Brand Guidelines Ang 2020

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LOGO Primary

Wide



Stacked



LOGO Variants

Wide





Stacked

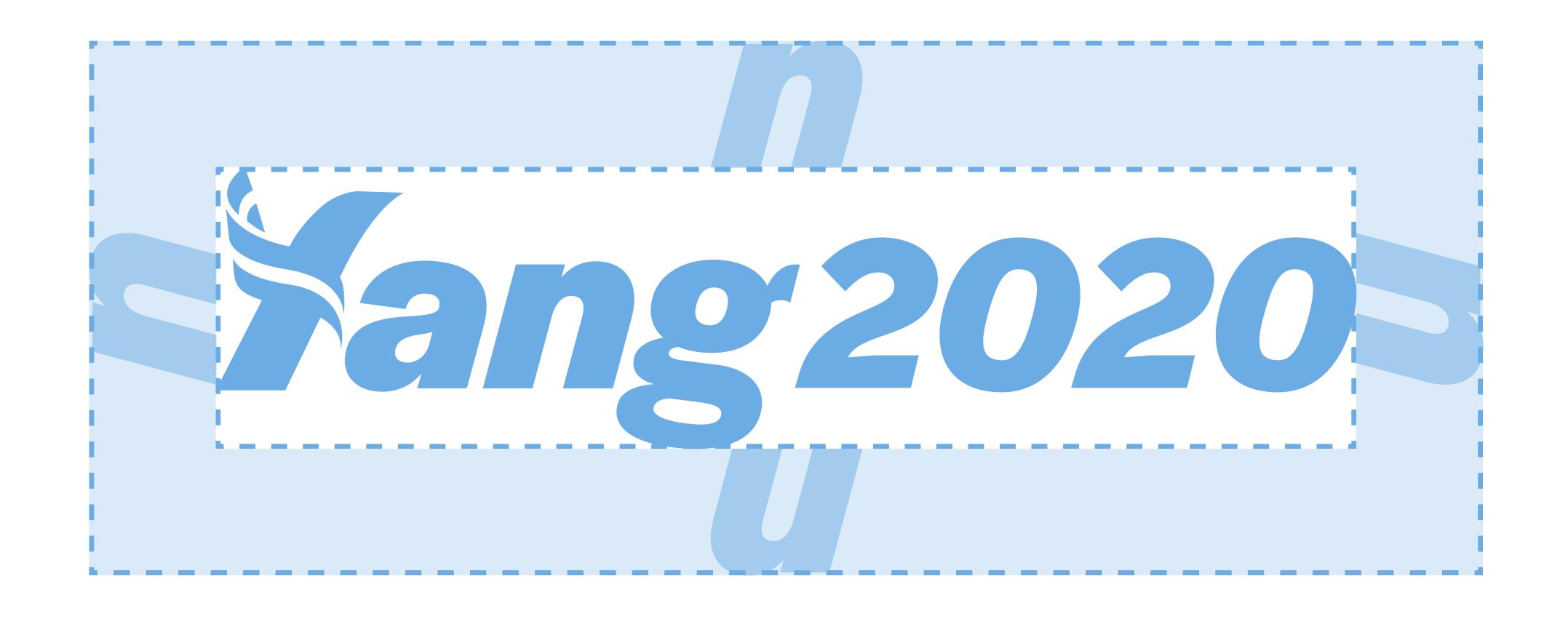




LOGO Clearspaces

Wide

• One "n" height on all sides



Stacked

• One "n" height on all sides



LOGO Don'ts



Don't Rotate



Don't Mask



Don't Use Gradient



 Don't Use Off Brand Color



