



Brand Guidelines



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Download  
from brand  
central

I work for Yes Marketing.

**We are a unique combination of marketing services, data, and marketing technology.**

We assist our clients by getting their consumers to say “yes”.

What differentiates Yes Marketing is:

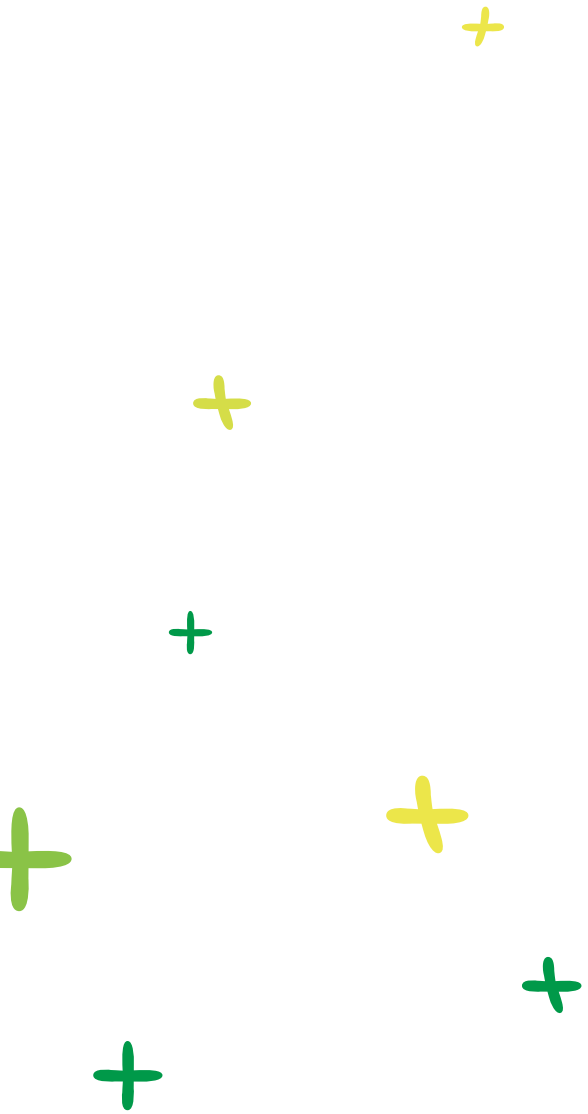
- Our experienced team of marketing trusted advisors
- Our data assets
- Our proven marketing tech

When used in a sentence, Yes Marketing should be spelled with a single capitalization of each word - Yes Marketing.

DO NOT use “YES Marketing” or “yes marketing”.



# Logo & Usage





## Primary logo

### **The Yes logo is our strongest branded visual element.**

The Yes logo by itself is our primary logo.

The logo embodies our spirit of positivity, action and movement.

Think of it as the Nike Swoosh.

It should be used frequently, large or small.





## Logo usage

### **Secondary “Full Logo”**

The “full logo” is the Yes mark with MARKETING below it.

The full logo should be used occasionally. This is not our primary logo.

The only time it should be used is when it is entirely alone, outside of Yes properties.

Example: use this logo in trade show sponsorship.



MARKETING



# Logo usage

## Shapes around the logo

Our primary logo can be used in rounded squares and circles. These shapes are limited to our primary colors: green, black, and white.





# Logo usage

## Colors

The logo can be green, black, white, or placed on a dark background.







# Logo usage

## Changes to the logo and YES mark to avoid



### DO NOT

Use Background that makes logo difficult to read



### DO NOT

Tilt or rotate logo



### DO NOT USE

Colors outside of brand guidelines for logo



### DO NOT

Stretch or compress logo

Colors

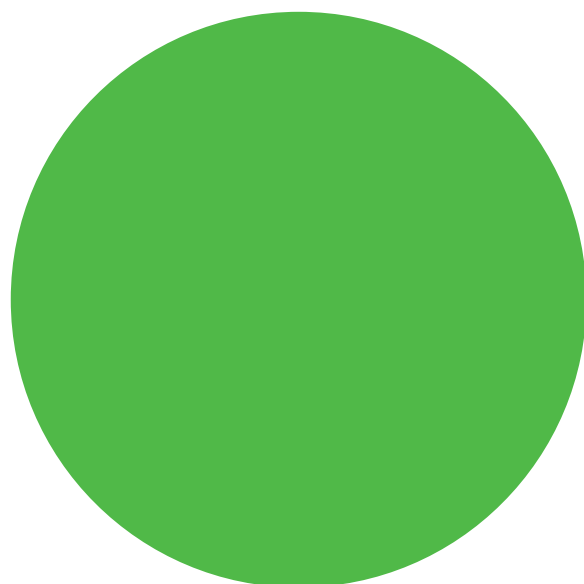




# Colors

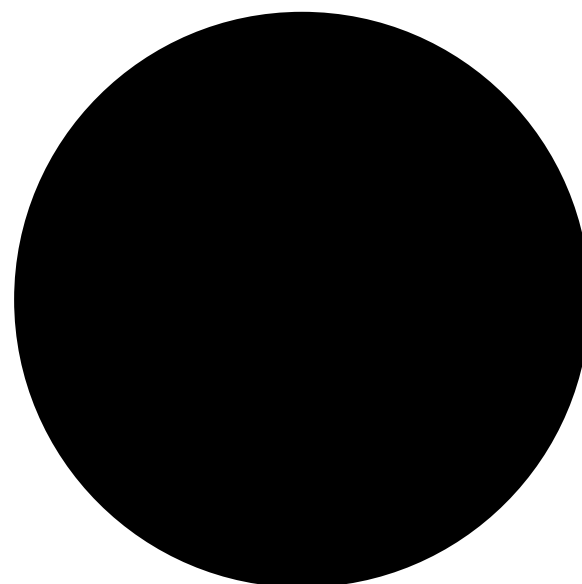
## Primary palette

Our colors are Green, Black and White.



