

**Together,
can we help
our city go
net zero?**

Brand Guidelines

OH YES!
Net Zero™

Is this a campaign you'll want to be a part of?

Can our city change the world?

Can you make a difference?

Is this a brand that everyone can use?

Are these the guidelines to help you do it?

Well, there's only answer to all of those...

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What is Oh Yes! Net Zero™?

Oh Yes! Net Zero™, is a brand, a city-wide movement, and a campaign, that will unite the city region in promoting and supporting activity that reduces our carbon footprint.

By making simple changes to the way we all live & work, what we eat, how we move around and even how we feed our pets, we can all reduce our carbon emissions and, if we all do that together, we can achieve our net zero target and help tackle climate change.



Is this a brand for everyone to use?*

Using the Oh Yes! Net Zero™ brand is a way of showing your support and sharing the campaign so we'd love you to use it as much as you can! These brand guidelines are here to help you do that in way that is consistent and protects the brand so it looks the same whether it is being used by a business, a school, a person or a community group.

Use it on social media pages, posters, websites, emails, walls, badges and anywhere you want to show that you have said Oh Yes! Net Zero™ and want others to know about it too.



*The Oh Yes! Net Zero™ brand is available for use by organisations that sign up on www.ohyesnetzero.co.uk to be part of our net zero community. The conditions of use are as follows: All use of the Oh Yes! Net Zero™ brand will be in conformity with the Brand Guidelines and any goodwill derived from use of the brand shall accrue to the Organisers/Founding Partners of the Oh Yes! Net Zero™ Campaign. You acknowledge and accept that you will stop using the Oh Yes! Net Zero™ branding in any form and/or media in the event that your organisation ceases its participation in the community. For the avoidance of doubt, if your organisation does not report, in any one year, its progress against its roadmap to net zero, then this will be deemed as a non-participatory event in the community. If you or an employee of your entity should participate in any workstream associated with Oh Yes!, you agree that you or that employee shall not enter into any discussion, activity or conduct that may infringe, on their part or on the part of the workstream's members, any applicable competition law. By way of example, participants in workstreams shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertising strategy, costs and revenues, trading terms and conditions with third parties, including purchasing strategy, terms of supply, trade programmes or distribution strategy. This applies not only to discussions in formal meetings but also to informal discussions before, during and after such meetings.

The Identity



This is the Oh Yes! Net Zero™ logo. It is a simple, clear confident logo that will have stand out when applied both on and offline. This is the version that should be used across all print and digital applications that allow for full colour representation at a high resolution.



The Identity - Variants



This is the master logo for the campaign and should be the dominant logo choice, especially when communicating about the campaign within the city region.



These locational specific logo variants can be used by businesses and organisations who want to link the campaign to their location, especially when communicating about the campaign outside of the city region e.g. in national trade press, at national events or on presentations that are communicating with national customers.

Identity Usage



This is the **Oh Yes! Net Zero™** logo that should be used across all materials where print and digital applications allow for full colour representation at a high resolution.



These logo variants with alternative straplines should be used where the project is being promoted outside of the city or country.

The Oh Yes! logo is our most valuable brand asset. It should remain consistent across our marketing materials and never be modified.



This is the logo variant that should be used when on a coloured background or over an image. Always ensure that the logo is clearly visible against the background.



A **black version** can be used where the use of colour is restricted. Always ensure that the logo is clearly visible against the background.



The **minimum size** of the Oh Yes! logo should be 25mm in height.



A logo **exclusion zone** ensures that no other items are thought to be part of the logo. Oh yes! Net Zero™ should have an exclusion zone that is the size of half of the 'O' in Oh yes!, this should be applied all the way around the logo.

Logo Usage

Photography

The Oh Yes! Net Zero™ logo can be placed on photography, but legibility should always be considered to ensure it stands out and is easy to read.

Always place the logo on clear areas of the image that don't interfere with the clarity.



The logo should always contrast well against the background colour.



Use an alternative contrasting colour where green would not be legible.



Don't use the logo on busy backgrounds.

Logo Rules

Here are a few examples of how not to use the Oh yes! Net Zero™ logo. These examples are not exhaustive and any adaptations that change the structure or layout of the logo should be avoided.



Do not change the orientation of the Oh yes! Net Zero™ logo.



Do not move or adapt the sub-heading on the logo.



Do not add drop shadow, 3D or other effects to the logo.



Do not use multiple colours for the logo.



Do not distort the logo.



Do not change the proportions of the characters.



Do not add an outer stroke to the logo.

Typeface

Net zero

Typography is a powerful tool that can add visual meaning to what we are trying to communicate. To convey a consistent message, it is important that we all use the same fonts in both our internal and external communications.

Our primary font is **Gibson**. It should be used for all titles and body text. If you don't have a copy of this font you can download it from fonts.adobe.com. When **Gibson** is not available, you should use Arial. Arial is a system font, which means that it is installed by default on your PC or Mac.

