YEU

THE NUTRITION YEU CRAVE

BRAND GUIDELINES

# WHATS INSIDE

LOGO & USAGE

YEU

LAYOUT

The YEU logo should only be utilized in the specified arrangements as depicted. The colors of the logo's letters may be altered to match the chosen background color, with the 'U' highlighted in a different palette color for contrast and emphasis. When the dots are included, they should maintain consistency in size, matching the dots within the letter 'E'. This ensures that the logo remains visually cohesive and adaptable across various design contexts, while still retaining its brand identity and recognition.
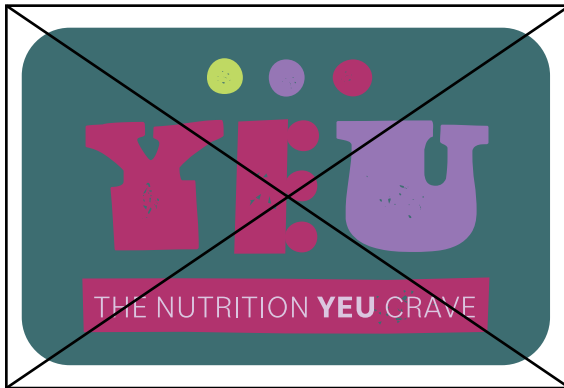
Not enough contrast; hard to read.
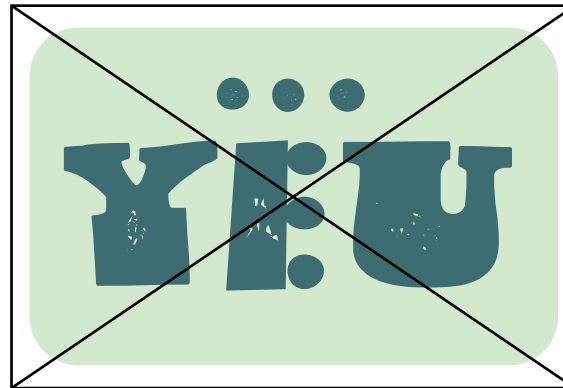
Logo should not be used in one solid color.

LOGO & USAGE

COLOR

The YEU logo colors can be changed to adapt to various background colors. The logo and accompanying banner, if included, have the freedom to utilize any of the colors featured in the color palette on page 12. Choose lighter colors on dark backgrounds for higher visual contrast, and vice versa.

The YEU logo should never be used in one solid color, or be used with a stroke.

1/4"

THE NUTRITION **YEU** CRAVE

NUTRITIONAL **BITES**

LOGO & USAGE
YEU

SPACING

The YEU logo can be utilized with the designer's discretion regarding spacing around the main logo, with or without the dots on top. When including the dots above the YEU logo, maintain a consistent spacing of 1/4 inch. Additionally, when incorporating the YEU tagline below, the top of the banner should start 1/4 inch away from the bottom of the YEU logo. Banner should not start past the recommended 1/4 inch.
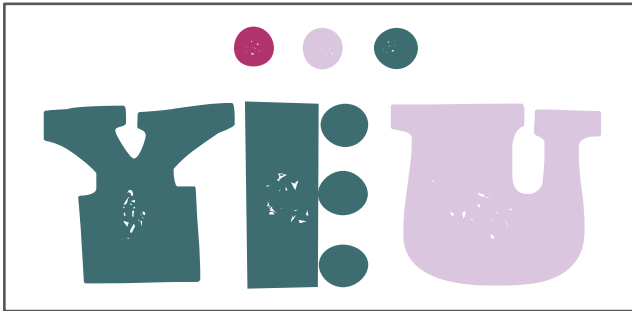
Minimum Sizing for Print
.5" wide x .5" high

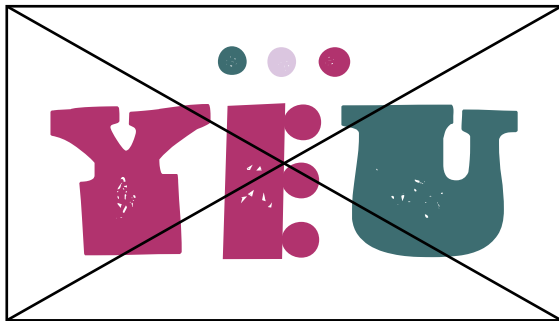Minimum Sizing for Web/Digital
512 wide x 512 high pixels

LOGO & USAGE

SIZING

The YEU logo examples provided are not true to size; instead, they indicate the minimum size requirements for print and web/digital applications.

DOTS

1/4"

LOGO

THE NUTRITION **YEU** CRAVE
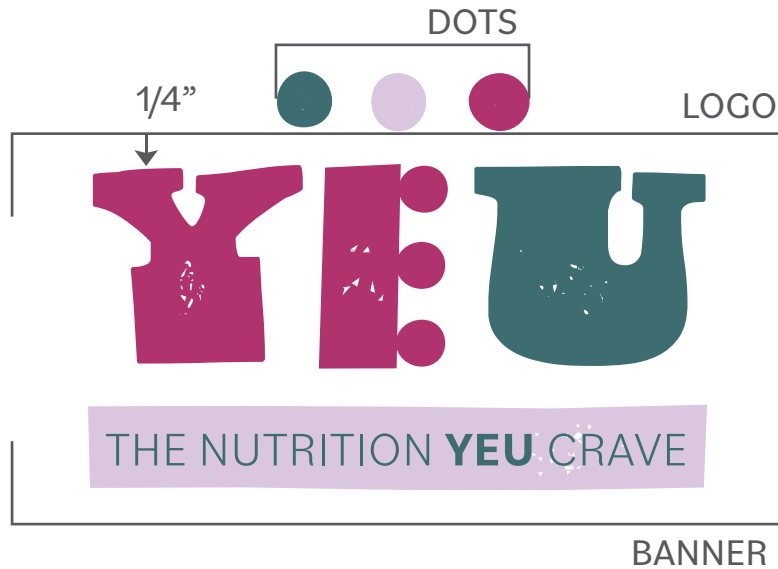
BANNER

The dot size should not be changed.
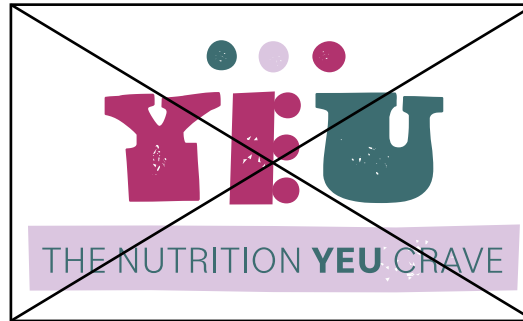
The banner size should not be changed.
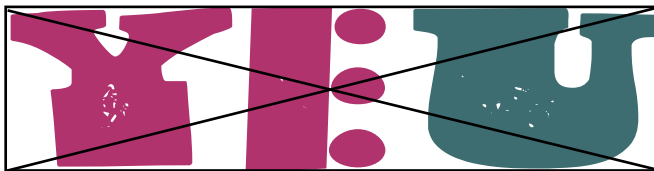
The logo should not be scaled to stretch or shrink.

LOGO & USAGE

PROPORTIONS

The only aspect of the logo that can be manipulated is the color. None of the elements should be resized or re-aligned when used. These rules apply to the logo with or without the main tagline banner.

The logo should not be scaled or stretched in any way.

HEADINGS & SUB-HEADINGS

Usurp

ABCDEFGHIJKLMNOVQRSTUVWXYZ
1234567890!@#$%^&*()

BODY COPY & ACCENTS

Bilo Light

ABCDEFGHIJKLMNOVQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Bilo Regular

ABCDEFGHIJKLMNOVQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Bilo Bold

ABCDEFGHIJKLMNOVQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Bilo Extra Bold

ABCDEFGHIJKLMNOVQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Bilo Black

ABCDEFGHIJKLMNOVQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

TYPOGRAPHY
YEU

PRINT & WEB|DIGITAL

The text and copy for YEU should adhere to the typography used for each category, as shown in the brand guidelines. Usurp and Bilo serve as the main fonts for YEU. Usurp annd Bilo Extra Bold/Black should be used for headlines across the website and packaging, while other font weights can be used as accents for various collateral.

All body copy for the website and marketing collateral should be Bilo Regular, with Bilo Bold or Extra Bold used to add emphasis.

PRINT COLORS | PANTONE

Pantone 7440	Pantone 263	Pantone 366	Pantone 5545	Pantone 7433	Pantone 621

PRINT COLORS | CMYK

C 44	C 12	C 29	C 78	C 23	C 18
M 59	M 0	M 0	M 43	M 92	M 0
Y 0	Y 22	Y 78	Y 49	Y 27	Y 24
K 0	K 0	K 0	K 16	K 0	K 0

WEB COLORS | RGB

R 150	R 219	R 191	R 61	R 178	R 210
G 118	G 198	G 217	G 109	G 51	G 233
B 181	B 225	B 99	B 113	B 110	B 205
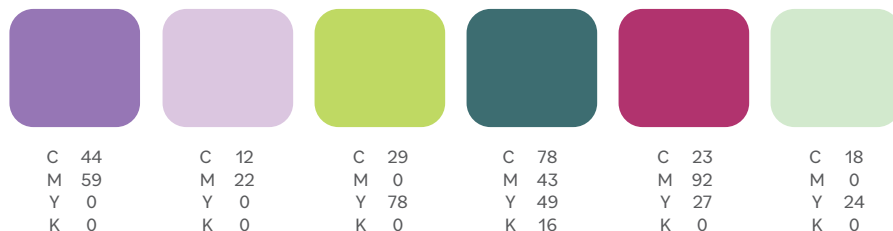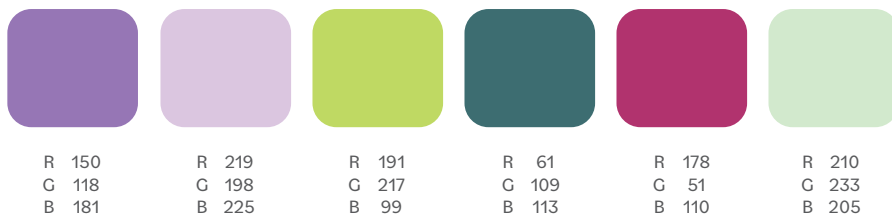
COLOR PALETTE
YEU

PRINT & WEB|DIGITAL

To ensure consistency and accuracy across all brand materials, use the specified color values as shown in the YEU brand guidelines. For print materials, such as packaging, brochures, or promotional items, the Pantone or CMYK color values should be utilized.

For web and digital collateral, including websites, social media graphics, and digital advertisements, the RGB color values should be used.

T-SHIRTS

APPAREL
YEU

PRINTING

When selecting apparel for YEU, maintain consistency with the brand's color palette to reinforce brand identity and recognition. Vendors may offer a range of color options, and while slight variations are expected, the closest match to the brand's colors should always be chosen.

TOTES

STICKERS

BOOTH TABLECLOTH

SWAG
YEU

PRINTING

Swag items should be similar in color to the brand. Usually vendors will have slightly different color options, so the the closest color should be chosen when ordering. Design colors will coincide with the swag item color choice as shown.

Introducing YEU On-The Go Bites

THE NUTRITION **YEU** CRAVE

SHOP NOW

The banner here can be used with a different tagline because it is not placed below the YEU logo.

A banner incorporating the YEU logo is recommended when paired with YEU's individual products, like the On-The-Go Bites shown here.

