Yell™

DIGITAL BRAND GUIDELINES

YELL DIGITAL BRAND GUIDELINES

The Yell brand is widely recognizeable due to a constitent use of branding over the years. To ensure continued recognition, this set of guidelines will ensure the Yell brand is presented uniformly across all digital marketing and product design.

LOGO

COLOUR
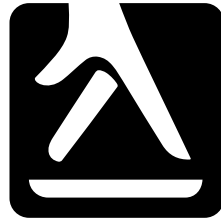
TYPOGRAPHY

PHOTOGRAPHY

LOGO

The Yell logo will appear on all Yell products and communications. Whenever possible, use the full color version. The white version is for use on dark backgrounds as needed.
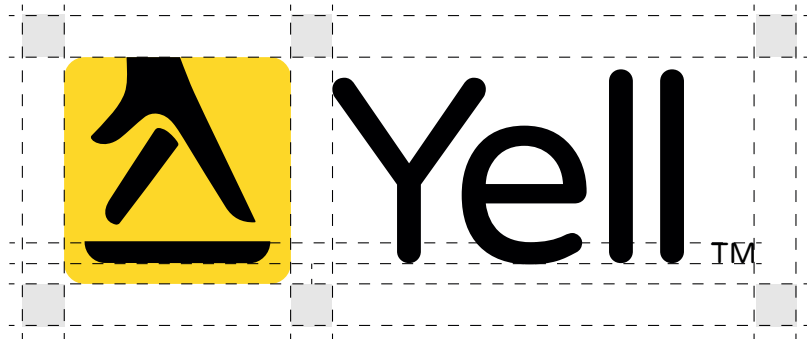
Color

Black

App Icon

Color + White – shown on black for contrast

White (knockout) – shown on black for contrast

LOGO CLEAR SPACE

Give the logo room to breath by ensuring there are no graphics or text within a box equivalent to the below.

The width between the 'digital fingers' icon and typemark dictates the minimum spacing around the Yell logo as a whole.

This width is dictated but doubling the corner radius of he 'digital fingers' icon, this allows spacing to be consistant at the minumum level so that we keep the visual balance.

The trademark symbol (™) is needed if no mention is made to trademark in the branded experience (web page, application etc).
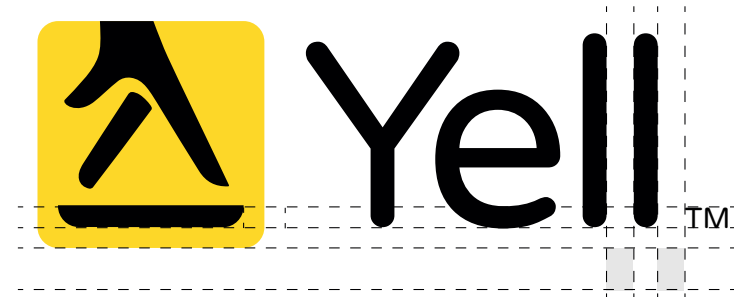
The height of the 'TM' should always be the same height as the corner radius of the 'digital fingers' icon.

The 'TM' is then positioned in alignment with the bottom and the space between the 'LL's of the typemark.
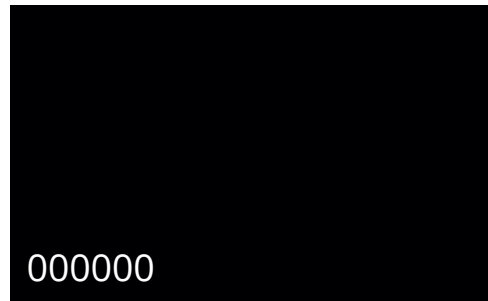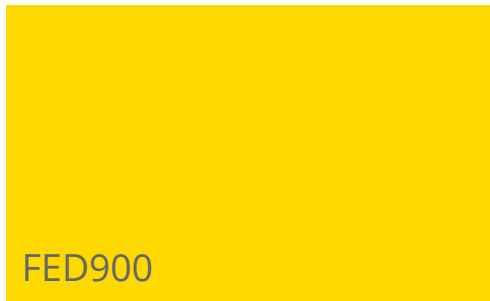
COLOUR

