



**YES<sup>®</sup>**

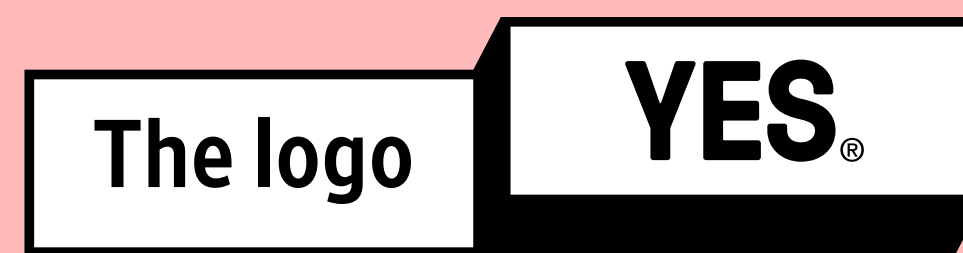
Brand guidelines  
April 2017

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# What is YES<sup>®</sup>?

YES<sup>®</sup> is an easy, fast and secure way to prove your identity, sign and pay with the touch of a button— the YES<sup>®</sup> button.

The simplicity of YES<sup>®</sup> is reflected in its design. It is clear and bold and confident. It doesn't hide in decoration. The YES<sup>®</sup> system complements the button. The brand language is unified wherever it lives.





YES<sup>®</sup> is a logo-button. It is both a logo and a clickable button.

This is the hero YES® logo:

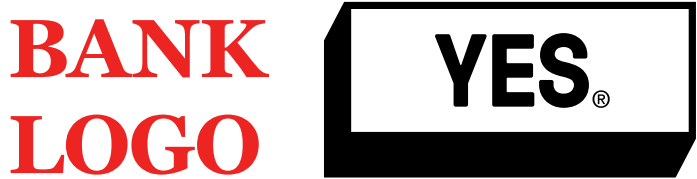
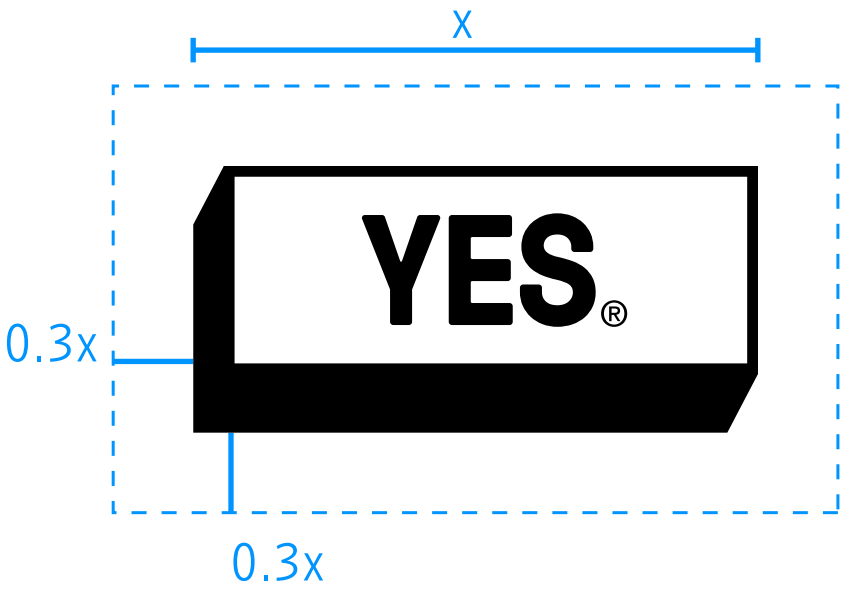


