

yocova

Yocova Branding Guidelines

Assets and information about the Yocova Platform

Issue 1: September 2022

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



The word "yocova" is displayed in a white, bold, sans-serif font against a dark blue background. The letters 'y' and 'v' have a slight shadow effect on their angled parts.

White logo (for dark backgrounds)

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



The word "yocova" is displayed in a white, bold, sans-serif font on a white background.



The word "yocova" is displayed in a navy blue, bold, sans-serif font on a white background.

Primary colour (Navy Blue)

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



The word "yocova" is displayed in a black, bold, sans-serif font on a white background.

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



yocova

Don't Twist or rotate the logo.

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

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Don't Stretch or skew the logo.

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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.

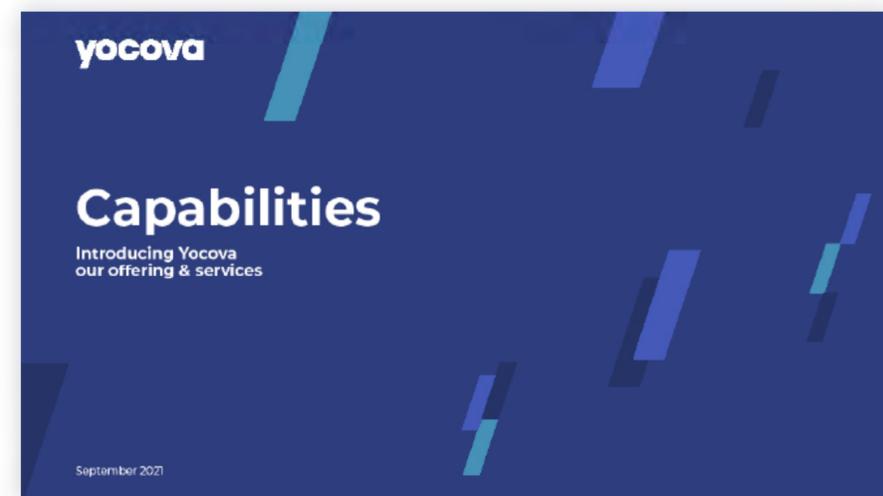
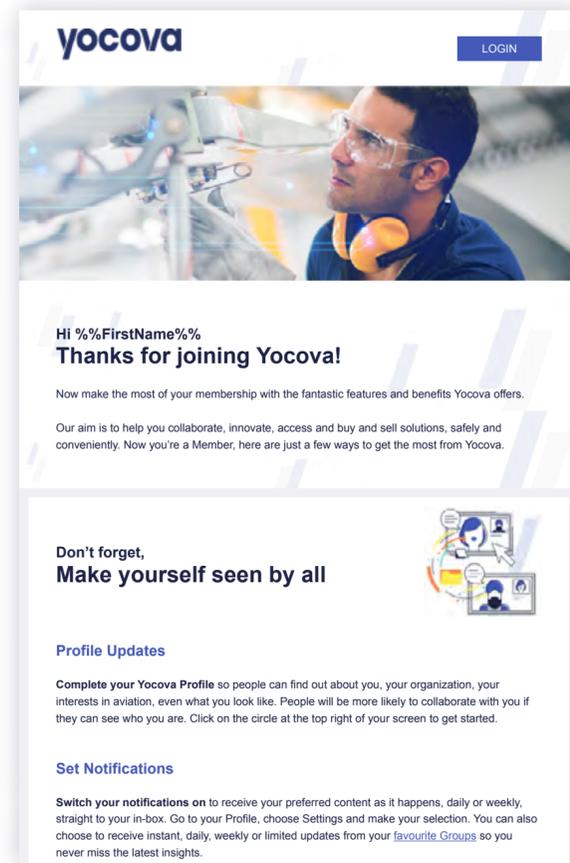
yocova Platform

