


A close-up, artistic photograph of a man's face, focusing on his nose, mouth, and chin. He has dark, slightly messy hair and a light beard. The lighting is dramatic, with strong highlights and shadows. The word "yes" is written in a large, white, lowercase serif font across the center of the image. Below it, in a smaller, white, lowercase sans-serif font, are the words "Logo design".

yes

Logo design





Youth Culture today is made up of a myriad of social divisions, Emos and Goths, Jocks and Ginos, these labels continue to proliferate and divide and segregate individuals even in this age. The audience is spread among every imaginable culture, their values, beliefs, hopes and dreams are unpredictable, undefinable – and thus of absolutely no use to YES.





YES needs to appeal to Youth is a way that facilitates their need for exploration, of experimentation, it's brand needs to be flexible enough to change as they change, to be timeless in a way where it is anchored to any one particular style or niche, a brand made for everyone.





Ideally you need a brand that will become synonymous with the word youth, YES should be to the 00s as “Generation X” was to the 90s.

(yes)youth

~~youth(yes)~~






You need a brand that does **more** than just represents youth.  
You need a brand that **defines** youth, it needs to lead youth in a new direction.  
*AYES direction... and how do you do that?*





Let the Experience Define the Brand.



A photograph of two people graffitiing a wall. In the foreground, a person wearing a blue plaid cap, a white hoodie, and a black wristband is painting large orange and red abstract shapes on a wall. In the background, another person in a grey hoodie and black pants is painting black graffiti on a wall covered in colorful graffiti. The scene is outdoors, with a sidewalk and a fence visible in the background.

The style of the logo should not determine the emotion of the brand. YES should illicit confusion and curiosity so that the audience will set out to discover what YES is about.





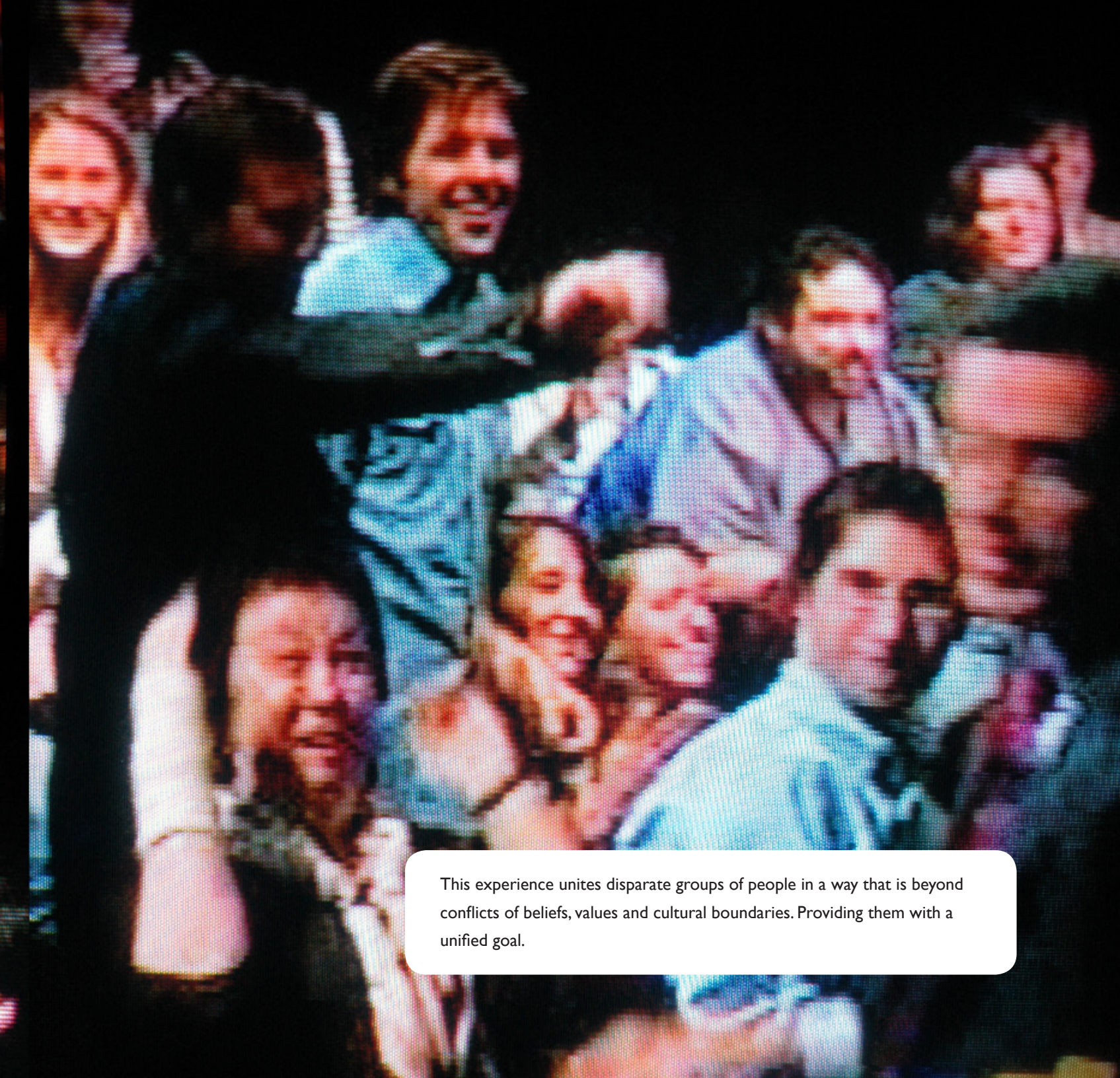
to subscribe to a style that has been culturally claimed will drown out YES' identity. The Uniqueness of YES will be overpowered by idea that it is "the Emo channel" or "the Goth channel"



