YELL

Visual Guidelines

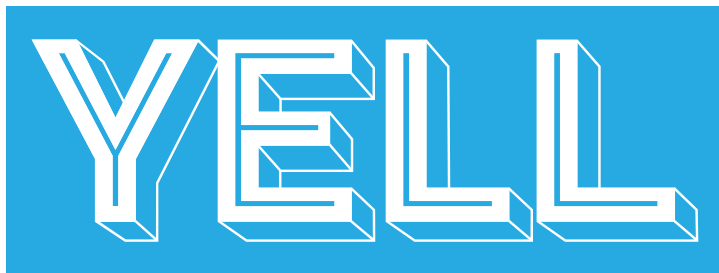# Table of Contents

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Full colour logo

This is the main YELL Canada logo.
This is only to be used on white backgrounds.

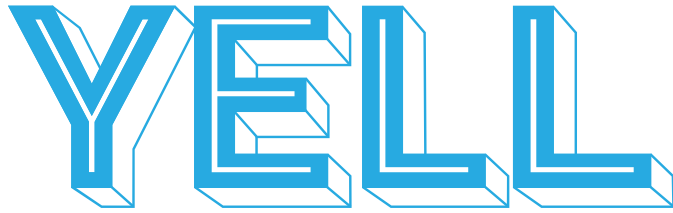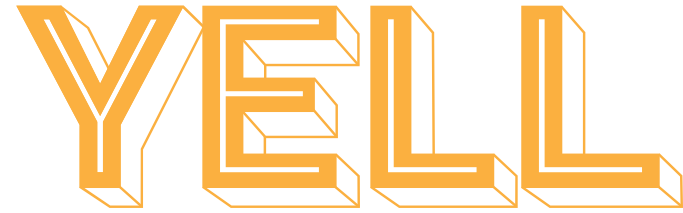Ideal for large scale use, such as promotional materials.
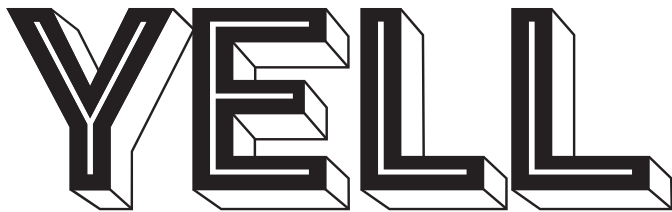
Silhouette logo
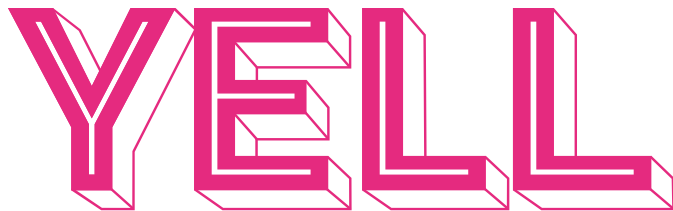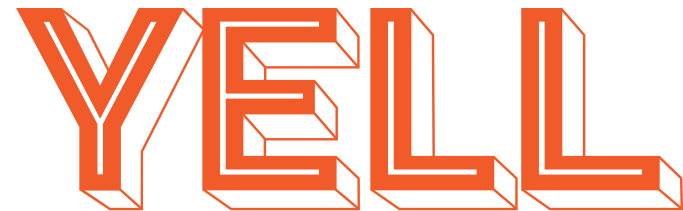
This is an alternative when it is impossible to use the main logo. This is only to be used in white/lighter backgrounds.

Ideal for small scale use, such as document footers.

Inverse logo

This is an alternative when it is impossible to use the main logo. Contrary to the silhouette logo, this is only to be used in darker backgrounds.

Ideal for small scale use, such as document footers.

YELL

Coloured logos

The YELL Canada logo is very fun and versatile, and can be coloured in the official colours. Ensure to only use the official colours—nothing else.

Ideal for alternative use to the main logo (depending on the collateral requirements).

YELL

YELL

YELL

62.5 px

The YELL Canada logo should be versatile in terms of scalablity.
There are no limits to its maximum size. However, be mindful when you
are scaling down the logo. The smallest size you can go is 62.5 px in width.

Dos

Give the logo ample space
to breathe

Only use the approved YELL logo variations:
full, silhouette (black) and inverse (white).