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

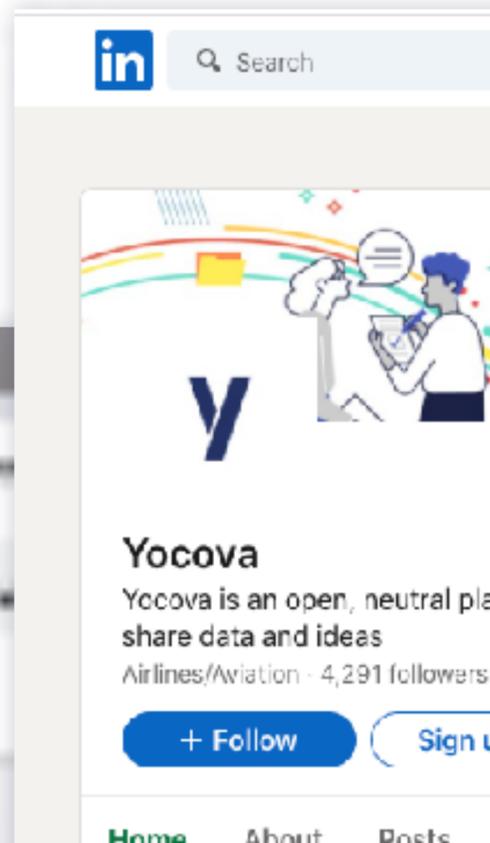
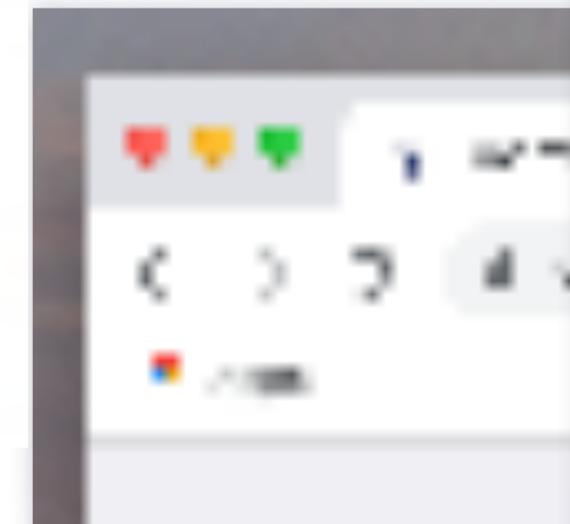
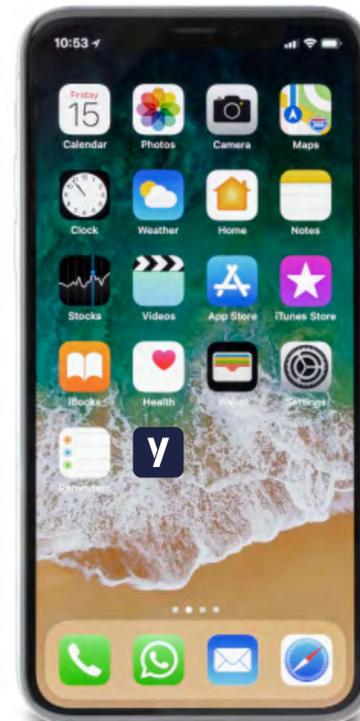
Logo

Logo 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

APPROVED 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

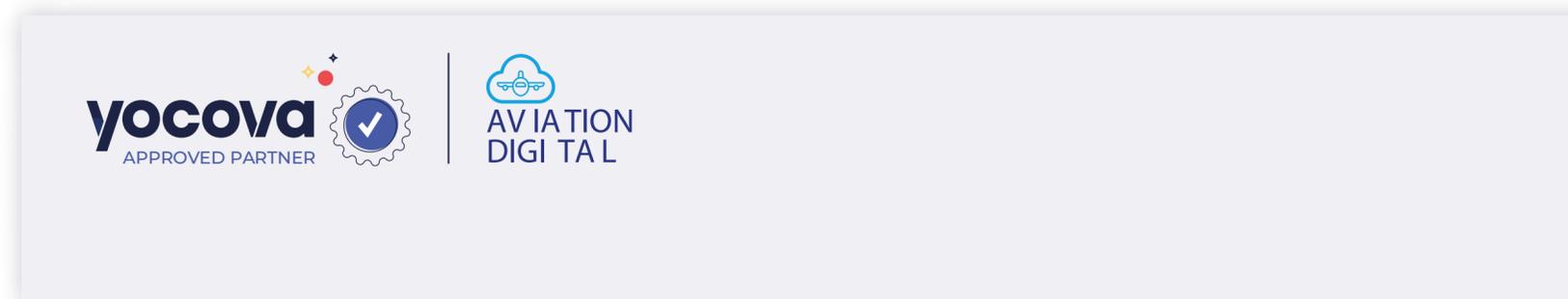
Partner logo colours

The partner logo can be placed only on a brand coloured background. You must ensure that the correct colour balance 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.



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**



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For more information visit
www.yocova.com

email **support@yocova.com**

Or follow Yocova on **LinkedIn**