

## Logo guidelines

### What is Yorkshire Gold?

Yorkshire Gold is the region's official brand to support the London 2012 Olympic and Paralympic Games. It has been developed specifically to ensure that individuals and organisations in the region who want to show their support to London 2012 can do so without breaching the copyright associated with any Olympic and Paralympics marks.

### Can I use the Yorkshire Gold logo?

The Yorkshire Gold logo can be used by individuals and companies of all sizes and across projects and events taking place in the Yorkshire region, as long as there is no direct financial gain from doing so.

### Why should I use the Yorkshire Gold logo?

The Yorkshire Gold logo has been created to help the Yorkshire and Humber region, demonstrate its connection and commitment to the Games, and to encourage organisations and individuals to become involved.

### Do I need permission to use the Yorkshire Gold logo?

You do not need to ask permission to use the logo as long as you replicate it within the boundaries stipulated within these guidelines, but we would ask that you let us know at [admin@yorkshire-gold.com](mailto:admin@yorkshire-gold.com) as a courtesy when it is used.

### Can I use the London 2012 Olympic and Paralympic Games logos?

No - the official logos are protected by law to ensure that they are only used by those who have paid for the rights to do so.

### Describing London 2012

There are guidelines as to how to describe the the Games. As an example the first reference used should always use the full description, the London 2012 Olympic and Paralympic Games. Thereafter, 'London 2012' or 'the Games' is acceptable.

**If you have more detailed or technical questions relating to using the Yorkshire Gold logo you can obtain a copy of the brand tool-kit, available from [admin@yorkshire-gold.com](mailto:admin@yorkshire-gold.com)**

### Please do...



**DO** use the logo in the standard format, in any of the following colours:  
**GOLD:** Pantone 873cv (or C20 M25, Y60, K25)  
**BLACK:** Pantone Black (or C0 M0 Y0 K100)



**DO** reverse the logo out of gold - colours specified above. (Please note the primary use of the logo is against white).

### Please don't...



**Don't** surround the logo with a box



**Don't** change the colours of the logo



**Don't** stretch the logo



**Don't** run the logo over photography



**Don't** use the medal without Yorkshire Gold



**Don't** use the Yorkshire Gold logo without the medal



**Don't** reverse the logo out of any colour but gold