



# YUVA

YUVA Logo & Brand Guide  
2016

v. 1.1

## This is our logo.

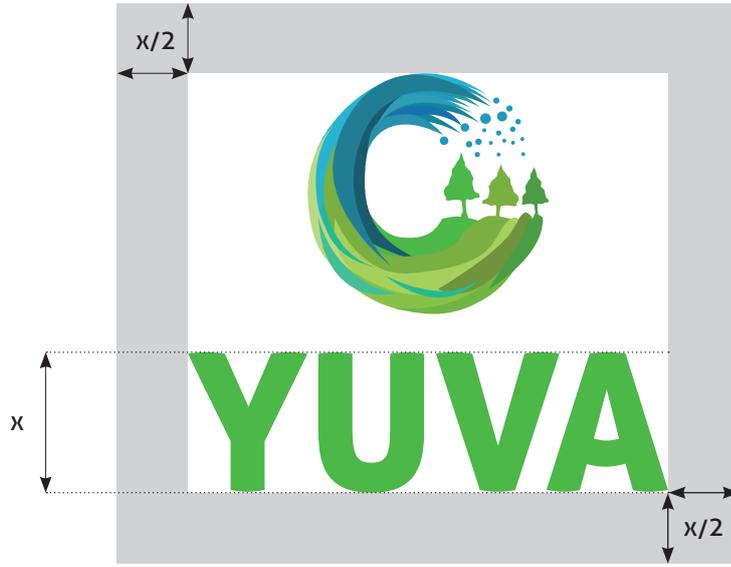
It should be used stacked or in line as shown.  
Whenever possible, use the full color version.

## Our logo needs space.

This page shows the minimum clear space; do not place any objects within the grey area.

## Minimum size.

Please refer to these numbers for the minimum size our logo requires to maintain legibility and recognition.



## This is our logo with tag lines.

Except for the Arabic, it uses the typeface Aller;  
bold for Yuva and light italic for the tag lines.

## Our main colors are green and blue.

These are our official colors. The name and tag  
lines can only be in this color.

## Our typeface is Aller.

Bold for Yuva.  
Light Italic for the tagline.



**Aller (Bold)**

*Aller (Light Italic)*



cmyk: 70 / 0 / 100 / 0

rgb: 33 / 74 / 3

web: #54BD07



cmyk: 80 / 40 / 35 / 0

rgb: 25 / 50 / 57

web: #3F7E92

## These are the alternatives to the full color logo.

Only use them when you cannot use the full color version.

## Black will be your main alternative.

Use it in newspapers, jobs that don't allow full color and on light backgrounds.

## White is your last resort.

If full color is not possible and black does not work as an alternative.



# Our logo is perfect as-is!

Don't add or modify anything that is not already provided.



**DO NOT:** stretch



squeeze



rearrange the elements



**DO NOT:** change the colors



change typography



add effects



**DO NOT:** add elements



use on busy background



use low resolution

# Questions?

Please contact our Communications and  
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