A brand's meaning is built on each individual's experience with it.  
The logo becomes the symbol of the experience.





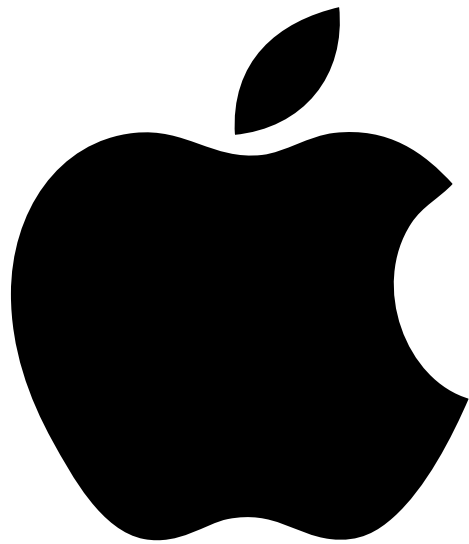


This experience unites disparate groups of people in a way that is beyond conflicts of beliefs, values and cultural boundaries. Providing them with a unified goal.



It Transforms Youth into YES Youth.

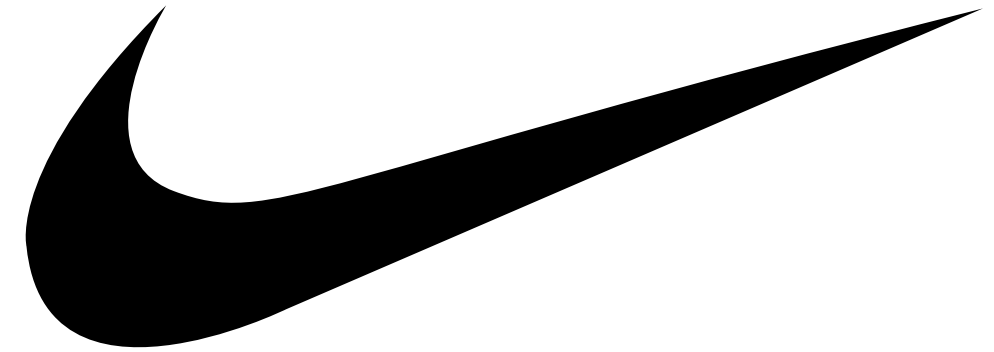




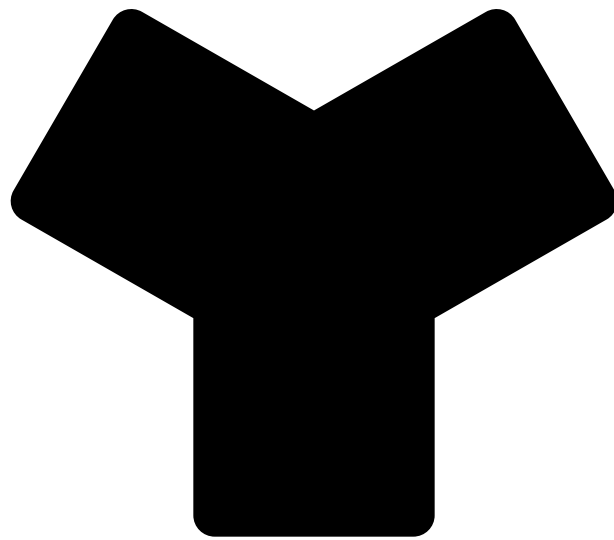
Why is this Brand so powerful?



Why is this Brand so powerful?







