yollar

BRAND BOOK

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THE YOLLAR LOGO

The new YOLLAR logo became more modern and dynamic. Left side is formed by city roads and designed in 3D.

The size and position of the two elements in relation to each other should never be altered.

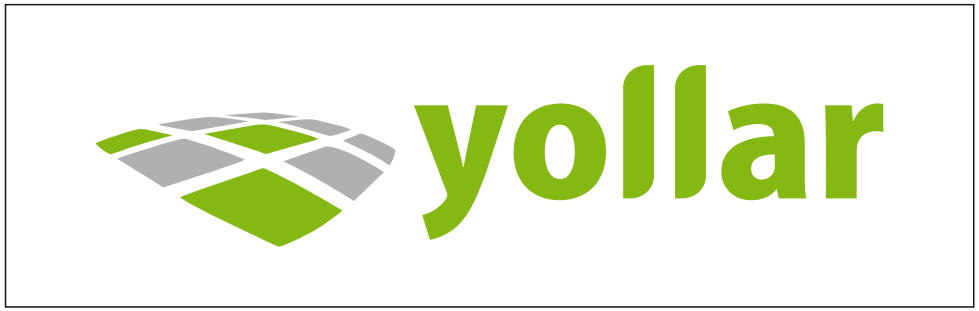
LOGO

LOGOS

There are 2 kind of logos: primaries and secondaries.

PRIMARY LOGOS

YOLLAR_logo_inv_(colourmode).eps



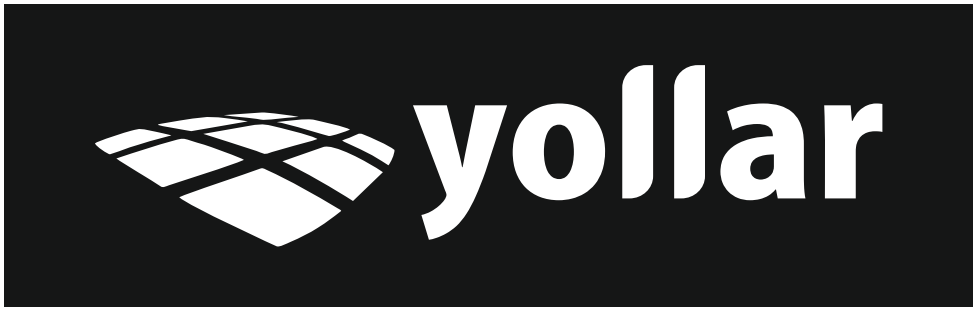
YOLLAR_logo_(colourmode).eps

LOGO

SECONDARY LOGOS

The secondaries logos have been created for cases in which the original logo can´t guarantee the desired legibility or the reproduction is limited to only one color black or white.

