

BRAND GUIDELINES

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INTRODUCTION

Founded within the prestigious Kadir Has University Technopark in Istanbul, YES.Tools is driven by a mission to revolutionize business processes through AI-powered software solutions. Our customer-centric approach ensures that every solution is tailored to the unique needs of our clients, optimizing their operations and enhancing efficiency. From our inception, we've committed to leveraging the power of artificial intelligence and data science to create smarter, more effective business tools.

Our core values of customer-centricity, trust, innovation, and transparency guide us in all our endeavors. We take pride in our ability to deliver bespoke solutions that address specific challenges faced by our clients. Our location in the Technopark stands as a testament to our adherence to high standards and our dedication to excellence and innovation.

As we continue to grow, our vision remains clear: to be a global leader in AI and software solutions, setting new benchmarks for innovation and excellence. Our slogan, "DATA-ENHANCED TOMORROW," encapsulates our commitment to creating a brighter, more efficient future for businesses worldwide. YES.Tools is more than just a software company; it is a symbol of innovation, reliability, and customer-centric excellence.

Mission:

Our mission at YES.Tools is to revolutionise business operations by leveraging the power of artificial intelligence and bespoke software solutions. We aim to optimise our clients' processes, driving efficiency and innovation through tailored technology. By consistently focusing on our customers' unique needs, we deliver solutions that are not just functional but transformative, helping businesses stay ahead in an ever-evolving digital landscape.

Vision:

Our vision is to become a global leader in AI-driven software solutions, setting new standards for innovation and excellence. We aspire to be recognised as a trusted partner for businesses seeking to harness the power of advanced technology to achieve their goals. Through continuous research, development, and a commitment to excellence, we aim to shape a future where intelligent software enhances every aspect of business operations, creating a smarter, more efficient world.

Innovation

Reliability

Transparency

Efficiency

Excellence

Integrity

Adaptability

Commitment

LOGO

Our Logo: The Face of Our Brand

As the face of the brand, our logo takes center stage. With its simplicity and geometry, it conveys the essence of our mission and strategy.

The following section provides guidance on how to effectively utilize this logo, ensuring consistency.

COMPANY LOGO

The YES.Tools logo is a testament to simplicity and modernity, designed exclusively with typography to reflect our core values of innovation, reliability, and professionalism.

The clean and minimalist design underscores our commitment to cutting-edge technology and tailored software solutions. By focusing solely on the text “YES.Tools,” our logo exudes clarity and directness, symbolising our transparent and straightforward approach to business. This typographic logo seamlessly integrates with various mediums, ensuring a consistent and recognisable brand identity across all platforms.

Under no circumstances should the logo undergo modification, distortion, or redrawn, preserving its integrity and recognition.

Logo



YES.Tools
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Wordmark

LOGO / EXCLUSION ZONE

We've defined an exclusion zone that stops other graphic elements interfering with the Free Logo and make sure the logo is easy to read.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



LOGO / COLOR USAGE

The color version of the Free logo features a combination of blue, black, and white. The blue represents trust and stability, the black adds sophistication, and the white symbolizes creative freedom. The monochrome version of the logo is to be used when color reproduction is limited.



INCORRECT USAGE

Here's what you should not do with the logo.

Remember that in order to convey an identity rooted in values, the best way to preserve it is to consistently and accurately present our brand and respect our brand guidelines

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Crop the logo in any way.

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- ⊖ Do not change the transparency of the Logo

~~YES.Tools
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- ⊖ Do not change the position or the size of the Logo

~~YES.Tools
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- ⊖ Do not apply gradients

~~YES.Tools
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- ⊖ Do not alter or use external colors

~~YES.Tools
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- ⊖ Do not distort or skew the logo

~~YES.Tools
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- ⊖ Do not use shadows or any other effects

~~YES.Tools
DATA-ENHANCED TOMORROW~~

- ⊖ Do not use outline

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- ⊖ Do not tilt or rotate the logo

LOGO SCALE / LEGIBILITY

Incorporate responsive design principles by adjusting the logo size proportionally, ensuring a harmonious visual presence across a range of devices, screen dimensions as well as different mediums. Consistency is key.