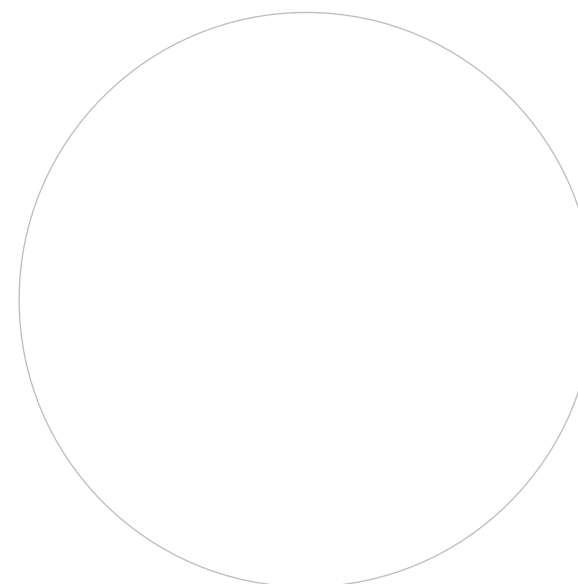
**YES Green**

hex: #54B948  
RGB: 84, 185, 72  
CMYK: 69, 0, 100, 0



**Black**

hex: #231F20  
RGB: 35, 31, 32  
CMYK: 0, 0, 0, 100



**White**

hex: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



# Colors

## Analogous greens

In addition to our primary colors of Yes Green, black, and white. We can also use up to 7 Greens. These greens are analogous, which means they “sit next” to the YES green on the color wheel and add an energetic feel.



Hex #ECE64A	Hex #D5DD48	Hex #A6CC44	Hex #8AC347	Hex #54B948	Hex #27B14F	Hex #1DA24A	Hex #009949
RGB 236, 230, 74	RGB 213, 221, 72	RGB 166, 204, 68	RGB 138, 195, 71	RGB 84, 185, 72	RGB 39, 177, 79	RGB 29, 162, 74	RGB 0, 153, 73
CMYK 10, 1, 84, 0	CMYK 20, 1, 87, 0	CMYK 40, 1, 94, 0	CMYK 51, 1, 95, 0	CMYK 69, 0, 100, 0	CMYK 78, 1, 96, 0	CMYK 81, 7, 98, 3	CMYK 85, 11, 98, 5



# Colors

## Greys



### Background

Hex  
#F6F6F6

RGB  
246, 246, 246

CMYK  
0, 0, 0, 3

Hex  
#FBF9F2

RGB  
251, 249, 242

CMYK  
1, 1, 4, 0

### Cool Grey

Hex  
#BCBEC0

RGB  
188, 190, 192

CMYK  
0, 0, 0, 30

Hex  
#A7A9AC

RGB  
167, 169, 172

CMYK  
0, 0, 0, 40

### Carbon

Hex  
#6D6E71

RGB  
109, 110, 113

CMYK  
0, 0, 0, 70

Hex  
#58595B

RGB  
88, 89, 91

CMYK  
0, 0, 0, 80



# Colors

## Highlight colors

Our world is not all black, white and greens. We can also use these select highlight colors.

- Highlight colors will be used as 5% or less of any page they are on
- Highlight colors are never to be used as a “full flood” or “wash of a page”



