

How to use YPSA Logo

Dos and Don'ts

It is essential our logo is used correctly and consistently otherwise we will compromise and weaken our brand identity. Therefore:

- never leave out either of the elements (words or image)
- never stretch or distort it
- never alter any of the colours
- never use another typeface within the logo
- never display the logo at an angle
- never use the logo on a background image that makes it unclear or where there is insufficient contrast.

Aspect Ratio of Logo

0.80:1

Color

Color Name: Dark Navy Blue

The CMYK color codes

- Cyne (C): 100%
- Magenta (M): 98%
- Yellow (Y): 30 %
- Black (K): 40%