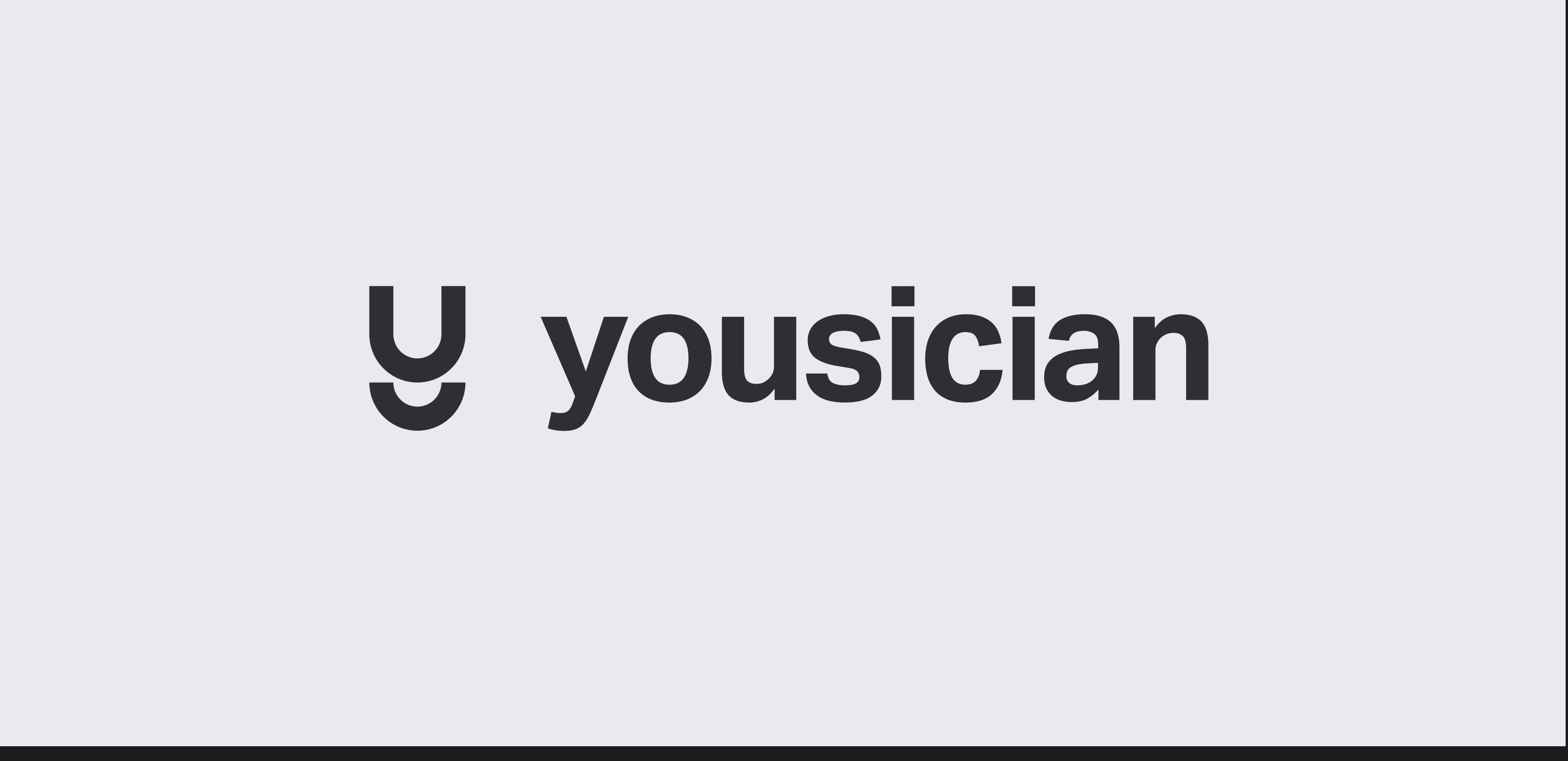


Logo

Logo = The Yoû + Wordmark

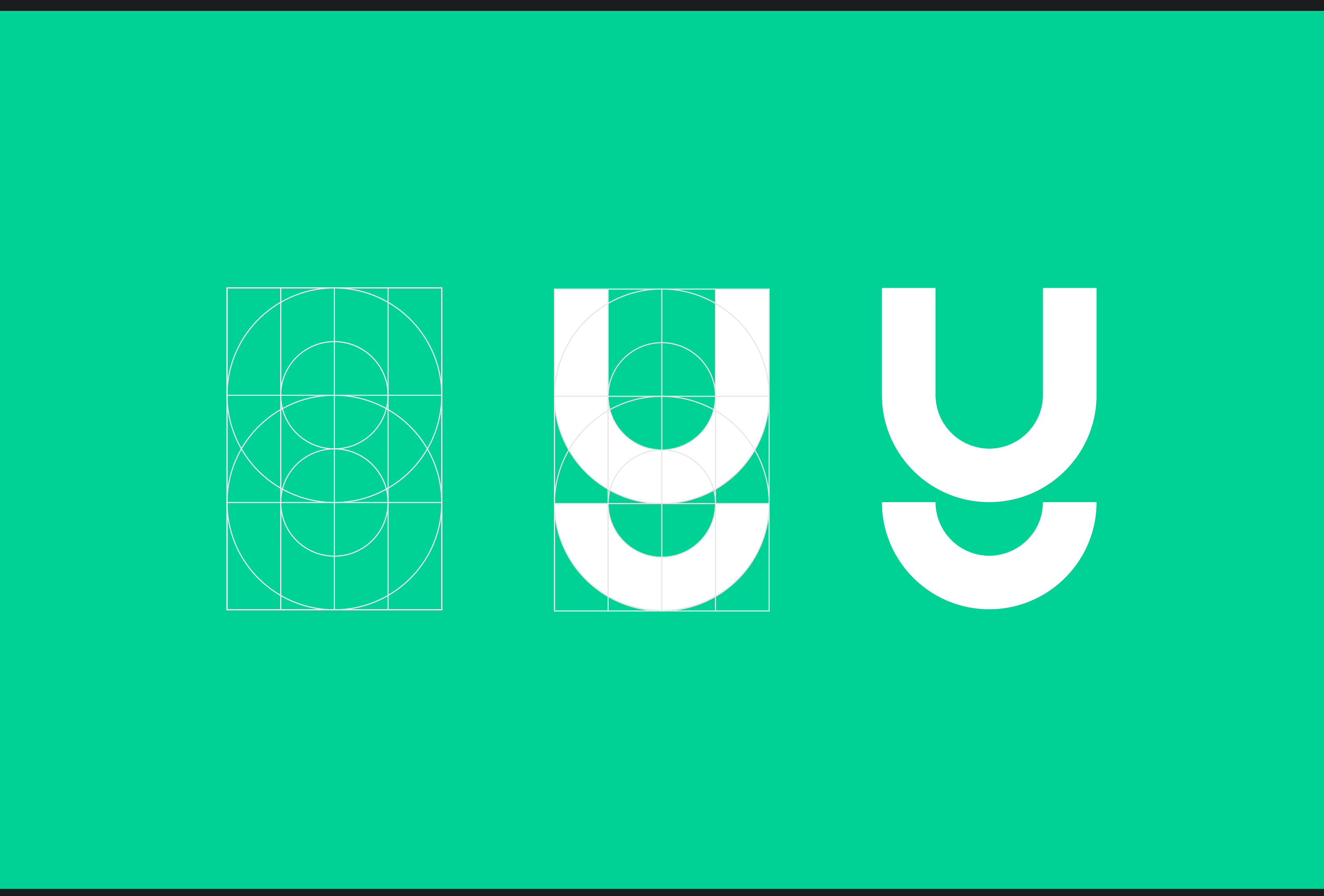
Our logo is constructed by locking up The Yoû with the logotype. It can be used in vertical and horizontal lockups. Do not use just the wordmark or just the Yoû on it's own, with the exeption of our social media icon

