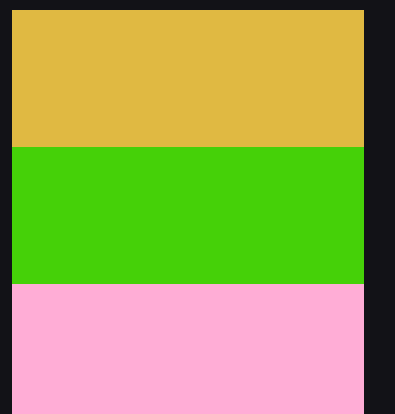


**Bradford 2025**  
**UK City of Culture**

**Visual Identity**  
**Guidelines**



Identity Guideline

---

## 5.2 Primary logo

Our primary logo is our main identifier. It contains both the B/Heart symbol and our name. As our primary logo, it should be used wherever possible to represent our brand – especially to unfamiliar audiences. This logo is available by request to our creative and funding partners.

---

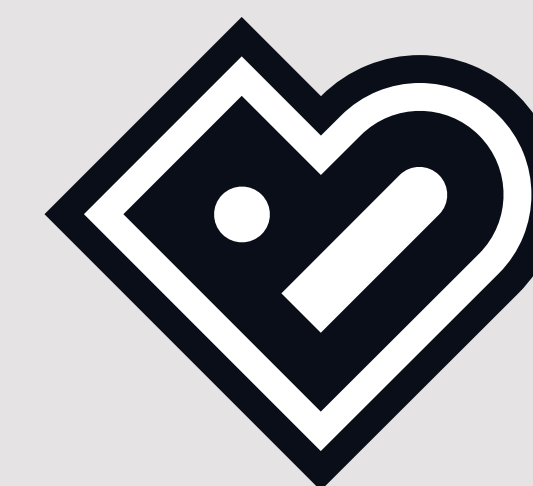
Primary logo



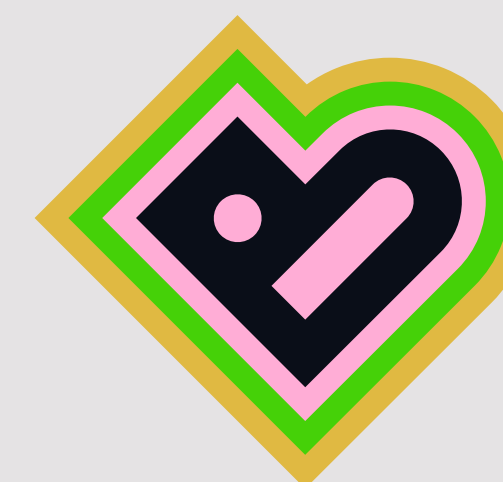
## 5.3 Secondary logo

Our secondary logo can be used as an alternative to the primary logo if there is only limited space available. This logo is also available by request to our creative and funding partners.

Secondary logo



**BRADFORD 2025**  
UK City of Culture



**BRADFORD 2025**  
UK City of Culture

# 7.2 Colour values

Our colour values are divided into three segments. Always ensure you choose the correct colour values for your chosen application. For digital materials please use HEX or RGB values.

For print, use Pantone colours in order to maximise vibrancy. CMYK colours are a secondary option – only use them when no alternative exists, or when Pantone becomes cost-prohibitive.

Digital (primary choice)



**Gold**  
RGB 224/185/66  
HEX e0b942



**Green**  
RGB 69/209/9  
HEX 45d108



**Pink**  
RGB 224/172/205  
HEX f4accd

Print (primary choice)



**Gold**  
Pantone 4016C  
RAL 1012



**Green**  
Pantone 802 C  
RAL 6038



**Pink**  
Pantone 2036 C  
RAL 3015

Print (secondary choice)



**Gold**  
CMYK 13/10/66/5



**Green**  
CMYK 50/0/75/0



**Pink**  
CMYK 0/33/0/0

Thank you

If you require assets or have a question about our brand please email us at: [audiences@Bradford2025.co.uk](mailto:audiences@Bradford2025.co.uk)



Funded by  
UK Government



West  
Yorkshire  
Combined  
Authority | Tracy  
Brabin  
Mayor of  
West Yorkshire



Made possible with  
Heritage  
Fund



Identity designed by Rabbithole.

Bradford Culture Company Limited. Company registration number 12330027.  
Charity number 1194599. Registered office address: Bradford Culture Company Ltd,  
Schofield Sweeney, Church Bank House, Church Bank, Bradford BD1 4DY.

