



# Logo

## 02

A new brand signifier for Yorizon to be used wherever the brand is present.

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## Logo Introduction

The logo was uniquely crafted to perfectly capture the brand's essence.

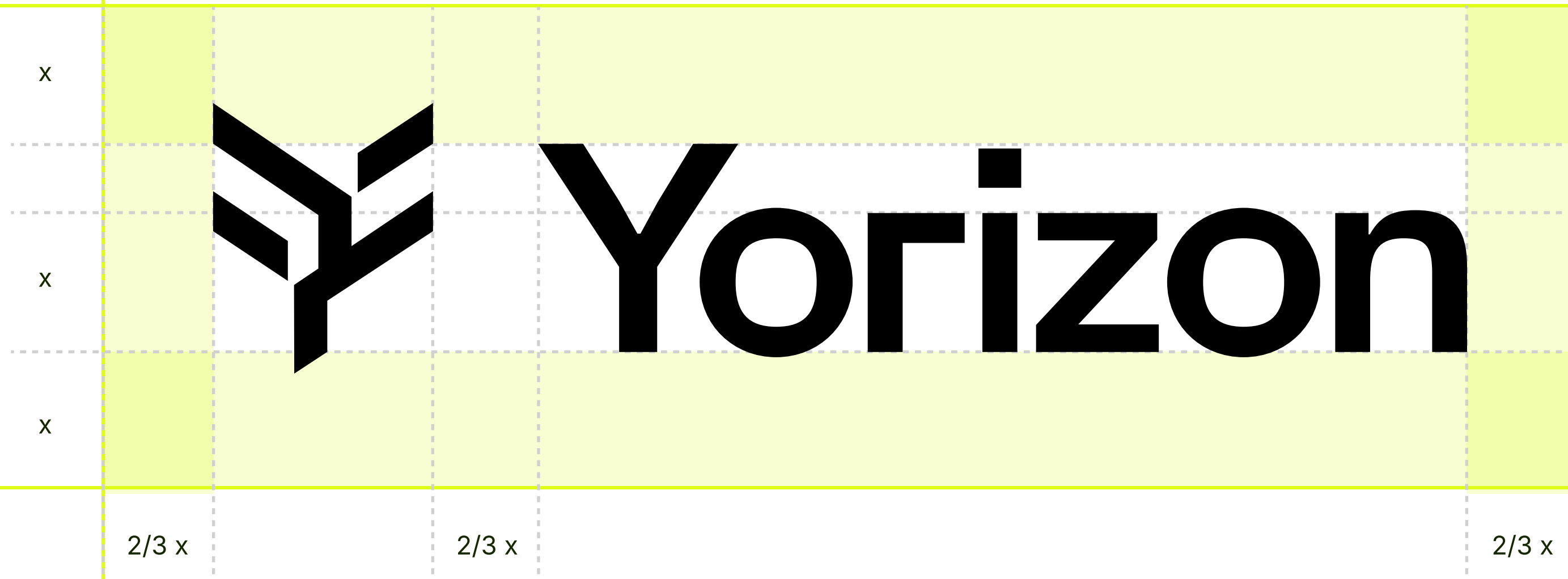
It combines a brand mark with a custom-designed logotype, featuring a style that is both simple and impactful.

The ultra-simplified <r> ensures memorability. The logomark, an abstract <Y>, symbolizes data upload and download, and also honors the architecture of the data centers.