Horizontal logo



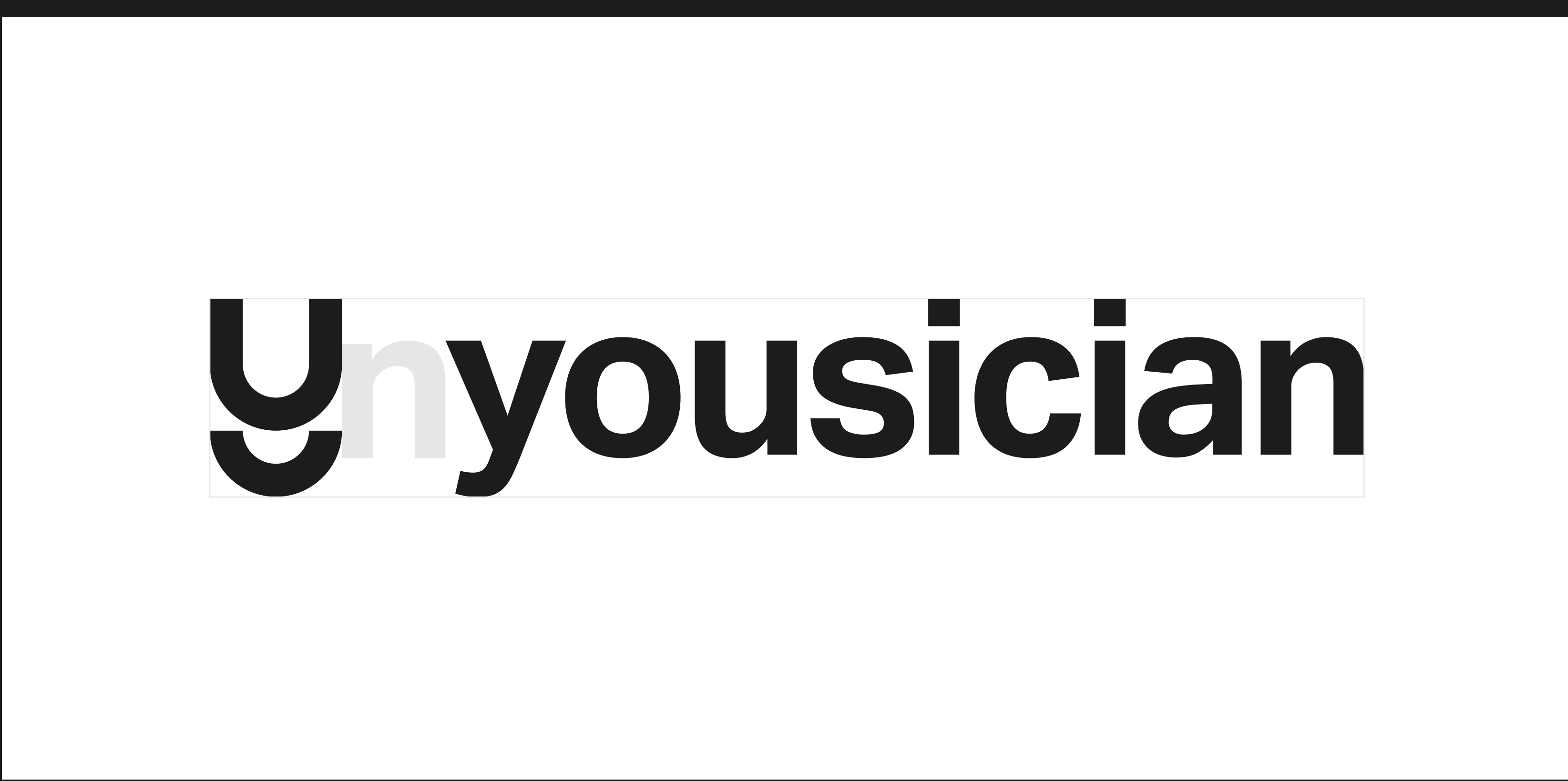
The Yoû construction

The Yoû has been carefully constructed for optimal proportions, balance and ownability. The mark should never be recreated, but it is important we record the original construction.



