

healthy holidays hull

brand guidelines

**healthy
holidays
hull**

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brand guidelines

The Healthy Holidays Hull brand guidelines are made up of **the logo and the font.**

How they are applied is important in **creating a professional and consistent look and feel** and should be applied across all of our and our partners' and activity providers' communications including:

- promotional materials
- social media, website and all digital media
- stationery (including electronic media – emails) and all printed materials
- clothing

These guidelines must be followed at all times.



healthy
holidays
hull

logo

relevant for haf team
and activity
providers/partners

There are **two main variations** of the Healthy Holidays Hull logo. The logo is our primary means of identification. It is essential it is **applied in a consistent way**.

The logo should always be used in its entirety and **must not be altered, recreated or adjusted in any way***, although the logo can be applied in two variations, based on whether you are part of the internal Healthy Holidays Hull Team (logos a) or you are an activity provider/partner (logo b1 and b2). The logo should be reproduced using the colours shown below.

for healthy holidays
internal team

logos a

healthy
holidays
hull



Hull
City Council

for activity providers and partners

logo b1



no frame

for use on a white
background

logo b2



with a frame

to be used when the logo
goes over a colour/photo

**exceptions are given for seasonally themed logos which must be approved by the Early Help Marketing and Communications Officer*



logo

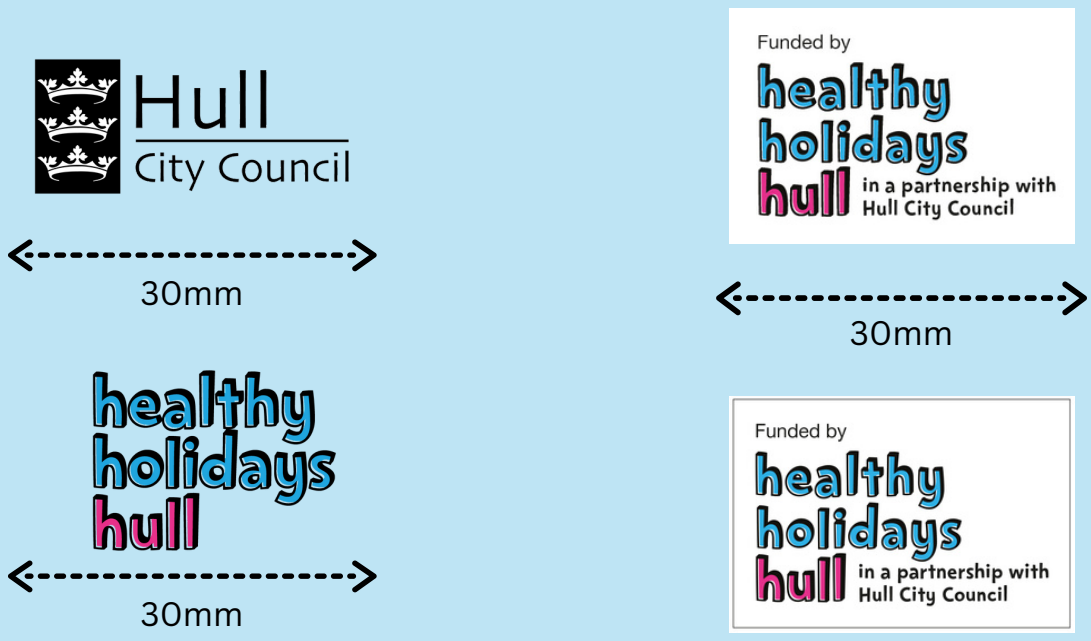
relevant for haf team and activity providers/partners

It is important that the logos are not treated as an afterthought. It is therefore preferable that the logos appear on the front of a publication.

The Healthy Holidays Hull logo may be one of a number of logos on a document. Ensure that other logos do not dominate and that plenty of space is given between them and other partner logos, so the other partners do not look more dominant i.e. appear much bigger or in a more prominent position than the Healthy Holidays Hull and Hull City Council logos unless the partner is the main lead in the project.

Readability requirements: The logos always need to be applied in places on suitable background colour / image to ensure it is clearly readable and visible.

