

Youi Insurance

Graphic Standards Manual

Version #01
Issued December 2021



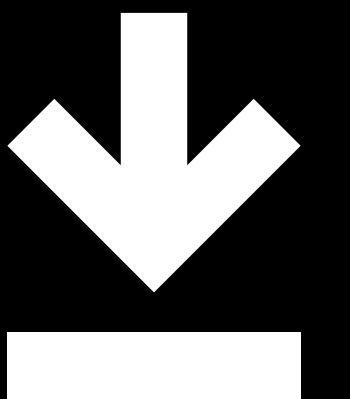
Setting the standard

This manual outlines the graphic standards for acceptable use of the Youi brand identity.

Consistent application of Youi's branding elements in accordance with these guidelines is essential to protect the integrity of the Youi brand across all touchpoints. All use of Youi brand assets must be approved by the Youi Brand Team prior to dispatch.

Brand assets can be downloaded here (right). For any additional resources and support, please contact the Youi Brand Team.

Download



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Brand overview



Modernist aesthetic

We're not here to pat ourselves on the back. We're here for our clients. That's why we embrace a clean, modernist aesthetic.

Inspired by the late, great Massimo Vignelli – and his modernist design philosophies – our style reflects our substance. No fanfare. No fluff. No bluff. Just bold, simple and direct communication. What you see is what you get. We don't decorate or embellish, we communicate. Because we're not about us. We're about you. You insured.



Massimo Vignelli

Always keep it simple

As a challenger brand, being different is part of our DNA. Our distinctive look and feel embraces and reinforces this stance.

We don't follow design trends or abandon our simple modernist aesthetic to fit in with the crowd and align with the status quo.

It's important for us that we don't blend in. We're meant to stand out. To ensure we remain distinctive and offer a unified brand experience across all touchpoints, everything we do must embrace this truth.

Our visual language:

↘ **Bold.**

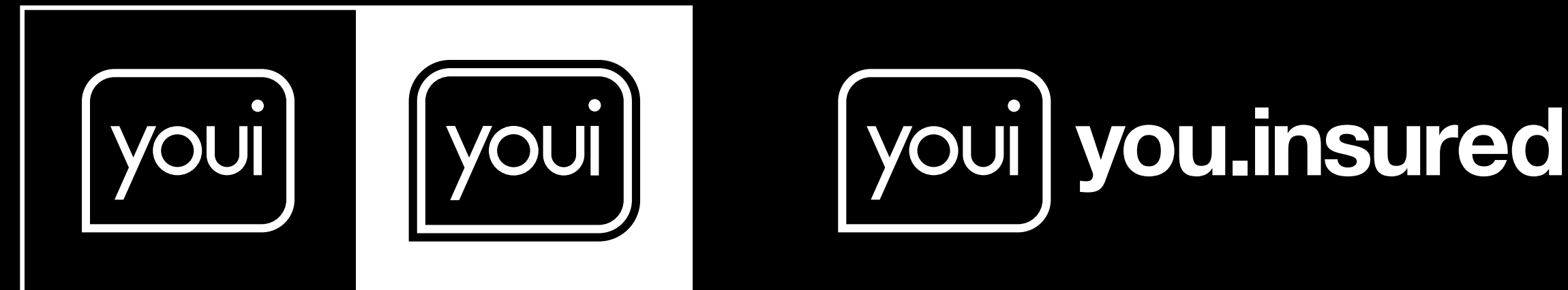
↘ **Simple.**

↘ **Functional.**

↘ **Direct.**

Logo

The Youi logo must appear on all Youi collateral for authenticity. There are various acceptable formats which are detailed later in this document.



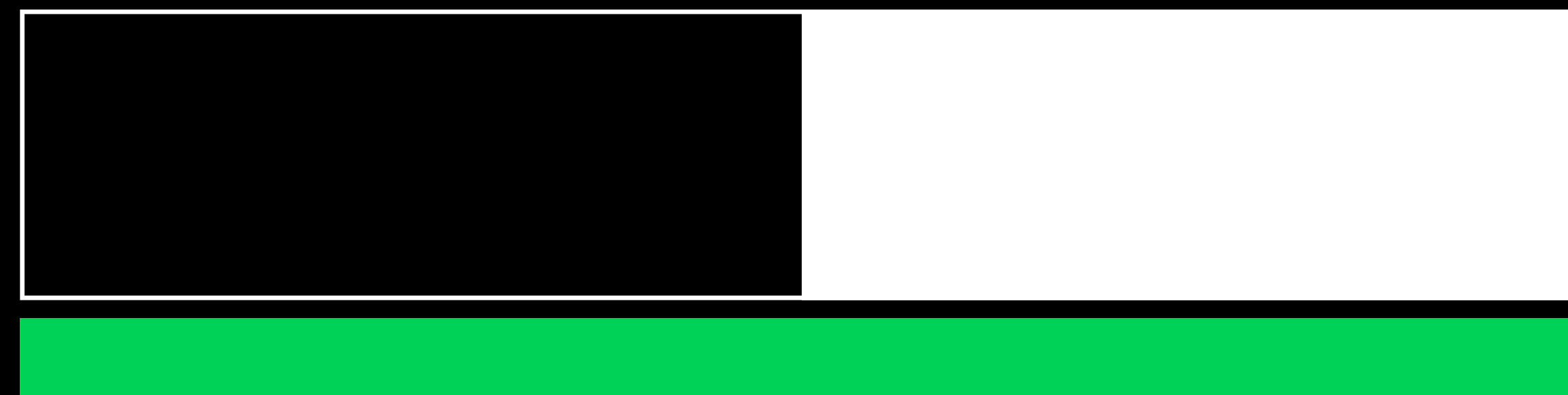
Typography

A modernist classic. All our copy is set in Helvetica Neue – Bold + Light. No exceptions.



Colour palette

A minimal black and white core palette, complemented by sparing use of a call-to-action highlight.



The Youi logo



Identifying the brand

The Youi logo is our most important visual asset. In addition to being the key identifier for the brand, it provides both a legal trademark and a guarantee of quality.

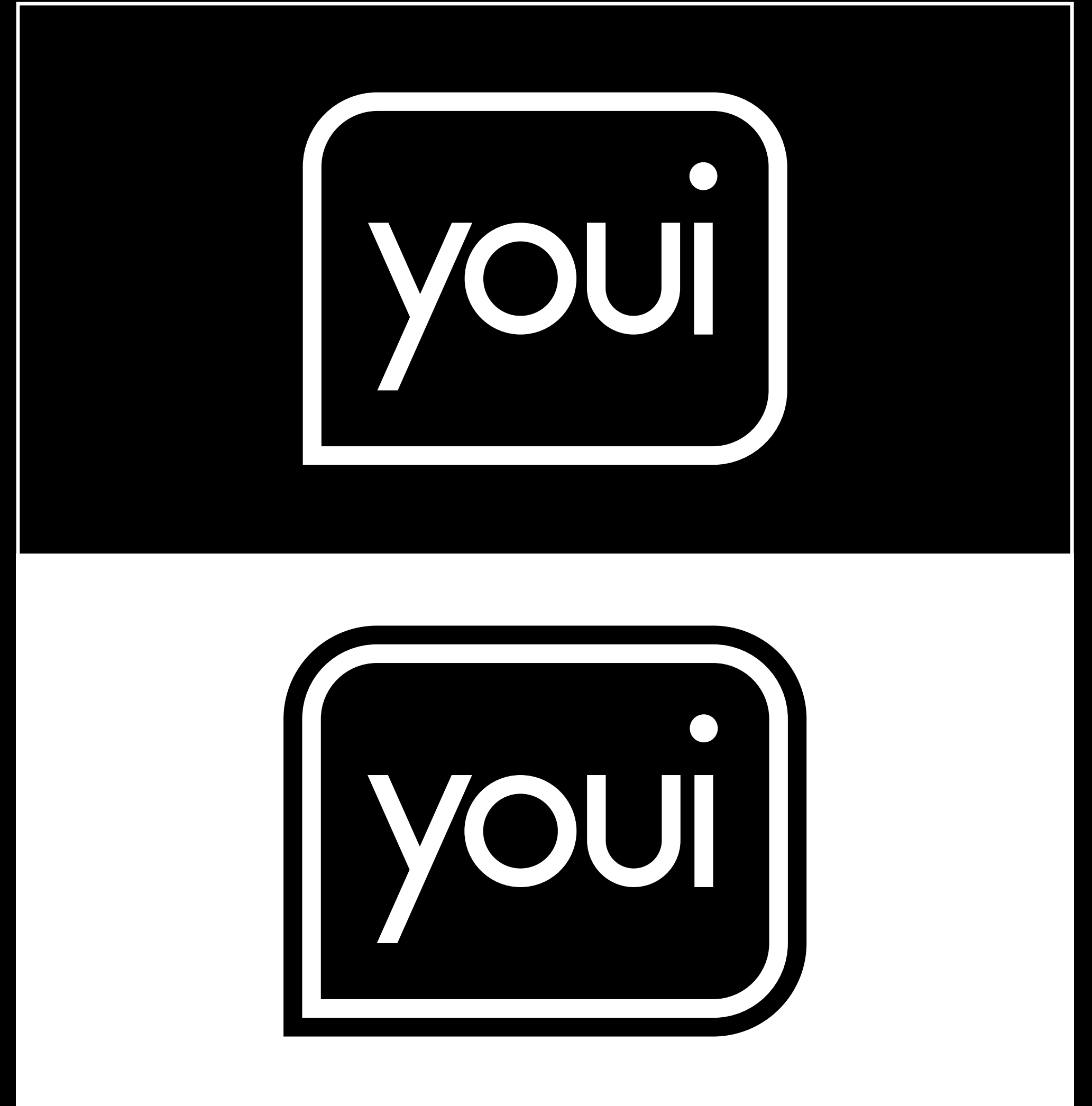
The main purpose of this document is to ensure the correct and consistent application of the Youi logo and other key brand assets across every communication touchpoint.

Maintaining the integrity of the Youi brand is vital. Being consistent ensures we're easily identifiable and recognisable. It's paramount to our credibility.

Logo formats

This section provides a top-line overview of the various acceptable Youi logo formats and appropriate circumstances for their usage.

Under no circumstances should these formats be deviated from. Never re-create the logo. Always use official logo files supplied by the Youi Brand Team.

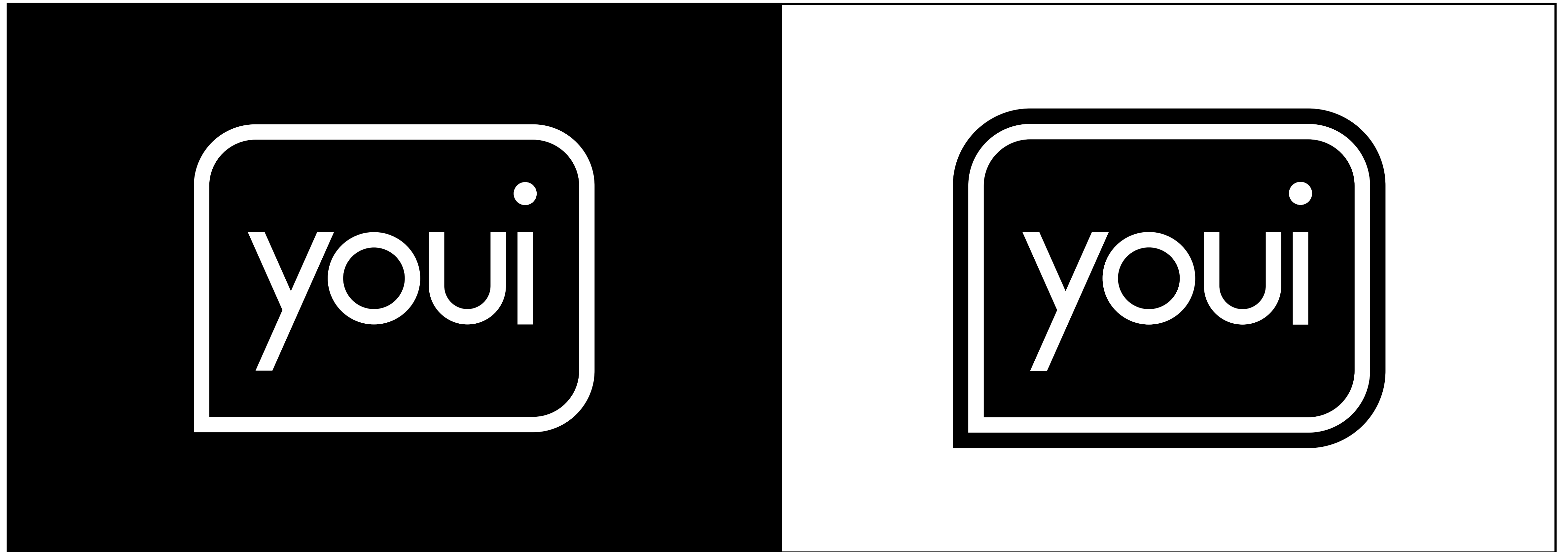


Main logo badge

The Youi logo consists of two main parts – the “Youi” wordmark and the lozenge or badge that contains it.

The standalone logo is our main logo format and should be used on all Youi collateral unless otherwise directed by the Youi Brand Team.

The positive version of the logo features an additional black outline, which is the same thickness as the internal white outline.

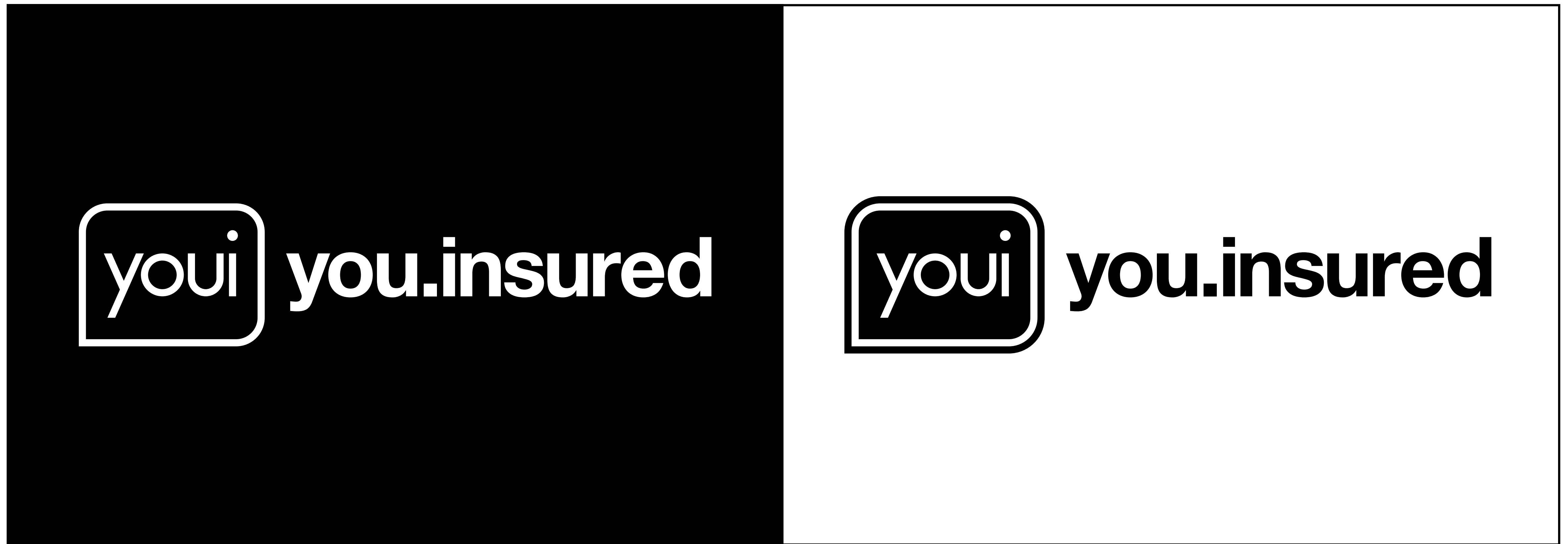


Tagline version – inline

**Youi stands for “you insured”.
It’s a promise that’s part of our DNA
and ladders up to our approach of
treating everyone as individuals.**

In certain applications – at the Brand Team’s discretion – use of the you.insured version of the Youi logo is appropriate.

The inline version of this logo (shown here) is the preferred format when the tagline is displayed.



Tagline version – stacked

In special circumstances, where the overall effectiveness of the end output dictates, the tagline version of the logo may be stacked.

There are centred, left and right aligned versions of the stacked format logo (available on special request). These treatments are not the preferred formats. Their use is purely at the discretion of the Youi Brand Team and should only be

considered when the strength of the final output will be enhanced (e.g. allowing for a larger, more legible logo size in an extreme portrait layout (digital banners etc)).

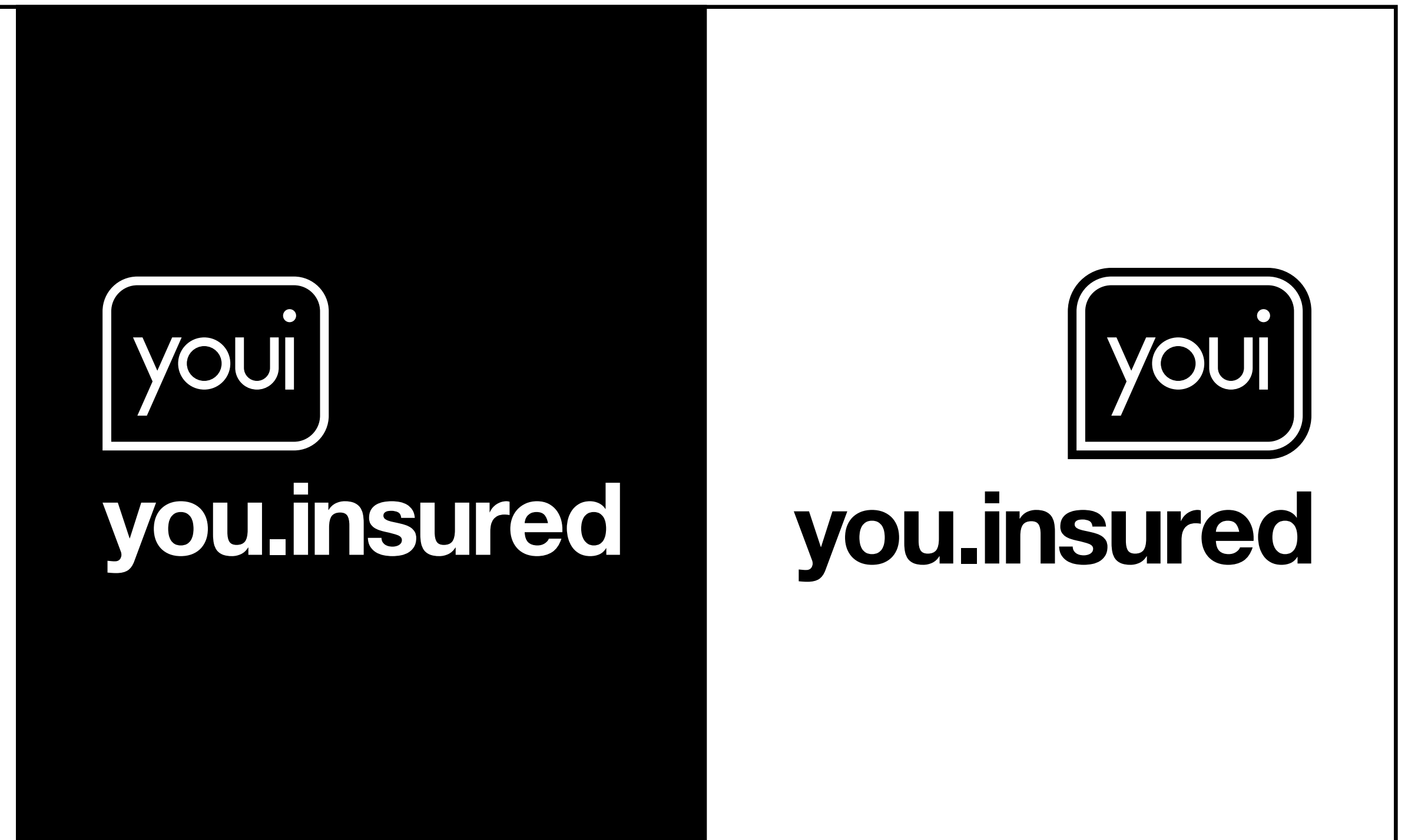
Centred



Left aligned



Right aligned



Animated version – multiple names

Occasionally, the tagline format of the logo is used dynamically to showcase Youi client names in an animated sequence that resolves in the ‘you.insured’ final state.

