



THE
ROYAL
YORKSHIRE
REGIMENT.

The Royal Yorkshire Regiment **Brand look book**

Enabling the Regimental strategy

Introduction

Hello, welcome to our Regimental brand look book

It tells the story of what we believe in and how we bring our brand to life for our breadth of audiences.

Authentic and relevant stories are at the heart of our brand, and we invite our serving soldiers to bring their stories of life in the Regiment into our brand communications.

This look book gives you the fundamentals of The Royal Yorkshire Regiment brand. It introduces you to the new visual identity for our brand, giving guidance on how to use and implement all of its elements.

Within the framework are the elements you need to articulate The Royal Yorkshire Regiment brand.

While consistency is important, you won't find a rubber stamp. What you will find are all the tools you need to deliver a range of visual expressions. As you determine what story you want to tell and how you want to tell it, you can rely on the components of this book to help bring it to life.

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1 Strategy

Brand building blocks

The components that support our brand are vital to getting the content and quality of our communications right.

The following pages set out those building blocks.

Strategic objectives

The Regiment has seven strategic objectives

Strategic objective 1

To support the delivery and retention of one regular Infantry battalion, one experimental battalion and one reserve battalion in a whole force construct. This is our vital ground – all the other strategic objectives support this fundamental objective.

Owned by:
The Colonel of the Regiment

Strategic objective 2

To achieve and maintain 100% of revised establishment in all three battalions.

Owned by:
The Deputy Colonel of the Regiment,
supported by COs

Strategic objective 3

Encourage, enable and support every member of the Regiment to realise their potential.

Owned by:
Deputy Colonel (People), supported by COs

Strategic objective 4

Sustain a reputation for excellence across the Army and Defence.

Owned by:
The Colonel of the Regiment, supported by COs

Strategic objective 5

Nurture the Regimental family with particular focus on our Iraq and Afghanistan veterans.

Owned by:
The Regimental Secretary

Strategic objective 6

Mobilise the communities of Yorkshire as advocates of the Regiment.

Owned by:
The Honorary Colonel

Strategic objective 7

Shape the creation, and exploit membership of, The Union Division.

Owned by (time-limited):
The Colonel of the Regiment

Our ambition

To be recognised as **'Yorkshire's Regiment'**, a brand that has a strong connection internally and externally, protecting and enhancing the Regiment's future prospects.

The opportunities

The results of the field research were distilled into five key opportunities.

The research shows that the Regiment has strong foundations from which to build an exciting, own-able and unique proposition.

What we've heard from you

Opportunity 1:
Reuniting the Regimental family

Opportunity 4:
Marketing communications should be more reflective of the Regiment

Opportunity 2:
Making the Regiment's history and heritage relevant to today

Opportunity 5:
Winning over external audiences – by owning Yorkshire

Opportunity 3:
Leveraging the Regiment's differentiators to maximise its reputation

Brand positioning framework

You have strong foundations to build on in order to tell a compelling future of the Regiment story.

The defence purpose

To be confirmed

Our vision

We are Yorkshire's Regiment, at the heart of the Union Division. We will strive for excellence in everything we do, to deliver for the Army of today and the Army of tomorrow.

Our core values – what we believe in

Mutual respect;
for each other, those we serve and the wider communities we interact with. This is the non-discretionary bond of The Royal Yorkshire Regiment soldier.

Professionalism;
in our processes, work and behaviours we are expert and competent, diligent and disciplined, efficient and effective.

Humility;
we are considerate, helpful and courteous in all our actions and interactions. We are truthful, sincere, genuine and candid.

Relentless will to adapt and succeed;
we are proud of our heritage, but we will be ruthless in the pursuit of relevance to today's challenge.
We are a learning organisation where honest mistakes are not only tolerated, but seen as an opportunity to be even better. We do not take counsel of our fears and we will embrace appropriate risk.

Our Regimental motto

Fortune favours the brave.

A precept intended to regulate thought and behaviour.

Our Regimental motto

A precept intended to regulate thought and behaviour. This is a phrase with historic significance and a future-focused relevance.

It shouldn't lead our communications, but instead act as a full point or concluding remark in a spoken delivery.

The final hashtag in a social media post
[#fortunefavoursthebrave](#)



Fortune favours the brave.

Brand qualities

If we had to describe the personality of the Regiment, we could summarise it in three character traits.

We gathered input from a broad spectrum of stakeholders and we know that these are all characteristics that they believe are important to the Regimental DNA.

The characteristics we want associated with The Royal Yorkshire Regiment can be used to guide decision-making around the relevance of our stories, the words we use and the images we select.



Proposition, positioning, essence

Proposition – what we do

We are Yorkshire's Infantry; trained to fight and defeat the enemy anywhere in the world, while supporting our communities at home, and experimenting to inform the future capability of the Army.

Positioning – who we do it for

Within the Armed Forces, across the nation, and in our great county.

Essence – why believe/choose

We're Yorkshire's Infantry. Brave. Decisive. Relentless. Underpinned by compassion. We harness innovation and experimentation to stay one step ahead of the enemy. Prepared for any challenge, both now and in the future. Anywhere in the world.

Brand positioning statement

Positioning the Regiment for both internal and external audiences

Your 'elevator pitch'. It's a condensed description of who you are and what you do.

The narrative isn't exactly what we would say to everyone every time, but it gives you a reference point to start from so that you stay consistent and give people a clear understanding of what the Regiment stands for.

This will make your positioning clearer for your soldiers, stakeholders, future recruits and others.

We are The Royal Yorkshire Regiment. Brave and decisive, with over 330 years of history behind us and driven by a relentless will to succeed in everything we do: harnessing battle-winning innovation for the Army of tomorrow; and providing a highly deployable force today, to train and fight alongside allies and partner nations. Ready for anything, anytime, anywhere (County-Proud. Combat-Ready).

2 Messaging

What. Who. Where. When.

Setting out the core topics or themes you focus on throughout the year. These pillars should guide your content creation process and ensure that content is created with intention.

Adopting a thematic approach helps define how to connect with our target audiences, with what themes, through which channel and when.

A thematic approach

(-)

(+)



History and heritage

Dial up (in the right context – relevant) “Living history”



Sporting Regiment

Celebrate successes, but it’s not the core message. Dial down when on operations, core purpose – operations most important



Experimentation/innovation/operations (core purpose)



Union Division

Union Division – looking 10 years ahead. Opportunity. – ‘English component of untouchable Union Division’. – RHQ need to understand it more before putting too much focus on it.
– Do want to make something of it but not yet...



Owing Yorkshire

Can be dialled up and down.



Regimental family

Important but secondary to Yorkshire and operations?

Dial down

Dial up

A thematic approach

What could you show your audiences that best represents your expertise and why you do what you do? Which topics are most valuable and interesting to your audiences?

Always start with the story...

What's the story?



Who is it of interest to?



What's the best channel to reach them?



When?

Prioritisation of messages

To inform the content plan

Priority 1:

Priority 2:

Operational stories

Regimental news:

- Core business
- Experimentation
- County resilience
- Training/exercises

Recurring events:

- Remembrance commemoration
- The Great Yorkshire Show

Anniversaries:

- Regimental Day
- D-Day 6 June
- Battalion Days
- Waterloo Day 18 June
- Imphal Day 22 June
- Yorkshire Day 1 Aug
- Quebec Day 13 Sept
- Alma Day 20 Sept

Unique events:

- The coronation of King Charles III

Opportunistic events:

Punctuated with a drumbeat including:

- Training
- Sporting achievement
- Union Division
- Cadet activities
- Veteran activities

Tactical campaigns:

- Recruitment activity

Audience segmentation

| Internal audiences | External audiences | | |
|--|--|---|--|
| <ul style="list-style-type: none">- Regular soldiers 1st Battalion 2nd Battalion- Reserves 4th Battalion- Veterans- Families- Cadets/RFCA- Army | <p>Influencers: Local businesses</p> <ul style="list-style-type: none">- Large corporations e.g. ASDA Morrisons Arla First Direct- SMEs: Local firms- MPs: | <p>Awareness-builders:</p> <ul style="list-style-type: none">- Modern Yorkshire, general public- Dignitaries, chain gang- Charities- Educational/sports clubs | <p>Recruitment:</p> <ul style="list-style-type: none">- Attracting new recruits |