YOLLAR_logo2_(colourmode).eps



YOLLAR_logo2_inv_(colourmode).eps

LOGO

USING THE LOGO ON BACKGROUNDS

Preferred background colours:
- White
- Black
- YOLLAR Gray

BLACK

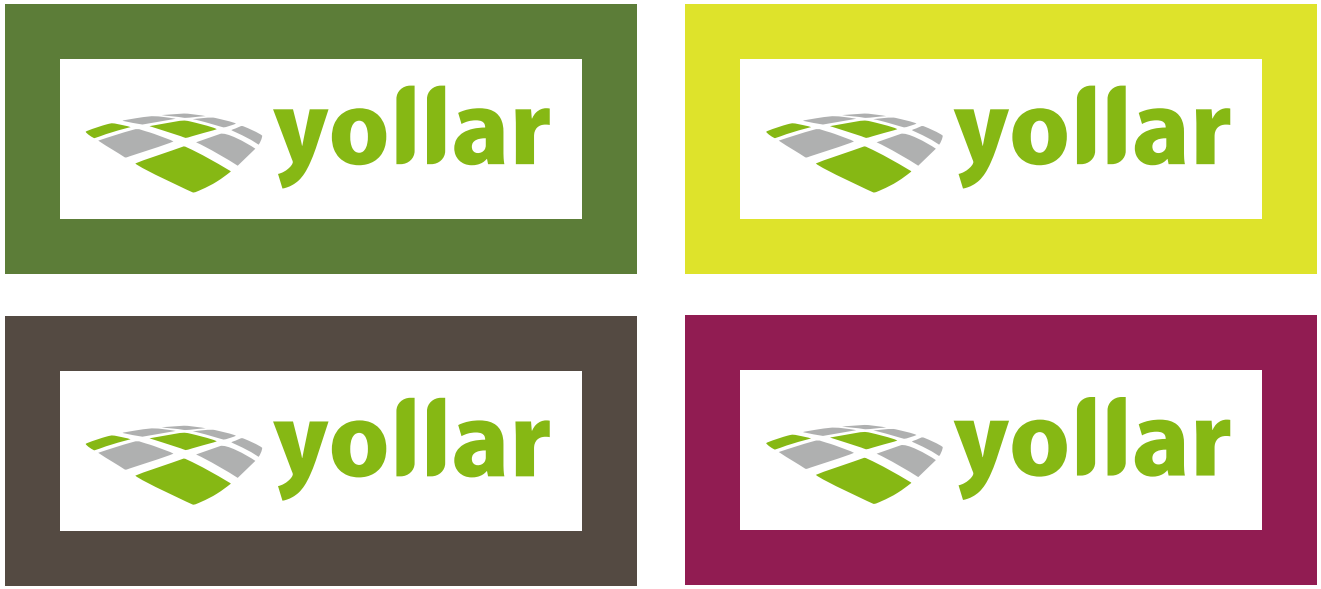
YOLLAR GRAY

WHITE

LOGO

Over other backgrounds colours use a protective area around the logo.

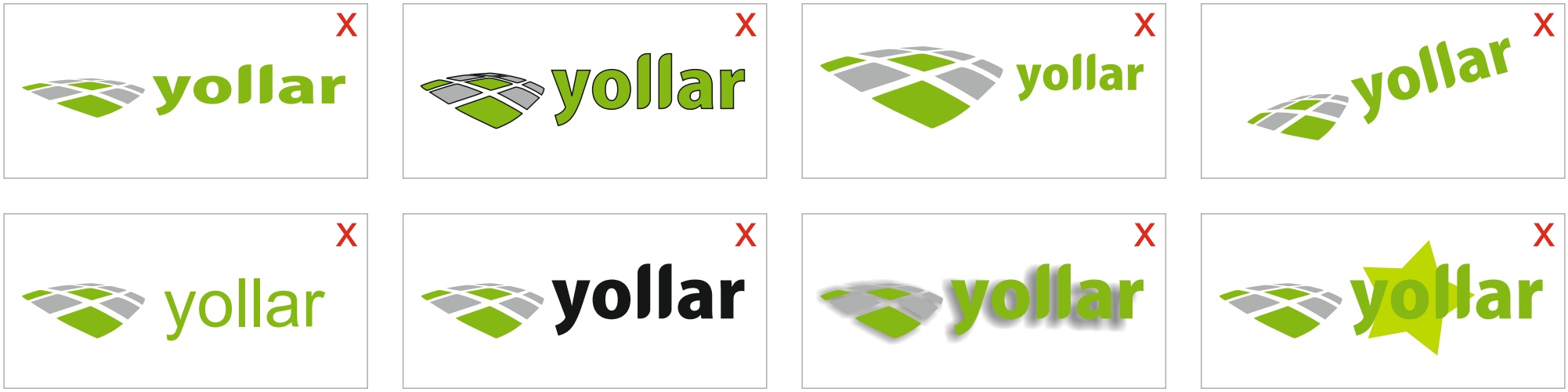
The logo can also be placed over an image if it doesn't affect it´s readability.



LOGO

LOGO DON'T'S

1. Don't distort the logo
2. Don't outline the logo
3. Don't reposition the logo elements
4. Don't rotate the logo
5. Don't change the logo font
6. Don't change the logo colours
7. Don't add shade to the logo
8. Don't place any objects behind the logo



LOGO

Print:

Minimum width for the logo is 12 mm.

12mm

On screen:

Minimum width for the logo is 45 px.

45px

SIZING AND CLEAR SPACE

Minimum size restrictions ensure that our logo is always clearly legible.

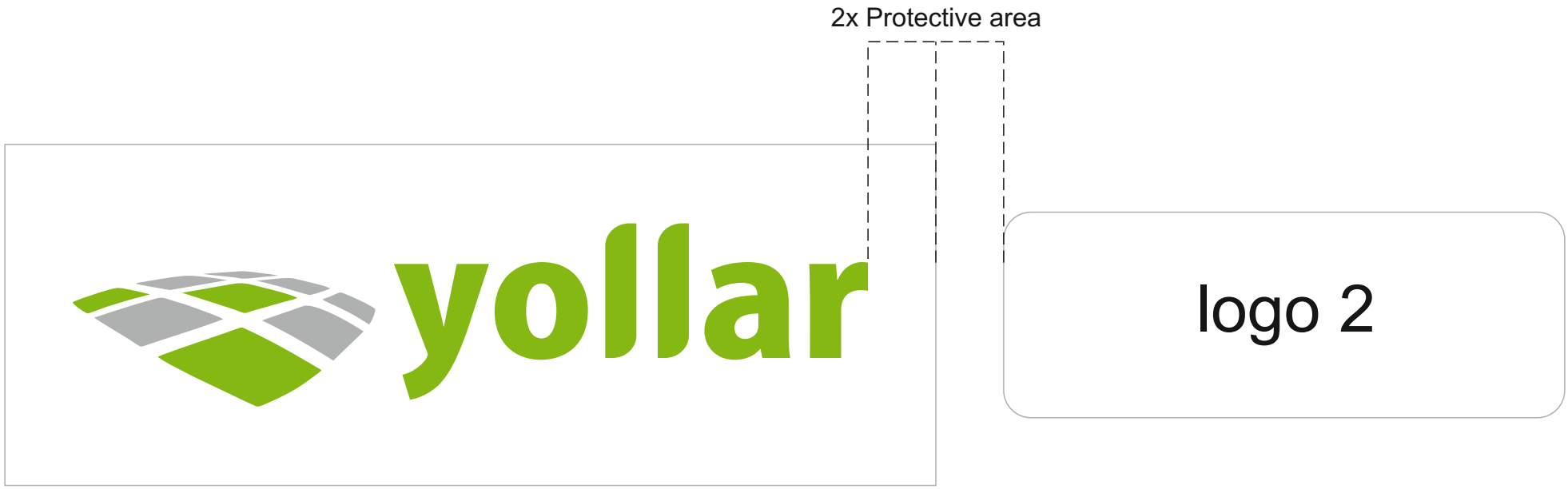
Attention: *When resizing the logo, always constrain proportions*

