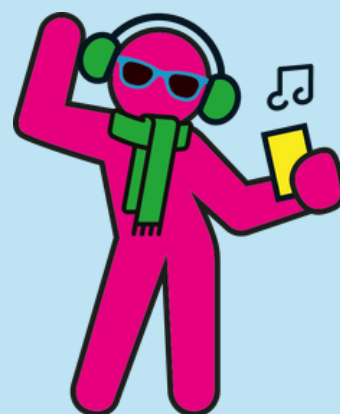


healthy holidays hull

brand guidelines and social media toolkit



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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

All Healthy Holiday Hull promotional materials **must be approved** by the Healthy Holidays Hull team to meet the expected grant requirements. **These guidelines must be followed at all times.**



healthy
holidays
hull

logo

relevant for healthy
holidays team and
activity
providers/partners

There are **two main variations** of the Healthy Holidays Hull logo that have been created for external partners and organisations delivering on the programme.

It is essential it is **applied in a consistent way**. The **Healthy Holidays Hull logo** is to be used alongside the **Department for Education logo**. These are to be used as a requirement of the funding **To download/save a useable version of the logos, [click here](#)**.

The logos should always be used in their entirety and **must not be altered, recreated or adjusted in any way**, although the logos 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 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



to be used alongside logo
b1or b2



relevant for haf team and activity providers/partners

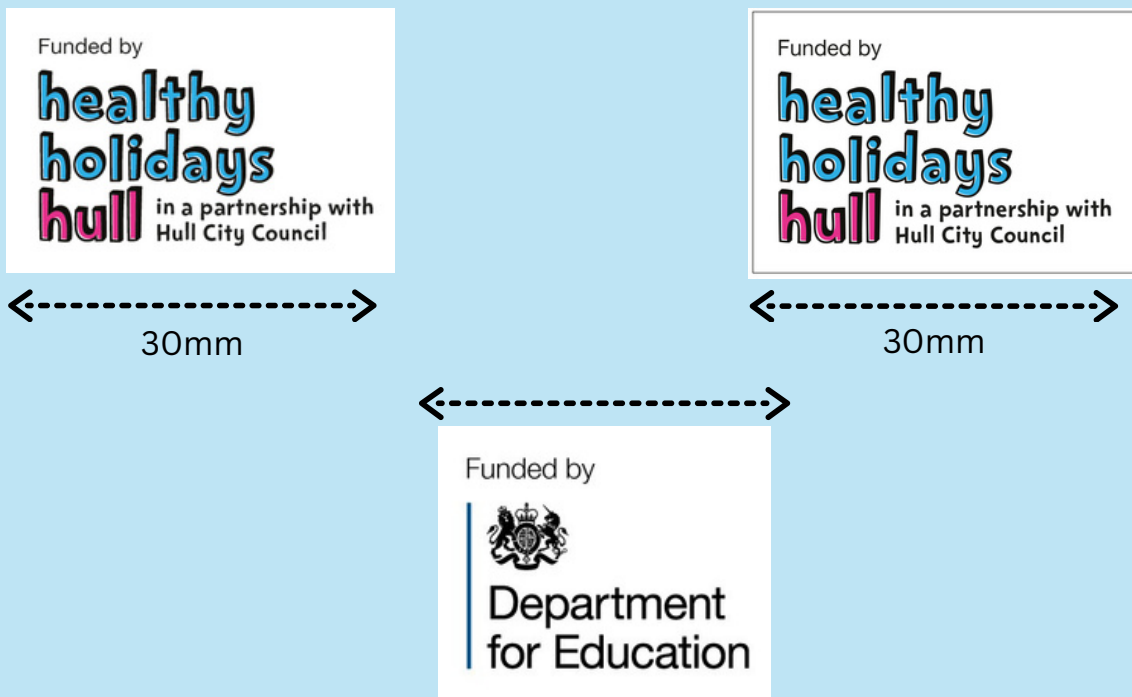
It is important that the logos are not treated as an afterthought. It is therefore preferable that the logos appear on the front of a publication.

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. This will ensure that the other partners logos do not look more dominant i.e. appear much bigger or in a more prominent position than the Healthy Holidays Hull and Department for Education logo.

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 programme, the relevant logos must be included on all promotional materials.