Internal audiences

| Internal audiences | What's in it for them? | What's in it for the Regiment? |
|---|---|--|
| <ul style="list-style-type: none">- Regular soldiers 1st Battalion 2nd Battalion- Reserves 4th Battalion- Veterans- Families- Cadets/RFCA- Army | <ul style="list-style-type: none">- To feel a sense of pride- To feel as one as a Regimental family- To be represented and updated with relevant content and news that reflects their experience- To be inspired and galvanized by the Regiment- To update their families and comrades in other Regiments on activity happening within The Royal Yorkshire Regiment | <ul style="list-style-type: none">- Broader audience reach via soldiers sharing social channels more broadly- A united Regimental family- A galvanized Regiment that exudes pride in its brand and the stories that it has to tell |

External audiences

Influencers

























| Influencers: | What's in it for them? | What's in it for the Regiment? |
|---|---|---|
| Local businesses – Large corporations – SMEs | <ul style="list-style-type: none"> – Access to training 'Be the best' – CSR strategy – Recruitment/fresh talent – Doing the right thing/supporting local Regiment (war in Europe) – Networking – Brand partnerships (outdoors, food, sport) | <ul style="list-style-type: none"> – Advocacy – Donations via CSR strategy – To be integrated into the business community – A credible talent pool – Brand awareness/front of mind and relevant to the community |
| – MPs | <ul style="list-style-type: none"> – Supporting the local Regiment – Supporting veterans – Doing the right thing in the local community – Building awareness – Famous for saving the last county-named Regiment | <ul style="list-style-type: none"> – Political support for the Regiment – Awareness/Regimental tie at the dispatch box – Elevation and credibility |

External audiences

Awareness-builders

| Awareness-builders | What's in it for them? | What's in it for the Regiment? |
|---|--|---|
| <ul style="list-style-type: none"> – The chain gang – Dignitaries – Charities | <ul style="list-style-type: none"> – To feel a sense of pride for their local county Regiment – To be proud of their local Regiment and to want to actively support and promote it – To build a meaningful and tangible relationship with the Regiment | <ul style="list-style-type: none"> – To feel supported and recognized by the people of Yorkshire as an essential pillar of the community – To be respected as Yorkshire's Infantry – To be a part of the conversations and plans of local dignitaries – Elevation and credibility |
| <ul style="list-style-type: none"> – General public | <ul style="list-style-type: none"> – To feel a sense of pride for their local county Regiment – To feel like the Regiment is part of the community and is relevant to a modern Yorkshire – To understand the Regiment and what it does and its impact on the community – To feel a sense of pride and want to support the Regiment | <ul style="list-style-type: none"> – To feel supported and recognized by the people of Yorkshire as an essential pillar of the community – To be respected as Yorkshire's Infantry |

Recommended audience and channel overview

| Channel | Audiences | | | | | | | | |
|---|--|--|--|---|--|--|---|--|--|
| | Internal | | | External influencers | | | External awareness-builders | | |
| Social channels Facebook/Instagram/Twitter |  Facebook |  Instagram |  Twitter |  Facebook |  Instagram |  Twitter |  Facebook |  Instagram |  Twitter |
| LinkedIn | |  | | |  | | |  | |
| E-mail (Mailchimp) | |  | | |  | | |  | |
| Events | |  | | |  | | |  | |
| PR | |  | | |  | | |  | |
| Online (Reg Association) | |  | | |  | | |  | |

3 Stories from the Regiment

The written word

We want to communicate clear and compelling messages which influence our audiences and ultimately stir emotions. We'll gain more advocates this way.

We should always be authentic and true to our vision, our values and our brand qualities.

Tone of voice

How we write is critical to cutting through with our audiences

1.
Write as a person, not a whole, and let your soldiers tell your story

Be personable, human and accessible at all times. Put names and faces to your words and stories where relevant (and safe). Let your soldiers do the talking to help forge deeper connections with your audiences and demonstrate your integrity.

3.
Keep it snappy

Less is more. Short explanations. Straight to the point. Use simple sentences and language to communicate facts clearly and openly.

2.
Be upfront, direct and transparent

Share information openly without overwhelming with the detail. Avoid jargon or complicated language that will act as a barrier and confuse your audience.



Tone of voice

Tone of voice is one of the key tools in your armoury when talking to your audiences.

Consistently using the right language for the Regimental brand will ensure coherent messaging, deepen understanding within your target audiences, reinforce the pride and belonging of your people, and enhance the way you are perceived across an extremely diverse audience.

Tone of voice

Tone

The tone of The Royal Yorkshire Regiment's voice should be driven by audience, context and platform.

Content on the M.O.D. website might include technical content and more formal language, while feature content on social media may be written in a more open and accessible style.

Voice

Voice is the character of the brand, and this doesn't change. The Royal Yorkshire Regiment's voice should be straightforward, purposeful, and powerful.

To best convey The Royal Yorkshire Regiment voice, communicators should speak and write in a clear, accurate, concise, and authoritative, though not necessarily formal, way.

Tone of voice

So, applying The Royal Yorkshire Regiment voice and tone consistently in all communications is an essential part of reinforcing the brand:

- ✓ **Use active voice – avoid passive voice**
- ✓ **Write/speak clearly – use complete concise sentences**
- ✓ **Use plain English – avoid slang, jargon or acronyms**
- ✓ **Write with authority – The Royal Yorkshire Regiment are leaders not followers.**



A marketing hook

We use alliterative copy in our headlines to bring a smart playfulness to our stories.

COUNTY-PROUD. COMBAT-READY.

Alliterative headlines

OUT-THINK. OUT-FIGHT

Full points add confidence and finality

Connected phrases

TRAINED IN
YORKSHIRE.
TRUSTED BY
OUR ALLIES.

Alliterative headlines

DRILLED IN
YORKSHIRE.
DEPLOYED THE
WORLD OVER.

House style

- Always lead out with a Regimental narrative. The whole is greater than the sum of the parts.
- Where a Battalion narrative is useful, refer to them in full, rather than using the 'YORKS' abbreviation.

1YORKS → **1st Battalion**
2YORKS → **2nd Battalion**
4YORKS → **4th Battalion**

1st Battalion AGILE, CAPABLE LIGHT MECHANISED INFANTRY

Agile, capable, light mechanised Infantry. Experts in close combat, our soldiers are brave, decisive, and equipped with highly mobile Foxhound and Jackal vehicles and the full suite of Infantry weapons. Able to deploy rapidly to operate in any conflict, combining manoeuvrability and firepower to gain battle-winning advantage. Ready for anything, anytime, anywhere.
County-Proud. Combat-Ready.

2nd Battalion THE ARMY'S NEXT GENERATION COMBAT TEAM

Agile, adaptive light Infantry force at the heart of developing, testing and challenging Infantry warfighting concepts and capabilities. The Army's next generation combat team, equipped with the latest generation of autonomous platforms and information and night vision systems, working with industry, partners and allies to win on the battlefields of today and tomorrow.
Out-Think. Out-Fight.

4th Battalion LIGHT INFANTRY RESERVE FORCE

Yorkshire's Reserve Infantry. Frequently deployed, our Yorkshire and Teesside-based Reserves participate in, support and lead some of the most challenging and demanding activities the Army Reserve undertakes. From delivering on operations to training with key allies and contributing to UK resilience with commitment and compassion.
County-Proud. Combat-Ready.

4 Photography

Capturing the moment

Images play a key part in communicating the stories we want to tell. We want them to be authentic, engaging, bringing a flavour of life in the Regiment.

Our photography should reflect our brand values. From big picture shots to training and parades. Getting the right shot, showing the best version of the Regiment is what we're about.

Photography approach

Photography and increasingly film are the most effective ways of communicating what the Army does. Iconic imagery captures moments in history and very often the deepest of human emotions – with vivid honesty and clarity. We want our audiences to feel the moment. It's not what they see, it's what they feel.

But quality is everything.

- ✓ Photography should:
 - feel emotive
 - feel authentic
 - feature people not just hardware.
- ✗ Photography should not:
 - feel staged
 - be overly stylised.

