

# PUBLIC BRAND GUIDELINES



**YORKSHIRE 2019**  
Para-Cycling International

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## **INTELLECTUAL PROPERTY AND BRANDS**

A brand represents much more than the sum of its parts. It is a valuable piece and intellectual property and therefore a key asset to any organisation owning it. As such it is important that prior approval is sought before using the 2019 UCI Road World Championships in Yorkshire visual brand components. Yorkshire 2019 will facilitate this process on behalf of partners and stakeholders.



# INTRODUCTION

Between 22 - 29 September 2019 the world's best cyclists will come to Yorkshire for the UCI Road World Championships, one of the pinnacle events in the professional cycling calendar.

Preceding the Championships, on 21 September, will be the Yorkshire 2019 Para-Cycling International, a ground-breaking event which will act as a qualifier for the Tokyo 2020 Paralympic Games. It is an exciting time for residents, community groups, schools and businesses.

The 2019 UCI Road World Championships and Yorkshire 2019 Para-Cycling International are **FREE** to watch events which are funded by sponsors and partners. Sponsors and partners have exclusive rights to use the 2019 UCI Road World Championships and Yorkshire 2019 Para-Cycling International brands to promote their business.

These guidelines are here to assist organisations and groups who are not sponsors of the UCI Road World Championships and Yorkshire 2019 Para-Cycling International in communicating over the coming months. The guidance in the following pages covers both promotional and editorial content.

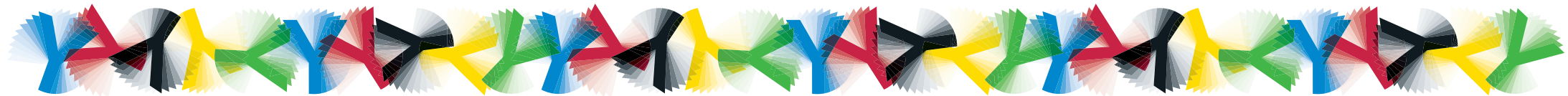
Please take time to read these guidelines thoroughly and if anything is unclear please don't hesitate to contact **Yorkshire 2019** for advice **community@yorkshire2019.co.uk**



# WHAT IS THE DIFFERENCE BETWEEN PROMOTIONAL AND EDITORIAL CONTENT?

**Promotional** content is created to assist your business or organisation. It can include a website, brochure, poster, banner, leaflet, social media post etc. It maybe persuasive and may include a 'call to action'. You should avoid making 2019 UCI Road World Championships and Yorkshire 2019 Para-Cycling International references within promotional content.

