

Brand Book

The Foundation of Who We Are

Yieldr

Welcome to Yieldr

This is our identity. This is who we are. This is what guides us and is the core of what we do. Here you will find detailed information about the Yieldr brand and how to properly apply our guidelines to all communication.

Our identity must be consistent across external and internal collateral, in our platform and in all presentations and events. At Yieldr, we stand as one. This unity guides us to success. This unity's foundation lies upon a consistent identity.

Logo

Like a person's face, the world's first view of a company is its logo. Our logo is the most distilled and ubiquitous element of our identity – a universal signature across all Yieldr communication channels. Our logo is who we are: connective, agile, approachable, efficient, united.

Our Logo

Yieldr



Leave about 100% of the height as whitespace between the logo and other elements.

Color Combos

Green on White

This is our primary color combo. When using the logo in our products or online always use a green logo on a white background.

The word "Yieldr" is written in a green, rounded, sans-serif font on a plain white background.

White on Green

When we want something to stand out, like a poster or slide in a presentation deck use a white logo on a green background.

The word "Yieldr" is written in a white, rounded, sans-serif font on a solid green background.

White on Black

This is an alternative combo that we like to use for our swag like t-shirts or wallpapers. Avoid using this combo in presentations and online.

The word "Yieldr" is written in a white, rounded, sans-serif font on a solid black background.

Alternative Color Combos

Black on White

We try to avoid using this combination, but when a third party wants to use our logo amongst others, a black on white combination is allowed.

The image shows the word "Yieldr" in a bold, italicized, sans-serif font. The letters are black and set against a plain white background. The 'Y' and 'l's have a distinctive slanted, cursive-like appearance.

Grey on White

In the product footers, website footers or email footers a grey on white combination is allowed. When possible, add a hover state that reveals the full color logo.

The image shows the word "Yieldr" in the same bold, italicized, sans-serif font as above, but rendered in a light grey color against a white background.

Alternatives

Square Avatar

When our logo is needed as a square avatar – for instance, on social media – we prefer a white logo on a green background to uphold brand integrity.



Round Avatar

When our logo is needed as a round avatar – for instance, on social media – we prefer a white logo on a green background to uphold brand integrity.



Favicon

When our logo is needed as a favicon, we prefer our "Y" logomark in white on a green background to uphold brand integrity.



Alterations

To maintain the integrity of the Yieldr logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate misuses of the Yieldr logo that should be avoided.



⊘ Loud Backgrounds



⊘ Low-contrast Backgrounds



⊘ Busy Backgrounds



⊘ Drop Shadows



⊘ Inner Shadows



⊘ Gradients



⊘ Transformations



⊘ Rotated



⊘ Image Fills



⊘ Borders



⊘ Outlined



⊘ Other Colors

Copy

Our copy and tone is a crucial storytelling vehicle and should be inline with our overall brand. Copy should be transparent, informative, concise and easy to understand.

Formatting

Consistency

Consistency is important to upholding our brand integrity and keeping ourselves unified. Therefore, there are a few simple rules to remember when producing content.

Capitalization

When writing titles and headings always capitalize each word that is not an article or coordinating conjunction. First and last words of a title are always capitalized. If you're ever unsure, simply input your title into capitalizemytitle.com. Make sure you use the Chicago style.

**Boost the Revenue of
Every Flight**



**Boost The Revenue
Of Every Flight**



**boost the revenue of
every flight**



American English

The organizational-wide spoken business language is American English (this of course doesn't apply to when the use of local languages are applicable: Spanish, Dutch, German, etc.). Therefore, we write out words like: favorite, center or centralize, instead of like: favourite, centre or centralise.

**STORYTELLING
IS THE MOST
POWERFUL WAY
TO PUT IDEAS
IN THE WORLD
TODAY**

Robert McKee

Tone of Voice

When discussing what Yieldr offers, always speak from the perspective of the client, using words like: solutions, your or needs instead of: features, our or products. Focus on strong, meaningful language rather than using hollow “throw away” words. Words that should never be used in copy include:

Disruptive ⊘	Proprietary ⊘	Innovative ⊘
Industry-leading ⊘	Pioneering ⊘	Intuitive ⊘
Turnkey ⊘	Passionate ⊘	Progressive ⊘

If it sounds like marketing, it’s not good copy. Such language usage illustrates ignorance towards the subject and creates misunderstanding. Instead of masking meaning with buzzwords, clearly state what is meant. Always strive towards creating an inspiring, compelling and relevant story.