The YOLLAR identity requires space around it in order to maximise its presence and standout. A protective area or exclusion zone around the logo prevents the encroachment of any graphic elements interfering with the integrity of the brand.

LOGO

YOLLAR LOGO AND OTHERS LOGOS

When marketing collateral is created using YOLLAR and others logos, the layout should be like the scheme below. The logos should be centred horizontally and distanced 2x "protective area" of each other.



LOGO

LOGO AND TAGLINE

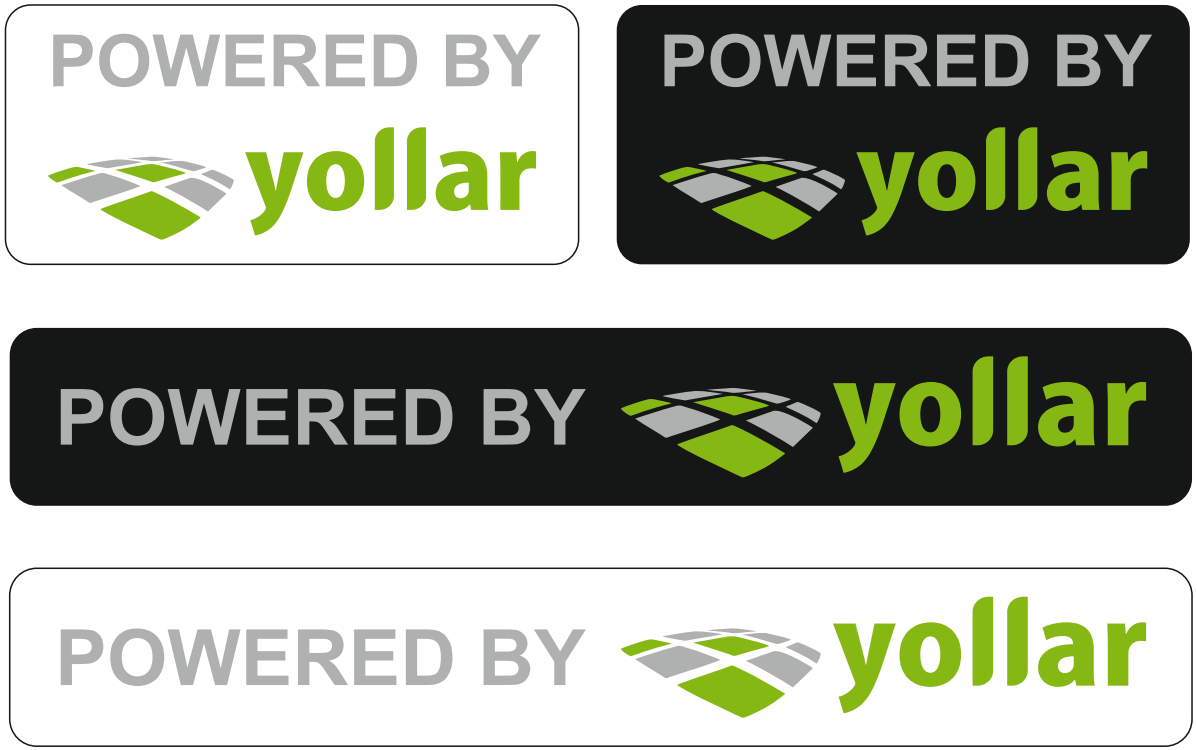
When using the tag line always use the digital files. These files are provided upon request to the marketing department. The usage on different backgrounds, must take into account the readability of the tag line.