Minimum height  
Desktop: **24px.**

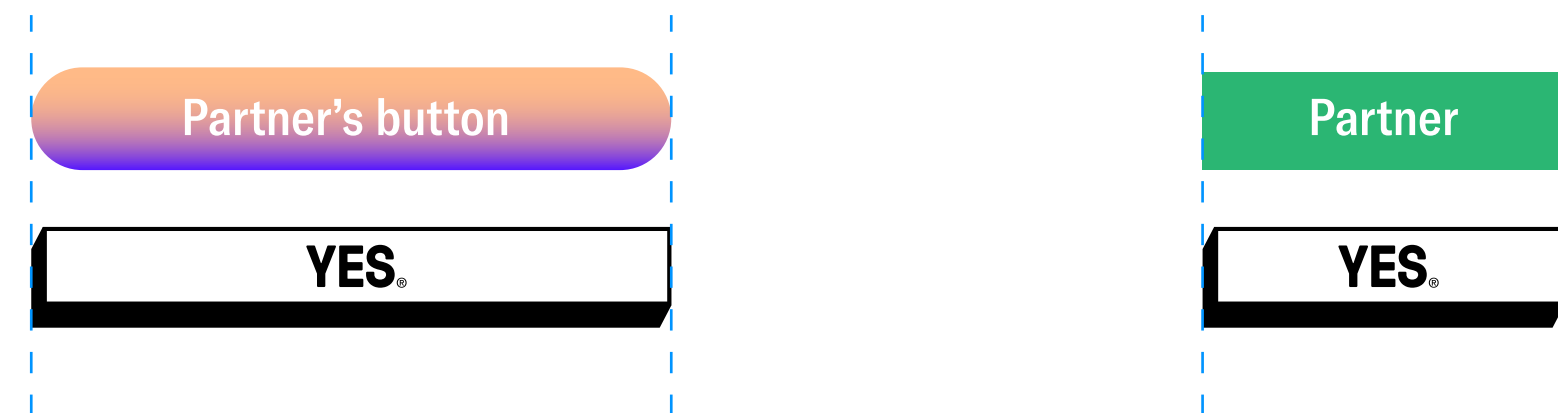


Safe area with partners logo: **30% of the logo width**

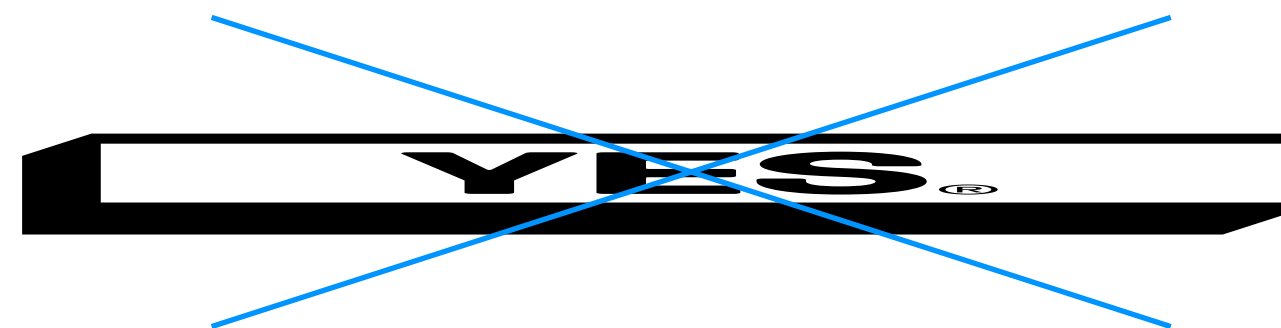
Minimum height  
Mobile: **48px.**



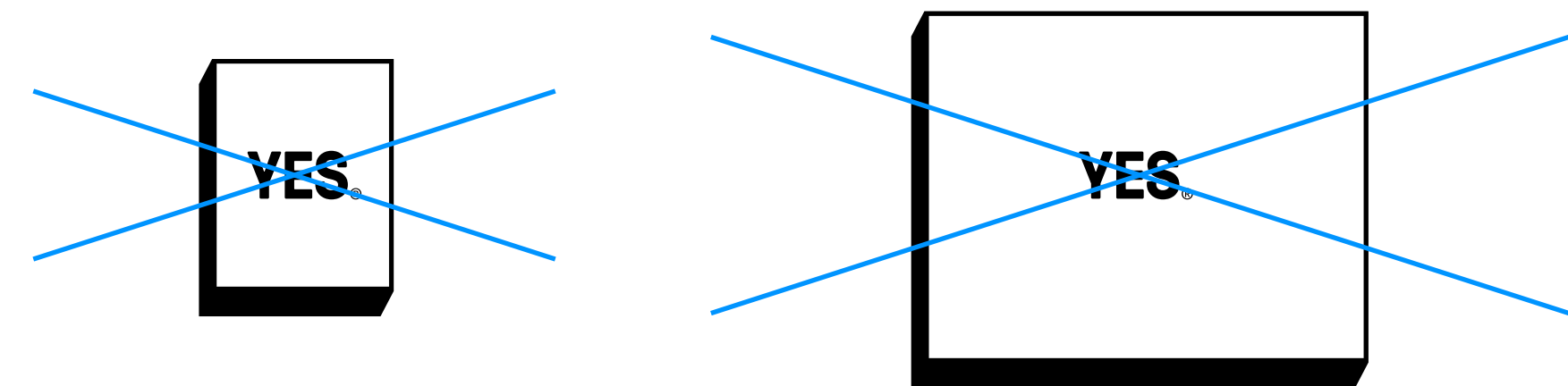
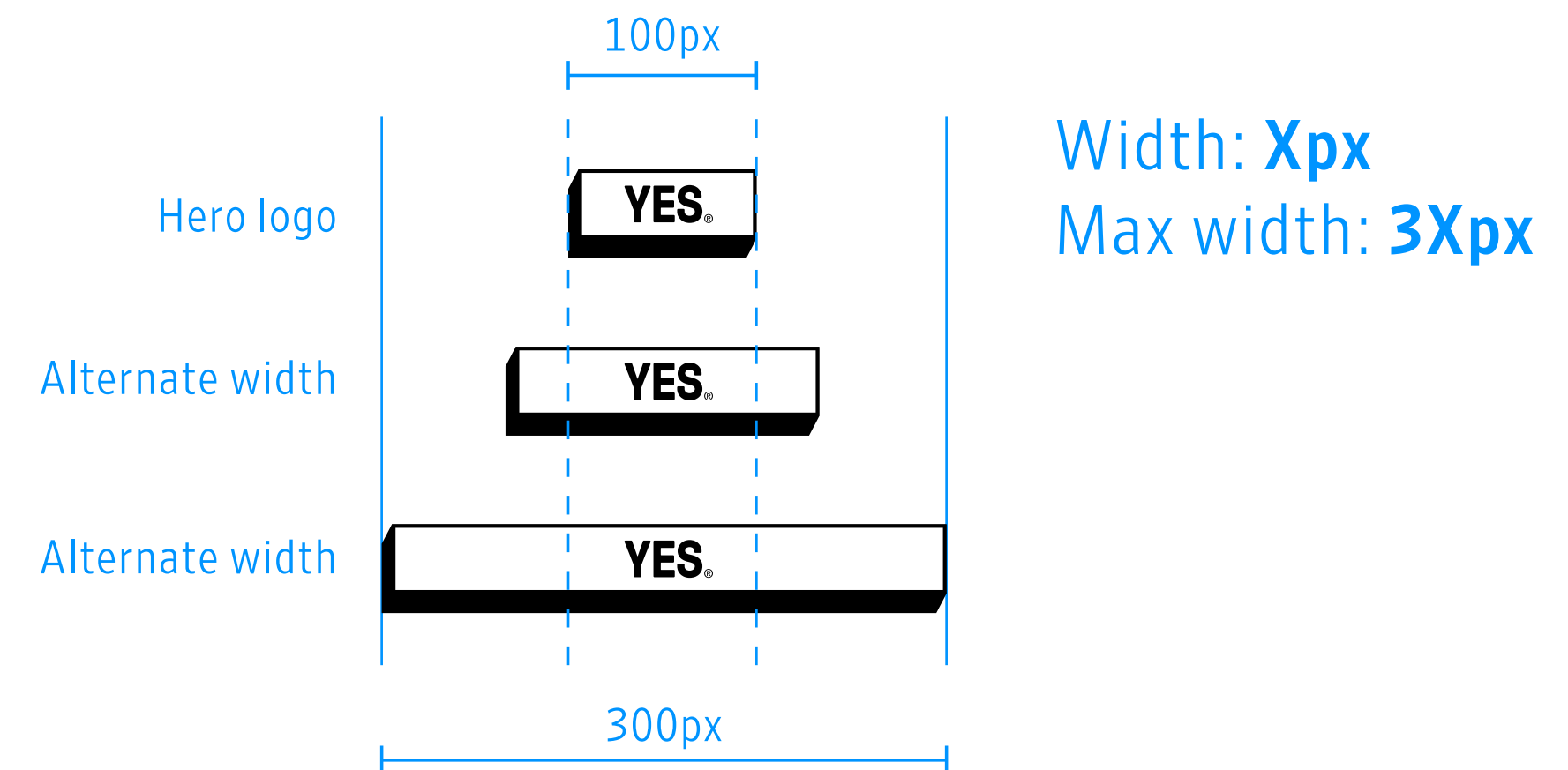
YES® logo should always be on the right  
of the bank or partner's logo.



YES® can expand to match partner's UI.



The YES® type and box **can not be stretched**.



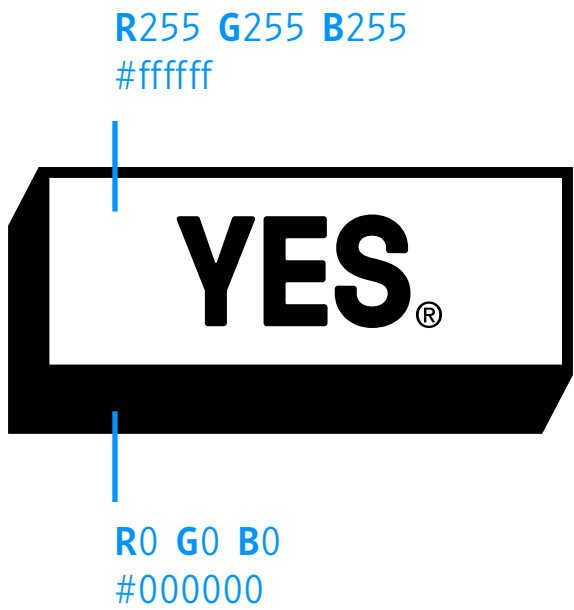
The height of the button **can not be changed**.

Color palette

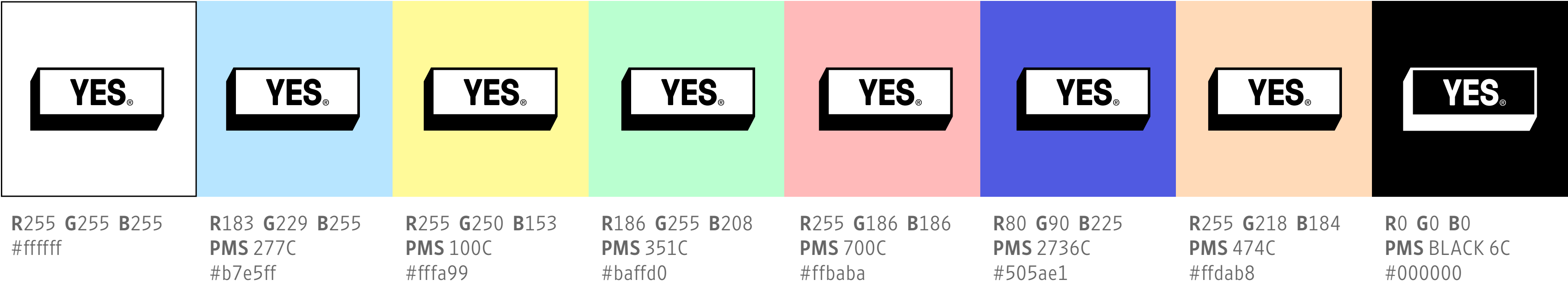
**YES<sup>®</sup>**



The YES® button  
is always black&white.

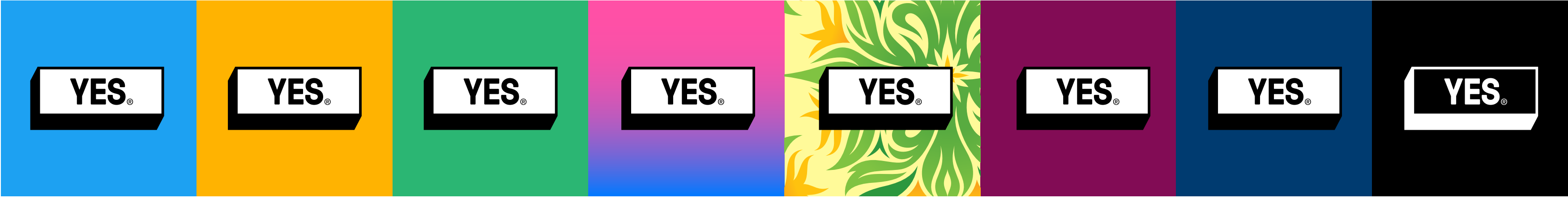
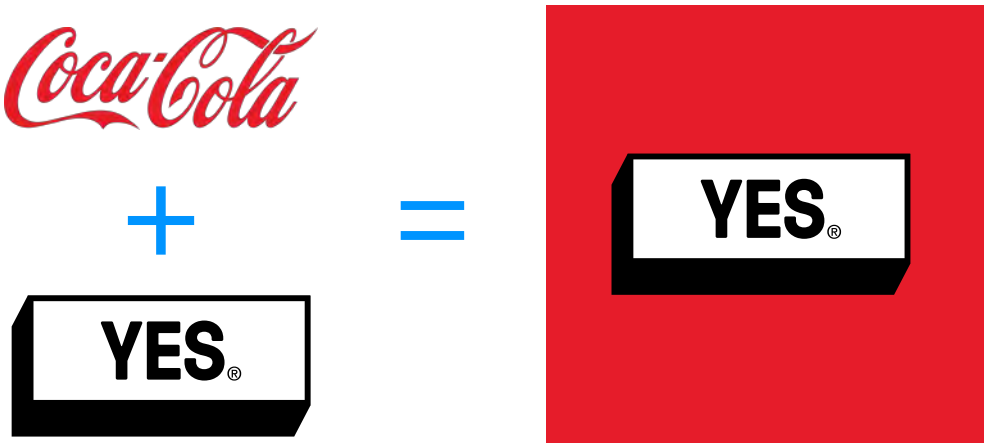


YES® on brand colors



The negative version  
can only be used on  
the black brand color.

