



YORK  
CIVIC  
TRUST

# Brand Guidelines

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2025



### Maverick

We believe that **heritage is a live subject**, by **questioning convention** and introducing **bold ideas** we remain open and willing to **challenge complacency**, using new and **innovative** ideas to **delight** and **engage**, provoke thought, and ensure the past remains relevant.

### Storyteller

The Trust uses history not as a record, but as a conversation, interpreting York's past through **compelling, human-centred narratives**. With **empathy and charisma**, we invite communities to **explore unfamiliar voices and truths**, shaping a richer, **more inclusive** understanding of place and identity.

### Translator

**We help make the complex accessible.** Whether interpreting planning policy, architectural heritage, or social history, we aim to translate with **clarity and care**. We bridge the gap between expertise and everyday experience, ensuring people from all backgrounds are given space to **engage meaningfully** with the city's story.

### Ambassador

**Acting as a champion for York's built and cultural heritage**, we promote what makes the city unique. Through diplomacy, collaboration, and a sense of **civic pride**, we build strong relationships across sectors, ensuring that York's past continues to enrich its future with **authenticity and purpose**.

### Advocate

We tirelessly campaign for a sustainable, heritage-rich York. We stand up for quality in planning, the rights of communities, and the value of cultural legacy. Our advocacy **inspires action**, protecting the city not just for today, but for **generations ahead**.

### Servant

We are here to **serve the city**. Restoring historic sites or influencing planning and policy, we do so **quietly, responsibly, and with integrity**. Our strength lies in listening first; building trust through support, stewardship, and an **unwavering commitment** to the public good.

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## Tone of Voice

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### A voice rooted in heritage, powered by purpose.

#### **Bold, Human, Clear, Collaborative, Principled, and Humble.**

We speak with a voice that honours York's past while actively shaping its future. Everything we say, reflects our belief that heritage is living, inclusive, and essential to civic life.

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#### **Core Principles:**

##### **1. Bold & Curious** (*Maverick*)

We challenge assumptions and celebrate new thinking. Our tone is confident and provocative when needed, sparking curiosity and inviting new perspectives on out-dated narratives.

##### **2. Empathetic & Engaging** (*Storyteller*)

We communicate with warmth, emotion, and relatability. Our stories centre on people (past and present) and invite others to see them in York's evolving history.

##### **3. Clear & Approachable** (*Translator*)

We make the complex accessible and understandable. Whether explaining policies or architecture, we speak plainly, avoiding jargon and long descriptions, always considering what our audience needs to understand and feel.

##### **4. Diplomatic & Trust-Building**

(*Ambassador*)

We represent the city with pride and professionalism. Our voice is respectful and inclusive, strengthening relationships across communities, organisations, and different sectors.

##### **5. Passionate & Principled** (*Advocate*)

We're not afraid to take a stand. Our voice is passionate and persuasive when protecting what matters. We lead with our values, always championing sustainability, knowledge, and civic benefit.

##### **6. Quietly Committed** (*Servant*)

We speak with humility and purpose. We don't seek the spotlight, we earn trust through thoughtful stewardship, responsible action, and a dedication to York's conservation.

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Principled, Protective,  
Progressive & Reflective

Heritage that belongs to everyone

Guiding York's story, past and future

Protecting York today,  
enriching it for tomorrow

Shaping York's story with  
imagination and care

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## Press Releases

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### York Civic Trust: Protecting the Past, Shaping the Future

York Civic Trust, a cornerstone of the city's cultural life since 1946, is stepping confidently into a new era. With a refreshed identity and renewed purpose, the Trust continues to champion York's remarkable heritage while ensuring that history remains alive, relevant, and inclusive for generations to come.

For nearly eight decades, York Civic Trust has worked tirelessly to conserve the city's architecture, influence planning policy, and safeguard cultural assets. Today, its mission is as urgent as ever: to honour York's unique past while inspiring bold ideas and innovative approaches that enrich its future .

### A Heritage That Lives and Breathes

At the heart of the Trust's philosophy is the belief that heritage is not static, but a living, breathing part of civic life. Far from being a record locked away in the past, York's story is treated as a conversation, one that welcomes all voices. By championing human-centred storytelling, York Civic Trust interprets history with empathy and imagination, giving communities the chance to explore unfamiliar truths and fresh perspectives .

This people-first approach ensures that York's built environment and social history remain accessible and meaningful. Whether through blue plaques celebrating unsung figures, walking tours that uncover hidden layers of the city, or educational programmes that bridge expertise with everyday experience, the Trust ensures that heritage belongs to everyone.

