

Making the most out of your membership

Creating clout in the marketplace

As they say, two voices are better than one. Our collective ambition is to promote York as the number one city tourism destination in Britain and continue to grow the York visitor economy year after year. Under the Visit York brand, our aim is to encourage more visitors to choose the city as their holiday or short break of choice, stay longer and spend more.

You can create strength in your marketing by showcasing your alliance with us and using the Visit York 'Member' logo in your marketing. By featuring your Visit York Member logo you are creating more credibility for your business. We, in turn, endorse your business and are proud to support you in delivering a vibrant tourism economy for the city.

The Visit York brand is universally recognised and has respect in the marketplace. We have developed a specific Members version of the Visit York logo for your use. Please see below:



Some ideas of how you could use the Visit York 'Member' brand:

Website, Advertising, Promotional leaflets/ brochures, News Releases, Signage, Displays and Job Advertisements.

Your 'Member' logo is easily accessed by downloading direct from our Members & Partners website at visityork.org/members/membership/maximising-your-membership

A few tips to help give stand out when using the brand:

A full colour logo on a white background is preferred as this gives the very best definition and stand out for our logo.

The Visit York logo, when reproduced, should be a minimum size of 30mm wide.



For further Information: If you have any questions about these guidelines, please contact Daniel Holmes, Graphic Artist at Make It York – daniel.holmes@makeityork.com