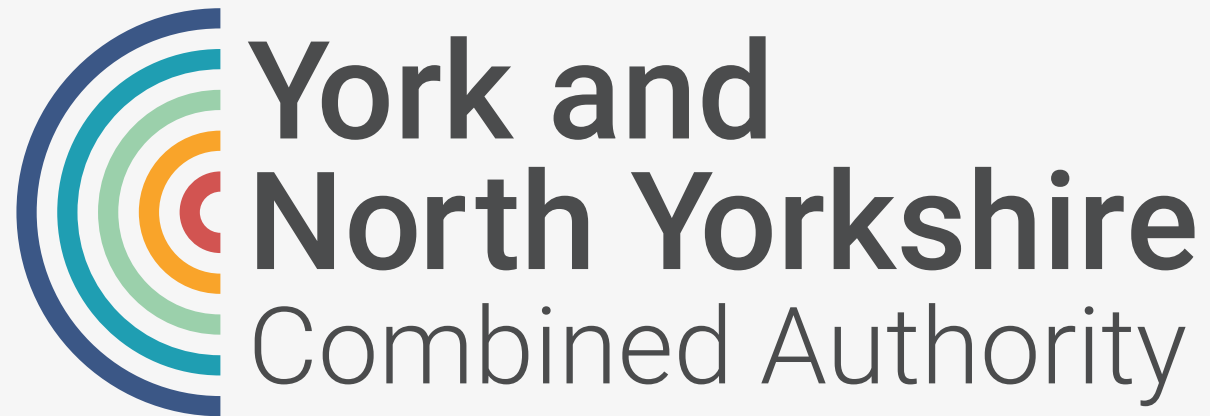


York and North Yorkshire Combined Authority brand concept



York and North Yorkshire Combined Authority brand concept

Logo concept



York and North Yorkshire Combined Authority brand concept

Logo concept and lock-up

Its five curves are representative of The City of York, North Yorkshire Council, PFCC, Invest, Growth.

The colours are taken for palettes within some of the existing brand guides to give a tonal palette that suits the expanding graphic.

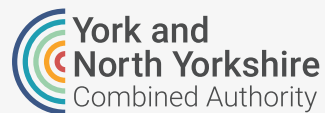
Each line balanced inside of one another in a harmonious graphic, working together which forms the letter 'C'.

The radiating effect of the logo graphic can lend itself to targets, places of interest, and a wide and expanding environment for investment across the area.

Non authority or strong aligned political colour references



'C' rainbow

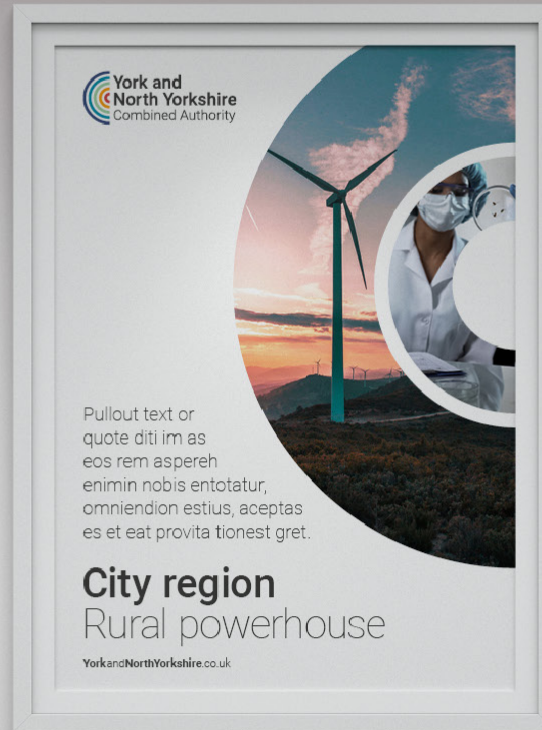


Report concept



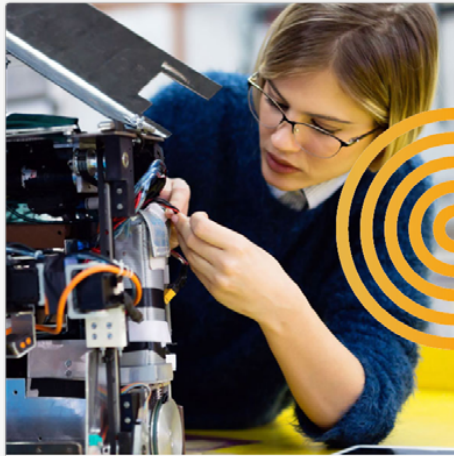
York and North Yorkshire Combined Authority brand concept

Poster concept



York and North Yorkshire Combined Authority brand concept

Social media carousel



City region
www.yorkandnorthyorkshire.co.uk

Rural powerhouse
www.yorkandnorthyorkshire.co.uk

Innovation
www.yorkandnorthyorkshire.co.uk

Rural roots
www.yorkandnorthyorkshire.co.uk

241 Likes • 12 Comments • 6 Shares

Like Comment Share

Home page concept



City region Rural powerhouse

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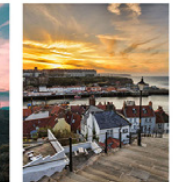
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Links

Government and meetings
Terms and conditions
Newsletter sign up
Contact us

Accessibility
Assurance
Privacy
Cookies

Social media

Facebook
LinkedIn
Twitter
YouTube

Address

County Hall, 2 Racecourse Lane
Northallerton, North Yorkshire DL 7 8AH

York and North Yorkshire Combined Authority brand concept

Lanyard



York and North Yorkshire Combined Authority brand concept

Social asset



York and North Yorkshire Combined Authority

City region Rural powerhouse

Great eos rem asperh enimin nobis entotatur, omniendion estius, aceptas es et eat provita tionest gret.

YorkandNorthYorkshire.co.uk

This card features a blue background with a circular graphic on the right side. The graphic is divided into four quadrants: top-left shows a Gothic cathedral, top-right shows a sunset over a field, bottom-left shows a person in a field, and bottom-right shows a green field. The text is in white and light blue.



York and North Yorkshire Combined Authority

City region Rural powerhouse

YorkandNorthYorkshire.co.uk

This card features an orange background with a circular graphic on the right side. The graphic shows a person wearing glasses working on a piece of machinery. The text is in white.



York and North Yorkshire Combined Authority

City region Rural powerhouse

Great eos rem asperh enimin nobis entotatur, omniendion estius, aceptas es et eat provita tionest gret.

YorkandNorthYorkshire.co.uk

This card features a dark red background with a circular graphic on the right side. The graphic shows a wind turbine against a sunset sky. The text is in white.