The hierarchy of creators

| | Creator | Equipment |
|---|---|---|
| 1 | MOD photographer. Logistics Corps | Using professional MOD equipment |
| 2 | Professional commission. Civilian | Using professional equipment |
| 3 | Unit comms & photography trained soldiers | Using hand held camera, GoPro or smartphone |
| 4 | Ordinary soldiers with a keenness to communicate | Using their own equipment/smartphone and knowledge |

Photography approach

Be representative

Imagery should be representative of people from different backgrounds and identities so that your audiences can see themselves represented within the Regiment.

Human to the core

While tech and innovation will play a big part in the future of soldiering, the Infantry role still pivots around human capability.

Photography approach



Brave



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Photography approach



Decisive



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Photography approach



Relentless



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Compassionate

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Imagery

Aligned to other themes

Photography approach



Family



Belonging



Regimental family

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Photography approach



Sporting prowess

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Proud



At the heart of the action

5 Walking the talk

Our visual identity in application

Here we show how all of the elements of our graphic language come together to create compelling and relevant communications.

**The single overarching idea
that we want to be known for
as a Regiment.**

Audiences:

- Regular soldiers
- Attraction/Recruiting
- Stakeholders

Out-think. Out-fight.

**It's a statement of intent.
It positions us as tactical
experts.**

OUT-THINK. OUT-FIGHT.



**THE
ROYAL
YORKSHIRE
REGIMENT.**

Narrative:
We're prepared for the threats
of tomorrow, today. Innovating.
Thinking beyond, ready for
what's next. The best soldiers,
operating in the best way.

Intelligent
Smart
Forward-thinking

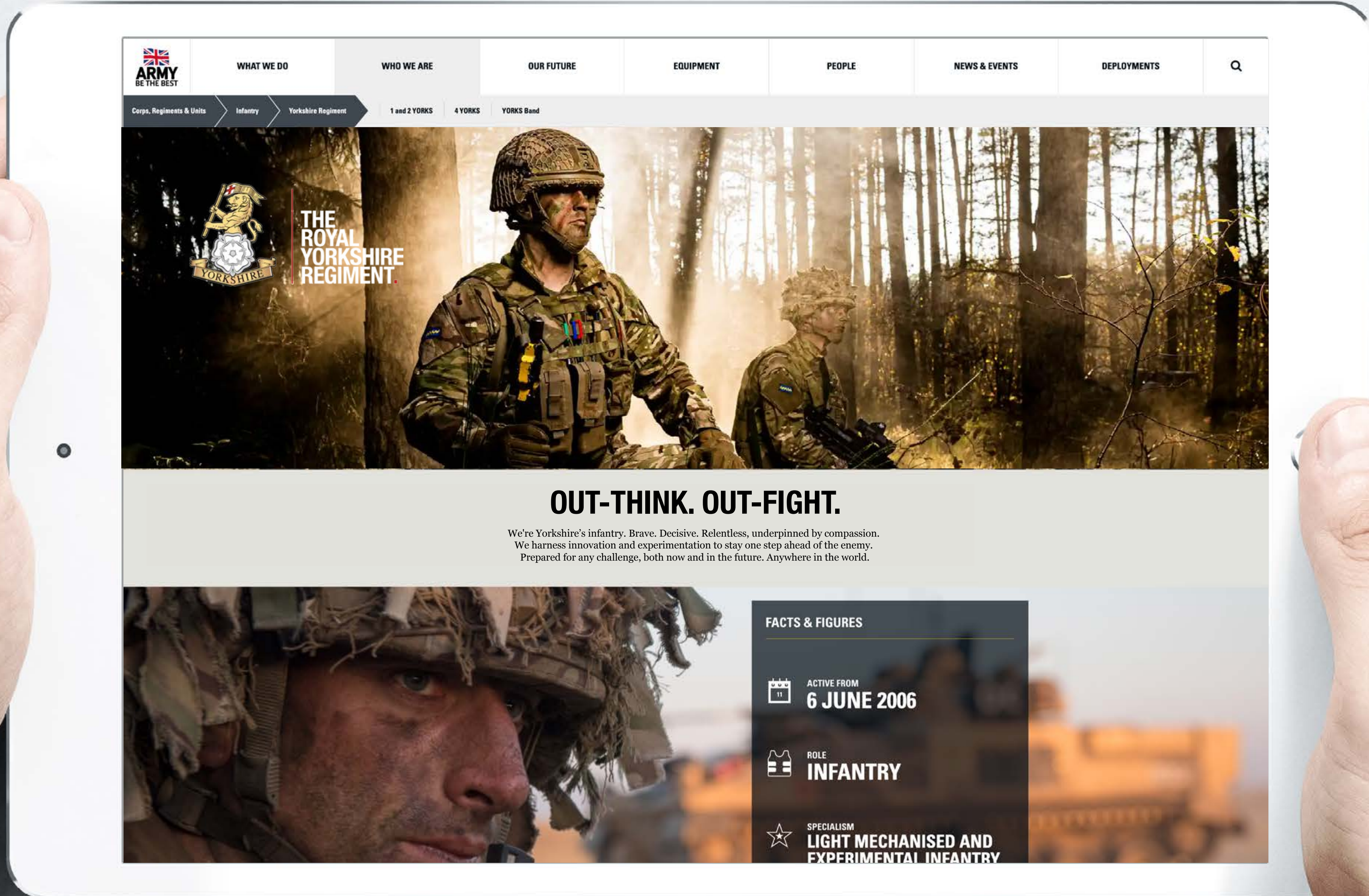
Brave
Relentless
Agile

OUT-THINK. OUT-FIGHT.

Analysing enemy strategy
Staying one step ahead
Operational excellence

Prepared
Ready for anything
Confident, a Yorkshire
character trait

Application



JOURNAL

SPRING 2022
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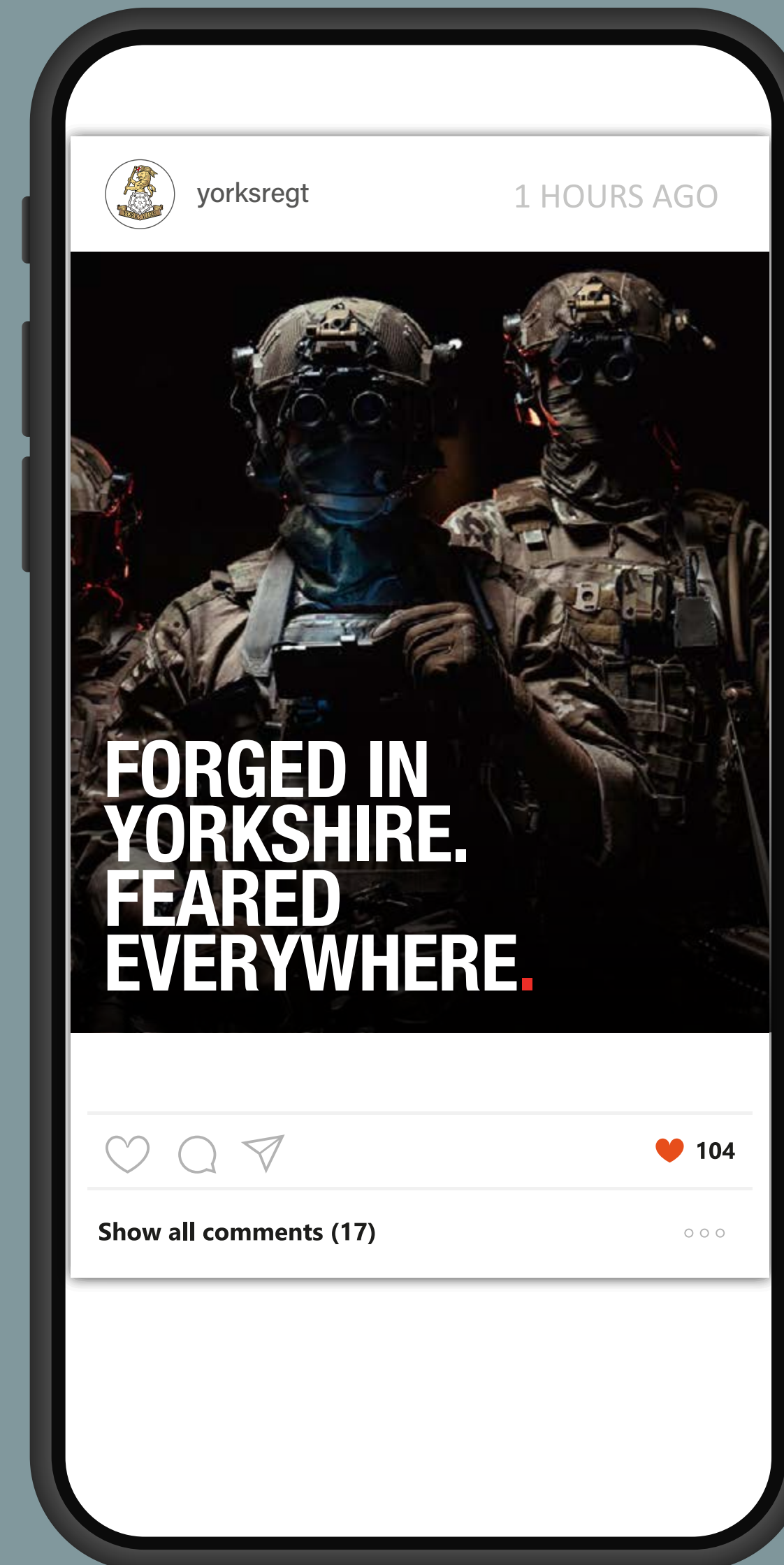
THE
ROYAL
YORKSHIRE
REGIMENT.

