



LOGO STYLE GUIDE

AT YLNI, WE ARE A UNIQUE GROUP.

It's true. And as an organization that's involved with highly visible community affairs, it's important to present ourselves as a competent, bold and engaging organization. One of the first brand impressions with the public is often our logo—that's why it's important to use it in a way that properly represents its original intent.

By using this guide, we'll keep a consistent look for all YLNI entities, helping to build the brand that represents our group.

Approval for logo use must be obtained from the V.P. of Marketing at communications@ylni.org.

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FOUR-COLOR

The full-color CMYK (or RGB on web) YLNI logo is the standard mark and should be used as often as possible when branding. It should be used at all times with web visuals.

Examples: stationary, ads, web site, flyers, posters, banners



TWO-COLOR

This version is used for specific printing projects that only allow for two spot colors. Specifically, the blue is [Pantone 2995 C](#) and the green is [Pantone 369 C](#).

Examples: various silk screens (current 2-color notebook imprint), t-shirt, embroidery, 2-color newspaper ad



ONE-COLOR

Much like the two-color version, the one-color is only used in special circumstances like silk-screening or etching that cannot contain gradations. Note that an individual color other than black can sometimes be substituted by a vendor; in that case, please specify [Pantone 2995 C](#) (or a dark blue).

Examples: various 1-color silk screens, etching or engraving (like the back of an iPod)



GRAYSCALE

The primary use of the grayscale YLNI logo is for printing that only calls for black and white but still allows a gradation.

Examples: newspaper, black and white printouts



REVERSED

Since the YLNI logo should primarily be placed on a light or white background, this logo is only for circumstances where a positive version will not work.

Examples: a sponsorship mention on a non YLNI-branded piece with a dark background



NOTE: The actual EPS file contains no black background.



FULL NAME

Use the logo with the organization name for most situations. Since the letters “YLNI” are not widely known, it’s important to declare the full name.



Use It

Rarely  Often

TAGLINE

The tagline version may be used on special occasions where YLNI is well-known, and for internal use.



Use It

Rarely  Often

NO TEXT

This logo would only be used in a situation where it is used as a design element.



Use It

Rarely  Often

AREA OF ISOLATION

When using the logo, be conscious of space surrounding the logo. Placing a logo too close to other elements could compromise its integrity. Allow 1/8 the width of the logo for space (Ex. 1)

BACKGROUND

As often as possible, place the logo on a white or very light background. When not on an all-white background, please use an EPS file of the logo.

CROPPING

Sometimes the logo with no text may be incorporated as a design element. Any cropping must be done on the bottom of a page.

ANGLE

For reference, the skew of "YLNi" is 8 degrees. This is considered when mirroring the background "arrow texture"

TYPEFACE

The type of the logo is Gotham Bold. For those without Gotham, please use Arial on communication pieces.

RESTRICTIONS

(Examples 2-6)

- DO NOT place the logo on a complicated or overly dark background. (2)
- DO NOT add a glow around the logo. (3)
- DO NOT add a drop shadow. (4)
- DO NOT use the logo low-res. (5)
- DO NOT create a grayscale logo from a color version. Please use the GRAYSCALE version.



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