### Heritage for All

Membership of York Civic Trust is at the core of its impact. By joining, members become part of something bigger: a movement

dedicated to protecting what matters, challenging what doesn't, and shaping the story of York's future. Members enjoy unique access to behind-the-scenes events, guided tours, and exclusive exhibitions, including at the Trust's flagship property, Fairfax House .

"York's future needs you," says the Trust's call to action. "By becoming a member, you're not just supporting heritage... you're helping shape the city's story."

### Building a Future on Strong Foundation

In a time when cities everywhere are evolving rapidly, York Civic Trust stands firm in its commitment to balance conservation with progress. It advocates for high standards in planning, campaigns for a heritage-rich and sustainable city, and invests in conservation projects that protect York not just for today, but for generations ahead .

The Trust's work is a reminder that York's heritage is more than bricks and mortar; it's about people, place, and purpose. It's about ensuring that the city's character, identity, and stories remain vibrant, inspiring, and relevant.

### About York Civic Trust

Founded in 1946, York Civic Trust is a membership-based organisation dedicated to protecting, celebrating, and promoting York's heritage. From conserving historic landmarks to influencing policy, the Trust works across the city to ensure York's past continues to enrich its future. Through bold ideas, inclusive stories, and practical action, the Trust makes York a better place to live, work, and visit.

For more information, or to become a member, visit [www.yorkcivictrust.co.uk](http://www.yorkcivictrust.co.uk)

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## Tone of Voice

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### Example of an Instagram caption for the membership offering:

**Tone focus:** Bold (Maverick), Empathetic (Storyteller), Passionate (Advocate)

*York's future needs you.*

*By becoming a member of York Civic Trust, you're not just supporting heritage – you're helping shape the city's story.*

*From hidden histories to big campaigns, our members are part of something bigger: protecting what matters, challenging what doesn't, and ensuring York remains extraordinary for generations to come.*

 *Sign up today, and be part of the conservation.*

*#YorkCivicTrust #YorkHistory #CivicPride #ShapetheCity*

### Example for Who We Are, website page

**Tone focus:** Clear (Translator), Collaborative (Ambassador), Humble (Servant)

*York Civic Trust is a membership-based organisation dedicated to protecting and celebrating the heritage that makes York so special.*

*We believe heritage is more than the buildings and architecture, it's about people, place, and purpose that they house over time. From conserving landmarks to influencing planning and policies, we work across the city to ensure York's past continues to enrich its future and doesn't get lost in history.*

*Our team includes volunteers, experts, and passionate locals, all united by a shared belief: that York's unique character is worth defending – and worth sharing with the public.*

*Through bold ideas, inclusive stories, and practical action, we help make York a better place to live, work, and visit, not just today, but for generations to come.*

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## Primary Logo

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This centrally aligned logo would typically be used for stationery such as letterheads or business cards, and should be aligned to the centre of the page, not the left or right.

minimum  
print size



## Secondary Logo

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YORK CIVIC TRUST

— Established 1946 —

This version can be treated the same as the primary logo, however pay attention to size and legibility of the sub text.



YORK CIVIC TRUST

— Established 1946 —

minimum  
print size

40mm

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## Stacked Logo

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minimum  
print size



This version of the logo will be used for more graphics where multiple elements are used such as flyers, socials etc. This can be aligned in a variety of ways.

Clear space:



The logos need a certain clear space to ensure other elements don't weaken their impact. This is the minimum clear space we should use.

We use 1 semi-circle from the icon as a measuring element to define how much clear space is needed.

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## Icon Logo

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This icon version of the logo can be used to compliment the brand where it is already clear that it is York Civic Trust collateral. This can also be used for the website favicon, social media profile image and small in the bottom corner of a document.