OUT-THINK. OUT-FIGHT.

Regimental Strategy
Looking at the future
of the Regiment

Reserves in Kenya
Our Reserve forces
feeling the heat

Focus on Cadets
Identifying the next
generation of infanteers

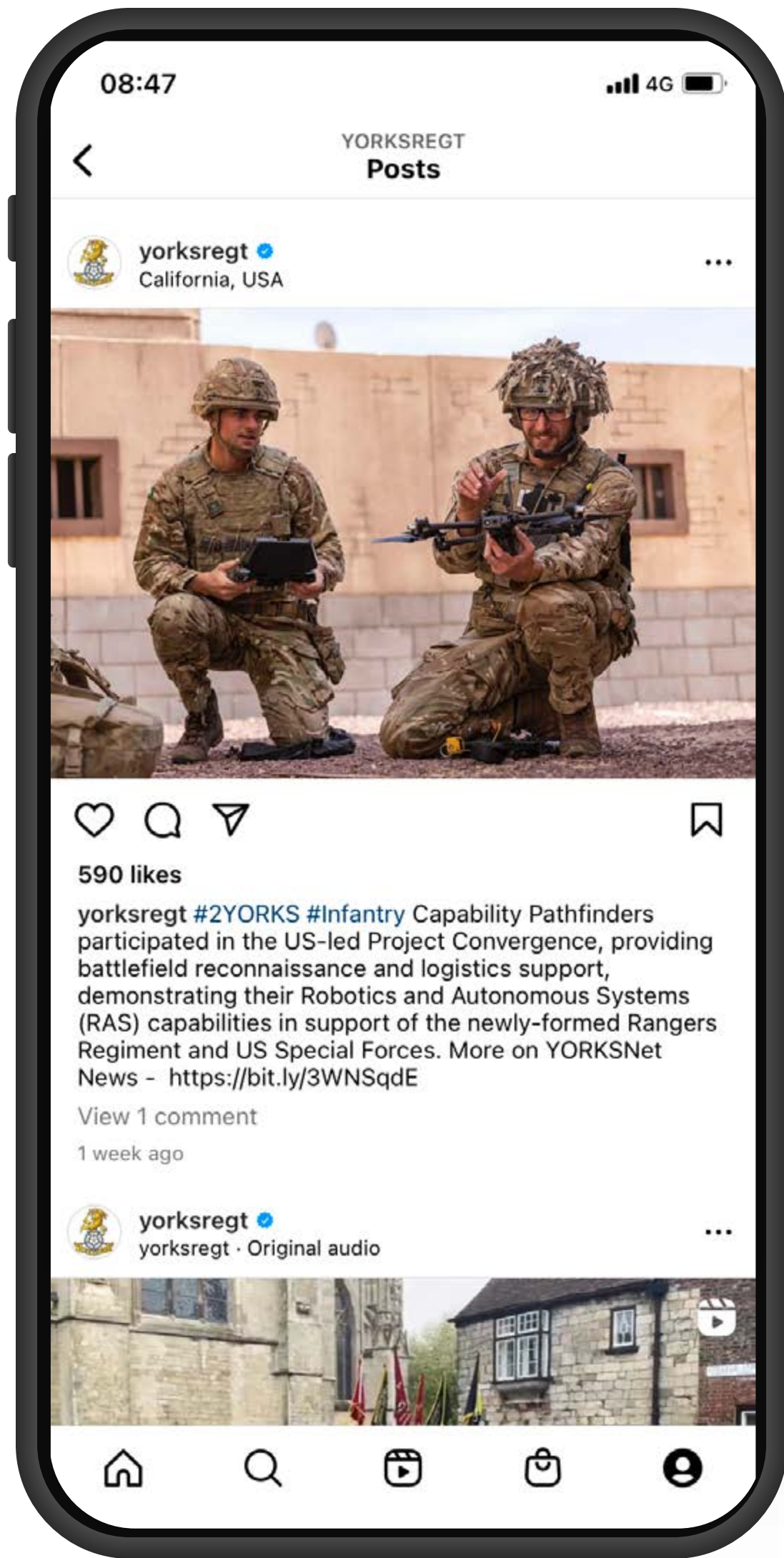


THE
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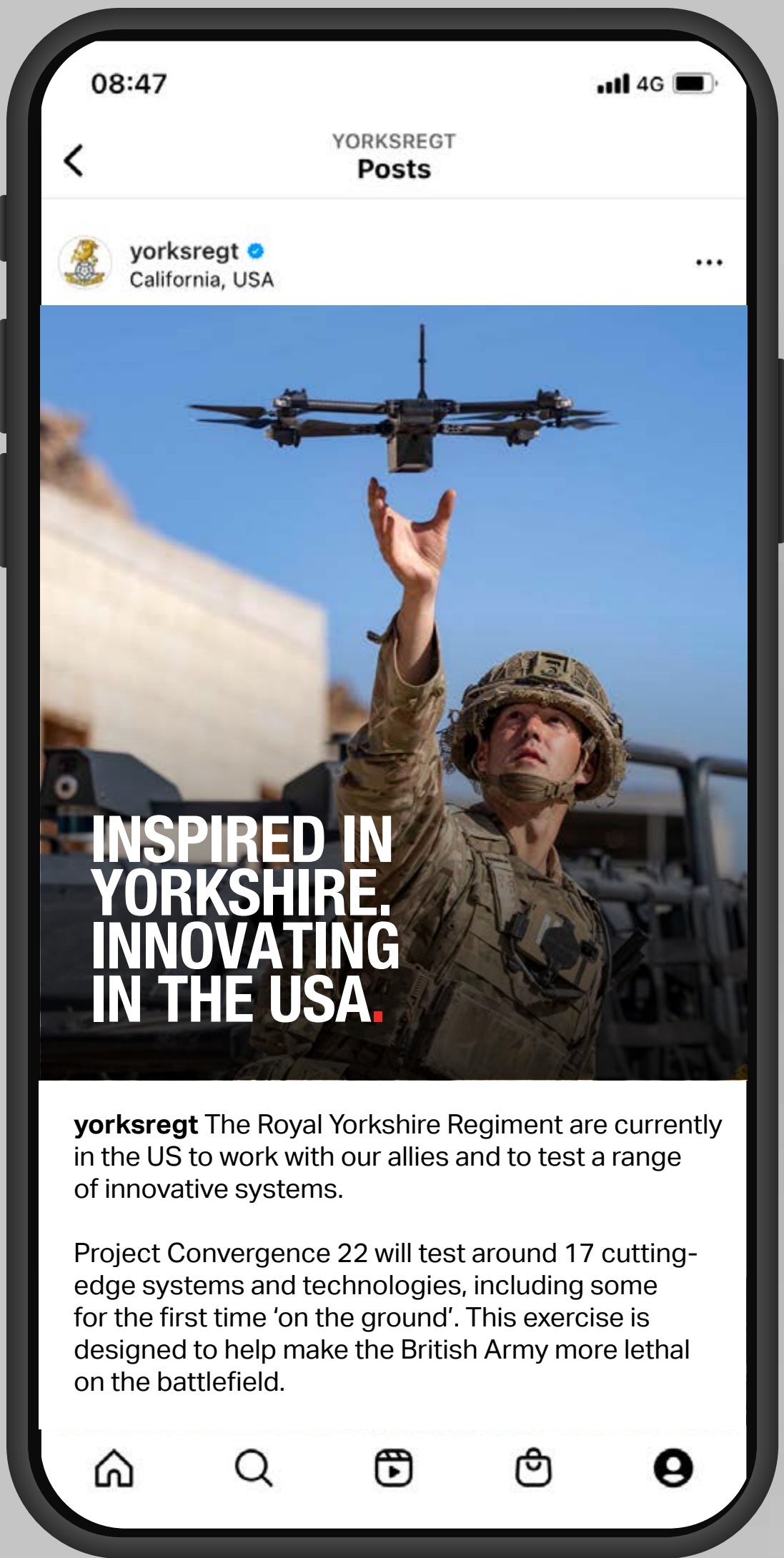
OUT-THINK. OUT-FIGHT.

