



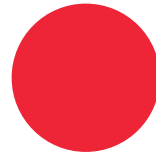
Fonts used in Logo

(for Print only)

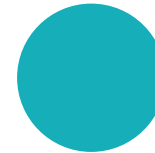
Hammersmith One

Red Hat Display Italic Bold

Color Palette



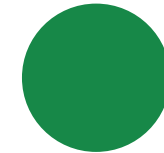
PMS 1788
RGB 238 39 55
CMYK 0 93 82 0
HEX EE2737



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

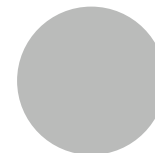


PMS 7731
RGB 34 136 72
CMYK 78 3 84 22
HEX 228848

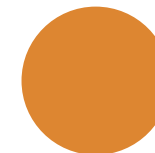


PMS 7507, 25% Tint
RGB 252 210 153
CMYK 0 12 39 0
HEX FCD299

HEX F8F5EB*



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

* This HEX color is only to be used for the YNS website. The PMS color 7507 is bridged, and should only be used for print.

Logo

The YNS logo consist of the following:



Color



B&W



Grayscale



Reversed

Logo Visual Do's and Don'ts

Logo Sizing Examples



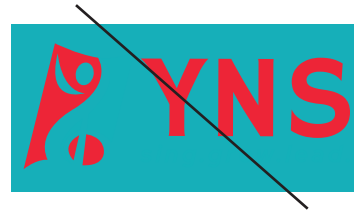
Correct

Some Backgrounds
& Contrasts



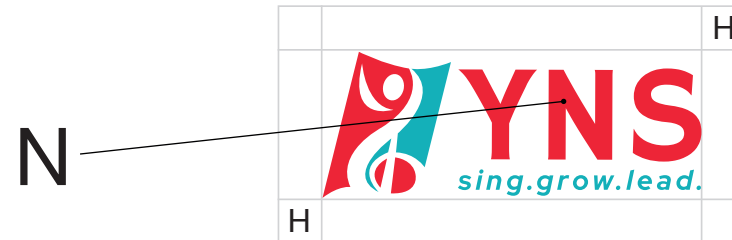
Correct

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.