

**yocova**

# Yocova Branding Guidelines

Assets and information about the Yocova Platform

Issue: March 2023

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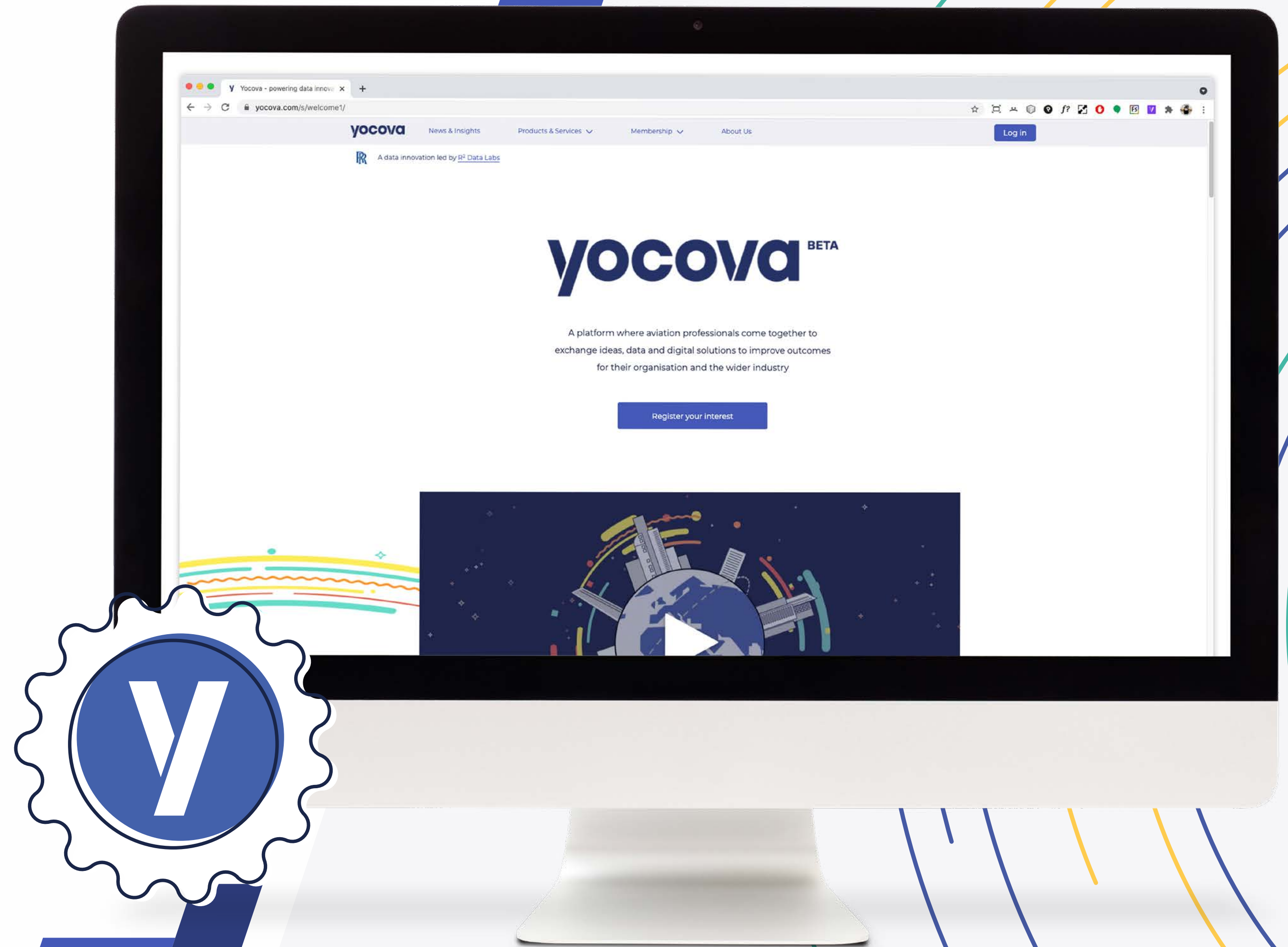
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For questions about the Yocova brand, usage rights and permissions please email [members@yocova.com](mailto:members@yocova.com)



# yocova

## Yocova is an end-to-end platform for innovation

A digital infrastructure and services to facilitate the exchange of ideas, data, and apps across the aviation industry. It consists of four pillars:



### Community

Discuss, share and learn with aviation peers in public forums and private working groups



### Data rooms

Exchange data with control, privacy and security to solve business and industry challenges



### Marketplace

Find, try and buy leading digital aviation solutions, or sell your own through a global route-to-market



### Enterprise engagement

Deliver content, engage customers, and administer business with ease and efficiency

## About us

# What is Yocova?

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation. The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community:** the global aviation community on one open and trusted platform – and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted 'go-to' aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single-entry point for swift, efficient user access to all OEM digital content.

