EMPOWERMENT THROUGH CREATIVE EDUCATION

LOGO & BRAND IDENTITY GUIDELINES
1. LOGO SPECIFICS
2. TYPOGRAPHY
3. COLOR SPECS
4. LOGO STYLES
5. BEST PRACTICES
1. LOGO SPECIFICS

SPECIFICS

Youth on Record should always have an uppercase ‘Y’ and ‘R’ with a lowercase ‘o’ when spelled out.

When using the tagline at the bottom, ALL CAPS should always be used. Do not alter the appearance of the tagline or use a different font.

The tagline should be center justified with the logo.
2. Typography

**Futura Medium Condensed**

- Used in main logo and tagline text
- Logo is all lower case
- Tagline is ALL CAPS with higher kerning value

**Futura Bold**

- Used for headings and titles
- Should always be ALL CAPS

**Futura Bold Condensed**

- Used for subheadings, smaller titles, and an alternate for headings

**Open Sans Regular**

- Used for body text on website and print media
3. COLOR SPECS

**PRIMARY**
These are the primary colors of the logo. These should be used for text, background, or any shapes used in official branding materials.

**SECONDARY**
These colors make up the small circles in the logo representing audio meters. These should typically not be used for any text or backgrounds.
4. LOGO STYLES

**PRIMARY**
Used for light to medium backgrounds
Can be used with or without tagline

**ALTERNATE**
Solid colors with no texture
Used for darker backgrounds
Can be used with or without black inside circle

**ALL BLACK**
Used for lighter backgrounds
Should be used without any color inside circle

**ALL WHITE**
Used for darker backgrounds where alternate logo does not work
5. BEST PRACTICES

**DO**

Keep the logo in its original form, without altering color, shape, angle, or aspect ratio.

**DO NOT**

Do not alter colors of the logo without consent from Youth on Record.

Do not warp, distort, or change the aspect ratio of the logo.

Do not remove circle or use different shapes for the logo.

Do not rotate the logo.