Don't Outline



Don't Distort

Yang2020

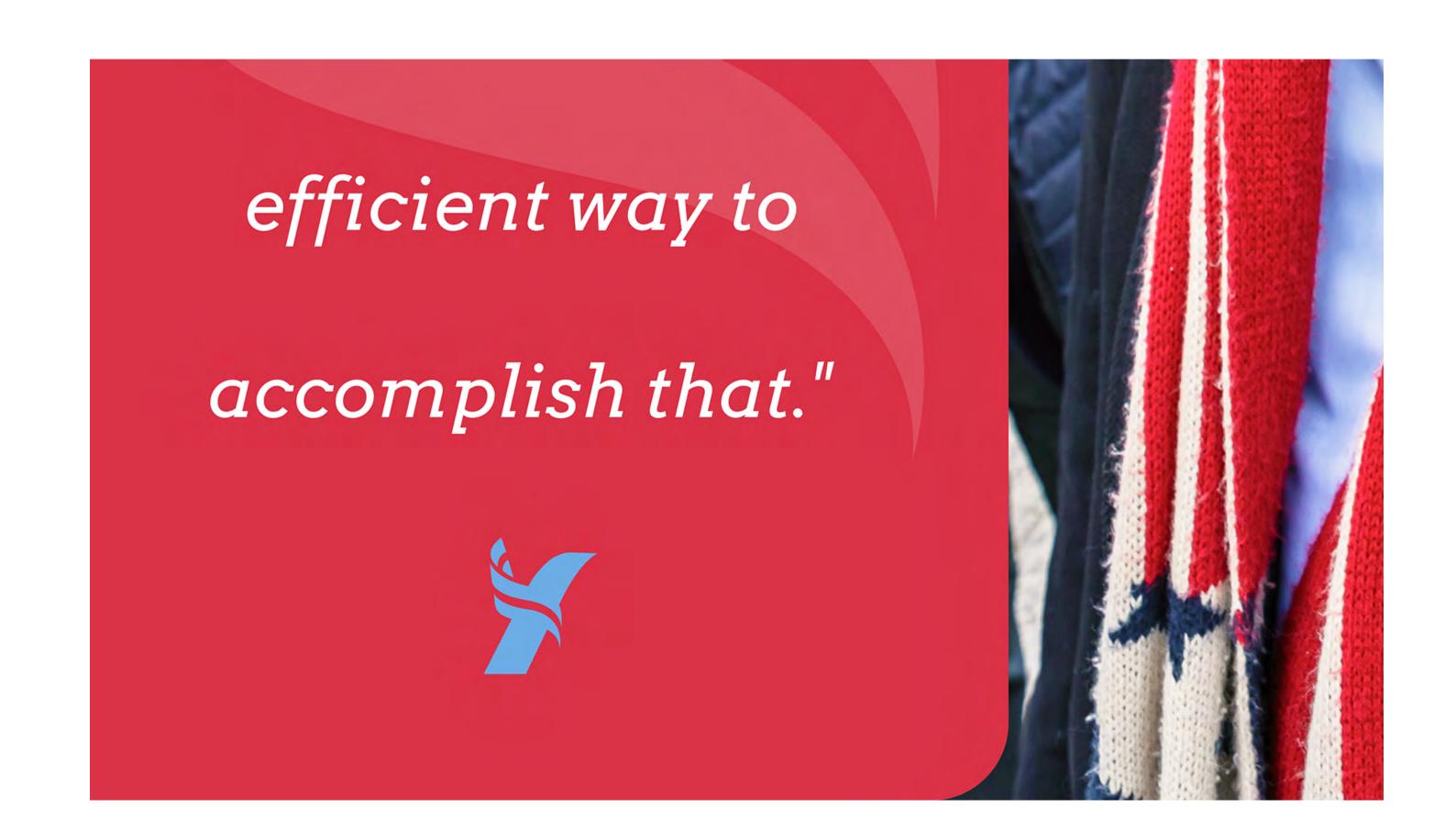
 Don't Use Off Brand Font

LOGO Marks

Yang Lettermark

 Use when the full logo is unwieldy and the brand is already established in context





Yang Flagmark

 Use as a subtle design element



Lorem ipsum lor sit amet, conset adipiscing elit, sed do eiusod tem incididunt ut labore et dol magna.