**Yocova continues to pursue its growth strategy at pace with over 6,000 members extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to Airports, ANSPs and OEMs.**

## you + connect = value

**Yocova is a globally unique, distinctive and memorable moniker for the platform, reflecting our proposition and the behaviours that will help us achieve our vision:**

- **Connect with industry peers**
- **Collaborate to solve problems**
- **Contribute regularly**



**yocova**

# Our Brand

Logos and Colour ways



## Our Brand and membership use

# Terms of use by Yocova membership type

### Yocova Partners

The Yocova Partner is granted a non-exclusive, revocable, non-transferable licence (without the right to sub-license) during the Term to use the Yocova Branding (A1, A2, B1 and C1) in accordance with the Yocova Branding Guidelines, solely for the purpose of promoting the Partner Products' availability on the Yocova Digital Marketplace. **Use of Yocova branding for any other purposes will be subject to Yocova permission. [Request permission here](#)**

### Distributor Members

The Yocova Distributor is granted a non-exclusive, revocable, non-transferable licence (without the right to sub-license) during the Term to use the Yocova Branding (A1, A2 and C1) in accordance with the Yocova Branding Guidelines, solely for the purposes of making available the Distributor Products and Distributor Services through the Platform and promoting their availability on the Platform. **Use of Yocova branding for any other purposes will be subject to Yocova permission. [Request permission here](#)**

### Enterprise Members

Except for the "Y" logo (A2) for your websites and email signatures, **use of Yocova branding for any purpose will be subject to Yocova permission. [Request permission here](#)**

### Individual Members

Except for the "Y" logo (A2) for your websites and email signatures, **use of Yocova branding for any purpose will be subject to Yocova permission. [Request permission here](#)**



Logo

## Primary logo (A1 / A2)

A1

yocova

A2

y

### The Y

The “Y” of the logo can be use where space or size for the primary logo makes it illegible. For instance this can be used online in a web browser tab icon (Favicon), or as an app icon.

## Logo clearance



### Primary logo clearance rules

The logo should be situated with enough clear space to make sure maximum prominence.

To define the correct exclusion zone, we use 1x the height of the letter "o" from the logo to mark out both top, bottom margins.

Left and right margins are set at 1x the width of the letter "o"

The bottom margin should be taken from the baseline of the "o" within the logo and NOT the baseline of the "Y".

### The "Y" clearance rules

When using the "Y", create an exclusion zone that is 50% height of 1xY for the top and baseline. And then 50% width of 1xY for left and right margins.



## Logo

## Logo colours



**yocova**

### White logo (for dark backgrounds)

R: 255	C: 0%	# ffffff
G: 255	M: 0%	
B: 255	Y: 0%	
	K: 0%	



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### Primary colour (Navy Blue)

R: 36	C: 99%	# 243365
G: 51	M: 29%	
B: 101	Y: 87%	
	K: 19%	



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### Colour rules

As the logo has a slight shadow placed on the “Y” and “v” angled sections of the type, in both blue and white version the primary blue and white logos should always be used where possible. No other colour variation is permitted except for when colour use is not possible, then solid black and white options should be used.

## Logo

### Logo Do



**yocova**

**y**

**Do** Only use the approved logo supplied by Yocova.

**Do** Use the “Y” only for instances where the full logo becomes illegible.

### Don't



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**Don't** Twist or rotate the logo.

**yocova**

**Don't** Use any outlines or apply any effects to the logo.

**yocova**

**Don't** Stretch or skew the logo.

**yocova**

**Don't** Re-colour the logo or the shadows within the “Y” and “v”.

Sign into the **yocova** platform today!

