



Brand Guidelines

Context



We are passionate about Space and Yorkshire.

Space Hub Yorkshire is a coordinator of Space activity across the region, a catalyst for new satellite and geospatial data markets, a source of Space expertise, a facilitator of new collaborations, a driver of investments, a champion for Space start-ups and an advocate for Space research and industry opportunities.

Our vision:

Unlocking Space for the people and businesses of Yorkshire. Connecting, promoting, and guiding innovation. Raising skills, raising aspiration. Championing inclusion. Delivering prosperity.

For more information about Space Hub Yorkshire, visit our [website](#) and read our [strategy](#).

Space Hub Yorkshire has three core functions, which are outlined below, the brand therefore needs to have appeal across these three different functions.

CAMPUS

**A VIRTUAL SPACE CAMPUS ACROSS
YORKSHIRE'S UNIVERSITIES,
COLLEGES AND INSTITUTIONS.**

NETWORK

**A FRONT DOOR TO CREATE
CONNECTIONS TO ACTORS OF
INNOVATION AND FUNDING**

AGENCY

**A VIBRANT MATRIX OF CONNECTIONS
WORKING TOGETHER TO CREATE A
DESTINATION FOR SPACE IN YORKSHIRE.**

Colour palette

The primary SHY colours are #002039 blue and #8065d green.

A large, solid dark blue circle representing the primary color #002039.

Hex #002039

A large, solid green circle representing the primary color #8065d.

Hex #80a65d

Logo



The Space Hub Yorkshire logo is a creative, simple and subtle visualisation of two key themes: Earth and Satellites. It aims to appeal to and connect across our three core functions: Campus, Agency and Network.

It is vital that we always present this symbol in a consistent and professional manner. The logo can be used with it's original dark background or a transparent version can be used. These logos are available on the website to download.

Examples:



Logo placement



- The SHY logo must appear uncluttered, clearly legible and coordinate with the design. The correct brand colour, and proportions of the logo should remain unchanged and intact. Do not distort, angle or place any effects on the logo.
- The size of our logo should be appropriate for the material and situation in which it is being used.
- Different versions of the logos are more appropriate for various uses, such as social media (examples below). Please get in touch if you would like to use a different version of the SHY logo, along with it's intended use.



Use of logo with partner organisations



- Consideration needs to be made to how the SHY logo is used alongside the logos of the partner Universities.
- When used in partnership with another organisation, the logos should be placed in a horizontal or vertical position.
- Depth of the partner logo should equal and balance the SHY logo. Please consider any guidance the partner logo may have. See examples below.



Typeface



Whether we communicating digitally or in print, it is important that our copy is legible and clear.

The chosen SHY typeface used in the Strategy is **Montserrat**, and should continue to be used for all subsequent publications.

Montserrat-Regular

Montserrat-Medium

Montserrat-Light

Montserrat-ExtraBold

Montserrat-SemiBold

Montserrat-BOLD

Tone of voice & house style



As SHY establishes its brand, it is important to develop a consistent approach when writing copy and content. The words we use, and the way we use them, reflect the organisation and reinforce the SHY message.

Creating a consistency in our communications will ensure we are all working to one coherent brand.

Key points to consider:

- Be professional, uncomplicated, friendly and engaging.
- Be inclusive and accessible to everyone, demonstrating knowledge and expertise.
- Understand the audience - it may be necessary to amend copy or content if it is targeting the student or business audience.

Photography, imagery and use of icons



The photographic style which SHY uses needs to reflect its brand identity. The images used within its marketing materials should be engaging, clear and professional.

- Where possible they should include a diverse spectrum of people - to illustrate the range of individuals involved in space and space-adjacent sectors.
- The images we use should demonstrate the wealth of events and opportunities facilitated by Space Hub Yorkshire across our three core functions Campus, Agency and Network.
- Any use of icons and graphics should include the colours from the suggested palette.

If you would like to use SHY images, please get in touch.

Icons - Examples

The examples below were designed for the Space Hub Yorkshire strategy. They are simple and concise – they convey the message and include the use of SHY's primary brand colours.





Contact spacehubbyorkshire@leeds.ac.uk for any further enquiries related to Space Hub Yorkshire's branding and marketing guidelines.