TRAINED IN
CATTERICK.
TESTING IN
CALIFORNIA.

Current state



Future state



yorksregt The Royal Yorkshire Regiment are currently in the US to work with our allies and to test a range of innovative systems.

Project Convergence 22 will test around 17 cutting-edge systems and technologies, including some for the first time 'on the ground'. This exercise is designed to help make the British Army more lethal on the battlefield.

It is not all about equipment though; from a human perspective, our Robotics and Autonomous Systems (RAS) Platoon will provide reconnaissance and logistical support.

The RAS capability will be provided by The Royal Yorkshire Regiment, recently returned from a posting in Cyprus, where we trialed an array of systems to determine their effectiveness for future infantry use.

The Watchkeeper WK450 unmanned aerial vehicle (shown above) will provide the eyes in the sky while a range of other technologies will support situational awareness and the processing of intelligence.

Project Convergence is the premier US Army experimentation exercise, seeking to define how the US and international partners, including the UK and Australia, will fight in a multi-domain battlespace, and we are proud to play our part. The Royal Yorkshire Regiment. Out-think. Out-fight.

#fortunefavoursthebrave
 #TheRoyalYorkshireRegiment
 #2ndBattalion

When it's more prudent to dial up our Yorkshire-ness we can pivot to:

Audiences:

- Reservists
- Cadets
- Commerce/local businesses
- Community groups etc

County-proud. Combat-ready.

It puts place and preparedness at the centre of the story.

We are Yorkshire to the core.

The Yorkshire brand is powerful and has inherently strong values, as well as a distinct personality and appeal to its audiences.

The Royal Yorkshire Regiment could gain competitive advantage by harnessing these attributes and embedding them throughout the organisation. This may drive favourability and create opportunity with many of Yorkshire's 400,000+ businesses.

COUNTY-PROUD. COMBAT-READY.



**THE
ROYAL
YORKSHIRE
REGIMENT.**

Narrative:
We're the only true County Regiment remaining in the British Army. Proud of our County. Proud of our Regiment.

The word Yorkshire comes loaded with positive associations

Yorkshire values include:

- Authentic
- Honest
- Straightforward-ness
- Straight-talking
- Down-to-earth
- Proud

COUNTY-PROUD. COMBAT-READY.

Capturing the spirit of Yorkshire-ness

**You are from a place.
It feels real and identifiable.**

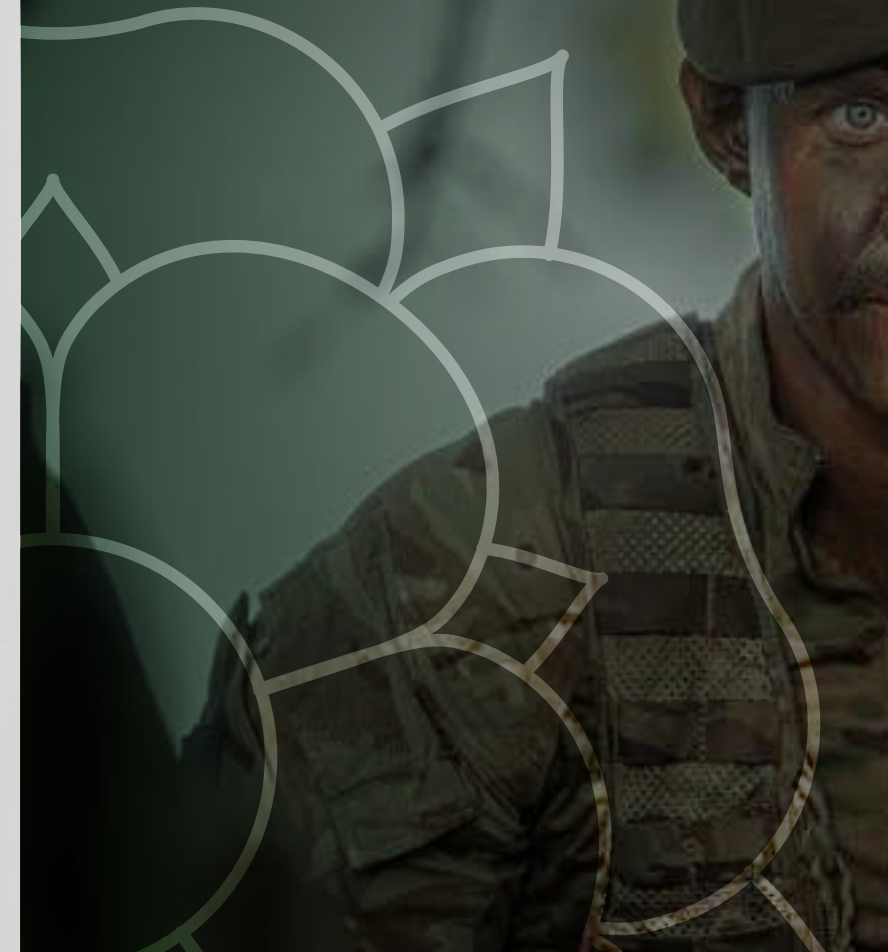
**Prepared
Relentless
Professional**

**Brave
Unique
Own-able**



THE ROYAL YORKSHIRE REGIMENT.

COUNTY-PROUD. COMBAT-READY.



STORIES FROM THE REGIMENT.



yorksregt

1 HOURS AGO



DRILLED IN YORKSHIRE. DEPLOYED ACROSS THE GLOBE.