**Editorial** content is factual and informative, with the primary purpose not to persuade anyone to take action.



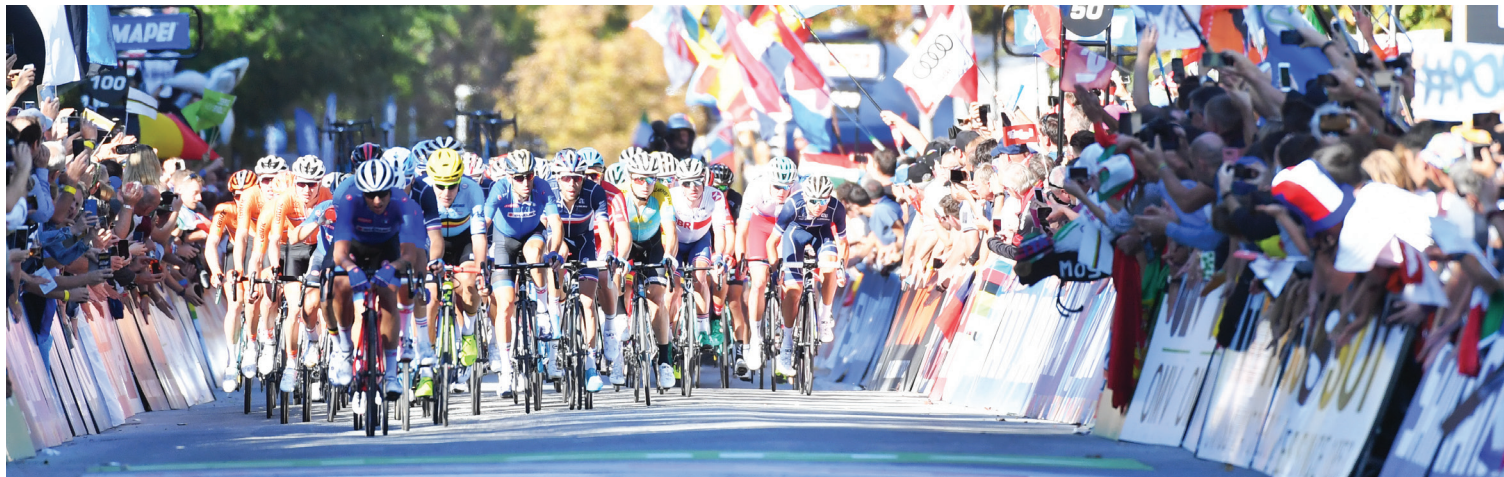


# YORKSHIRE WELCOMES THE WORLD

You need to abide by legal restrictions around the 2019 UCI Road World Championships and Yorkshire 2019 Para-Cycling International when preparing to welcome the world to Yorkshire.

2019 UCI Road World Championships and Yorkshire 2019 Para-Cycling International logos are only permitted to be used by official partners, sponsors and suppliers of UCI and the events.

This means the logos cannot be used for example by other businesses and organisations, either through unlawful use of the logos or otherwise, cannot falsely represent any official association to the 2019 UCI Road World Championships in Yorkshire and Yorkshire 2019 Para-Cycling International.



# PROMOTIONAL DOS AND DON'TS

**Do use** your own online banners to promote the 2019 UCI Road World Championships in Yorkshire and Yorkshire 2019 Para-Cycling International linking back to [yorkshire2019.co.uk](http://yorkshire2019.co.uk).

**Do use** “[insert location] welcomes the world” to promote the event in your community, in print and online with approval from Yorkshire 2019.

**Do use** your own cycling photographs with consent from the photographer and people in the photo.

**Don't** call something the official 2019 UCI Road World Championships in Yorkshire and Yorkshire 2019 Para-Cycling International product. i.e. Official 2019 UCI Road World Championships in Yorkshire Hotel. You can say “to celebrate the 2019 UCI Road World Championships in Yorkshire we are providing a special...”

**Don't** use the 2019 UCI Road World Championships in Yorkshire or Yorkshire 2019 Para-Cycling International logo or any elements of it.

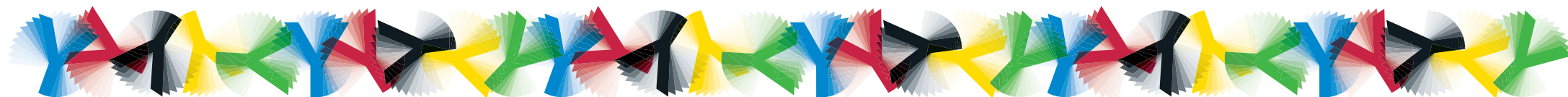
**Don't** reproduce, copy or use any images or artwork from Yorkshire 2019.

**Don't** use wording from Yorkshire 2019 brochures, leaflets or any other literature.

**Don't** use the 2019 UCI Road World Championships in Yorkshire or Yorkshire 2019 Para-Cycling International route map images to promote your business.

**Don't** suggest a link between your business and the 2019 UCI Road World Championships in Yorkshire or Yorkshire 2019 Para-Cycling International unless you are an official sponsor or partner.