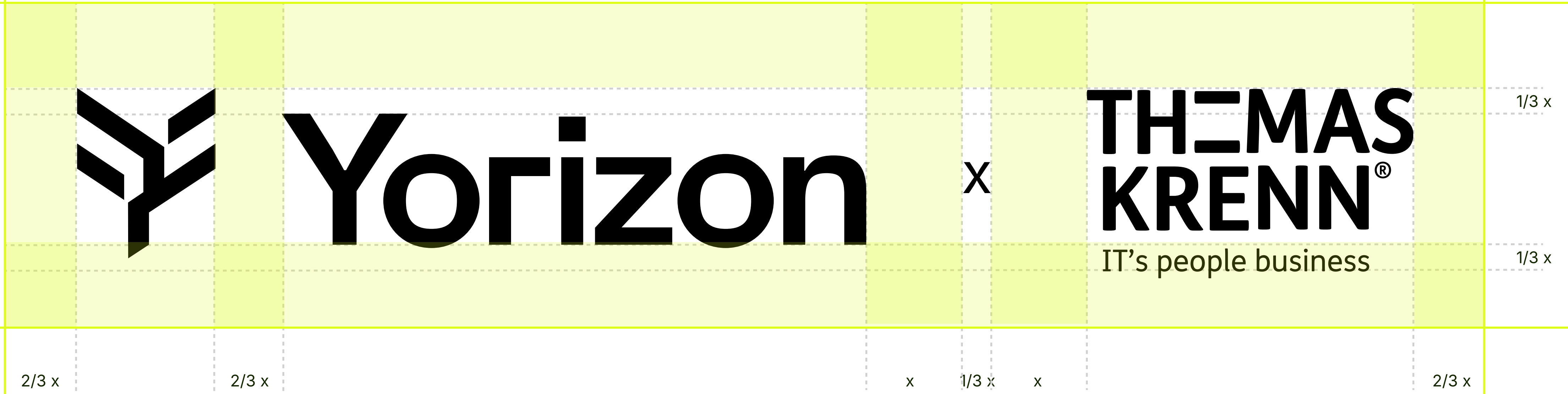
# Logo Safe Space

Ensure there is adequate space surrounding the Yorizon logo to allow it to breathe. The safe space is defined by the x-height of the logotype, as shown in the scheme. This spacing is already incorporated into the logo files.



## Logo Co-Branding

When showcasing our partnerships by combining the Yorizon logo with others, it is essential to adhere to the same rules for maintaining safe space around the logo. This ensures consistency and proper spacing as defined by the x-height of the logotype.



## Logo Variants

The logo is available in three color options: Contrast, Clarity, and Utopia. These versions are included in the logo package, and no additional color variations should be created.



A. Contrast Variant



B. Clarity Variant



C. Utopia Variant



#### A. Contrast Variant

On bright and light backgrounds only the dark logo variant is to be used. See examples displayed.

In order to maintain clear readability, make sure to use the logo on white/light colored backgrounds and light pictures only.

 **Yorizon**

Utopia

 **Yorizon**

Stone

 **Yorizon**

Sky

 **Yorizon**

Clarity



# Logo Colors



## B. Clarity Variant

On dark backgrounds the white logo is to be used.

In order to maintain clear readability, make sure to always keep the contrast between logo and background as high as possible.





# Logo Colors



## C. Utopia Variant

The Utopia color way can be used on dark backgrounds as well. Since the contrast would not be high enough on the lighter tones, we encourage to only use it on those displayed on the right.

**Yorizon**Forest

**Yorizon**Contrast

**Yorizon**Ash







# Logo Backgrounds



In order to maintain clear readability, make sure to use  
Contrast Variant on light background pictures only;  
Clarity Variant on dark background pictures only;  
Utopia Version on black and white background pictures only.



## Logo Don'ts

It is important that the appearance of the logo remains consistent.  
The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way.  
It should only be reproduced from the artwork provided.