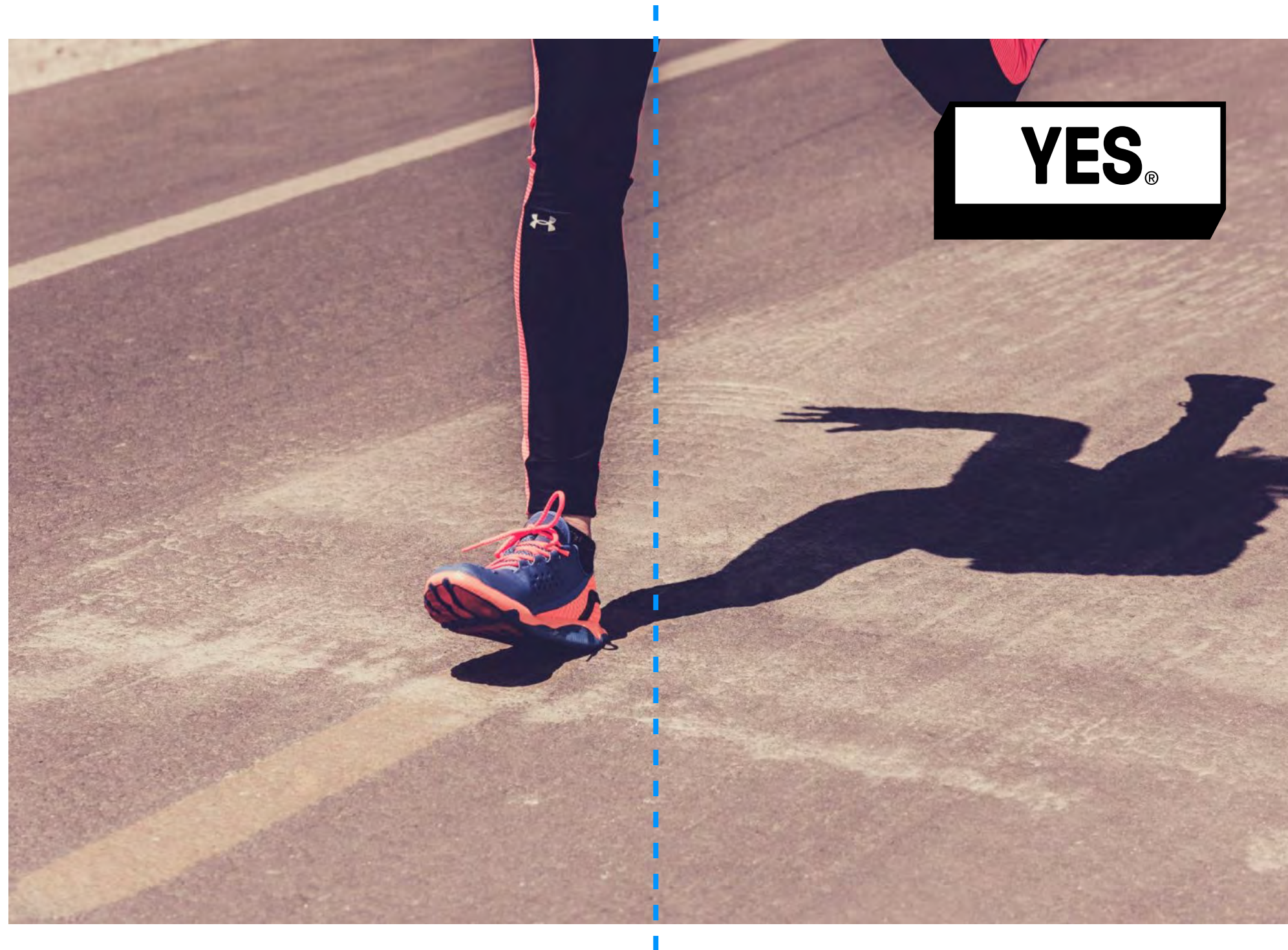
YES® on any color: You can use the partner or bank’s color as a backplate for YES®



The negative version  
can only be used on  
a black background.



Over a picture, the button is always on the **right hand side** of the image.



Use YES® negative version only on dark backgrounds.