Gibson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gibson Thin
Gibson Light
Gibson Book
Gibson Regular
Gibson Medium
Gibson SemiBold
Gibson Bold
Gibson Heavy

Typograpy Usage

Photograpy

When using typography over images make sure that the background behind it is clear and that there is colour contrast between the type and the image so that it is easy to read.

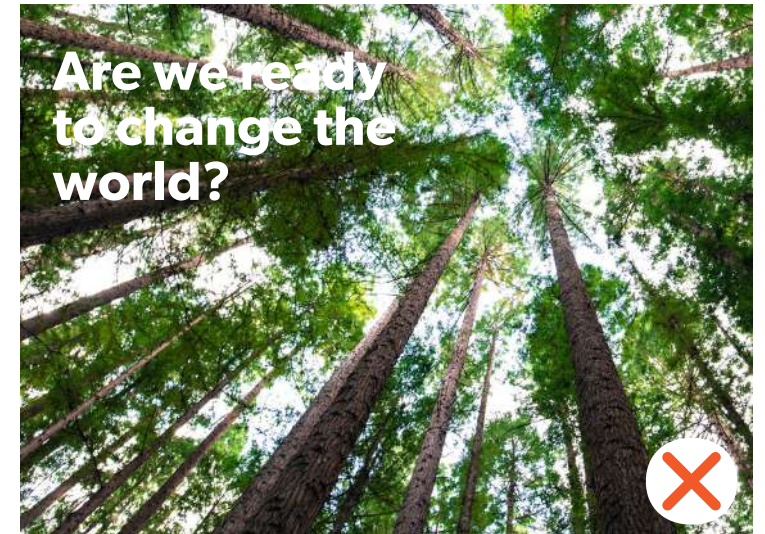
Always place the logo on clear areas of the image that don't interfere with the clarity.



Use dark text that contrasts well on light images.



Use light text that contrasts well on dark images.

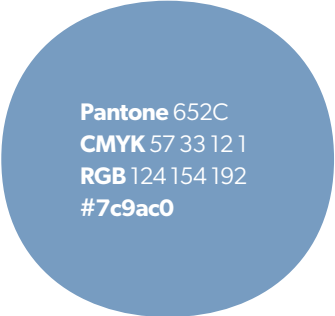


Don't place text on images in places which will make it difficult to read.

Colours

Pantone 367
CMYK 58 0 85 0
RGB 124 187 77
#7cbb4d

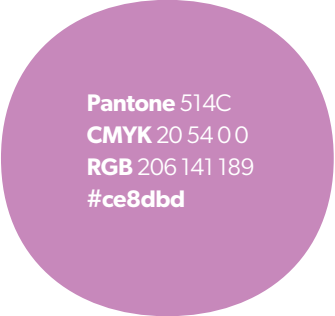
Our core brand colour is a strong green, which supports the Net Zero theme, but it also has a strong and diverse, wider brand colour palette, which brings added vibrancy and flexibility in use.



Pantone 652C
CMYK 57 33 12 1
RGB 124 154 192
#7c9ac0



Pantone 3285C
CMYK 98 7 58 1
RGB 0 147 131
#009383



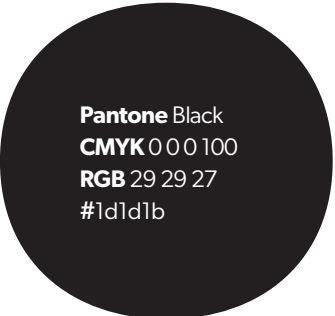
Pantone 514C
CMYK 20 54 0 0
RGB 206 141 189
#ce8dbd



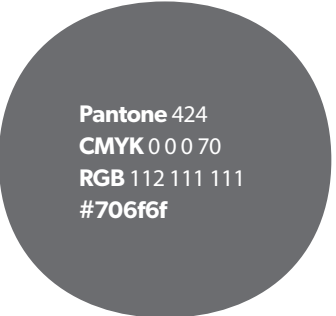
Pantone 177C
CMYK 0 63 32 0
RGB 255 129 137
#ff8189



Pantone 108C
CMYK 0 17 100 0
RGB 255 209 0
#ffd100



Pantone Black
CMYK 0 0 0 100
RGB 29 29 27
#1d1d1b



Pantone 424
CMYK 0 0 0 70
RGB 112 111 111
#706f6f

Bringing our brand to life with words

The way our brand speaks and communicates is really important and we have our own tone of voice. It is strong and confident, bold and direct but also playful and friendly, warm and inclusive. We use questions to engage and give a positive challenge because Oh Yes! is always the answer.

Can I really make a difference?

Can this city change the world?

Are we ready to change the world?



