



YOU BRAND STANDARDS



**you**  
**GET IT FIRST™**

YOU = YOUR OWN UNI-  
VERSE

## WELCOME TO YOU BRAND GUIDELINES THIS DOCUMENT EXISTS TO ENSURE CONSISTENCY AND STRENGTHEN OUR BRAND

We are setting new standards for one of our most valuable assets, our brand. We are improving our visual standards so we look as good on the outside as we do on the inside. These changes will involve bringing standards to logos, their usage, fonts, colors and quality of documents that are both internal and external. This will help us build a high-quality and professional image—just like the products we make.

When working on documents, please refer to this guide to make decisions about logo usage, fonts, colors, templates and all other visual standards.



## YOU LOGO VARIATIONS WITH TAGLINE



YOU logo Square  
full color w/gradient



YOU logo  
Square  
one color / blue



YOU logo Square  
full color w/o gradient



YOU logo  
Square  
one color /

YOU logo  
full color



YOU logo  
one color / blue



YOU logo  
one color / black



YOU logo  
reverse / yellow



YOU logo  
reverse



## YOU LOGO VARIATIONS WITHOUT TAGLINE



YOU logo Square  
full color w/gradient



YOU logo Square  
one color / blue



YOU logo Square  
full color w/o gradient



YOU logo Square  
one color /

YOU logo  
full color



YOU logo  
one color / blue



YOU logo  
one color / black



YOU logo  
reverse / yellow



YOU logo  
reverse



## CORPORATE COLORS

This is the official YOU color palette.



Coated Paper  
Pantone 3025 C

Uncoated Paper  
Pantone 2955 U

R 7  
G 79  
B 120  
HEX #074ff78

C 98  
M 70  
Y 31  
K 14



Coated Paper  
Pantone 1375 C

Uncoated Paper  
Pantone 130 U

R 248  
G 154  
B 37  
HEX #f89a22

C 0  
M 46  
Y 97  
K 0

## WHEN TO USE

PMS (Pantone Matching System)

PMS colors are a standardized color inking system used throughout many industries. This is the most consistent method when available.

Best use: In situations where exact color accuracy is required.

CMYK (process color)

The colors Cyan, Magenta, Yellow, and Black (K) are combined to create full-color images on traditional and digital presses.

Best use: Printed materials from most vendors, in-house laser copiers and most typical reproduction scenarios.

RGB

Most common in digital formats.

Best use: Web, Powerpoint, email – anything that will be viewed primarily on a screen.

## RECOMMENDED COLOR PALETTE

		Text Contrast			
50	#90d2f9	■	■	50	#ffffff
100	#47b6f4	■	■	100	#feed9
200	#12a0f1	■	■	200	#fcd5a3
300	#0a75b2	■	■	300	#fab55d
400	#096295	■	■	400	#f9a840
500	#074f78	■	■	500	#f89a22
600	#053c5b	■	■	600	#f48c08
700	#04293e	■	■	700	#d67b07
800	#021621	■	■	800	#b86a06
900	#000304	■	■	900	#9b5905
A100	#90d2f9	■	■	A100	#ffffff
A200	#47b6f4	■	■	A200	#feed9
A400	#096295	■	■	A400	#f9a840
A700	#04293e	■	■	A700	#d67b07

Primary Blue ←

→ Accent Orange

## FILE TYPES

### JPG

- JPG (or JPEG) is a file that is often used on the web and for screen-only purposes
- JPGs keep file sizes small, but cannot be upscaled — use the file in original size or smaller (never make it larger)
- JPGs don't have transparent backgrounds, so there will always be a white background
- Best use: When needing a simple logo in an email or website where the background doesn't have an effect on the logo.

### PNG

- PNGs are used on the web and for screen-only purposes
- PNGs are higher in quality than JPGs
- PNGs can have transparent backgrounds — a colored/textured background will be able to be seen behind the file
- Best use: Logos, icons and other images where a transparent background is preferred.

Example: When placing the logo on top of another graphic on a website.

### EPS

- EPSs can be resized to any size without losing quality — bigger or smaller
- EPS require specialized software to view
- EPSs have transparent backgrounds
- Best use: Logos, icons, graphics, print designs, etc.

### USAGE

Please do not change logo color, aspect ratio or angle. Do not stretch or squish logo! Do not use a logo if it becomes pixelated or low quality due to enlarging. If the logo becomes distorted, please contact



## PLEASE DON'T...

Do not change logo color, aspect ratio or angle. Do not stretch or squish logo! Do not manually type the tag line "Get it First". Do not use a logo if it becomes pixelated or low quality due to enlarging. If the logo becomes distorted, please contact Marketing for an appropriate version. These rules apply to all versions of the YOU corporate logo. Marketing may break these rules on occasion to create interest but that does not change these



DON'T rearrange the logo elements



DON'T change the proportions between the symbol and logotype



DON'T rotate the logo



DON'T stretch the logo



DON'T mix colors from the palette



DON'T use unapproved colors



DON'T outline the logo



DON'T add gradients, shadows, or graphic filters to the logo



DON'T use logo as a holding shape for imagery or graphics

## OTHER NOTES

Do not use the logo with the tagline smaller than .75-inch



Larger than .75"



.75"



Too small.

Do not use the logo with the tagline in the app icon smaller than 1-inch



Larger than 1"



1"



Too small.

Do not use the logo without the tagline smaller than .5-inch



Larger than .5"



.5"



Too small.

Do not use the logo without the tagline in the app icon smaller than



Larger than .75"



.75"



Too small.

If you need a logo between .5" and .75", use the logo without the

Leave a minimum of 1/4" space around the logo from other



## CORPORATE TYPEFACES

Roboto Slab Bold is the YOU corporate typeface for headlines and should be used in all formal communications and marketing.

**Roboto Slab Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 -!@#\$%^&\*(&#x27;,&#x2E;,&#x3B;)**

Futura EF Book is the YOU corporate typeface for body copy and should be used in all formal communications and marketing.

Futura EF Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 -!@#\$%^&\*(&#x27;,&#x2E;,&#x3B;)

Arial should be used whenever Futura EF Book is unavailable and for informal business communications.

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 -!@#\$%^&\*(&#x27;,&#x2E;,&#x3B;)



## CONTACT

YOU

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