Exploring Your Potential™ Brand Guidelines
Introduction - Managing our global brand

The best way to protect our brand is to use it correctly and consistently.

These guidelines cover all aspects of using our brand identity and all our brand elements including our fonts and colour palette.

Examples

Below are examples of print and digital materials that make the Exploring Your Potential brand in a consistent and uniform way.

[Images of Exploring Your Potential Poster, Exploring Your Potential Banner, Exploring Your Potential Website]
What not to do!

Below are some common mistakes in using our logo. None of these examples shown should ever be used. For the correct use, refer to the next page of this brand guideline.

X Don’t place imagery or distracting patterns behind the logo; always position the logo within a flat or neutral area of colour.

X Don’t use any colours other than Exploring Your Potential colours, see colours page (unless using a limited palette).

X Don’t place text or logos closer to the logo than the restricted area, except for approved copy or content.

X Don’t distort or rotate our logo.

X Don’t use other fonts to create the logo.

X Don’t use other colours for the the block than those specified (unless using a limited palette)

X Don’t place any other text or graphic within the block.

X Don’t put the logo in a box.
Things to remember

Our logo should appear on everything we do.

If you only have one opportunity to use the logo, it must be the full name version.

No taglines should be added to our logo.

Remember the exclusion zone and do not distort or try to replicate the logo in any way.

There are colour and size restrictions to our logo (see colour page) unless a limited palette is being used, and a minimum width and height of .5 inches or 1.27 centimeters square. If this is the case see page 5.

When the words Exploring Your Potential appear in a title, do not eliminate the logo.

Alternative logos are available for any situation.
Things to remember

If the logo placement requires less than a minimum width and height of .5 inches or 1.27 centimeters square, the copy Exploring Your Potential™ Career Readiness Course should be in copy beside the logo (see below).

Partner logos

In the lower right hand corner of all collateral material the YSN, B-School Connection/Bloomberg Businessweek logos will be included in the following layout.

Questions:

If you have any questions about the Exploring Your Potential™ brand. Please contact david@ysn.com
Incorporating Your Logo into existing promotional material

You can add your school or organization’s logo to the lower left hand corner of any of the poster’s or banners you can download from the promotional materials page.

Questions?

If you have any questions about the Exploring Your Potential™ brand. Please contact david@ysn.com
Exploring Your Potential™ Brand Guidelines

Colours

**Dark Orange**
RGB: R 240 / G 90 / B 40
CMYK: C 0 / M 80 / Y 95 / K 0
HEX: #F05A28

**Orange**
RGB: R 95 / G 130 / B 31
CMYK: C 1 / M 60 / Y 100 / K 0
HEX: #F4821F

**Gold**
RGB: R 253 / G 188 / B 17
CMYK: C 1 / M 28 / Y 99 / K 0
HEX: #FDBC11

**Teal**
RGB: R 75 / G 191 / B 174
CMYK: C 65 / M 0 / Y 39 / K 0
HEX: #4BBFAE

**Green**
RGB: R 175 / G 205 / B 55
CMYK: C 36 / M 2 / Y 99 / K 0
HEX: #AFCD37

**Dark Blue**
RGB: R 65 / G 68 / B 71
CMYK: C 70 / M 61 / Y 57 / K 42
HEX: #2B3990

**Dark Grey**
RGB: R 43 / G 51 / B 144
CMYK: C 99 / M 93 / Y 6 / K 0
HEX: #414447

**Grey**
RGB: R 110 / G 111 / B 113
CMYK: C 58 / M 49 / Y 47 / K 15
HEX: #6E6F71
Questions?

If you have any questions about the Exploring Your Potential™ brand.
Please contact david@ysn.com