**Don't** sell products which feature the rainbow stripes colours, the words 2019 UCI Road World Championships in Yorkshire, Yorkshire 2019 Para-Cycling International and Yorkshire 2019 or the logos unless you have an official licence to do so from the UCI or Yorkshire 2019.



# EDITORIAL DOS AND DON'TS

Providing editorial and factual information about the 2019 UCI Road World Championships in Yorkshire and Yorkshire 2019 Para-Cycling International.

If you produce a newspaper, community e-newsletter etc you may wish to provide information on the 2019 UCI Road World Championships in Yorkshire and Yorkshire 2019 Para-Cycling International. It is also acceptable to have a separate page on your business's website which gives factual information regarding the Championships.

**Do use** “[insert location] welcomes the world” to tell people about the championships in a factual/editorial context. We advise this phrasing to be used when describing any events, you may wish to hold as a community that are not official UCI or Yorkshire 2019 events.

**Do use** 2019 UCI Road World Championships in Yorkshire and Yorkshire 2019 Para-Cycling International route map images to inform people about the event if it is relevant to do so.

**Do keep** any references to the 2019 UCI Road World Championships in Yorkshire and Yorkshire 2019 Para-Cycling International proportionate.

**Do always** seek permission from Yorkshire 2019 for approval before anything is published.








# THE COLOURS

You may use the colours of the 2019 UCI Road World Championships to decorate your communities, schools, villages, towns and cities.

The colours have been taken from the UCI Brand logo. Please do not deviate from these colours or the horizontal ordering blue, red, black, yellow and green.

The five colours **MUST NOT** be used for commercial gain.

Full specifications of the colour palette are indicated below. Please ensure that for each application the correct colour profile is used e.g. RGB values for screen-based communications.

UCI Blue	UCI Red	Black	UCI Yellow	UCI Green
				
RGB 0 120 200	RGB 200 20 60	RGB 0 0 0	RGB 250 225 0	RGB 50 180 50
CMYK 100 32 0 0	CMYK 20 100 75 0	CMYK 20 0 0 100	CMYK 0 10 100 0	CMYK 73 0 100 0
PANTONE® 3005	PANTONE® 186	PANTONE® Black 6	PANTONE® 114	PANTONE® 361
RAL 5017	RAL 3020	RAL 9011	RAL 1018	RAL 6018

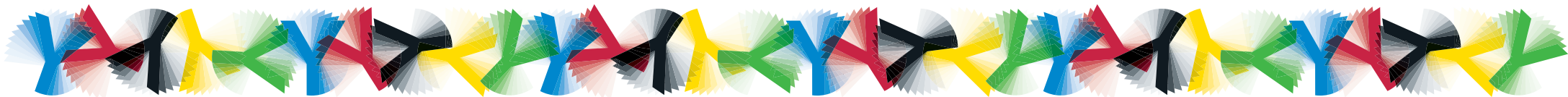
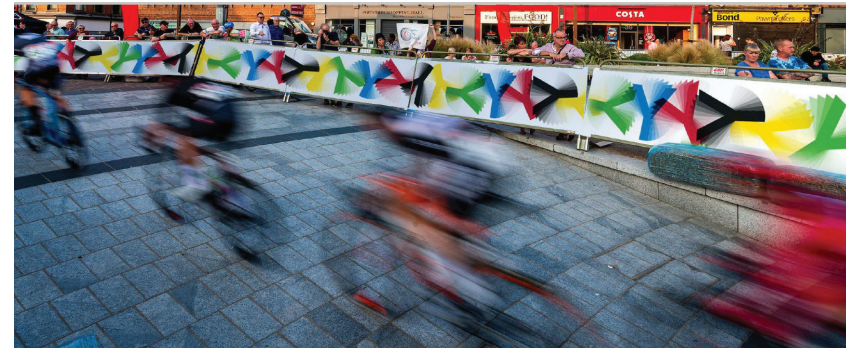




# BUNTING, BICYCLES AND RAINBOWS

Please do dress your towns, villages, communities and schools with bunting, bikes and rainbows.

