

Better value, delivered.



YPO Brand Principles

V4.0
June 2023

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Introduction

These guidelines have been developed to help ensure the YPO brand is delivered consistently. The strength and reputation of the brand is in your hands, so please ensure that you follow both the detail and spirit of the rules and examples that follow.

If you have any questions, please contact ellen.ferry@ypo.co.uk

1. Brand Model

- 1.1 **Our vision**
- 1.2 **Our mission**
- 1.3 **Brand values**
- 1.4 **Brand personality**
- 1.5 **Core idea & articulation**
- 1.6 **Strapline**

1.1 Our vision

Every organisation is on a journey.
Our vision is a constant reminder
of where we are heading.

It is our destination, our horizon.

Our vision
That every single public
organisation achieves the
best possible value for money
when procuring its goods
and services.

1.2 Our mission

Our mission is what drives us:

- Why do we get up and go to work every day?
- Why do we do what we do?
- What is our purpose?

This will be measured by:

- Rate customers choose to work with YPO
- How much customers value YPO expertise
- Levels of customer satisfaction
- Total value of spend under management
- Total amount of savings achieved
- Value benchmarks against competitors

Our mission

To be the UK's No.1 public sector buying organisation.

1.3 Our values

On our journey, these are the things we carry with us always.

These are the things we believe in.

Above all, our values are practical – they directly inform the decisions we make and the actions we take.

Our values

We care.

We are straight talking.

We are helpful.

We do not like waste.

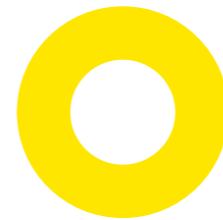
1.4 Brand personality

It's important to use the same tone of voice and personality in each of our sectors. Currently, we're focusing on five specific sectors:

- Early Years
- Primary Education
- Secondary Education,
- Local Authorities
- Emergency Services.

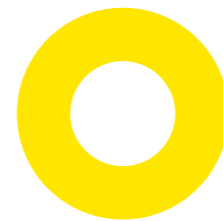
Overtime, we'll apply the same approach to new and emerging sectors.

We speak in one voice but can be flexible in our tone to give our varying customers a much more personalised and familiar experience. For example, we can be more serious and professional for public sector procurement and more light-hearted and humorous for education.



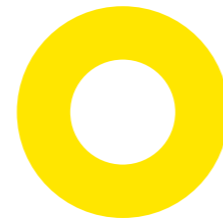
Simple

Wherever we deal with our customers, and whatever sector they work in, we aim to make their lives easier. They choose us because we keep things simple. The language we use should reflect this.



Human

Even as a commercial organisation, we're still people dealing with people. Our personality is fundamental to the relationships we form with our customers. So, we speak, and we write like human beings (not corporate robots).



Supportive

We're here to help. To let our customers know this, we need to show that we understand their particular needs and priorities, whichever sector they're working in.

1.5 Core idea & articulation

‘Public Value Champions’ is our brand essence. Remember this is not a strapline, but an internal mantra. A reminder of what the organisation is all about.

‘**Champions**’ reflects our drive to want to be the best (i.e No.1) and achieve best value, and our private sector approach (i.e best in class).

The essence reminds everyone of our purpose, to achieve the best possible value and that we are hereto help the public sector.

It also fits well with the mission **as the champion is No.1**



Public Value Champions

1.6 Strapline

In order to communicate our brand essence and promise to our audience **'Public Value Champions'** has been transposed into our strapline 'Better value, delivered.'

It is our externally facing strapline and should be used on all communications where possible.

See sections 2.4 & 2.5 for more information on our strapline.



Better value,
delivered.

2. Logo & Strapline

[2.1 Logo](#)

[2.2 Logo colourways](#)

[2.3 Exclusion zone & minimum size](#)

[2.4 Brand personality](#)

[2.5 Core idea and articulation](#)

[2.6 Strapline](#)

[2.7 Dos & Don'ts](#)

2.1 Logo



The YPO logo has been developed as a bespoke mark to represent the brand and its values. Hinting back at the heritage of YPO it is simple, modern and easy to read, providing a clear indication of solidity, reliability and trust.

This logo is supplied in all of the key formats for application across marketing, signage, livery, packaging and publicity:

.eps files for professional artwork

.jpg files for internal artwork

.png files for online application

2.2 Logo colourways

To retain optimum visibility for the YPO logo we would recommend using one of the colour ways from the primary colour palette shown opposite.

The preferred colour combination is yellow logo on a purple background in all online and offline conditions.

The secondary logo should be used as an alternative in corporate and internal communications only.

Monochromatic logos should be used for items such as internal templates and digital files.

The logo is supplied in all of the key formats in the various colour ways for application across marketing, signage, livery, packaging and publicity:

.eps files for professional artwork

.jpg files for internal artwork

.png files for online application

Primary



Secondary



2.3 Exclusion zone & minimum size

To maintain the clarity of the logo it is important to ensure that it is never crowded with other visual elements.

For this purpose, the logo has an exclusion zone, this exclusion zone surrounds the whole logo.

The exclusion zone is the minimum distance that should be left as 'free space', but you can always leave more.

The minimum space is the width of the YPO 'Y' which is 50% of the x-height which the diagram opposite demonstrates.

There are also minimum sizes in place for the logo for online and offline usage. If a really small logo is required the 'Offline Version 2' logo should be used which excludes the ® symbol. For all other usages the full logo should be used.

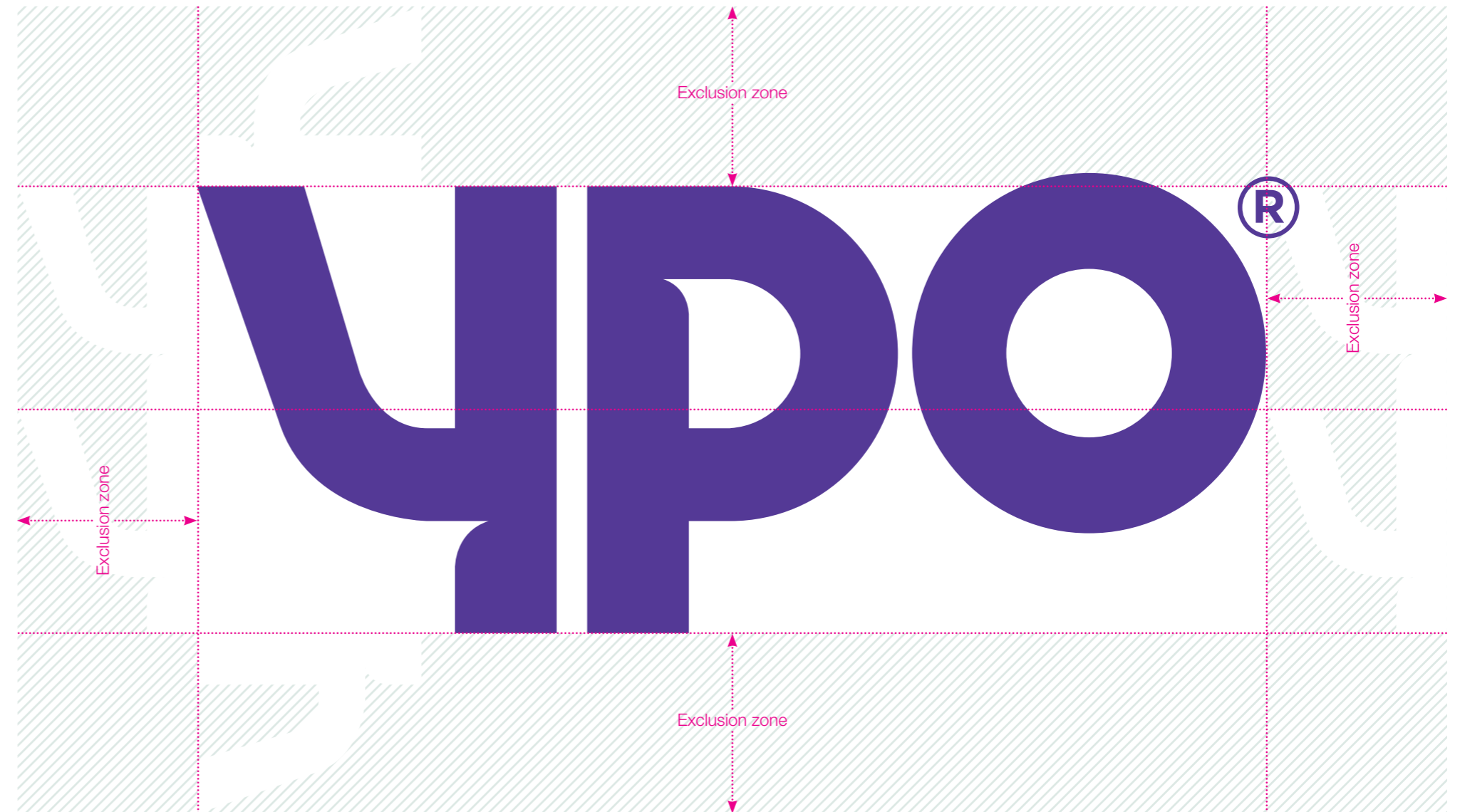
Offline version 1
Absolute minimum size



Offline version 2
(sub 30mm width)
Absolute minimum size



Online
Absolute minimum size



2.4 Strapline

The strapline has been created as a set of digital files. It should never be recreated.

It should always appear in the same colour as the logo and positioned as shown in the alignment guide in section 2.5.

The strapline is supplied in all of the key formats for application across marketing, signage, livery, packaging and publicity:

.eps files for professional artwork

.jpg files for internal artwork

.png files for online application



Better value, delivered.

2.5 Logo & strapline sizes

In order to give the YPO logo clear space and to give significant importance to the strapline on communications, the two elements should be kept apart wherever possible.

The illustrations on this page show the relative sizes of each element on standard document sizes.

The illustrations in section 2.6 demonstrate how these should be aligned across all communications.

The logo and strapline are supplied in all of the key formats for application across marketing, signage, livery, packaging and publicity. These digital files should be used for all communications and should never be recreated.

Logo and straplines are supplied in the following formats.