Color

Our core color is green. In line with our values, the color symbolizes efficiency, growth and sustainability as well as prosperity, maturity and revenue.

Primary Colors

Green

Our core color is green. Use green to emphasize that which is important in your slides or for call to actions. Be careful not to lessen the green's impact by overusing it.



HEX #2ECC71
RGB 46, 204, 113
CYMK 69, 0, 77, 0
Pantone 7479 U

White

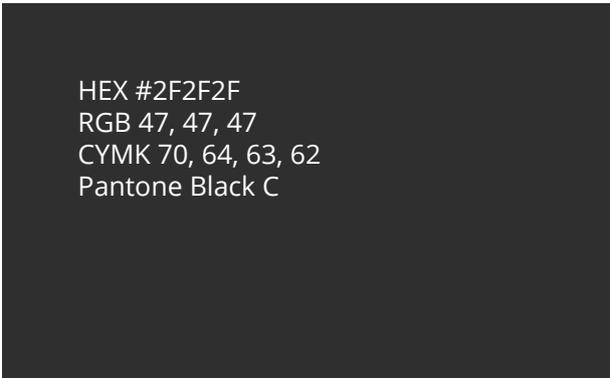
Our brand encompasses a lot of white space for a clean and minimalist look. White is to be used as the primary background color, while supporting colors can be used as sections containers and background fills to break up and highlight content.



HEX #FFFFFF
RGB 255, 255, 255
CYMK 0, 0, 0, 0
Pantone White

Black

Use black as the primary color for text. Use it for the main headlines and body copy. Accentuate by using core green for labels and core blue for text-links.



HEX #2F2F2F
RGB 47, 47, 47
CYMK 70, 64, 63, 62
Pantone Black C

Spectrum

Core Shades

The core shades from which the other colors are derived.

Bright Shades

Bright shades are used to create extra energy such as hover states and activating illustrations.

Light Shades

Light shades are used sparingly, and only paired with the light shades as a border or icon.

Faded Shades

Faded shades are used as color fills in places where a more subtle energy is required.



Core Green

HEX #2ECC71
RGB 46, 204, 113
CMYK 6, 0, 77, 0
Pantone 7479 U

Bright Green

HEX #57D68D
RGB 87, 214, 141

Light Green

HEX #81E0A9
RGB 129, 224, 169

Faded Green

HEX #ABEAC6
RGB 171, 234, 198



Core Blue

HEX #009DFF
RGB 0, 157, 255
CMYK 89, 0, 1, 0
Pantone 2995 U

Bright Blue

HEX #33B0FF
RGB 51, 176, 255

Light Blue

HEX #66C4FF
RGB 102, 196, 255

Faded Blue

HEX #99D7FF
RGB 153, 215, 255



Core Yellow

HEX #FFDF0B
RGB 255, 223, 11
CMYK 0, 0, 81, 0
Pantone 102 U

Bright Yellow

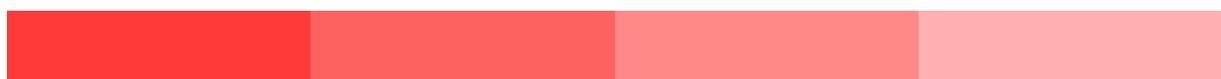
HEX #FFE53B
RGB 255, 229, 59

Light Yellow

HEX #FFEB6C
RGB 255, 235, 108

Faded Yellow

HEX #FFF29D
RGB 255, 242, 157



Core Red

HEX #FF3A39
RGB 255, 58, 57
CMYK 0, 72, 97, 0
Pantone 3556 U

Bright Red

HEX #FF6160
RGB 255, 97, 96

Light Red

HEX #FF8888
RGB 255, 136, 136

Faded Red

HEX #FFB0AF
RGB 255, 176, 175



Core Grey

HEX #585858
RGB 88, 88, 88

Bright Grey

HEX #D5D5D5
RGB 213, 213, 213

Light Grey

HEX #EAEAEA
RGB 234, 234, 234

Faded Grey

HEX #FCFCFC
RGB 252, 252, 252

GOOD DESIGN IS GOOD BUSINESS

Thomas J. Watson

Typography

Inline with our brand, our typography is agile, transparent and easy to understand. Adapted for both print and digital, our typography works together with our voice to bring a friendly, helpful and understanding tone.

Font Families

Brandon Text

For dynamic creative typography we use Brandon Text Bold as our primary font. It's strong, friendly and impactful.