Headers & Footers

Montserrat (Bold)

- Primary font for short headers/footers
- Primary font for call-to-action buttons
- Use with all caps

Alternate Gothic Nol D

- Primary font for long headers/footers
- Lower tracking to (-2) or (-3)
- Use with all caps

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

```
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z O 1 2 3 4 5 6 7 8 9
```

TYPE Body Copy

Montserrat (Regular)

Primary font for body copy

Arvo (Italic)

- Primary font for quotations
- Use sentence case

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

TYPE Other Fonts

Montserrat (all other weights)

 Use when excessively scaled text becomes too bold/light

```
Aa Bb Cc Dd Ee Ff Gg
```

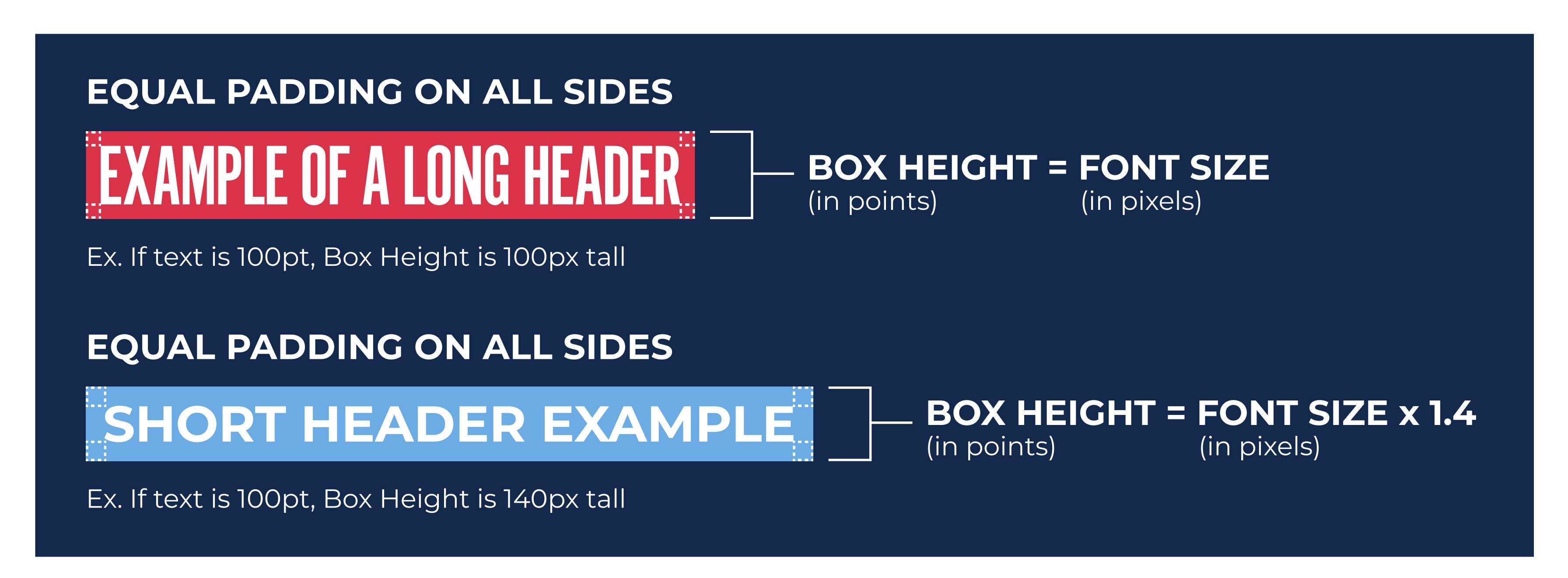
TYPE Highlighting Text

Headers

- Emphasize headers with a contrasting Highlight Box centered underneath
- Fill Highlight Box with a brand color that stands out from the background

