

English Tourism Week

In association with

VisitEngland ™

Logo Design Guidelines

INTRODUCTION

Join VisitEngland from 25 March - 2 April 2017 for English Tourism Week and celebrate the importance of tourism and the benefits it brings to everyone, everywhere, every day in England.

Now in its sixth year and a key calendar event for the English tourism industry, English Tourism Week is a week-long programme of events across England designed to kick start the new season. The campaign offers all of us the chance to celebrate the quality and vibrancy of our visitor experiences and the value our industry brings to England.

A range of content and resources has been created to help you capitalise on the campaign. The resources are free to use in your own marketing and PR activities and contain a number of different assets. The English Tourism Week logo is available for you to use within your communications however please ensure you follow these brand guidelines for logo usage.



To download the logo and resources visit the VisitEngland website.

**English
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Week** 25 March
02 April **17**

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VERSIONS

The English Tourism Week logo is available in three colour variants – red, white and black. The full colour red logo should be used whenever possible including on coloured and image backgrounds, but please make sure that legibility is clear. If the logo does not provide sufficient standout then use the white variant. The black version should only be used if you are printing in black and white.

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COLOUR GUIDE



RED

C: 0 R: 238
M: 96 G: 46
Y: 97 B: 39
B: 0

HEX:
#E41F18



WHITE

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
B: 0

HEX:
#ffffff



BLACK

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 100
B: 100

HEX:
#000000

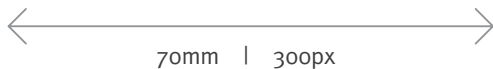
The primary colour pallet is red, white and black. The VisitEngland brand colour is red. Unless the logo is reversed or printed in black and white, it must always be red. There is however no limit to the use of colours surrounding the logo within partner campaigns.

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SIZE

The size of the logo should be appropriate for the material it is being used on. It should not be smaller than the sizes stated. The logo should not be reduced beyond a minimum width of 70mm or 300px.

Given the lack of space online and in emails, the minimum size does not apply – but always be aware that the smaller the logo is, the less impact it will have. The logos should retain the same aspect ratio at all times.



EXCLUSION ZONE

The exclusion zone makes sure that there is enough clear space around our logo for it to have impact. The exclusion zone is one quarter of the height of the logo above and below the logo and one quarter to either side.

Nothing – images, words and numbers – should go inside the logo's exclusion zone. When using the logo online it may not be possible to maintain the full exclusion zone – but please give the logo as much space as possible so it can have maximum impact.

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DOs AND DON'Ts

Always use the logo artwork available, which shouldn't be altered or adapted. The core colour (and therefore preferred option) is red. The VisitEngland rose logo always needs to appear in red and the outline of this symbol makes this possible.

The logo can be placed upon a photograph, if the background colour can support the device with clarity. The logo should never be altered in appearance may it be in format or colour. This includes not using gradients, tints, stretching or rotating.

In addition, the English Tourism Week wording must not stand alone; it must always sit with 'in association with VisitEngland' underneath it, unless it is being used on VisitEngland's own communications where the VisitEngland logo is also being used.

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For further information on the resources,
how to get involved or queries regarding
the campaign:

Visit www.english tourismweek.co.uk
or email etw@visitengland.org