**Don't** Use the logo as part of a sentence when you mention the brand.

**yocova** Platform

**Don't** Use the logo to create your own sub-brand or form a title.

## Logo

### Logo Do



**yocova**

**Do** Place the logo on images that don't clash with the colour of the logo



### Don't



**yocova**

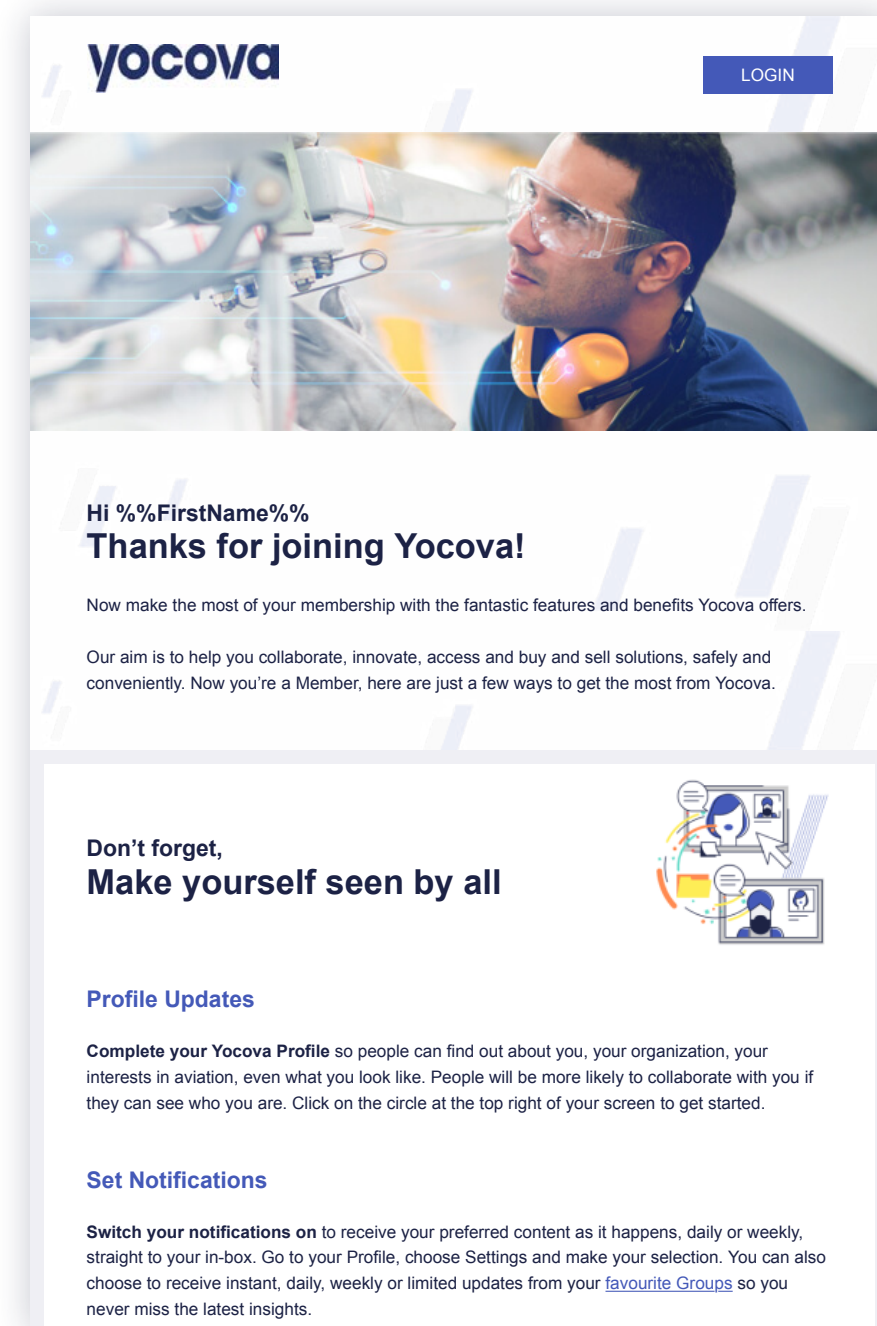
**Don't** Place the logo on images that will obscure the logos viability and always ensure to use the correct colour logos on dark and light backgrounds.