SHORT HEADER EXAMPLE EXAMPLE UF A LUNG HEAUEK

Sizing The Highlight Boxes



TYPE Highlighting Text

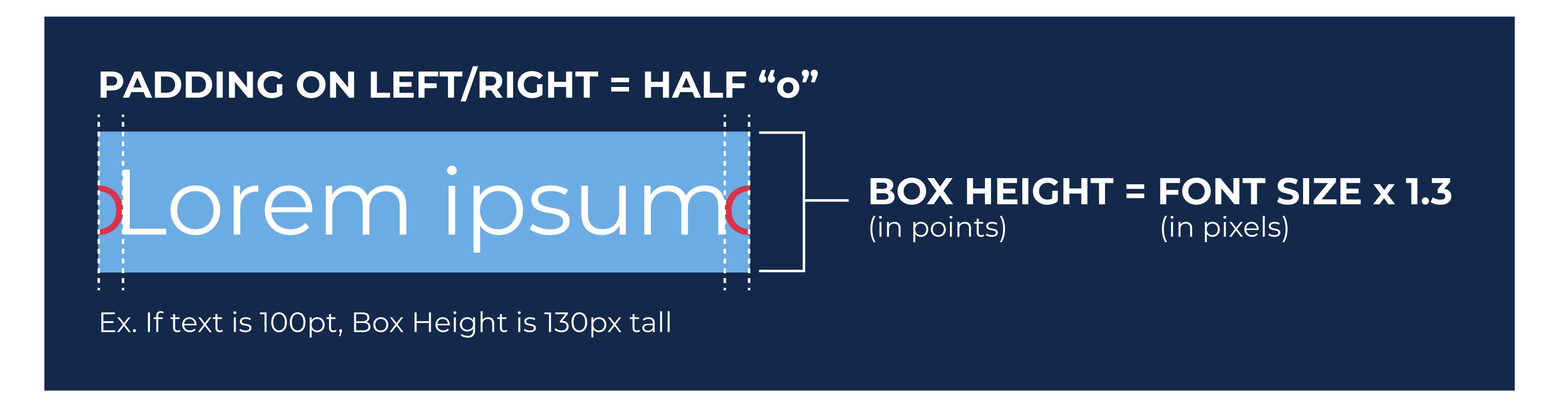
Body Copy

- Emphasize key words with a contrasting Highlight Box centered underneath
- Fill Highlight Box with a brand color that stands out from the background
- Open up kerning if spacing is too tight around highlighted words

Lorem ipsum lor sit amet, consetetur adipiscing elit, sed do eiusod tempor incididunt ut labore et dolore magna aliqua. Nunc risus facilisis felis nuc vel neque. Suspendisse nisl.