minimum  
print size



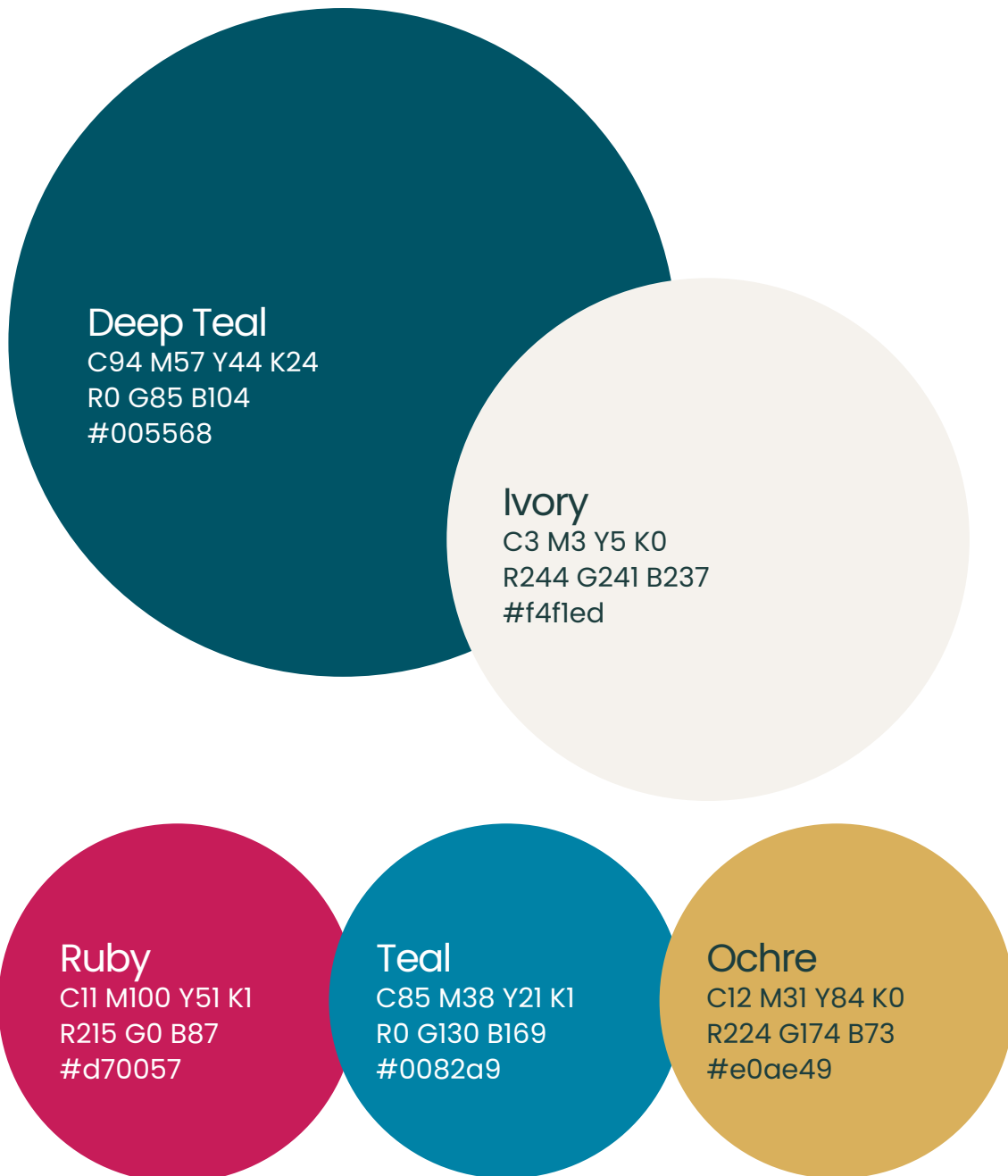


The simplified icon should only be used occasionally and for the plaques.

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## Core Colours

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### Understanding colour codes

There are different colour codes for different applications, here is a quick overview to help.

CMYK is the standard printing process, (Cyan, Magenta, Yellow and Black) This is the colour you should use when creating printed formats.

RGB is for digital only and will appear brighter for some colours when compared to CMYK. This is for digital use, such as social media.

The HEX code (#) , is a universal code used in web formats.

We can also provide you with Pantone references to get paint mixed if you need.

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### Source Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !£#&\*

[Download for free here](#)

### Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !£#&\*

[Download for free here](#)

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## Typography

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We recommend using left aligned text for majority of your marketing materials. Sticking to Source Serif Pro for headings or pull out text such as short quotes.

The Poppins family can be used for large bodies of text and paragraphs. You can use **SemiBold** to highlight things such as links, important snippets or call to actions.

### Events for people who love York

Every year we hold a programme of exciting events designed for people who love the city.

From behind-the-scenes tours of buildings not open to the public, to first-looks at brand new developments, these events are like no other.

There's a whole array of options every year - from walks, to talks, to guided tours and site visits - so there's always something to every taste.