Uphold uniformity in logo scaling throughout different brand assets to establish a coherent and easily recognizable brand identity.

YES.Tools
DATA-ENHANCED TOMORROW

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DATA-ENHANCED TOMORROW

LOGO MONOCOLOR

Occasionally, production constraints may limit color options to a singular choice. In such instances, make sure to adhere to the following guidelines:

- The logo, mark, and wordmark should be employed with either light-colored typography on a dark background or dark-colored typography on a light background.

- Ensure clear distinction between the wordmark and symbol from the background color, both elements must stand out.

- Whenever possible, adhere to our Example Brand colour palette; however, use black or white when necessary, in accordance with constraints.



TYPOGRAPHY

Typography serves as the understated storyteller of our brand narrative, shaping the reception and recollection of our message.

This segment acts as a guiding light through the typography realm of our brand, guaranteeing lucidity, uniformity, and a cohesive visual identity.

TYPOGRAPHY

General Use

Lato: For general usage across various platforms, Lato is chosen for its readability, versatility, and professional appearance. It features multiple weights, including Light, Regular, Medium, Semi-Bold, and Bold, each with matching italics, making it suitable for a wide range of applications from body text to headings.

Headings

Montserrat: Montserrat is designated for headings due to its modern and stylish design. It provides a strong visual presence that enhances readability and draws attention, making it ideal for titles and prominent text elements.

Website

Roboto: For web content, Roboto is selected because of its high legibility on digital screens. It combines a clean, geometric form with friendly curves, ensuring that the website text is both aesthetically pleasing and easy to read.

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+?<>

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+?<>

TYPE HIERARCHY

Use the sample hierarchy and font weights to the right any time you are writing or designing copy.

These include corporate communications and signs.

It can be used for headlines or to lay emphasis in body copy.

Brand Guideline

Use me for Headlines

A Free Brand Guideline

I can be used for Headlines too

A Free Brand Identity Guideline by JustDavid for all creatives in need of some help!

Use Me for Body Copy

Bold

Use me for Headlines

Medium

I can be used for Headlines too

Regular

I am multipurpose

Light

Use me for body copy

COLOR

Colors are the vibrant pulse of our brand, shaping perception, stirring emotions, and making a memorable mark.

This segment acts as a roadmap to leverage the strength of our meticulously chosen color palette, guaranteeing uniformity and resonance across every brand interaction.

COLOR PALETTE

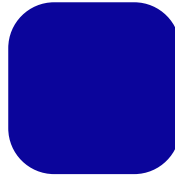
The color palette for the YES.Tools brand consists of colors:

Primary Colors

Sky Blue
RGB: 30, 144, 255
CMYK: 88, 44, 0, 0
HEX: #1E90FF



Deep Blue
RGB: 11, 5, 155
CMYK: 93, 97, 0, 39
HEX: #0B059B



Dark Gray
RGB: 47, 79, 79
CMYK: 41, 0, 0, 69
HEX: #2F4F4F



Secondary Colors

Bright Green
RGB: 50, 205, 50
CMYK: 76, 0, 76, 20
HEX: #32CD32



Bright Orange
RGB: 255, 165, 0
CMYK: 0, 35, 100, 0
HEX: #FFA500



Pure White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF



Light Gray
RGB: 211, 211, 211
CMYK: 0, 0, 0, 17
HEX: #D3D3D3



These colors should be used consistently across all brand materials to maintain a cohesive visual identity.