- .eps files for professional artwork
- .jpg files for internal artwork
- .png files for online application

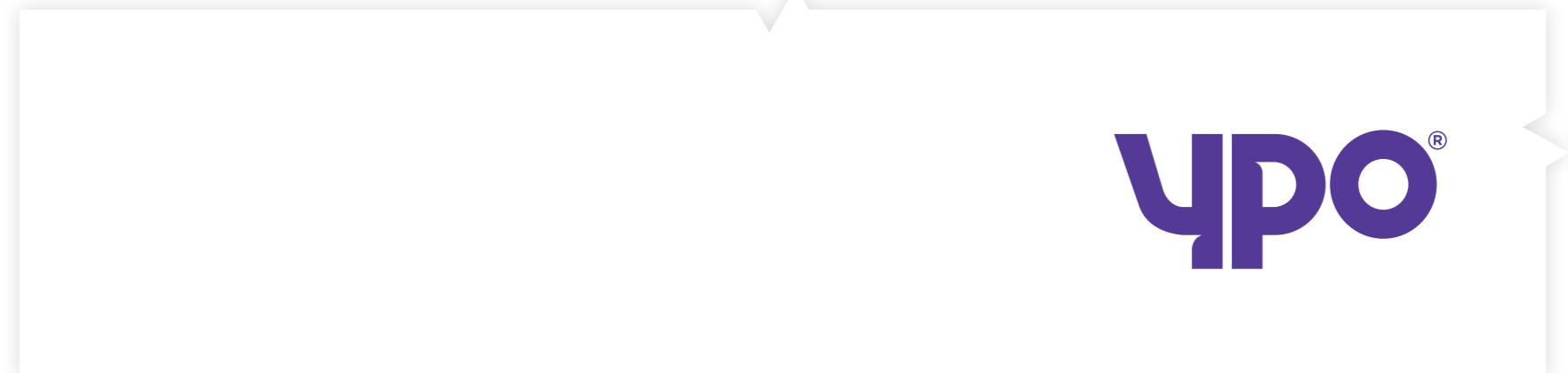
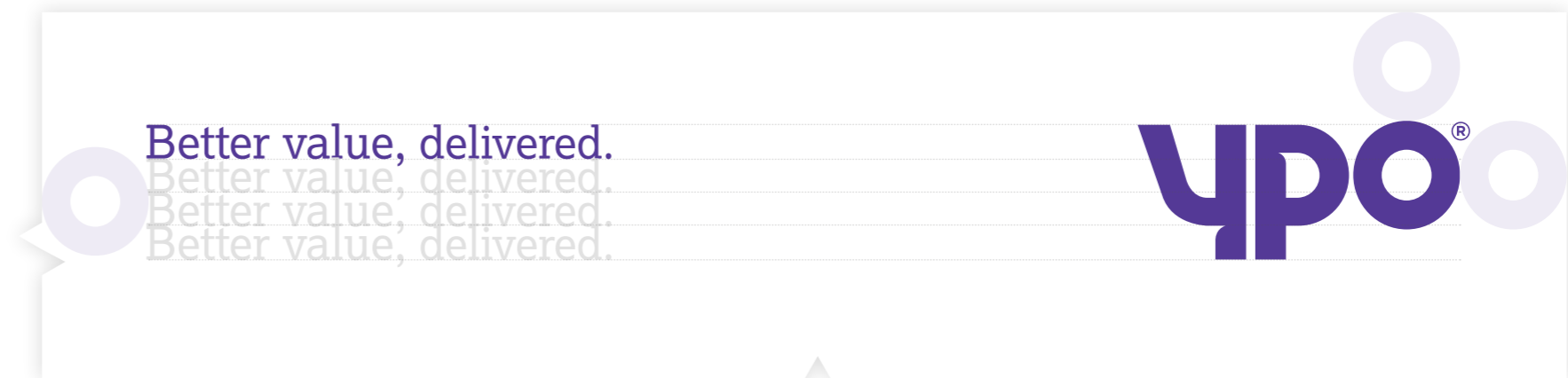
Document size (portrait)	Strapline	Logo
A2 and similar Strapline: 95.8mm wide Logo: 72mm wide		
A3 and similar – this size should also be used on catalogue covers for impact. Strapline: 70mm wide Logo: 52.7mm wide		
A4 and similar Strapline: 49.7mm wide Logo: 37.4mm wide		
A5 and similar Strapline: 38.2mm wide Logo: 28.7mm wide		
Smallest logo for use in limited space Strapline: 17.7mm wide Logo: 12.9mm wide		

2.6 Logo position & strapline relationship

In order to give the YPO logo clear space and significant importance to the strapline on communications, the two elements should be kept apart wherever possible.

The following principles should be adopted for all applications:

1. When using the strapline, the height of the letter 'B' should be the 1/4 of the logo height.
2. The preferred alignment is with the logo top right and strapline top left. However, for flexibility the logo and strapline can be positioned in any corner of the communication providing the 'o' exclusion zone is adhered to.
3. There may be occasions where it is not feasible to use the strapline, in these instances it is also acceptable to use the logo on it's own
4. Whilst it is preferred that the strapline should match the colour of the YPO logo, a white strapline can be used when positioned on photography to ensure maximum legibility.



2.7 Dos & Don'ts

The YPO logo should be treated with respect at all times and not amended or manipulated in any way. A few logo don'ts are shown opposite as a guide.

The preferred colour combination is yellow logo on purple background when online and in four colour printing conditions.

Always follow the logo guidelines in section 2 when applying the YPO logo but if you are ever uncertain about how to use the logo just ask a member of the YPO Brand Team for advice.



DO NOT distort the artwork



DO NOT use colours other than the brand colours specified in section 2.2



DO NOT rotate the logo



DO NOT put the logo in a box



DO NOT outline the artwork



DO NOT place logos on an image without sufficient contrast

3. Typography

3.1 Brand typefaces

3.2 Online typefaces

3.3 Font hierarchy

3.4 Font hierarchy – Example

3.5 Campaign fonts

3.1 Brand typefaces

Our brand typeface is Lexia, and should be used for all communications where possible. Lexia has been chosen for its unique personality, legibility, functionality and flexibility.

Lexia is available in a number of weights but we mainly use Lexia Light, Lexia Regular and Lexia Bold for the brand.

Some guidance is given in Section 3.3 on which weights are most appropriate for particular uses. Other weights can be utilised, but this guide acts as a useful starting point.

Helvetica is our main support font, It should be used for catalogue copy, or in instances where Lexia isn't suitable or legible.

If in doubt around font usage, please contact the Brand Team.

Headline Font

Lexia

Light
Light Italic Regular
Regular Italic Bold
Bold Italic

Text Font

Lexia Helvetica

Light
Light Italic Regular
Regular Italic Bold
Bold Italic Light
Light Italic Regular
Regular Italic Bold
Bold Italic

3.2 Online typefaces

Our online typeface is Lexia, and should be used for all communications where possible.

Lexia is available in a range of weights, however, Lexia Regular, Lexia Regular Italic, Lexia Bold and Lexia Bold Italic should be sufficient to create the perfect hierarchy within online text.

For all other text within the website Arial should be used as a web safe font. Different weights can be used to establish a typographic hierarchy.

Online / Web Headline Font

Lexia

Regular **Bold**
Regular Italic ***Bold Italic***

Online Text Font

Arial

Regular **Bold**
Regular Italic ***Bold Italic***

3.3 Font hierarchy

For all headlines use Lexia Light whilst using Lexia Light Italic or Lexia Bold Italic to emphasise keywords.

For introductions and quotes use Lexia Regular whilst using Lexia Regular Italic to emphasise keywords.

For all body copy text use Lexia Regular whilst using Lexia Regular Italic to emphasise keywords.

A call to action should use Lexia Regular whilst using Lexia Bold to highlight an action, such as a URL.

Helvetica should be used for product descriptions within a catalogue setting only.

Lexia Light & Italic

Used for headlines and large text on all communications.

Lexia Regular & Italic

Used for intro paragraphs and highlighted copy.

Lexia Bold & Italic

Used to pull out words and headings that need attention drawing to them.

Headline *font* **bold**

Lexia Light

Lexia Light Italic

Lexia Bold Italic

Introduction and *emphasis*

Lexia Regular
Regular Italic

Body copy

Lexia Regular

Call to action

Lexia Regular
Lexia Bold

Product Description

Helvetica (for use in catalogues only)

3.4 Font hierarchy – Example

For all headlines use Lexia Light whilst using Lexia Light Italic or Lexia Bold Italic to emphasise keywords.

For introductions and quotes use Lexia Regular whilst using Lexia Regular Italic to emphasise keywords.

For all body copy text use Lexia Regular whilst using Lexia Italic to emphasise keywords.

A call to action should use Lexia Regular whilst using Lexia Bold to highlight an action, such as a URL.

Headline
Lexia Light / Light Italic

Your high-quality,
low-cost alternative
to the leading brands.

Lexia Bold Italic
can also be used
for further emphasis

Body copy
Lexia Regular



Better value, delivered.

YPO®

Own brand range

Your high-quality, *low-cost* alternative to the leading brands.

Make your budget go further with the YPO own brand range. Each product has been carefully developed to guarantee great quality and value for money.

Switch and save on 100s of products including:

- Arts and Crafts
- Stationery
- Sand and Water Play
- Messy Play
- Play Trays and Accessories
- Curriculum Resources

... and so much more!

Shop the full range and watch our nursery review
ypos.co.uk/own-brand

Introduction
Lexia Regular

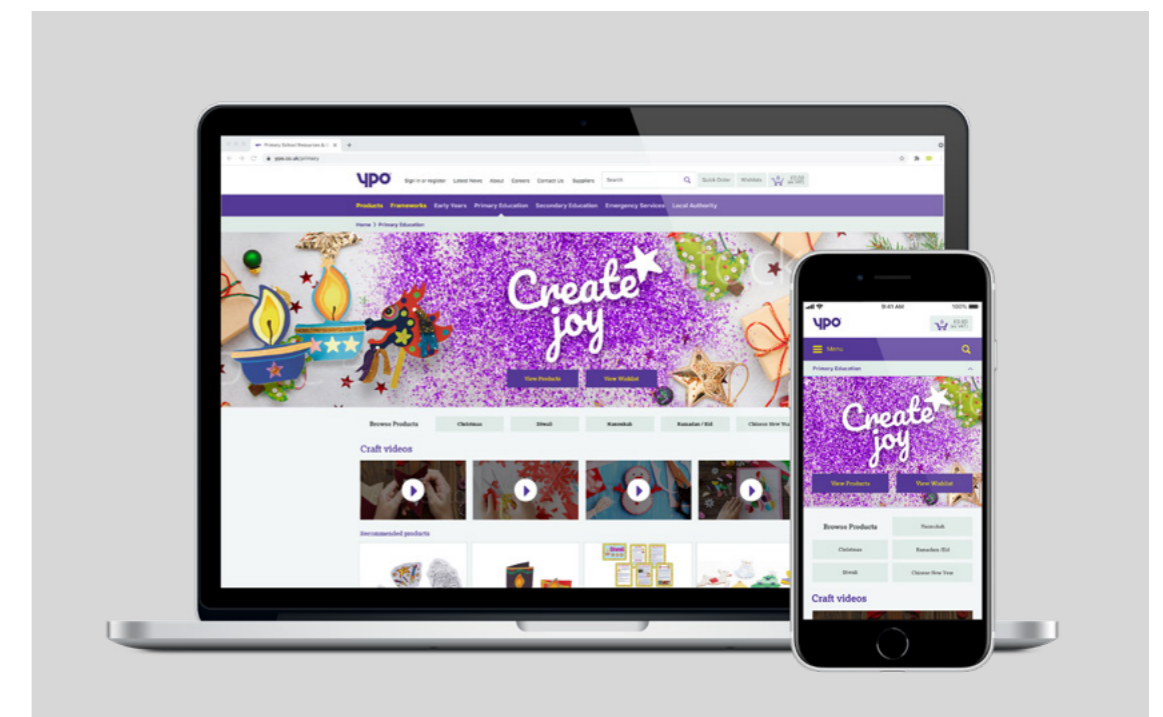
Call to action
Lexia Regular
Lexia Bold

3.5 Campaign fonts

In campaign-led material, hero fonts can be used alongside corporate fonts to add impact.

Any font can be used to convey a message creatively.

In this situation, all logo placement and colour guidelines must be followed alongside the campaign material.