### Turquoise

Hex  
#28C0D2

RGB  
40, 192, 210

CMYK  
68, 0, 18, 0

Hex  
#08B0BC

RGB  
8, 176, 188

CMYK  
73, 3, 25, 3

### Orange

Hex  
#F4985F

RGB  
244, 152, 95

CMYK  
1, 48, 68, 0

Hex  
#F28049

RGB  
242, 128, 73

CMYK  
1, 61, 78, 0

### Purple

Hex  
#807AB9

RGB  
128, 122, 185

CMYK  
54, 54, 0, 0

Hex  
#6A66AA

RGB  
106, 102, 170

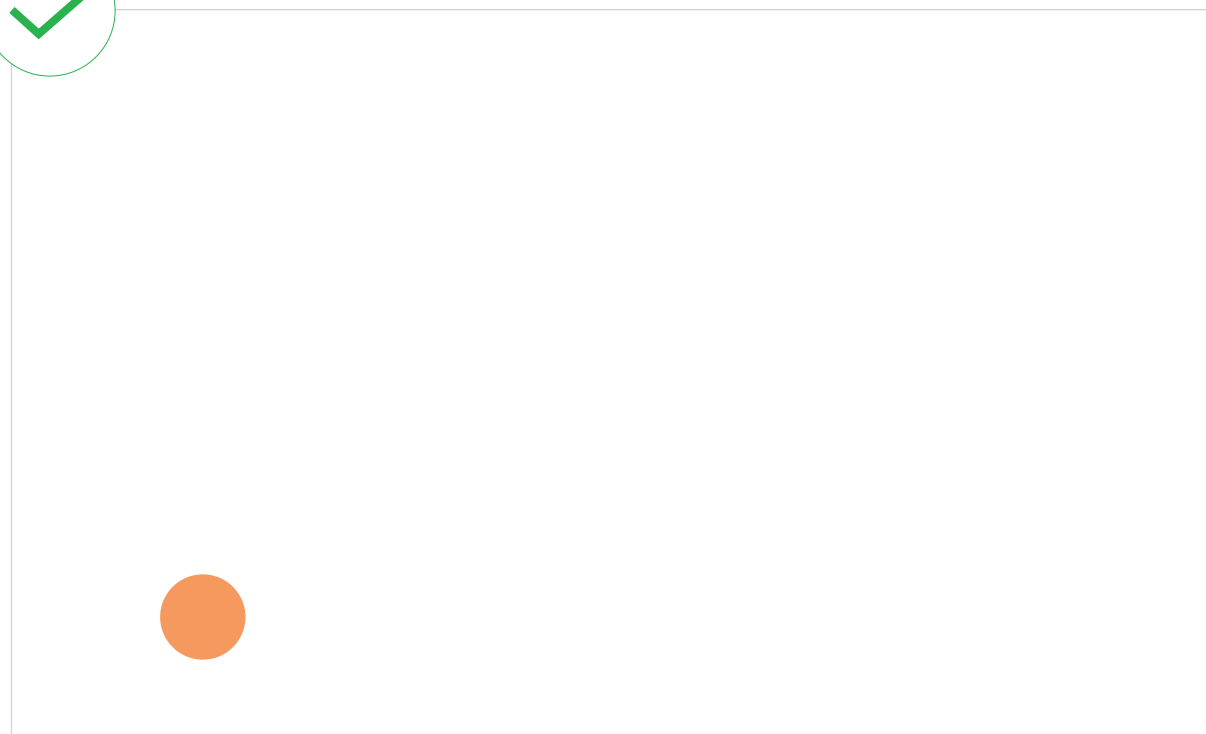
CMYK  
67, 66, 2, 0



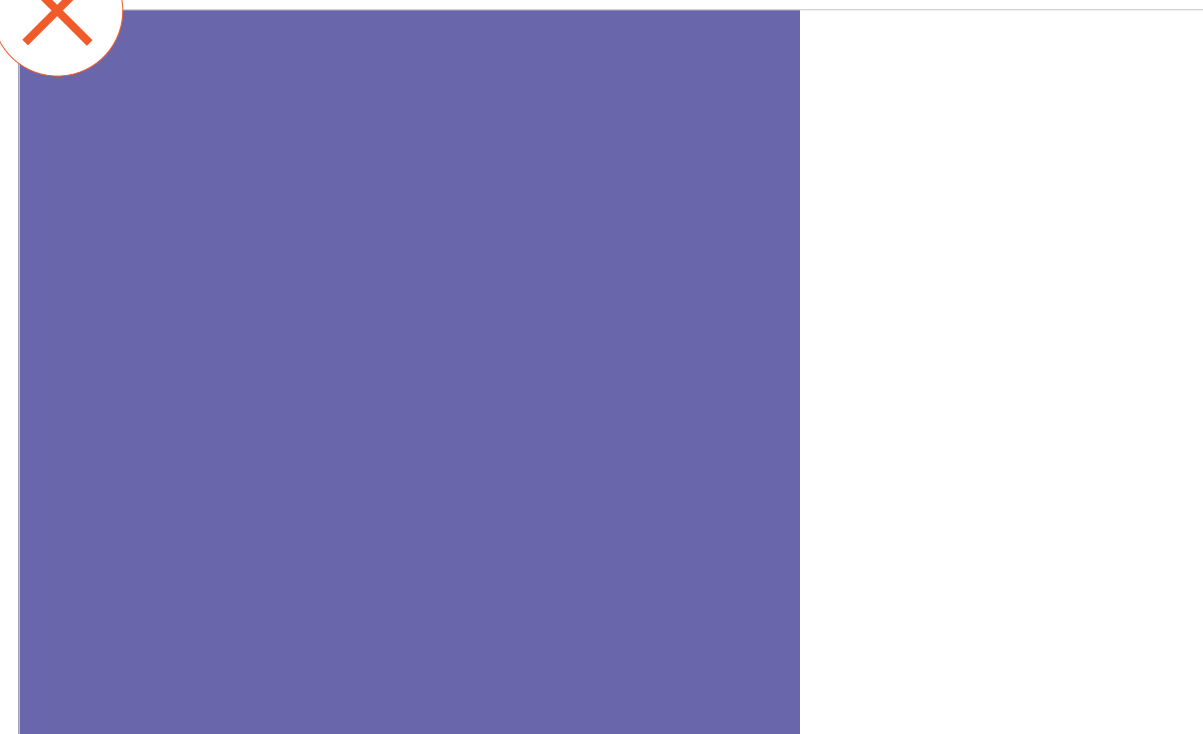
# Colors

## Usage of highlight colors

Highlight colors will be used as 5% or less of any page they are on and should never to be used as a "full flood" or "wash of a page"



5% of a page or less



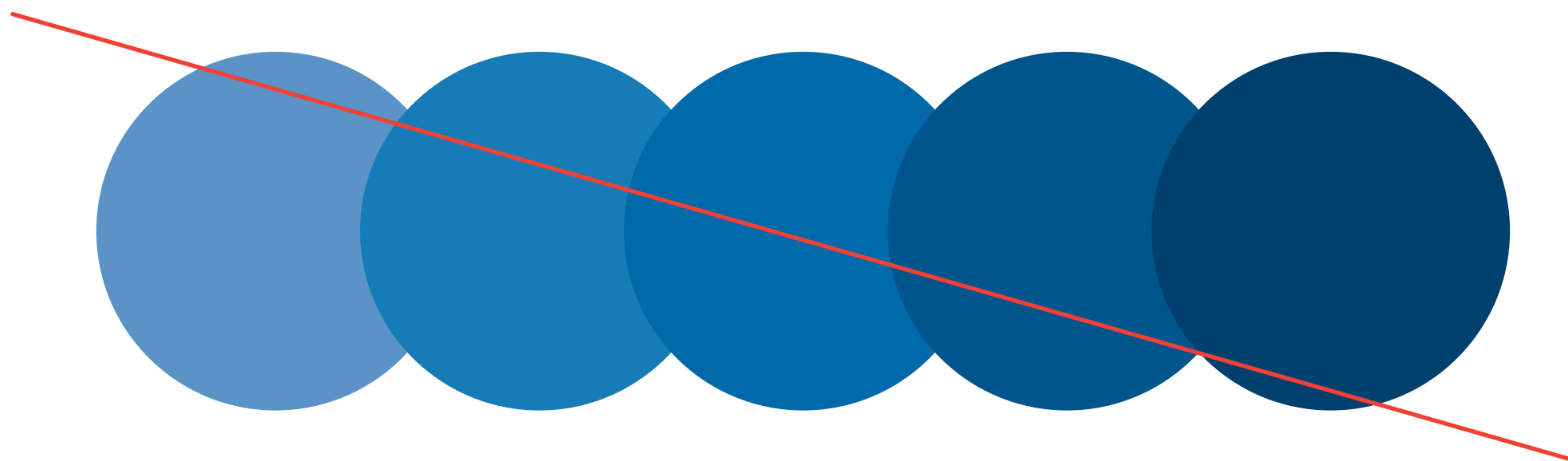
Never flood a page with highlights



# Colors

## **Retired colors: blues**

We have used BLUE extensively in the past. We are no longer using BLUE of any shade in our brand. Why? Green + Black + White is a strong color combination. The blue “weakens” our green.







# Colors

## Colors and typography

We are removing all green type from our branding. Additionally type in retired colors should be replaced with black and grey.



**No more  
green type**



**Replace with  
Black and Grey**



# Typography



# Typography

## Our primary typeface: **Raleway**

Our main typeface is Raleway. We chose this font because it is bold, direct, human and positive. We will no longer use Arial Rounded or Din. This is a free font that you can download today.

23

RALEWAY

**People & technology for marketers**

**abc**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet dolore  
magna aliquam erat volutpat.



# Typography

## Raleway Usage

Raleway has 9 type weights. We will use 3 weights most often : light, regular, and bold. An easy way to remember which weights to use is: big = LIGHT, medium = BOLD, body copy = REGULAR.

Raleway Thin

Raleway Extra Light

Raleway Light

Raleway Regular

Raleway Medium

Raleway Semi Bold

**Raleway Bold**

**Raleway Extra Bold**

**Raleway Black**

## Services

### **Your success is our success**

Our marketing services teams act as an extension of your team and deliver creative, strategic, analytic, program management and campaign production support.



## Typography

### **Our secondary typefaces**

Raleway is our primary font and should be used for 90% of all type. However, there are times we will need a contrasting typeface. In those cases we can use the serif-based Merriweather.

For times that Raleway cannot be used, especially in documents where Raleway is not installed, please use Open Sans.

# Merriweather

**Used as an accent only**

Download  
<https://fonts.google.com/specimen/Merriweather>

# Open Sans

**Used when Raleway is unavailable**

Download  
<https://fonts.google.com/specimen/Open+Sans>

Tone of Voice





## Tone of voice

### **Direct, literal and positive. Never boastful**

Be direct, literal, and positive. Avoid the use of generic business speak and jargon.