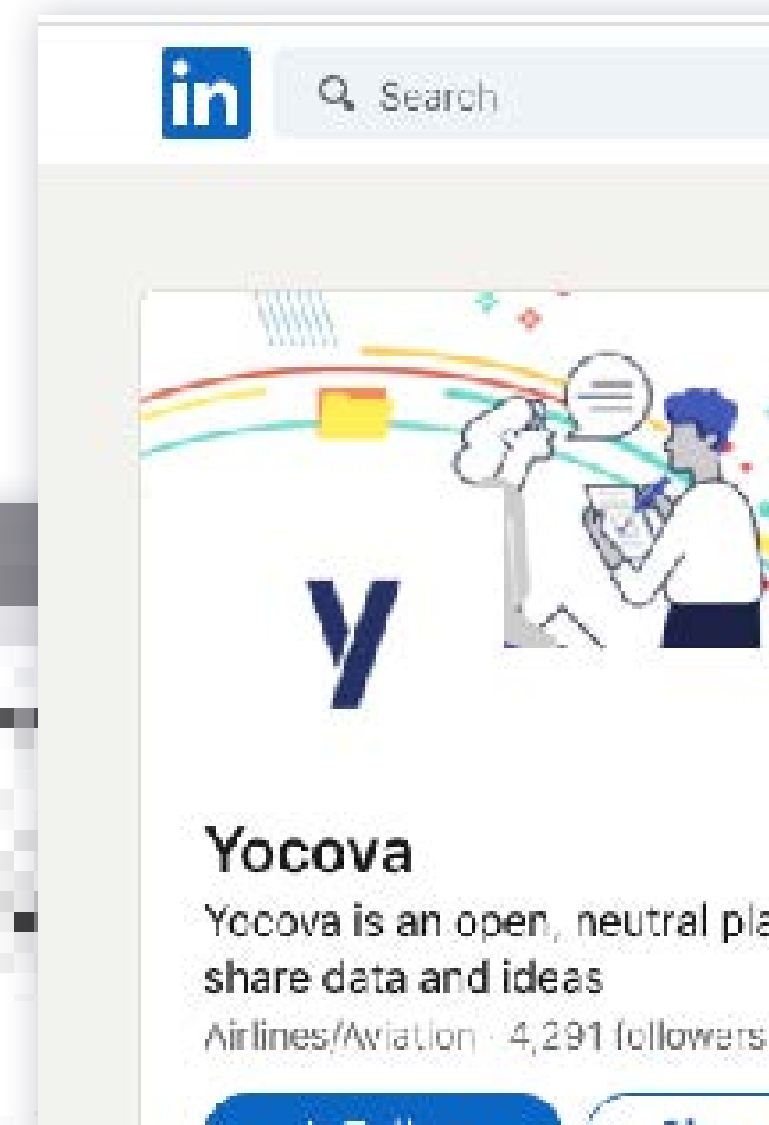
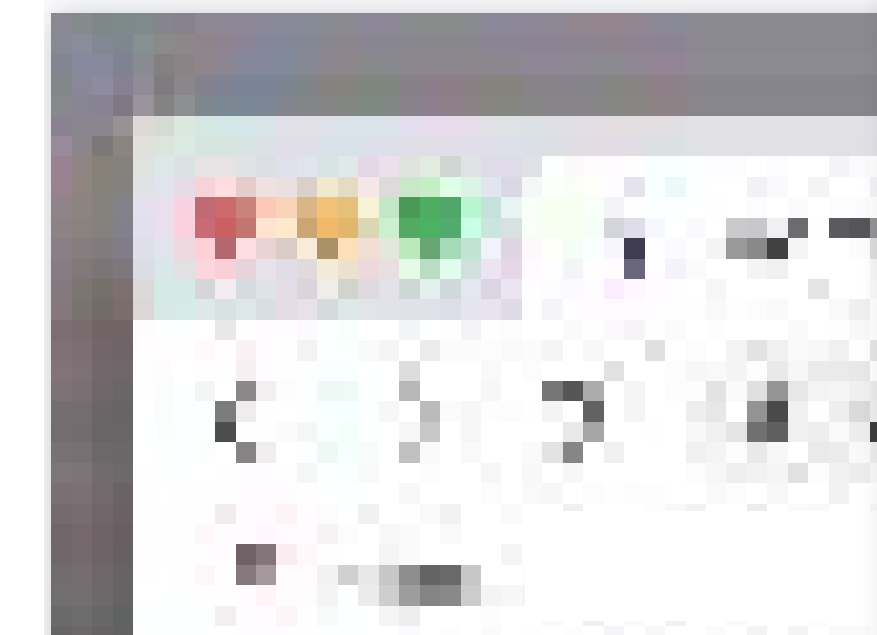
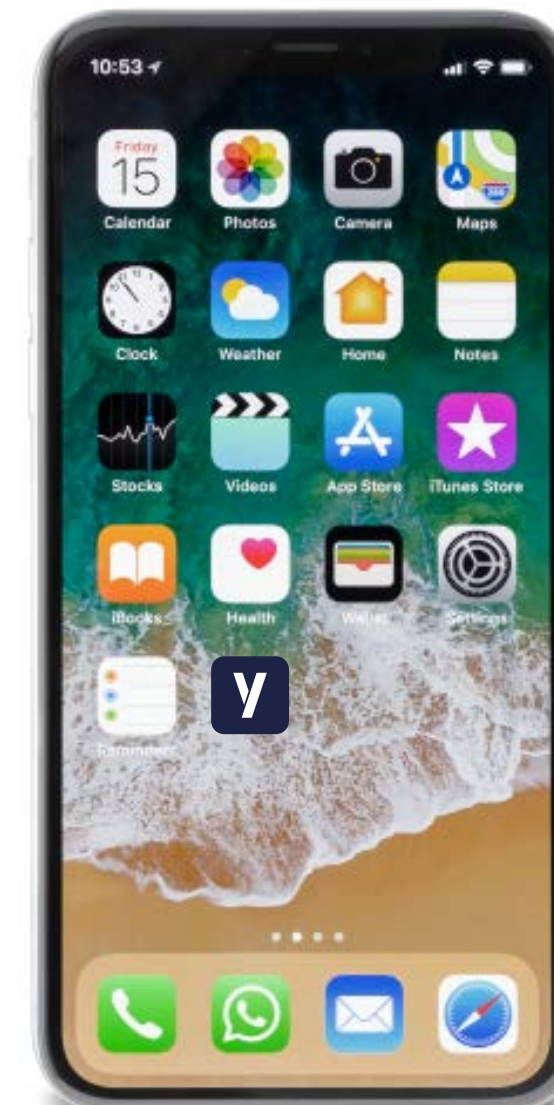
## Logo

# Logo positioning

For documents or online publications, including email.  
The logo should be placed in the top left corner.



Using the "Y" logo should only be considered when the full logo cant be used due to scale and size meaning it will be illegible. In this case the "Y" should be place more centrally or in accordance with it's application.



Partner Logo

Partner Logo (B1)

B1

**yocova**

PARTNER



## Partner Logo clearance



### Partner logo clearance rules

To define the correct exclusion zone, we use 1x the height of the letter “o” from the logo to mark out the bottom margin, but 2x the height of “o” to mark out the top margin. This allows for extra clearance for the stars icons used.

