
BRAND Guidelines



YELLOWJACKET.COM

BRAND GUIDELINES 2013
UPDATED: 2023 4-19

Contents

Logo Standards	3
Primary logos	
Secondary logos	
Logo color usage	
Unacceptable uses	
Color Palette	10
Typography	11

Logo Standards:

Primary logo - on white

For use on light-colored backgrounds



Logo Standards:

Primary logo with YELLOW JACKET letters in white - on blue

For use on dark backgrounds and photos



Logo Standards:

Primary logos - Black & White



Logo Standards:

Secondary logos - Horizontal

Use only when space does not allow the 2 line logo (ex: small package labels)



Logo Standards:

Secondary logos - Black & White Horizontal

Use only when space does not allow the 2 line logo (ex: small package labels)



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.

NOTE: Exceptions may be made for promo items/SWAG, etc. with approval by Marketing Manager or VP Sales & Marketing.



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 with YELLOW JACKET in white 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



294 C 130 C 109 U WHITE

Secondary Colors (Product-Specific Colors)

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



COOL GREY 7 646 187 166

Print Pantone

Print CMYK

Screen HEX

Screen RGB

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

#0F2852 #F6A704 #F6A704 #FFFFFF

#9A989A #5889B5 #AD172B #E75204

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

Other Colors

COOL GREY 5



C	15	R	178
M	0	G	180
Y	8	B	190
K	22		

186 RED

C	0
M	100
Y	80
K	6

GREEN 347 FOR DIE LINES

C	92
M	0
Y	97
K	0

Typography - Helvetica Neue LT Std

Normal, Condensed, Oblique or Italic

Thin, Light, Roman, Medium, Bold, Heavy, Black, Extended

Examples below - not a complete listing

Helvetica Neue LT Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std 47 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std 57 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std 67 Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 67 Medium Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue Lt Std 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 77 Lt Std Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 77 Lt Std Bold Condensed Oblique

Helvetica Neue 85 Lt Std Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 87 Lt Std Heavy Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 87 Lt Std Heavy Condensed Oblique

Helvetica Neue 95 Lt Std Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 97 Lt Std Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 97 Lt Std Black Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 107 Lt Std Extra Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Helvetica Neue 107 Lt Std Extra Black Cond Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

NOTE: The Arial font family is to be used with Microsoft software
(Word, Excel, Publisher, PowerPoint).

CONTACT FOR MORE INFORMATION:

Ritchie Engineering Company, Inc.

Cheryl Bates, Marketing Manager

D: 952-767-7208

O: 952-943-1300 or 1-800-769-8370 X131

EM: cbates@yellowjacket.com

www.yellowjacket.com