YOLLAR_logo_tagline_(colourmode).eps

YOLLAR_logo_tagline_inv_(colourmode).eps

LOGO

POWERED BY YOLLAR SIGNATURE



LOGO

YOLLAR ICON

This icon must be used for applications.

COLOURS

CORPORATE COLOURS

YOLLAR Gray
Pantone: Cool Gray 6 C
CMYK: 0/0/0/40
RGB:178/177/175
HEX: B2B3B3

YOLLAR Green
Pantone: 376 C
CMYK: 55/0/100/0
RGB:122/186/5
HEX: 7ABA05

LOGO COLOURS

The consistent and exact use of the logo colours is an extremely important aspect of the identity. When reproducing in different media and for different applications, every effort should be made to adhere to our colour standards.
To accurately reproduce the colours use the right color system colour for each media.
When reproducing the colours in media not covered in this guide (engraving, painting, silkscreening, etc.), visually match the colours as closely as possible.

Pantone colors: Special colours purchased from the pantone company, and not mixed by using process inks. Also caled "spot" or "special" colours.

CMYK: The four process colours, cyan (blue), magenta (pink), yellow and black, which are used in traditional printing.

RGB: Red, green and blue, the colour space for anything appearing on-screen.

COLOURS

GRADIENTS

YOLLAR Green — YOLLAR Dark Green

YOLLAR Gray — YOLLAR Dark Gray

COLOUR PALETTE (MAIN COLOURS)

YOLLAR Green
Pantone: 376 C
CMYK: 55/0/100/0
RGB:122/186/5
HEX: 7ABA05

YOLLAR Dark Green
Pantone: 370 C
CMYK: 63/5/100/24
RGB:74/139/8
HEX: 4A8B08
1

YOLLAR Gray
Pantone: Cool Gray 6 C
CMYK: 0/0/0/40
RGB:178/177/175
HEX: B2B3B3

YOLLAR Dark Gray
Pantone: 376 C
CMYK: 55/0/100/0
RGB:122/186/5
HEX: 7ABA05
2

YOLLAR Black
Pantone: Process Black C
CMYK: 0/0/0/100
RGB:43/42/41
HEX: 2B2A29

YOLLAR Rich Black
CMYK: 40/30/0/100
3

YOLLAR White
Pantone: Trans. White
CMYK: 0/0/0/0
RGB:254/254/254
HEX: FEFEFE

1- only for gradient effect
2- preferred web usage
3- only for boxes usage

COLOURS

SPECIAL CALLOUTS

CMYK: 50/0/100/0
RGB:141/198/63
HEX: #8DC63F

CMYK: 63/5/100/24
RGB: 94/147/48
HEX: #4A8B08

PREFERRED TEXT COLOURS

YOLLAR Green
Pantone: 376 C
CMYK: 55/0/100/0
RGB:122/186/5
HEX: 7ABA05

YOLLAR Gray
Pantone: Cool Gray 6 C
CMYK: 0/0/0/40
RGB:178/177/175
HEX: B2B3B3

YOLLAR Dark Gray
Pantone: 376 C
CMYK: 55/0/100/0
RGB:122/186/5
HEX: 7ABA05

YOLLAR Black
Pantone: Process Black C
CMYK: 0/0/0/100
RGB:43/42/41
HEX: 2B2A29

TYPOGRAPHY

Kozuka Gothic Pro L
Preferred for print purposes.
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

Kozuka Gothic Pro H
Exclusive for screen purposes.
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

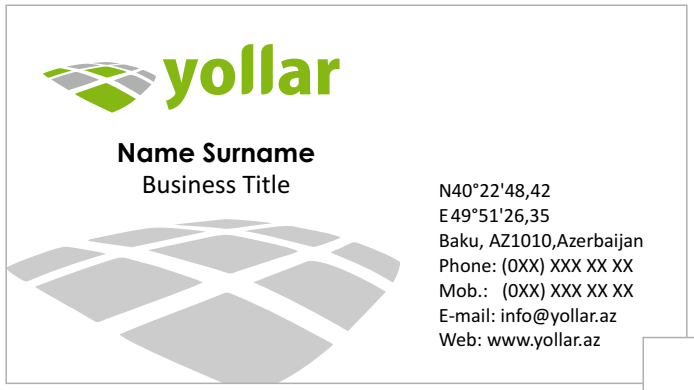
Centery Gothic
Preferred for print purposes.
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

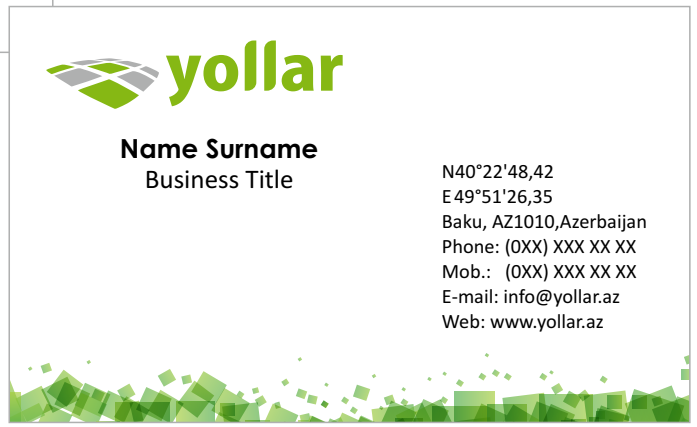
Centery Gothic B
Exclusive for screen purposes.
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
0123456789