Sky Blue

RGB : 30, 144, 255
CMYK : 88, 44, 0, 0
HEX : #1E90FF

Deep Blue

RGB : 11, 5, 155
CMYK : 93, 97, 0, 39
HEX : #0B059B

Pure White

RGB : 255, 255, 255
CMYK : 0, 0, 0, 0
HEX : #FFFFFF

PUBLICATION

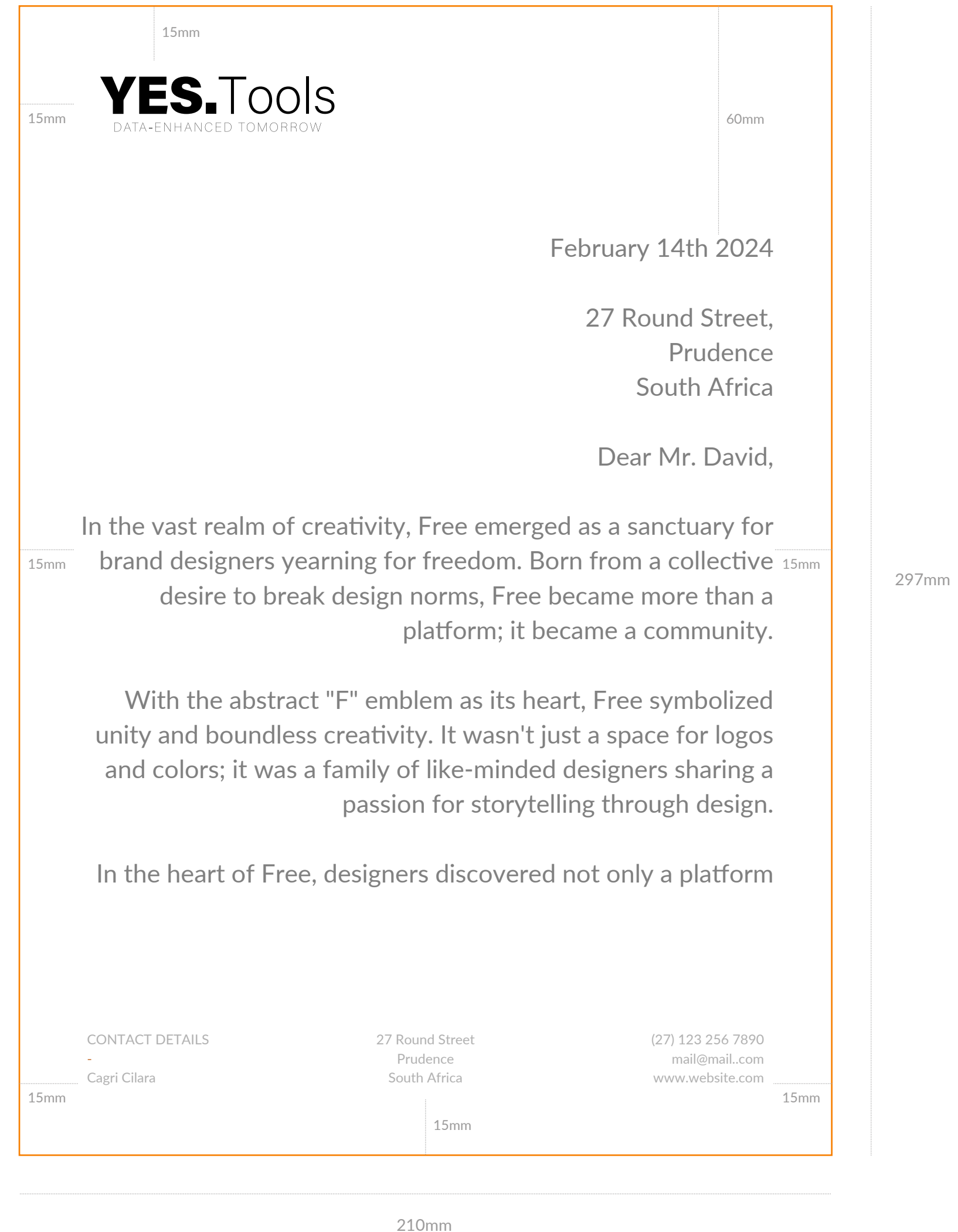
LETTER HEAD

Logo Placement: The logo should be prominently placed at the top of the letterhead, maintaining a clear space around it to ensure visibility and impact.

Typography: Utilize the specified typography hierarchy, ensuring uniformity in font styles, sizes, and spacing.

Color Application: The letterhead should feature the primary colors of our brand palette, creating a cohesive and recognizable visual identity.

Contact Information: Include relevant contact information in a clear and legible font, aligned with the overall design aesthetic.