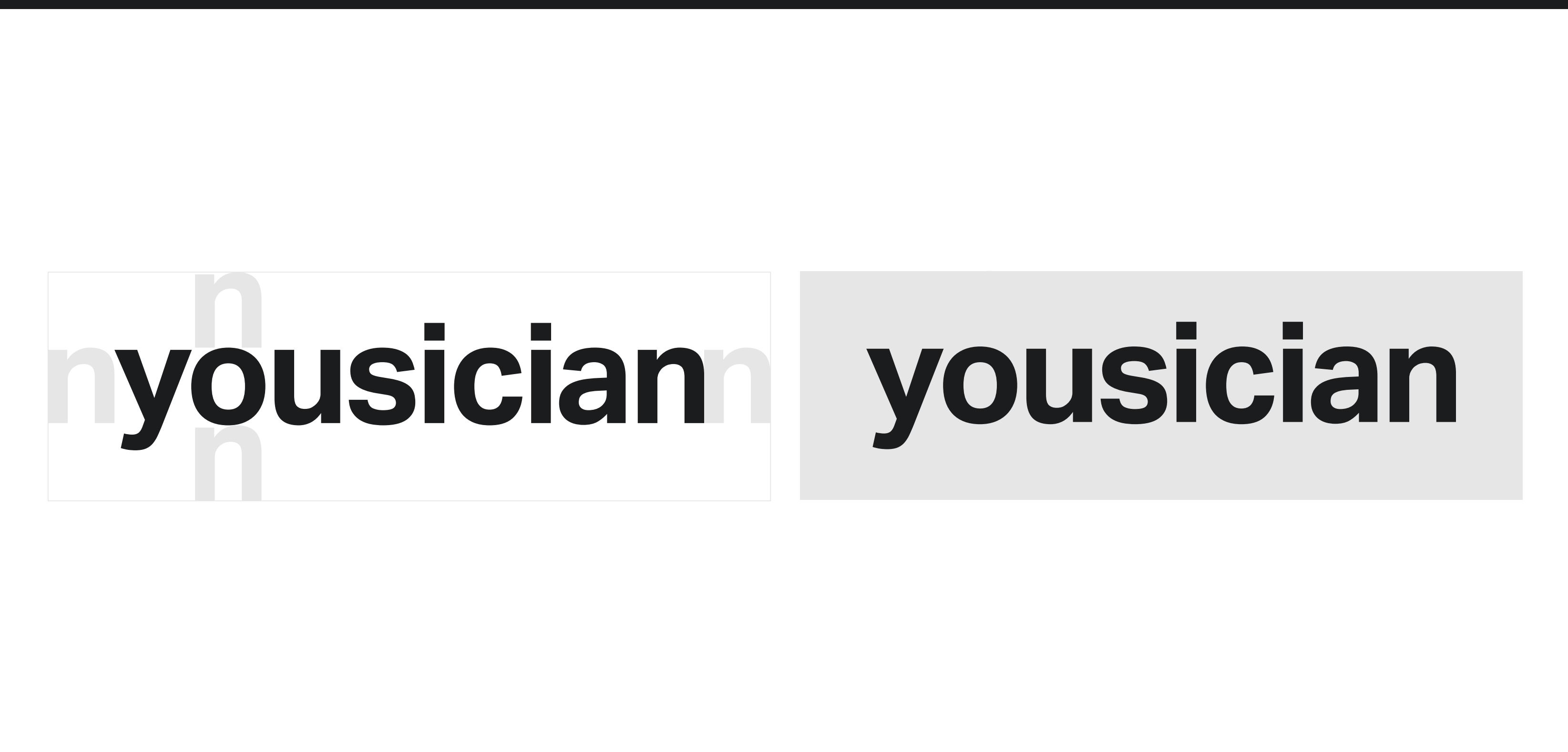
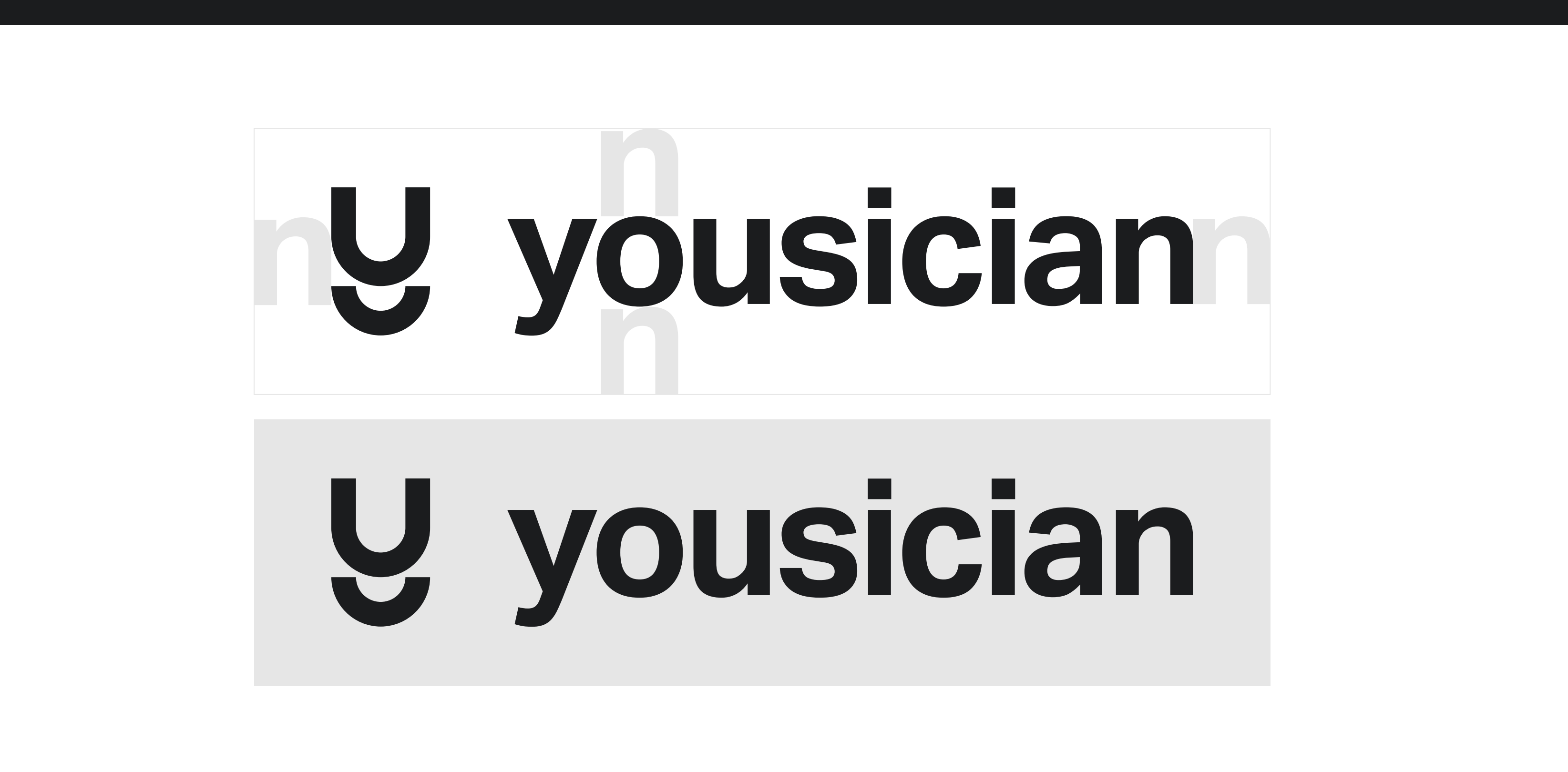
Logo construction

The horizontal and vertical lockups combining The Yoû and the wordmark are constructed with a carefully considered formula for optimal visual balance. The lockups should not be altered.



Logo clear space

The logo requires sufficient clear space around it to ensure we stand out and do not compete for space with other brands. The negative space is equal to the width and height of the letter 'n' from the wordmark. Below clear space rules need to be observed when being applied.



Sizing

The Yoû has been designed for optimal legibility in small sizes. The minimum width of the wordmark is 50px for digital applications and 3cm for print. The minimum width of the Yoû for digital is 15px and 1.27cm for print.



Social icons

Born for the social media and apps era, The Yoû works optimally in social icons and app icons. This version of the Yoû, white on green, is the only acceptable version of our icon.