4. Brand Colours

[4.1 Primary Colour Palette](#)

[4.2 Secondary Colour Palette](#)

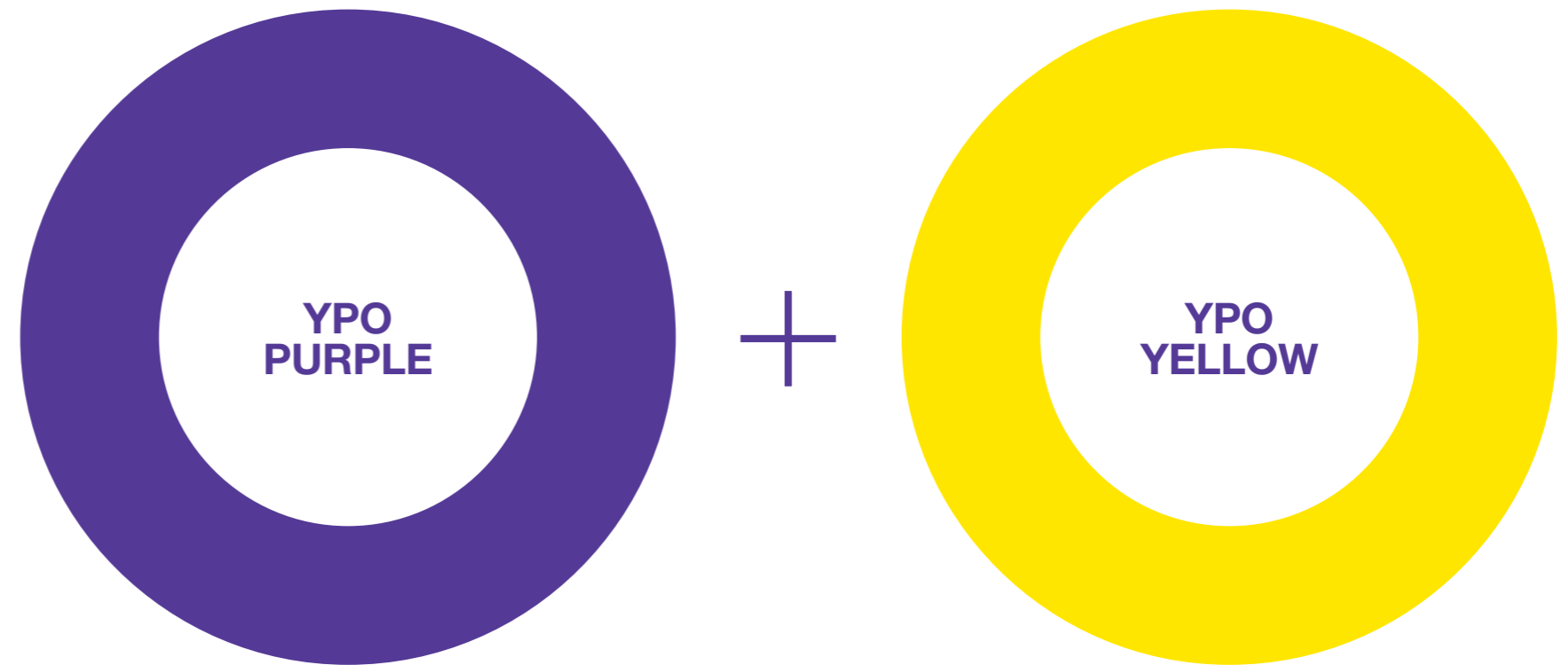
[4.3 Sector Colour Palette](#)

[4.4 Colour combinations](#)

[4.5 Colour Ratios – Primary](#)

[4.5 Colour Ratios – Secondary](#)

4.1 Primary Colour Palette



YPO is a purple brand with a yellow highlight.

These colours represent our brand and are bold, confident and instantly identifiable.

The colours should feature in all our corporate communications.

Colour references have been supplied in all relevant processes for printed and digital content.

Tints

Tints can be used to visualise statistical data in charts, graphs and tables. They can also be used as part of an extended palette for infographics and illustration.

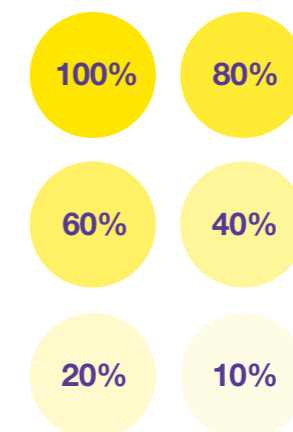
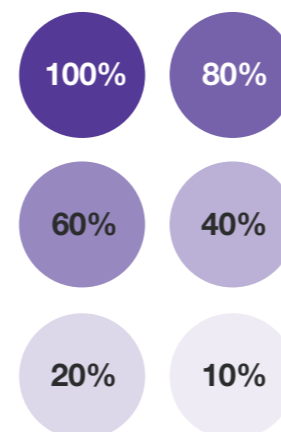
YPO Purple

Spot Coated	PMS268c
Spot Uncoated	PMS2685u
CMYK	C83 M94 Y0 K0
RGB	R84 G57 B150
HEX	#543996

YPO Yellow

Spot Coated	PMS108c
Spot Uncoated	PMS108u
CMYK	C0 M5 Y100 K0
RGB	R255 G230 B0
HEX	#FFE600

Tints



4.2 Secondary Colour Palette



We have a secondary colour palette to complement the primary colour palette.

The colours should only be used in our corporate and internal communications.

Colour references have been supplied in all relevant processes for printed and digital content.

Tints

Tints can be used to visualise statistical data in charts, graphs and tables. They can also be used as part of an extended palette for infographics and illustration.

YPO Charcoal Grey

CMYK	C0 M0 Y0 K80
RGB	R87 G87 B86
HEX	#575756

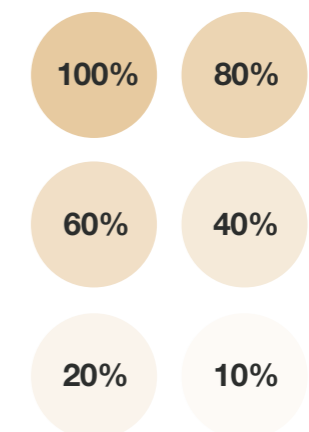
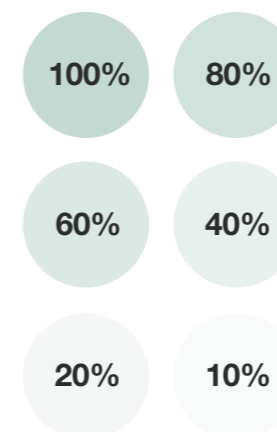
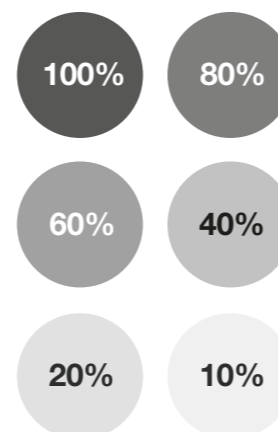
YPO Pale Grey

CMYK	C14 M0 Y10 K10
RGB	R197 G217 B211
HEX	#C4D9D3

YPO Light Brown

CMYK	C0 M13 Y34 K10
RGB	R231 G202 B160
HEX	#E7CAA0

Tints



4.3 Sector Colour Palette

The sector colour palette can be used as the lead colour (main fill) for targeted communications, or as a highlight colour that replaces YPO Yellow.

Avoid using the sector colour palette for group communications.

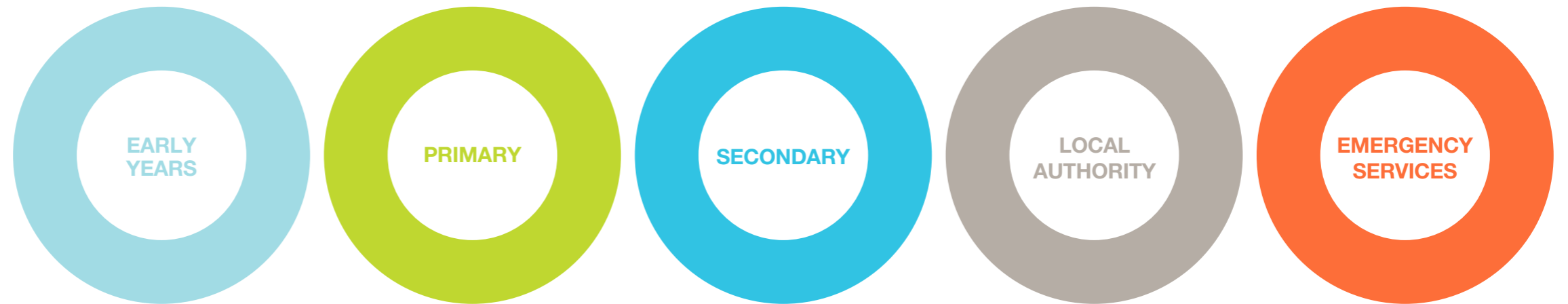
For example, use the sector colour palette for communications at a specific event such as Emergency Services exhibition.

The sector colour palette represents the best tone of voice for the audience.

Additional colours can be used for campaign specific messages, such as Christmas and Budget Stretcher.

Tints

Tints can be used to visualise statistical data in charts, graphs and tables. They can also be used as part of an extended palette for infographics and illustration.



YPO Early Years

CMYK	C35 M0 Y10 K0
RGB	R161 G219 B228
HEX	#A1DAE3

YPO Primary

CMYK	C30 M0 Y100 K0
RGB	R190 G214 B47
HEX	#BED52E

YPO Secondary

CMYK	C65 M0 Y8 K0
RGB	R45 G195 B229
HEX	#31C2E4

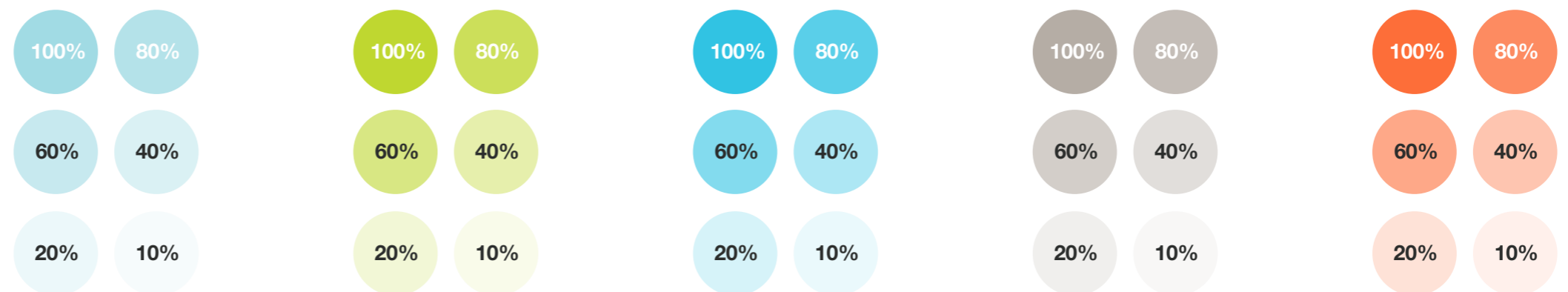
YPO Local Authority

CMYK	C0 M6 Y12 K31
RGB	R181 G173 B165
HEX	#B5ADA5

YPO Emergency Services

CMYK	C0 M68 Y77 K0
RGB	R253 G110 B57
HEX	#FD6E39

Tints



4.4 Colour combinations

Examples



Primary colour palette
For corporate and sector-led communications.