Why is this Brand so powerful?







## the Logo


When people see YES they'll think they recognize it – it will look very much like something they've seen before but have never been able to put a finger on what exactly or where. It will feel like remembering a distant dream, deja vu.


The shape and the dynamics of the symbol is very basic, simple to remember even with only a glance, an individual can sketch you the shape again. It is complex enough to be unique and not elemental enough to be forgotten.

YES doesn't need to have the word TV, it constrains what YES is, the word sets expectations in the audience of what the company is and limits the possibilities of where YES can go. When you begin to branch out into telecommunication and web, the word tv will only hold you back.

The word YES and it's symbol is synonymous, it lends an elusive feel. An individual needs to ask about what YES is, they need to be curious about YES because it lacks the socially constructed signals that would categorize you as anything. The first impression an audience gets is that they have no idea who you are. It is unique, different and empowered to attracting curiosity.

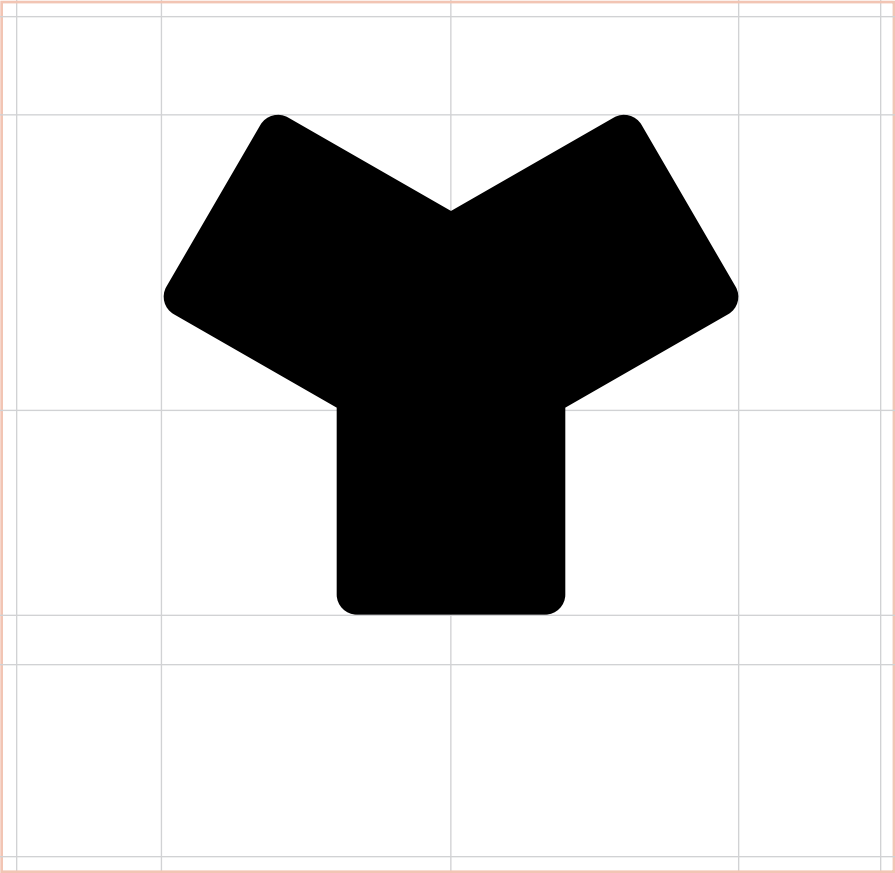
Once they have seen , it stands on its own, you don't need the words to explain it, the clutter is unnecessary.  – That's all anyone needs to know. What  is an acronym for – not important, the social good that it stand for – not necessary.  has no meaning except the ones the audience gives it.

 means - whatever you want it to mean.

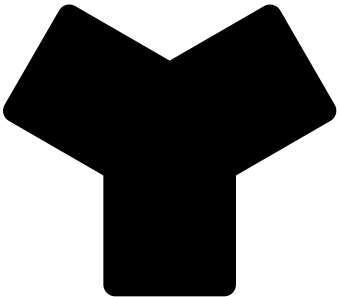
Keep it plain and simple - You are .



the design

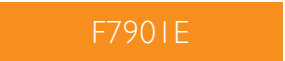
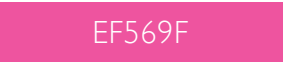


Logo with text



yes.ca

suggested colour palette #



suggested fonts

**DISTURBANCE BOLD 14**

Gill Sans light 10 point

*Gill Sans Italic 8 point*



Written/Designed by Mark Poon  
6113 Douguy Blvd. Mississauga, Ontario  
markpoon@phagian.com  
www.phagian.com





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