When this treatment is used, the type portion of the animation should be placed to the left of the logo (for inline applications) or underneath the logo (for stacked applications).

This ensures the logo badge and “insured” hold their position throughout the duration of the animation regardless of variations in client name length. Appropriate use of this treatment is determined on a case-by-case basis at the discretion of the Youi Brand Team.

max.insured 

justine.insured 

max.insured 

justine.insured 

Animated version – single name

In instances where we transition from just one client **name.insured** to **you.insured**, the client name may be positioned to the right of the Youi logo as per the standard inline tagline format of the logo. To the left is also acceptable but not required as per the multiple name version.

To complete the transition, the entire **name.insured** line must be wiped off and replaced by **you.insured**. This is because name length may differ from “you” so the position of “insured” will not maintain its position between the two states.

This treatment is only acceptable when transitioning from one client **name.insured** to **you.insured** and must not be used to animate between multiple names.



Tagline version – signage proportions

In special circumstances where the tagline version of the logo will be viewed from large distances, or in extreme in-line formats that require maximum coverage (e.g. stadium LED signage strips) the below format may be utilised.

These logo formats are only to be used in special circumstances and must not replace the standard tagline versions.

Appropriate use of this treatment is determined on a case-by-case basis at the discretion of the Youi Brand Team.

These files have not been supplied with the master set and will only be released at the Youi Brand Team's discretion.

For special applications, the proportions of the tagline type have been increased so that the ascender height and descender depth aligns with the boundaries of the Youi logo badge.

This ensures legibility of type at large distances, while enabling us to make the most of available space for maximum brand exposure.



Youi claims logo

At Youi, we pride ourselves on providing an exceptionally high level of service to our clients, particularly in the times when awesome service matters most.

Our claims philosophy is all about taking our clients' needs seriously – no matter the size of their claim. To highlight this, we've created an entire sub brand identity to differentiate our unique approach to claims from our competitors.

To ensure this attitude to claims is clearly and consistently communicated across all touchpoints, all external and internal claims collateral (be it advertising, customer documents or service provider comms) should feature the Youi claims brand with hazard stripe logo.

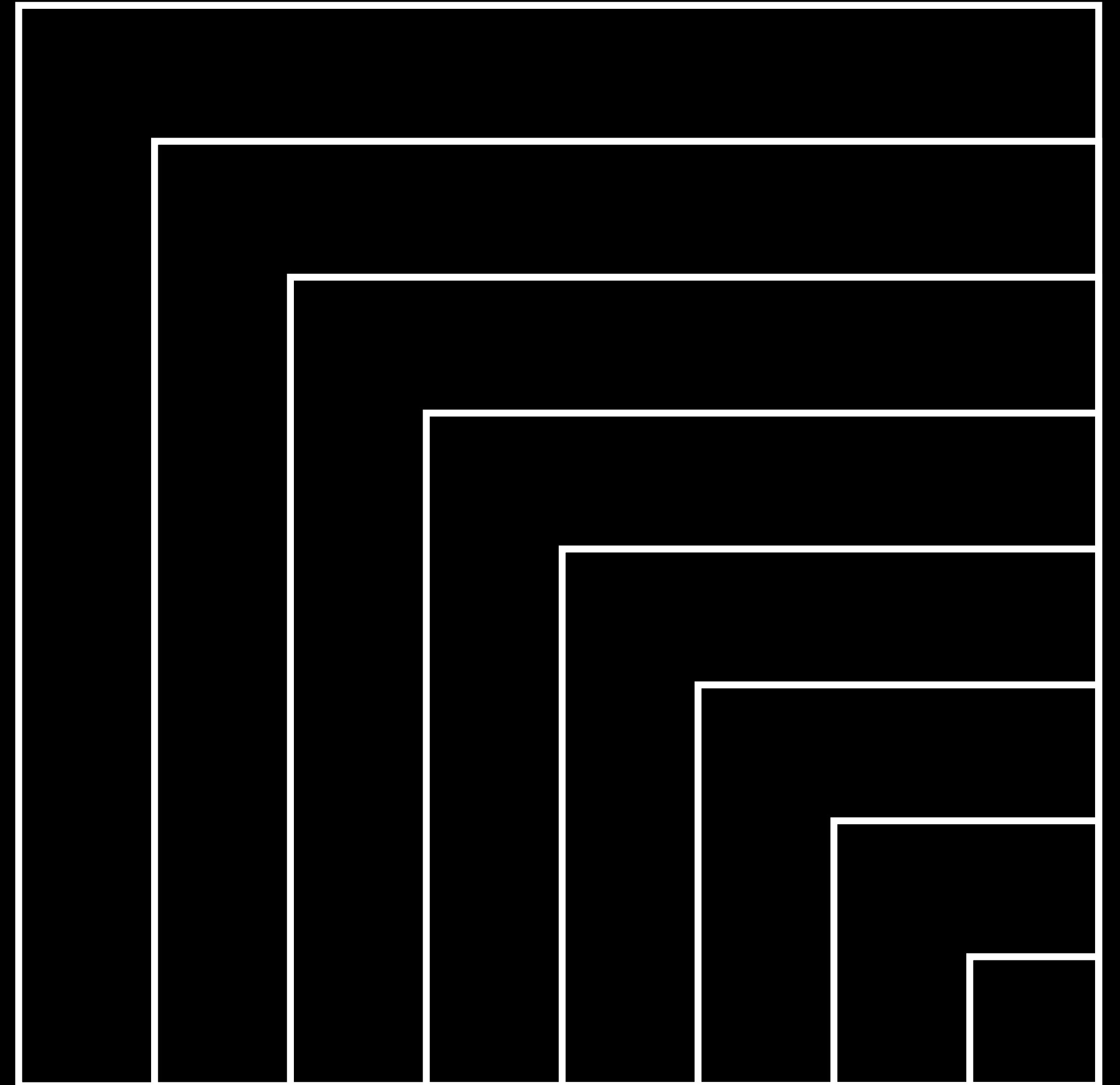
Under no circumstances should the Youi claims logo or accompanying claims sub-brand elements (stripes, chevrons etc.) cross over and be used on non-claims related collateral.



Minimum sizes




Minimum sizes must be adhered to in order to ensure quality reproduction of the Youi logo.

Legibility of the logo formats cannot be guaranteed at sizes smaller than the sizes outlined in this section.



Please note, these sizes indicate absolute minimum reproduction sizes. They are not to be taken as suggested standard logo sizes for applications in these categories.

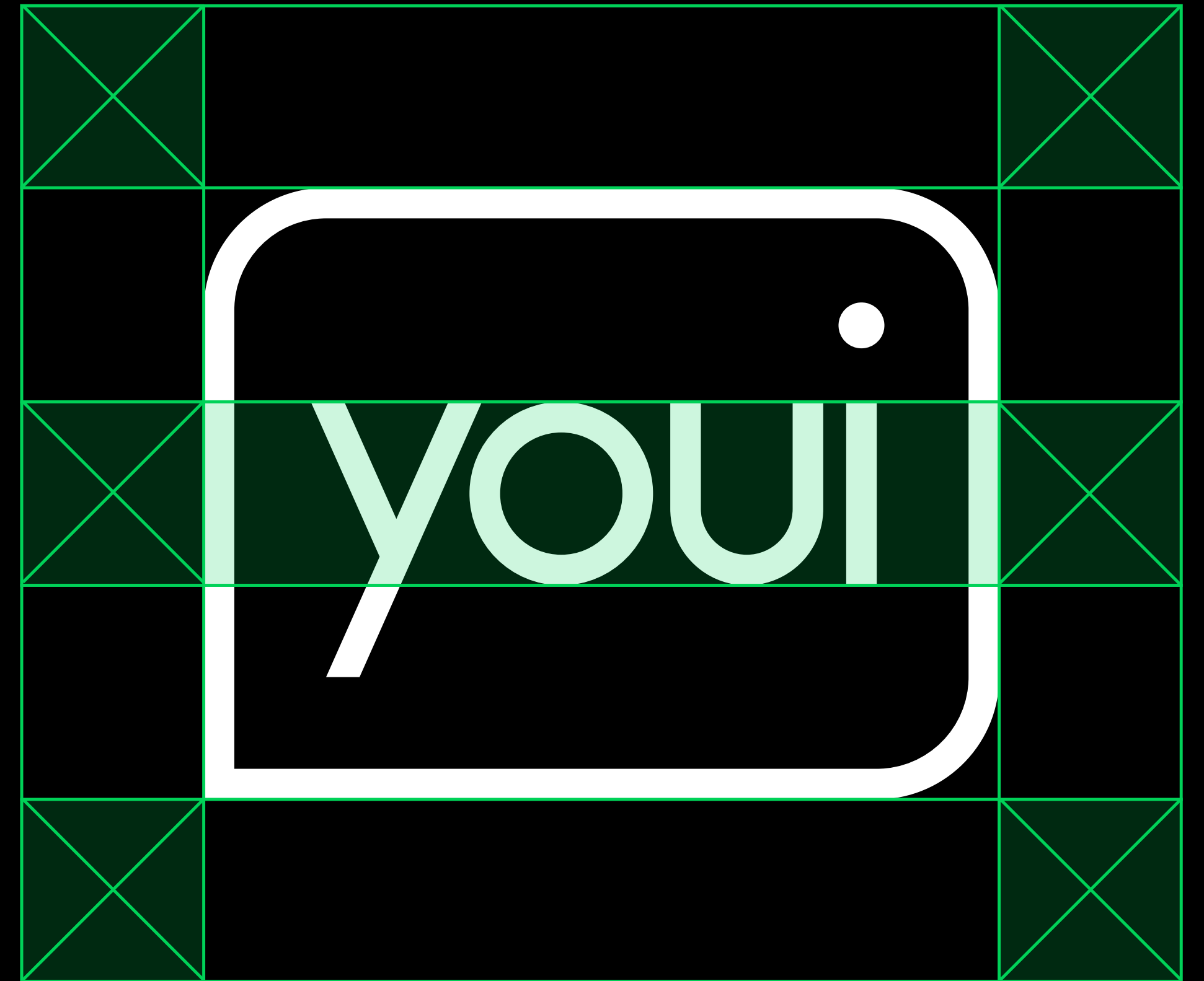
In special instances (e.g. printing the logo on a pen) it may be possible to display the logo at a smaller size, however the output must be tested and approved by the Youi Brand Team prior to production.

<h2>Main logo badge</h2> <p>Print: 20mm (h) Digital: 80px (h) Small scale print only (e.g. pens): 6mm (h)</p>	
<h2>Tagline version – inline</h2> <p>Print: 20mm (h) Digital: 80px (h) Small scale print only (e.g. pens): 6mm (h)</p>	
<h2>Tagline version – stacked</h2> <p>Print: 34mm (h) Digital: 135px (h) Small scale print only (e.g. pens): 10.5mm (h)</p>	

Exclusion zones

When designing Youi collateral, it is important to keep an area of clear space around the logo at all times.

This exclusion zone protects the integrity of the Youi logo from visual interference and distraction.



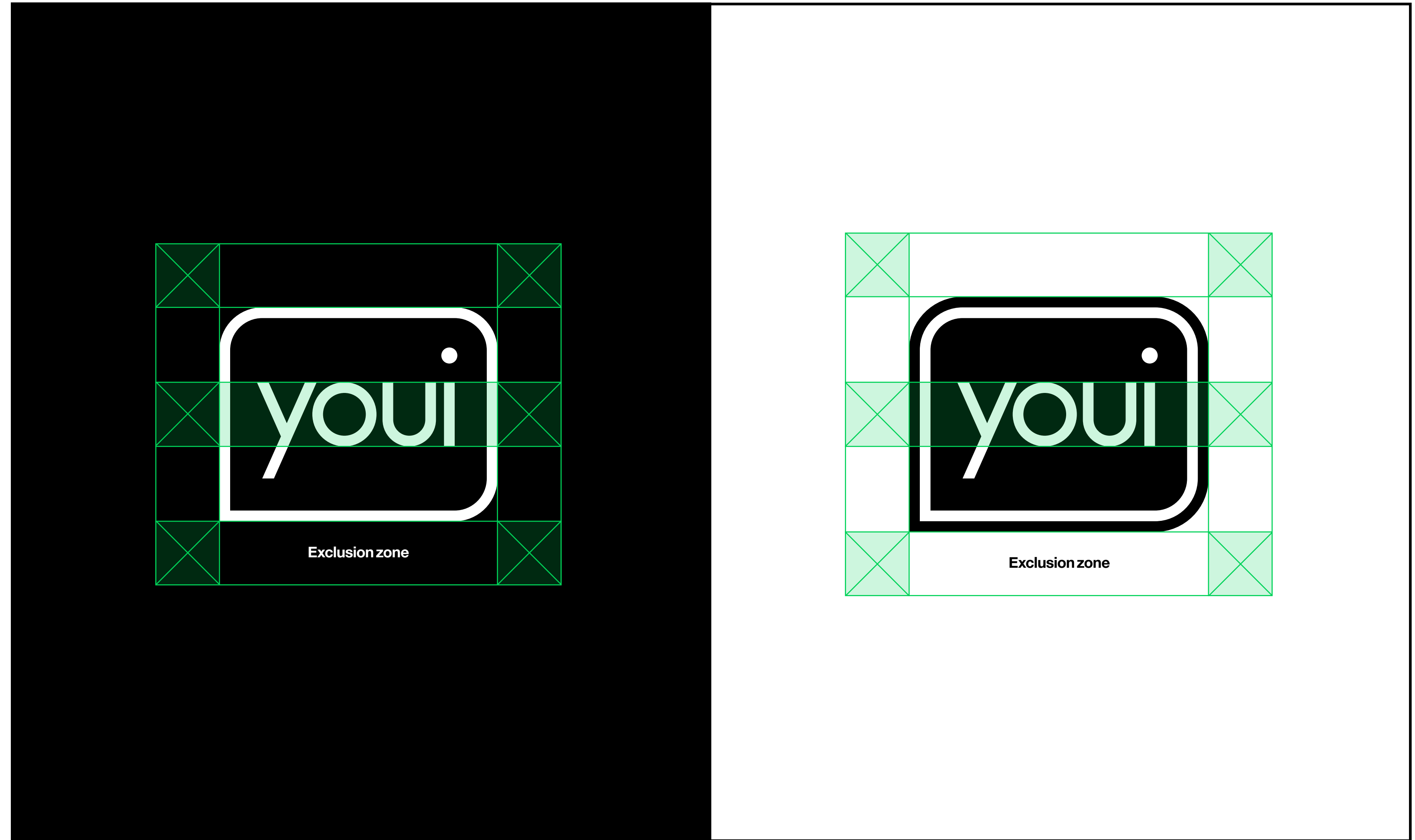
The required exclusion zone has been incorporated into the supplied logo files.

Where the exclusion zone needs to be manually set, the diagram opposite shows the minimum space required, as represented by the boundary boxes.

The clear zone is set using the “x” height of the letter “i” from the Youi wordmark. This convention can be used as reference to determine the correct exclusion zone at various reproduction sizes. This proportionate exclusion zone also applies to tagline versions of the logo. No other design elements or partner logos may intrude in this area. This exclusion zone represents the minimum clear space required.

The exclusion zone is measured from the outer edges of the Youi logo badge (the white edge for the reversed version and the black edge for the positive version). This is to ensure the same clear space around the edges of the graphic in both positive and reversed formats.

These exclusion zones apply to all Youi logo formats (including tagline versions).



Youi logo construction

This section details the alignment, spacing and construction of the various tagline versions of the Youi logo.

Never re-create the logo

For consistency, it is vitally important that the official you.insured lockups (supplied with this document) are utilised. Do not attempt to re-create or replicate them.

The purpose of outlining these rules is to provide a guide for Youi Brand Designers to create new master lockups in the event that the brand tagline updates.

The same formula is also used to create the animated name.insured treatments of the logo and should be strictly adhered to for consistency when building animations.

Logo badge

The Youi logo badge has been meticulously constructed on a 5px grid. The relationships between the different elements that make up the logo have been carefully considered to ensure optimum balance.

The curves of the rounded badge corners are based on the circumference of the “o” from the Youi wordmark.

The black and white badge outlines are equal thickness, set at 2x grid spaces. These outlines are also equal to the thickness of the letterform stems in the Youi wordmark.

The height of the logo badge is set to 3x the Youi wordmark “x” height, which is also equal to the minimum exclusion space around the logo.

The proportions and construction of the Youi logo badge are sacred and must not be altered or re-created under any circumstances.



Tagline version – inline

The below diagrams outline the construction of the inline tagline version of the Youi logo.