#fun #instagramers #food #smile #followme #pretty #beach #nature



104

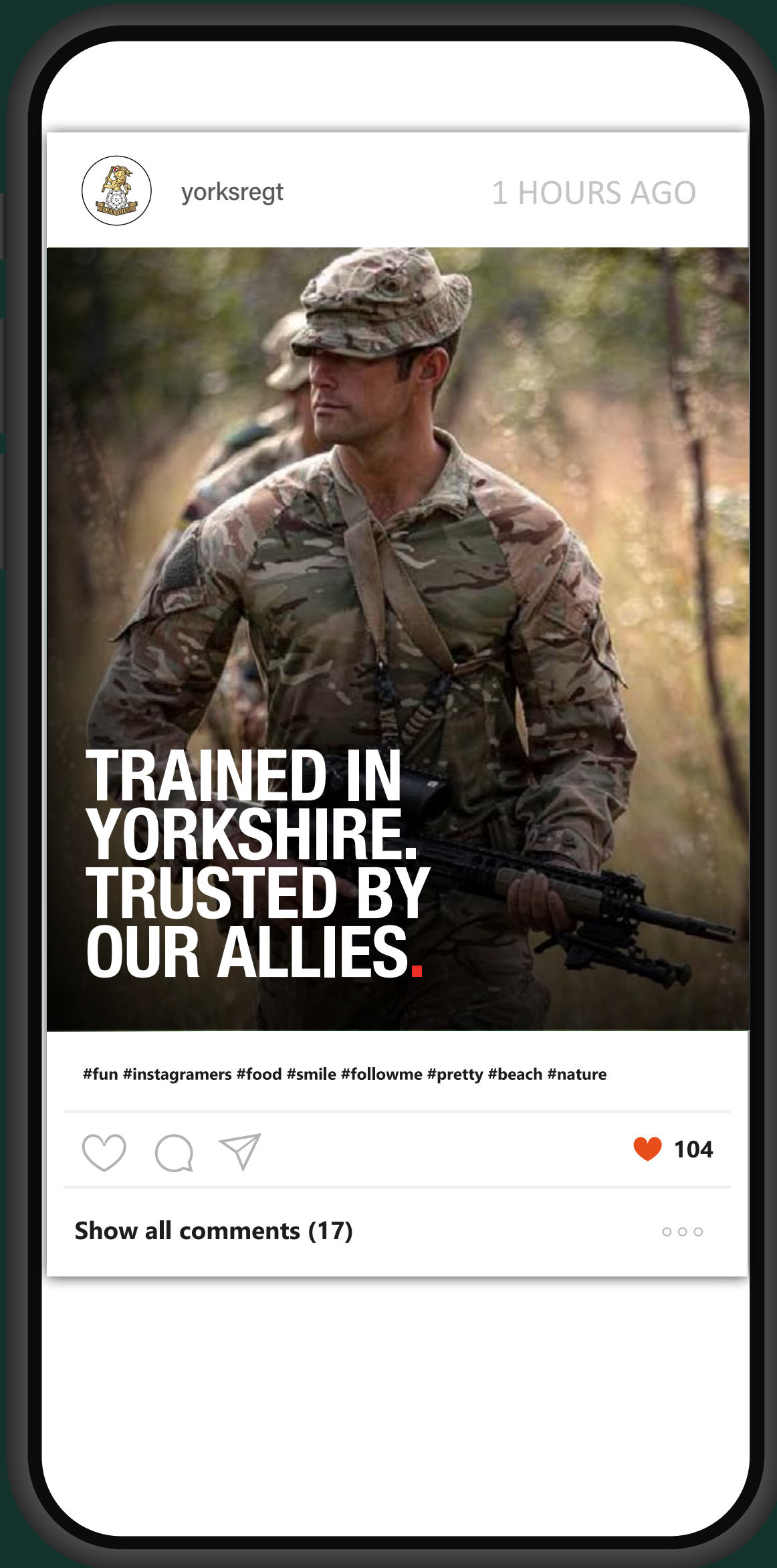
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THE ROYAL YORKSHIRE REGIMENT.

COUNTY-PROUD. COMBAT-READY.







The Royal Yorkshire Regiment

British Army Infantry

The only true county-named Regiment in the British Army.
Fortune Favours the Brave.

City, Country · [Contact info](#)

5,000 followers · 500+ connections

+ Follow

Message

More



Lorem ipsum dolor



Lorem ipsum dolor

Quick to adapt. Strong under pressure. Great at decision-making. The Royal Yorkshire Regiment train every single soldier to an incredibly high-level. Could your next recruit be infantry trained? [#ReadyForAnything](#) [#CountyProudCombatReady](#)



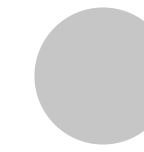
People also viewed



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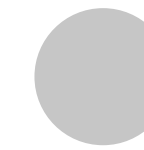
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The Royal Yorkshire Regiment

British Army Infantry

The only true county-named Regiment in the British Army.
Fortune Favours the Brave.

City, Country · [Contact info](#)

5,000 followers · 500+ connections

+ Follow

Message

More



Lorem ipsum dolor



Lorem ipsum dolor

Quick to adapt. Strong under pressure. Great at decision-making. The Royal Yorkshire Regiment train every single soldier to an incredibly high-level. Could your next recruit be infantry trained? [#ReadyForAnything](#) [#CountyProudCombatReady](#)



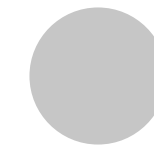
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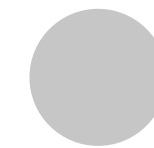
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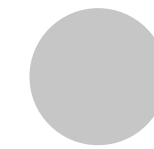
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Name surname

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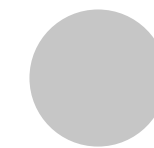
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Name surname

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Name surname

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Name surname

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Connect



Name surname

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

6 The tool kit Basic elements in our armoury

It's more important than ever to present a clear, coherent, strong, professional and proud Regimental brand.

The essential elements in the Regiment's brand armoury are the cap badge, the colours, the typography and the supporting graphic elements.

Building consistency

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the visual identity system in a consistent way will build

credibility for the brand, speed up recognition, differentiate us from the competition, and ultimately inspire trust in our brand messaging.

One of the cornerstones of a memorable brand experience is the continued, consistent expression of that brand.

All together, these elements tell the story of a modern, professional and relevant Regiment. **The Royal Yorkshire Regiment.**

The cap badge and Regimental lock-up

Our cap badge is a unique brand property.

We have a lock-up with the Regiment name to give us a consistent appearance across our communications.

N.B. Please always use the master artwork files and don't attempt to redraw or re-set any of the graphic elements shown.

The graphic cap badge motif



The Regimental brand lock-up



Colour palette

Colours shown here are using RGB values.

RGB values should be used for on-screen use only e.g. websites, email templates, interactive PDFs and PowerPoint presentations.

CMYK values should be used in printed materials where the four-colour process is used in either digital or litho print.

Spot colours should be used when a Pantone® match is required. This could be for litho print or silkscreen print applications such as corporate stationery and merchandise.



Scarlet Red
Pantone® 485C
CMYK — 0.96.97.0
RGB — 228.31.24



Solid Gold
CMYK — 0.11.53.0
RGB — 255.227.143



Polished Gold



Field Green
Pantone® 3537C
CMYK — 100.0.100.69
RGB — 0.73.31



Gradient Green



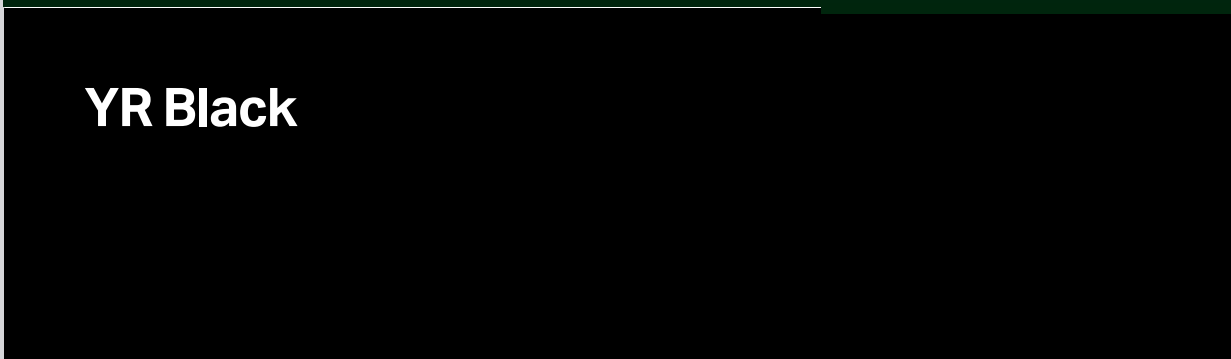
Gold Shadow
CMYK — 20.36.70.10
RGB — 197.155.87