To see this year's programme go to [yorkcivictrust.co.uk/events](https://yorkcivictrust.co.uk/events)

Source Serif Pro - Regular

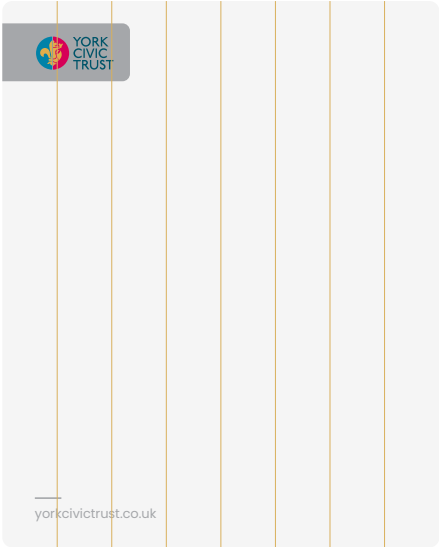
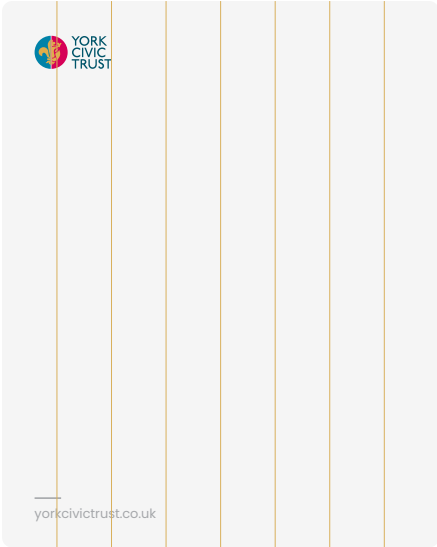
Poppins - Regular

Poppins - SemiBold

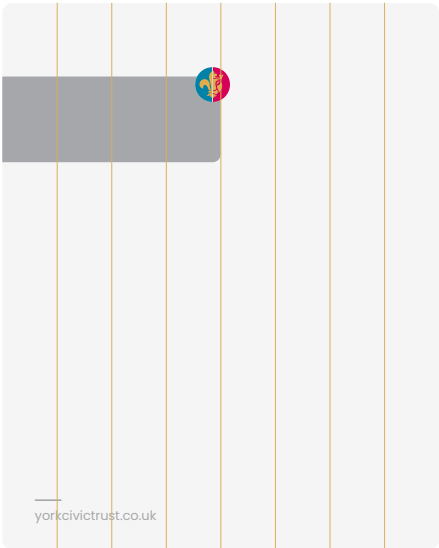
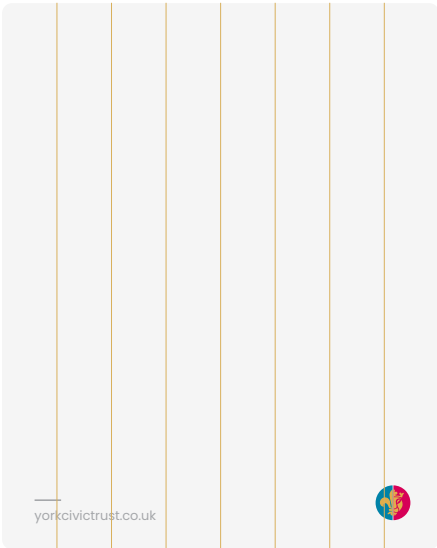
# Logo positioning

Use 8 columns to find the correct ratio for the logo size. This is relevant for both print and digital.

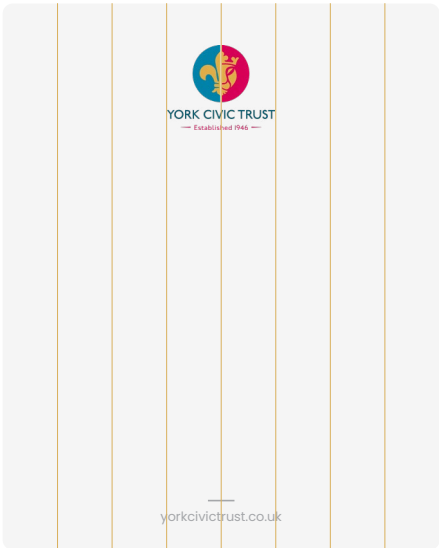
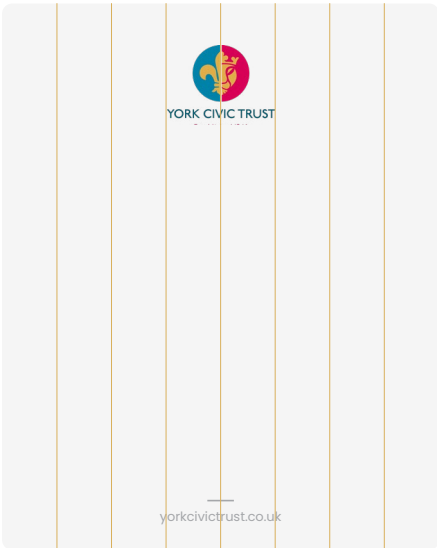
## Stacked logo



## Icon



## Primary & Secondary



# Application

## Stacked logo

Because the stacked logo is left aligned, it should be positioned to the left of a page or document.