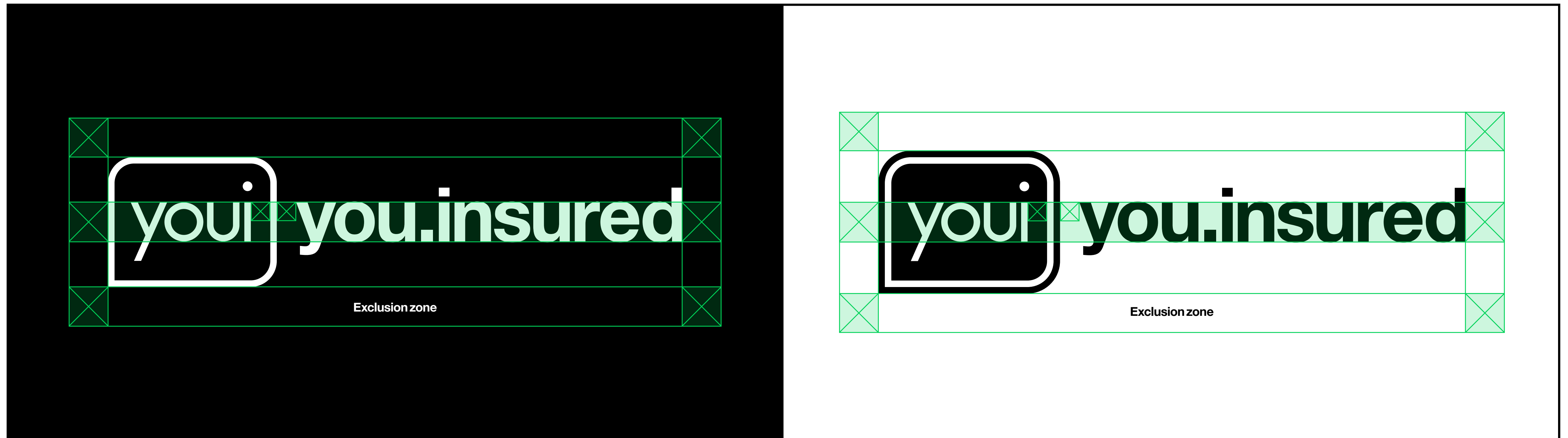
These principles apply to the standard tagline version of the logo as well as the name.insured formats.

The “x” height of the tagline should match the “x” height of the letter “i” in the Youi wordmark.

The space between the tagline and the logo badge is equal to the space between the edge of the letter “i” in the Youi wordmark and the inside edge of the white logo border.

Ensure the space between the tagline and the logo badge is adjusted for positive applications, using the outer black edge of the logo badge to space the tagline.

As per the standard Youi logo (no tagline) the exclusion zone for this format is set using the “x” height of the letter “i” in the Youi wordmark.



Tagline version – stacked

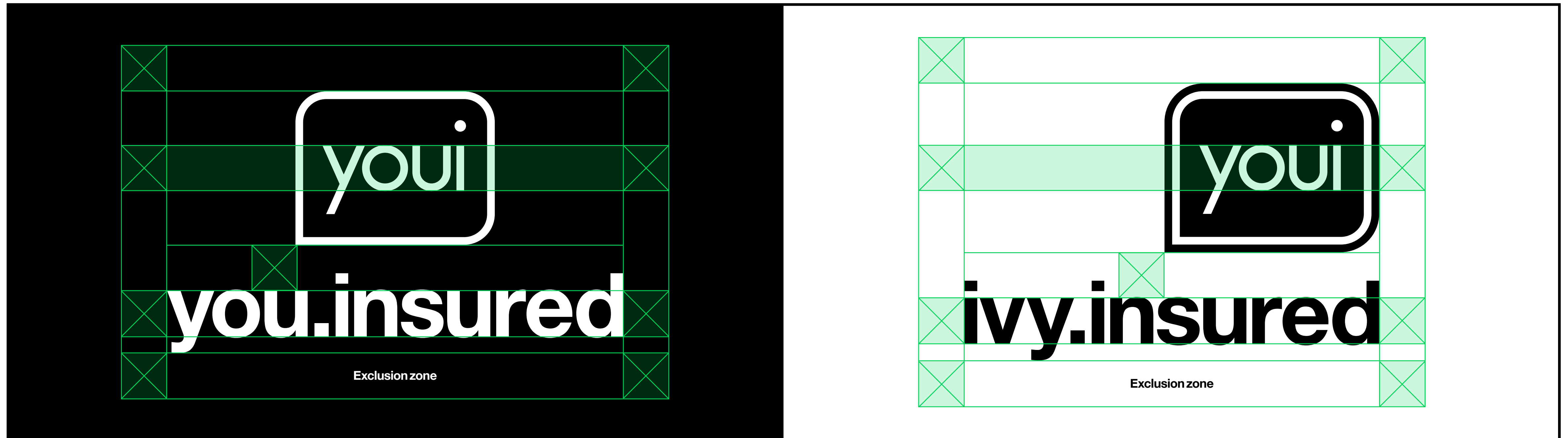
The below diagrams outline the construction of the stacked tagline version of the Youi logo.

These principles apply to the you.insured tagline version of the logo as well as the name.insured formats.

The “x” height of the tagline should match the “x” height of the letter “i” in the Youi wordmark.

For stacked formats, the space between the tagline and the logo badge is equal to the “x” height of the letter “i” in the Youi wordmark, which also forms the exclusion zone for these formats.

Ensure the space between the tagline and the logo badge is adjusted for positive applications, using the outer black edge of the logo badge to space the tagline.



Tagline version – signage proportions

The diagrams on the following page outline the construction of the inline tagline version of the Youi logo as adjusted for special circumstances (e.g. stadium LED signage strips).

These principles apply to the tagline version of the logo as well as the name.insured animated formats.

These logo formats are only to be used in special circumstances and must not replace the standard tagline versions. Appropriate use of this treatment is determined on a case-by-case basis at the discretion of the Youi Brand Team. These files have not been supplied with the master set and will only be released at the Youi Brand Team’s discretion.

For special applications, the proportions of the tagline type have been increased so that the ascender height and descender depth aligns with the boundaries of the Youi logo badge.

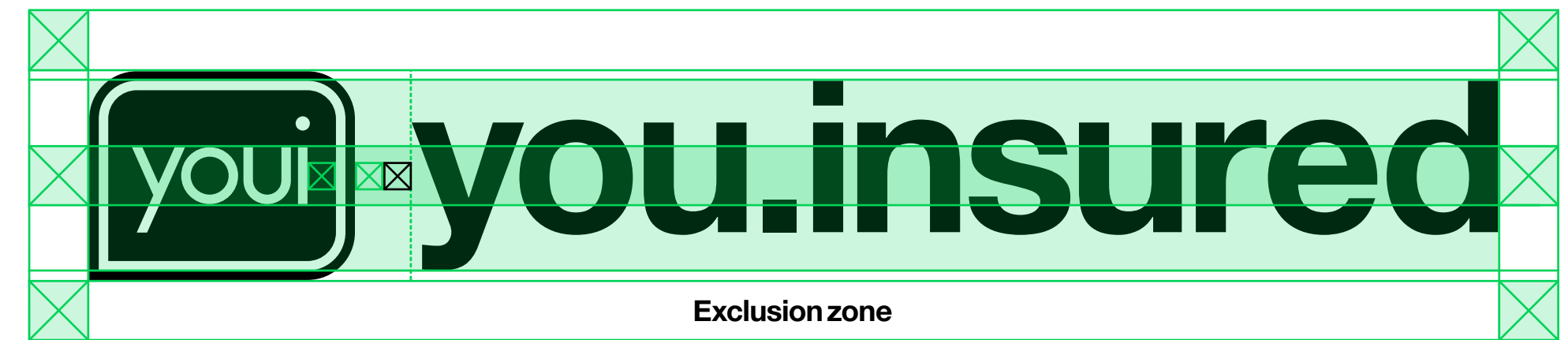
Due to the larger type size, the space between the tagline and the logo badge is double to the space between the edge of the letter “i” in the Youi wordmark and the inside edge of the white logo border.

This double space is equal to the “x” height of the letter “i” in the Youi wordmark, which also forms the exclusion zone for this format.

The preference is to use the reversed logo in signage applications. In instances where the positive version is required, the type height should still match the white edges of the Youi logo badge and not the outer black edge. This is to ensure the same size ratio and relationship between the logo badge and type size in positive and reverse applications.

Ensure the space between the tagline and the logo badge is adjusted for positive applications, using the outer black edge of the logo badge to space the tagline / name.insured text.

Tagline version – signage proportions



The dos and don'ts

This section outlines the dos and don'ts of working with the Youi logo.

The logo should never be tampered with, adjusted or distorted. It should never be modified, reproduced or altered in any way – including removing the stroke line or using the “youi” wordmark without encapsulating badge.

For consistency and to protect the integrity of the Youi brand, these rules must be respected and adhered to at all times.

Non-negotiables

- ✘ Never re-create the logo.
- ✘ Never stretch the logo.
- ✘ Never rotate the logo.
- ✘ Never re-type the wordmark or tagline.
- ✘ Never alter the logo proportions.
- ✘ Never invert the logo.
- ✘ Never add colours to the logo.
- ✘ Never use the logo as a design element.
- ✘ Never use the wordmark without the badge.
- ✘ Never use the logo in text.

The following brand sins are punishable by death*

***OK, death is a bit far.**

But we do take the treatment of our brand very seriously. In lieu of corporal punishment, misuse of the Youi logo will be met with immediate corrective action.

All external facing use of the Youi logo must be reviewed and approved by the Youi Brand Team prior to implementation. The Youi Brand Team reserves the right to recall and rectify any use of the Youi logo or Youi brand elements found to be in breach of these guidelines.

Never re-create the logo

There is never a time where re-creating or reverse engineering any of the Youi logo formats is appropriate.

Always stick to the supplied Youi logo files. For logo formats not supplied with this document (stacked and signage variations) files must be requested from the Youi Brand Team.

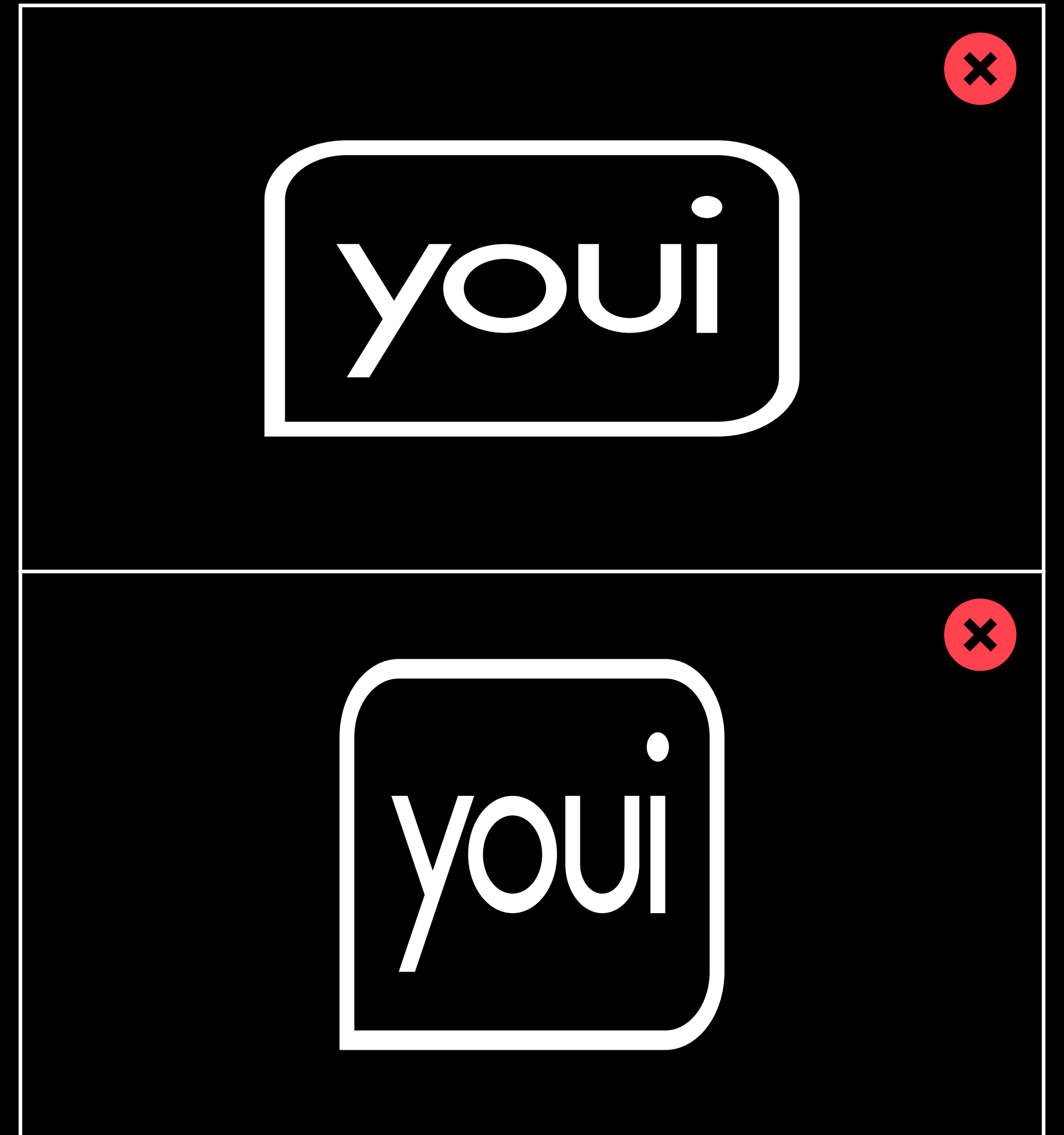
The Youi Brand Team reserves the right to withhold these formats if their intended use is deemed to be outside of the appropriate special circumstances for which they were created.



Never stretch the logo

It almost goes without saying that stretching the logo is a big no-no, but for the sake of posterity... never stretch or distort the logo.

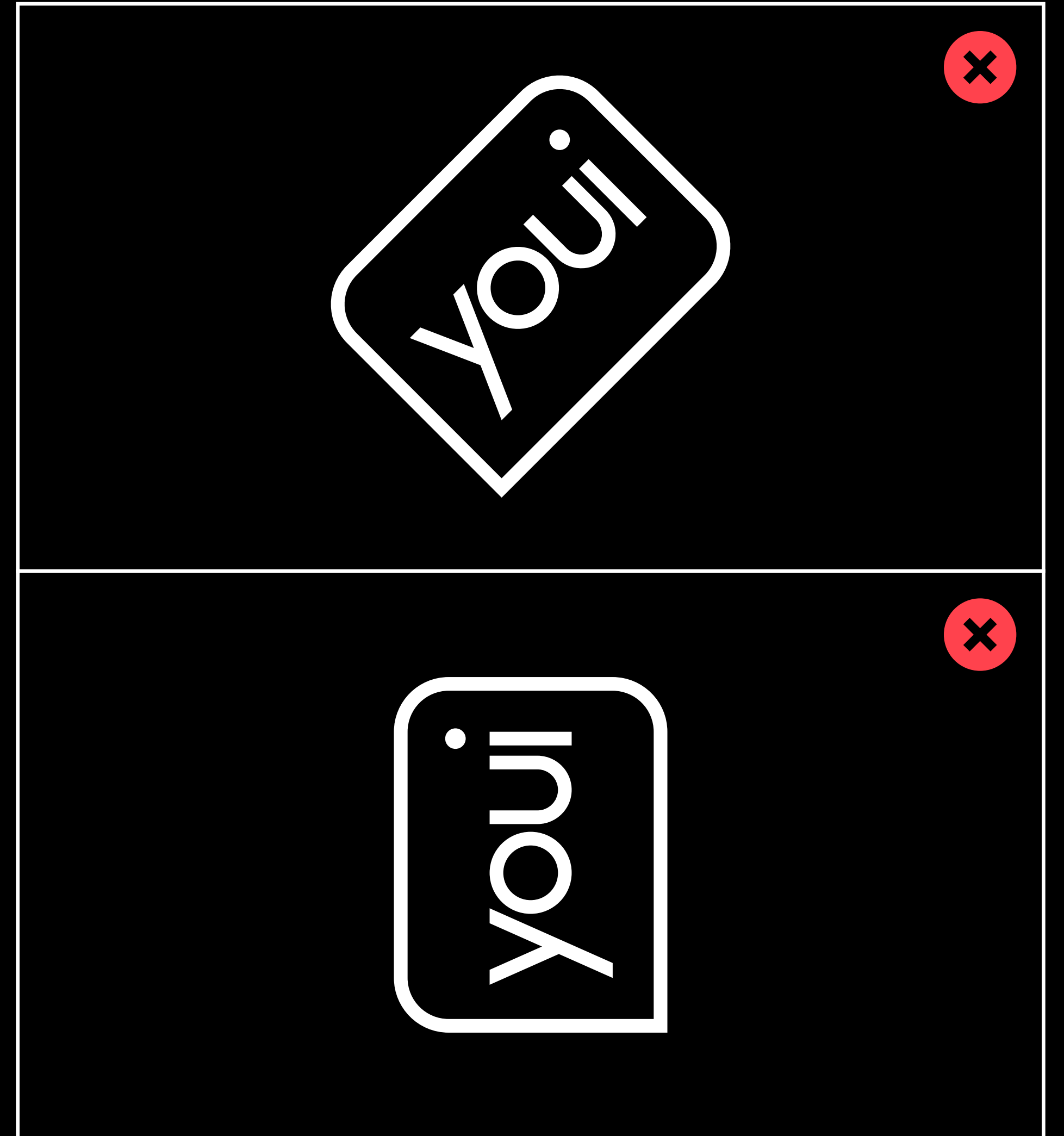
The proportions of the Youi logo are sacred and must never be altered, in any way, ever.