#### **Short copy**

Use fewer words. Get to the point. Single line headlines. Bullets that do not wrap.

#### **Do not boast**

Do not claim to be the best at anything, instead prove it with examples.

#### **Examples**

Instead of boasting about our products and services, use examples, case studies, and metrics/results.

#### **Heritage**

Do talk about our long lasting experience in marketing services - since 1999.



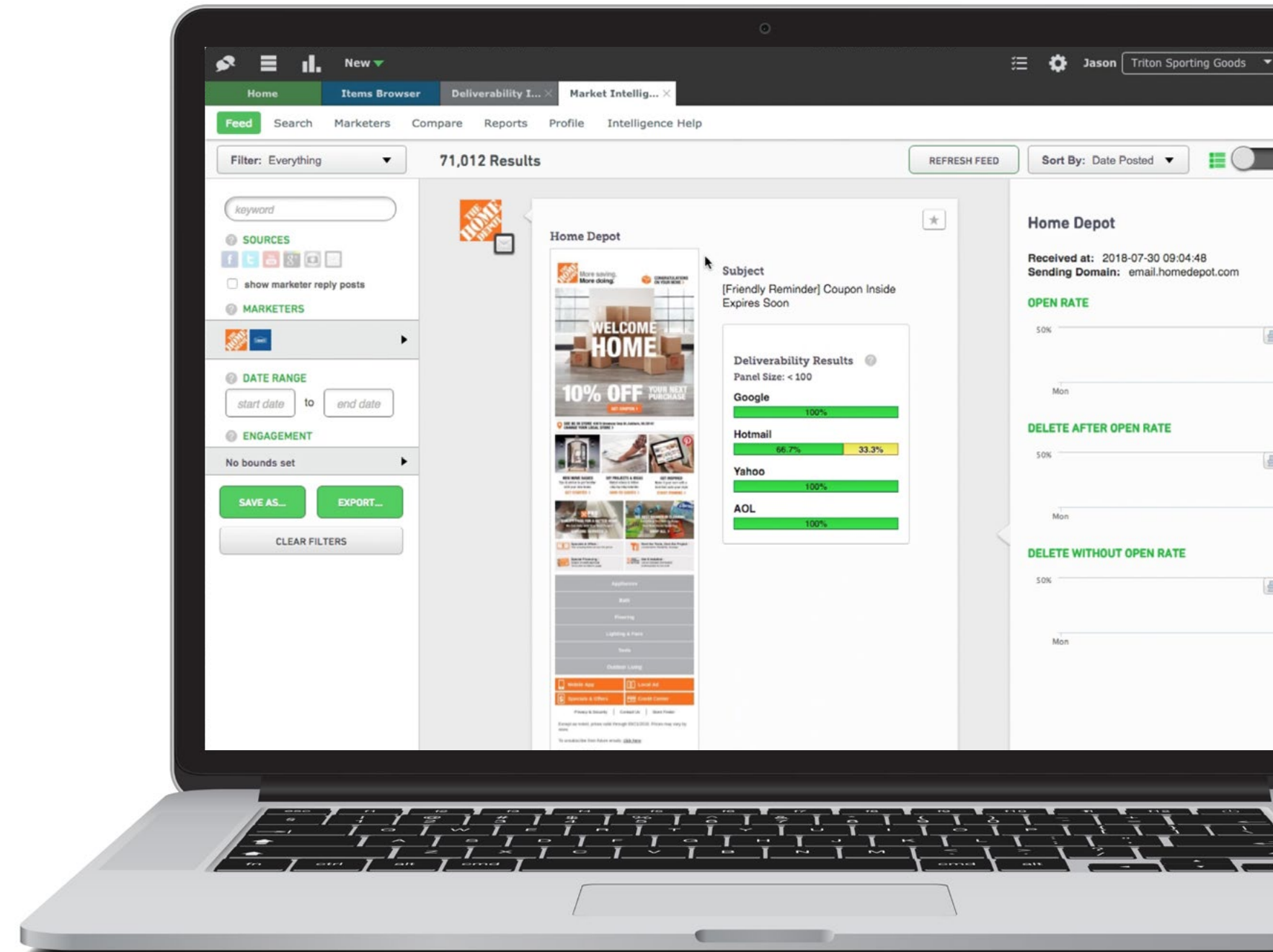
Photography





# Photography Software

We will show our software on physical devices like laptops, monitors, tablets and phones.





# Photography

## How we show our people

Because we are direct, literal and positive we'll photograph our employees that way. Smiling, looking directly at the camera and "knocked out" on white (no background).

- **Attire:** It's preferred that when photographed, employees wear business or business casual clothes.
- **Colors:** Crisp white shirts are preferred. Khaki, grey, black or dark denim pants or skirts.
- **Highlights:** To embody our brand, we'll ask that you use a highlight tie, handkerchief or scarf. There are 2 highlight patterns to choose from: black & white, and green geometric.





# Photography

## Conceptual images: active data

Active Data is the combination of athletics and data. It is used to conceptually show action and results.



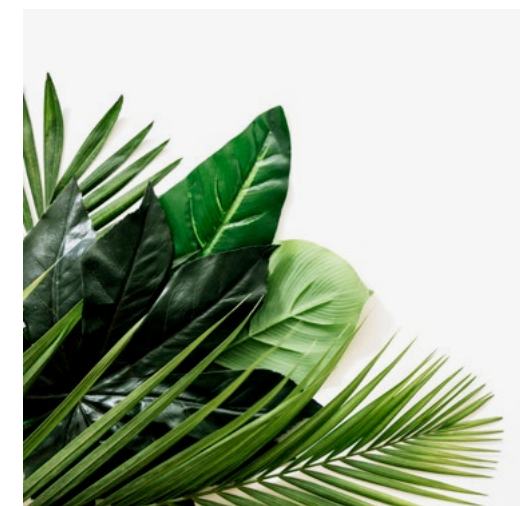




# Photography

## **Decorative images: leaves**

Leaves are positive and show healthy growth. We can occasionally use a single leaf, on the side of a page.  
Do not place leaves on every page.

