



## Y&F logo formats

Colour

Black & White



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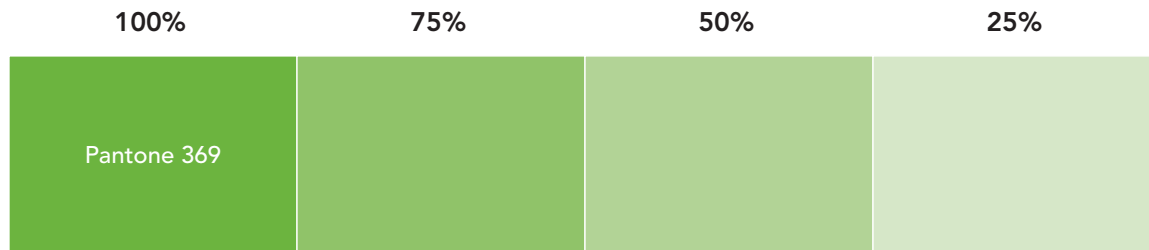


 [YoungFreeAlberta.com](http://YoungFreeAlberta.com)





## Y&F colour guide



CMYK = C-59, M-0, Y-100, K-7 • RGB = R-79, G-166, B-0 • HEX = 4FA600



CMYK = C-100, M-45, Y-0, K-14 • RGB = R-0, G-83, B-159 • HEX = 00539F



CMYK = C-0, M-61, Y-97, K-0 • RGB = R-234, G-113, B-37 • HEX = EA7125

### Note:

The colours shown on this page and throughout this guide are not an exact match to Pantone colour standards. They are a close approximation achieved on a colour laser printer. For accurate representations, please consult a Pantone solid colour reference guide. Pantone® is a registered trademark of Pantone, Inc.

## Minimum size

When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo, the logo is always prominent and readable. The logo format should never be reproduced smaller than .75 inches wide. A minimum size for the logo on websites should be a minimum of 88 pixels wide.





## Improper logo usage



Incorrect Usage



Correct Usage

Never change the colour designations assigned to each component of the logo. Even if the colours are correct, they must not be reassigned to different components.



Do not distort the logo vertically or horizontally.



Do not move the elements within the logo or remove elements from the logo.



Do not alter the elements in any way by making one larger or smaller.



Do not typeset or alter the font of the logo.



Do not print the logo on a colour close to the logo colours so there is not enough contrast of each of the colours.





## Typography

The fonts illustrated have been selected as the official fonts of the Y&F Alberta brand identity system.

Bank Gothic Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1 2 3 4 5 6 7 8 9 0**

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)**  
**abcdefghijklmnopqrstuvwxyz1234567890**

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)  
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)*  
*abcdefghijklmnopqrstuvwxyz1234567890*

Helvetica Neue Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ\$(&%?)  
abcdefghijklmnopqrstuvwxyz1234567890