APPLICATIONS

BUSINESS CARD

Format: 5 x 9 cm and 5,5 x 9 cm





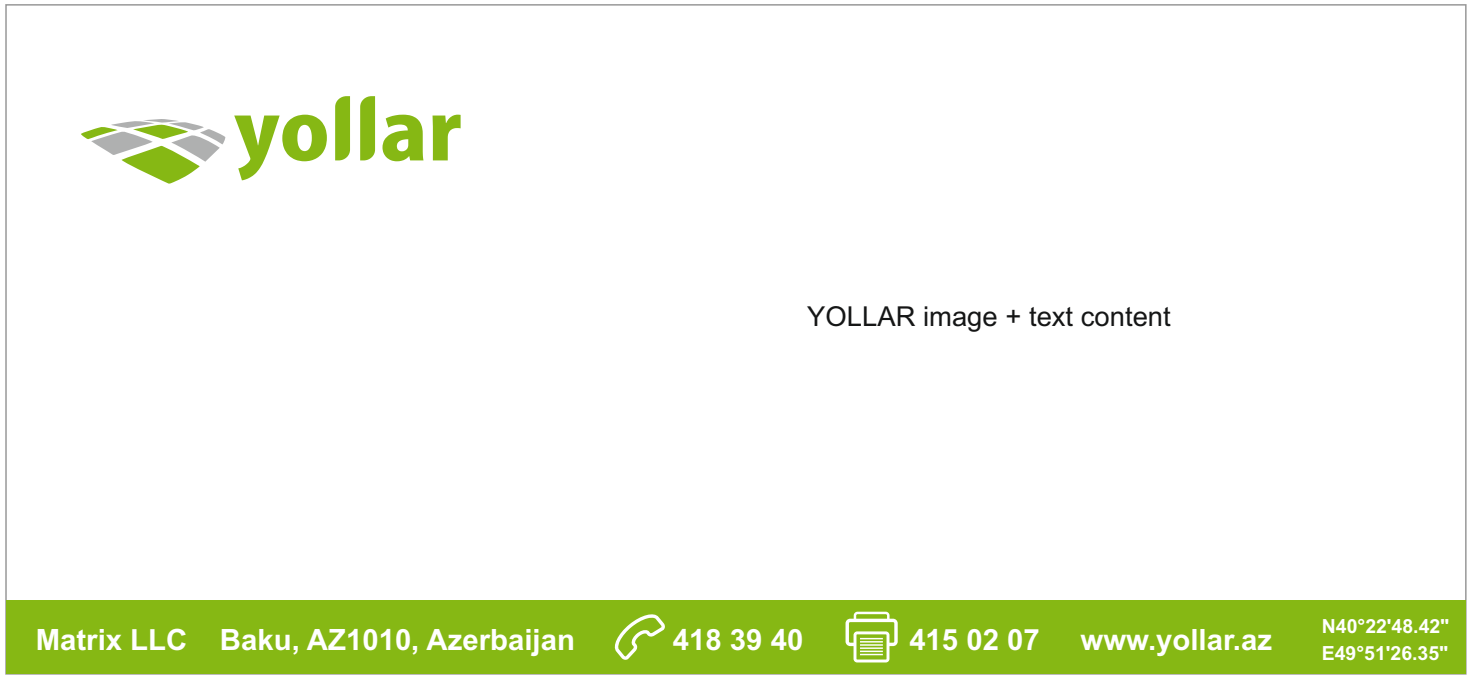
APPLICATIONS

ENVELOPES

Envelopes formats: DL (110 x 220mm)
and C4 (229 x 324mm)

THANK YOU CARD

Thank You cards must be according the layout below.



APPLICATIONS

NOTEPAD

Notepads must be according the layout below.

APPLICATIONS

FOLDER

Folders must be according the layout below.
Format: 220 x 310mm

APPLICATIONS

E-MAIL SIGNATURE

This corporate email signature should be used by all YOLLAR employees as the standard signature for your electronic communications. The standard signature includes the fields below and uses a specific size, typeface and formatting that should be used as provided (Arial 8pt) in Outlook case. It also includes a YOLLAR graphic that positions the company as a mobile multi-platform software developer. No other graphic or contact should be included.

