



# You42 / Brand Standards / Logo



## Primary Logo

Our versatile logo works across media platforms by capturing the energy of our users and acting as an icon for entertainment.

PRIMARY YOU42 BLUE (HEX 03b0d3)



## COLOR VARIANTS







## You42 / Brand Standards / Logo Clear Space

### Clear Space Rules

This diagram illustrates the minimum amount of space surrounding the logo. To ensure consistency, space is calculated in "X" spaces (a square equal in height to the lower section of the You42 logo in that layout). Although there is no such thing as a You42 logo that is too large, we recommend a minimum width of 1" in size. Please use caution when scaling down any of the logos in the brand family.



Minimum size 1"



# You42 / Brand Standards / Icons

## Clear Space Rules

The You42 icon is our secondary mark and is typically used in mobile interfaces, app icons and infographics. The icon should be used sparingly and only when the primary logo cannot be utilized.



## Icon Variations

Variations of the icon are permitted when legibility concerns arise. These variants are particularly useful on backgrounds of extreme value (light & dark).







## You42 / Brand Standards / Logo on White

### Logo on White

The You42 black logo should be used on lighter backgrounds in order to improve legibility.

Primary Logo



Icon



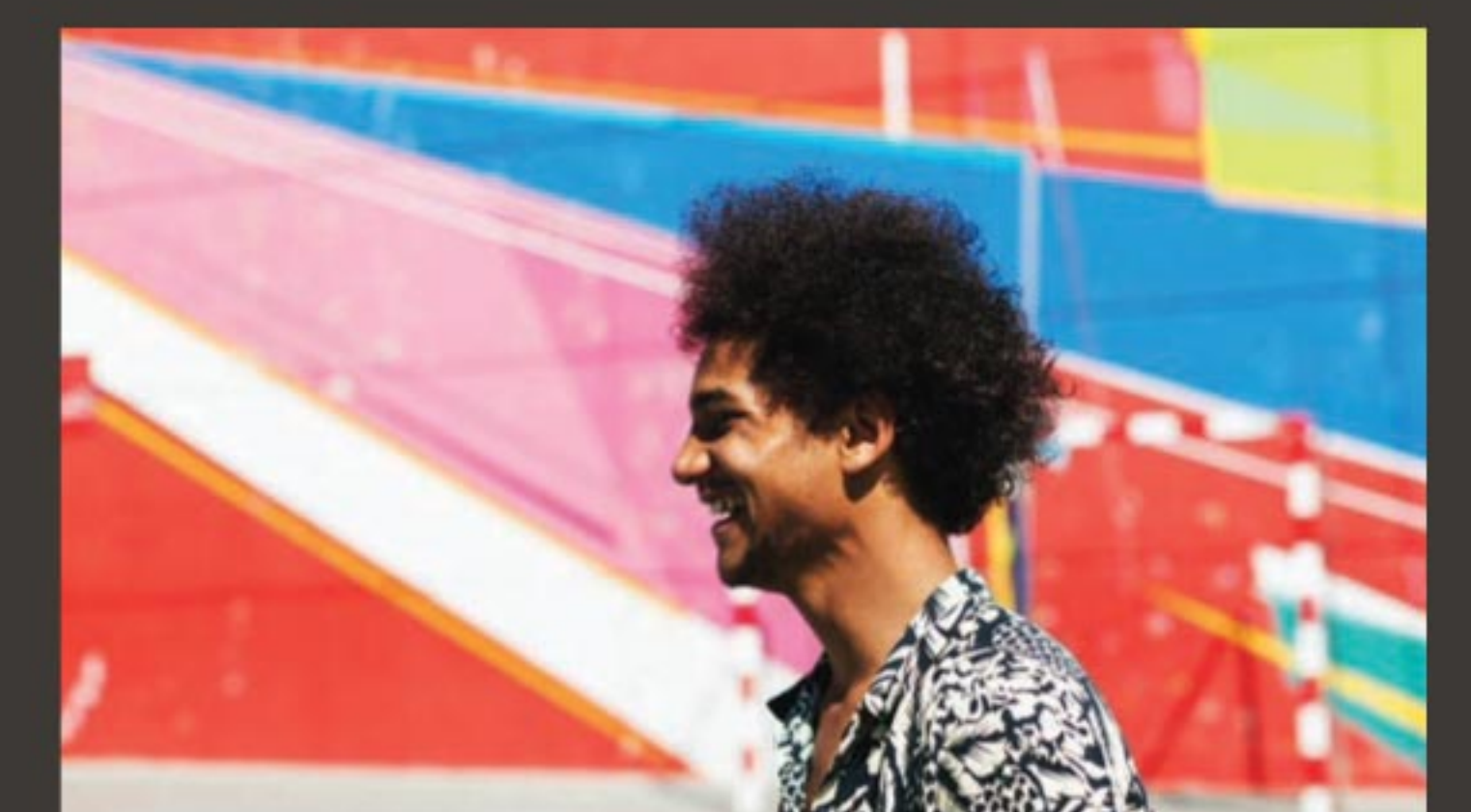




# You42 / Brand Standards / Photographic Logo

## Personalized Logo

Capturing the culture and lifestyle of "The Hopeful" target demographic (see brand story) the You42 image style features a variety of candid, in-the-moment photographs. The primary images should be division related; music, video, words, sports and games.





# You42 / Brand Standards / Improper Use



## Dont's

Shown are several of the most common examples of unacceptable handling of the You42 logo. These examples and any other non-standard variations are discouraged in any and all media unless otherwise permitted and approved by You42.

- 01 **DO NOT** skew the logo
- 02 **DO NOT** distort the logo
- 03 **DO NOT** configure the logo vertically
- 04 **DO NOT** omit portions of the logo
- 05 **DO NOT** obstruct the logo
- 06 **DO NOT** rotate the logo
- 07 **DO NOT** reverse the logo
- 08 **DO NOT** outline the logo
- 09 **DO NOT** use drop shadows on the logo.



01



02



03



04



05



06



07



08



09





## You42 / Brand Standards / Typography

### Primary Typography

Montserrat is our primary typeface and is typically used in headers or when displaying large content. The two weights used are Regular and Bold.

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890





## You42 / Brand Standards / Typography

### Secondary Typography

Helvetica Neue is our secondary typeface and is typically used in body copy and disclaimers. The two weights used are Regular and Bold. Arial may be used as a substitute for Helvetica Neue if it's not available.

Aa

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**





# You42 / Brand Standards / Color Palette

## Color Palette

The color palette has been created to achieve a vibrant overall look for You42. The primary color can be used to call attention to key headlines and the secondary colors can be used as section indicators of varying levels of content and divisions.

## Primary Colors

**YOU42 BLUE**  
PSM 638 C  
C 73 M 9 Y 12 K 0  
R 3 G 176 B 211  
HEX 03b0d3

**YOU42 GRADIENT**  
PSM 638 C  
C 73 M 9 Y 12 K 0  
R 3 G 176 B 211  
HEX 03b0d3  
-30°  
PSM 7677 C  
C 69 M 79 Y 0 K 0  
R 107 G 82 B 161  
HEX 6b52a1

**YOU42 BLACK**  
PMS BLACK 7  
C 38 M 35 Y 33 K 92  
R 61 G 57 B 53  
HEX 3D3935

**WHITE**  
PMS WHITE  
COMOYOKO  
R 255 G 255 B 255  
HEX FFFFFFFF





# Need Clarification? Contact the Design Team.

Please send your request via email to **[designsupport@you42.com](mailto:designsupport@you42.com)**.