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**JAZZYORKSHIRE**

BRAND IDENTITY GUIDELINES

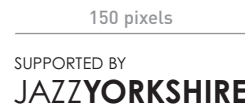
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# JAZZYORKSHIRE BRAND IDENTITY GUIDELINES

These logo guidelines have been supplied to help you establish and maintain a clear, consistent identity for Jazz Yorkshire. Your support ensures the identity elements are used correctly and helps create a strong Jazz Yorkshire brand. If you have any questions regarding these guidelines, please call Nigel Slee on 0870 242 7760

## MINIMUM SIZE

The logo should not be reproduced any smaller than the following size:



## LEAVE WHITE SPACE AROUND THE LOGO

There should be clear white space around the logo so it can be clearly seen. The logo should not be reproduced on a colour background or used over photography. As a guide, leave the same space as the letter 'J' around the logo:



## DO NOT CHANGE THE LOGO IN ANY WAY

The Jazz Yorkshire logo should not be altered or distorted in any way. The following are examples of how the logo should and should not be reproduced:

