this month)
Low Priority – as soon as possible (maximum six weeks)

Check the imprint details are correct (this is a legal requirement).

Email Signatures

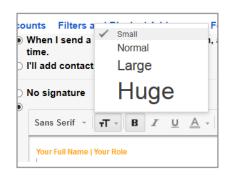To create an email signature for your Yorkshire Party email account:
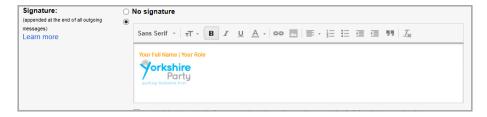

Login to your email and go to settings.

Scroll down to Signature. Type in your name as it appears in your email (no nicknames) followed by a vertical line '|' (Shift + \) then type your role.

Make the text bold, change the font colour to orange and the font size to 'Small'.

Click 'Insert Image' and upload the Yorkshire Party logo. Hyperlink image to www.YorkshireParty.org.uk and set the image size to 'Small'

Scroll down and click 'Save Changes'.