Colourful rainbow bunting can be purchased from eBay, amazon or through Yorkshire companies such as [www.flyingcolours.org](http://www.flyingcolours.org)



# SECONDARY ASSETS

Our individual 'Y' symbols are additional assets that add colour and pace. They can be used separately or in unison.

These are the only colours our 'Y' symbols should appear in. Please don't ever recolour them or muck about with them in any way.

It is not mandatory that our 'Y' symbols be shown in conjunction with the UCI Event System.

You MUST email **community@yorkshire2019.co.uk** all artwork proofs for approval for any secondary asset used.



**RGB**  
0 | 120 | 200  
**CMYK**  
100 | 32 | 0 | 0  
**PANTONE**  
3005  
**RAL**  
5017  
**PANTONE COTTON**  
18-440 TCX

**RGB**  
200 | 20 | 60  
**CMYK**  
20 | 100 | 75 | 0  
**PANTONE**  
186  
**RAL**  
3020  
**PANTONE COTTON**  
18-1763 TCX

**RGB**  
0 | 0 | 0  
**CMYK**  
20 | 0 | 0 | 100  
**PANTONE**  
BLACK 6  
**RAL**  
9011  
**PANTONE COTTON**  
12-4007 TCX

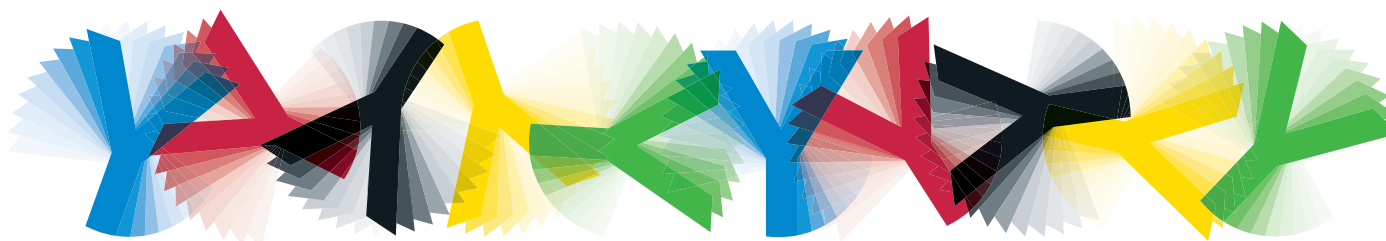
**RGB**  
250 | 225 | 0  
**CMYK**  
0 | 10 | 100 | 0  
**PANTONE**  
114  
**RAL**  
1018  
**PANTONE COTTON**  
12-0752 TCX

**RGB**  
50 | 180 | 50  
**CMYK**  
73 | 0 | 100 | 0  
**PANTONE**  
361  
**RAL**  
6018  
**PANTONE COTTON**  
16-6340 TCX

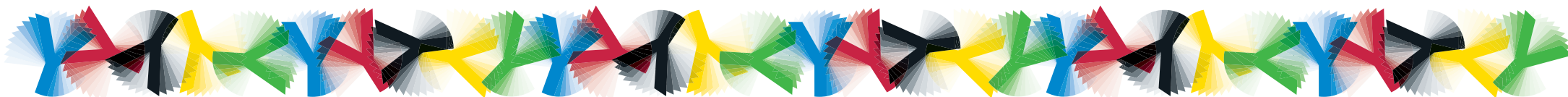


# OUR 'Y' SYMBOLS IN MOTION

Our 'Y' symbols bring pace and personality to our brand by echoing the movement of a spinning cycle wheel. We have a few simple rules to follow when applying these symbols.



- 1.** To make sure the spinning wheel idea is clearly communicated, always place the icons on the same baseline.
- 2.** The order should follow the same colour order as the UCI stripes: blue-red-black-yellow-green.