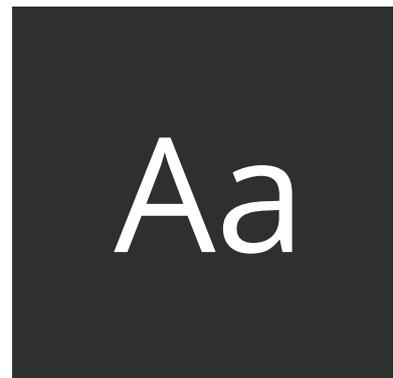
- ✓ Headlines, Labels
- ✗ Copy, Code, Text-links



Open Sans

Open Sans Regular is to be used for ALL body text. It has a neutral yet "friendly appearance" and is optimized for legibility across print, web, and mobile interfaces.

- ✓ Copy, Text-links
- ✗ Headlines, Labels



Cutive Mono

To be used for all written code language. It is a monospace font and is perfect to represent code.

- ✓ Code
- ✗ Anything Else



Brandon Text Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! ?

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

Brandon Text is the companion of the famous Brandon Grotesque type family. Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the font is based on geometric forms that have been optically corrected for better legibility. Brandon Text has a functional look with a warm touch. It is manually hinted and optimized for screens.

Open Sans Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! ?

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

Open Sans is a humanist sans serif typeface designed by Steve Matteson. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Cutive Mono

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! ?

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into sti sections. The bedding was hardly able to cover it and seemed ready to slide o any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked.

The design of Cutive, and this monospace sister family Cutive Mono, is based on a number of classic typewriter typefaces, in particular the faces of IBM's 'Executive,' and the older 'Smith-Premier.' In Cutive these old faces re-emerge as web-fonts that are useful for adding character to body texts as well as in larger sizes for headers and display.

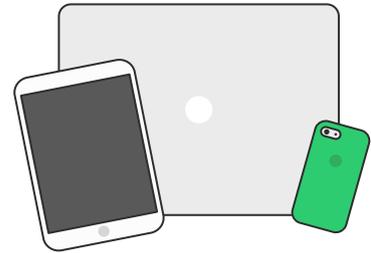
Illustrations

Sometimes words and a logo aren't enough to express complex ideas and thoughts. Therefore we need something more to move us. Our illustrations use simple geometric shapes to further our audience's comprehension.

Foundations

Geometric Shapes

Shapes are geometric rather than organic. Geometric shapes are circles, rectangles, squares, triangles, etc. Organic shapes have a natural look and are typically irregular or asymmetrical.