Primary colour palette
For corporate and sector-led communications.



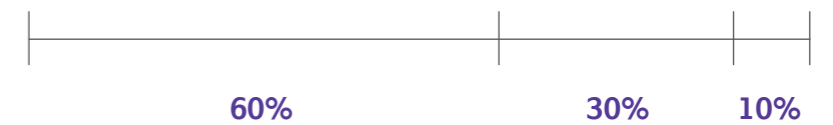
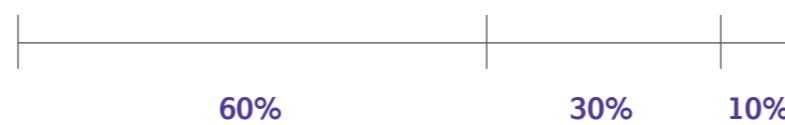
Secondary colour palette
To complement corporate and internal communications.



YPO 'Own Brand'
YPO yellow should be used exclusively for YPO 'Own brand' communications.

4.5 Colour ratios – Primary

PRIMARY COLOUR RATIOS



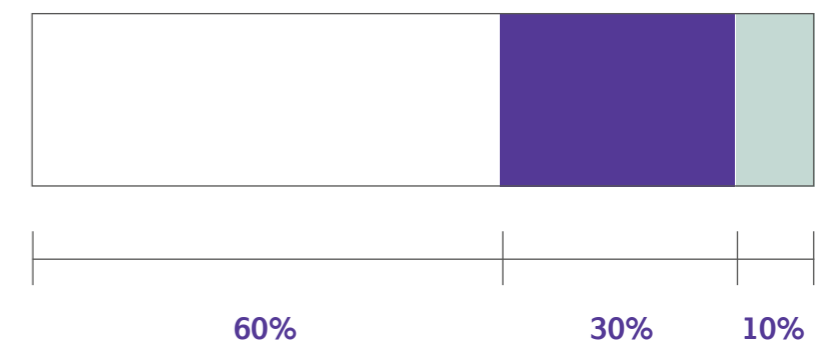
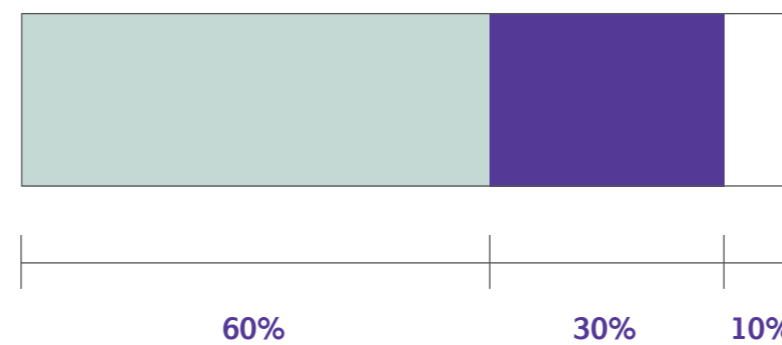
The core colours of YPO are White, YPO Purple and YPO Yellow.

When using YPO Purple, YPO Yellow must also be present as an accent colour on the same page.

The ratios shown opposite should be observed and used as a guide as required.

4.6 Colour ratios – Secondary

SECONDARY COLOUR RATIOS



The same principle should apply when using colours from the secondary colour palette.

The ratios shown opposite should be observed and used as a guide as required.

The next page shows some examples of how different colour ways and ratios can work together.

5. YPO Curve

[5.1 The YPO 'O' Principle](#)

[5.2 YPO Curve Size](#)

[5.3 YPO Curve Position](#)

[5.4 YPO Curve Border](#)

5.1 The YPO 'O' Principle

Taking inspiration from the YPO logo, the YPO 'O' can be used in a number of ways to create a friendly and approachable style across all communications.

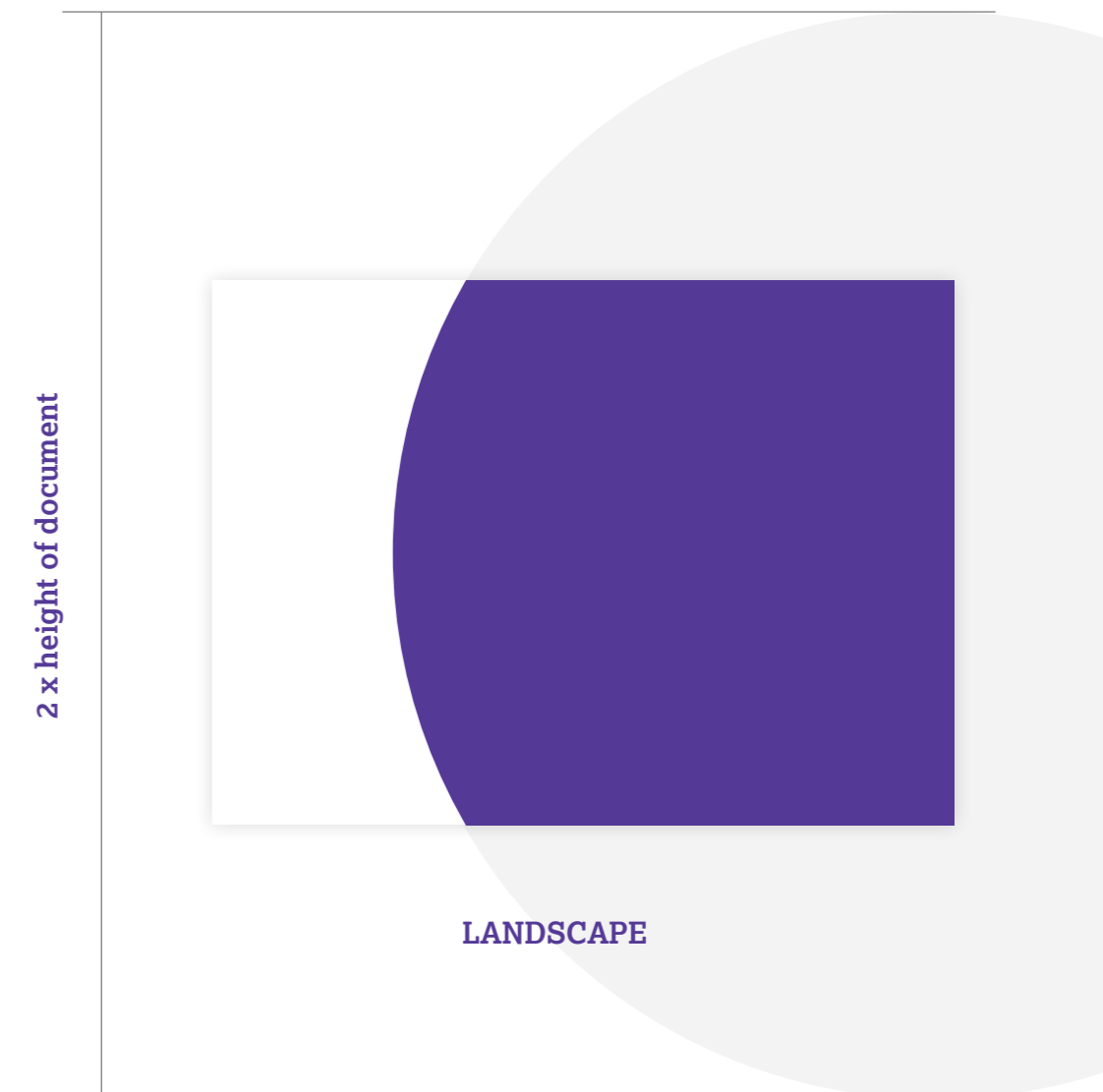
The resulting circle is used to create a curve and a smaller holding device for text and images.



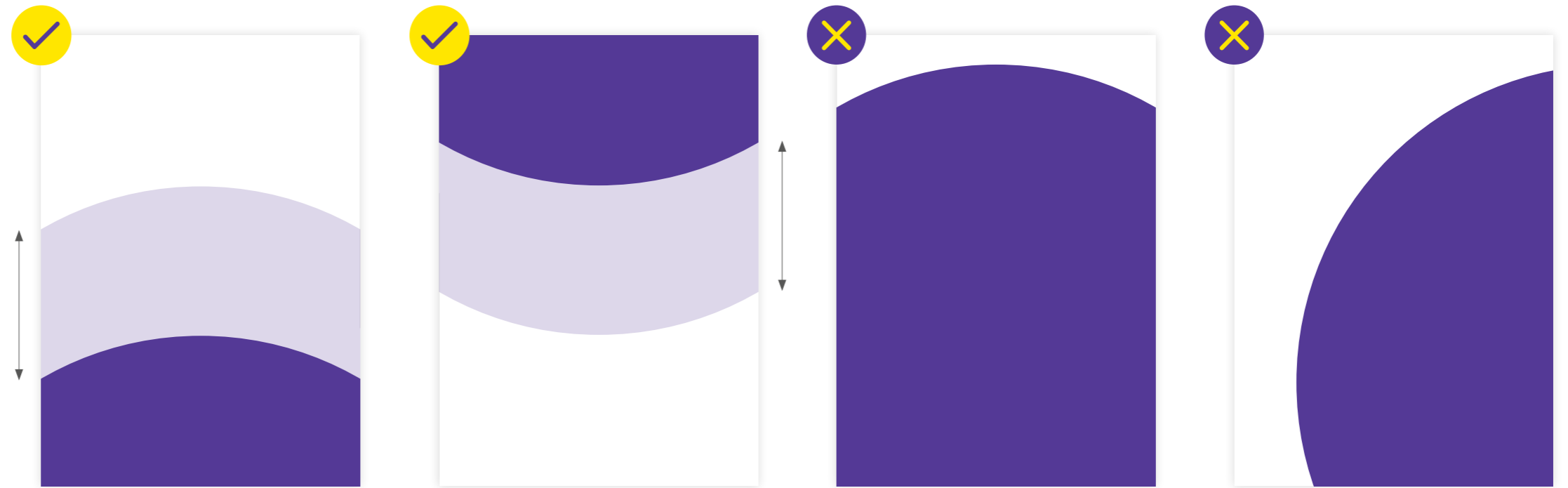
5.2 YPO Curve Size

To create the optimum curve in a portrait orientation, the circle should be twice the width of a portrait document.

In landscape orientation, the circle should be twice the height of a landscape document.