# OUR 'Y' SYMBOLS – DOS AND DON'TS

Here are some examples of how not to treat the 'Y' symbols.



✓ Our logo applied correctly



✗ Do not apply the 'Y' symbols haphazardly or with gaps



✗ Do not change the order of the colours



✗ Do not apply the logo icon within the symbol trails



✗ Do not apply the 'Y' symbols over colour



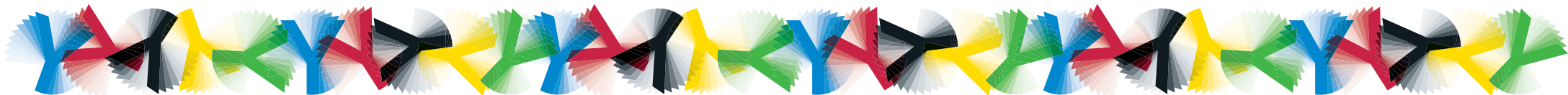
✗ Do not apply the 'Y' symbols over photography



✗ Do not set the individual 'Y' symbols within separate holding shapes



✗ The 'Y' symbols should never be arranged vertically in a line.  
This does not communicate a spinning wheel





# OUR BRAND PATTERN

Our brand pattern is used to add colour, pace and dynamism to brand touch points.

We have supplied the pattern as an image. This asset should not be altered in any way. However, the pattern can be cropped into in order to add pace.

Our brand pattern works best when applied to large clear areas. It should only be used sparingly as the pattern can overwhelm certain applications.

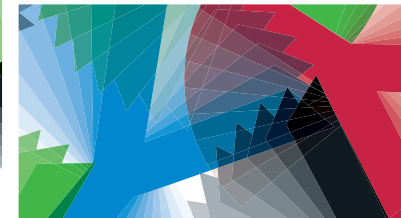
It is important that all 5 UCI colours are present in every crop.



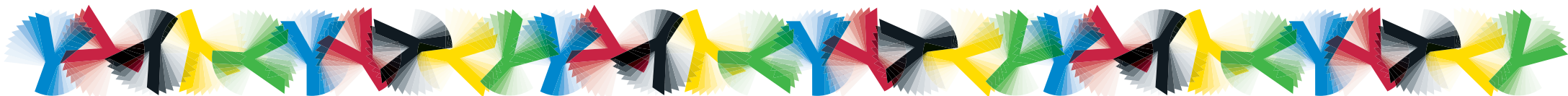
Our full brand pattern



✓ Always ensure all 5 UCI colours are visible



✗ This example shows a missing colour. Never use the pattern in this way.



# ATTEND A YORKSHIRE 2019 ROADSHOW

Businesses, schools and community groups across Yorkshire are being invited to a series of Yorkshire 2019 roadshows as the county gears up to host the 2019 UCI Road World Championships and Yorkshire 2019 Para-Cycling International.



The roadshows, delivered by Yorkshire 2019, is a great opportunity to come along and find out more about what is happening in your local area and across the region during the Championships.

The roadshows will include a short presentation, detailed information of the route, advice on how to make the most of this world-class event and a Q&A opportunity. They will also give advice around brand guidelines and how your business and community can make the most of the opportunity.

Go to Eventbrite and book yourself onto your nearest roadshow.



# FOR FURTHER INFORMATION PLEASE CONTACT:

Yorkshire 2019

**E:** [community@yorkshire2019.co.uk](mailto:community@yorkshire2019.co.uk)

**W:** [yorkshire2019.co.uk](http://yorkshire2019.co.uk)



@Yorkshire2019

#YORKSHIRE2019

To download available assets  
please go to **[yorkshire2019.co.uk](http://yorkshire2019.co.uk)**

Sign up to the Yorkshire 2019  
e-newsletter on **[yorkshire2019.co.uk](http://yorkshire2019.co.uk)**  
to keep up to date with all the latest  
information.