Use the full colour logo on white background.
Use the silhouette and inverse logos on complex backgrounds.

When using the full logo is not possible, such as in
smaller properties (i.e. social media display pictures),
use the 'Y' icon instead.

Don'ts

Do not place the full
colour logo on complex
backgrounds

Do not re-colour the logo

Do not rotate the logo

Do not skew the logo

Do not add a drop
shadow to the logo

Do not add
embellishments

Do not remove the depth

Do not squish the logo

Black
C 70 M 67 Y 64 K 74
R 35 G 31 B 32
HEX 231F20

80% 60% 40% 20%

Blue
C 70 M 15 Y 0 K 0
R 39 G 170 B 225
HEX 27AAE1

Magenta
C 5 M 95 Y 15 K 0
R 229 G 42 B 127
HEX E52A7F

Gold
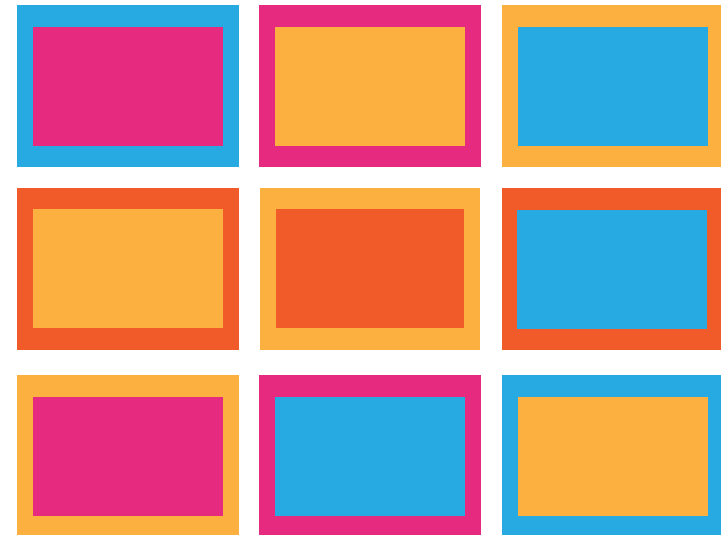C 0 M 35 Y 85 K 0
R 251 G 176 B 64
HEX FBB040

Orange
C 0 M 80 Y 95 K 0
R 241 G 90 B 41
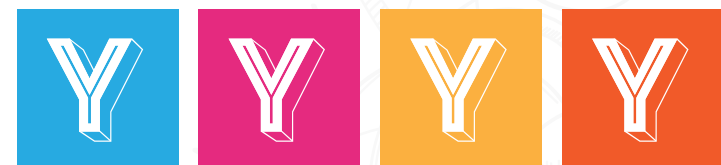HEX F15A29

Colour combinations

When combining colours for a collateral, only aim to use 2 colours maximum.

Below are examples of ideal colour combinations.

YELL 'Y' icons

Use the 'Y' icons for smaller scale properties, such as social media display pictures and avatars. These icons should only limit to the official colours.

YELL

Aa Bb Cc

This is Monserrat

Monserrat is the brand typeface of YELL Canada. It is the primary text for all marketing communications.

Although there are many weight variations to the Monserrat typeface, we only limit to the following for the YELL Canada brand.

Monserrat Extra Bold

Monserrat Bold

Monserrat Semi Bold

Monserrat Regular

YELL

YELL it out loud!

We empower the youth to take on the future.

Real world educational experiences for courageous young leaders.

Canada's first high school Entrepreneurship course eligible for university credit, providing youth with practical tools and experiences they need to succeed in the real world.

For big titles with emphasis
Montserrat Extra Bold
Size: 40 pt; tracking: -25 pt; leading: 40 pt

For headers
Montserrat Bold
Size: 30 pt; tracking: -10 pt; leading: 30 pt

For sub headers
Montserrat Semi Bold
Size: 20 pt; tracking: -10 pt; leading: 24 pt