Use a rounded rectangle tab in Ivory to keep the logo clear when against a dark or busy image.

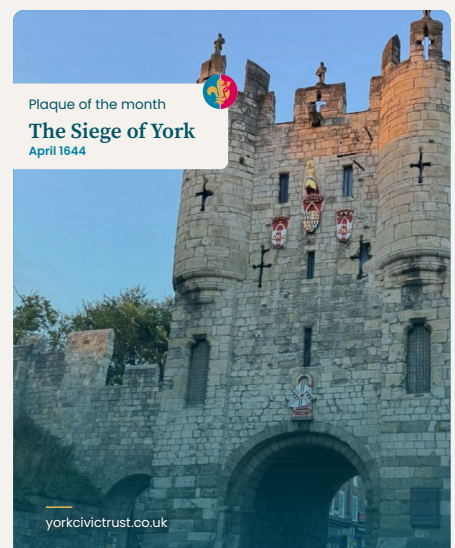
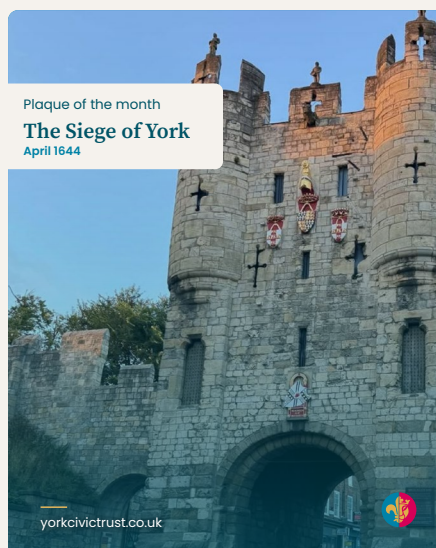


## Icon

Use of the icon where it is clear who the author is (e.g. on the website or social media channels)

Use only where a clear background is present, or as stamp with an Ivory background, as shown.

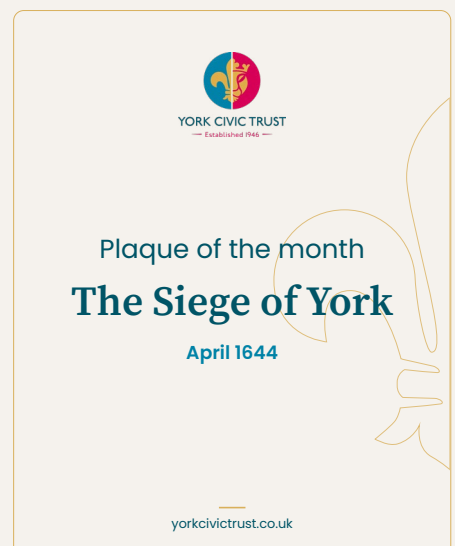
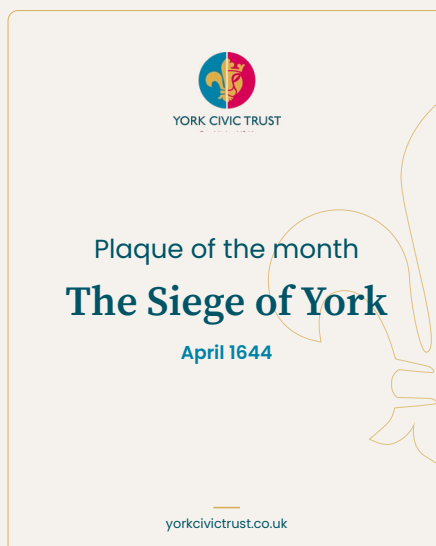
Either in the bottom right or to accompany a text box.



## Primary & Secondary

The centrally aligned logos must only be used in the centre of the design, to the top of the page.

This is usually for text based graphics.





## Partnerships

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Use the York Civic Trust logo in white when on a dark or busy background to ensure legibility.



York Civic Trust is the secondary logo in communications from other organisations, such as Fairfax House

### York Civic Trust members go free!

Members get free unlimited admission to Fairfax House and invitations to private views of exhibitions, as well as discounts on Fairfax House events and gift shop.

Visit [yorkcivictrust.co.uk](http://yorkcivictrust.co.uk) for more information

 FAIRFAX HOUSE  YORK CIVIC TRUST





Download Assets

For further brand support please contact  
**[studio@lazenbybrown.com](mailto:studio@lazenbybrown.com)**