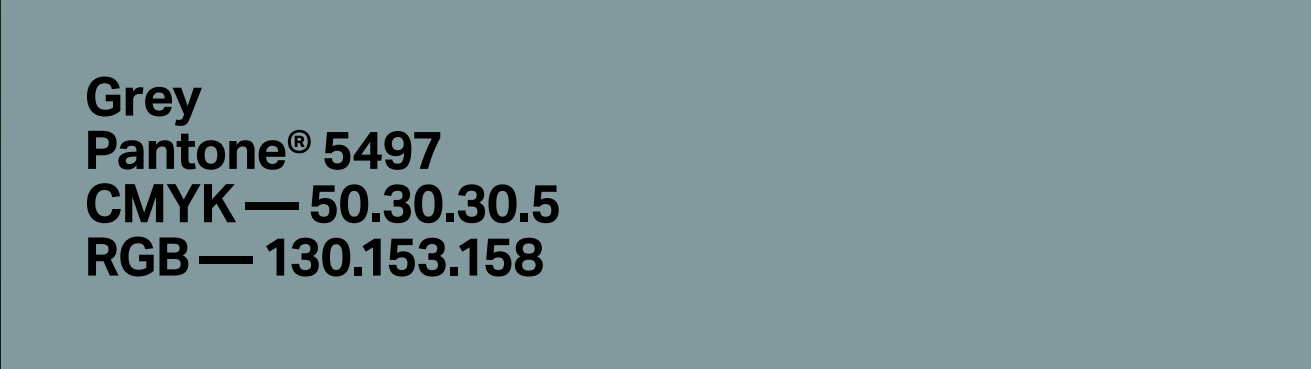
Brunswick Green
Pantone® 627C
CMYK — 89.28.66.83
RGB — 20.51.45



Cool Grey
Pantone® Cool Grey 3UP
CMYK — 19.14.13.0
RGB — 214.214.217



YR Black



Grey
Pantone® 5497
CMYK — 50.30.30.5
RGB — 130.153.158



White



Rose Shadow
CMYK — 30.30.30.0
RGB — 191.177.172

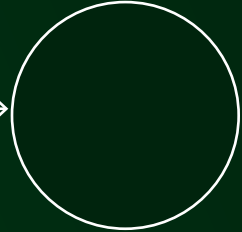
Colour gradients

Gradients from light green to dark green can be used to create extra depth in background treatments.

You can use the gradients as standalone backgrounds or play them off against other elements of your design. Angled at minus 22.5°, they can flow from left to right or right to left of your creative.

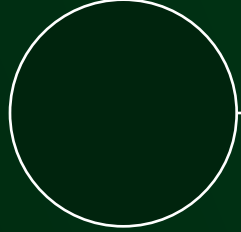


YR Field Green
Pantone 3537C
C100 M0 Y100 K69
R0 G73 B31
#7CC400

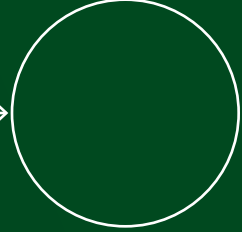


YR Brunswick Green
Pantone 627C
C89 M28 Y66 K83
R20 G51 B45
#14332D

-22.5°



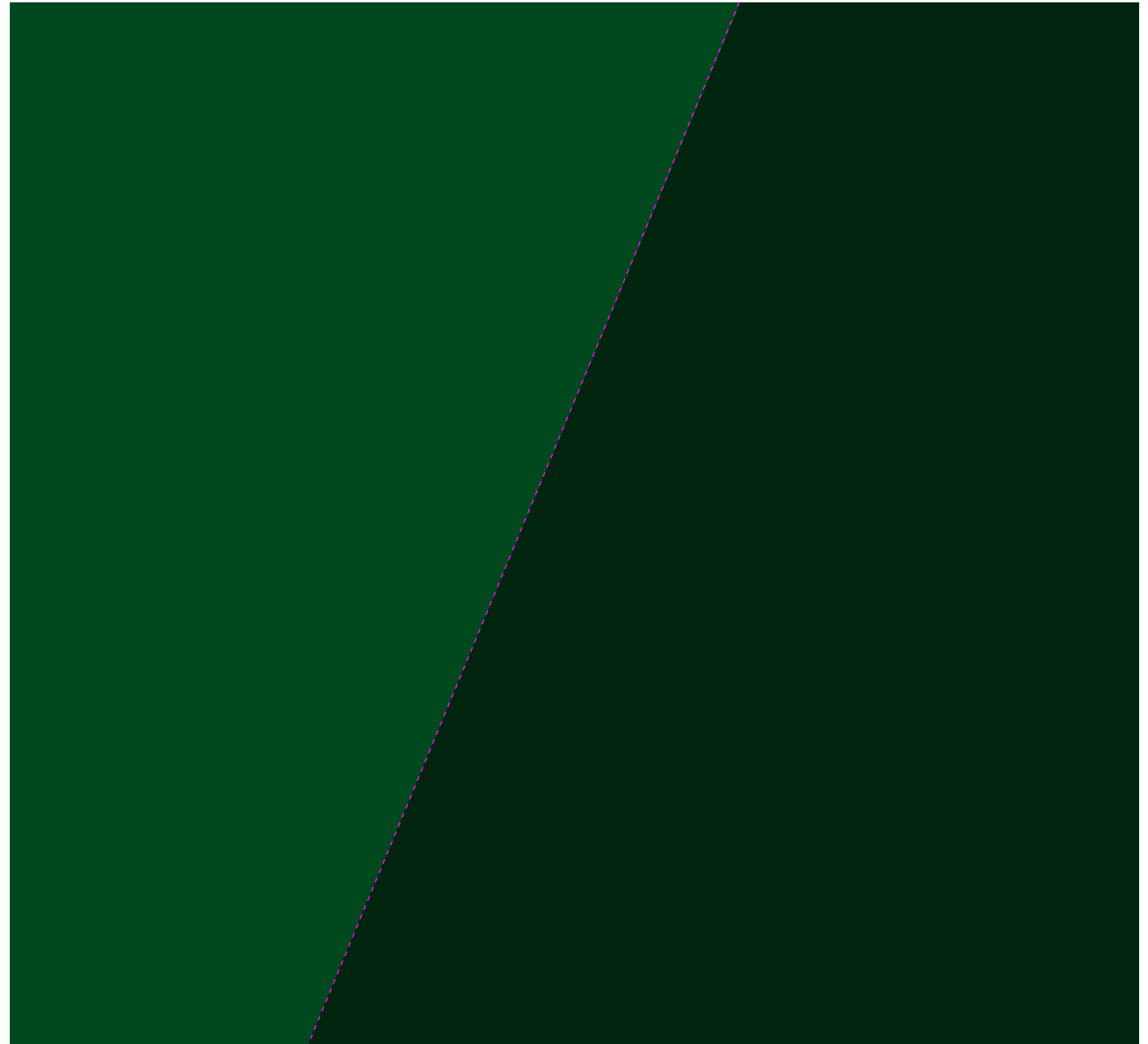
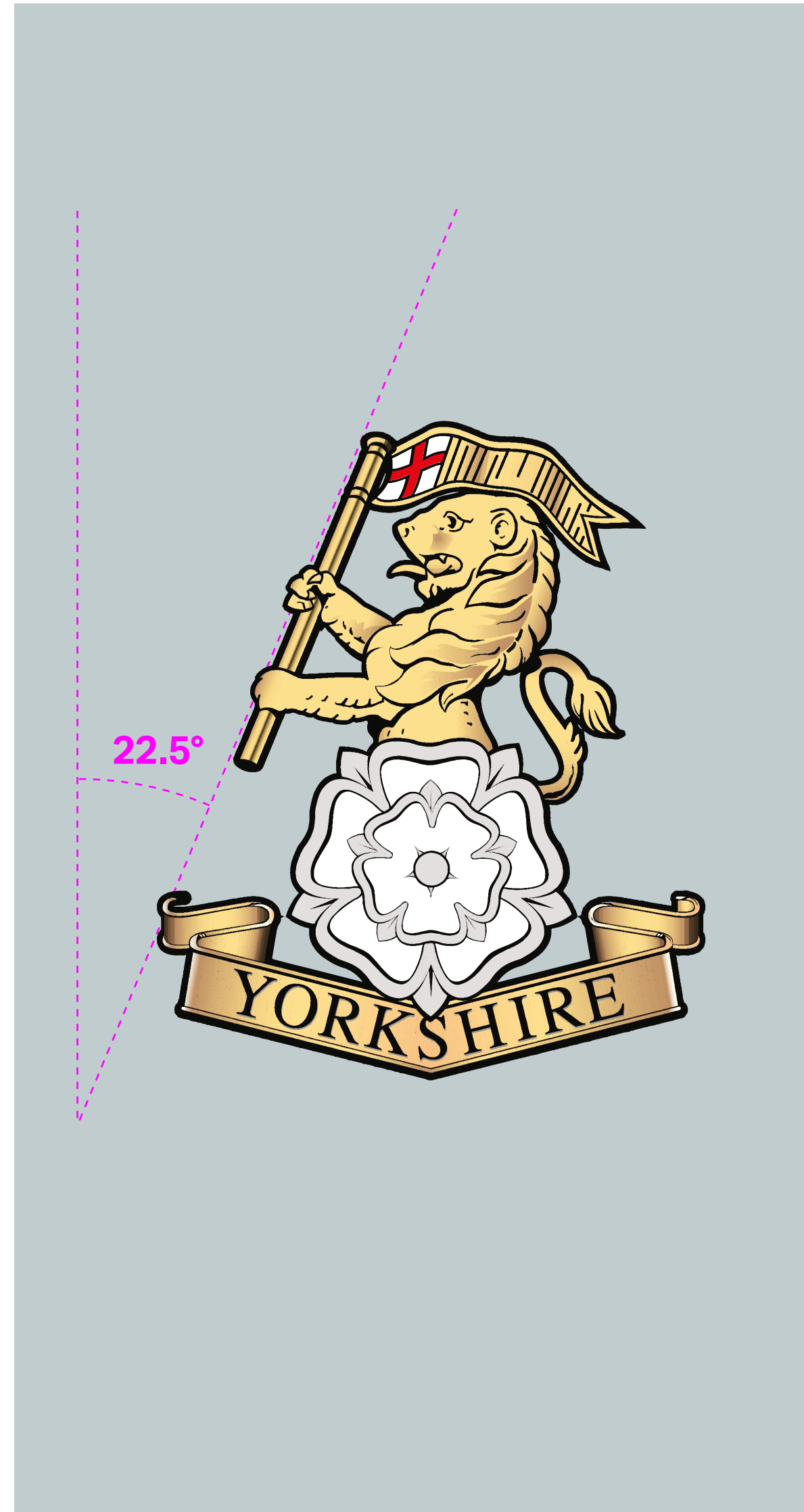
YR Brunswick Green
Pantone 627C
C89 M28 Y66 K83
R20 G51 B45
#14332D



