

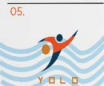


YOLO



INTEGRITY OF THE MARK

- 01 Don't stretch the logo disproportionately.
- 02 Don't alter the logo colors
- 03 Don't rotate the logo
- 04 Don't isolate the logo.
- 05 Don't use the logo over a distracting background.
- 06 Don't re-create the logo with a different type face or add language.
- 07 Don't alter the proportions of the logo components.
- 08 Don't alter the internal spacing of the logo.
- 09 Don't rearrange the components of the logo.
- 10 Don't add effects (glows, shadows, etc.) to the logo.



4.0

COLOUR SYSTEMS FOR PRINT AND WEB





S.I. TYPGRAPHY

PRIMARY TYPEFACE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*~

Version Regular

S.I. TYPGRAPHY

PRIMARY TYPEFACE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*~

Version Regular

Pavilion Blue
#0070C0
PMS 286 C
CMYK 100 0 100 0

Outspend Orange
#E67E22
PMS 148 C
CMYK 100 0 100 0

S.I. TYPGRAPHY

ONLINE TYPEFACE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*~

Version Regular

S.I. TYPGRAPHY

ONLINE TYPEFACE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&*~

Version Regular