

The logo for 'YELL' is rendered in a bold, 3D block font. Each letter is primarily black with a white outline. The 'Y' has a pink accent on its upper left and an orange accent on its lower right. The first 'E' has yellow and blue accents on its horizontal bars. The first 'L' has a pink vertical bar and a yellow accent on its bottom right. The second 'L' has a blue vertical bar and an orange accent on its bottom right. The letters are set against a white background with a subtle grey drop shadow.

BRAND
GUIDELINES

MISSION

WHAT IS YELL

YELL designs, develops and delivers a collaborative educational platform for youth. We partner with forward-thinking teachers to provide students access to dynamic content, guest speakers, mentors, company tours and regional pitch competitions.

This real world experience equips youth to become resilient, adaptable and creative problem solvers.

OUR VISION

The impact we strive to make is to ensure students today are equipped to take on the future of work.



LOGOS +
DESIGN ELEMENTS

LOGO

FULL COLOUR

To be used ONLY on white background

Colours are not to be changed

Best for larger uses

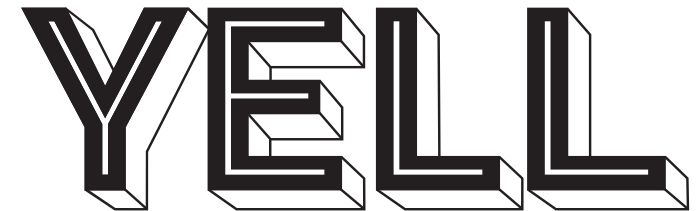


ONE COLOUR

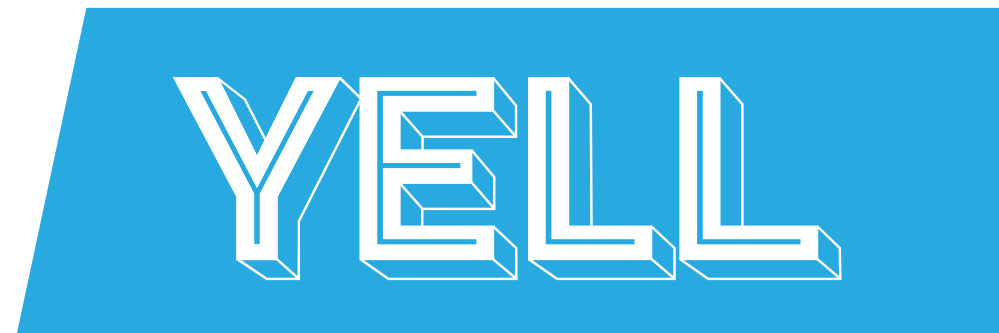
Black version for light backgrounds

White version for dark/colour backgrounds

Great for smaller placement



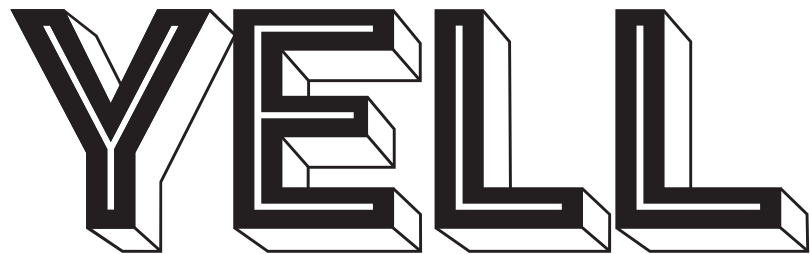
Can be coloured any
of the brand colours