Don't adjust stroke or  
letter thickness



Don't rotate, wrap or change  
logo proportions



Don't move letters or graphic  
elements around



Don't use or create other  
versions of the logo



Don't use other color combinations  
unless specified in this styleguide



Don't apply drop shadows  
or any other text effect





## Logo Don'ts

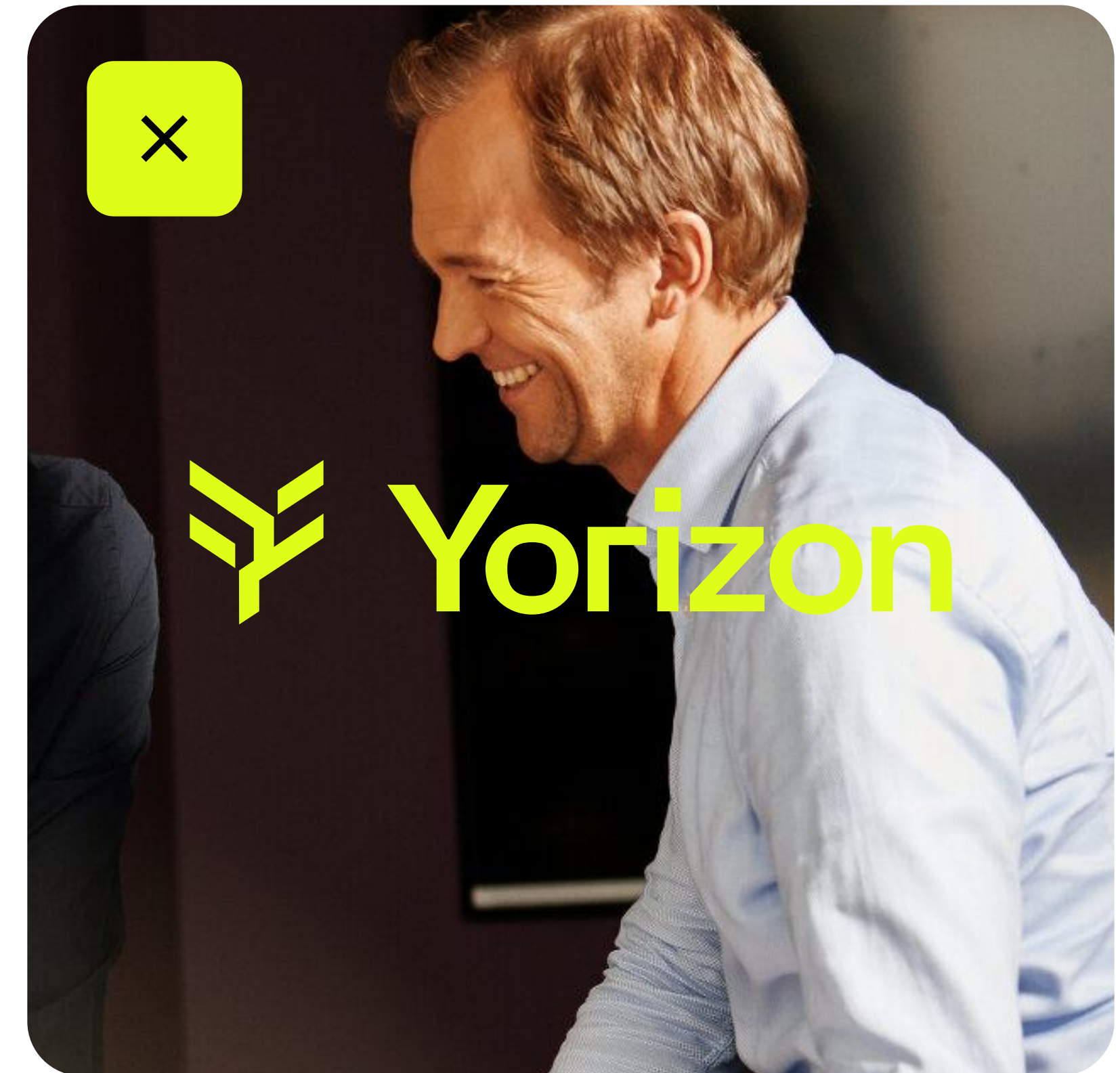
Make sure to follow the guides on how and where to apply the logo correctly. Poor legibility leads to a poor brand image. This is to be avoided at all times.



Don't use Clarity Variant on light background pictures



Don't use Contrast Variant on dark background pictures



Don't use Utopia Variant on pictures which includes people