



• **YE** •

**BRAND
STANDARDS**

MEDIA EDITION



youth entrepreneurs®

OCTOBER 2018

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NAME + LOGOS

The YE visual identity is the image we project to our donors, business partners, students and volunteers. The core elements of this system are: the name, icon, colors and typefaces. By consistently applying these identity standards, we strengthen the organization's name and make it more recognizable to our various audiences.

In text, the first reference to the program should be "Youth Entrepreneurs®." Ensure that the registration mark is included. Upon subsequent references, use "Youth Entrepreneurs" or "YE."

If the YE logo is utilized by a third party, the document/collateral must incorporate the following text in a small font at the bottom or on the back: Youth Entrepreneurs® is a registered trademark of Youth Entrepreneurs, Inc.

PRIMARY LOGOS

The YE logo has two components: the primary name "Youth Entrepreneurs®" and the "E" icon, as shown below.



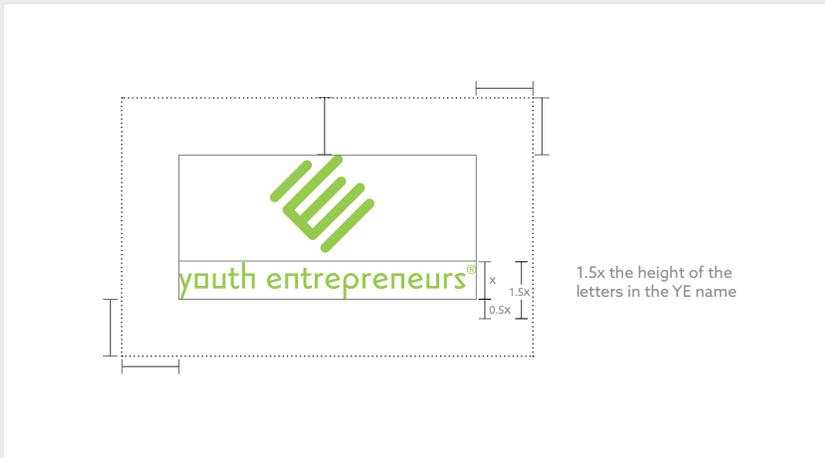
SOCIAL ICONS

When using the YE logo as a profile picture or icon on social media, use the approved, simplified logo in green or black.



LOGO CLEAR SPACE

A minimum clear space should always surround the logo as shown in the examples below. This area is important as it allows the logo to stand out from other elements. Always keep the logo separate from any graphics or text, to protect its identity and visibility.



The minimum clear space around the logo is equal to the 1.5x the height of the YE name.

MINIMUM LOGO SIZES

It is important to consider the scale and appearance of the logo; when too small it lacks presence and legibility.

No less than 0.75" wide

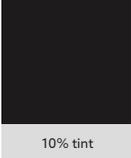


No less than 0.35" wide



Do not scale YE logo smaller than 0.75 inches wide, and the YE "E" icon no less than 0.35 inches wide.

STANDARD COLORS

	PANTONE® 375 C46 M0 Y90 K0 R151 G215 B0 Hex: 95C637 40% tint		PANTONE® BLACK 7 C38 M35 Y33 K92 R30 G27 B29 Hex: 1E1A1C 10% tint		PANTONE® 3425 C79 M11 Y72 K37 R0 G100 B60 Hex: 087B55 70% tint
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STANDARD FONTS

The fonts listed below are the standard fonts used in YE marketing materials. They are to be used in electronic and print materials. If you are unable to access the primary fonts, please use the alternate options listed.

PRIMARY

Azo Sans
 Regular, *Italic*
Bold, Bold Italic

SECONDARY

PERMANENT MARKER

KG BROKEN VESSELS SKETCH

(only use in all caps)

Use secondary fonts sparingly for headlines, callouts and/or numbers.

ALTERNATE

Proxima Nova
 Futura
 Helvetica Neue

FOR HTML EMAILS: Arial

LOGO APPLICATION

Always reproduce logos from official electronic files. Do not change or manipulate the logo in its application. The size and spatial relationships are “locked down,” meaning each element should not move from its respective position or change in relative size. Use the name and logo in the colors and sizes identified in this document. Below are examples of incorrect usage:



Do not stretch or shrink the logo disproportionately.



Do not modify *any* elements of the logo, including font.



Do not use other colors in place of the specified colors.



Do not reproduce the logo on a slant, vertically, or any other non-specified way.



Do not place the logo on a textured background or photograph that reduces readability and prominence.



Do not screen the logo.