The system **YES<sup>®</sup>**

**Buy now with my bank**

**YES<sup>®</sup>**

**Sign up**

**YES<sup>®</sup>**

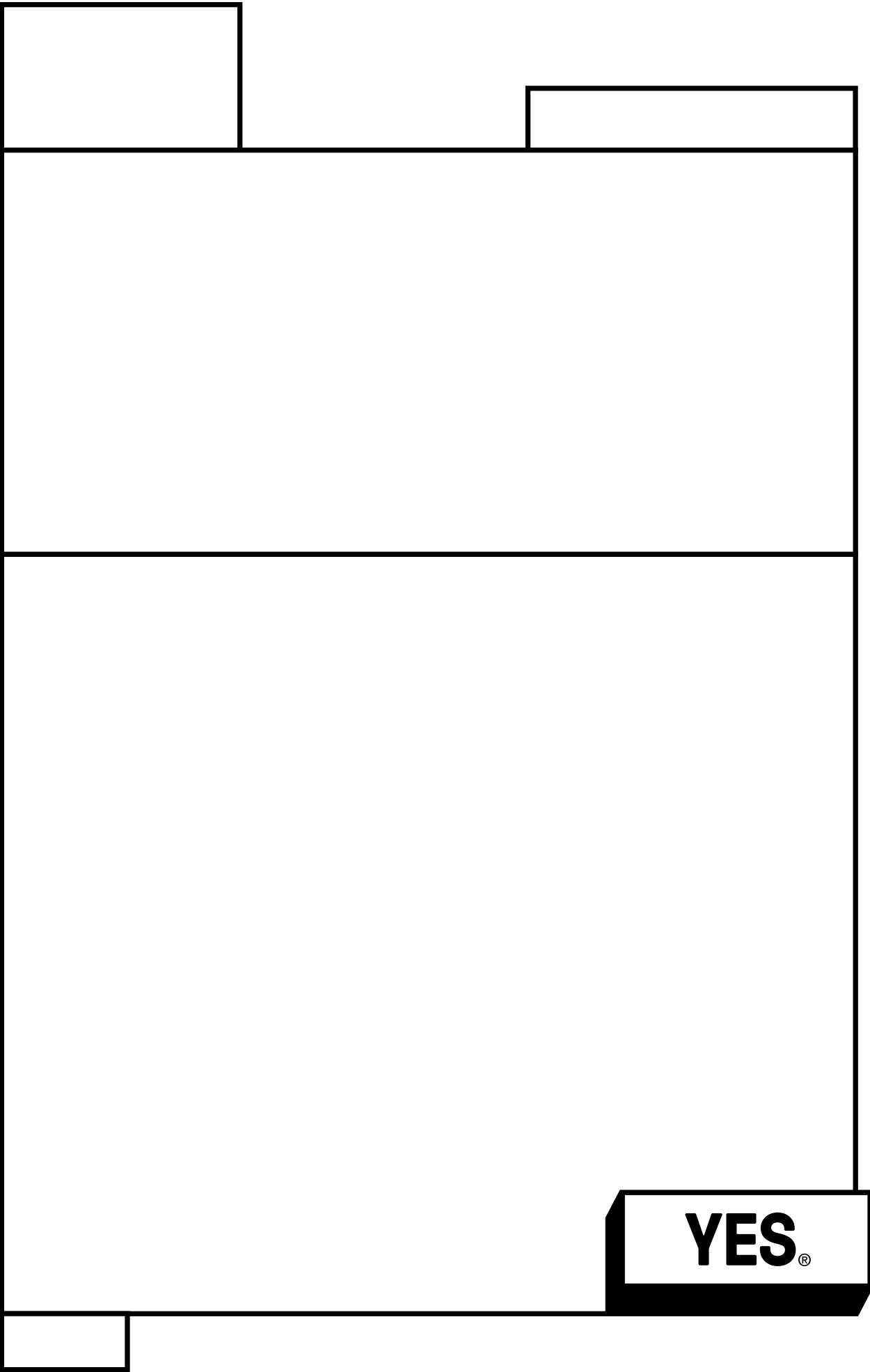
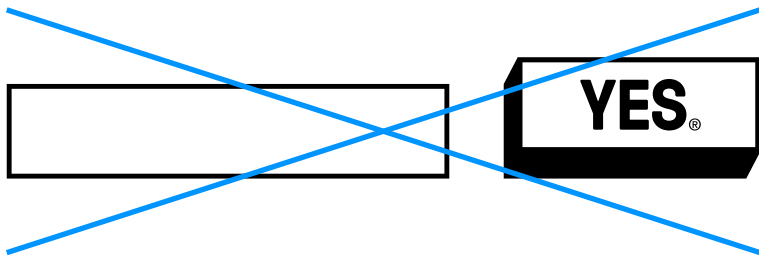
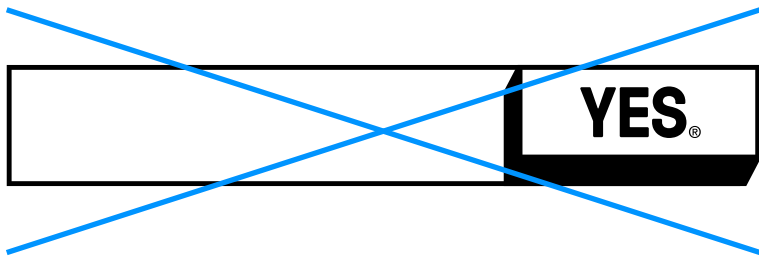
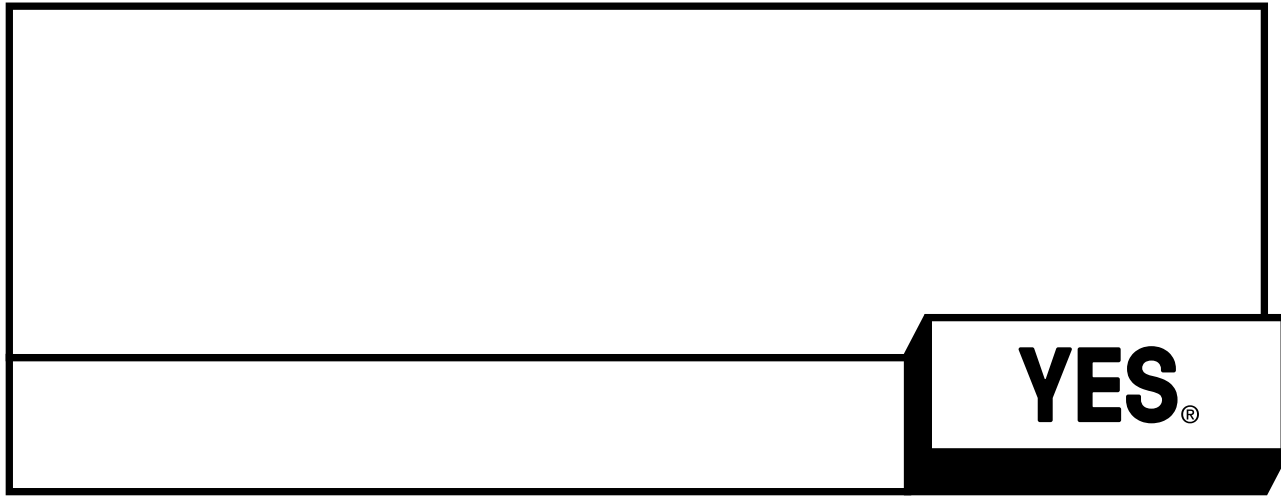
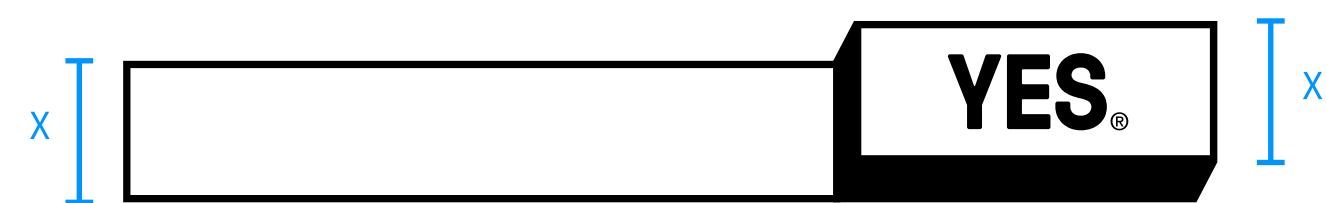
**Rent now**

**YES<sup>®</sup>**

This is the YES<sup>®</sup> messaging system.

The YES<sup>®</sup> system is made of a series of containers attached to the YES<sup>®</sup> logo-button.

YES<sup>®</sup> is always **flush right**.  
The interface boxes are the **same stroke** as YES<sup>®</sup>.



Our primary font is Retina Narrow Medium  
(with optical 20 kerning)

Our secondary font is Retina Narrow Light  
(with optical 40 kerning)

Purchase fonts here : <https://frerejones.com/families/retina>

Pay now with my bank    **YES®**

Prompt tag  
Retina Narrow Medium

**Oops!** It seems you entered an invalid  
number, please try again.

Login with my phone number    **YES®**

Error tag  
Retina Narrow Medium

Interactive prompt tag  
Retina Narrow Medium

Prompt box  
Retina Narrow Medium

Form panel  
Retina Narrow  
Medium and Light

**BANK  
LOGO**

Not NAME? Log out

Register at X with name, email,  
phone number and date of birth.  
Accept Terms & Conditions, Privacy  
Policy and subscribe to the newsletter.  
Buy now and ship to home address.

Where do you want to ship?

• Home

• Business

• New address

Name

Street name and number

Complementary (apt, suite, floor...)

City

Zip code

State

☐ Save this address (optional)

**YES®**

Cancel

For primary font (Retina Narrow Medium)

Type size is 40% of X  
Area around type is 25% of X

For secondary font (Retina Narrow Light)

Type size is 30% of X  
Area around type is 15% of X

For two or more lines of copy, padding remains  
25% left and right and increases to 50% top and bottom.

Pay now with my bank

YES®

Primary font, one line  
Font size: 40% of X  
Area around type: 25% of X

X is the height of the YES® logo-button

Primary font, two lines or more  
Font size: 40% of X  
Area around type:  
Left and right: 25% of X  
Top and bottom: 50% of X

Oops! It seems you entered an invalid number, please try again.

Login with my phone number

YES®

Secondary font, two lines or more  
Font size: 30% of X  
Area around type:  
25% of X left and right  
50% of X top and bottom

Secondary font, one line  
Font size: 30% of X  
Area around type:  
10% of X

Bank logo container  
Max-width

Secondary action container  
Max-width

Bank logo  
Font size: 30% of X  
Area around type: 25% of X

BANK LOGO

Not NAME? Log out

Register at X with name, email, phone number and date of birth. Accept Terms & Conditions, Privacy Policy and subscribe to the newsletter. Buy now and ship to home address.

Where do you want to ship?

• Home

• Business

• New address

Name

Street name and number

Complementary (apt, suite, floor...)

City

Zip code

State

☐ Save this address (optional)

Cancel

YES®

YES® interface is essentially black and white and uses grey for interactive elements and orange for error messages.

- Black: #000000
- White: #ffffff
- Grey: #999999
- Orange: #ff5530

Pay now with my bank

YES®

Prompt tag  
#000000

Error message  
#FF5530

Error tag  
#000000

Oops! It seems you entered an invalid number, please try again.

Login with my phone number

YES®

Interactive prompt tag  
#999999

Prompt box  
#000000

Form panel  
#999999

BANK LOGO

Secondary action container  
#000000

Not NAME? Log out

Register at X with name, email, phone number and date of birth. Accept Terms & Conditions, Privacy Policy and subscribe to the newsletter. Buy now and ship to home address.

Where do you want to ship?

• Home

• Business

• New address

Name

Street name and number

Complementary (apt, suite, floor...)