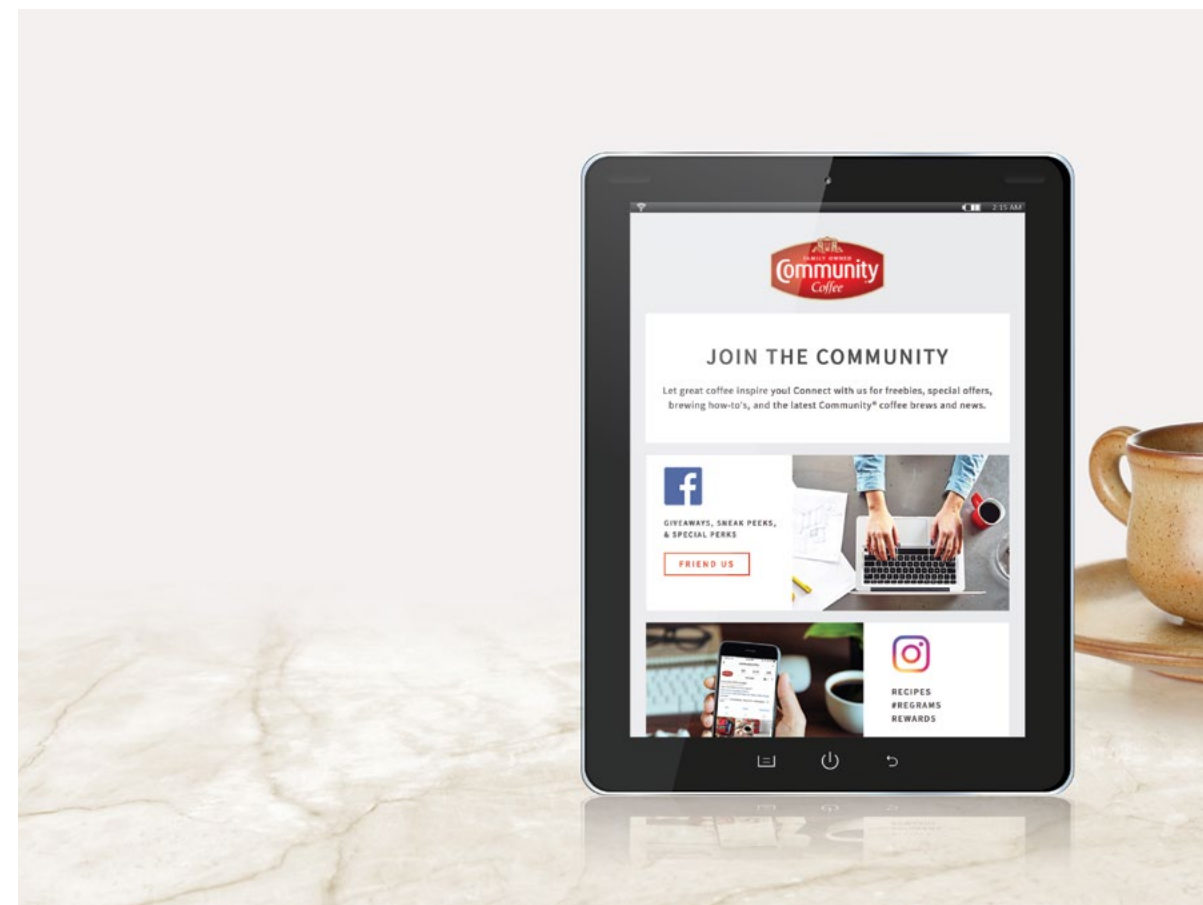




# Photography

## **Decorative images: marble**

Occasionally we will use marble as a surface. Marble is a timeless classic and embodies our heritage.





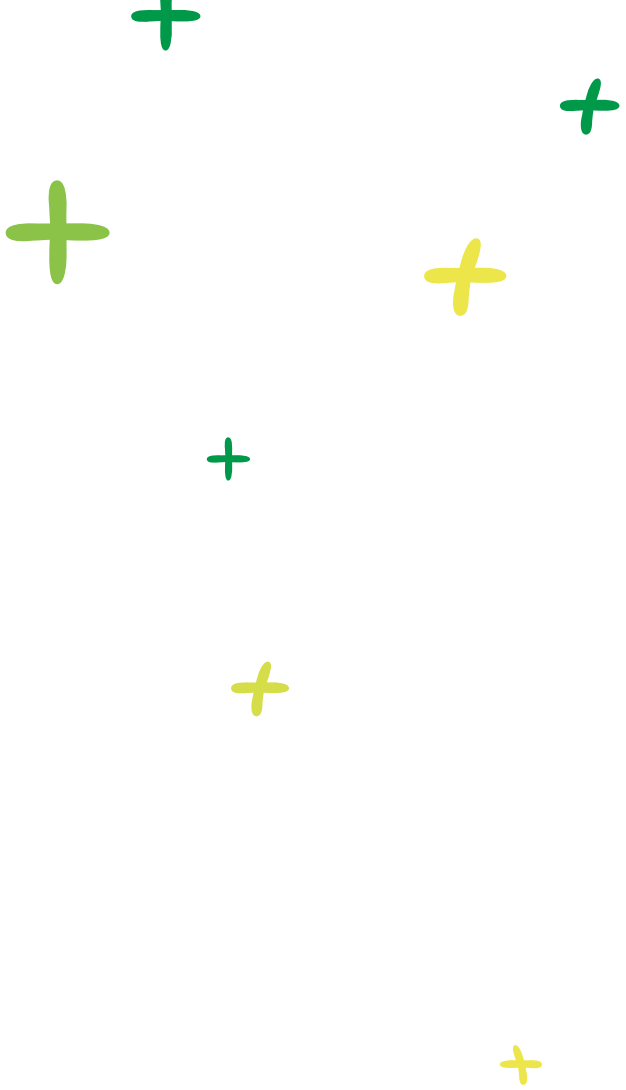


# Photography

## **Avoid overly stock images**

We will no longer use obviously stock photography. Using this type of imagery diminishes our expertise.





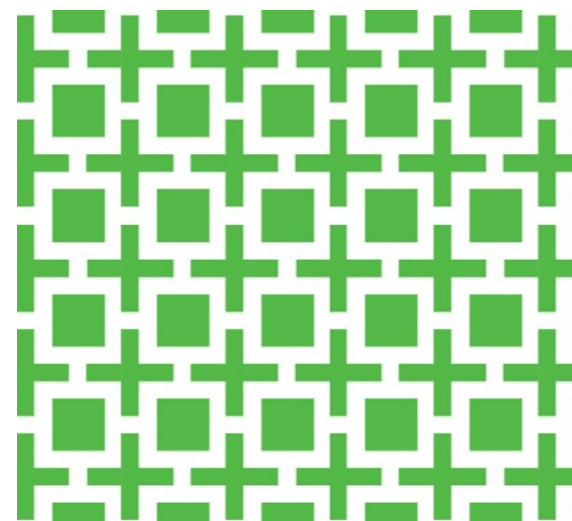
# Illustrations



# Illustration

## Decorative patterns: greens

These green patterns add a positive and stylish effect. They can be used as stripes, rectangles and squares on white-dominant layouts. Use sparingly, a little goes a long way.