* Body copy may also be dark on a light background

Sizing The Highlight Box





COLOR



COLOR

Primary Colors



YANG BLUE

Hex Code: #133467

RGB: 19, 52, 103

CMYK: 100, 88, 32, 21



YANG BLUE LIGHT

Hex Code: #6CACE4

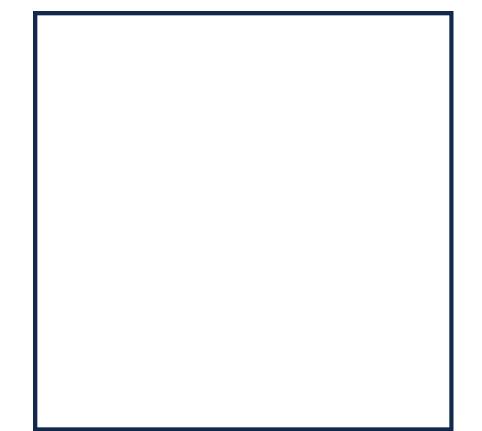
RGB: 108, 172, 228 CMYK: 55, 21, 0, 0



YANG RED

Hex Code: #DA3248

RGB: 218, 50, 72 CMYK: 9, 94, 71, 1



YANG WHITE





YANG GOLD

Hex Code: #F2A00F

RGB: 242, 160, 15

CMYK: 3, 42, 100, 0



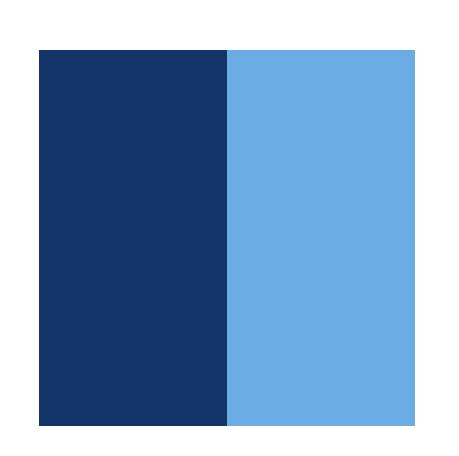
YANG BLUE DARK

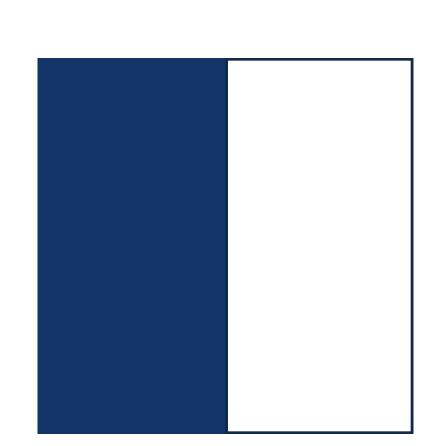
Hex Code: #13294B

RGB: 19, 41, 75

CMYK: 99, 86, 42, 41

Common Combinations









BUTTONS



BUTTONS Styling

Call to Action Text

- Montserrat Bold
- White text
- Use all caps

Button

- Brand color fill
- Slightly rounded corners



BUTTONS Sizing

Sizing The Button