Never rotate the logo

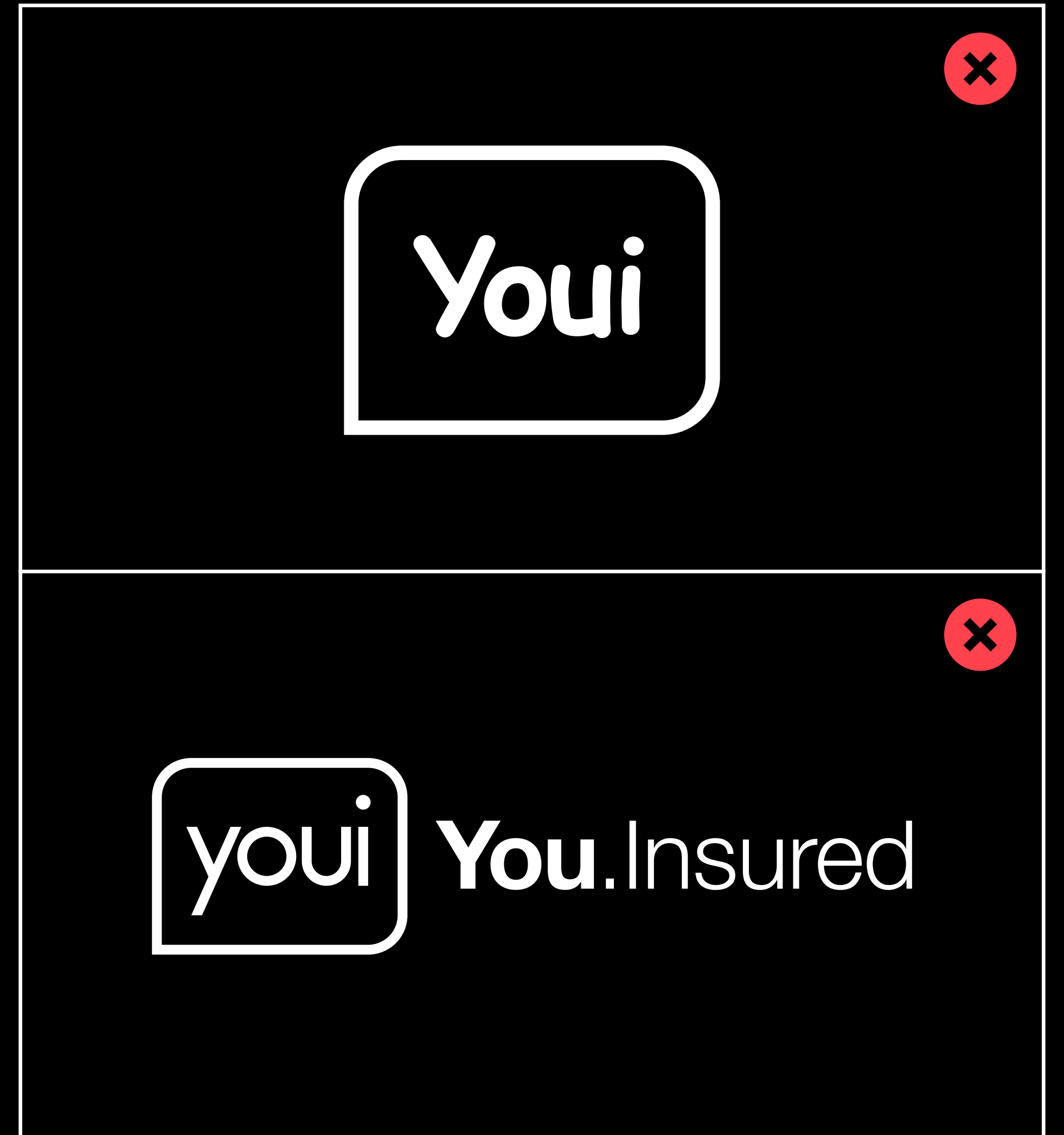
The Youi logo is designed to display horizontally and should never be rotated.

This includes tilting the angle, displaying the logo vertically and 360° spinning animations.



Never re-type the wordmark or tagline

Always use the official Youi logo files supplied with this document and don't alter or attempt to re-create them.



Never alter the logo proportions

Always use the official Youi logo files supplied with this document and don't alter or attempt to re-create them.

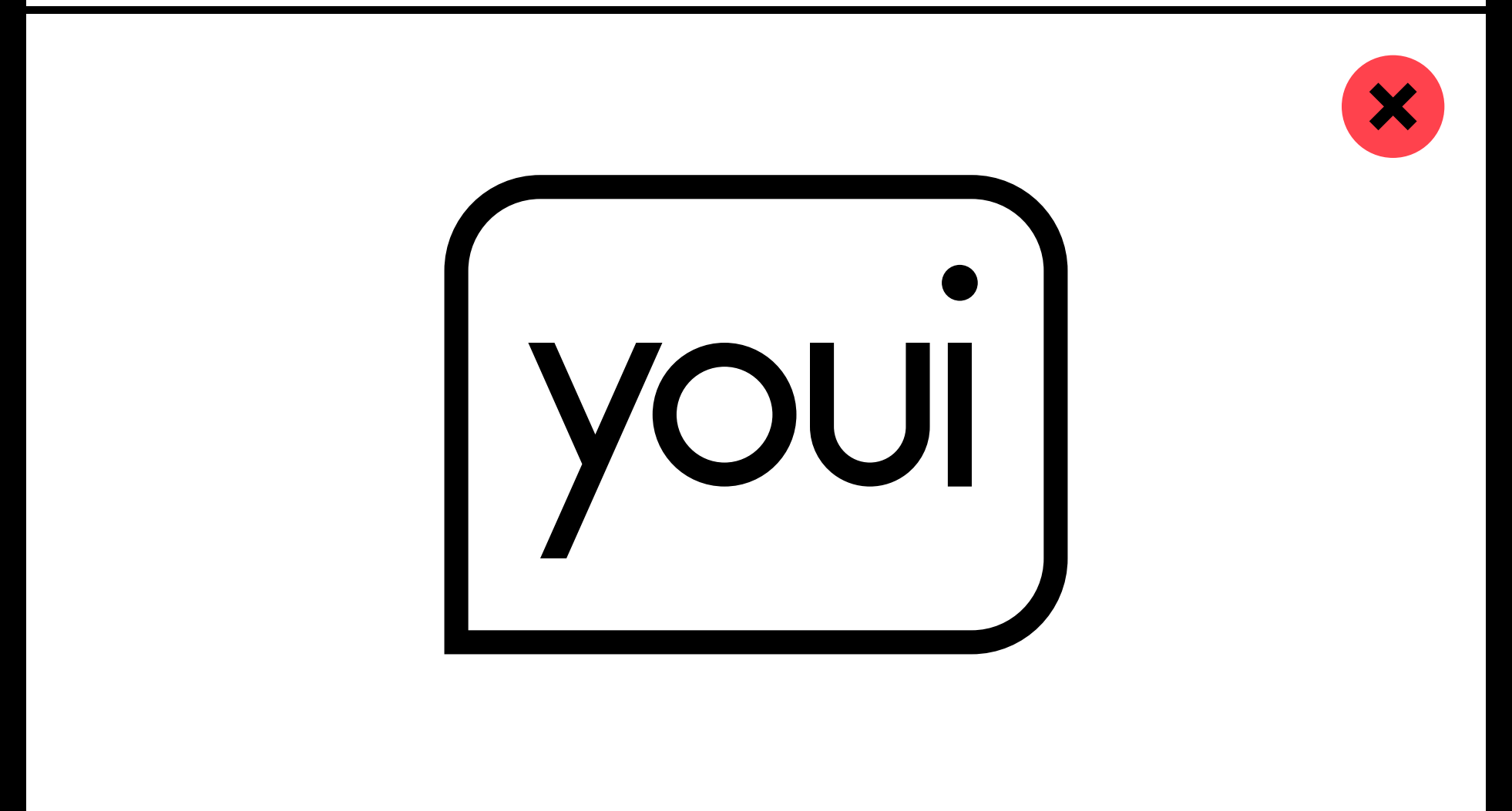
The proportions and alignment of the Youi logo have been carefully considered. They are set in stone and must be respected at all times.



Never invert the logo

Whether positive or reversed format, the Youi logo badge must always have a black background.

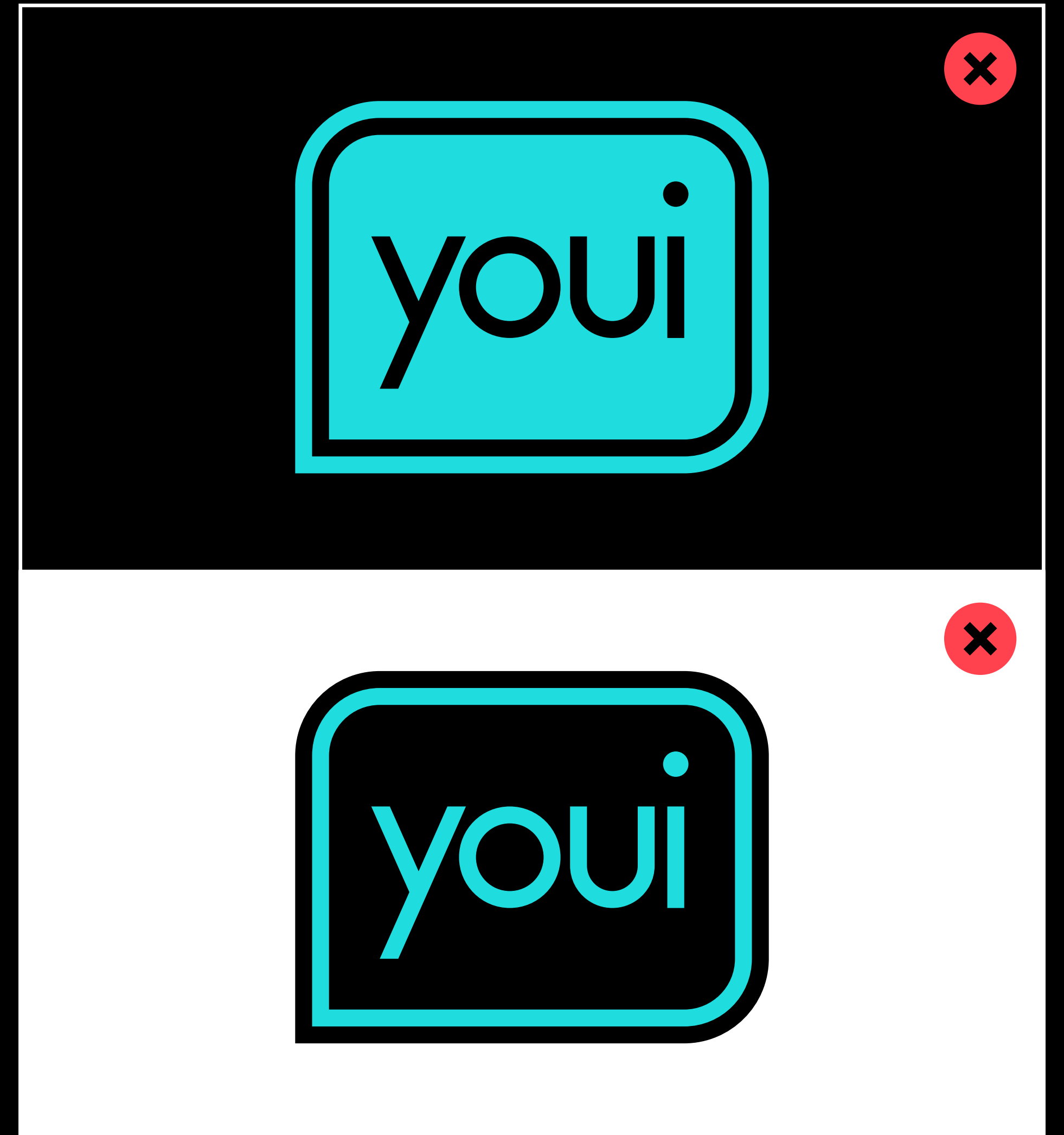
Under no circumstances should this black background ever be removed. The correct way to display the logo on white is to use the supplied positive logo files. This format features a double outline to facilitate the black background when displayed on white.



Never add colours to the logo

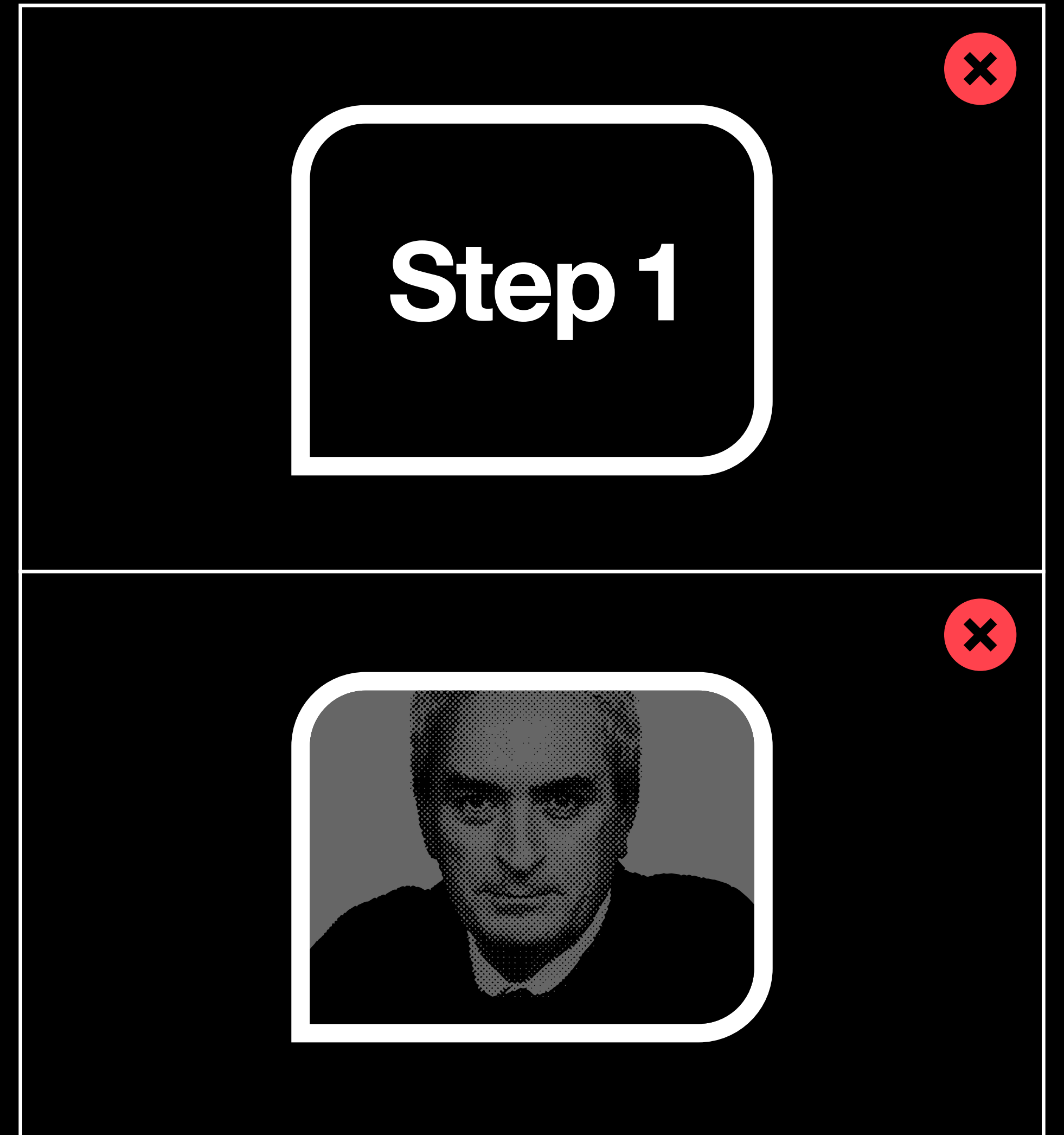
**The Youi logo is black and white.
No exceptions.**

Never add colours to the logo or remove the black background from the logo badge.



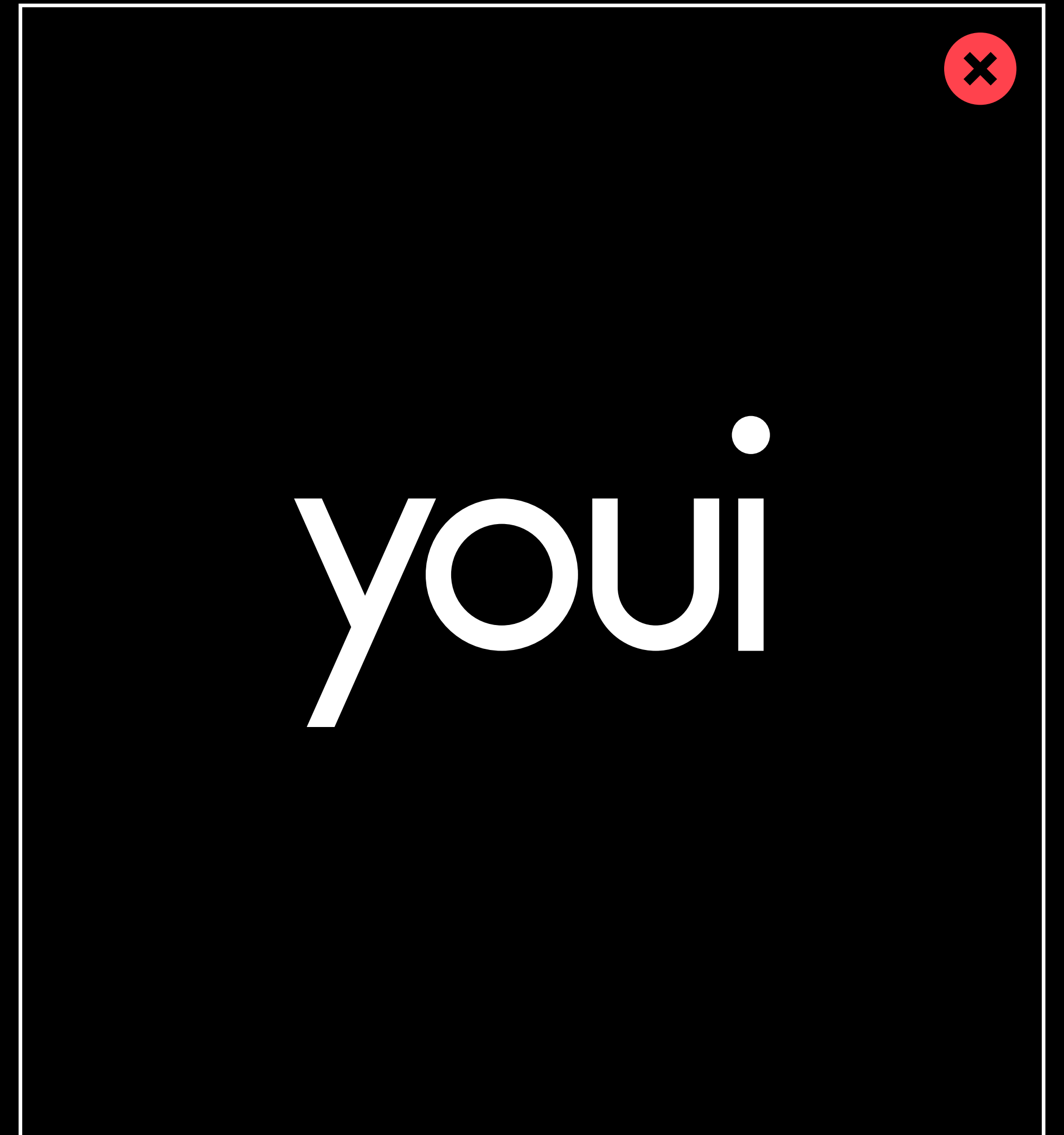
Never use the logo as a design element

The logo needs to be respected and set apart.
It should never be re-purposed as a design feature.



**Never use
the wordmark
without
the badge**

The Youi wordmark should never be removed from the encapsulating badge.



Never use the logo in text

No matter how much we love the Youi logo, there are some places it just doesn't belong.

Under no circumstances should the Youi logo or wordmark be used in text. When appearing in headlines or support copy, the Youi name must be typeset according to the Youi typography guidelines. Never incorporate the Youi logo in text.



This is an example of what not to do with the  logo. It's never, ever OK.



Here's another example of how not to treat the  logo. It's never, ever OK.

Placing the logo

Due to the broad range of applications that require use of the Youi logo, a strict rule dictating exact logo placement would be too limiting.

A one-size-fits-all approach does not allow the flexibility required to maximise brand exposure across the various formats. For this reason, placement of the Youi logo can be determined on a case-by-case basis at the discretion of the designer, making use of the guiding principles outlined in this section.

