

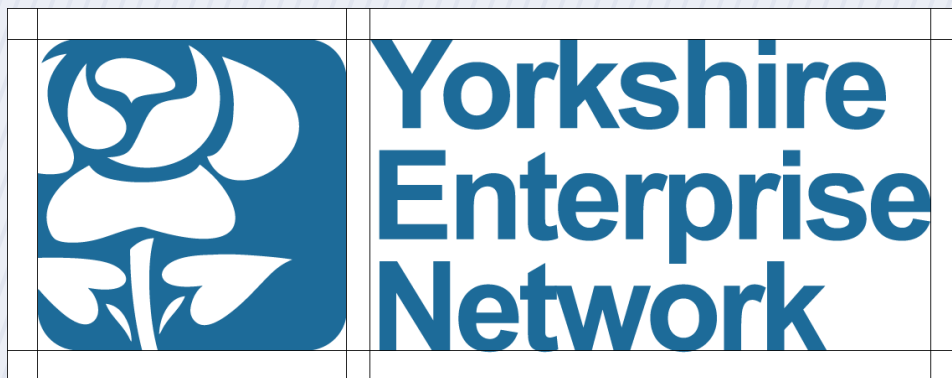
YEN (Yorkshire Enterprise Network) is a network of private and public sector professionals across the Yorkshire region. As an organisation we exist to increase trade potential to the Yorkshire region by using a range of networking, seminars, events and trade delegations which bring people together in order to grow and further relationships and business.

If you are looking to produce media or content with our branding, we ask that you follow our brand guidelines. In any written context, please reference us as **'The Yorkshire Enterprise Network'**, **'Yorkshire Enterprise Network'** or **'YEN'**. When using the 'YEN' abbreviation, please have at least one use of our full title before, or in brackets afterwards, to add context for the reader like shown above.

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## Logo Specifications

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The Yorkshire Enterprise Network logo can be presented in two forms, either as the full logo or just the blue rose as an icon. Along with this guide on the YEN Downloads page, we provide the logo and rose in JPEG, PNG and ESP formats, all of which have been saved to the correct specifications and in different sizes.

The font used for the YEN logo is **'Arial Bold'**. The top of the 'Y' in 'Yorkshire' aligns with the top of the YEN rose, similarly the bottom of the 'N' in 'Network' is in line with its base. The letters will also need to be spaced closer together, if you're using the Adobe Suite, the text tracking is -43.

The colour hex used for the logo is:

**#1d6a98**

This translates into an RGB code of:

**R=29 G=106 B=152**

And a CMYK code of:

**C=89 M=55 Y=21 K=3**

Space around the logo must be present, also the colour **cannot be changed**. When using the full logo, the height of the rose and text has to be equal. The logo also cannot be used without the rose.

If you have any further questions, email us:  
**info@yorkshirenetwork.co.uk**