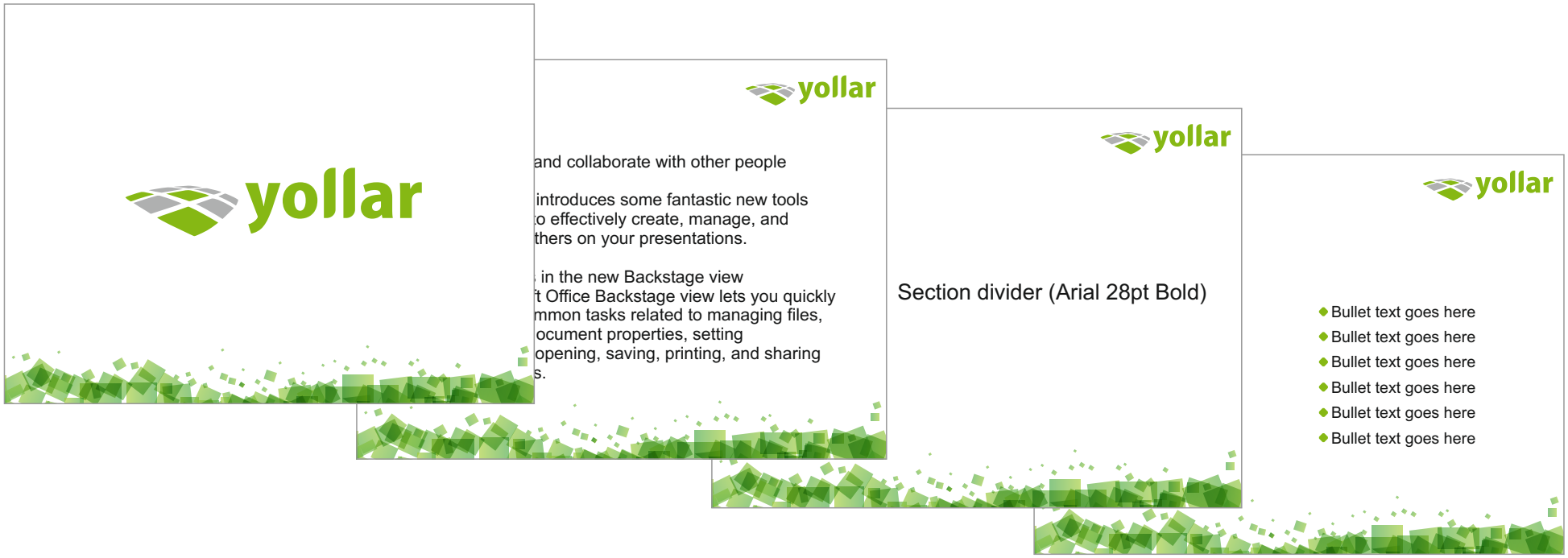
Best regards,
Name Surname
Business Title
Matrix LLC
Baku, AZ1010, Azerbaijan
N40°22'48.42"
E49°51'26.35"
Tel.: (+994 12) XXX XX XX
Cell: (+994 XX) XXX XX XX
http://www.yollar.az

YOLLAR is a Azerbaijan innovator in the development and supply of navigation systems (Windows Mobile, Symbian, iPhone, webOS and Android platforms) and GPS tracking solutions.

APPLICATIONS

MS POWER POINT® PRESENTATION

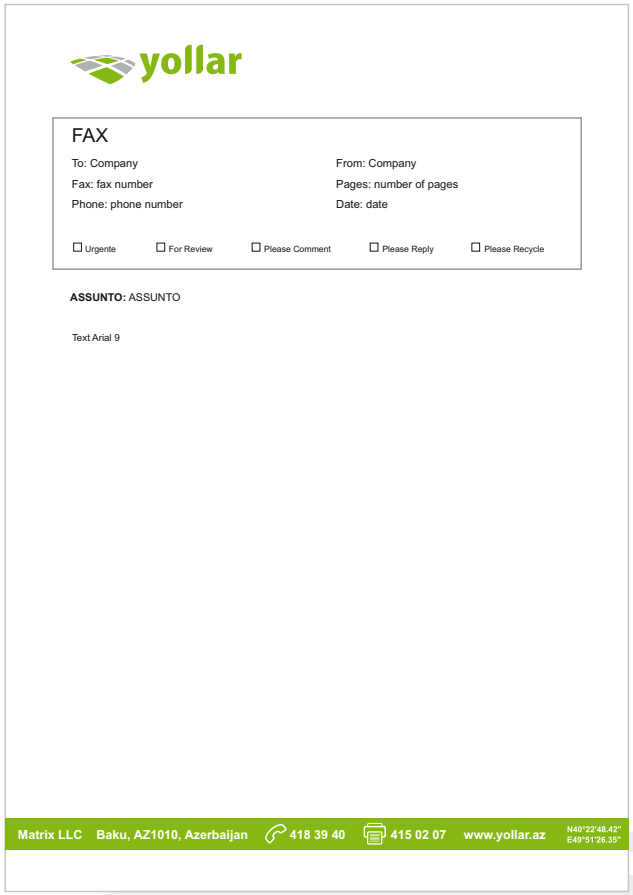
YOLLAR Power Point® presentations should use the presented layout.