LOGO - SIZING

STANDARD

For most usages

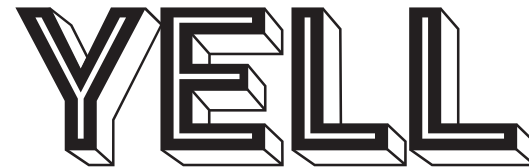


YELL

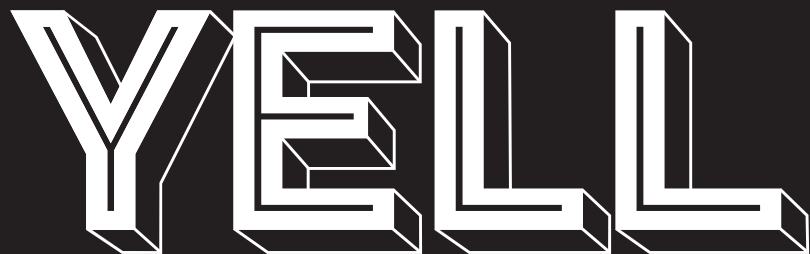
SMALL

Bolder lines for smaller uses

Has the word 'Small' in the file name



YELL



YELL

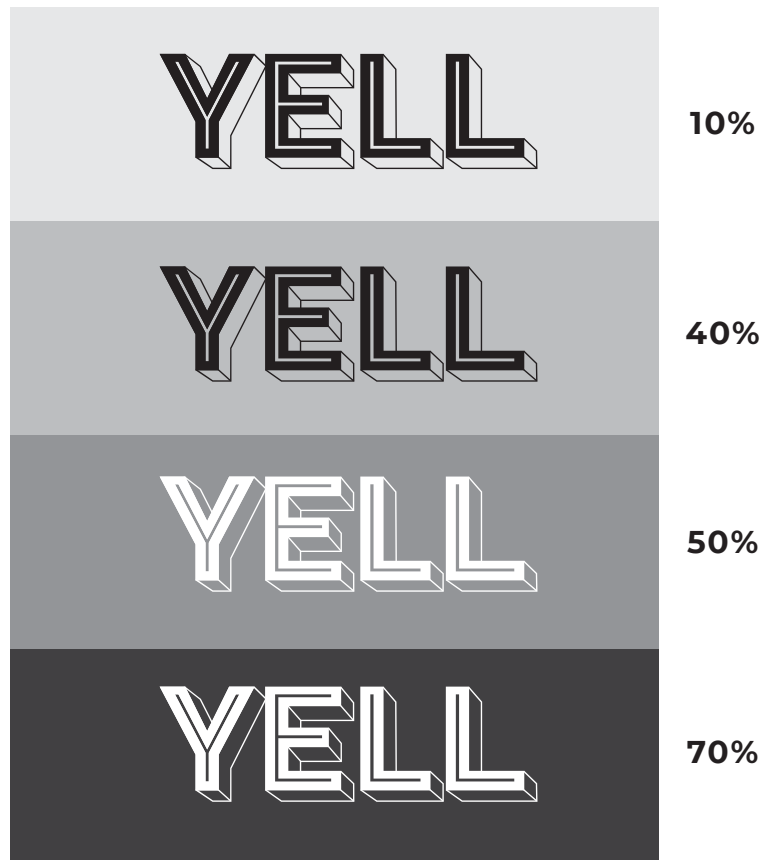


YELL

LOGO - PLACEMENT

Logo Usage /Placement

Any colour with a luminosity intensity over 50%, use the white version of the YELL logo



Logo Usage/Placement

Either right or left justified, logo dependant.

YELL logo size will also be dependant on the engagement level of YELL in the Program



LOGO - DO NOT



Place on textured or colourful background



Remove Lines or Depth



Re-colour



Skew



Rotate

COLOURS

<p>BLACK 100% Black R35 B31 G32 HEX 231F20</p>	75%	50%	25%
<p>GREY 80% Black R88 B89 G91 HEX 58595B</p>			
<p>GOLD C0 M35 Y85 K0 R251 B176 G64 HEX FBB040</p>			
<p>BLUE C70 M15 Y0 K0 R39 B170 G225 HEX 27AAE1</p>			
<p>MAGENTA C5 M95 Y15 K0 R229 B42 G127 HEX E52A7F</p>			
<p>ORANGE C0 M80 Y95 K0 R241 B90 G41 HEX F15A29</p>			

COLOURS THAT
WORK WELL TOGETHER
FOR LOGO, ICONS, OR TEXT
*DESIGN DEPENDANT



COLOURS THAT
DO NOT WORK TOGETHER
FOR LOGO, ICONS, OR TEXT
*EVER



***THEY CAN BE USED IN BIG
BLOCKS, AS USED IN
LETTERHEAD BANNERS**

FONTS

LOGO FONT

YELL

BRAND FONT

ABCDEFGFG
abcdefg

PROGRAM FONT

**AMBASSADOR
PROGRAM**

Industry Inc

ADOBE TYPE SET

Montserrat

GOOGLE TYPE SET

Avenir Black

3.25pt Cetner Offset Stoke

ADOBE TYPE SET