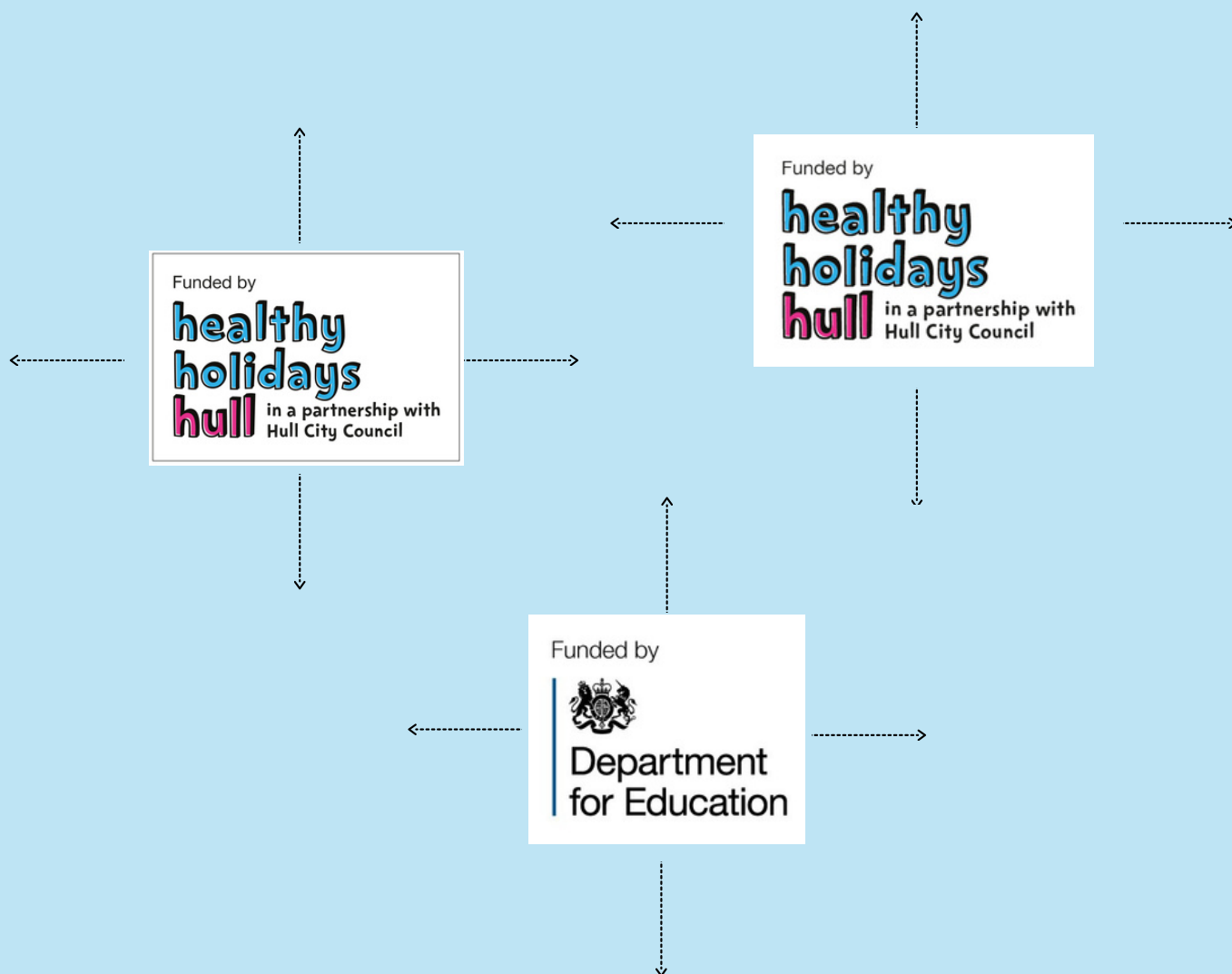
If a provider needs a copy of the logos then they can access all logos and download them by visiting the Healthy Holidays Hull website. If you have any queries please email HealthyHolidaysHull@hullcc.gov.uk



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

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.

Arial should be used for:
headings
sub headings
body text

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

You can use **Arial Bold**, and **Arial Black** for:
headings
sub headings
highlighting text such as quotes

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Rounded Bold should only be used for:
headings
sub headings
highlighting text such as quotes

Arial Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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**.

healthy holidays hull

social media

Healthy Holidays Hull provides social media assets for you to use. Share these assets on your platforms to maximise the awareness of the programme to children in Hull.

To be used to promote the Healthy Holidays Hull Easter programme starting,



To be used during the Healthy Holidays Hull Easter programme.



A generic post for you to use to promote your sessions



This is an example. [Download the social media assets on the website.](#)

If you would like to create your own social media assets ensure Healthy Holidays Hull has approved these posts. If you would like any more assets, get in touch and we can provide them.

As part of the funding criteria the following hashtags need to be used on all social media posts by delivery partners on the Healthy Holidays Hull Programme:

#HealthyHolidaysHull

#HAF2026

You also need to tag Healthy Holidays Hull on all posts too:

Facebook and Instagram @healthyholidayshull

X @healthyholshull

Suggested messages for social media posts, these can be amended to suit you:

Post 1

Easter with @HealthyHolidaysHull is nearly here, and we're excited to be part of this fantastic programme once again. We'll be running sessions during the programme – for details on what we're offering visit (ADD YOUR WEBSITE). To see everything happening across the city, head to www.healthyholidayshull.org. #HealthyHolidaysHull #HAF2026

Post 2

The @HealthyHolidaysHull Easter programme is back with FREE activities and food for children living in Hull. Visit www.healthyholidayshull.org to see what's available across the city. #HealthyHolidaysHull #HAF2026

Post 3

Looking for something fun to do this Easter holiday? Join us for a range of activities and events as part of @HealthyHolidaysHull. Find out more at www.healthyholidayshull.org #HealthyHolidaysHull #HAF2026

Post 4

Want something to do with your friends this Easter holiday? Check out what's happening with @HealthyHolidaysHull at healthyholidayshull.org #HealthyHolidaysHull #HAF2026

Post 5

Would you like your child to try a new activity this Easter holiday? Explore what's on offer at healthyholidayshull.org #HealthyHolidaysHull #HAF2026



contact details

If you have any questions about the brand guidelines or social media toolkit please contact the Healthy Holidays Hull team:

healthyholidayshull@hullcc.gov.uk

brand guidelines

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