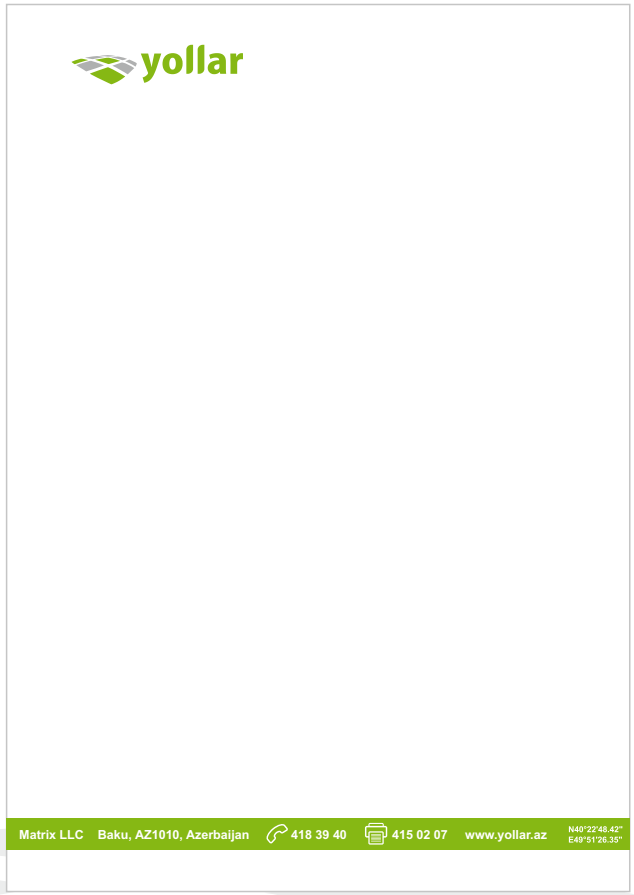


APPLICATIONS

MS WORD® AND FAX TEMPLATE

NDrive MS Word® and Fax template should use the layout below.

