



Brand Guidelines

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1. Introduction

Welcome.

Use these elements and identity to accurately communicate the Yupido's brand. In this guide, you'll find general rules to use our brand elements.

What's the goal of this guide?

This guide was developed with the goal to provide a clearly understanding of Yupido's brand. Explain how to use and implement in a correct way our brand elements.

Therefore, Yupido reserves the exclusive right to terminate or modify the license to display any brand elements, and may require third parties to modify or exclude any use of the brand elements that do not comply with the guidelines set forth in this document. Yupido also reserves the right to oppose abusive use of any brand elements.

2. Yupido brand elements rules of usage

Please read these guidelines before using the Yupido brand elements. Remember that the Yupido brand elements must never be altered or distorted.

Rules:

- The Yupido brand elements should always appear at least with the minimum area of clear space around them. It is essential that the logo and/or symbol remains free of all graphics, taglines, identities and/or photography;
- The Yupido brand elements should never appear smaller than the minimum size;
- Always present the brand elements fully, being clearly visible;
- Do not alter or partially cover our logo and/or symbol;
- Do not alter the proportions, position or font spacing;
- Do not stretch, condense, distort or separate our symbol or logo elements;
- Do not alter the color or add effects;
- Do not replace the logotype with another typeface;
- Do not use our logo and/or symbol in any image;
- Do not rotate (vertically, horizontally or diagonally) or flip the logo and symbol;
- The Yupido logo cannot be used as part of a sentence. The correct way to do it is to use text instead of Yupido logo (Example: "*Yupido has some excellent infrastructures.*").
- Use only brand elements made available by Yupido.

2. Yupido brand elements rules of usage

- Yupido logo and symbol should be always used over white backgrounds.
- Although Yupido is a registered trademark, the logo is always used without the registered trademark symbol (®).
- Don't use Yupido brand in a way that implies partnership or sponsorship, neither make a combination between any Yupido brand elements and your trademarks, names, products or services.
- Don't use trademarks, names, domain names, logos or other content that imitates or could be confused with Yupido.
- Don't remove or change any element of a Yupido brand feature. This includes modifying the Yupido brand. (Example: Use a combination such as "*Yupidoit*").
- Our name, logo or any other brand elements, can not be used in any other company name, product name, service name, domain name, website title or publication titles.
- Yupido does not allow its brands, logos or other intellectual property for use on merchandise (Example: pens, hats, clothing, mugs, etc.).

3. Yupido logo

Yupido logo is the direct representation of our company, our people and our brand to the world. It must be used in a consistently and correctly way as explained in this document.

Logo versions:

Horizontal version



Vertical version



4. Yupido symbol

Yupido symbol is part of the brand logo, but when necessary it can be used individually, in a correct way as one of the brand elements.

Symbol



5. Common errors

The brand's identity must not be altered or manipulated. Always present the logo or symbol fully, being clearly and visible. The examples below illustrate some of the most common application errors.

Change logo proportions or position.



Change logo colors.



Distort the logo.



Change the typeface spacing.



Replace the logotype with another typeface.

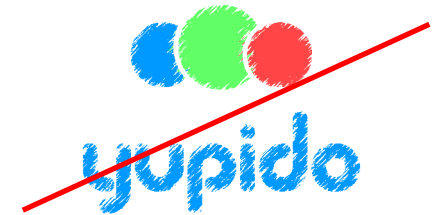


5. Common errors

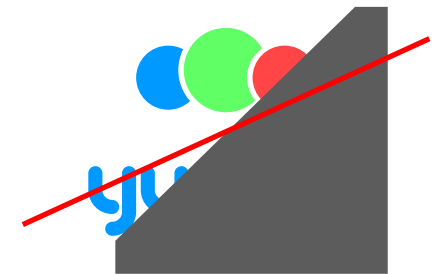
Flip the logo.



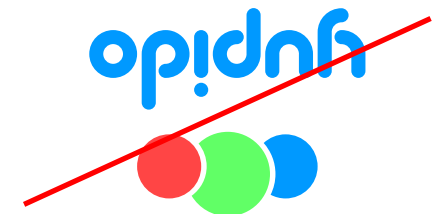
Add logo effects.



Partially cover the logo.



Rotate the logo.



5. Common errors

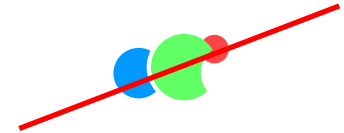
Use the logo smaller than the minimum size.



Place an image within the logo.



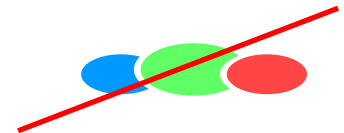
Change symbol proportions or position.



Change symbol colors.

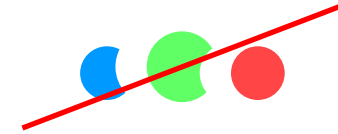


Distort the symbol.

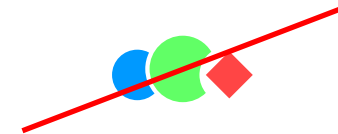


5. Common errors

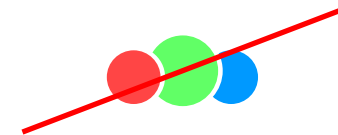
Change spacing between the symbol elements.