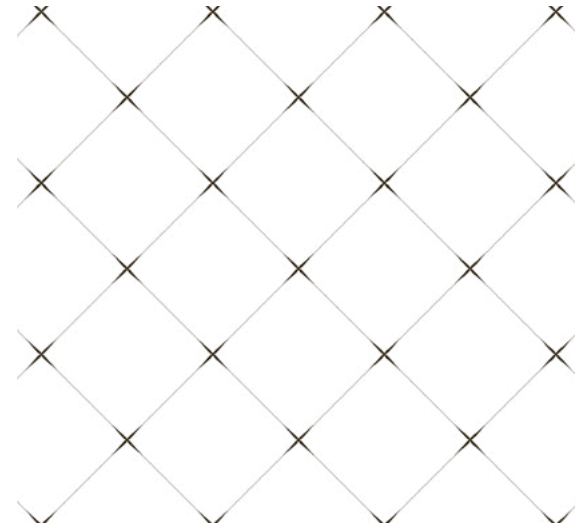
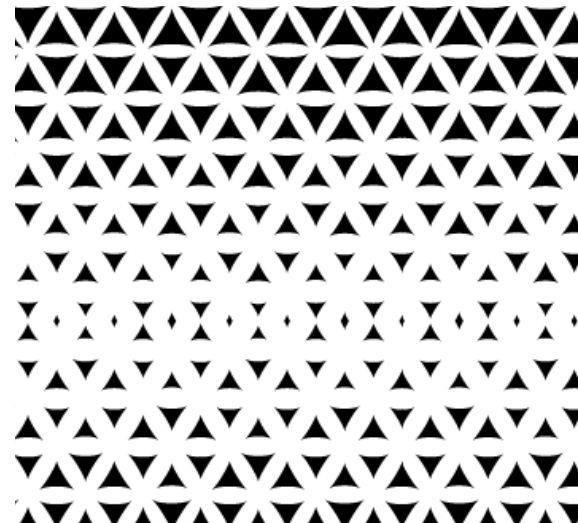
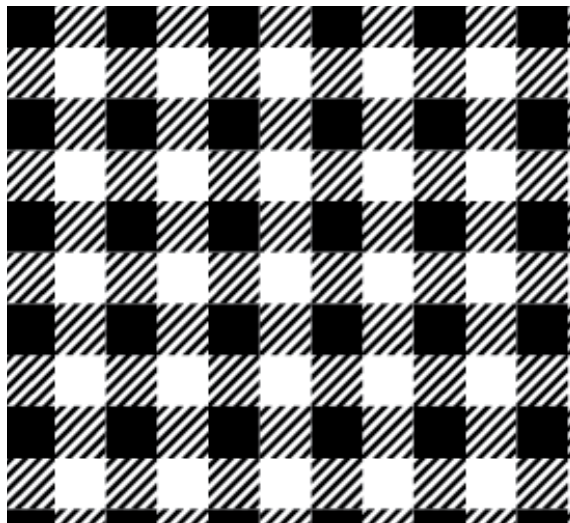




# Illustration

## Decorative patterns: black and white

We'll use these black and white patterns to lend a fashionable yet literal feel.





# Decorative Patterns

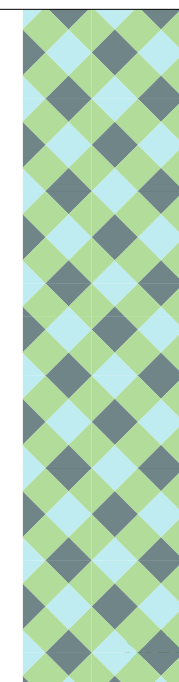
## Examples

Welcome  
thank you for coming



### Goals:

- Share & learn - email creative, content & marketing tactics
  - Meet others who are industry colleagues
- 
- Keep it informal – ask questions any time!
  - We want to hear from you. Please add to the conversation anytime.





# Illustrations

## Icons

Icons are human and positive.

### Plus signs

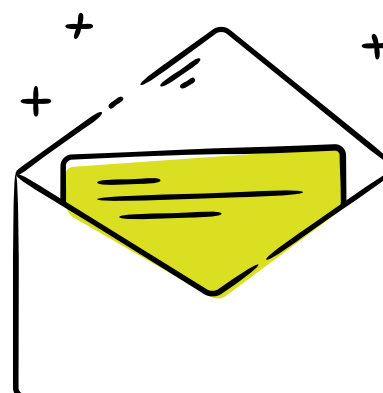
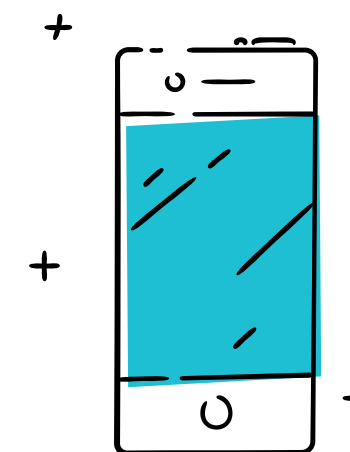
Note the use of the “plus sign” to inject positivity and motion.

### “Line-dash-dot-line” paths

Imperfect lines add a human touch.

### Highlight colors

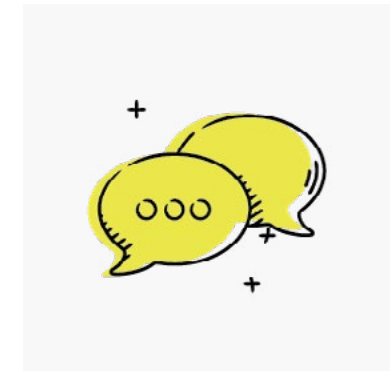
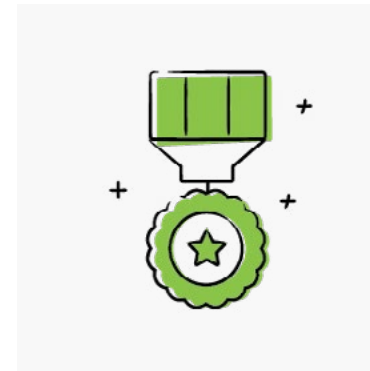
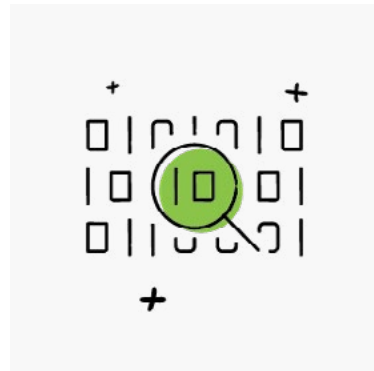
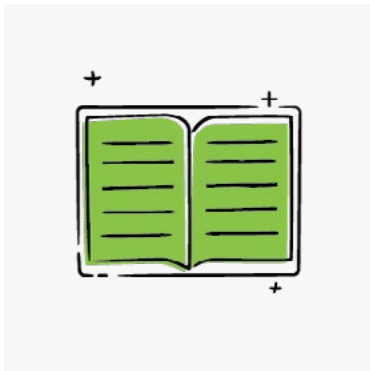
Slightly mis-registered highlight colors bring a pop to the icons.