The Yell colour palette is broken into three tiers: Brand, Primary and Complimentary. Together, they are used to design products, marketing materials and branding visuals.
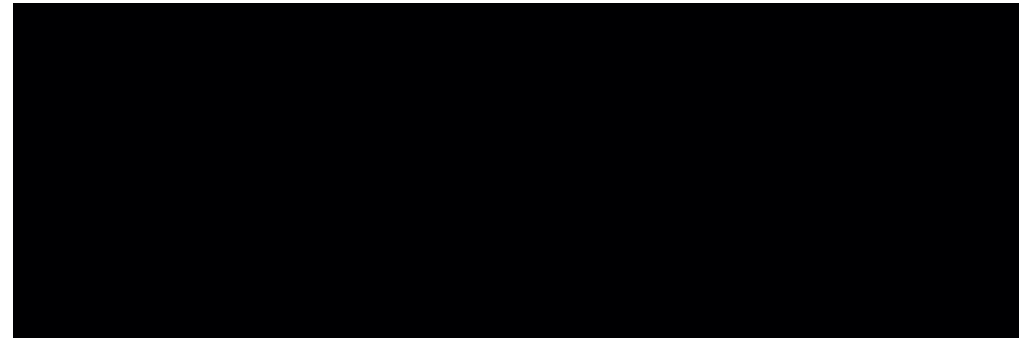
COLOUR BRAND COLOURS

The Yell brand colors have proven to be a significant aspect of brand recognition and should be used consistently for any use of the logo, digital apps or branding.
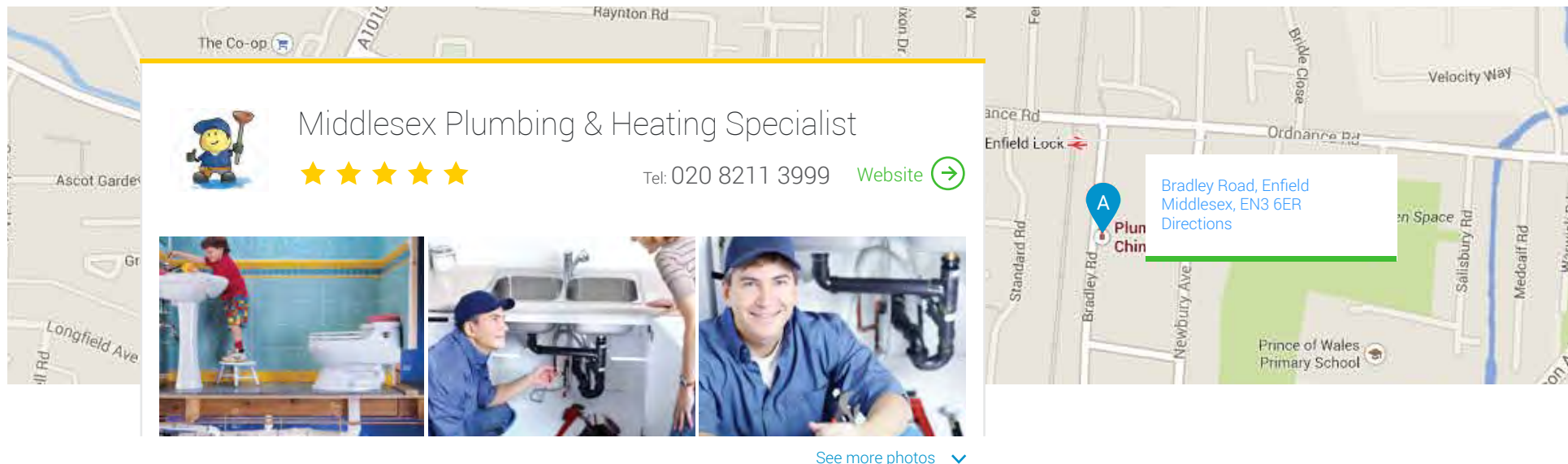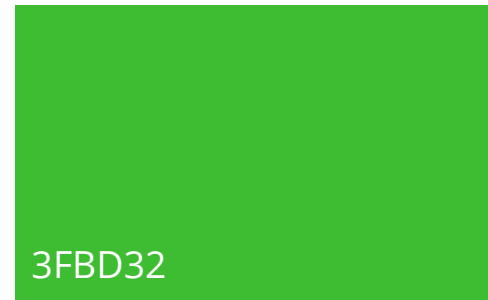
FED900

000000

Logo as used in search bar on Yell.com

Logo as used on phone application icon

COLOUR PRIMARY COLOURS

These colors are utilized for the core functionality of our digital products. The vast majority of user experiences can be created with these three colors and shades of grey.

FCCA00

0293CC

3FBD32

Middlesex Plumbing & Heating Specialist

★★★★★

Tel: 020 8211 3999   Website →

Bradley Road, Enfield
Middlesex, EN3 6ER
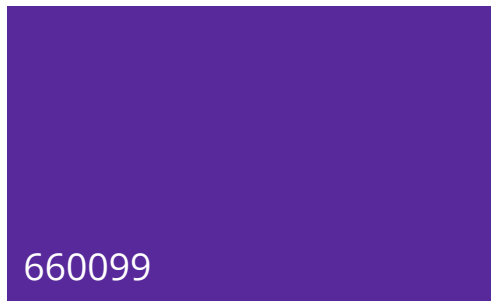Directions

See more photos ⌄

COLOUR COMPLIMENTARY COLOURS

These colors are to be used for more complex designs or as accent colors. They should always be used as complementary colors to the primary color palette.