City

Zip code

State

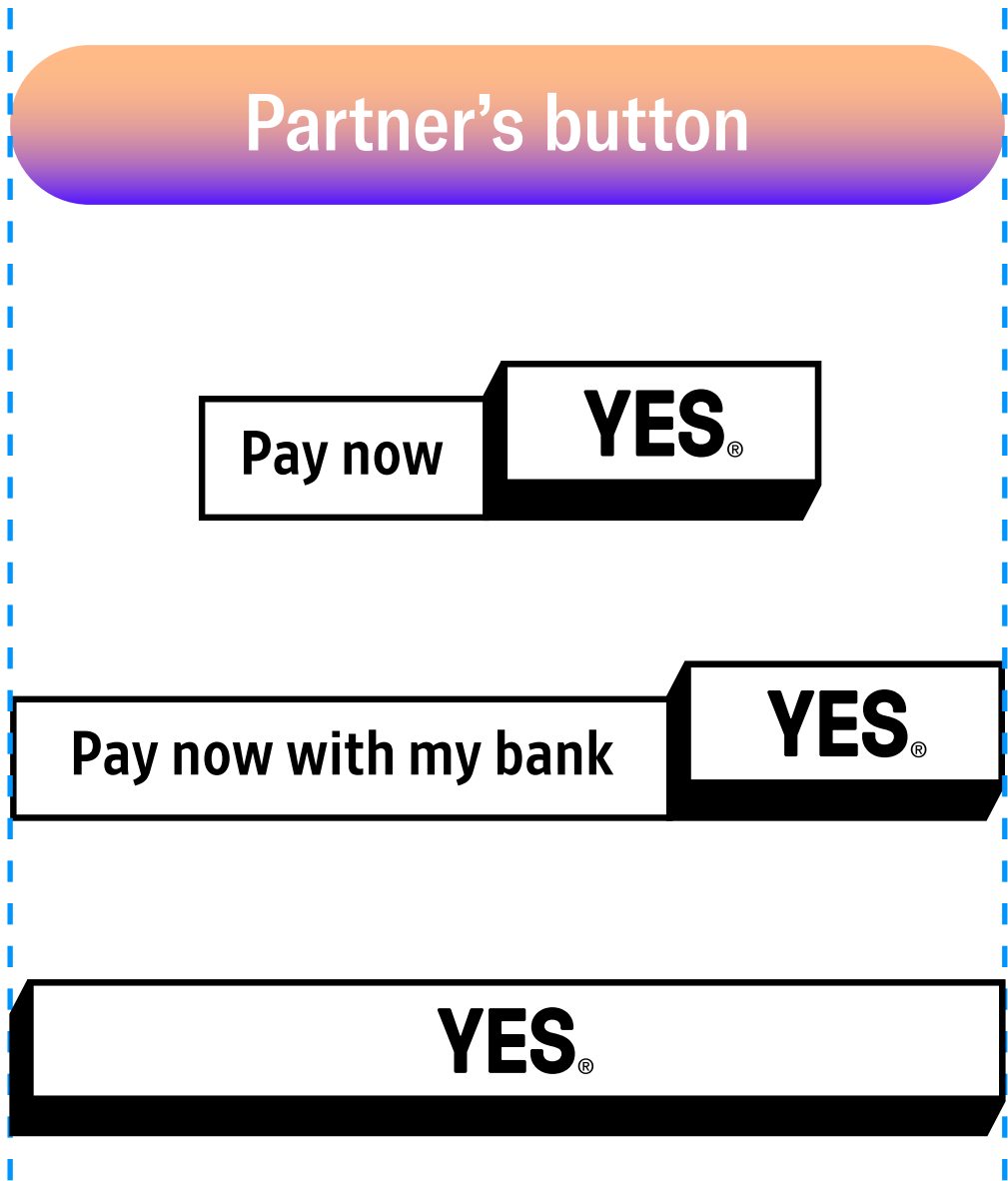
☐ Save this address (optional)

Cancel

YES®



Width and alignment:



Centered

Prompt tag and YES® cannot exceed partner's UI.

YES® can expand to the width of the partner's UI.

The YES<sup>®</sup> system can also be used on a black background. Same **font** and **size properties** apply.

Pay now with my bank

YES<sup>®</sup>

Oops! It seems you entered an invalid number, please try again.

Login with my phone number

YES<sup>®</sup>

BANK LOGO

Not NAME? Log out

Register at X with name, email, phone number and date of birth. Accept Terms & Conditions, Privacy Policy and subscribe to the newsletter. Buy now and ship to home address.

Where do you want to ship?

• Home

• Business

• New address

Name

Street name and number

Complementary (apt, suite, floor...)

City

Zip code


State

☐ Save this address (optional)

Cancel

YES<sup>®</sup>

See p.15 for specifications.




Nicht Christopher M.?

**Ich will Vodafone Ausweisdaten, Email und Telefonnummer übermitteln.  
Ich akzeptiere die Vodafone AGB und erteile ein SEPA Mandat.**

**YES<sup>®</sup>**

Cancel




Nicht Sophie V.?

**Ich will Vodafone Ausweisdaten, Email und Telefonnummer übermitteln.  
Ich akzeptiere die Vodafone AGB und erteile ein SEPA Mandat.**

**YES<sup>®</sup>**

Cancel




Nicht Max Z.?

**Ich will Vodafone Ausweisdaten, Email und Telefonnummer übermitteln.  
Ich akzeptiere die Vodafone AGB und erteile ein SEPA Mandat.**

**YES<sup>®</sup>**

Cancel



Nicht Pierre-Alexandre ?

**Ich will Vodafone Ausweisdaten, Email und Telefonnummer übermitteln.  
Ich akzeptiere die Vodafone AGB und erteile ein SEPA Mandat.**

**YES<sup>®</sup>**

Cancel

Not NAME HERE? Log out

Register with X, accept **Terms & Conditions**, buy **Y** for \$123.45 and ship it to home address.


Login with your phone number

YES®

Cancel

Not NAME HERE? Log out

Register with X, accept **Terms & Conditions**, buy **Y** for \$123.45 and ship it to home address.

 Successfully logged in as Daniel.

YES®

Cancel

HSBC 

Not NAME HERE? Log out

Ich bestelle bei X verbindlich  
1 Ei-Fon X mit WESENTLICHE EIGENSCHAFTEN I.S.V. ART. 246a § 1 Abs. 1 S. 1 Nr. 1 EGBGB.  
1 X-Com Mobilfunkvertrag AllNet 2019  
Mindestlaufzeit 24 Monate, automatische Verlängerung um jeweils 12 Monate, wenn nicht spätestens 3 Monate vor dem jeweiligen Vertragsende in Textform gekündigt wird (Details). Es gelten die VODAFONE AGB und die DATENSCHUTZERKLÄRUNG. Informationen zum Widerrufsrecht finden Sie in der WIDERRUFSBELEHRUNG.  
Ich beauftrage <BANK XYZ> Name, Lieferadresse, Geburtsdatum, E-Mail-Adresse, Ausweisdaten, Mobiltelefonnummer sowie Daten zu meiner Bonität an <VODAFONE GMBH>

YES®

Cancel

Not NAME HERE? Log out

Register at X with name, address, email, phone number and date of birth. Accept **Terms & Conditions**, **Privacy Policy** and subscribe to the newsletter. Buy now and ship it home address.

Where do you want to ship?  
• Home   • Business   • New address:

John Doe

Street name and number

Complementary

Zip code   State

City

☐ Save this address (optional)

YES®

Cancel

Integration

**YES<sup>®</sup>**

FULLY INTEGRATED:

YES<sup>®</sup> can be fully integrated in the partner’s website.  
The process is simplified on a single page.

KOSTENLOSE HOTLINE 0800 33 00 900KOSTENLOSER VERSAND & RÜCKVERSAND100 TAGE RÜCKGABERECHT

DAMENHERRENKINDER

zalando

AnmeldenWunschzettelWarenkorb1


InspirationNeuBekleidungSchuheSportAccessoiresWäschePremiumMarkenSale

Liebblingsprodukt suchen...

Warenkorb

Weiter einkaufenZur Kasse

Artikel im Warenkorb werden nicht reserviert.

Artikel	Farbe	Größe	Anzahl	Gesamtsumme
<div><div>Bugatti Schnürstiefelette - cognac ArtikelNr.: BU112D02R-O11 Auf Lager!</div><div>Auf den WunschzettelArtikel entfernen</div></div>	cognac	45	1	99,95 €

Voraussichtliche Lieferung

Montag, 10.10.2016 - Dienstag, 11.10.2016

Bei Vorkasse 2-4 Werktage nach Zahlungseingang


✓ Schnelle Lieferzeiten

✓ Käuferschutz

✓ Datenschutz

✓ 100 Tage Rückgaberecht

✓ Sichere Zahlung mit SSL-Verschlüsselung



Versand: 0,00 €

Gesamtsumme: 99,95 €

inkl. MwSt.

Gutscheincodes können im letzten Bestellschritt "Bestätigen" eingelöst werden.

Weiter einkaufen

HSBC

Not NAME ? Log out

Register with XXX, accept Terms & Conditions, buy XXX for \$123.45 and ship it to home address.