# Illustrations

## Icons





# Illustrations

## Continuous line drawings

These conceptual illustrations always start and frequently end with a horizontal line. They are drawn without picking up the pen and have overlapping, imperfect human feel. They can be shaded with gray and any colors in our palette.

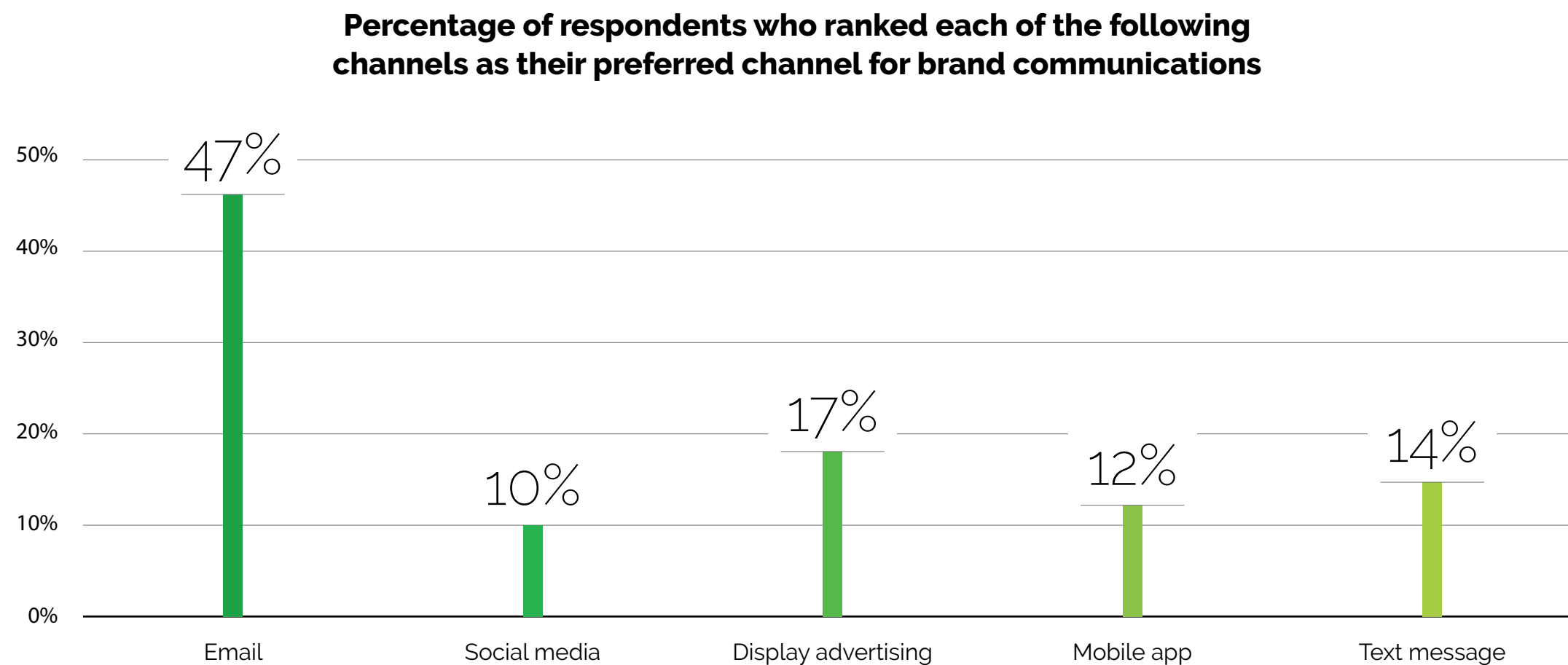




# Illustrations

## Graphs

Showing data is a big part of what we do. We recommend using fine lines with plenty of whitespace.