FF8B00

0064BF
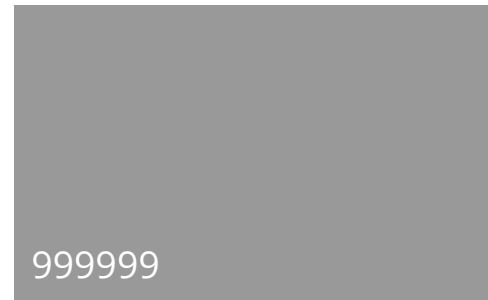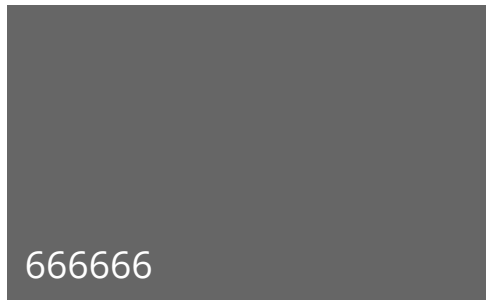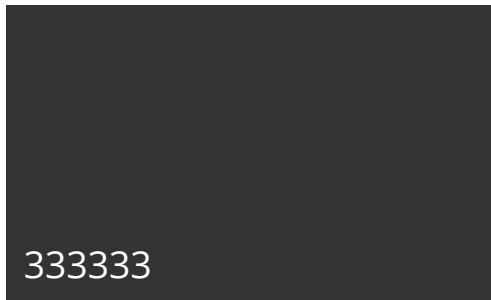
C91414

Only use when necessary to designate missing information, closed business, etc.

660099

088781
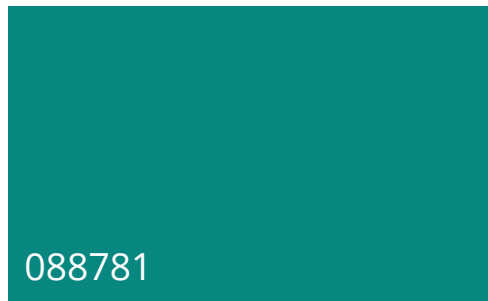
COLOUR GREY

Grey is to be used in different forms for displaying text, strokes around shapes or faint backgrounds.

333333

666666

999999

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter-forms.

This is a headline.

Open Sans Semibold, 48 pt

This is body copy. Aliquam id erat eu lacus euismod lobortis. Nulla facilisi. Aliquam eget metus dolor. Donec rutrum eros ac volutpat laoreet. Nulla ligula nunc, auctor et lacus a, vestibulum varius nibh. Nam tincidunt vitae ultrices tempor. Aenean mi metus, dictum eu purus auctor, sagittis dictum tellus.

Open Sans Regular, 15 pt

This is business information:
123-456-7890
www.businessname.com

Open Sans Light, 18 pt

Type size, weight and color will vary depending on application.

TYPOGRAPHY NORMAL

The normal version of Open Sans is your go-to font family for all things Yell. The wide variety of weights will give you options for long body copy and headlines alike.

Download here: google.com/fonts/specimen/Open+Sans

LIGHT — Grumpy wizards make toxic brew for the evil Queen and Jack.

LIGHT ITALIC — *Grumpy wizards make toxic brew for the evil Queen and Jack.*

REGULAR — Grumpy wizards make toxic brew for the evil Queen and Jack.

ITALIC — *Grumpy wizards make toxic brew for the evil Queen and Jack.*

SEMIBOLD — **Grumpy wizards make toxic brew for the evil Queen and Jack.**

SEMIBOLD ITALIC — ***Grumpy wizards make toxic brew for the evil Queen and Jack.***

BOLD — **Grumpy wizards make toxic brew for the evil Queen and Jack.**

EXTRABOLD — **Grumpy wizards make toxic brew for the evil Queen and Jack.**

TYPOGRAPHY CONDENSED

The condensed version of Open Sans is primarily used for mobile design when small screens require a tighter font. Avoid using the condensed version for long fields of body copy as it is more difficult to read than the Normal version of Open Sans.

Download here: google.com/fonts/specimen/Open+Sans+Condensed

LIGHT

Grumpy wizards make toxic brew for the evil Queen and Jack.

LIGHT ITALIC

Grumpy wizards make toxic brew for the evil Queen and Jack.

BOLD

Grumpy wizards make toxic brew for the evil Queen and Jack.

PHOTOGRAPHY OVERVIEW

Yell images should be approached from a story-telling perspective. We want to demonstrate the value of merchants and thier products and services. This can be done by showcasing merchants themselves or spotlighting customers in connection with those products and services.