BUSINESS CARD

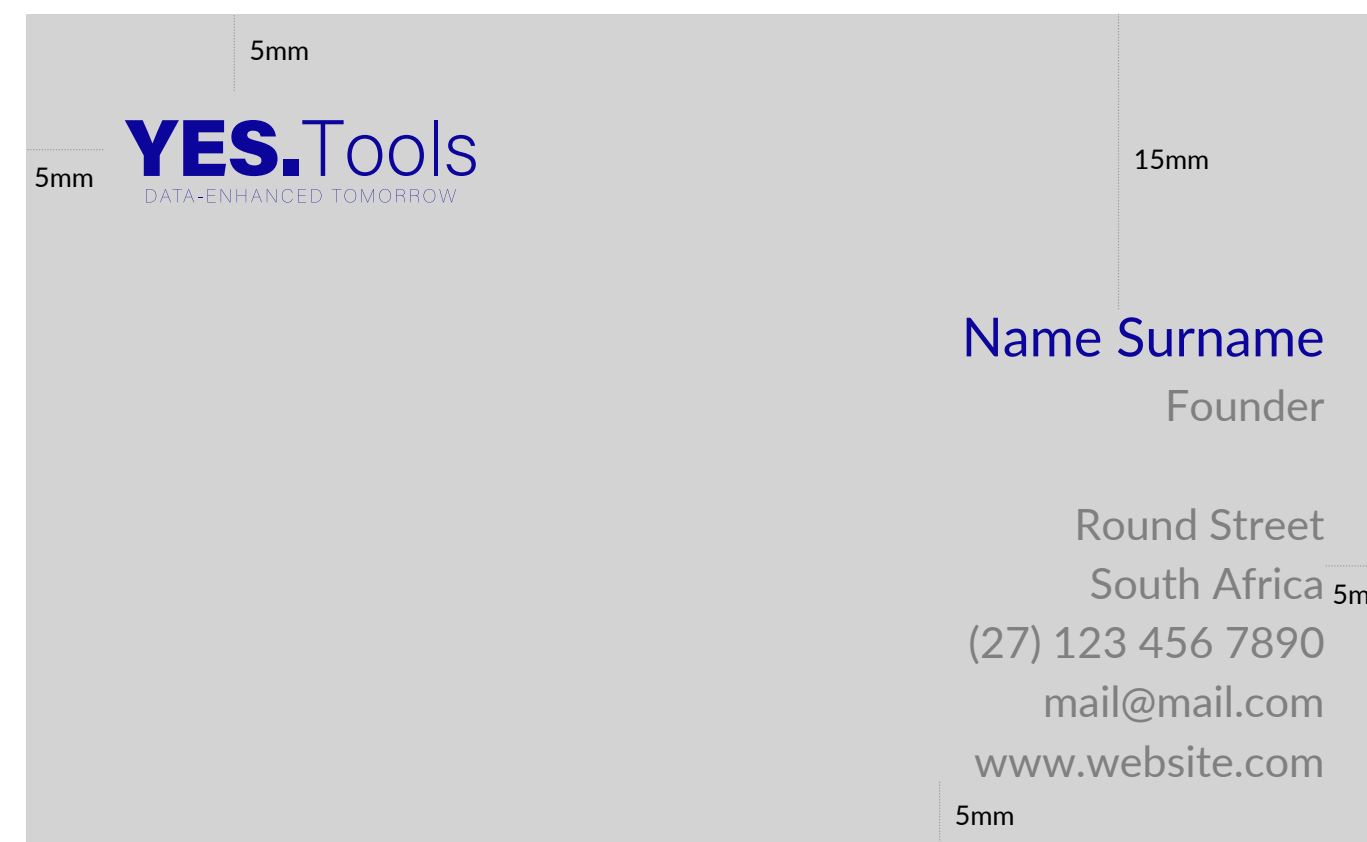
Logo Placement: Position the logo prominently on the business card, preserving ample space for visual emphasis.

Typography Uniformity: Adhere to the designated typography for all textual components on the business card, fostering a unified and coherent look.

Color Palette Application: Apply the primary hues from our palette to ensure brand consistency and recognition.

Structure and Spacing: Adhere to a tidy and structured layout, maintaining appropriate spacing between elements to enhance design aesthetics and readability.