Left and right margins are set at 1x the width of the letter “o”

The bottom margin should be taken from the baseline of the sub tag line.

### Partners logo use

When using the partner logo with another brand logo a separation line is introduced. The text of the other brand logo should not exceed that of the Yocova partner logo text.

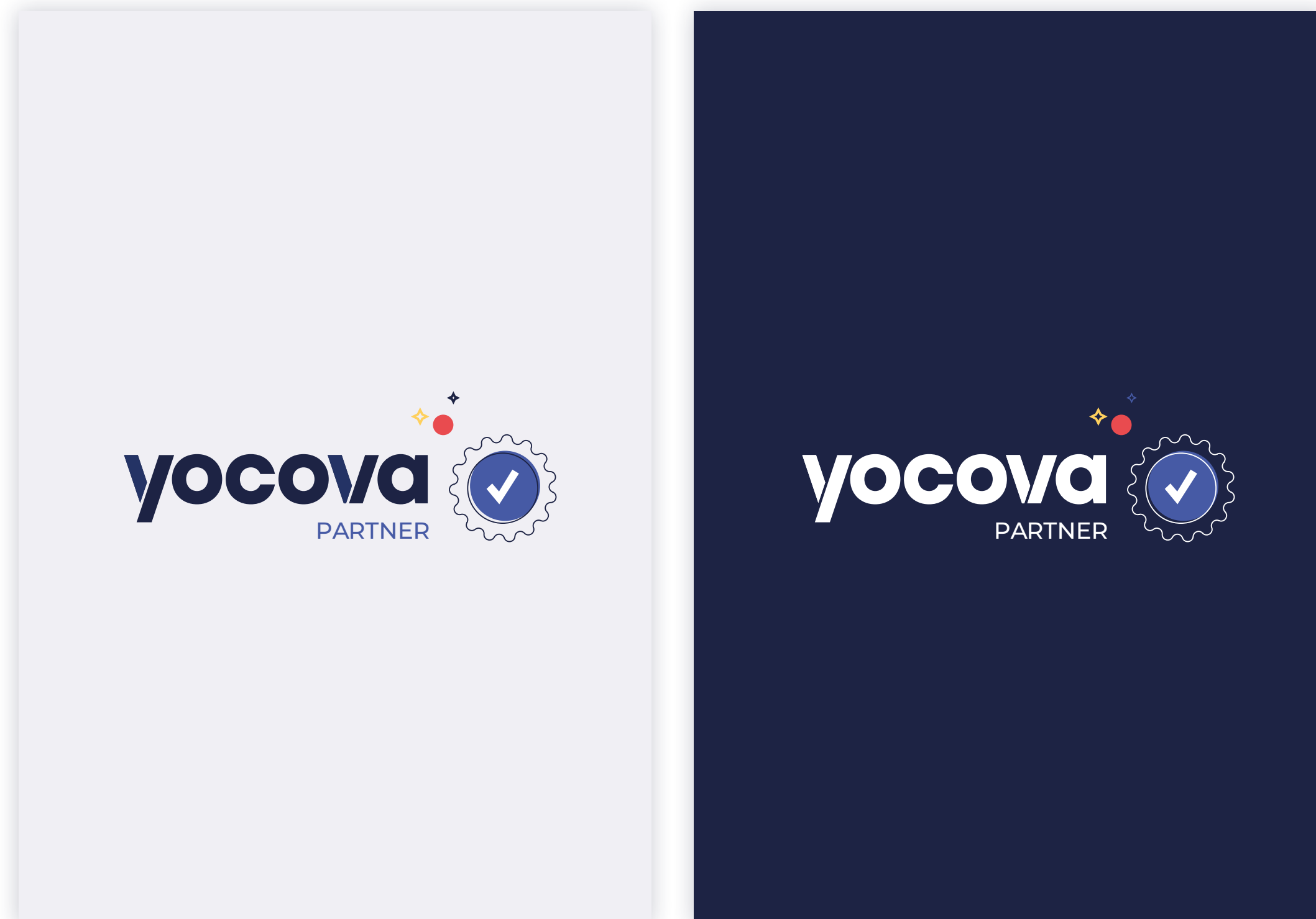
If secondary brand logo is portrait in layout then it should not exceed the height of the separation line.

## Partner Logo

# Partner Logo with backgrounds

### Partner logo colours

The partner logo can be placed only on a brand coloured background. You must ensure that the correct colour balanced is achieved by using the white version on darker backgrounds.



### Partners logo use

When using another brand logo, we should never place them both over an image if possible. This ensures we adhere to other corporate branding and keep consistency of colours when two logos are used together.



Brand name

Our name (C1)

**you + connect = value**

C1

The above is fundamental of the Yocova brand and can be used on a footer or closing pages of materials as an explanation to platform capabilities.

