

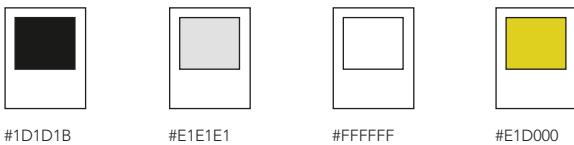
Primary Logo



Blue indicates clear space. The blue area must be kept free of other elements. White padding indicates safe zone. Magenta indicates type and element alignment and boundaries.

The Minimum required clear space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height).

Colour Specifications



The primary two black/grey colours are to be used as a gradient or standalone. The yellow is used to depict highlighted areas such as table headers etc.

Fonts used in logotype

The main font used in the The Yorkshire Mafia logo is modified and not available as a straight TTF file, however the following typography is used on the website and in offline marketing material and should be adhered to:

Droid Serif

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternative Logo Versions and Specifications

Minimum Logo Width - 35mm
35mm is the safest minimum size.



People Standalone

The left half of the logo can be used standalone where the right half is also present elsewhere on page.



Social Profile Images

Twitter, FaceBook, Flickr etc.
This is also used when it's not possible to use the normal version.
This can be used without the people.



Don't Abuse Your Logo!



Don't change element position



Don't stretch or distort



Don't change element size



Don't change fonts/colours