5.3 YPO Curve Position



YPO curve can be moved up and down as required

Too close to edge

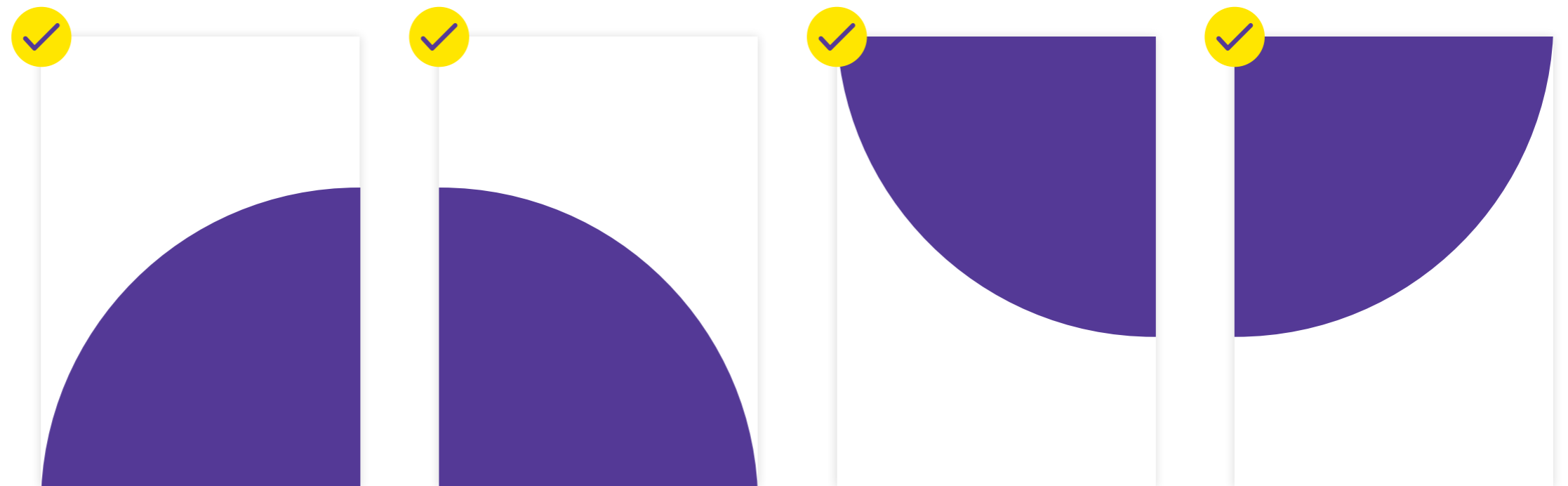
Irregular positioning
Acceptable only on smaller formats

The YPO curve can be used flexibly to suit your design.

These examples demonstrate the optimum alignment for consistency across communications.

The centre-aligned YPO curve can be moved up and down the page as required.

The off-centre aligned YPO curve can be used in a fixed position from any corner of the page.



YPO curve can be used in any corner from a fixed position

5.4 YPO Curve Border

A border can be added to the YPO Curve where appropriate. For example to highlight a sector message or to provide contrast with the image.

The border width is flexible and can be set according to your design. However we recommend a minimum and maximum width, as shown here.

Minimum Border Width

Border width should be no less than 1% of the diameter of the circle.

Maximum Border width

Border width should be no more than 10% of the diameter of the circle.

Example

A circle measuring 180mm in diameter can have a minimum border of 1.8mm ($180 \times 0.01 = 1.8$) or a maximum border of 18mm ($180 \times 0.1 = 18$)

Minimum Border
1% of the diameter (D) of the circle.

Minimum border width =
 $D \times 0.01$



Maximum Border
10% of the diameter (D) of the circle.

Maximum border width =
 $D \times 0.1$



6. YPO Roundel

6.1 YPO Roundel Overview

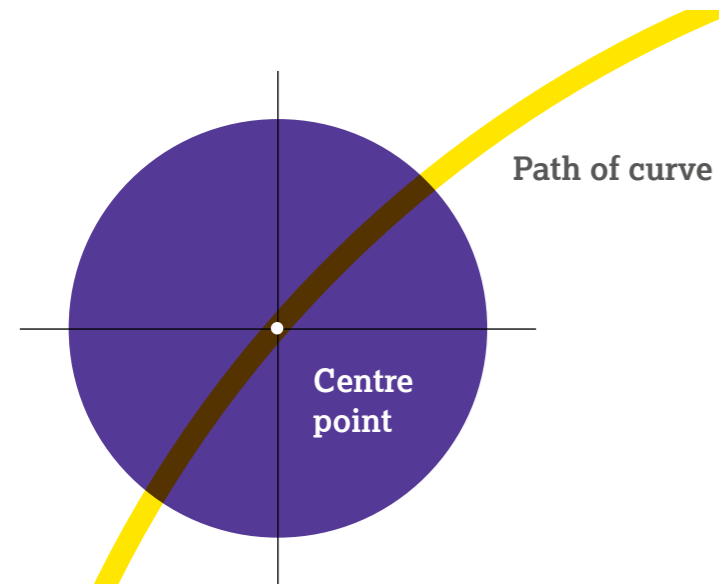
6.2 YPO Roundel Positon

6.1 YPO Roundel Overview

The YPO Roundel can be used as a holding device to help information stand out within a design.

For most design applications only a single YPO Roundel should be used.

The exception would be large format designs, such as exhibition stands and banners.



When using the YPO Roundel with the circle or curve the centre of the Roundel should always be positioned on the path of the curve.



Volescitas Nonem
et lorem rererorum
harchil dolorate.



6.2 YPO Roundel Position

Examples



Only use one YPO Roundel within any single layout



The YPO Roundel can be used with standalone images



7. Additional Graphic Elements

7.1 Additional Graphic Elements

7.1 Additional Graphic Elements

The graphic elements outlined here provide a set of building blocks to be used in all forms of communication.

However, there is the flexibility to create additional elements that can be used in specific campaigns, promotions and event material.

Working in conjunction with the brand colour palette, it allows further creativity to be introduced based on the requirements and brief.

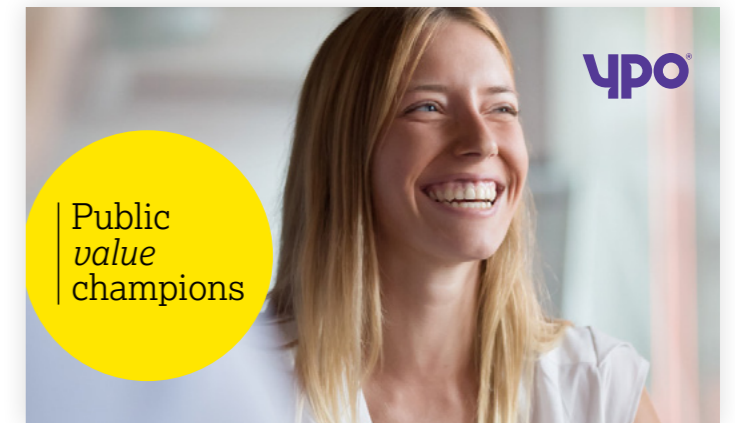
Where possible, these additional elements should take inspiration from the styles, shapes and composition of the brand elements.

Text can be rotated to create a playful edge to campaign-led material.

If you are uncertain about how to use the elements just ask a member of the YPO Brand Team for advice.



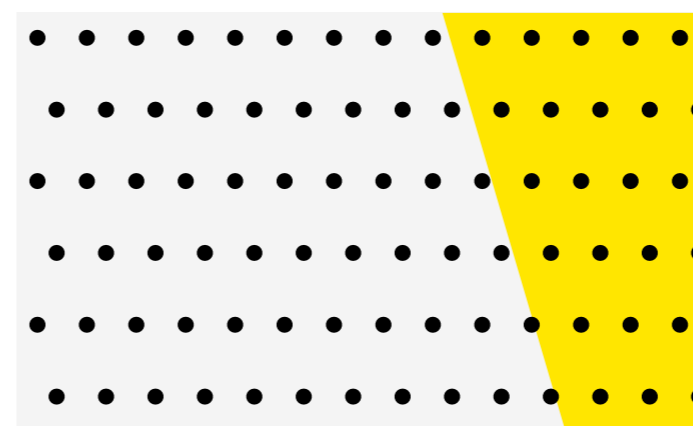
Using the YPO Roundel in formation



Using the YPO Roundel as a caption



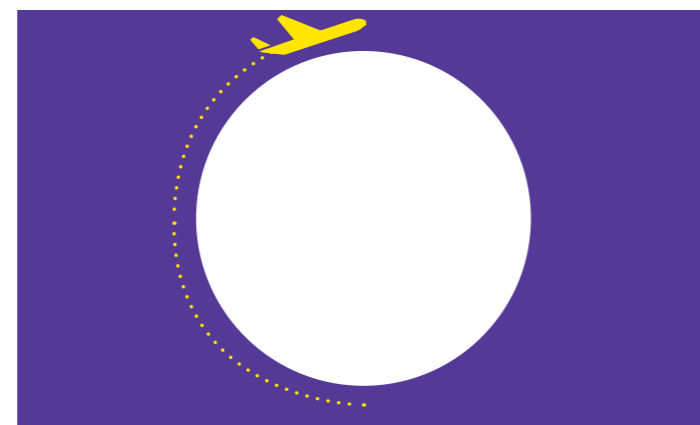
Using the YPO Roundel as a play on words



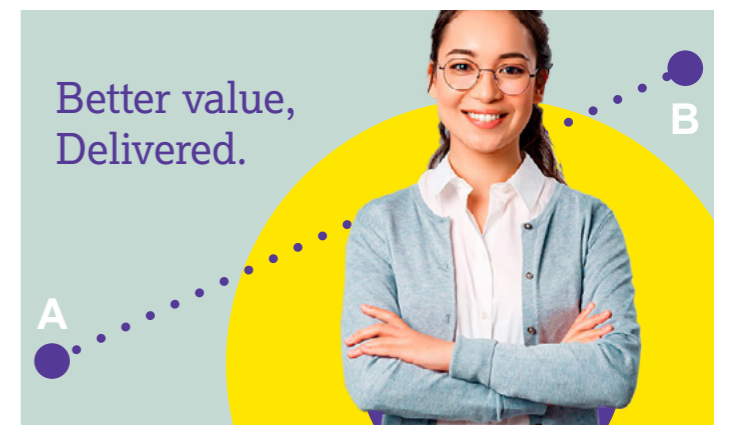
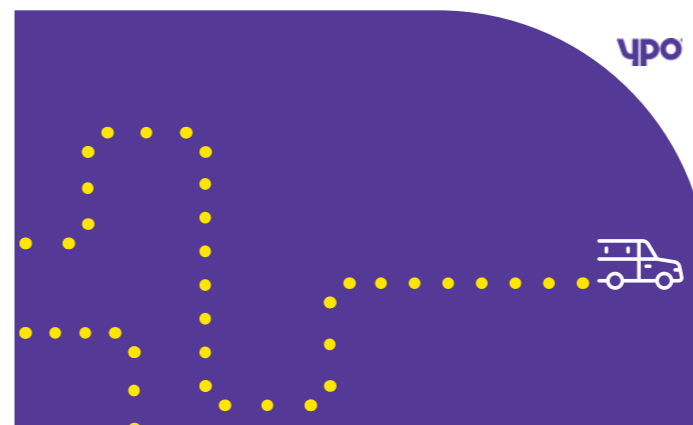
Using the YPO Roundel as a repeating pattern



