



Brand guidelines

1. Basics

24 January 2022

Yoti logo

The Yoti logo is the primary touchpoint of the brand. It represents many of the Yoti principles: simplicity, security and fair exchange of information. Its bold form means it reproduces well and is easily recognisable.

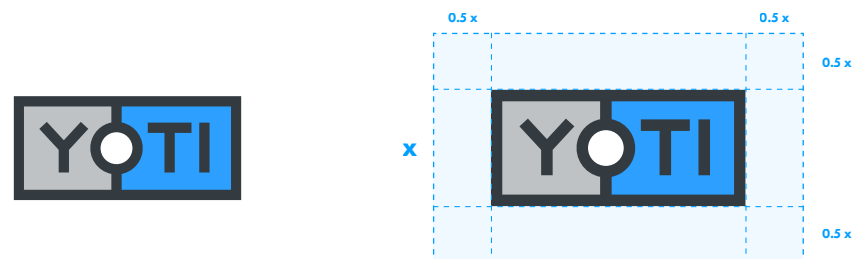
Alternative colours

The full colour version of the logo is the default version and should be used wherever possible. The solid reverse logo should be used on dark backgrounds. If colour availability is restricted in print applications then use the solid positive logo.

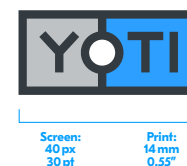
Specific requirements

If printing the logo on textiles, interiors or bespoke applications, please contact design@yoti.com.

Clear space



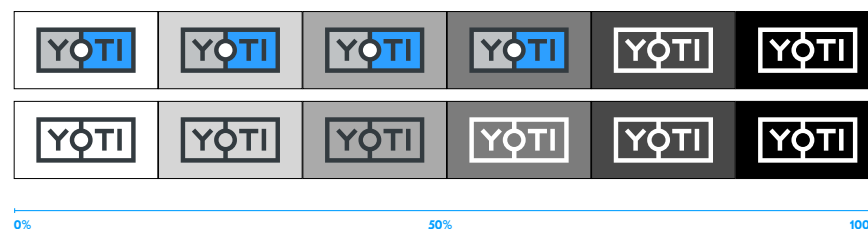
Minimum size



Alternate colours



Contrast

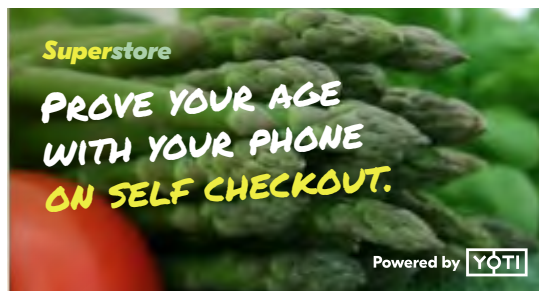


Powered by Yoti lockup

Our Powered by lockup is for instances of Yoti technology being implemented by a Yoti partner. The example below shows how a superstore might promote Yoti Age Scan technology in their self checkouts.

Wherever this logo is used the partner should seek approval from Yoti by contacting design@yoti.com.

Example:

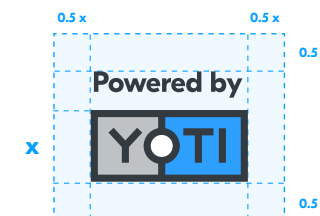


Clear space

Powered by 



Powered by



Minimum size

Powered by 

Screen:
100 px
75 pt

Print:
20 mm
0.79"

Powered by



Screen:
50 px
36 pt

Print:
10 mm
0.4"

Alternate colours



Full colour



Solid reverse



Solid positive



Full colour



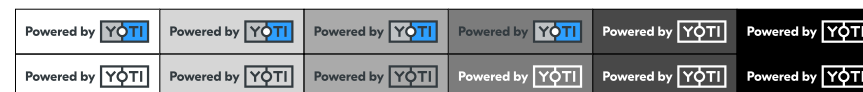
Solid reverse



Solid positive

Contrast

The same rules apply for vertical arrangements



0%

50%

100%

Co-branding

This is how we present the Yoti logo where in joint partnership with another organisation. Here we show the Yoti logo on the left, but it doesn't have to appear in this order.

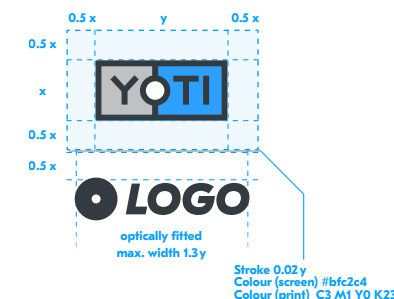
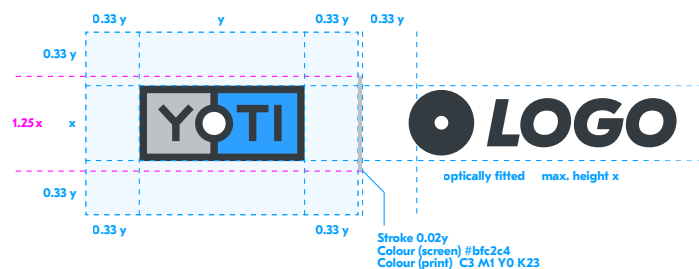
The co-branding convention is different from our Powered by Yoti convention because it promotes a business to business partnership, instead of just a technical integration.

