



THE LOGO

Our mission is to nourish and ignite: to nourish leaders and teams - both emerging and seasoned - with experiential knowledge, practices and rituals that ignite growth, on the individual and organizational level. Our logo and brand identity reflect this through use of simple bold shapes intersecting to create a greater whole by visualizing the name itself and revealing an angled path itself towards new horizons. It encapsulates a look that is akin to stained glass that reflects how this work changes how you perceive the world around you through its transparency and color palette.



Logo mark



Word mark

WORD MARKS

The logo is comprised of two main components: the logo mark and the word mark. Any instance of branding must always include the word mark regardless if the logo mark is paired with it. Word mark can be used with or without tagline. Please use the following word marks with discernment:



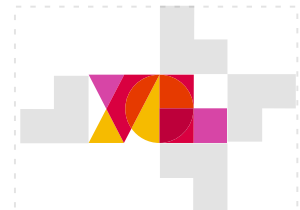
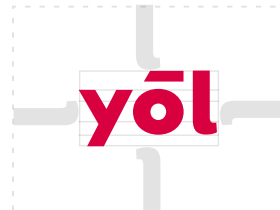
LOGO MARK LOCKUPS

The logo mark itself should be used in conjunction with the word mark in artful ways and rarely stacked or next to each other.



CLEARANCE RECOMMENDATIONS

When using the word mark, logo mark, or both together. Use the height of the "L" to create distance between any other graphical element.





Brand Guidelines

COLOR PALETTE

YOL's brand is to exhibit qualities of radiance, warmth, and passion. This is achieved through the color palette. Magenta is the primary color and should be used first and foremost.

Poppy is the only color that the logo mark should be placed on other than white

Magenta

C 9%	R 217
M 100%	G 0
Y 74%	B 64
K 1%	

#D90040
PMS 192 C

Burgundy

C 18%	R 189
M 100%	G 0
Y 76%	B 58
K 8%	

#BD003A
PMS 193 C

Sunlight

C 4%	R 246
M 27%	G 187
Y 100%	B 0
K 0%	

#F6BB00
PMS 7406 C

Poppy

C 4%	R 230
M 90%	G 58
Y 100%	B 0
K 0%	

#E63A00
PMS Bright Red C

Lilac

C 15%	R 215
M 85%	G 69
Y 0%	B 166
K 0%	

#D745A6
PMS 239 C

Charcoal

C 67%	R 68
M 60%	G 68
Y 59%	B 68
K 44%	

#444444
PMS 446 C

FONTS

Our fonts are easy to read and have an element of approachability and modern aesthetics through the primary pairing of two contrasting weights of Montserrat. Laca should only be used for an accent - the emphasizing of a word for a social media post for example.

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>{[?!]}

HEADLINE & CAPTION

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>{[?!]}

BODY COPY & LINKS

Laca Text

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890#+-@=%&/>{[?!]}

SPECIAL USE

HIERARCHICAL EXAMPLE

LABEL

Headline Goes Here Using Title Case

Any introductory information can be bolded to emphasize importance and help direct the eye and understand the hierarchy of content.

Body copy will always appear in Montserrat Regular to maintain consistency throughout materials.

NOTE ON PROPER USE OF GLYPHS

When typing YOL, use all caps and be sure to include the proper diacritical mark over the Ö. If that isn't available please spell out in all caps as YOL.

yōl

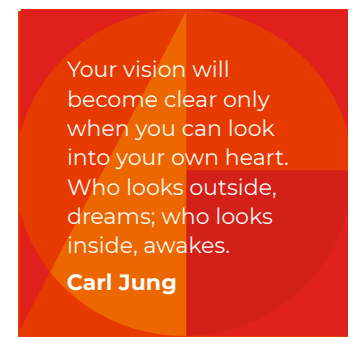
Brand Guidelines

UNIQUE INSTANCES

The YÖL brand is meant to celebrate the beauty of authenticity and growth through mindfulness and wellbeing. We showcase this celebration through design and utilizing different combinations of colors and shapes.

This approach keeps things fresh and dynamic when creating new visual graphics. The white word mark can be knocked out of any of the color within the color palette for specific uses.

Thoughtful play with the logo mark for backgrounds can be utilized with care. For example the simple extraction of the triangle shape within a rectangle creates a unique container for the word mark to fit within.



DO NOT DO THE FOLLOWING:



✗ Do not remove diacritical mark above o



✗ Do not type out in any other fonts



✗ Do not change the colors



✗ Do not manipulate or stretch the mark



✗ Do not change the capitalization



✗ Do not change the angle in any way

QUESTIONS?

Contact YÖL with any questions or concerns you have about representing the YÖL brand in any way. Our email is: contact@experienceyol.com

yōl

Brand Guidelines

USE CASE EXAMPLES

The following are representations of how the brand is communicated as a whole. Please have any materials used reflect this style.

