EMPOWERMENT THROUGH
CREATIVE EDUCATION

YOUTH ON RECORD LOGO & BRAND IDENTITY GUIDELINES



LOGO & BRAND IDENTITY GUIDELINES

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LOGO & BRAND IDENTITY GUIDELINES

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

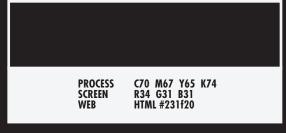
OPEN SANS REGULAR

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

2. TYPOGRAPHY

PRIMARY

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



C1 M38 Y83 K0 R247 G169 B69 HTML #f7a945 PROCESS SCREEN

CO MO YO KO 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



C54 MO Y100 KO R130 G195 B65 HTML #82c341

3. COLOR SPECS

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

LOGO & BRAND IDENTITY GUIDELINES

DO

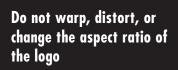
Keep the logo in its original form, without altering color, shape, angle, or aspect ratio



5. BEST PRACTICES

DO NOT

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



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

