Example:

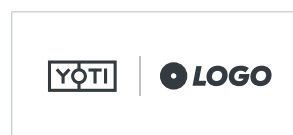
*Prove who you are with Yoti,
and collect your parcel.*



Clear space



Alternate colours

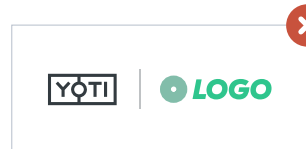


Solid positive



Solid reversed, stroke colour #fff, opacity 35%

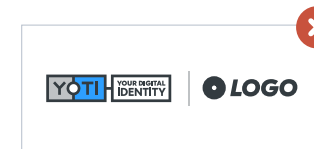
Common mistakes



Don't use the solid colour logo with full colour partner logos



Don't use vertical versions of partner logos in horizontal arrangements



Don't use a lockup logo for co-branding

Common mistakes

Consistent, correct use of the Yoti logo is good news for everyone: partners, customers, Yoti. Everyone. It helps with brand recognition and it helps us to appear professional.

To avoid some of the most common mistakes, be careful not to:



Squash or stretch the logo



Alter the colour inside the logo



Put the logo at an angle



Change the outer shape



Apply shadows or other effects



Place elements too close to the logo



Use the full colour logo on dark backgrounds



Use the full colour logo on busy backgrounds



Place other elements in front of the logo



Use the solid reverse logo on light backgrounds



Create custom lockups



Create sub-logos



Alter the logo colour where colour availability is limited



Use custom colours for the solid logo



Create a custom greyscale logo



Use print colour logo on a screen application (and vice-versa)

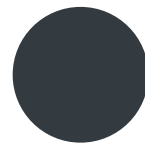
Print vs. Screen

It's important you use the dedicated logo versions for both print and screen.

Assets in RGB and CMYK

All logo assets are available in both print and screen versions. Make sure you use the right version for the right display output.

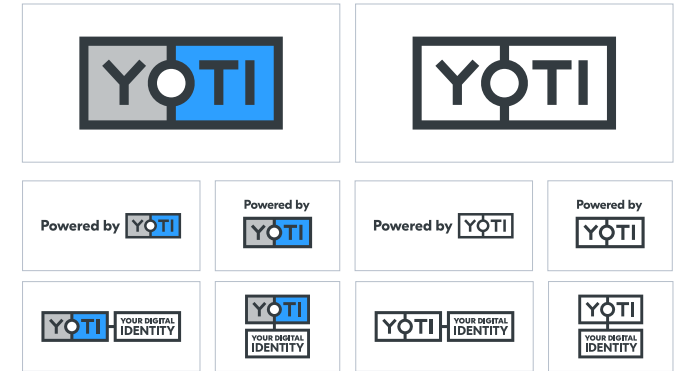
Assets for screen (RGB)



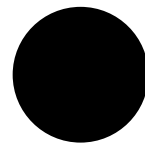
Yoti charcoal
R51 G59 B64
#333B40



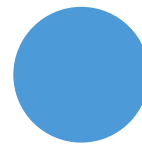
Yoti blue
R45 G159 B255
#2D9FFF



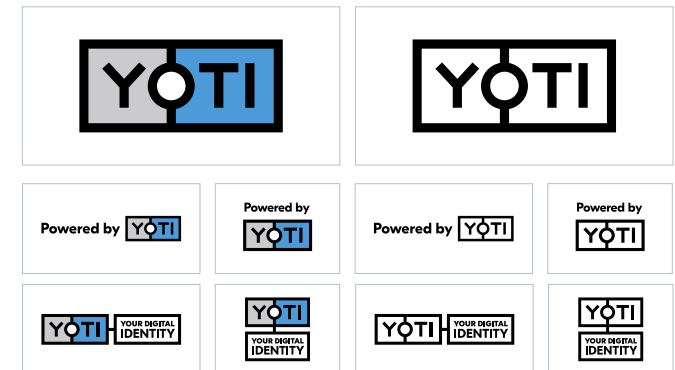
Assets for print (CMYK)



Yoti charcoal
C10 M0 Y0 K100
PMS 432



Yoti blue
C90 M15 Y0 K0
PMS 2925



In writing

We need to take care when representing our brand in writing too.

Common mistakes

Creating a  is easy

Don't use the logo as a replacement for text

YOTI

Don't write in all caps

Just Yoti it

Don't use Yoti as a verb

yoti

Don't use all lowercase

The right way

Yoti