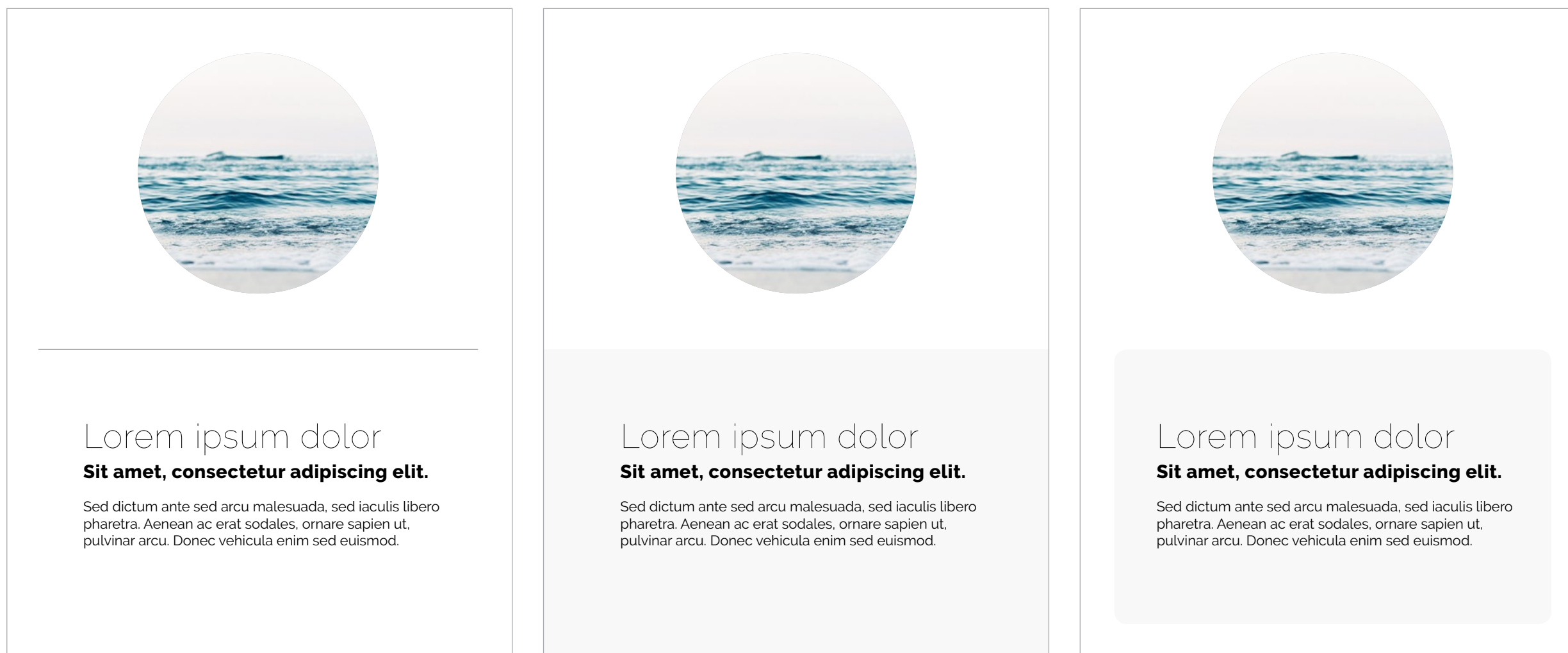




# Illustrations

## Page dividers

To divide a page use simple 1 pixel gray dividers. They can be used horizontally or vertically only. In addition to simple dividers, you can also divide a page using our warm grey color. The warm grey can be used “full flood” or with a rounded rectangle.



# Additional Resources







# Email signature

Your email signature can be set up within Outlook and should conform as closely as possible to the below example.

Feel free to copy the text from the example and use the links to the right in order to create your email signature.

All type is in 8 point Arial.

**Name**

Title

**Yes Marketing**

Office: 123.456.7891

Mobile: 456.789.1234

Meet: <https://infogroup.webex.com/join/myname>

Dial in: 123.567.8910, 123456789#

Please link the words "Yes Marketing" to our website:  
[www.yesmarketing.com](http://www.yesmarketing.com)



## Business cards

Submit your business card request to Marketing.

Please include your name, title, company email, office and/or mobile number.





# Powerpoint

## Agenda title can wrap to two lines if necessary

- Agenda non numquam eius modi tempora inidunt ut labore point one
- Ut officiis agenda point two
- Agenda numquam modi tempora inidunt ut labore point three
- Expedita agenda point four
- Agenda minima point five
- Voluptatibus agenda point six



## Sample two-line title with subhead and carryover copy line

### Subhead (Raleway 18 pt. bold)

- Bullet point one (Raleway 16 pt.)
- Bullet point two (Raleway 16 pt.)
  - Sub-bullet point 1 (Raleway 14 pt.)
  - Sub-bullet point 2 (Raleway 14 pt.)
- Four bullets per slide is optimal
- When adding a background photo, allow white space by forcing line breaks to accommodate image



6

## Two-line title with bullets & image right

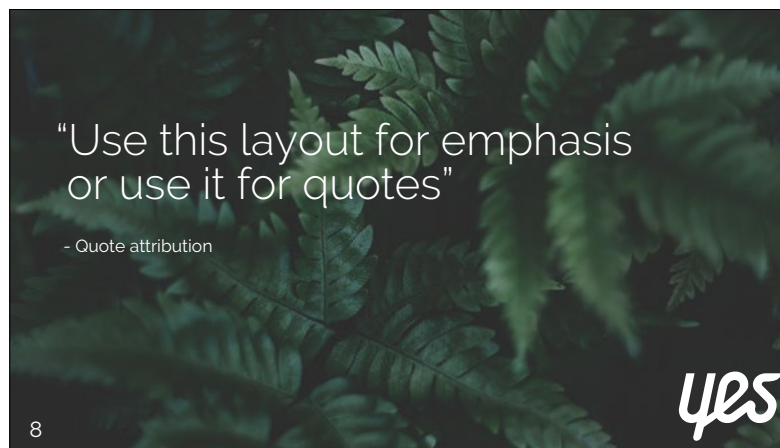
- Bullet point 1 (Raleway 16 pt.)
- Bullet point 2 (Raleway 16 pt.)
  - Sub-bullet point 1 (Raleway 14 pt.)
  - Sub-bullet point 2 (Raleway 14 pt.)
- No more than six bullets on a slide
- To retain brand mark over your photo
- Copy white Yes logo on this slide and paste on top your photo (automatically placed at correct coordinates).



4

"Use this layout for emphasis  
or use it for quotes"

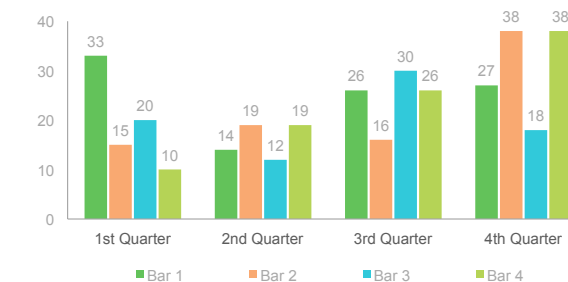
- Quote attribution



8

## Sample bar chart

### Subhead



12



# Stationary

## Official Letterhead



MARKETING

200 West Adams Suite 1400  
Chicago, IL 60606

1-877-937-6245  
[www.yesmarketing.com](http://www.yesmarketing.com)  
[sales@yesmarketing.com](mailto:sales@yesmarketing.com)

September 13, 2018

Name  
Company  
Address  
City, State Zip

RE:

Dear ,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nibh tellus molestie nunc non blandit massa enim. Sit amet consectetur adipiscing elit duis tristique. Et sollicitudin ac orci phasellus. Consectetur a erat nam at. Pellentesque habitant morbi tristique senectus. Ornare lectus sit amet est placerat. Pretium quam vulputate dignissim suspendisse in est ante in nibh. Tempor nec feugiat nisl pretium fusce id velit ut tortor. In iaculis nunc sed augue lacus viverra vitae. Vitae turpis massa sed elementum tempus egestas. Pulvinar sapien et ligula ullamcorper malesuada proin libero nunc.

Maecenas sed enim ut sem viverra aliquet eget sit amet. Ipsum consequat nisl vel pretium lectus quam id leo. Sagittis aliquam malesuada bibendum arcu vitae. Massa id neque aliquam vestibulum. Ornare lectus sit amet est placerat. Netus et malesuada fames ac. Vitae purus faucibus ornare suspendisse sed nisi. Lobortis elementum nibh tellus molestie. Eget aliquet nibh praesent tristique magna sit. Quam viverra orci sagittis eu volutpat odio facilisis mauris sit. Orci dapibus ultrices in iaculis. Interdum velit euismod in pellentesque massa. Pellentesque diam volutpat commodo sed egestas egestas fringilla phasellus. Quisque non tellus orci ac auctor augue.

Sincerely,

First Name Last Name



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