Color & Strokes

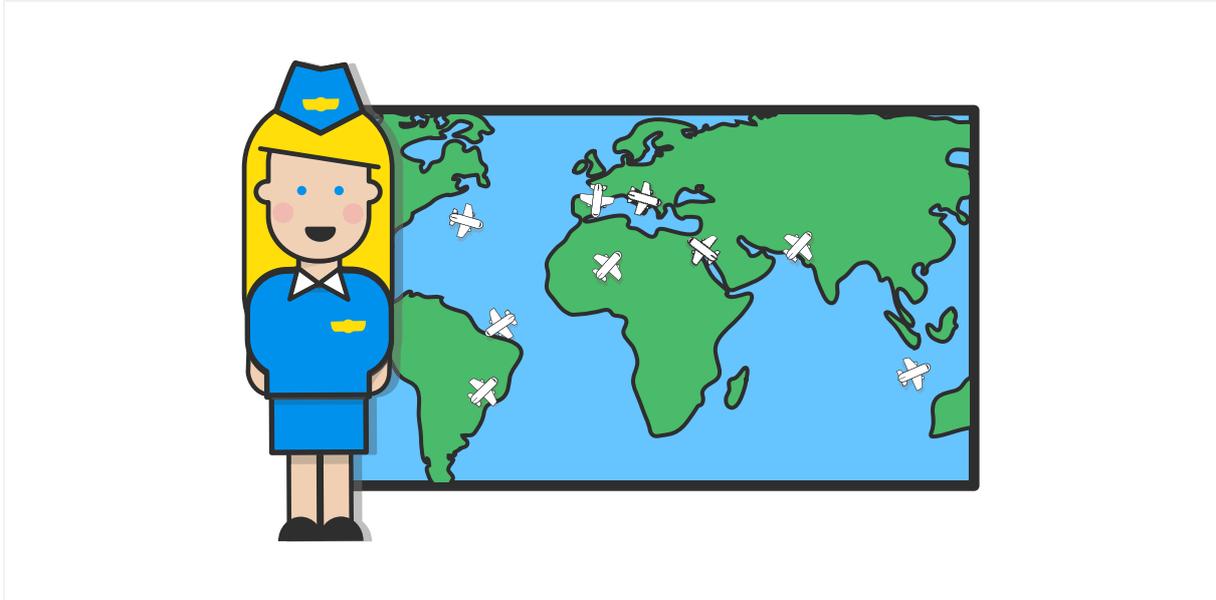
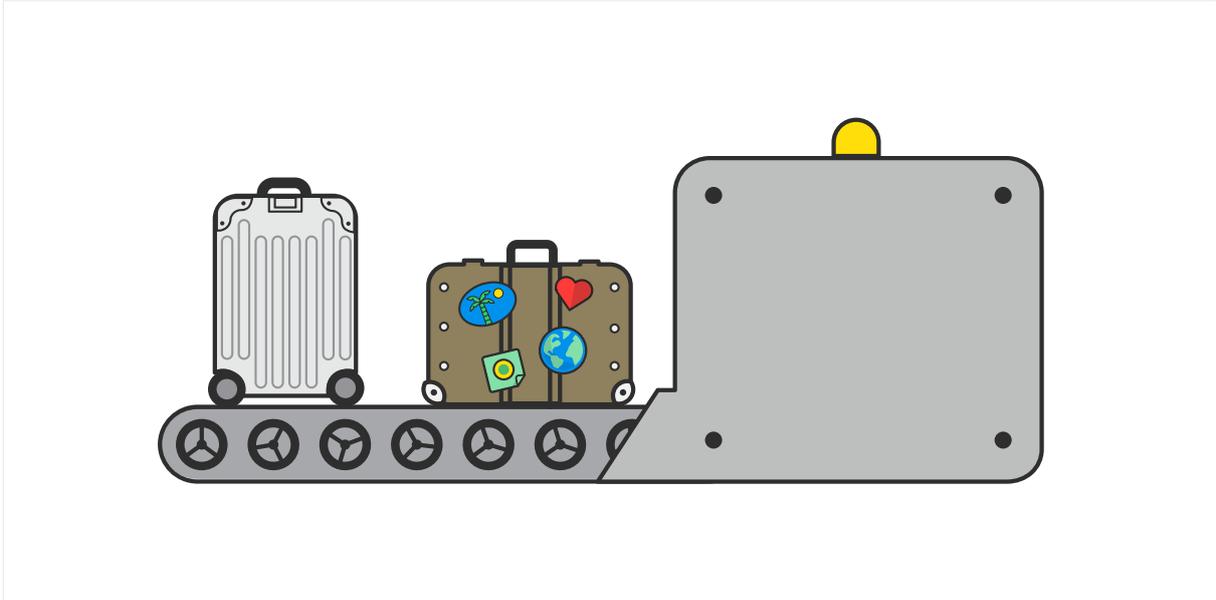
For consistency always use a black stroke of the same weight. Keep the weight between 0.5 - 2.0 points. Do not use strokes on logos, greeked text or small details.

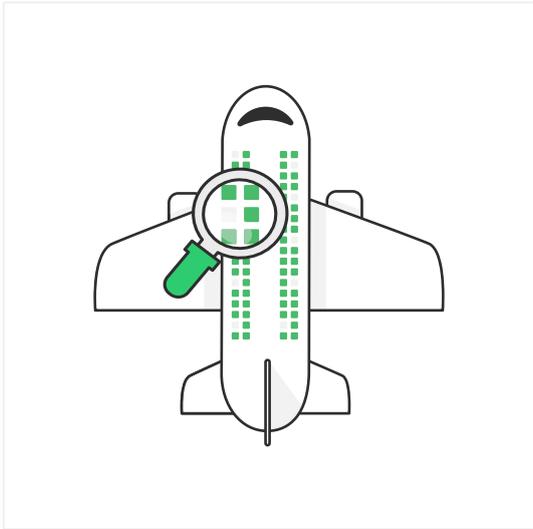
Illustrations must always contain accents from our primary color palette.



Illustrations & People

Illustrations should be paired with content to aid in the user's comprehension of that content. They can be used across all of our user journeys from marketing to product. Illustrations support messaging. Be empathetic to what users are experiencing in the moment when using illustrations.





Yieldr