Using the YPO Roundel as a backdrop



Using the YPO Roundel to illustrate a journey



8. Icons

8.1 Icon Style

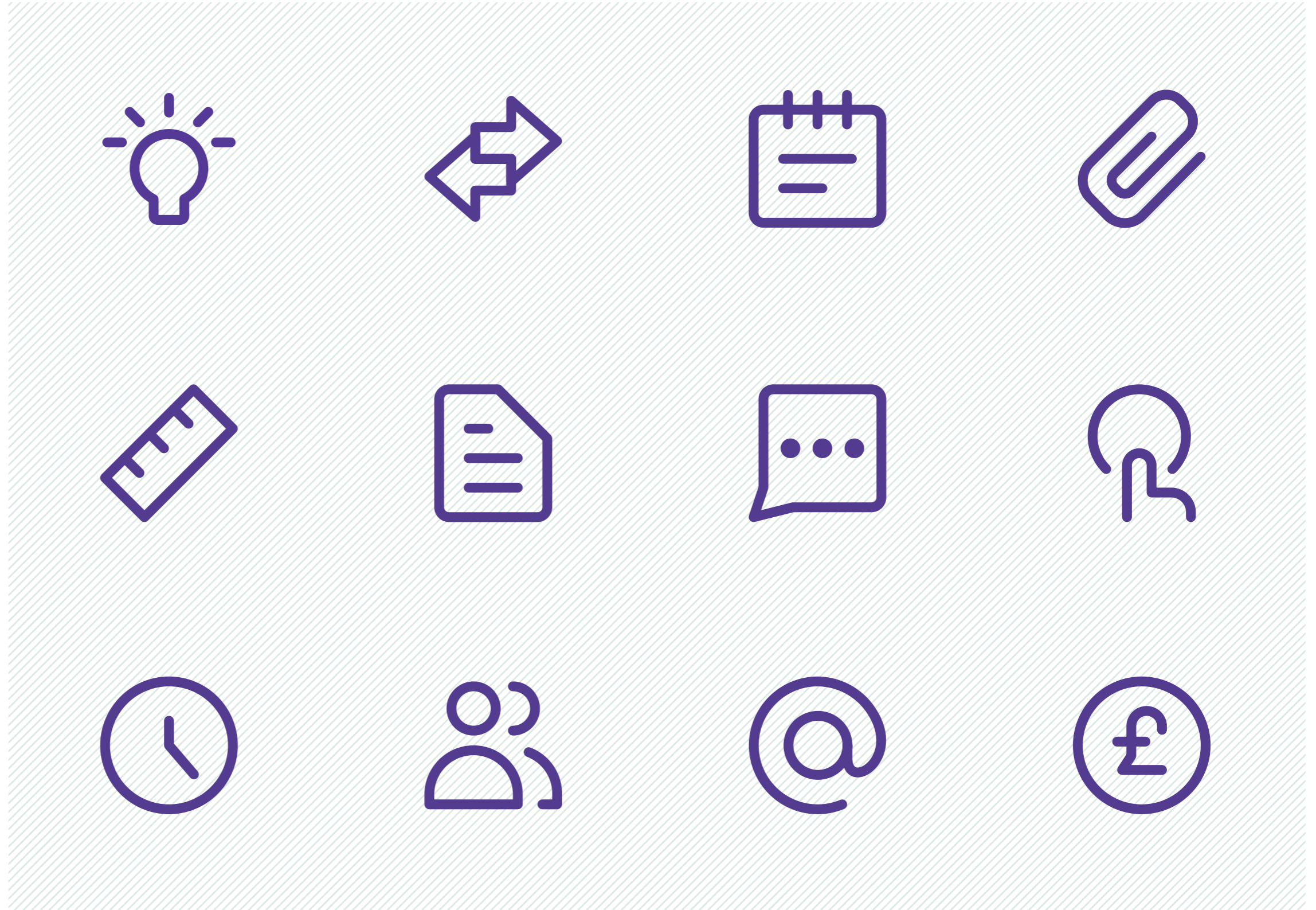
8.2 Icon Colourways

8.1 Icon style

A set of icons are available to support a paragraph of text or to draw more attention to a call to action, such as a roundel.

Additional icons

Icons are available from the Core Line collection at: streamlinehq.com



8.2 Icon colourways

Icons can be filled with any colour from the Primary, Secondary and Sector Colour palettes.

Additional icons

Icons are available from the Core Line collection at: streamlinehq.com



9. Photography

- [9.1 Overview](#)
- [9.2 Brand Photography](#)
- [9.3 Product Photography](#)
- [9.4 Communications checklist](#)

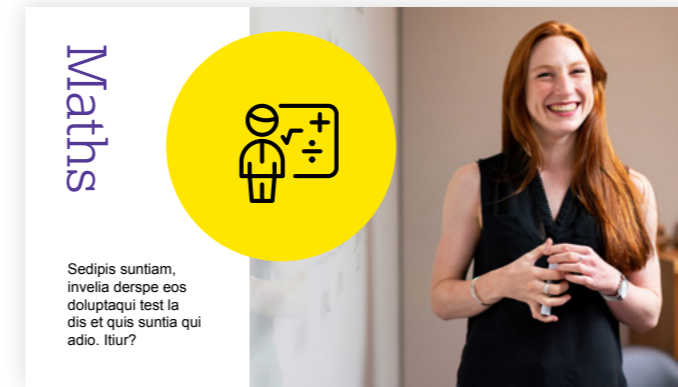
9.1 Photography overview



Natural and authentic

Photography allows us to create an emotive connection with our customers and gives us the opportunity to communicate our brand personality and values, as outlined on page XXX.

Where possible people should be central to our photographic imagery. Images should feel authentic and real, ideally of real customers and staff, in real world environments. Furthermore, imagery should be inclusive to represent the communities we work with.



Warmth and kindness



Professional



Clear and focussed



Fun and quirky



9.2 Brand Photography

In brand and sector imagery the composition should ideally consist of the end user of the products.

This highlights the value we deliver to customers.

Images should obviously reflect the sector they represent.

People should be positive, confident and convey warmth and friendliness.

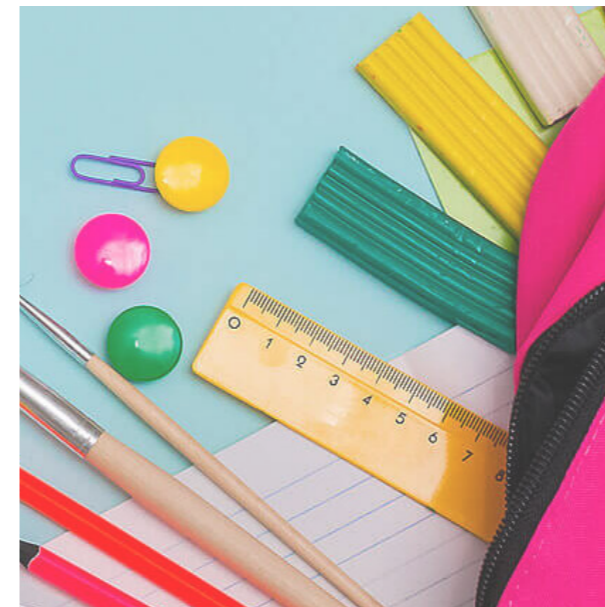


9.3 Campaign & Promotional Photography

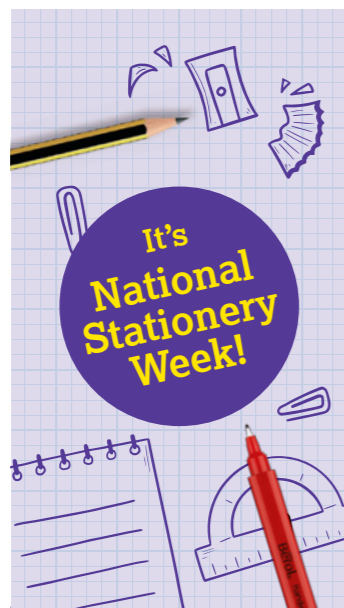
For campaigns and promotional work a mix of full images and subjects in isolation can be used. This allows for the development of creative routes, based on the requirements of the brief.

Products can be shot in situ or as an isolated subject. This allows for the development of creative routes, based on the requirements of the brief.

Photography, illustration and graphical elements can be used to communicate messages, however where possible the use of the brand graphic design elements should be used, as these will act as brand identifiers.



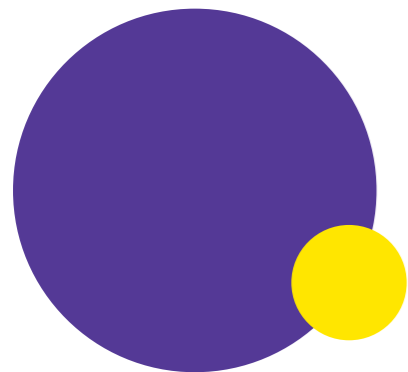
Text can be rotated to create a playful edge to campaign-led material.



9.4 Communications checklist

The YPO brand now has a framework of graphics elements that will add a new level of consistency across all visual communication.

It is not mandatory that every element is used in every piece of creative work, but where possible as many elements should be included. This will ensure recognition of the YPO brand continues to grow.



Toreris
recearum
vendus.

The use of italics can be used to emphasise key words.



We're
here to
help.



Optional border

10. Sector Identity

[10.1 Sector Identity](#)

[10.2 Sector Logo Colourways](#)

[10.3 Sector Colour Palette](#)

[10.4 Sector Colour Ratios](#)

10.1 Sector Identity

To ensure consistency across all our messaging we have introduced a revised look and feel for each of our sectors.

The new visual identity closely aligns with the brand platform elements, uses our colour palette more effectively and ensures that while each sector is clearly recognisable as YPO, it has a range of unique elements to be distinctive and convey the specific message of the sector.

Practically graphic elements for each sector also act as signposts across digital and traditional platforms, ensuring customers can clearly identify relevant communications.

The 'lock-up' is required across all sector-led material. It is intended to be a scalable solution to convey hierarchy (Brand first, sector second) adopting a monolithic brand strategy.

YPO[®] | Early
Years

YPO[®] | Primary
Education

YPO[®] | Local
Authority

YPO[®] | Secondary
Education

YPO[®] | Emergency
Services

10.2 Sector Logo Colourways

YPO® | Primary Education



YPO® | Secondary Education



YPO® | Early Years



The sector logo-lockup can be presented in several alternative versions, depending on the requirement.

The secondary corporate-led colourway is preferred in all event settings for brand recognition and way-finding purposes. In this colourway the separator is set in white to retain focus and legibility of the brand when using the purple background.

YPO® | Local Authority



YPO® | Emergency Services

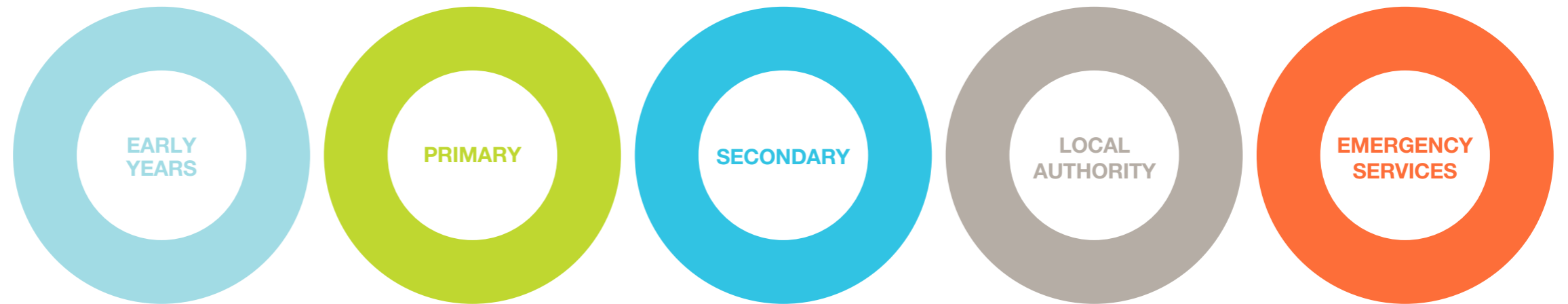


Corporate-Led (Primary)

Corporate-Led (Secondary)

Sector-Led

10.3 Sector Colour Palette



The sector colour palette can be used as the lead colour for targeted communications.