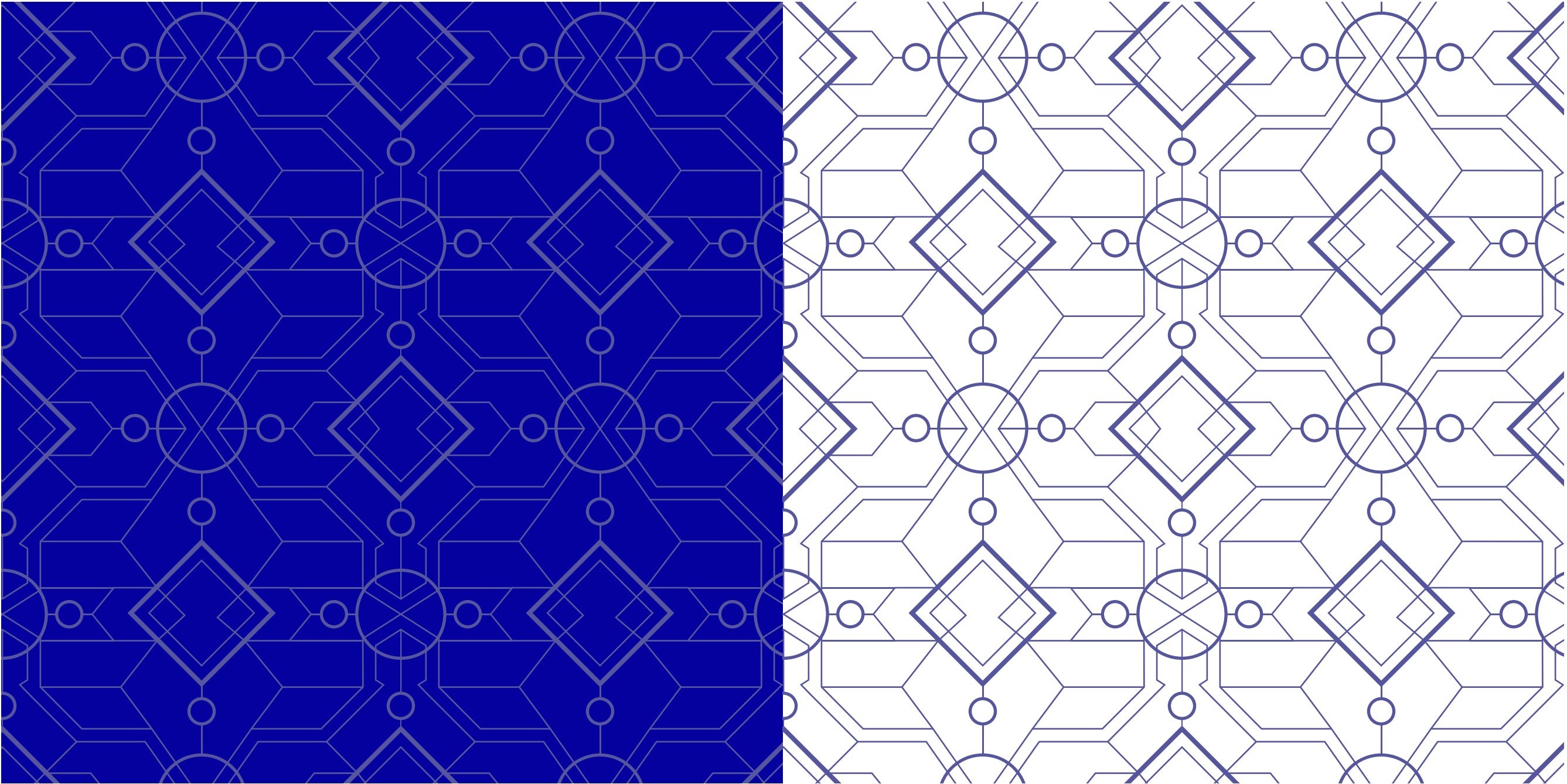
Contact Information: Incorporate crucial contact details including names, titles, phone numbers, emails, and other pertinent information.



PATTERN

PATTERN

Patterns embody a visual dialect that enriches the depth and personality of our brand. Within this segment, we delineate principles for crafting and utilizing patterns to elevate brand coherence and aesthetic appearance.



PRESENTATION



THANK YOU