YR Field Green
Pantone 3537C
C100 M0 Y100 K69
R0 G73 B31
#7CC400

The angled panel treatment

Angled panel treatment. This is derived from the angle at which the lion rampant is holding the St. George's flag.



The Yorkshire rose

The White Rose of York is a white heraldic rose which was adopted in the 14th century as a heraldic badge of the royal House of York. In modern times it is used more broadly as a symbol of the county of Yorkshire and it has a focal position within our cap badge.

When extracted from the cap badge it becomes an own-able brand property.

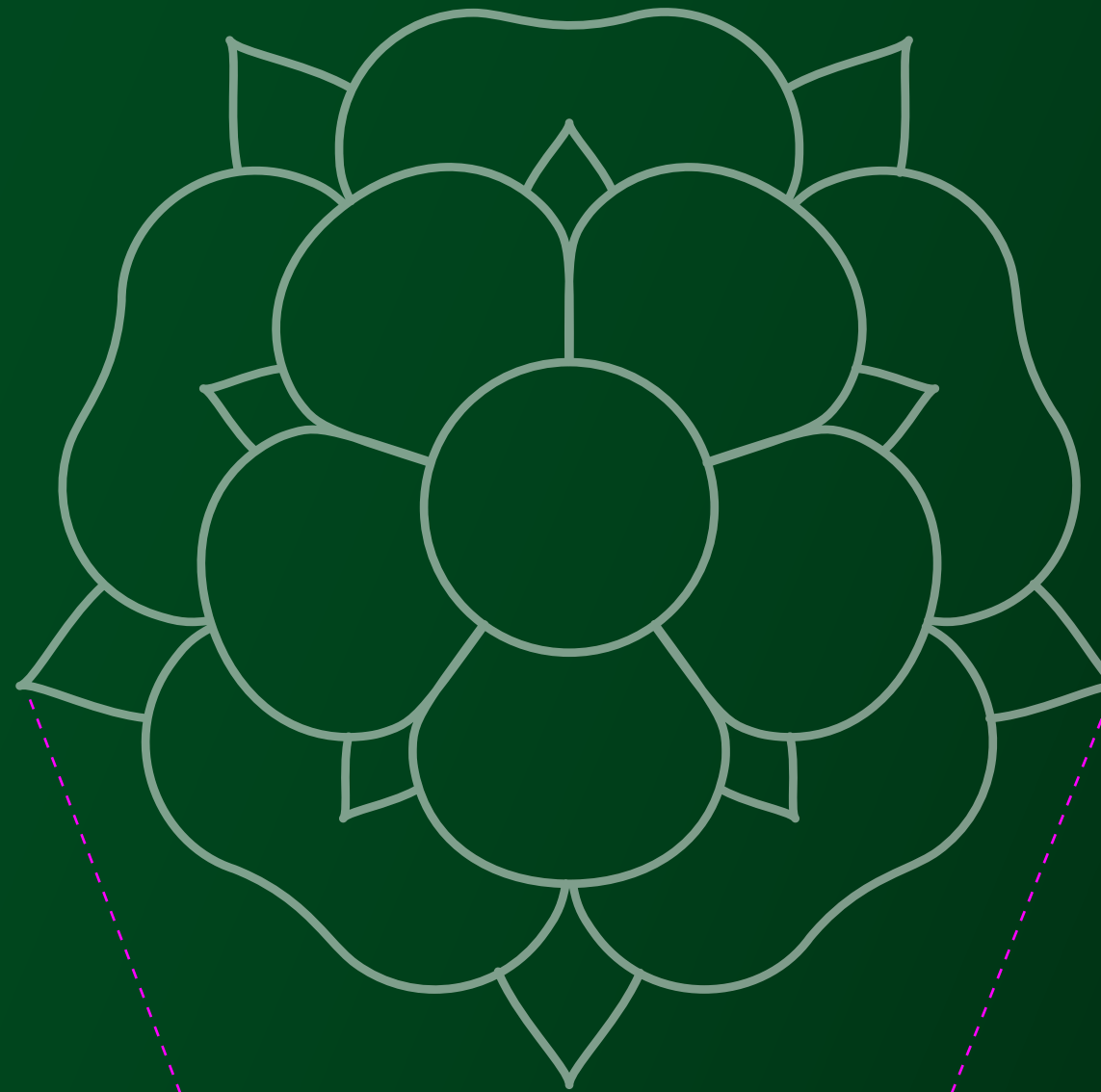
Rose on colour backgrounds

The rose is intended to be a subtle appearance and therefore has an opacity of around 50% applied to it. This is a guiding principle.

Rose on photographic backgrounds

The opacity is set at around 40% when applied to a photograph. This may vary depending on the tonal contrast in the image selected.

The simplified white rose becomes a brand property



Technique

Rose emblem is cropped and set at 40% opacity within layer effects

Typography

Type tells a story. The right typeface, used consistently, builds character. We're specifying Helvetica Condensed for display text and headlines, setting it in a confident and unapologetic way. Simple.

Text should be optically tracked and kerned when typesetting a headline.

Setting a headline stack

- Try and keep headlines as short as possible.
- When setting creative headlines Helvetica Condensed should always be in upper-case.
- For the most impact, range left and keep to a maximum of 2–3 short words per line.
- Always finish with a red full stop.

HELVETICA BOLD
CONDENSED.
AN AUTHORITATIVE,
CONFIDENT
DISPLAY FONT.

Typesetting sample

DRILLED IN
YORKSHIRE.
DEPLOYED THE
WORLD OVER.

Font.
Helvetica Condensed Bold
Case.
All caps
Tracking.
Set at 0em. Optical
Leading.
Set at -20% pt
Alignment.
Left or centred

Thank you