YES

Cancel

Zur Kasse

Andere Kunden kauften dazu

Kombinieren mit





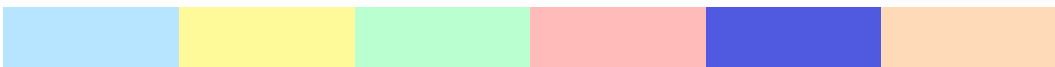
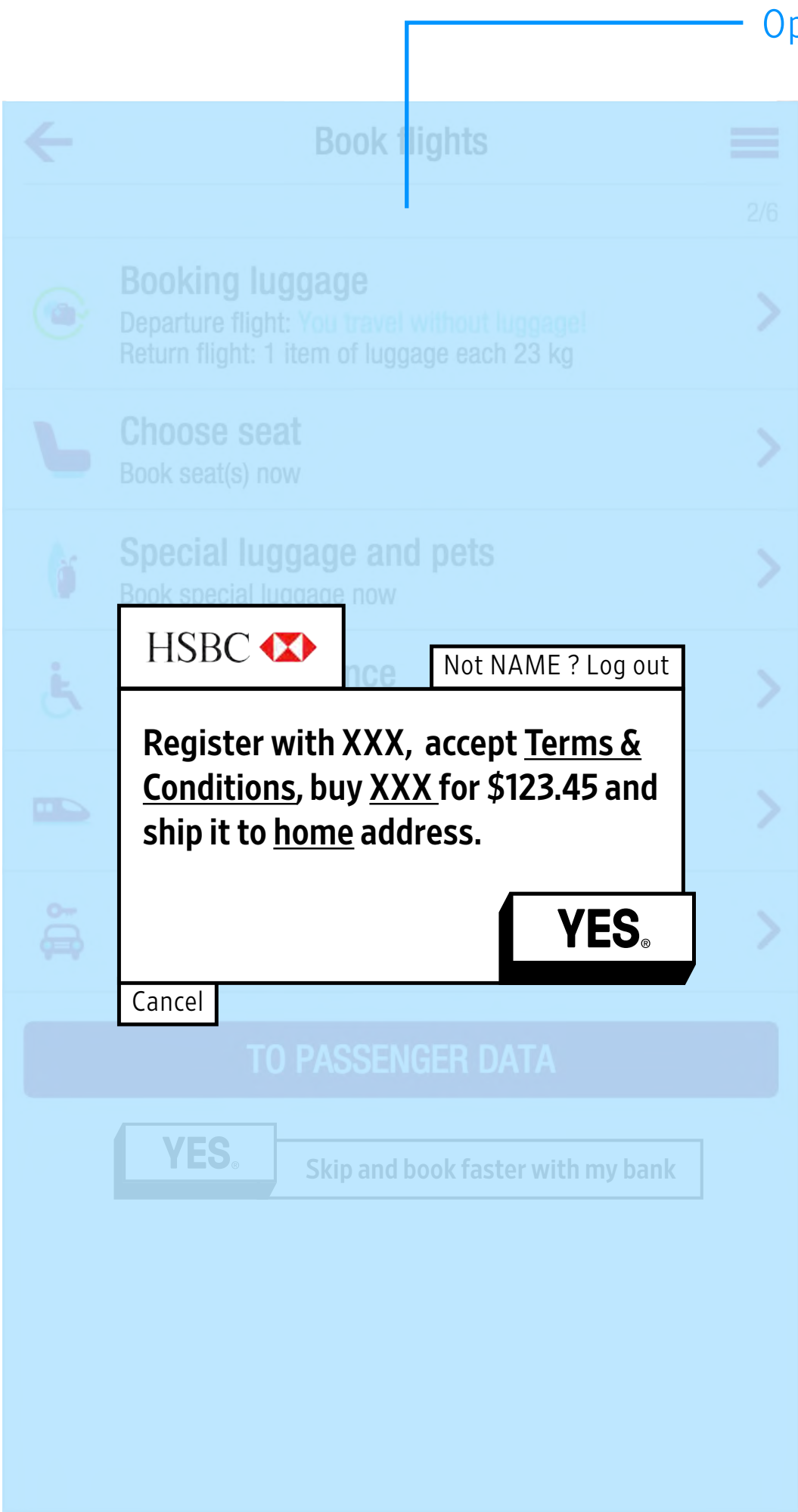
LAYER:

A layer at **90% opacity** fills the screen under the YES® pop up window.

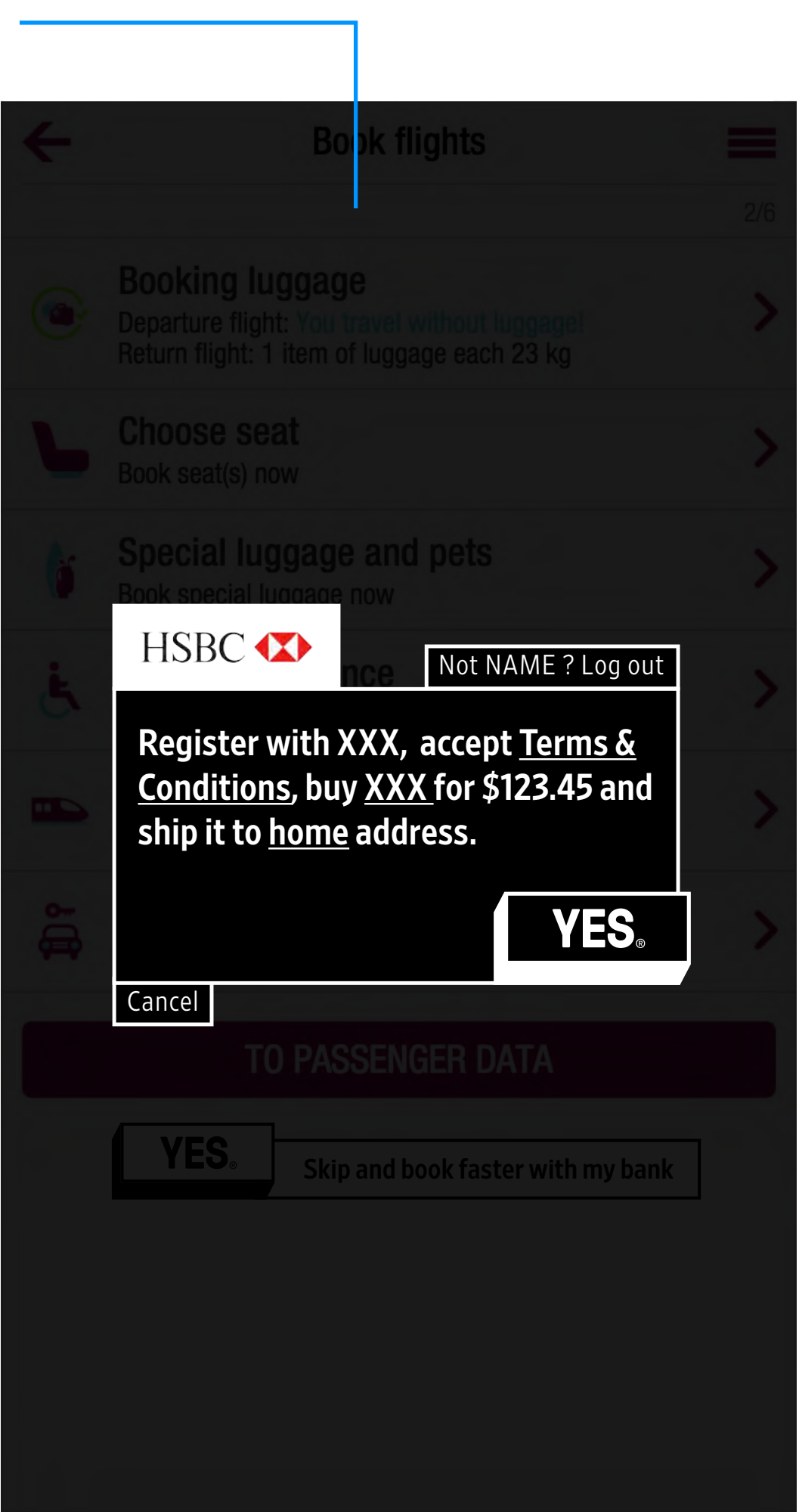
You can use either a **YES® brand color** (see p. 9) or a partner’s brand color.