For body text
Montserrat Regular
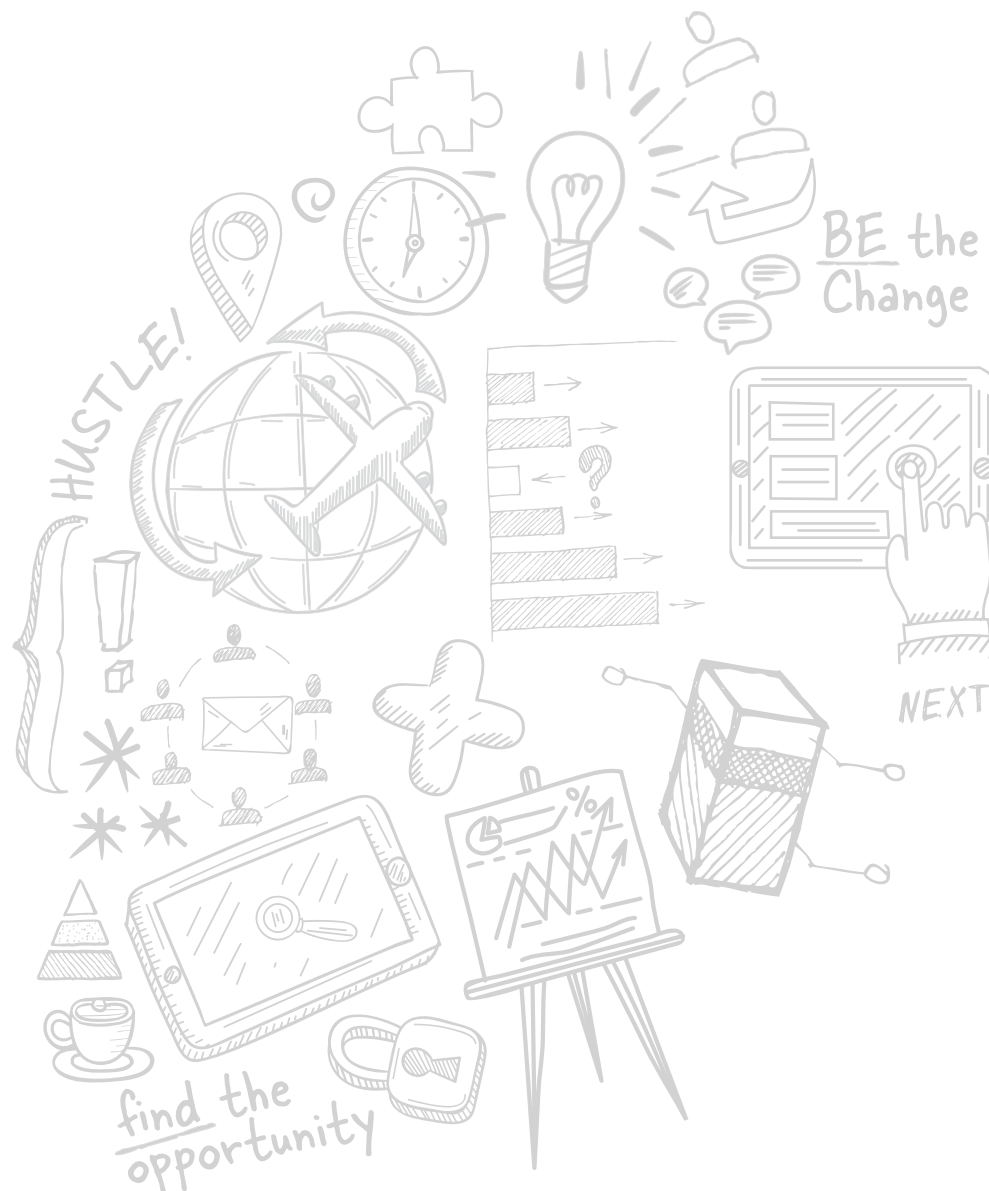Size: 10 pt; tracking: 0 pt; leading: 10 pt

Tagline

TAKE ON THE FUTURE

TAKE ON THE FUTURE

The "Take on the future" tagline can either be oriented horizontally or stacked depending on the nature of the design.

YELL

YELL Canada's artwork is a network of hand-drawn elements to capture the essence of YELL's personality. They are vibrant, welcoming and fun. They work collectively to represent the possibilities of what YELL Canada has to offer.

When using the artwork, the colour should be either black or white. And depending on the collateral, try not to have the artwork clash with the design. Therefore, an colour opacity between 10-20% is ideal.

YELL