QUOTE IMAGES

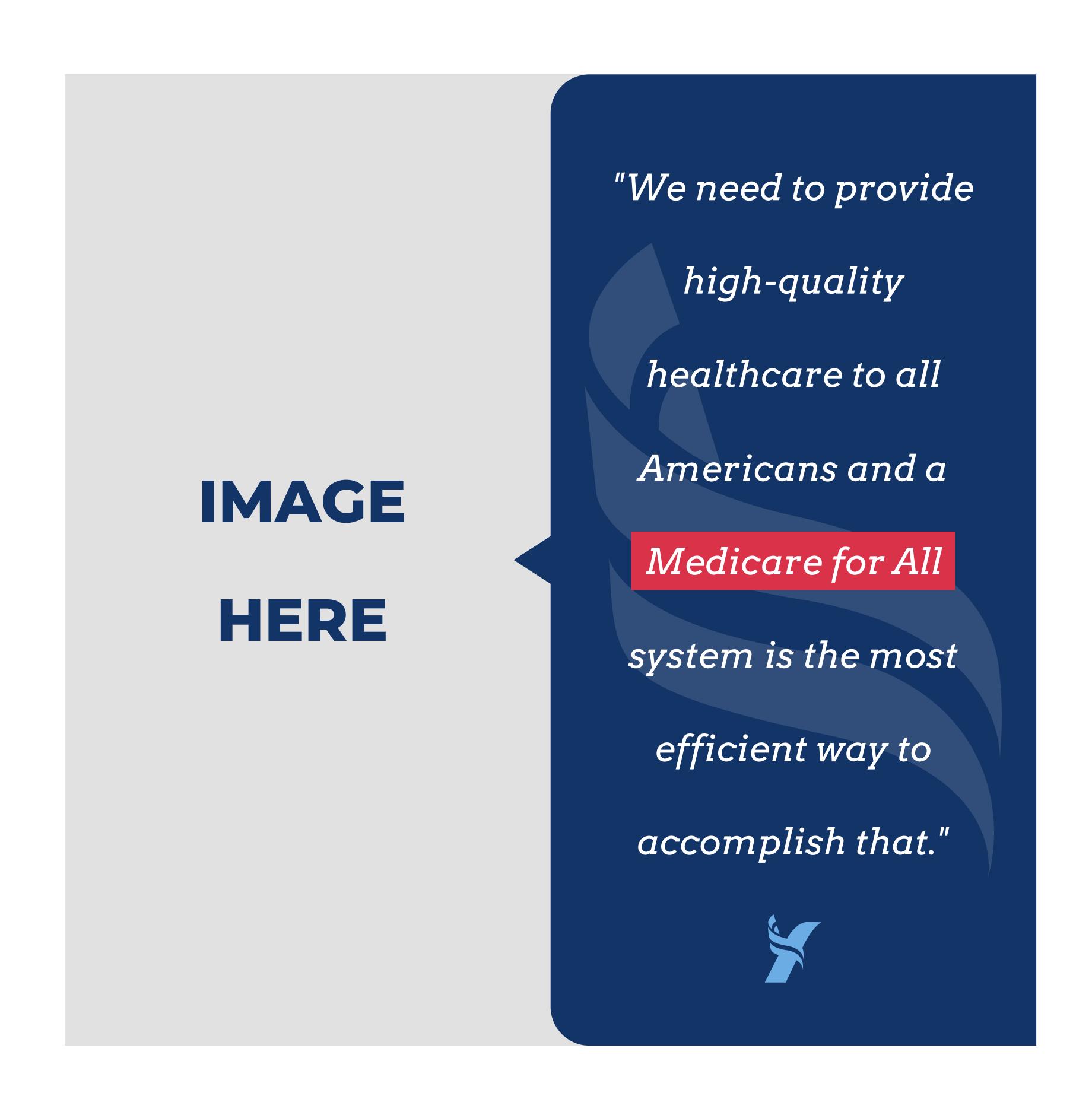


QUOTE IMAGES (for social media sharing)

Vertical Images

Layouts for Vertical Images





- * Size of quote box can be adjusted if text becomes too dense
- * Text leading can be adjusted per design

QUOTE IMAGES (for social media sharing)

Horizontal Images

Layouts for Horizontal Images

"We need to provide high-quality healthcare to all Americans and a Medicare for All system is the most efficient way to accomplish that."

IMAGE

HERE



- * Size of quote box can be adjusted if text becomes too dense
- * Text leading can be adjusted per design

QUOTE IMAGES

Variants

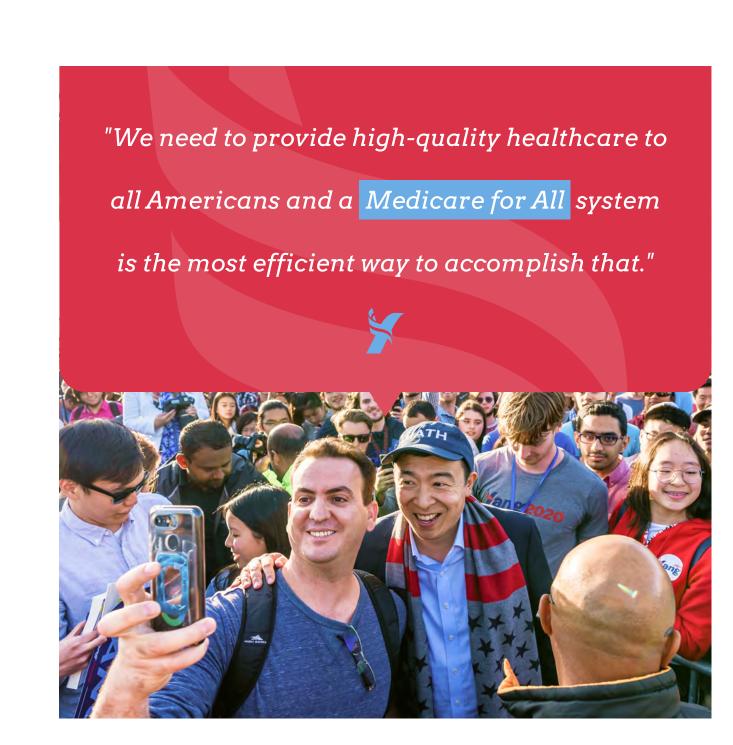
(for social media sharing)

Color Variants

- Strive for high contrast when pairing variants to images
- When more than one variant works, use the lesser-used variant