Avoid using the sector colour palette for group communications.

For example, use the sector colour palette for communications at a specific event such as Emergency Services exhibition.

The sector colour palette represents the best tone of voice for the audience.

Tints

Tints can be used to visualise statistical data in charts, graphs and tables. They can also be used as part of an extended palette for infographics and illustration.

YPO Early Years

CMYK	C35 M0 Y10 K0
RGB	R161 G219 B228
HEX	#A1DAE3

YPO Primary

CMYK	C30 M0 Y100 K0
RGB	R190 G214 B47
HEX	#BED52E

YPO Secondary

CMYK	C65 M0 Y8 K0
RGB	R45 G195 B229
HEX	#31C2E4

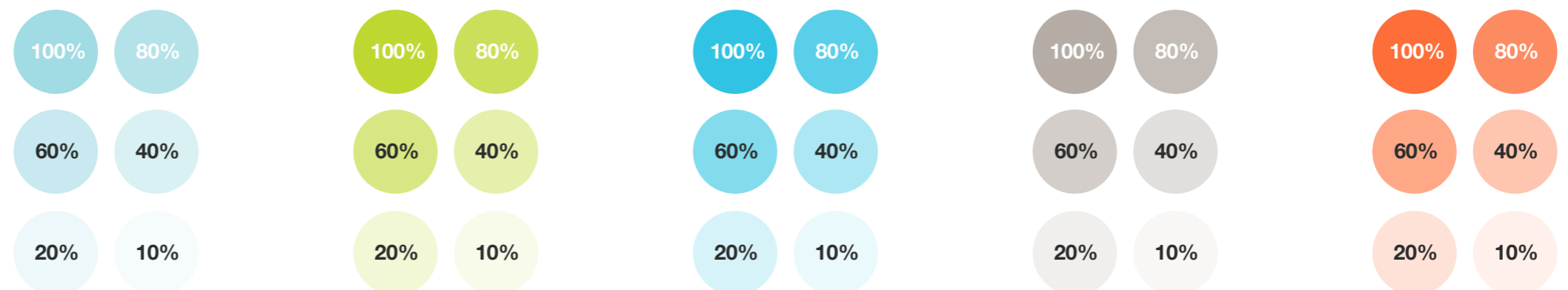
YPO Local Authority

CMYK	C0 M6 Y12 K31
RGB	R181 G173 B165
HEX	#B5ADA5

YPO Emergency Services

CMYK	C0 M68 Y77 K0
RGB	R253 G110 B57
HEX	#FD6E39

Tints



10.4 Sector Colour Ratios

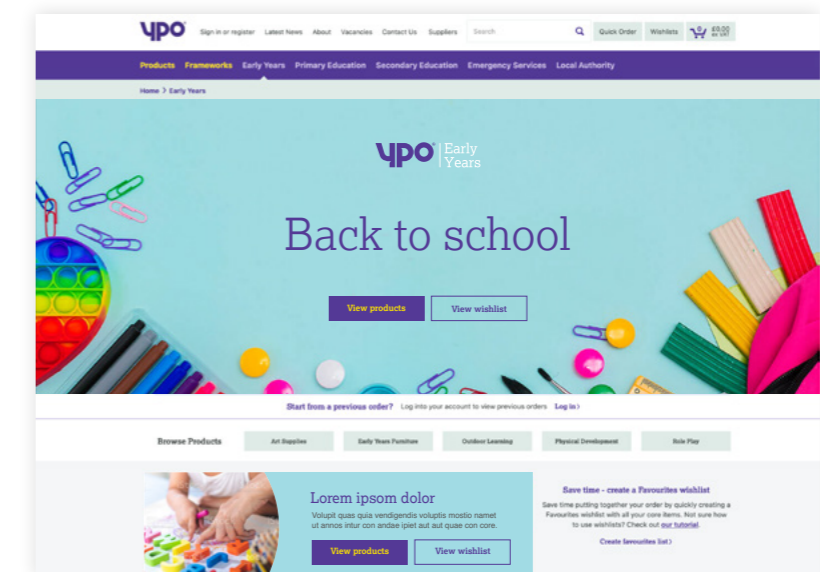
The ratios shown opposite should be observed and used as a guide as required.

The primary ratios should be used in all communications.

The secondary ratios can be used to compliment a sector-led digital campaign, such as banners and call to actions.



Primary ratios



Secondary ratios (Sector-led digital campaigns)



11. Bringing it all together

11.1 Brand Element Integration

11.2 Digital Content

11.3 Print Content

11.4 Corporate Documents

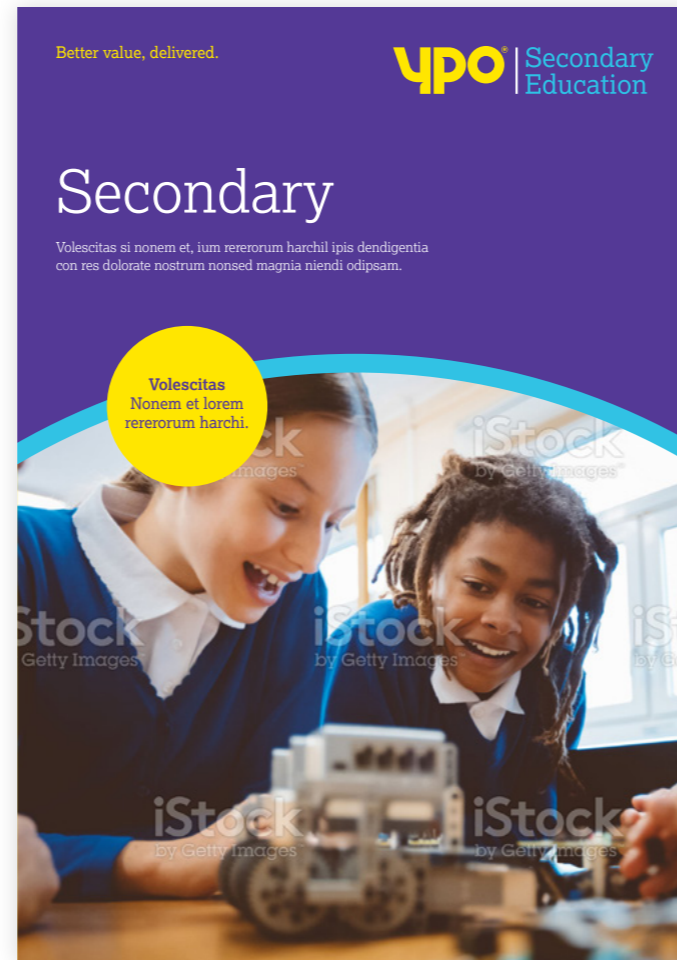
11.5 Newsletters

11.6 Exhibitions & Events

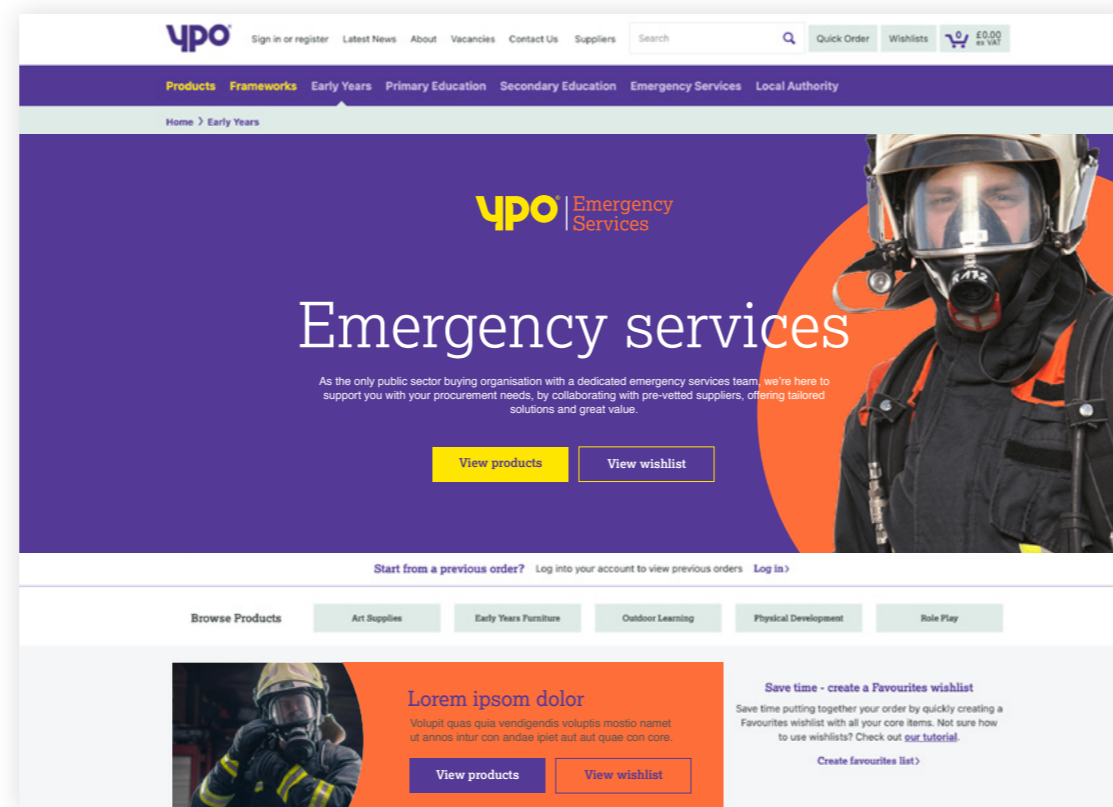
11.1 Brand Element Integration

The brand elements provide each piece of communication a clear visual identity, provide a high level of consistency and increase ongoing recognition of the YPO brand.

Supporting this, it is vitally important that the imagery selected conveys the correct tone for the communication and highlights the relevant values.



11.2 Digital content



Sector-Led Web Campaigns



Social Media Posts

With limited space on digital screens the prominence of the brand colour should be increased to improve visual signposting.

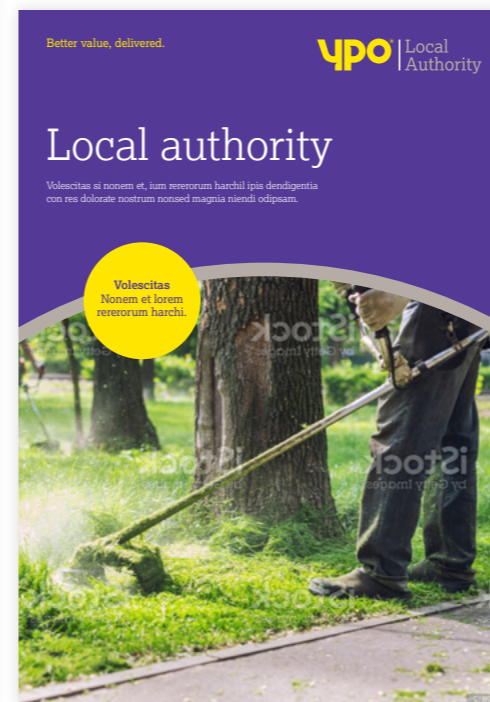
Furthermore, imagery should be very clearly defined for each individual sector.