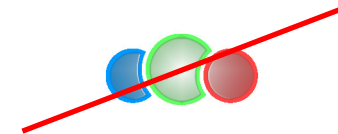
Replace a symbol element with any other element.



Flip the symbol.



Add symbol effects.

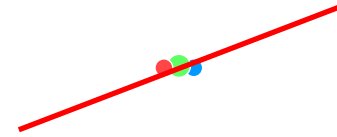


Partially cover the symbol.

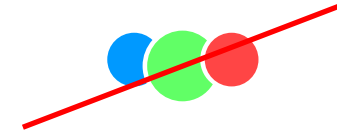


5. Common errors

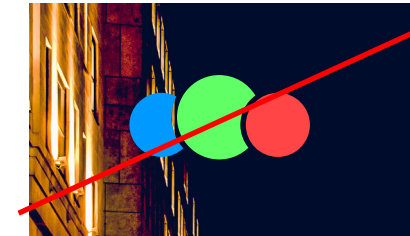
Use the symbol smaller than the minimum size.



Rotate the symbol.



Place an image within the symbol.



Use Yupido logo as part of a sentence:

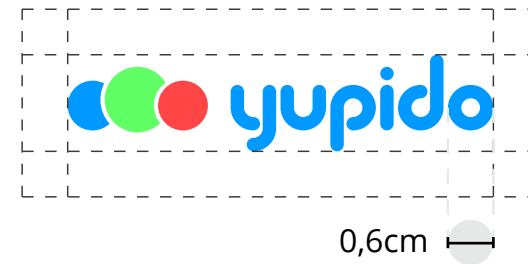
~~"I like  yupido's company."~~

6. Margins

The Yupido brand elements should always appear with at least the minimum area of clear space around them. Below we show you how to do it.

Logo - Horizontal version

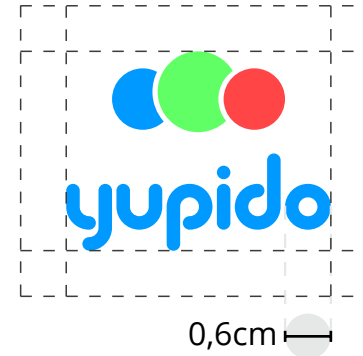
Logo size: 5,63cm x 1,28cm
Margin size: 0,6cm



6. Margins

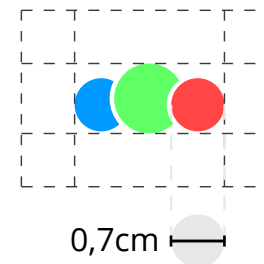
Logo - Vertical version

Logo size: 3,5cm x 2,64cm
Margin size: 0,6cm



Symbol

Symbol size: 1,98cm x 0,93cm
Margin size: 0,7cm



7. Minimum size

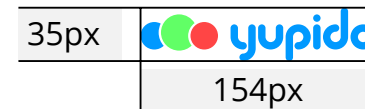
In order to ensure legibility and visual prominence, the Yupido brand elements should never appear smaller than the minimum size reflected in this document.

Logo - Horizontal version

Screen:

Minimum height - 35px

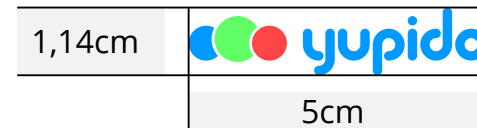
Minimum width - 154px



Print:

Minimum height - 1,14cm

Minimum width - 5cm

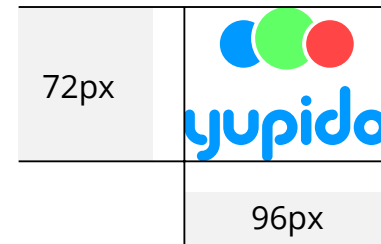


7. Minimum size

Logo - Vertical version

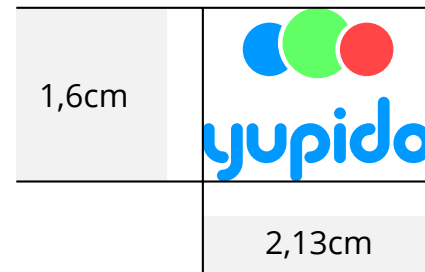
Screen:

Minimum height - 72px
Minimum width - 96px



Print:

Minimum height - 1,6cm
Minimum width - 2,13cm

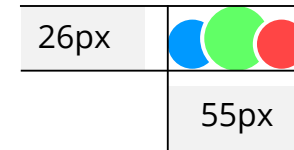


7. Minimum size

Symbol

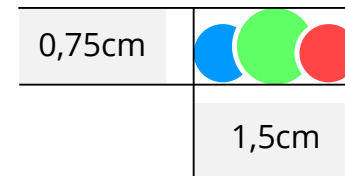
Screen:

Minimum height - 26px
Minimum width - 55px






Print:

Minimum height - 0,75cm
Minimum width - 1,5cm



8. Color specifications

To ensure accurate color reproduction, the color palette values in RGB, CMYK and Hex color, used in the logo and symbol, are available below.

		RGB	CMYK	Hex
Blue		0/153/255	100/40/0/0	#0099FF
Green		97/255/101	62/0/60/0	#61FF65
Red		255/69/69	0/73/73/0	#FF4545