



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

Logo Guidelines

October 2023

HEX #17243D
RGB 23 | 36 | 61
PANTONE 2767C
CMYK 99 | 84 | 45 | 54



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Yorkshire
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Authority | Tracy
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72mm | 320px



Half of rose width

Our logo

Our logo presents our interlinked rose icon (that symbolises the union of our five distinctive local authorities), the West Yorkshire Combined Authority – in conjunction with the Mayor. Our logo should be used as supplied and never be recreated or altered in any way.

Colours

Our logo is to appear only in navy, white or black. Black should only be used on white and when colour print is not available.

Sizing

To ensure optimum levels of accessibility and legibility, aim to size logo so the font size is equivalent to at least 12pt/16px.

Spacing

For all applications across both print and digital, the minimum space around each logo should be equal to at least half the width of the rose, no matter how large it is.

Queries

If you have any queries or require different file formats, please contact design@westyorks-ca.gov.uk