Guiding principles

- **Always respect the logo exclusion zones.**
- **When placing the logo in corners, use even padding between the logo and document edges on at least 2x sides.**
- **Left alignment is preferred in most instances.**
- **Where possible, place the logo on solid black or white, rather than over colours or images.**
- **If placing the logo over colours or images, the positive version of the logo must be used.**

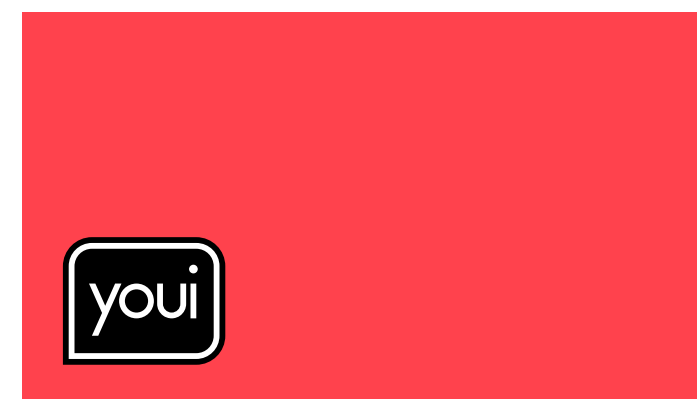


Corners

Use even padding when placing the logo in a corner. Always adhere to minimum logo exclusion zone.



In layouts where only the logo appears, centered alignment is permissible.



When placing the logo on colour or images, the positive format must be used.



The logo doesn't have to be placed in the corner, but should align with the overall document margin.

Alignment

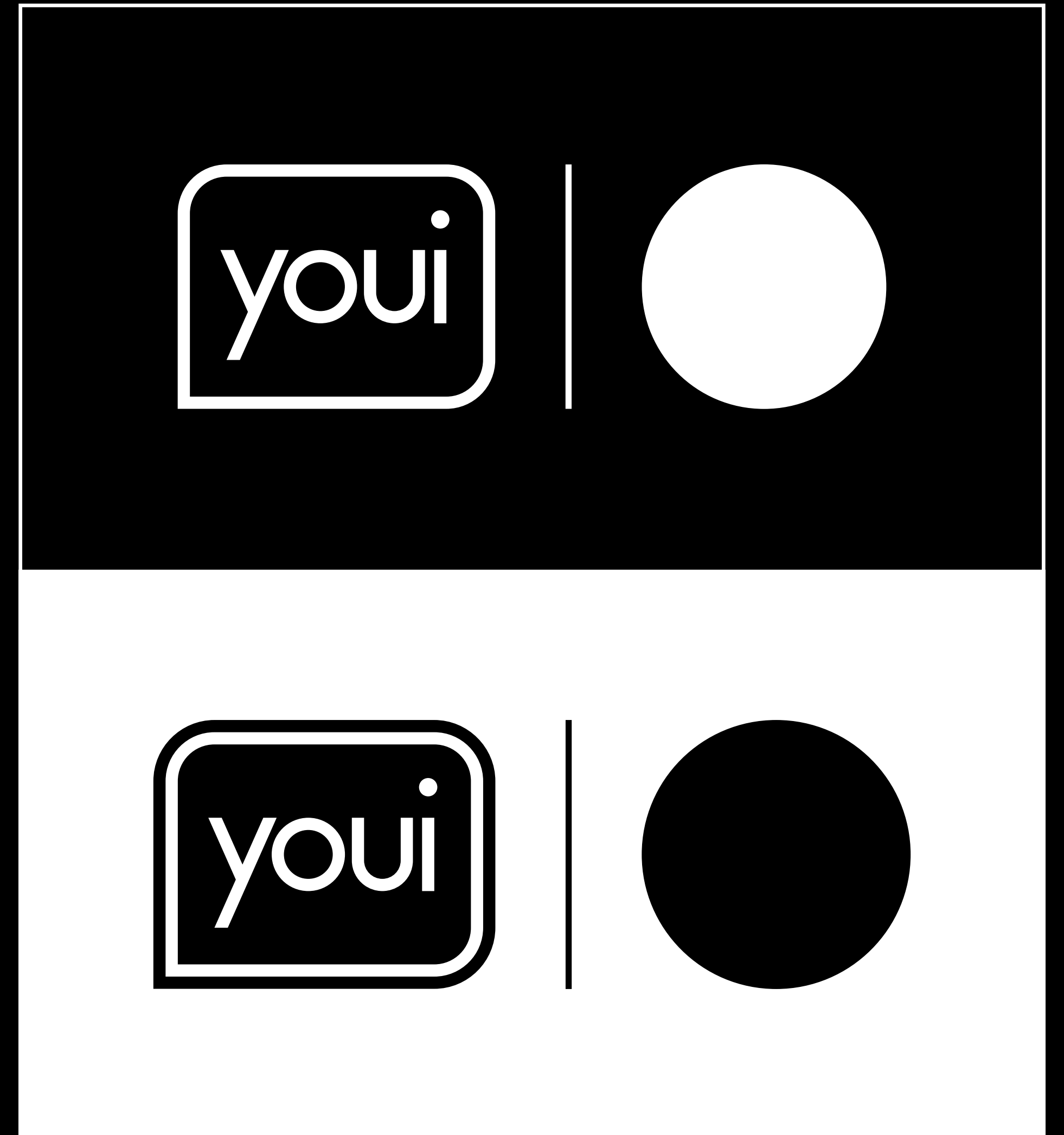
Left or right alignment is preferred over centred. Top or bottom alignment is determined at the discretion of the designer.



Co-branding standards

When displaying the Youi logo in a co-branding setting, it is important to consider the relationship between the respective brands, ensuring all relevant clear zones and minimum sizes are respected.

All instances of co-branding with the Youi logo must be either created or approved by the Youi Brand Team. Due to the varied shapes and structures of external / partner logos that are out of our control, the optimum co-branding treatment will be determined on a case-by-case basis utilising the guiding principles demonstrated in this section.



Co-branding guiding principles

Logo format

When co-branding, the standard Youi logo badge (without tagline) should be used.

Divider lines

Separate the brand identities with a divider line. The thickness of the divider line should be half the width of the Youi logo badge outline. Match the height of the divider line to the height of the Youi logo badge (adjusting for both positive and reversed treatments).

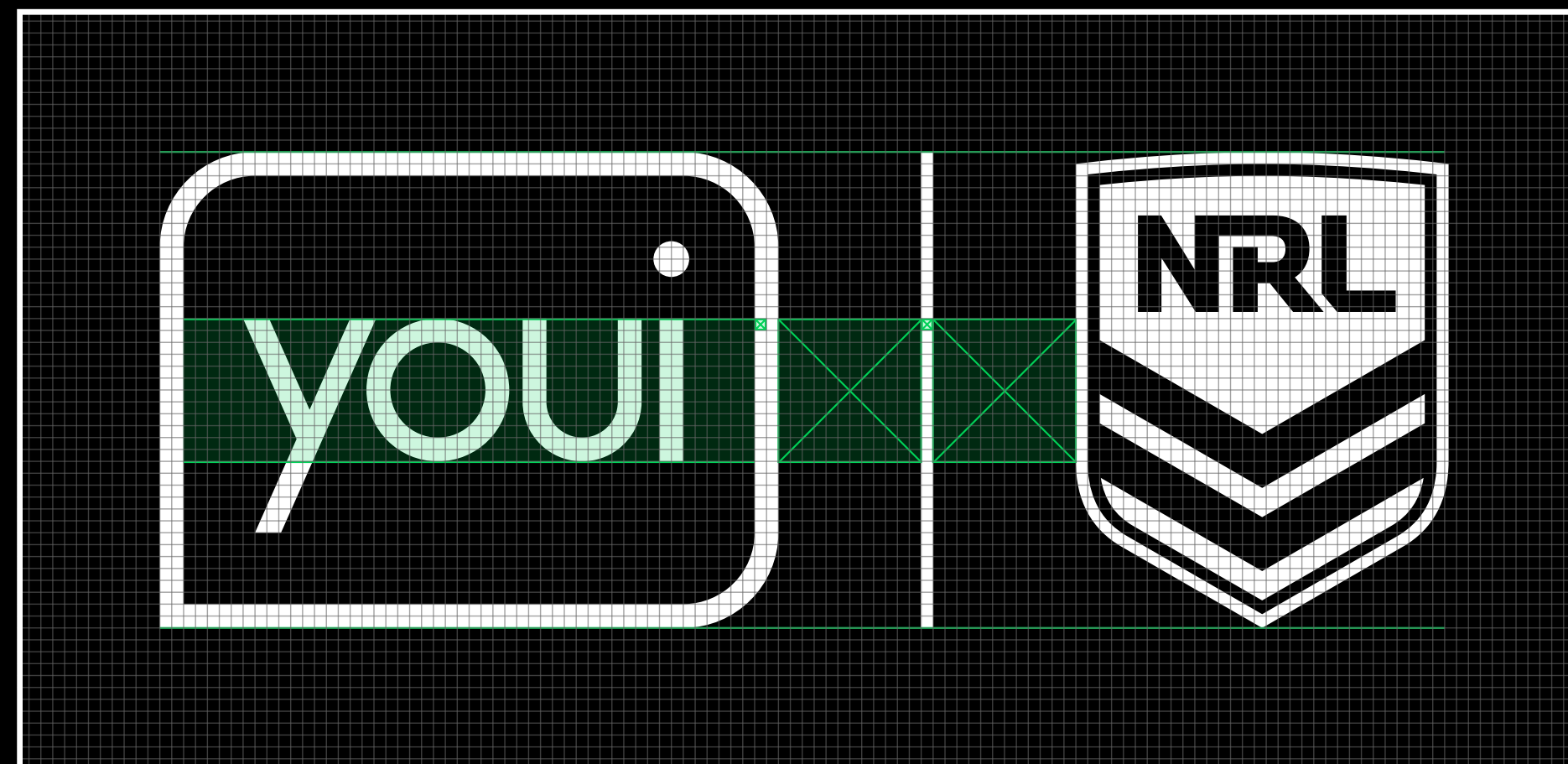
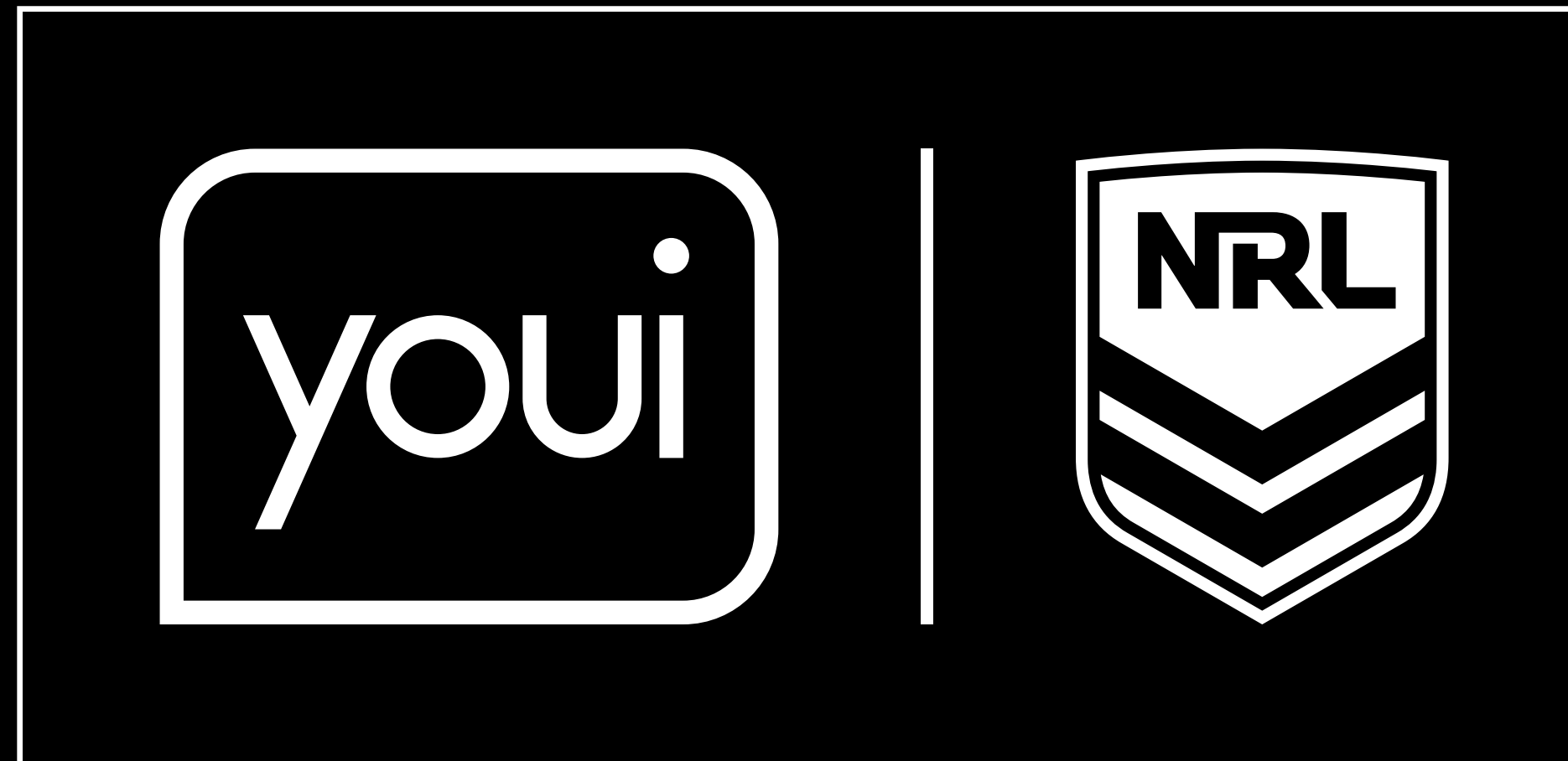
Spacing

Space the divider line using the Youi logo exclusion zone (as per the proportionate “x” height of the Youi wordmark). Mirror the space between the Youi logo and the divider line to place the partner logo.

Proportions

The height of the partner logo should never exceed the height of the Youi logo. The preference is to display the Youi logo alongside stacked formats of partner logos so that both brands have similar prominence. If the partner logo is a landscape format, it may need to be displayed at a smaller overall height than the Youi logo badge to ensure a more even share of brand weighting.

Examples with grids



Colour



Primary palette

Mono but not monotonous

Let's get something straight – in pure black and white – not up for debate. We're a predominantly black and white brand (emphasis on the black).

No ifs, ands or buts.

This is not accidental or incidental – it's fundamental. Beyond mere aesthetics, our black and white colour palette aligns with our core identity as a brand.

We're simple, direct and to the point. There's no grey area with us. You don't have to read between the lines. We tell it like it is – in black and white.

Black is not commonly used as a hero colour in the insurance industry, providing an opportunity for disruption and creating a more distinctive and highly visible brand identity.

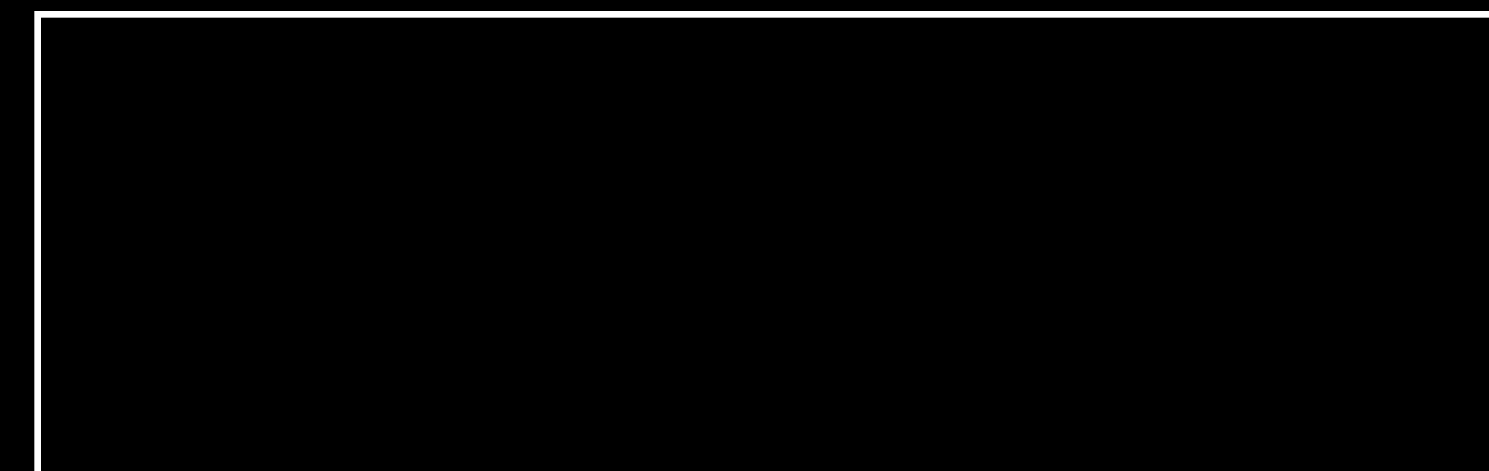
Black

White

**Our
primary
colour
palette**

Black

It's the new black



Digital

HEX	#000000
RGB	R 0 / G 0 / B 0

Print

Pantone*	Black C / Black U
CMYK**	C 40 / M 40 / Y 40 / K 100
CMYK text***	C 0 / M 0 / Y 0 / K 100

* Use Black C for coated stocks and Black U for uncoated stocks.

** Use rich black for large areas of black and the logo. This ensures a strong black result and avoids any colour banding which can occur when large areas of 100K are used.

*** Use 100K for black type and small areas of black on white (e.g. table lines). This ensures optimum legibility, avoiding any issues with print registration, especially at small sizes.

White

What to use when
you can't use black



Digital

HEX	#FFFFFF
RGB	R 255 / G 255 / B 255

Print

Pantone	N/A
CMYK	C 0 / M 0 / Y 0 / K 0

Support palette

In support of our primary black and white colour palette, we have an accent colour which is appropriate for call-to-action buttons and additional emphasis.

It's important to note that the Youi green is a support colour only. Its use should be minimal and restrained.

As a general rule, the Youi green should feature on less than 5% of the overall design. This means no large areas of green, no large blocks of green text.

The less it's used, the more powerful it is. Keep it up your sleeve for call-to-action buttons and important highlights. Too much green is off brand and limits its effectiveness.

Green

The less it's used,
the more powerful it is

Great for call-to-action buttons and small highlights.
Works best on black. Avoid using in headlines.
Never use green type on white backgrounds.
Never use white type on green backgrounds.
Best used in digital spaces (doesn't translate well to print).



Digital

HEX	#00D258
RGB	R 0 / G 210 / B 88

Print*

Pantone	802 C / 802 U
CMYK	C 60 / M 0 / Y 80 / K 0

* Youi green is best used in back-lit digital environments and not print. The intense bright profile does not transfer well to printed CMYK process, which has a limited gamut. Printing the Youi green in CMYK results in an unattractive mid green that does not accurately reflect the vibrant on-screen colour and has limited contrast with black.