Need help? You can watch our How-To video that takes you step-by-step through the simple process – [Simply click here.](#)

With our thanks,  
**Team Yocova**

**Get in touch, stay in touch**

Do you have any questions about Yocova or would you like to contribute an article to the platform? We'd love to hear from you. Get in touch with our team  
[membership@yocova.com](mailto:membership@yocova.com)



**you + collaboration = value**



## Fonts

Yocova is always written with a leading cap; never in all lower (yocova) or upper case (YOCOVA), nor with a combination of upper and lower case (YoCoVa).



**Yocova**



**YOCOVA**



**YoCoVa**



**yocova**

# Typography (for information only)

## Logotype only!

Not to be used for anything other than the logo, or creating a new sub brand logo/identity.

## Hello TT Hoves

**AaBbCcDdEeFfEeGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@ \$%^&\*()**

AaBbCcDdEeFfEeGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@ \$%^&\*()

AaBbCcDdEeFfEeGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@ \$%^&\*()

## Primary font

To be used in all possible instances. This includes online applications and website, with the exception of email communication as this font is not recognised so should be substituted for Arial.

## Montserrat

**AaBbCcDdEeFfEeGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@ \$%^&\*()**

AaBbCcDdEeFfEeGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@ \$%^&\*()

AaBbCcDdEeFfEeGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@ \$%^&\*()

## Our Primary Colours

CMYK: **100 | 91 | 40 | 46**  
RGB: **28 | 34 | 69**  
HEX: **#1C2245**

CMYK: **96 | 84 | 18 | 5**  
RGB: **46 | 60 | 125**  
HEX: **#2d3c7d**

CMYK: **82 | 67 | 0 | 0**  
RGB: **68 | 89 | 184**  
HEX: **#4459b8**

## Colours

### Secondary colours



CMKY: **72 | 30 | 16 | 2**  
RGB: **68 | 145 | 184**  
HEX: **#4491b8**



CMKY: **68 | 0 | 42 | 0**  
RGB: **68 | 184 | 167**  
HEX: **#44b8a7**



CMKY: **61 | 0 | 90 | 0**  
RGB: **115 | 184 | 68**  
HEX: **#73b844**



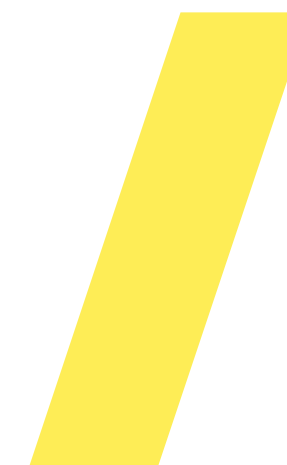
CMKY: **38 | 0 | 85 | 0**  
RGB: **180 | 212 | 65**  
HEX: **#b3ce45**



CMKY: **0 | 57 | 69 | 0**  
RGB: **225 | 138 | 80**  
HEX: **#ff8a50**



CMKY: **0 | 21 | 75 | 0**  
RGB: **225 | 205 | 80**  
HEX: **#ffcd50**



CMKY: **4 | 0 | 75 | 0**  
RGB: **255 | 240 | 80**  
HEX: **#feed56**

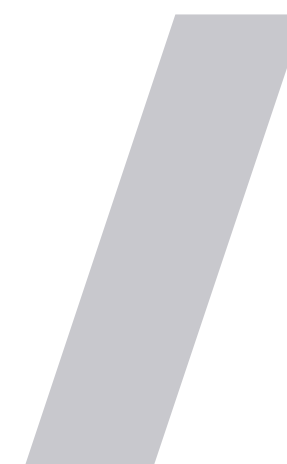


CMKY: **0 | 79 | 60 | 0**  
RGB: **234 | 82 | 84**  
HEX: **#ea5254**

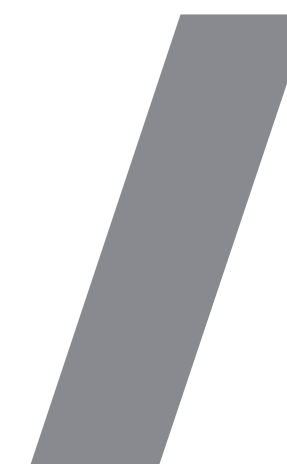
### Neutral colours



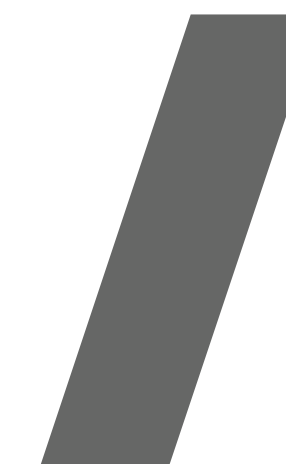
CMKY: **7 | 6 | 3 | 0**  
RGB: **239 | 239 | 244**  
HEX: **#efeff4**



