



# Fonts used in Logo

(for Print only)

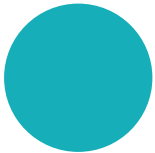
**Hammersmith One**

***Red Hat Display Italic Bold***

# Color Palette



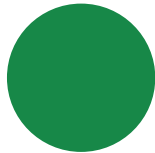
PMS 1788  
RGB 238 39 55  
CMYK 0 93 82 0  
HEX EE2737



PMS 7466  
RGB 0 176 185  
CMYK 91 0 30 0  
HEX 00B0B9



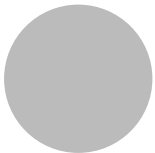
PMS 532  
RGB 29 31 42  
CMYK 92 73 29 89  
HEX 1D1F2A



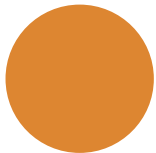
PMS 7731  
RGB 34 136 72  
CMYK 78 3 84 22  
HEX 228848



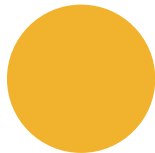
PMS 7507, 25% Tint  
RGB 252 210 153  
CMYK 0 12 39 0  
HEX FCD299



PMS Cool Gray 4  
RGB 187 188 188  
CMYK 24 17 15 0  
HEX BBBCBC



PMS 7413  
RGB 220 134 51  
CMYK 0 52 86 2  
HEX DC8633



PMS 143  
RGB 241 180 52  
CMYK 0 27 85 0  
HEX F1B434

# Logo

The YNS logo consist of the following:



Color



B&W



Grayscale



Reversed

# Logo Visual Do's and Don'ts

Logo Sizing Examples



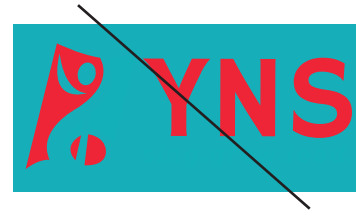
Correct

Some Backgrounds  
& Contrasts



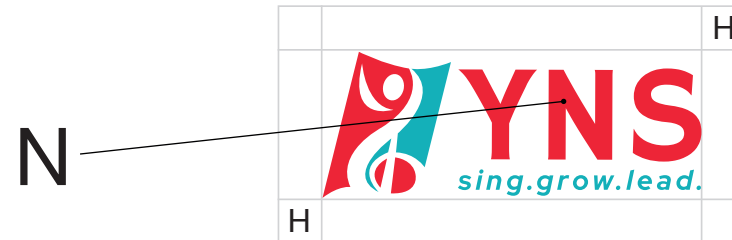
Correct

Some Incorrect Usage  
Examples



# Logo Clear Space and Size

To maintain the logo's visual integrity, the area around the entire logo should be clear of other graphic elements such as typography, icons, etc.



H = Minimum clear space, half of the height of the letter N.



The logo should never be smaller than 1" in width, so the tagline is readable.