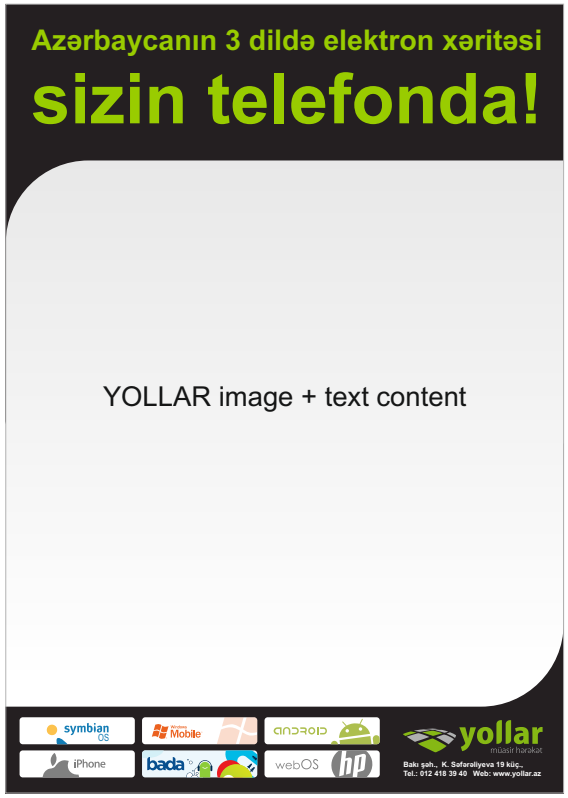


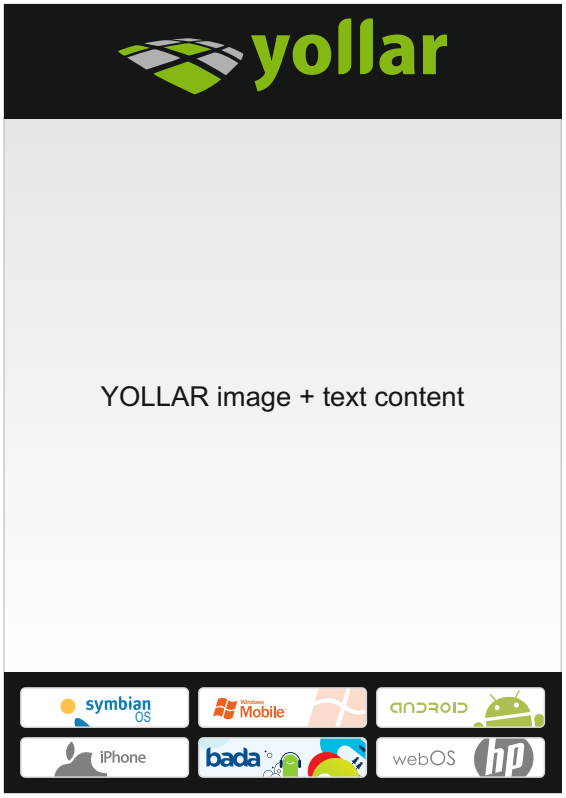


APPLICATIONS

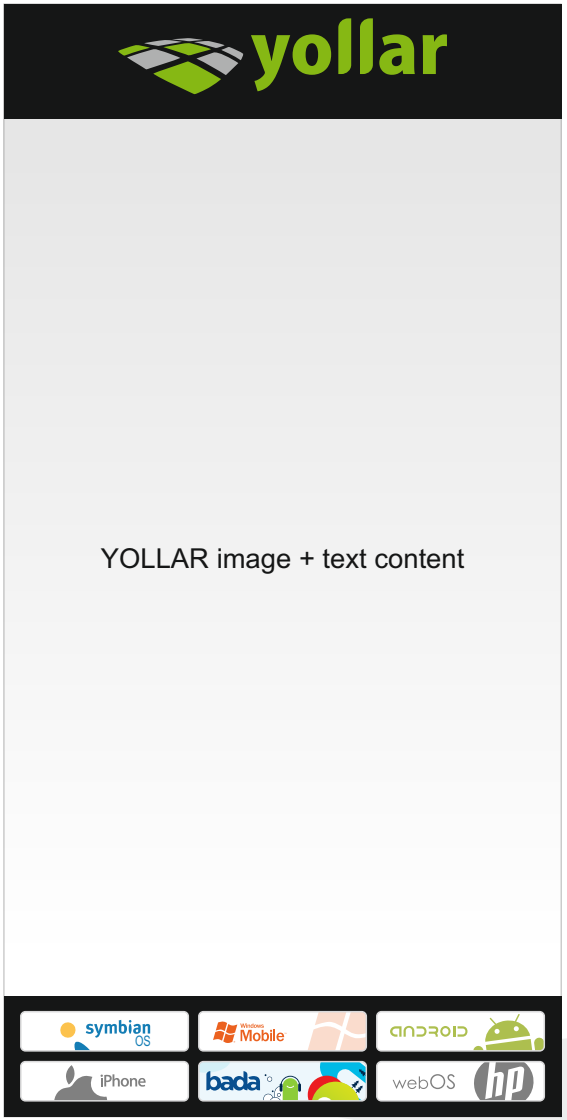
POSTERS

NDrive standard posters are A1 format (59,4 x 84,1cm) and must be according the presented layouts.





APPLICATIONS



ROLL-UPS

The standard size for roll-ups is 2x1m and must be according the presented layout.

APPLICATIONS

SIGNAGE

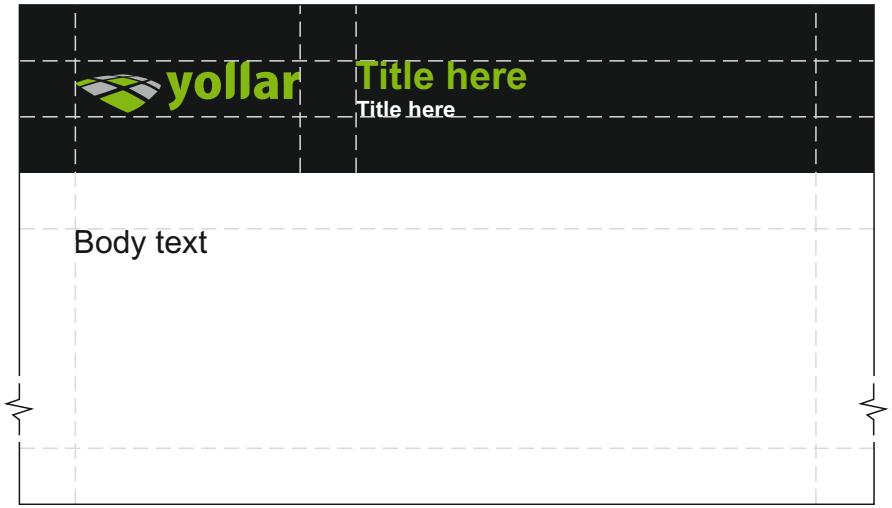
Background: YOLLAR Rich Black

Logo: YOLLAR_logo_tagline_inv_cmyk.eps

Title: YOLLAR Green

Sub title: YOLLAR White

Spacing: According the schemes



APPLICATIONS

SIGNAGE

APPLICATIONS

OTHER APPLICATIONS

APPLICATIONS

CREATED BY

Orange Label Design Studio
Czech Republic, Prague
www.orangelabel.com