NEW TAB/WINDOW:

A new tab/window must use YES® brand colors with no transparency (**opacity: 100%**)

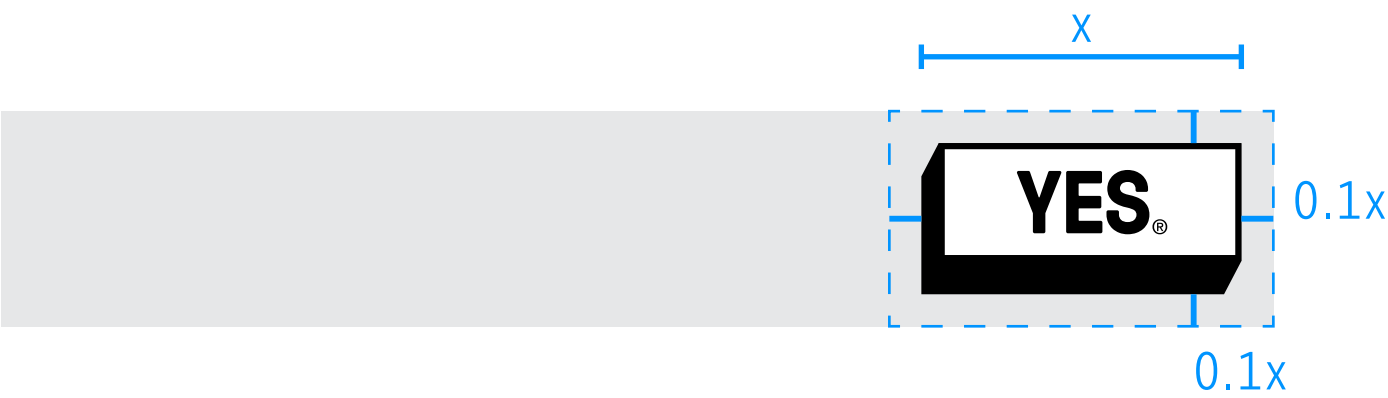


Default: layer with brand color (see p.9).



Custom: layer with partner color.  
(match your own UI)

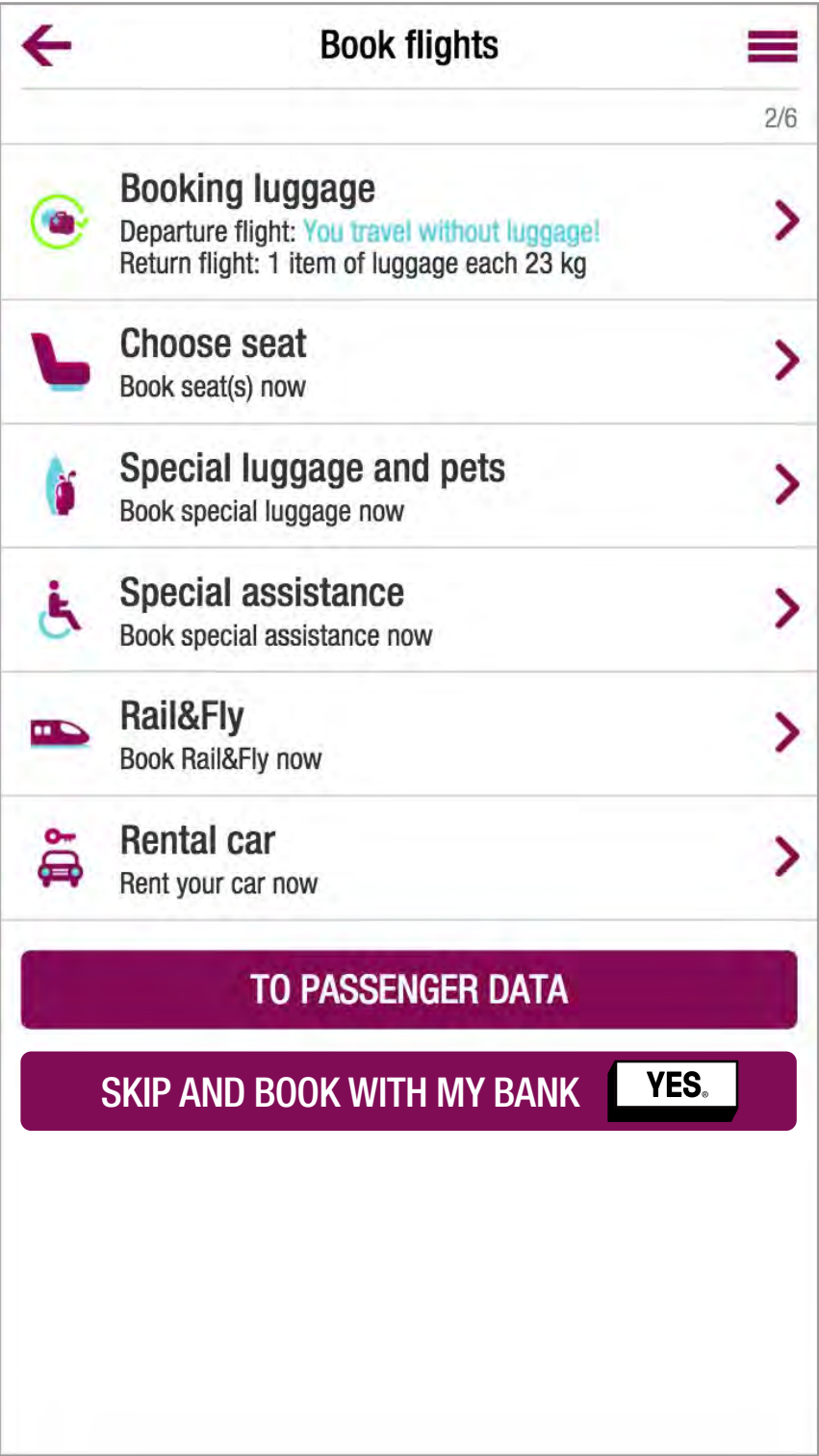
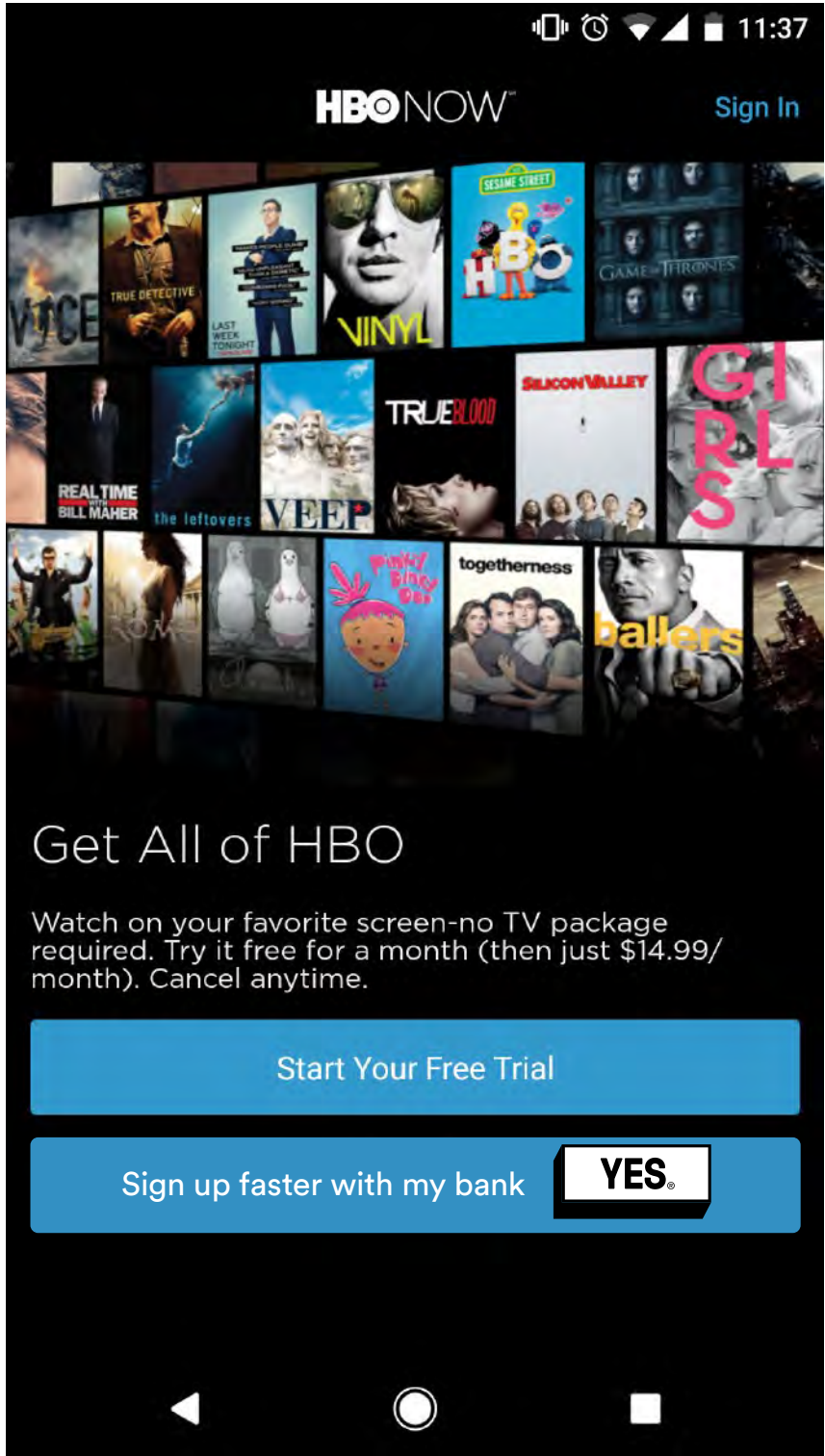
Use your own button and add the YES<sup>®</sup> logo.  
Make sure to respect size restrictions and safe area.