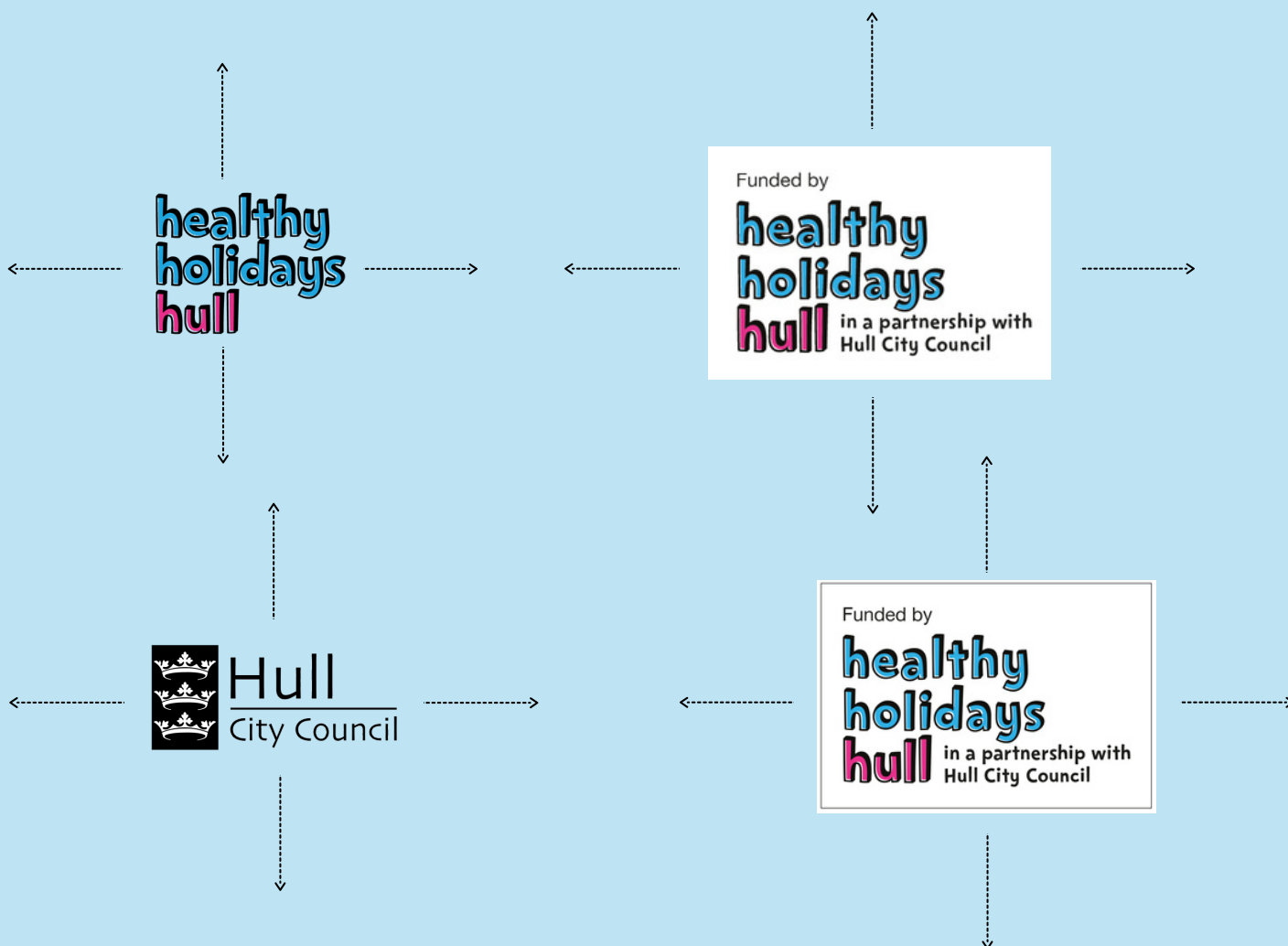
If an organisation is carrying out work for Healthy Holidays Hull and they need a copy of the logo then they have to ask Healthy Holidays Hull Team to supply them with a copy of the logos alongside these guidelines. If you have any queries please email HealthyHolidaysHull@hullcc.gov.uk



Minimum size and clear space the Healthy Holidays Hull logos as well as Hull City Council logo must not be reproduced any smaller than 30mm on printed media. When used on digital media please ensure the logo always remains readable.

A clear zone (white space) **must be maintained around the logos.** This stops elements near the logo, such as text or photographs, interfering with its legibility and prominence.

Minimum white space required in each direction of the logo is **the length of the word hull** in the **Healthy Holidays Hull logo**. Similarly, a clear zone must be maintained around Hull City Council logo. Therefore, the space changes size to the scale of the logo.



All versions of our logo should only be reproduced using the original art files.

Do Not :

- Produce the logo in any other colours than those specified
- Change the layout of the logo
- Reproduce the logo on patterned or complex backgrounds without seeking advice - this includes sections of photographs
- Squeeze or stretch the logo

If you are a member of the Healthy Holidays Hull Team please liaise with graphic designers and Early Help Marketing and Communications Officer to ensure about the right use of fonts on promotional and other branded materials.

If you are an activity provider or a partner, when using Healthy Holidays Hull '**Empty Belly**' poster / leaflet (please see the template on page 6) please use the following font: **Arial**. It has been chosen for clarity and legibility.

| | |
|--|--|
| <p>Arial should be used for: headings sub headings body text</p> | <p>Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |
| <p>You can use Arial Bold, and Arial Black for: headings sub headings highlighting text such as quotes</p> | <p>Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>Arial Black ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |
| <p>Arial Rounded Bold should only be used for: headings sub headings highlighting text such as quotes</p> | <p>Arial Rounded ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> <p>Arial Rounded Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |

healthy holidays easter

with free food included

free activities for children and young people living in Hull

scan me

healthyholidayshull



Multi Sports Sessions

Monday XX April and Tuesday XX April 2023

10:00am-2:00pm | For those aged 5-11

St Mary's College, Cranbrook Avenue, Hull

For more information or to book a place contact Kirsty Leake on 00000 000000 or kirsty.leake@hullcc.gov.uk

Lunch and snacks provided

LOGO



If you do not have access to the Internet, why not visit your local library to check out Healthy Holidays activities!

www.healthyholidayshull.org



Contrast.

The most important factor in producing clear text is the **contrast between the type and the background**. Black type on white provides a very good contrast. Avoid running type/words across photographs or illustrations. This limits the contrast and can confuse the eyes.

Font size.

Make sure that it is **easily readable** either on a mobile screen (for digital materials) or when printed.

Capital letters.

THESE ARE HARDER TO READ THAN LOWER CASE LETTERS AND SHOULD NOT BE USED FOR CONTINUOUS TEXT.

Italic fonts.

Italic fonts are also harder to read and should not be used.

Use of bold.

Light fonts should be avoided, especially in smaller sizes.

Spacing.

Use even word spacing. Leave a reasonable amount of line space between text.

Design and layout.

Many people can be deterred by a page full of print, so try to leave space between paragraphs, and **don't cram the page**. Layouts should be **simple, clear and easy to follow**.



contact details

If you have any questions about the use of Healthy Holidays Hull logos or 'Empty Belly' (page 6) please email:

HealthyHolidaysHull@hullcc.gov.uk