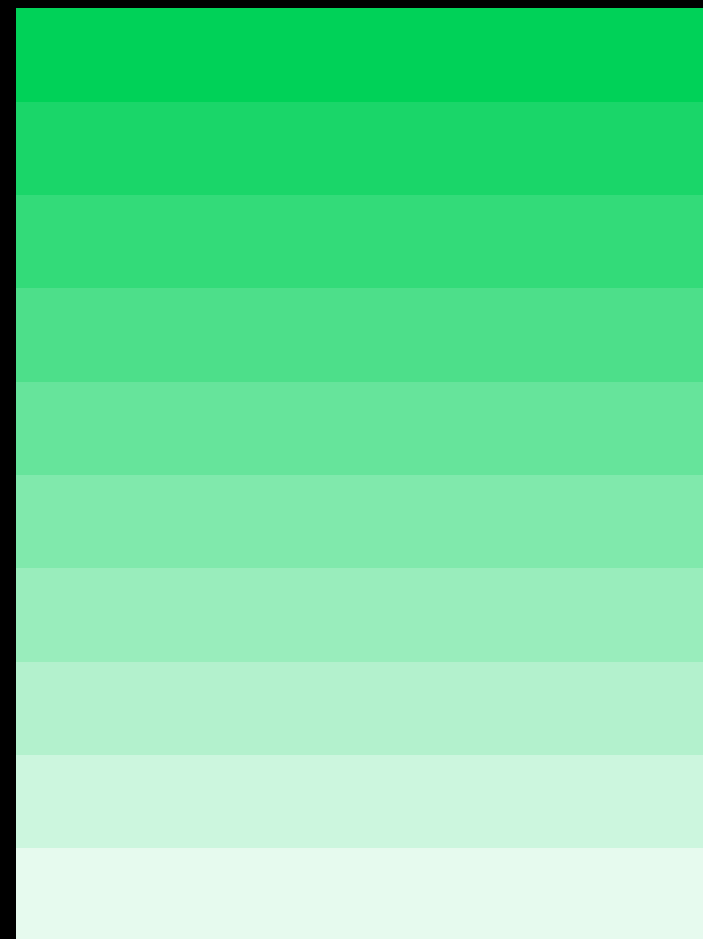
As a general rule, the Youi green is not to be used for any printed materials, unless the budget allows for the use of Pantone colours.

Tints belong on windows

No



And no



It's imperative that the Youi colour palette is never tinted. We're a high contrast black and white brand.

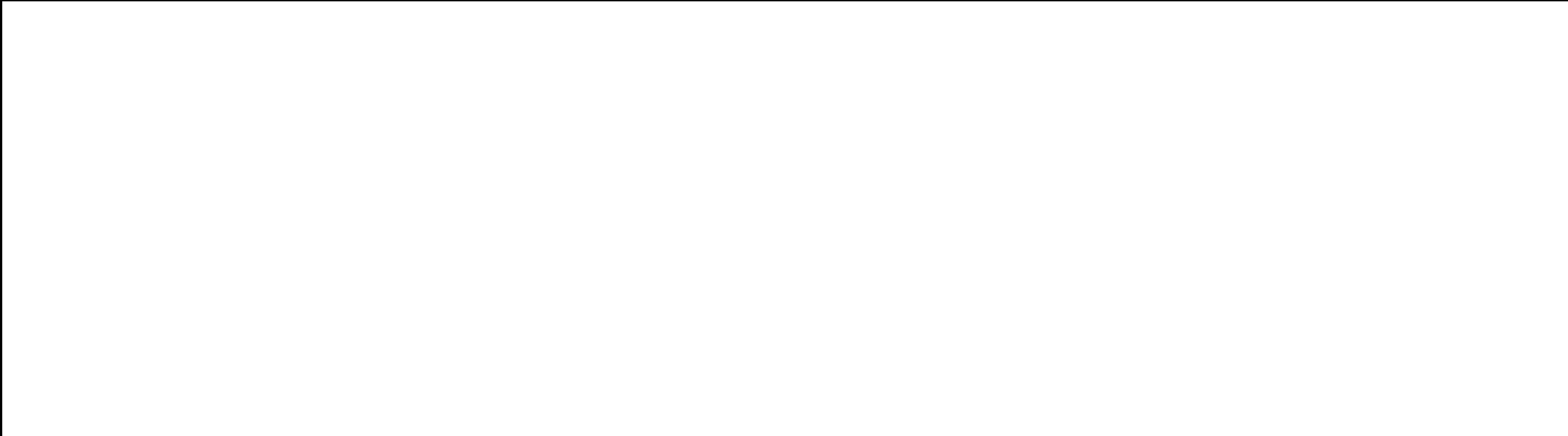
Our colour palette reflects our tone. We're bold and direct. We don't water that down – ever.

This means no grey tints. We don't use tints to separate backgrounds or areas of information. If you feel the need to use a grey tint (whether light or dark) you're doing it wrong. Keep it solid. Keep it strong. Keep it on brand.

The tint rule also applies to the Youi accent green and all future additions to the Youi support palette (including product iconography and sub brands). Keep them full throttle and never introduce tints under any circumstances.

**We also don't
do gradients**

Ever. Enough said.



Colour summary

Black

HEX	#000000
RGB	R 0 / G 0 / B 0
Pantone	Black C / Black U
CMYK	C 40 / M 40 / Y 40 / K 100
CMYK text	C 0 / M 0 / Y 0 / K 100

White

HEX	#FFFFFF
RGB	R 255 / G 255 / B 255
Pantone	N/A
CMYK	C 0 / M 0 / Y 0 / K 0

Green

HEX	#00D258
RGB	R 0 / G 210 / B 88
Pantone	802 C / 802 U
CMYK	C 60 / M 0 / Y 80 / K 0

Typography



Hey Helvetica, you're just our type

Typography is very important to the Youi brand. It plays a major role in our distinctive look and feel; an integral part of our modernist aesthetic.

All Youi collateral, whether internal or external, must align to the Youi typography standards. Upholding these standards across all touchpoints ensures not only a consistent visual impression, but supports the continuity and trustworthiness of our brand as a whole.

We only use one typeface – Helvetica Neue. Within that typeface, we only use two weights – Bold and Light.*

We don't use italics.**

This minimal approach might seem limiting, but it actually offers a valuable advantage. It helps us to be precise in our messaging, prioritising information to emphasise what's important and omit what's unnecessary. We're all about simple, direct communication and our typography reflects that.

* Use of Helvetica Neue Regular is permitted in limited circumstances. These include small disclaimers; small printed type reversed out of black (less than 10pt) where print registration may cause Helvetica Neue Light to fill in; disclaimers and small type in newsprint. Regular weight should never be used for headlines, feature copy or body copy.

** Italics are not part of our typographic vocabulary. We never use them in headlines or to differentiate between levels of hierarchy. The only instances where italics are permitted is where they are required by law (e.g. the name of a Parliamentary Act). Disclaimers should not be italicised.

Helvetica Neue Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&* (+):”...**

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&* (+):”...

Helvetica Neue cheat sheet

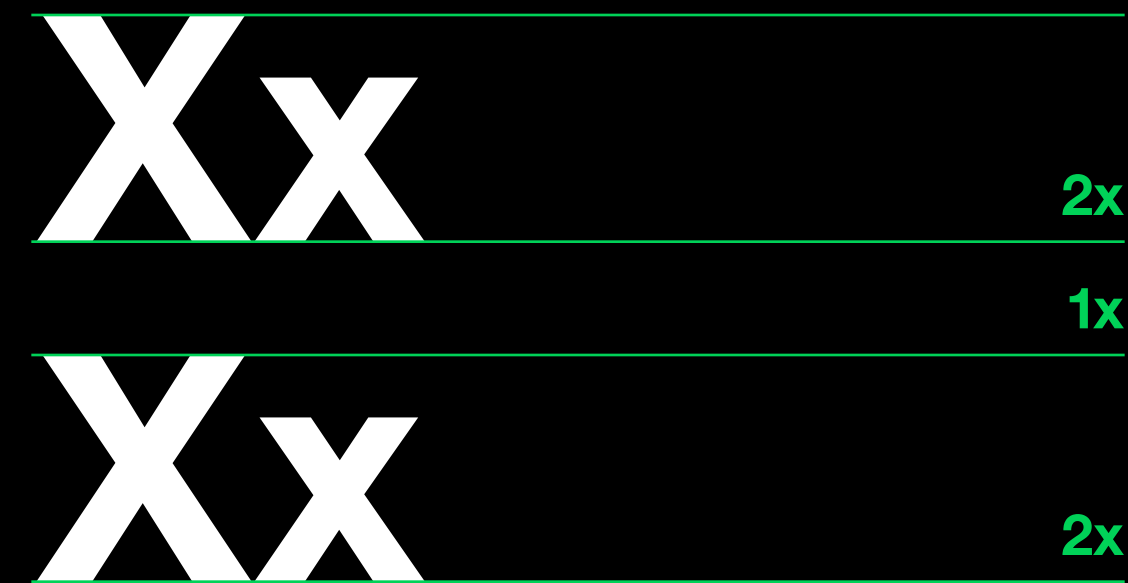
The cheat sheet on the following page showcases the benchmark standard for Helvetica Neue typesetting at Youi.

In order to maintain brand uniformity, it's important that we treat Helvetica Neue with consistency across all touchpoints. Stick to these typesetting rules and you can't go wrong.



Headlines

Helvetica Neue Bold



A 2:1 ratio is the ideal sweet spot for Helvetica Neue Bold leading. At the designer's discretion, a 3:2 ratio is also acceptable. The preference is for leading to be tight, but never touching. When deciding on a leading ratio, consider the positioning of ascenders and descenders to ensure they never interfere with one another.

Character settings

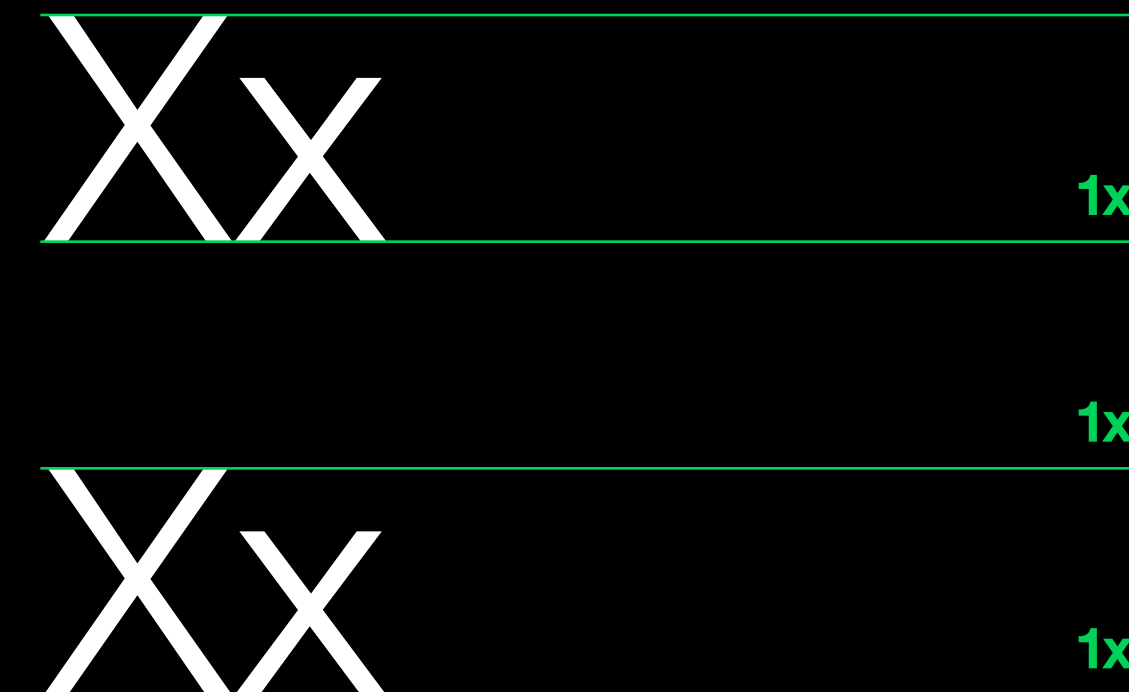
Kerning	Optical
Tracking	-25
Leading (Cap height)	2:1
Paragraph spacing (Cap height)	1:1.5

Paragraph justification

Minimum	50%
Desired	60%
Maximum	70%

Body copy

Helvetica Neue Light



Helvetica Neue Light has a 1:1 leading ratio. This is to ensure optimum readability for large areas of text and body copy. When used for headlines and in combination with Helvetica Neue Bold for feature text, the 2:1 ratio is acceptable. However, Helvetica Neue Light body copy leading should never be less than 1:1.

Character settings

Kerning	Optical
Tracking	-10
Leading (Cap height)	1:1
Paragraph spacing (Cap height)	1:2

Paragraph justification

Minimum	50%
Desired	60%
Maximum	70%

UPPERCASE USAGE

Uppercase treatment is permissible at the discretion of the designer and where appropriate in context of the subject matter.

Uppercase settings follow many of the same conventions as standard Youi typography, with some adjustments.

Uppercase treatments may be used for headlines and feature text only (no large areas of text or body copy).

Uppercase treatments must be Helvetica Neue Bold and never Helvetica Neue Light.

Because of the block shapes and lack of ascenders / descenders, uppercase leading can afford to use the tight 3:2 leading ratio at all times.

Character settings

Kerning	Optical
Tracking	-25
Leading (Cap height)	3:2
Paragraph spacing (Cap height)	1:1.5

Paragraph justification

Minimum	50%
Desired	60%
Maximum	70%

Keep it tight

We like type to be tight, but never touching.

This goes for leading, as well as kerning.

Negative tracking and optical kerning add to our distinctive typographic style. But they do require some additional attention to detail to ensure we're always looking our best.

Some manual adjustments are required to avoid any instances of characters getting a little too close.

As a brand, we're all about treating people as individuals. The same goes for Helvetica Neue characters – they need their own space. They should never blend together or touch.

In certain instances, the kerning needs manual adjustment to bring characters closer together. Large default gaps between certain letterforms and numbers should always be rectified.

Examples of common character spacing relationships that require manual adjustment are detailed in this section.

A guide to some of the commonly required manual kerning adjustments – especially in headlines and feature text.

Yo	Yo	Ye	Ye	Ya	Ya	rt	rt	ra	ra	re	re
Default	-110	Default	-100	Default	-95	Default	55	Default	15	Default	10
rd	rd	ft	ft	rn	rn	ty	ty	tt	tt	wy	wy
Default	15	Default	50	Default	25	Default	50	Default	40	Default	50
ry	ry	ri	ri	it	it	ta	ta	To	To	Ta	Ta
Default	60	Default	20	Default	10	Default	20	Default	-120	Default	-100
ky	ky	if	if	fy	fy	rf	rf	ff	ff	TT	TT
Default	35	Default	20	Default	50	Default	70	Default	50	Default	50

This is by no means an exhaustive or definitive list. The onus is on the designer to be sensitive to the individual relationships between characters, especially in relation to the overall composition of the word. Letter combinations with large default gaps may require additional tightening to the settings listed above if surrounded by particularly compressed combinations. Equally, default combinations that are especially tight may require additional spacing if surrounded by less compressed letter combinations. Treat every word as a whole and kern in context over the overall composition.

Numbers require special attention – especially in headlines and feature text.

11	11	12	12	13	13	15	15	16	16	18	18
Default	-145	Default	-70	Default	-80	Default	-85	Default	-85	Default	-65
19	19	40	40	44	44	45	45	46	46	48	48
Default	-75	Default	40	Default	40	Default	30	Default	25	Default	40
49	49	50	50	53	53	54	54	56	56	58	58
Default	20	Default	25	Default	25	Default	35	Default	25	Default	30
64	64	65	65	68	68	71	71	83	83	84	84
Default	35	Default	25	Default	30	Default	-50	Default	35	Default	35
85	85	86	86	88	88	94	94	98	98		
Default	25	Default	20	Default	30	Default	35	Default	25		

Treat punctuation with the same attention to detail as other character combinations.

k?	k?	t?	t?	f?	f?	r?	r?	y?	y?	x?	x?
Default	30	Default	30	Default	45	Default	35	Default	50	Default	25
l?	l?	w?	w?	v?	v?	i?	i?	!	!	!	!
Default	0	Default	35	Default	30	Default	0	Default	15	Default	20
t!	t!	j!	j!	f!	f!	r!	r!	's	's	'd	'd
Default	25	Default	0	Default	35	Default	25	Default	-70	Default	-70
e'	e'	\$3	\$3	\$4	\$4	\$6	\$6	\$8	\$8	1%	1%
Default	-40	Default	45	Default	50	Default	30	Default	50	Default	-125

Keep left

As a general rule, we range type to the left.

Occasionally, at the discretion of the designer, we do allow centred type – but only in very special circumstances (e.g. graphic title screens in video).

Even more occasionally – and in the very rarest of circumstances – right aligned type is permissible, but only where limitations of the format or special layout requirements dictate.

Never can we ever justify having justified type. Just don't do it.

Left aligned



This is how we like to roll the majority of the time.

Centred



This treatment is permissible in the right circumstances.

Right aligned



There are some rare occasions when this treatment is OK.

Justified



This is never allowed under any circumstances. No matter what.

Bullet points

Our approach to bullet point lists is simple. We have standard in-text bullet points and an option for feature bullet points using the Youi arrow.

Examples of bullet point treatments are displayed below. Spacing and indents are at the discretion of the designer based on the point size of the type and number of hierarchy levels that need to be accounted for.

A good rule of thumb is to match the gap between the bullet and the type to the cap height of the text. Always align subsequent lines of type to the indent and not the bullet.

Standard in-text bullets

- Here's an example of standard in-text bullet points with a mix of multi-line points and single-line points.
- Here's a single-line bullet.
- The space between the bullet and this text is equal to the cap height of this text. This is a proportionate guide that can be used to set indents at any point size.
- Make sure you indent all lines of text and not just the first line. The bullet points should have their own space to the left.
- Here's another single-line bullet.
- When the list contains bullet points that span multiple lines, the paragraph spacing of the list should match the paragraph spacing for text the same size.

Single line lists

- When the entire list is single line points.
- The spacing can afford to be tighter.
- You don't need as much space.
- You can reduce it.
- But only when the whole list is single lines.
- If there's more than a single line of text.
- Then you need extra space for readability.

Sub lists

- If you have multiple levels of hierarchy and require sub bullets, then it's important to ensure that the sub list bullet aligns to the indent of the parent list item. This is important because:
 - It helps messaging hierarchy and makes it clear that this sub list sits beneath the bullet point above.
 - You'll see we've also switched from a regular bullet to a hyphen for an additional level of differentiation between the main list and sub list items.
- And now we're back to the main list.