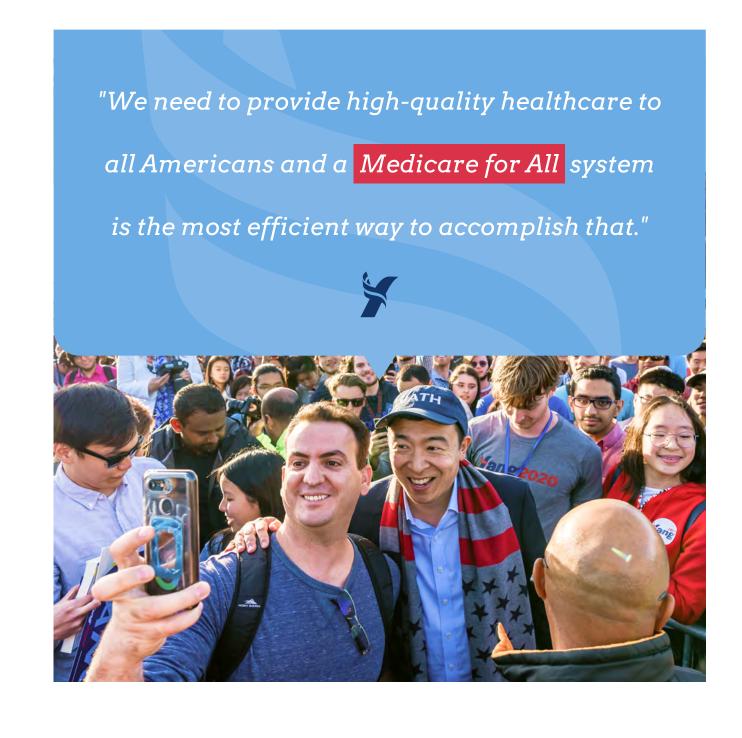






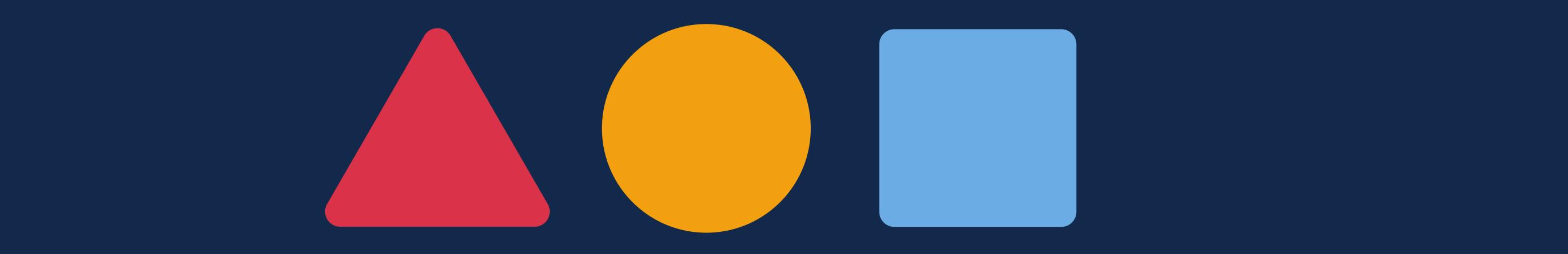








ICONOGRAPHY



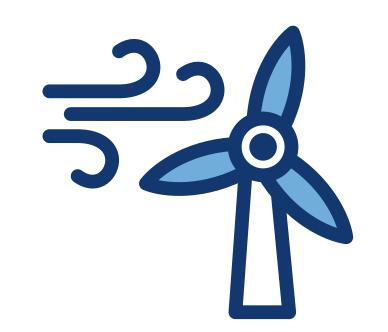
ICONOGRAPHY

Proprietary Policy Icons

- Use as accents to embellish social media policy graphics
- Usage of icons should be consistent across graphics, as well as videos
- Color palette can be customized as needed using brand colors

















Policy Icon Colors

 Make sure customized colors blend well together







