



brand identity handbook

brand identity handbook

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[introduction >>](#)

The baby yu™ brand identity handbook serves two main purposes:

>> To establish the design specifications and standards for the consistent, accurate application of the logo's and their supporting elements.

>> To itemize the instructions for specification, printing and stamping of items branded with baby yu™.

The logo and its elements must be reproduced only in its formats which are displayed in these guidelines. Under no circumstance may the logo be modified in any way.

Situations may occur when an item will be introduced for which there is no precedent within these guidelines. Please observe the basic principles we have established; this will ensure all material remains true to the spirit of the design style shown in these guidelines.

If you are unsure of reproduction methods please feel free to contact Shane Stirling of Street Level Imaging at:

Shane Stirling
email: shane@streetlevelimaging.com
streetlevelimaging.com

brand identity handbook

the logo >>

corporate logo

The corporate logo is our signature and our voice. This version of the logo is used as the brand communications signature and appears on all promotional material, merchandise, corporate stationary as well as in corporate image or public service campaigns. Every element of the logo has been custom drawn and must not be altered in any way. The colors have been carefully chosen and must never be changed, nor should their positions in relation to each other. In the color section of these guidelines is a full list of acceptable reproduction methods. The font used to articulate our brand has been specifically chosen and manipulated for our organization and no existing font should be used to match its unique characteristics.

corporate logo



brand identity handbook

the logo >>

reversed logo

It may become necessary to reverse the logo versions out of a background. When this situation arises, both the logo versions become white. The reversed version of the logo should only be used when printing on dark surfaces..

corporate logo



brand identity handbook

the logo >>

brand colors

When reproducing the baby yu™ logo, only the approved colors may be used. Care should be taken when using the baby yu™ colors. Issues such as print color limitations, artwork format or medium of logo presentation should be taken into account.

- >> Whenever possible always reproduce the logo using the Pantone color reproduction method.
- >> When printing on coated paper you must specify the Pantone Coated version of the logo.
- >> When printing on uncoated paper you must specify the Pantone Uncoated version of the logo.
- >> When printing the logo in colour publications the CMYK specified colors should be used.

						
Pantone 2597C (Coated Papers)	Pantone 231C (Coated Papers)	Pantone 145C (Coated Papers)	Pantone 186C (Coated Papers)	Pantone CyanC (Coated Papers)	Pantone 368C (Coated Papers)	Pantone MagentaC (Coated Papers)
Pantone 2597U (Uncoated Papers)	Pantone 231U (Uncoated Papers)	Pantone 145U (Uncoated Papers)	Pantone 186U (Uncoated Papers)	Pantone CyanU (Uncoated Papers)	Pantone 368U (Uncoated Papers)	Pantone MagentaU (Uncoated Papers)
CMYK Conversion (4 color Process) C: 85% M: 100% Y: 0% K: 0%	CMYK Conversion (4 color Process) C: 1% M: 52% Y: 0% K: 0%	CMYK Conversion (4 color Process) C: 0% M: 47% Y: 100% K: 8%	CMYK Conversion (4 color Process) C: 0% M: 100% Y: 81% K: 4%	CMYK Conversion (4 color Process) C: 100% M: 0% Y: 0% K: 0%	CMYK Conversion (4 color Process) C: 50% M: 50% Y: 100% K: 100%	CMYK Conversion (4 color Process) C: 0% M: 100% Y: 0% K: 0%
HEX Value 522E91	HEX Value F095BF	HEX Value E58E1A	HEX Value E31937	HEX Value 00AEEF	HEX Value 8CC63F	HEX Value EC008C

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the logo >>

clear space around

For the logo to appear in its optimum format, there must be an area around it that remains clear of any graphic, pictorial or illustrative elements. With this in mind, a clear space around has been set that no other elements may encroach upon. The simple and consistent application of the baby yu logo is of the upmost importance. As a general rule, the logo is to be used as a subtle, premium branding device.

clear space around the logo



brand identity handbook

the logo >>

measuring & minimum size

In keeping the logo relatively small, the logo needs to be a sufficient size to reproduce accurately. Therefore, a minimum size for all print applications of the logo is .9" wide for the baby yu™ corporate logo.

baby yu corporate logo - 0.9"



brand identity handbook

brand typeface >>

fonts

The baby yu™ corporate font is Avant Garde BQ. This font should be used on all advertising, promotions, and corporate materials generated by baby yu™.

Avant Garde Gothic*
DemiBold should always
be used for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

Avant Garde Gothic*
Book should always be
used for all body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

baby  yu™