Feature lists

- Sometimes we use the Youi arrow in feature lists (as demonstrated throughout this document).
- The same rules as standard in-text lists apply to these feature lists.
- The height of the arrow should match the cap height of the text.
- Space the arrow from the type using the cap height of the text.
- All lines of type should be indented.
- Lists with only single-line points can afford to have tighter spacing.
- Lists that consist of one-word items only may use half the text cap height to space the arrow from the type.

Numbered lists

Numbered lists should follow the same rules as bullet-point lists, which a few exceptions.

To ensure a consistent indent within the list, the designer will have to set the indent based on the worst-case scenario number length. The space between the longest number and the text should match the cap height of the text.

Varying number widths means that the space between the numbers and the text fluctuates throughout the list. Basing the indent on the longest number means the space will never be less than the cap height of the text.

Numbered list settings

- 01 Here's an example of numbered lists.
- 02 We use the same paragraph spacing rules as regular bullet point lists.
- 03 The main difference between bullet lists and numbered lists is the variable width of the numbers.
- 04 We never want the left edge of the list indent to vary, so we have to set the indent based on the longest number length in the list (bearing in mind, this is not necessarily always the highest number numerically).

- 05 Use the cap height of the type to set the indent between the numbers and the list text.
- ... Imagine 95 additional points in this list.
- 100 By basing the indent space on the longest number (in this case, 100) we have a consistent indent for the list text and the minimum space between the number and the text is maintained throughout.



Additional type rules

Please observe

- No double spacing between sentences.
- No hyphenating words over two lines (legal and PDS documents exempt).
- No large areas of green type.
- No green type on white.
- No drop shadows on type.
- No outlines on type.
- Leave a space either side of a forward / slash.

Graphic elements

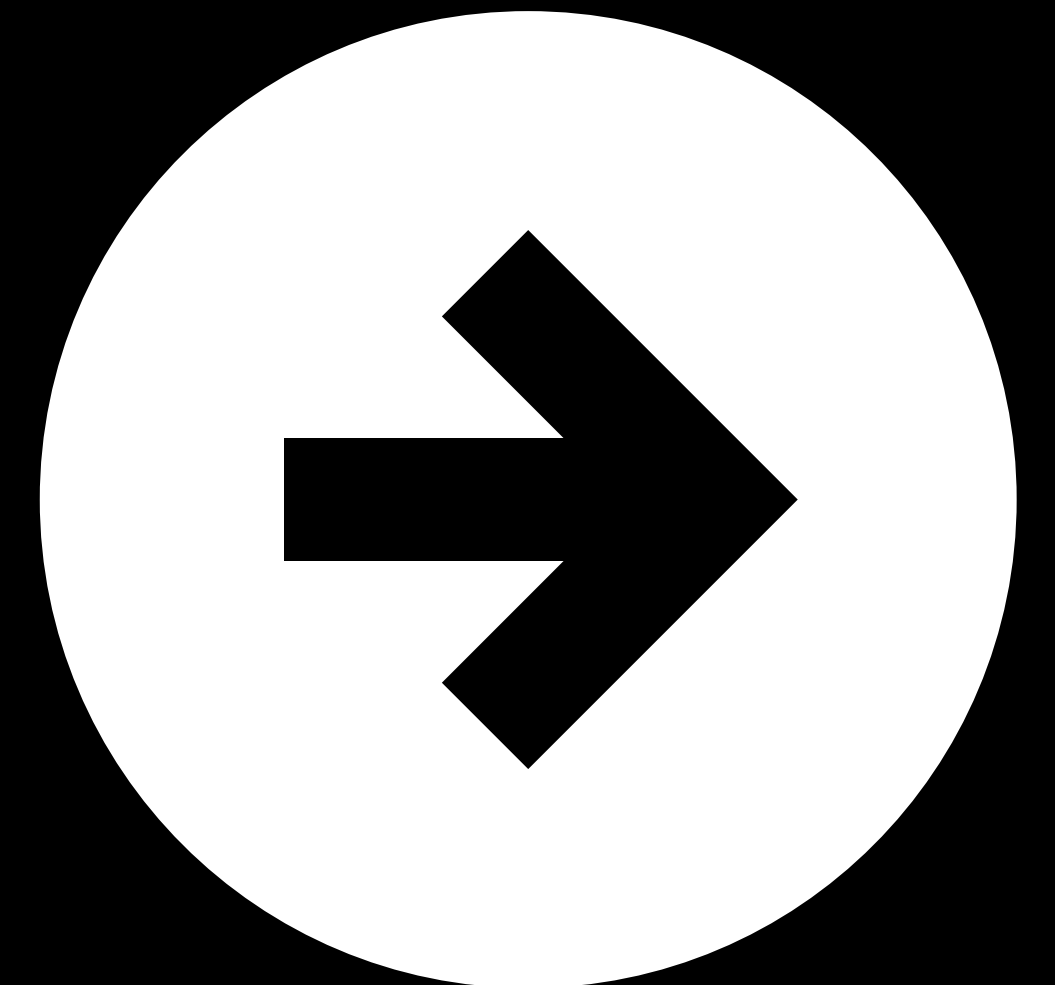
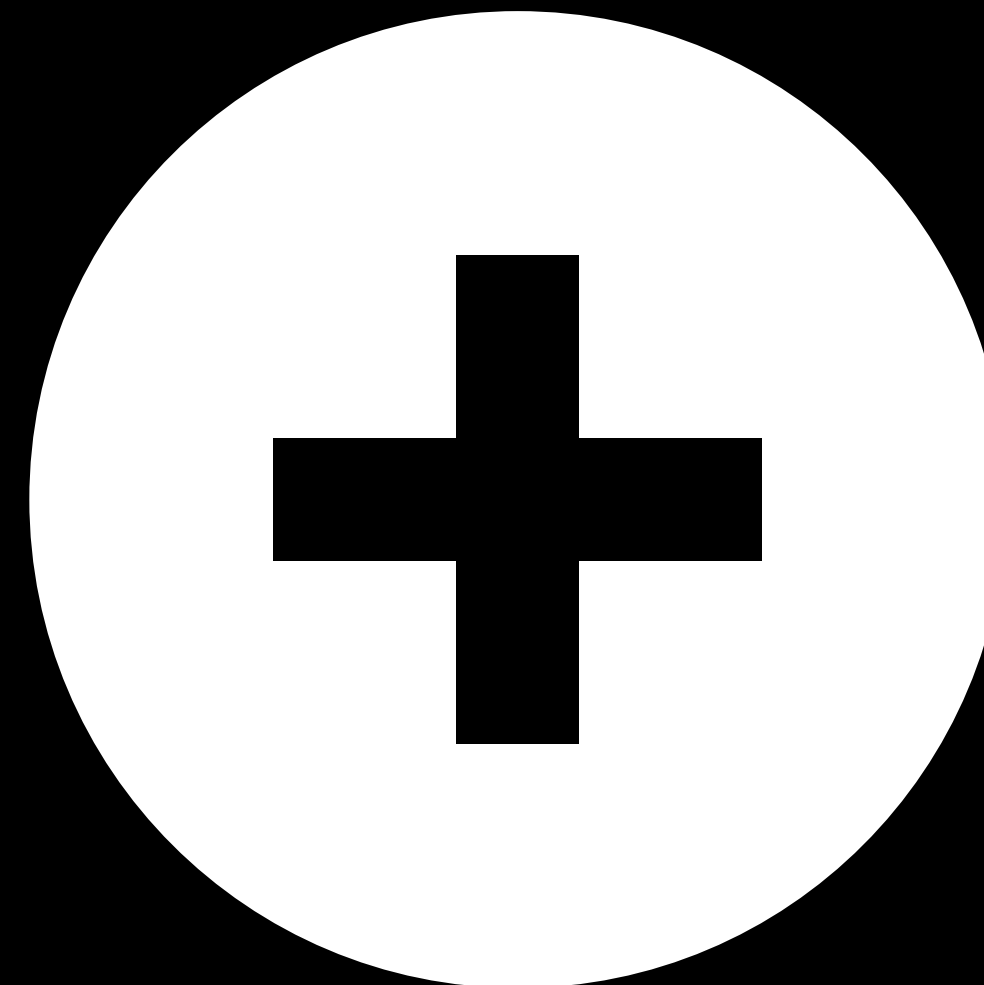
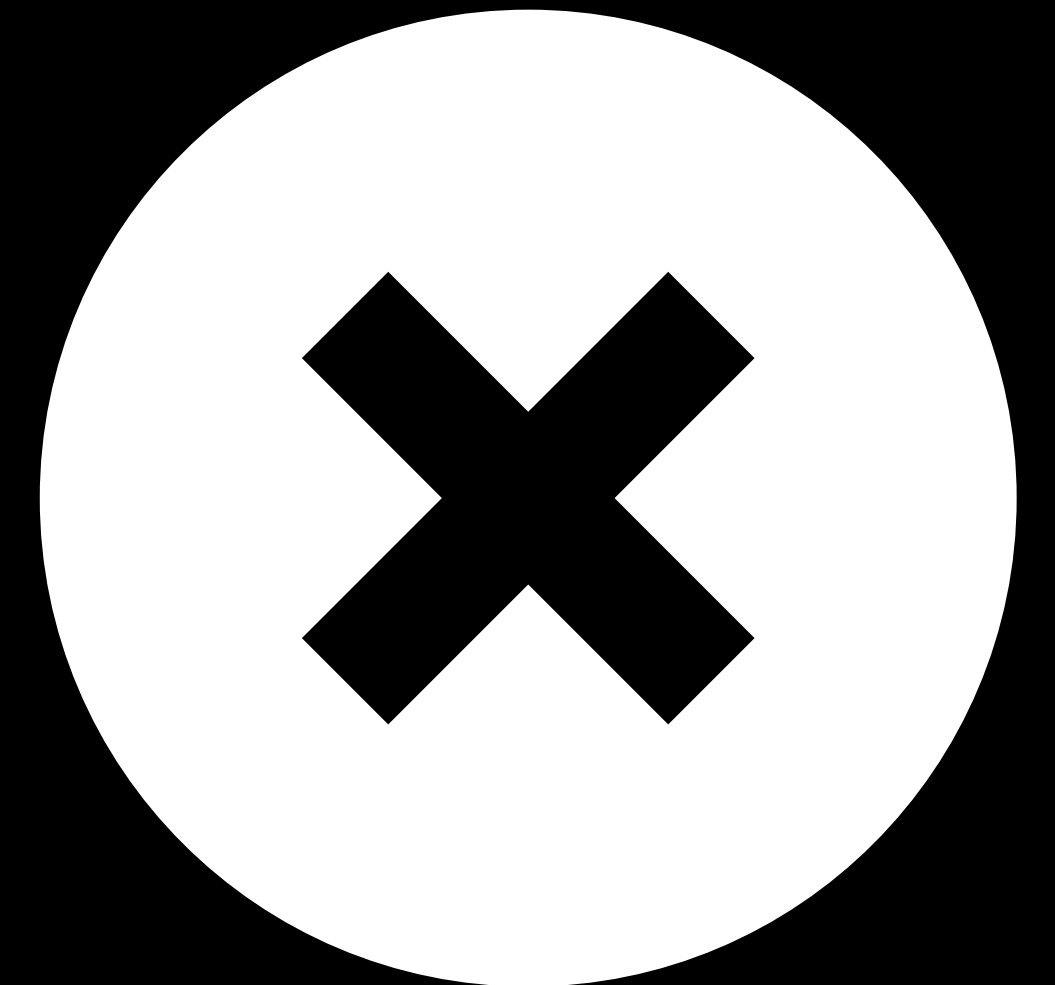
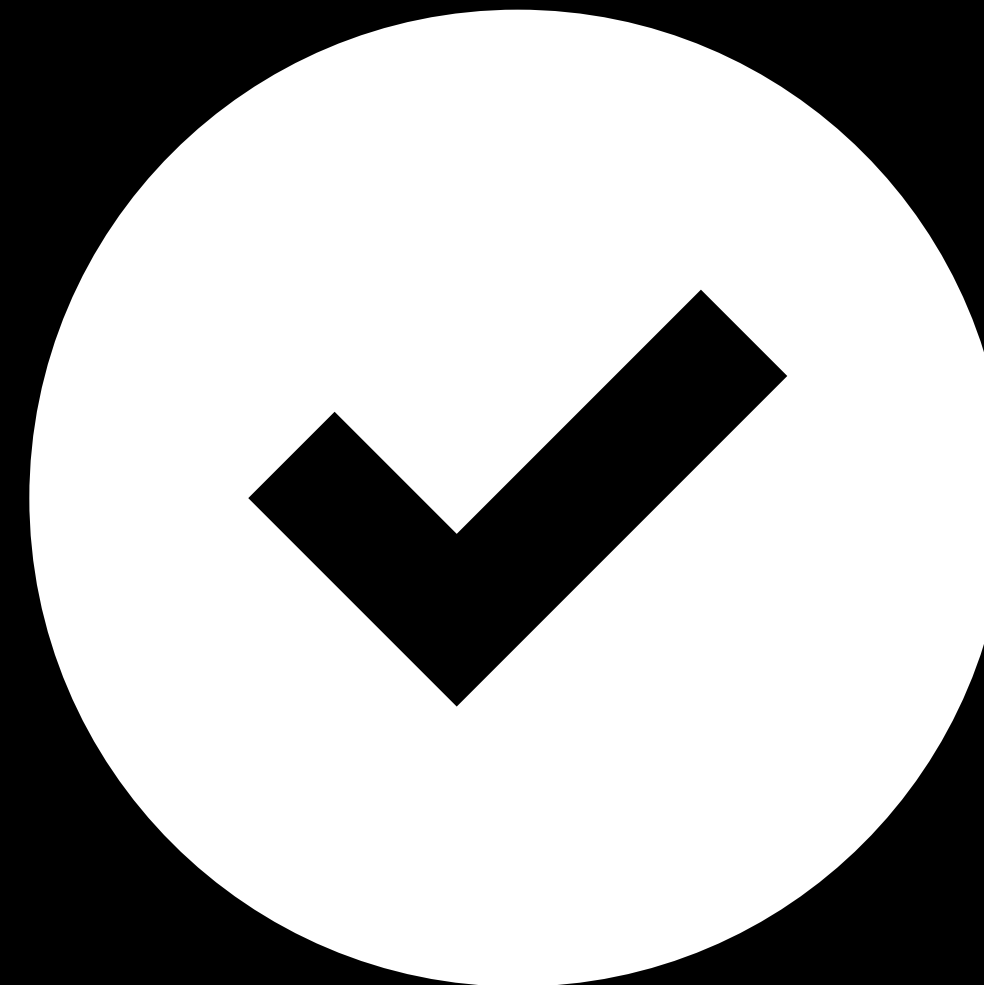


Symbol library

We have a library of commonly used symbols that align to our overarching modernist aesthetic.

These symbol treatments are an extension of our visual language, offering both consistency and flexibility. Symbols can be encapsulated within discs and squares or applied free-form. This offers the designer a level of flexibility, while still maintaining overall consistency.

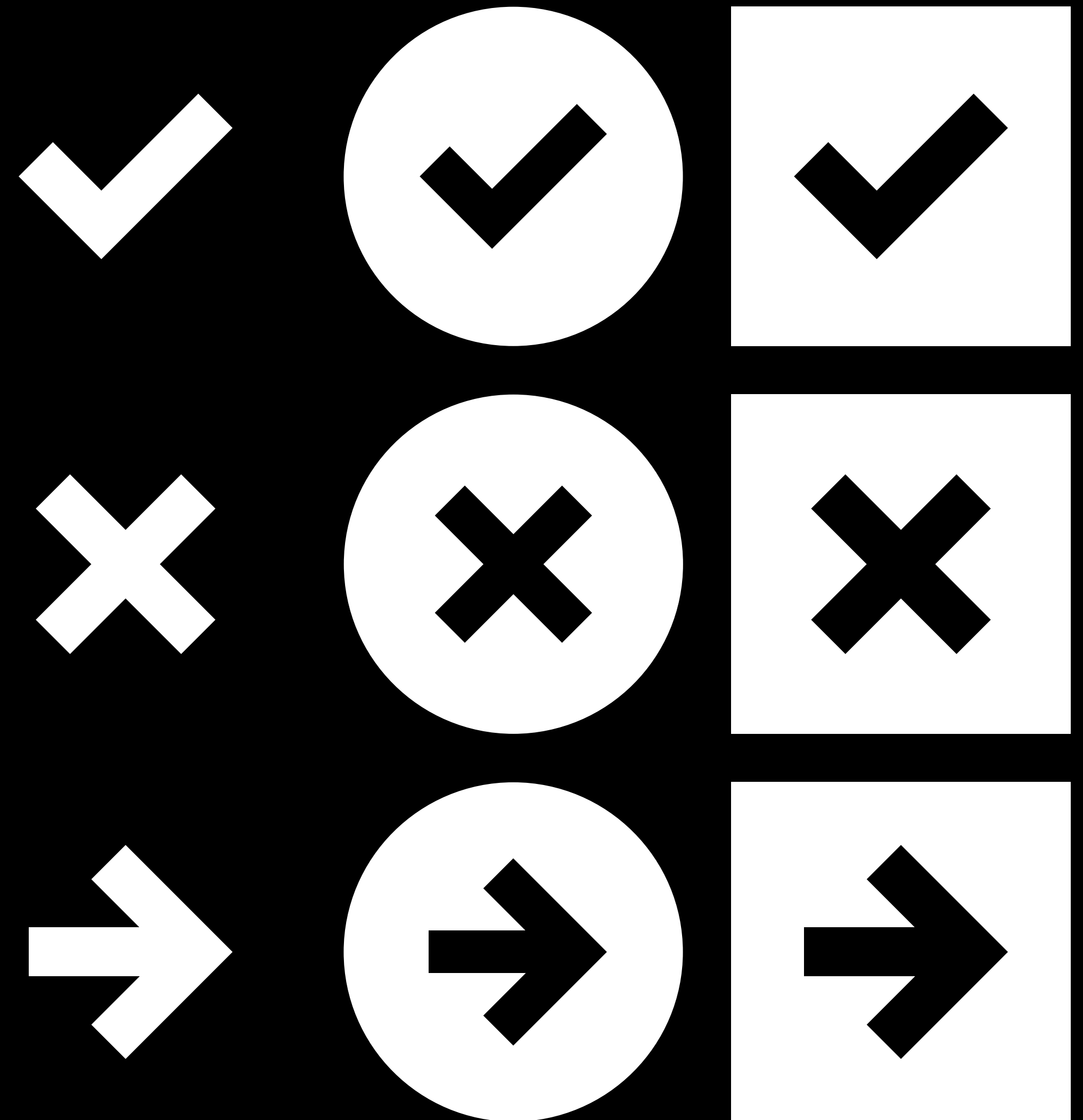
We should never use alternatives to substitute any of our existing symbols (e.g. a different checkmark or arrow). Where needs arise for symbols to be created outside of this library, they should be created within the same grid framework and with the same weighting so that they complement the rest of the suite.



