
BRAND Guidelines



YELLOWJACKET.COM

BRAND GUIDELINES 2013

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Logo Standards:

Primary logo - on white



Logo Standards:

Primary logo - on blue



Logo Standards:

Primary logos - Black & White



Logo Standards:

Secondary logos - Horizontal



Logo Standards:

Secondary logos - Black & White Horizontal



Logo Standards:

Logo color usage



NOTE: Acceptable usage, but use sparingly.

The YELLOW JACKET logo type never appears in Yellow. Only in Blue or White, when colors are available.

Logo Standards:

Unacceptable logo use



The YJ icon should not be used on its own in any external work.



Do not use the logo at less than the minimum size. (Min. size 1")



Do not use the logo in colors other than those featured on the logo color usage page in this guidebook.



Do not alter the logo with a drop shadow.



Do not alter the logo by outlining the logo.



Do not distort the logo horizontally or vertically.



Do not place the logo in any sort of an angle.



Do not place the logo on a background or photo with insufficient contrast.



Do not alter the size relationship between the YJ icon and the typography or stack.



Do not alter the placement of the YJ icon.

Color Palette:

Primary Colors



Secondary Colors (Product-Specific Colors)

The use of these colors should be limited to a very small percentage of the overall "read".



Print Pantone

294 130 C 109 U WHITE

COOL GREY 7 646 187 166

Print CMYK

C	95	0	0	0
M	80	33	33	0
Y	30	95	95	0
K	30	0	0	0

43	68	22	4
36	39	100	82
35	13	90	100
0	0	15	0

Screen HEX

#0F2852 #F6A704 #F6A704 #FFFFFF

#9A989A #5889B5 #AD172B #E75204

Screen RGB

R	15	246	246	255
G	40	167	167	255
B	82	4	4	255

154	88	173	231
152	137	23	82
154	181	43	4

Typography - Helvetica Neue

Helvetica Neue Condensed

Helvetica Neue 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 47 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 57 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 67 Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 67 Medium Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 77 Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 87 Heavy Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 87 Heavy Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 97 Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 97 Black Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 107 Extra Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 107 Extra Black Cond Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Typography - Helvetica Neue

Helvetica Neue Normal

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 66 Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 76 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 86 Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 96 Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz