

YOUTH EXPRESS LOGO: The following versions of the Youth Express logo will accommodate most reproduction needs. Each version is available as an .eps, .jpg and .png.

FULL-COLOR



GREYSCALE



BLACK



WHITE
(only .eps & .png files support transparent backgrounds)



MAINTAINING INTEGRITY: Many design elements affect logo appearance. The Youth Express logo should be treated consistently and appropriately in order to maintain its integrity. Properly applying these elements will create a consistent look among all materials and enhance logo recognition.

CLEAR SPACE:

Always maintain an area of clear space on all sides of the logo. At a minimum, the space should be equal to the height of the "E" in "Express."



MINIMUM SIZE RECOMMENDATION FOR PRINT:

To ensure readability, always reproduce the logo from an original file. A total width of 1" is the recommended minimum size for print.



EXAMPLES OF IMPROPER LOGO USAGE:

DO NOT STRETCH OR DISTORT



DO NOT CHANGE FONT



DO NOT CHANGE COLOR



COLOR PALETTE:

The Youth Express logo is a “full-color” logo, intended to print in CMYK (process color) or be seen on the web (RGB). However, these colors are the recommended for use in tandem with the logo:



Pantone 426
C:74; M:66; Y:62; K:67
R:37; G:40; B:42
Hex: 25282a



Pantone 7461
C:93; M:31; Y:4; K:1
R:0; G:124; B:187
Hex: 008ac7



Pantone 526
C:67; M:98; Y:2; K:1
R:115; G:48; B:139
Hex: 73308b



Pantone 219
C:6; M:98; Y:9; K:0
R:224; G:23; B:131
Hex: e01783



Pantone 7482
C:96; M:8; Y:99; K:1
R:0; G:157; B:79
Hex: 009d4f

LOGO TYPOGRAPHY:

The font “Big Noodle Tiling” is used for the main logo typeface. It may be used as a header-font in Youth Express related communications, but it is not recommended for body copy. It has been included in the logo collection.

BIG NOODLE TILING REGULAR

1234567890 !
@#\$%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

BIG NOODLE TILING OBLIQUE

1234567890 !
@#\$%^&*()-=+
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

SECONDARY TYPOGRAPHY RECOMMENDATION:

The Fira Sans font family is recommended for use in tandem with the Youth Express logo. There are many options available: light, thin, oblique, regular, book, bold, ultra, etc. It has been included in the logo collection and is a Google font (web-friendly and readily available).

FIRA SANS THIN

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS SEMI-BOLD

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS LIGHT ITALIC

1234567890
:@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS LIGHT

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS BOLD

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS ITALIC

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS REGULAR

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

OPEN SANS EXTRABOLD

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS MEDIUM ITALIC

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS MEDIUM

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS HEAVY

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

FIRA SANS SEMI-BOLD ITALIC

1234567890
!@£\$%^&*()-=+
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