Safe area on buttons: 10% of the logo width



Use negative logo only on a black background.





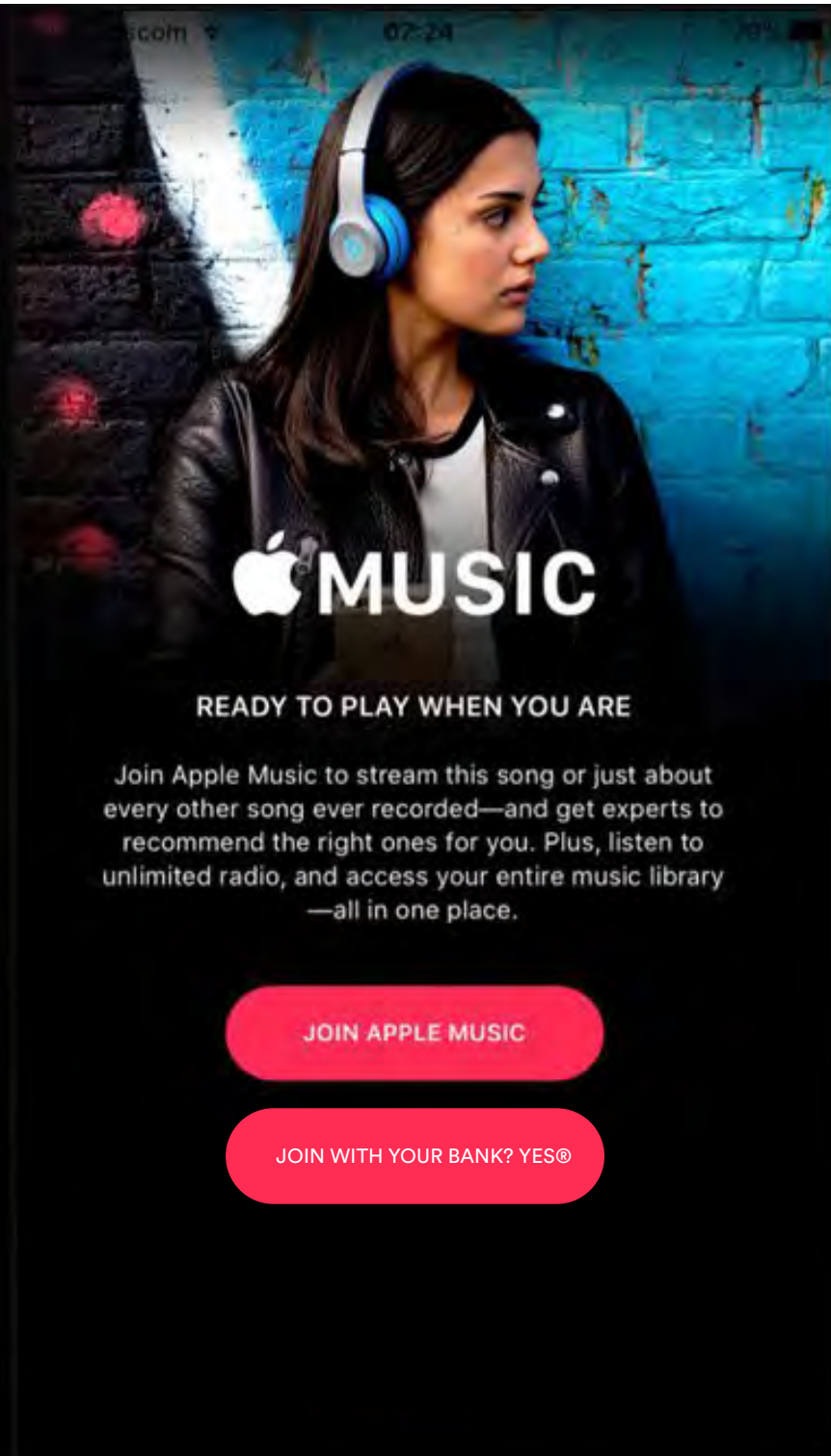
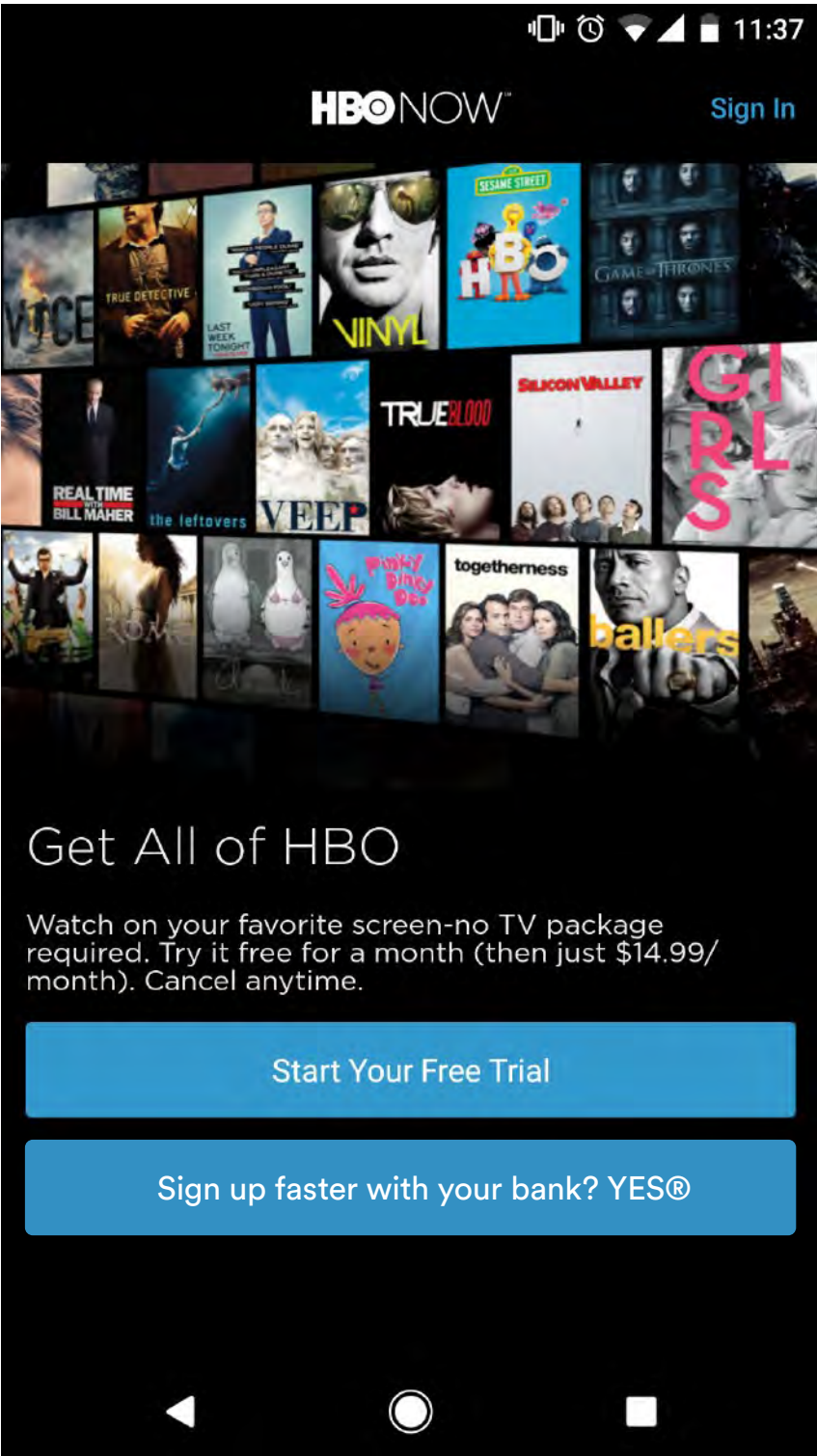
In cases when the UI cannot be changed, typeset YES® all **uppercase** followed by the **registered trademark** glyph. YES® must always be **on the right**.

Pay now with my bank? YES®

Pay now? YES®

Sign in faster? YES®

Match your UI font and typographical style.  
Do not imitate YES® font.



**YES<sup>®</sup>**

info@yes.com