• HAPPINESS •

One Smart Cookie

YEU

THE NUTRITION **YEU** CRAVE

Both uses of the banner here are correct. The left shows the banner's usage as a separate entity, rather than a part of the main logo, as shown on the right.

YEU
ON-THE-GO BITES

YEU
NUTRITIONAL BITES

Do not use other product info as a tagline for the banner. Product names should be included below without a banner.

ICONOGRAPHY
YEU

BANNER

The funky banner used in different color combinations, different widths and lengths, and different taglines when **not** placed directly beneath the **YEU** logo.

The banner in the main logo should always read "The Nutrition YEU Crave." Adding other taglines and product names creates confusion on what the core company and brand is.

PATTERN
YEU

The pattern created for YEU can adorn packaging, promotional materials, and digital platforms. The patt

Whether adorning packaging, promotional materials, or digital platforms, this pattern reinforces our brand's commitment to providing convenient, nutritious snacks for individuals on the move. The pattern created for YEU represents the brand. For detailed color specifications, please refer to page 9.

I CRAVE YEU

I CRAVE YEU

YEU DO YEU

YEU GOT THIS

THE NUTRITION YEU CRAVE

NUTRITIONAL BITES

TAGLINES
YEU

Nutrition you crave, One Bite at a Time. Our taglines encapsulate the essence of convenience, taste, and vitality. Bonus points if YEU can make a YEUnique play on words!

FOCUS ●●●

YEU
ON-THE-GO **BITES**

- Vegan
- Gluten Free

MEXICAN HOT CHOCOLATE
●●●
Reishi, Lion's Mane & Chaga Mushroom Mix

SUPPORT ●●●

YEU
ON-THE-GO **BITES**

- Vegan
- Gluten Free

TRUFFLE SHUFFLE
●●●
Activated Charcoal

HAPPINESS ●

YEU
ON-THE-GO **BITES**

- Vegan
- Gluten Free

ONE SMART COOKIE
●●●
Schisandra

CALM ●●●

YEU
ON-THE-GO **BITES**

- Vegan
- Gluten Free

CHOCOLATE COVERED STRAWBERRY
●●●
Maca Powder

PACKAGING
YEU

LABELS

The YEU labels encapuslate the brand as a whole: fun, vibrant, and packed full of health benefits. New flavors should be consistent with the packaging shown here.

HAPPINESS

CALM

FOCUS

SUPPORT

YEU
ON-THE-GO **BITES**

FOCUS ●●●

MEXICAN HOT CHOCOLATE

•Vegan
•Gluten
Free

Reishi, Lion's Mane
& Chaga Mushroom Mix

PACKAGING
YEU

CATEGORIES

The YEU protein balls are broken into four categories for each primary benefit.
Each category is distinguished
by a unique color, carefully selected to evoke the essence of the protein ball's ingredients and main benefit.

PHOTOGRAPHY
YEU

IMAGES

YEU encourages the use of its range of proprietary photos over stock imagery whenever possible. These photos not only showcase our products and brand in an authentic light but also capture the essence of our brand identity. When utilizing YEU's own photos, it is ideal to include as much of the staging as possible within the shot. This approach ensures that our brand story and values are communicated effectively, while also enhancing the overall visual appeal and authenticity of our marketing materials. Images given upon request.
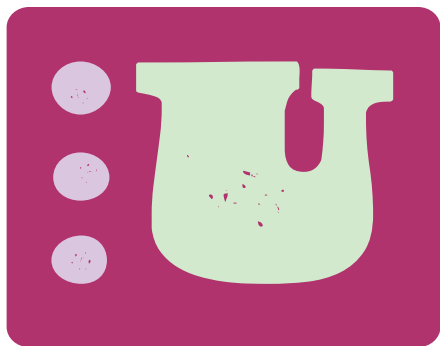
ICONOGRAPHY
YEU

FAVICON

The YEU favicon should be treated the same way as the main logo regarding color choices, scaling of individual elements, etc.