



ENGLISH
TOURISM WEEK

Logo Design Guidelines



ENGLISH TOURISM WEEK

INTRODUCTION

Join VisitEngland from 18-25 April 2020 for English Tourism Week and celebrate the importance of tourism and the benefits it brings to everyone, everywhere, every day in England.

VisitEngland is proud to lead the annual English Tourism Week campaign, celebrating our exciting, diverse and vibrant sector and raising awareness of the enormous contribution English tourism makes to the UK economy.

Making up 80% of the UK's visitor economy, English tourism generates £106 billion a year, supports 2.6 million jobs and is a major employer of school leavers and young people, as well as an incubator for entrepreneurs and innovation.

English Tourism Week (18-25 April 2020) provides an essential opportunity to raise awareness and the profile of the sector to key stakeholders, with VisitEngland working to support English destinations with political engagement nationally, regionally and locally.

Find out more at [EnglishTourismWeek.org](https://www.english-tourism-week.org)



To download the logo and resources visit the [VisitEngland](https://www.visitengland.com) website.



VERSIONS

The English Tourism Week logo is available in two colour variants – red and white. 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.



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

COLOUR GUIDE

The primary colour palette 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.



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.



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.

The English Tourism Week wording must not stand alone. It must always be used alongside the VisitEngland logo as designed.

Chopping or separating English Tourism Week from the VisitEngland logo is strictly forbidden.





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

Visit EnglishTourismWeek.org