

EMPOWERMENT THROUGH  
CREATIVE EDUCATION



LOGO & BRAND  
IDENTITY GUIDELINES

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# 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



WHEN TO USE

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

FUTURA MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

WHEN TO USE

Used for headings and titles  
Should always be ALL CAPS

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

WHEN TO USE

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

FUTURA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

WHEN TO USE

Used for body text on website and print media

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

2. TYPOGRAPHY

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

PROCESS  
SCREEN  
WEB

C70 M67 Y65 K74  
R34 G31 B31  
HTML #231f20

PROCESS  
SCREEN  
WEB

C1 M38 Y83 K0  
R247 G169 B69  
HTML #f7a945

PROCESS  
SCREEN  
WEB

C0 M0 Y0 K0  
R255 G255 B255  
HTML #ffffff

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

PROCESS  
SCREEN  
WEB

C0 M90 Y85 K0  
R239 G65 B54  
HTML #ef4136

PROCESS  
SCREEN  
WEB

C54 M0 Y100 K0  
R130 G195 B65  
HTML #82c341

PRIMARY

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



ALTNERNATE

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



4. LOGO STYLES

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