CMKY: **25 | 19 | 16 | 1**  
RGB: **200 | 199 | 204**  
HEX: **#c8c7cc**



CMKY: **47 | 37 | 33 | 15**  
RGB: **138 | 138 | 143**  
HEX: **#8a8a8f**

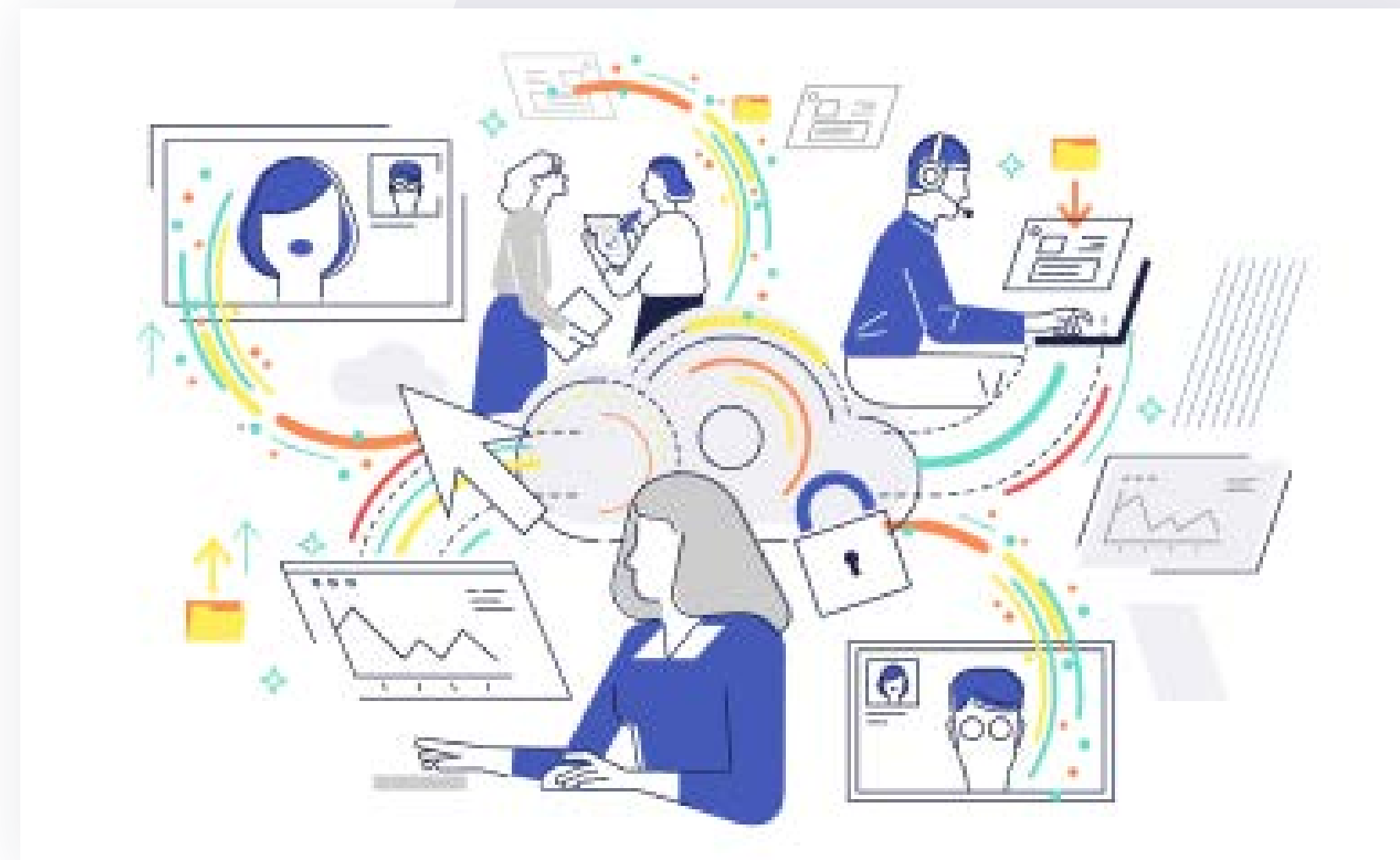
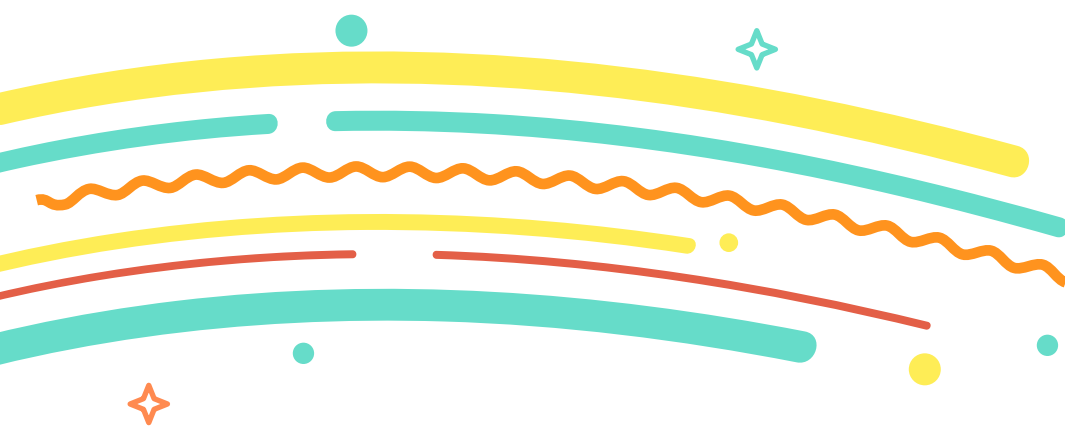
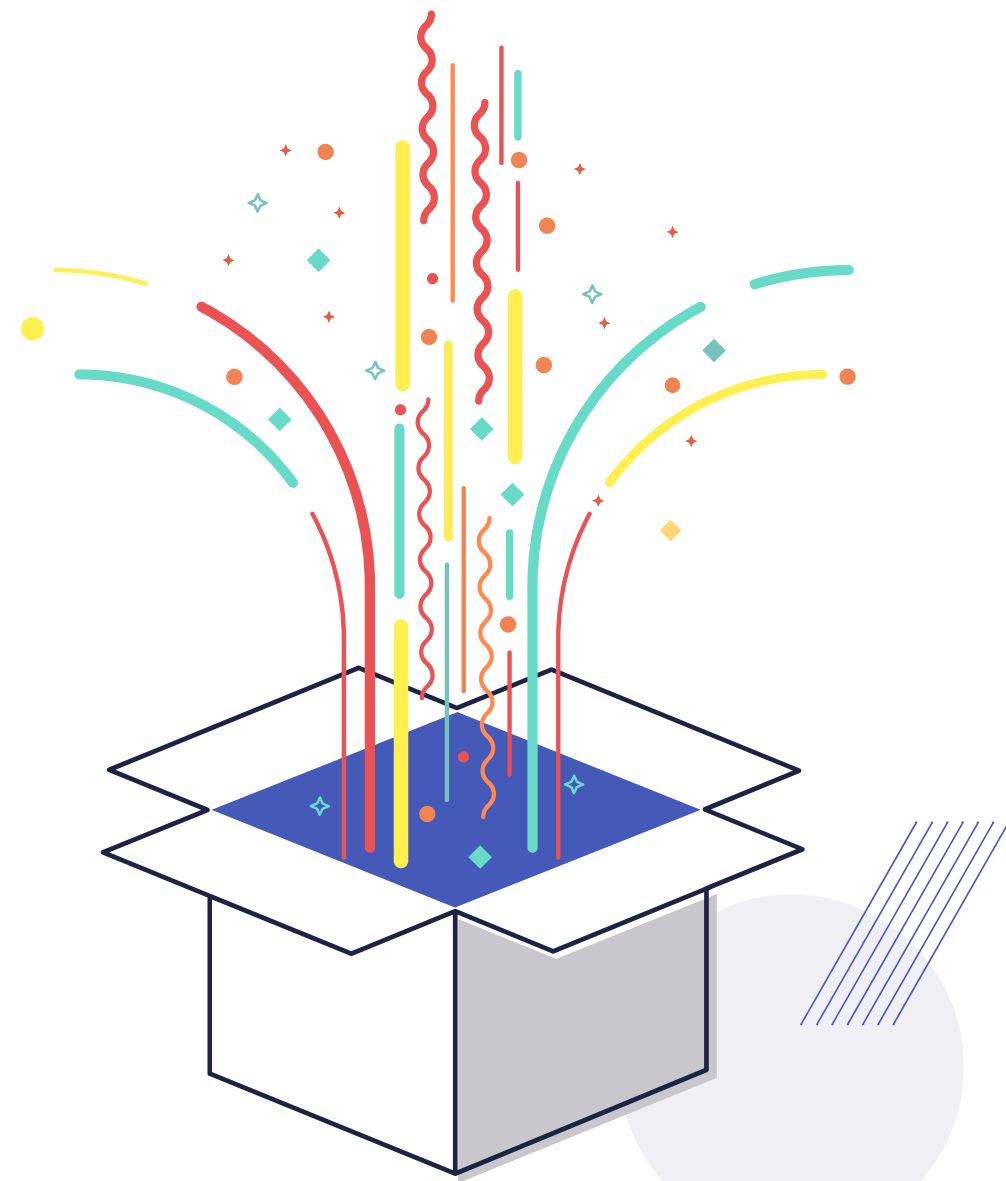


CMKY: **56 | 45 | 45 | 33**  
RGB: **102 | 102 | 102**  
HEX: **#666666**

## Graphic elements

# Illustration style

Yocova makes use of illustrations to help emphasize or define content. Please request permission to use these on your materials by emailing [members@yocova.com](mailto:members@yocova.com)



## Additional illustration assets





**yocova**

For more information visit  
**[www.yocova.com](http://www.yocova.com)**

email **[members@yocova.com](mailto:members@yocova.com)**

Or follow Yocova on **LinkedIn**