Imagery

The imagery we use should aim to capture the bold, bright positive spirit of our city, our brand and our shared purpose. Wherever possible they should show real local people making positive life choices and having their Oh Yes! Net Zero™ moment in this region. They should be clear and colourful, positive and interesting, well lit, powerful and professional. Some colourful and playful studio based photography can also be used sparingly.

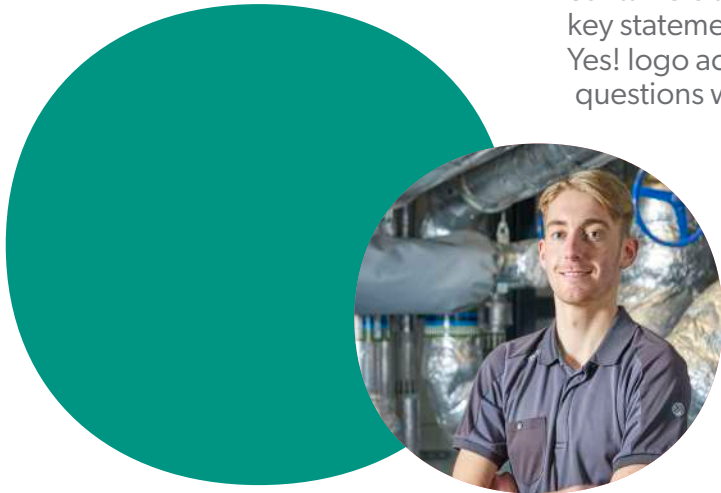


Graphical Elements

Our brand uses a range of graphical devices, each designed to bring creativity and added interest to our communications. Our devices can be used separately or together, and all add texture, depth and a little bit of positive playfulness to our identity.

A core element of our brand style is the strong use of the downward facing arrow which is found in the negative space of the Oh Yes! Net Zero™ logo. This graphical element can also be used to contain images, add impact and define areas of content i.e. using them as shapes in which to house statements or call to actions. The 'O' shape of the Oh Yes! logo can be used as an 'O' or alternatively as a circle. It can be used by layering them as overlays on background imagery or to house imagery.

Speech bubbles can be used exclusively as containers to hold the Oh Yes! campaign's key statement or questions. The Oh Yes! logo acts as the 'answer' to these questions within its own speech bubble.



Narinder,
Kingswood

Let's start
making a
difference!



How can our partners use Oh Yes! Net Zero™?

This project is about positive action and one of those actions is about working together to raise awareness and get others involved. By badging your support we'll be able to amplify our brand and increase the impact of the project, reaching many more people. So please use, wear, share and circulate the brand and project as much as you can!

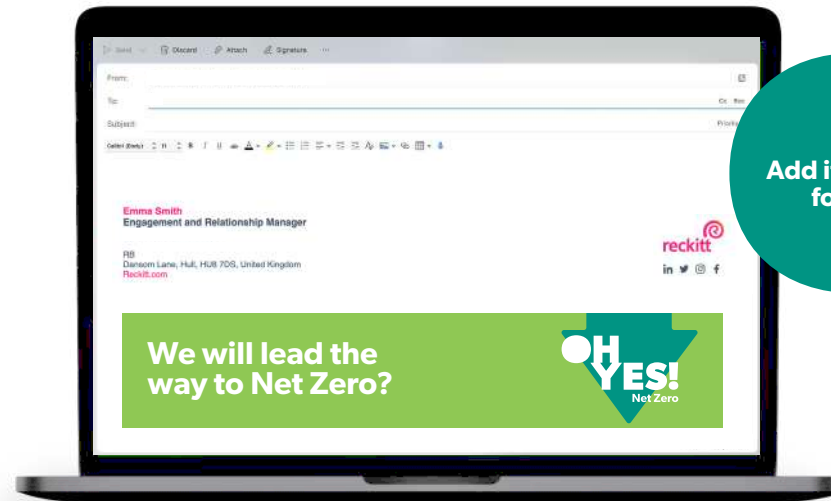
Here are just a few ideas - see our business partner pack for more details.



Promote the campaign in your presentations



Share our posters in your workspaces and through your team communications



Add it to email footers



Further Examples of Usage



The Oh yes! Net Zero™ logo, colour palette, typographic style, iconography and use of imagery, all combine to create a contemporary, rich brand style that captures the diversity of our campaign and brings it to life wherever it is applied.

We want the brand to be used as widely as possible across our city region and beyond so let's all own it, use it, celebrate it and share it wherever and whenever we can!

If you have any more ideas about bringing the brand to life or need some help to do it then please just let us know.



The more voices the stronger the words. Our Partners

The founding partners of Oh Yes! Net Zero™ are Hull City Council, Marketing Humber, Reckitt and The University of Hull, with the involvement and support of the CBI and Ernst & Young.



This is a brand for our city as we lead the UK to Net Zero. Thank you for using it and for being part of a campaign that could change the world.

If you have any questions or need any help then please get in touch hello@ohyesnetzero.co.uk