11.3 Print content

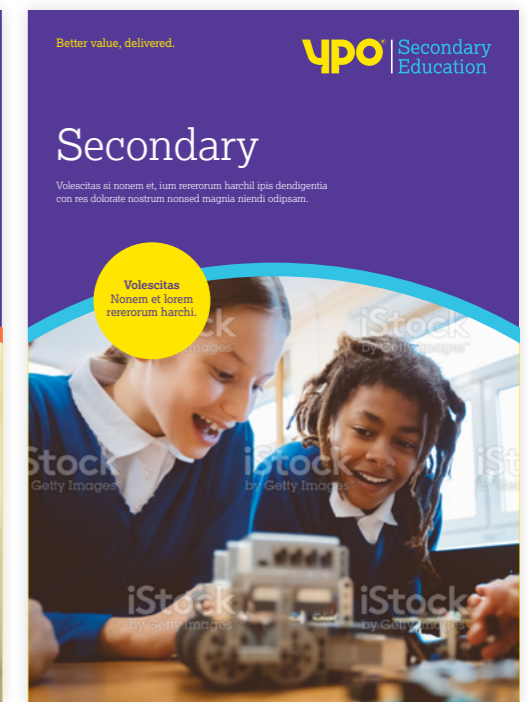
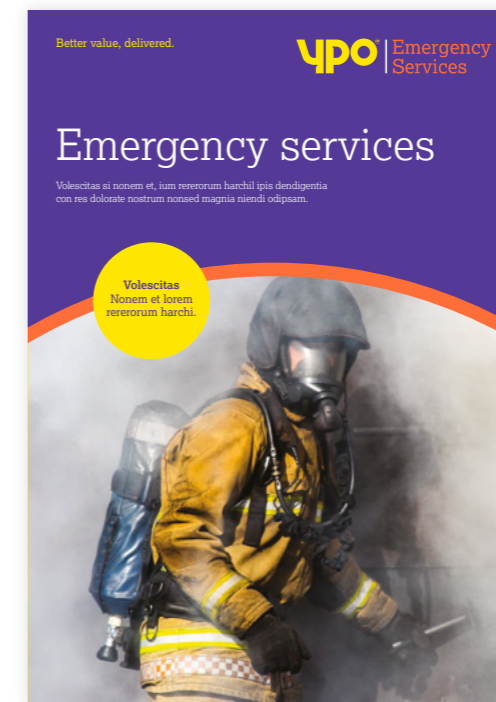
YPO's primary brand colours take prominence in printed material. However the sector identity should be communicated through the used of highlight colours and imagery.



Primary brand colours



Sector colours



11.4 Corporate Documents

Corporate documentation should lead with YPO purple logos, but can use the wider palette as secondary colours.



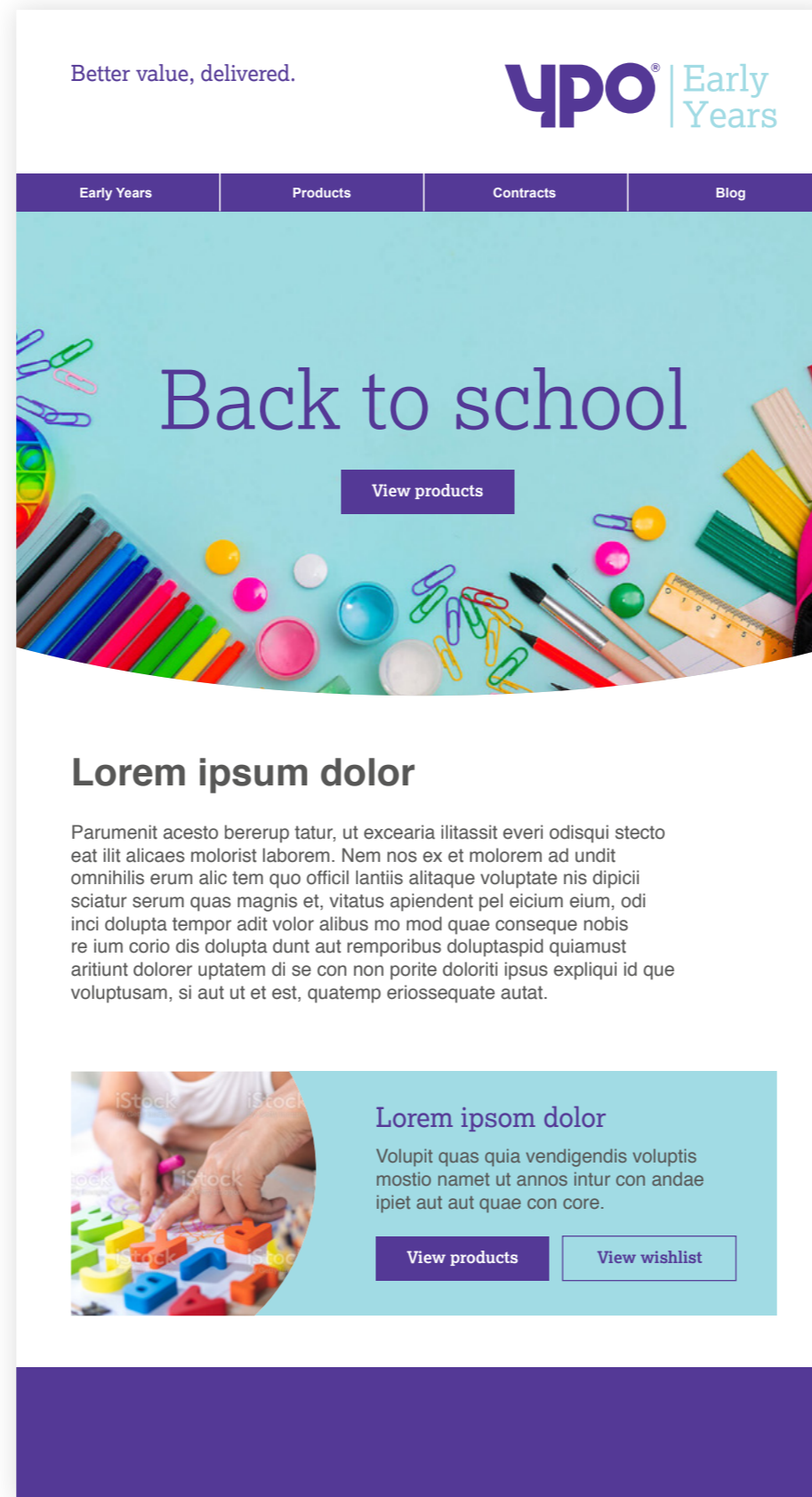
Internal

11.5 Newsletters

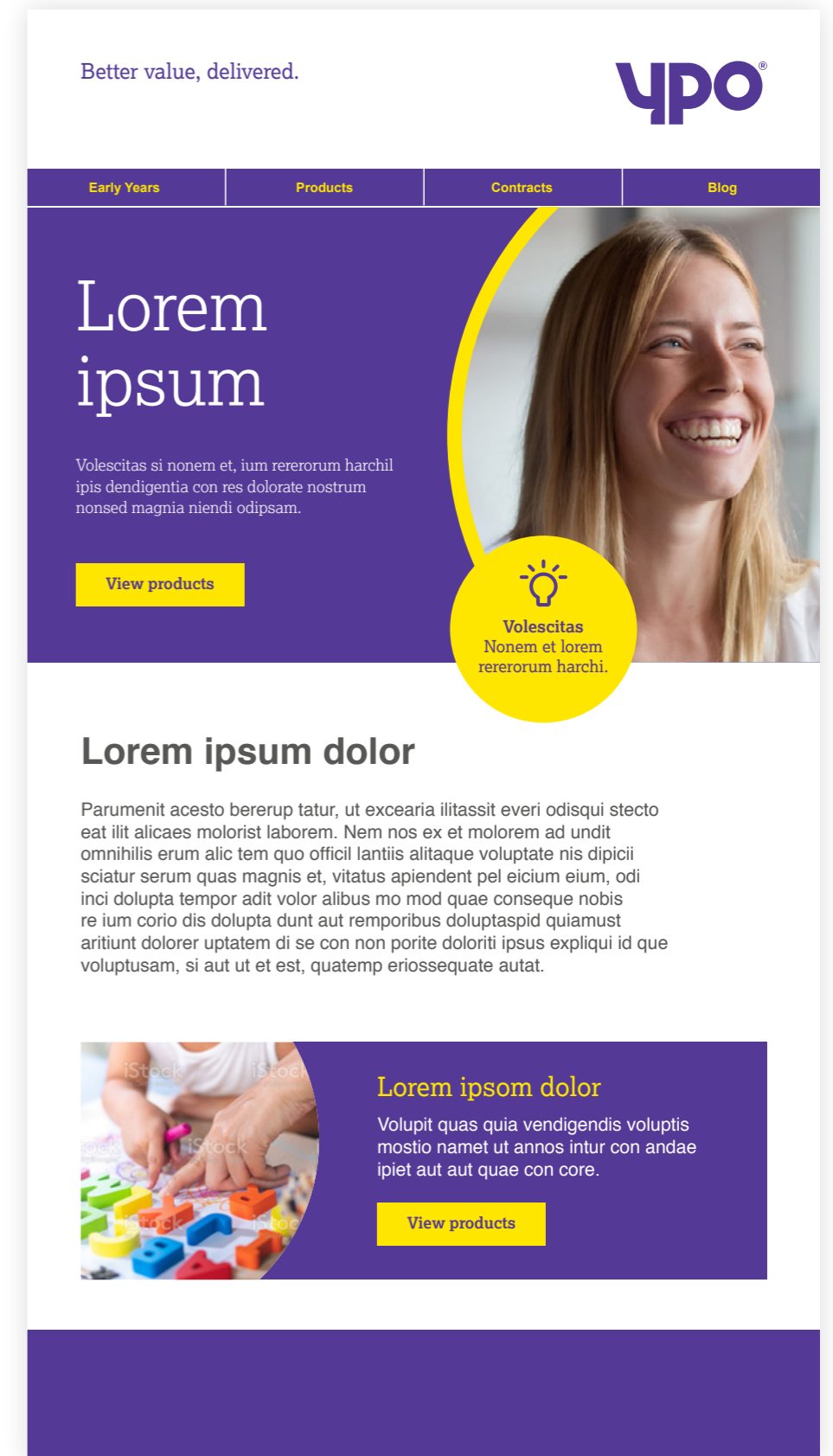
Newsletters should utilise as many of the brand elements as can be accommodated by the email platforms.

Sector newsletters should be very clearly visually signposted through the use of colour and imagery.

Corporate newsletters should lead with the primary colour palette.



Sector Newsletter



Corporate Newsletter

11.6 Exhibitions & Events



Exhibition and event graphics should always be led by YPO purple, to ensure brand recognition.

The primary palette can be used simultaneously with sector colour identifiers and supporting graphic elements.

Exhibition stands also allow more flexibility in the number of YPO Roundels that can be used to convey information.



For further information please contact ellen.ferry@ypo.co.uk