Flexible consistency

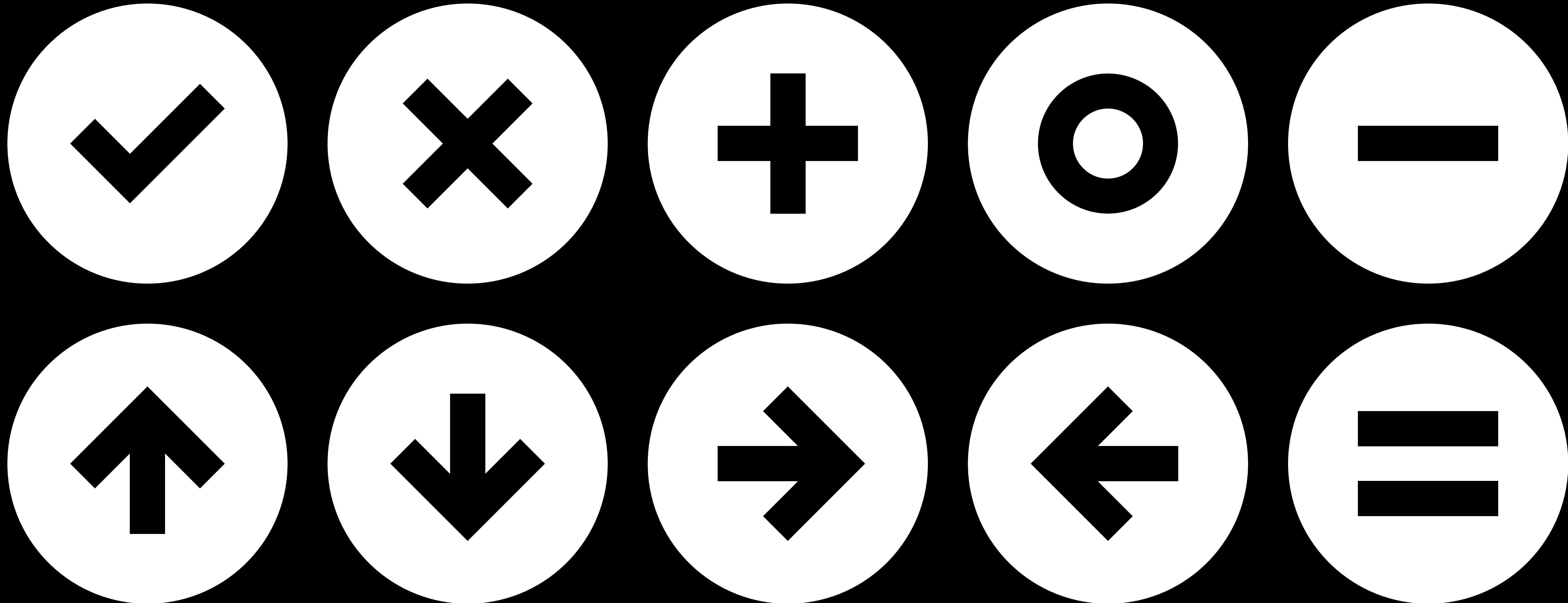
Symbols can be encapsulated within discs and squares or applied free-form, offering a level of flexibility to be implemented at the designer's discretion.

While the system allows for flexibility, it's important to set a standard for each output and to treat the symbols in a consistent manner across your design. This doesn't mean that all symbols within a particular design must follow the same convention (i.e. all free-form or all discs). Rather, that your chosen conventions should be applied with consistency. For example, if creating a feature list with free-form arrows, maintain that treatment for all similar lists in your design. Don't interchange with arrows in discs or squares for lists if you've already established a free-form list style.



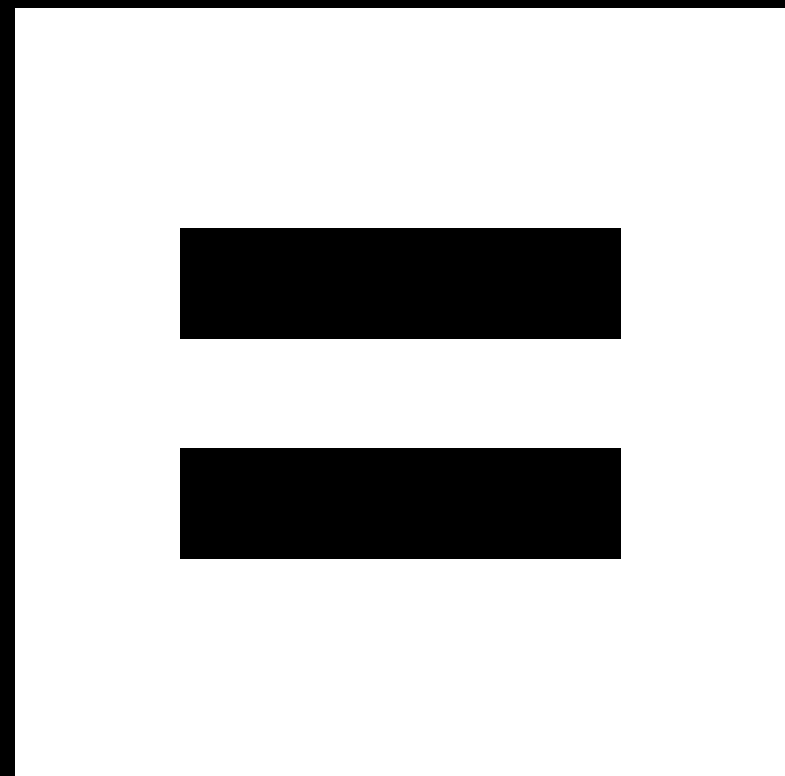
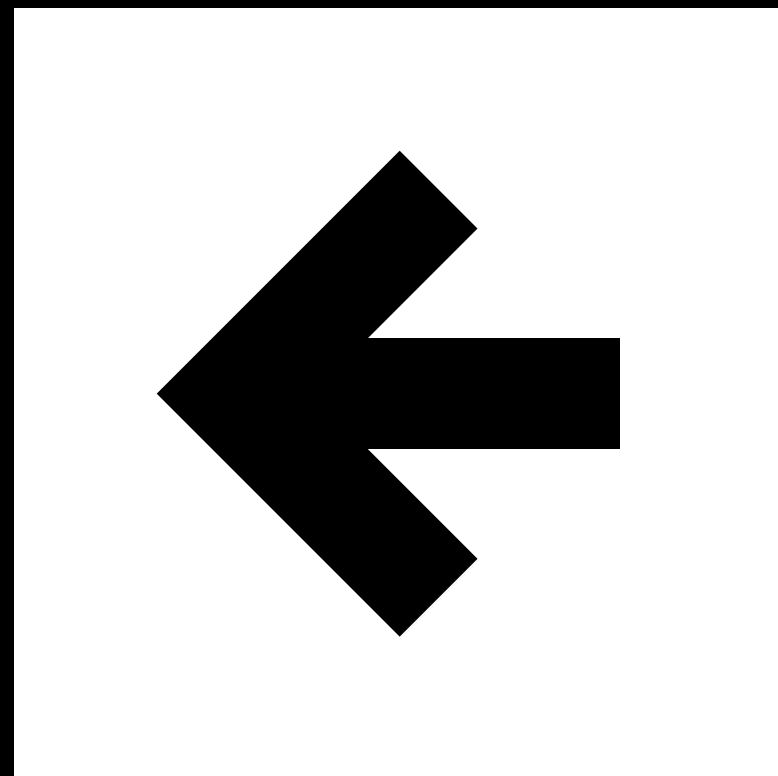
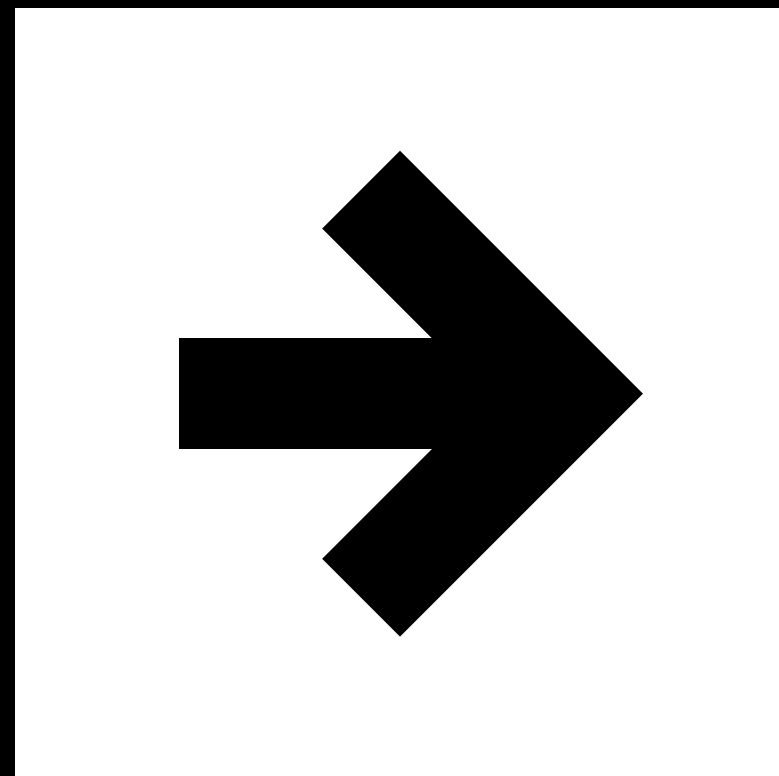
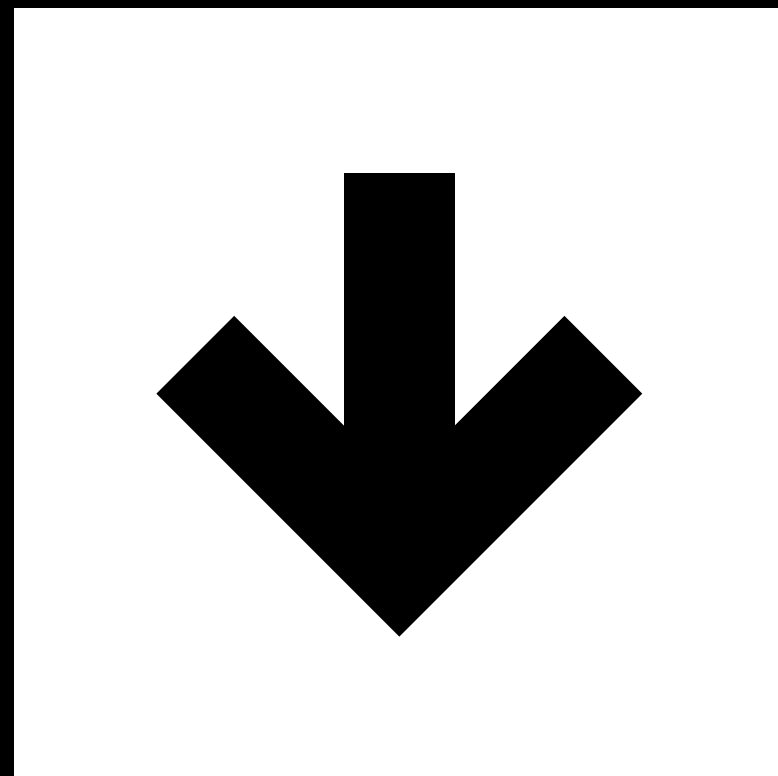
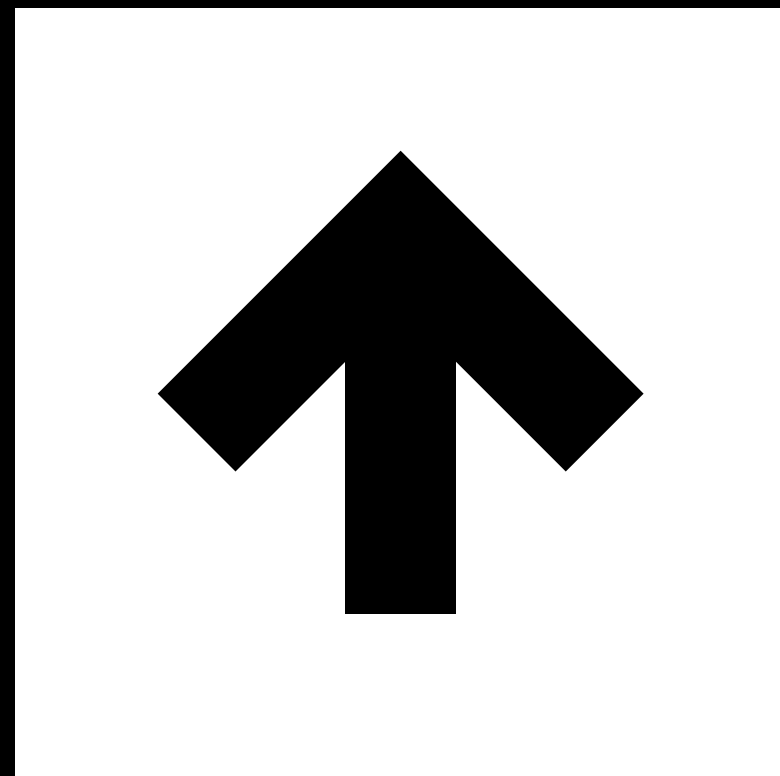
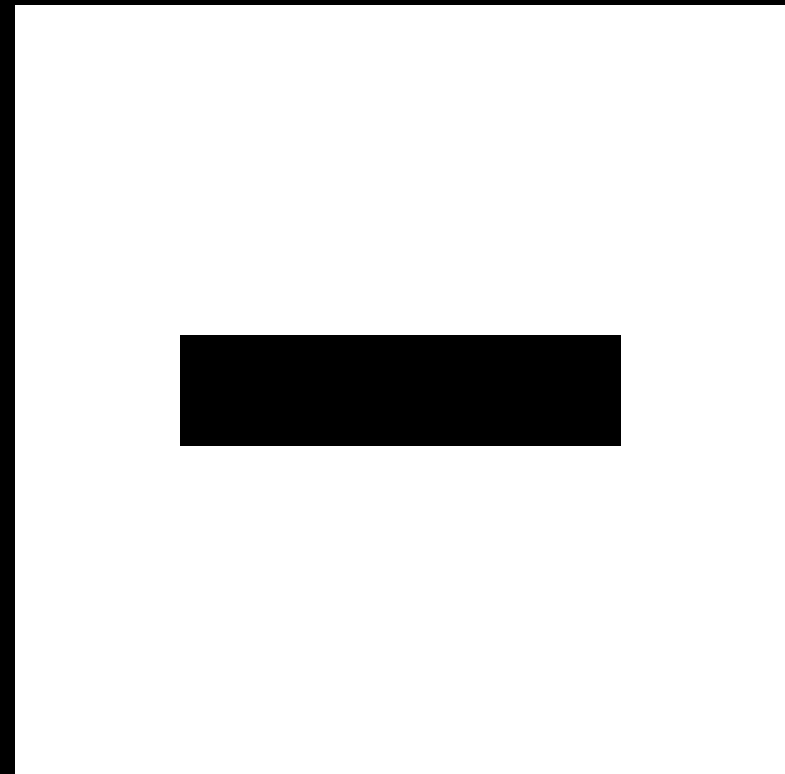
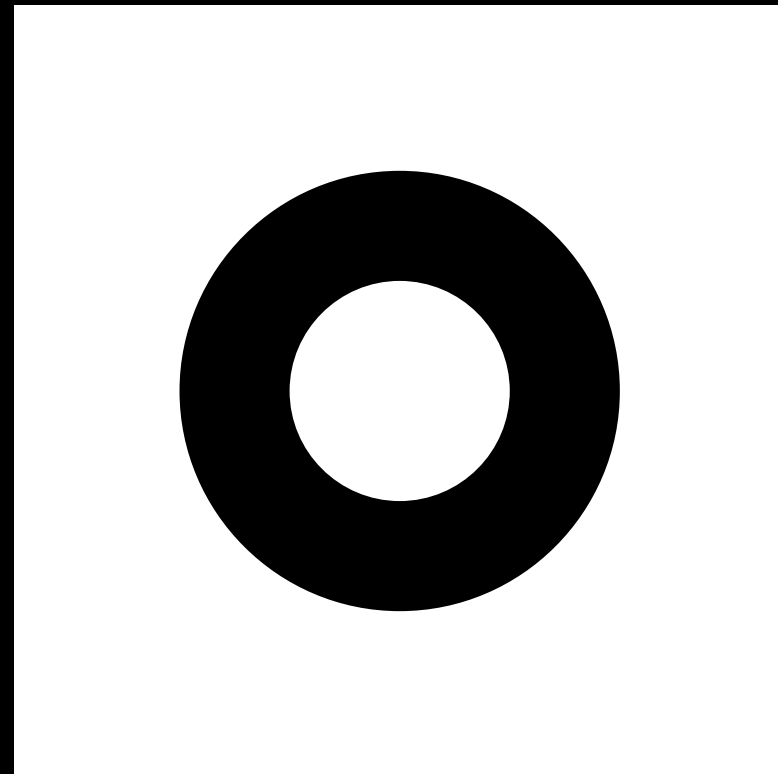
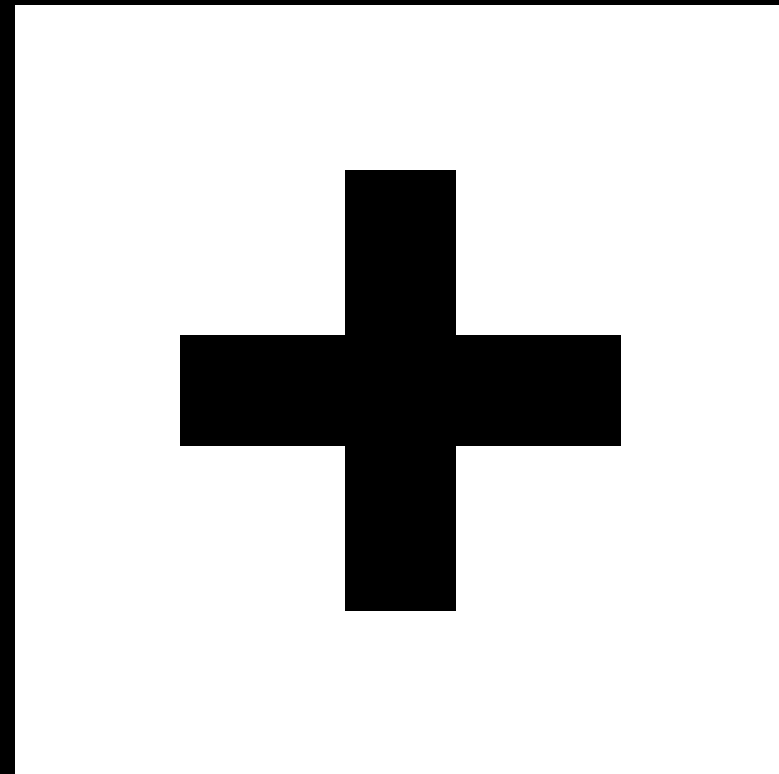
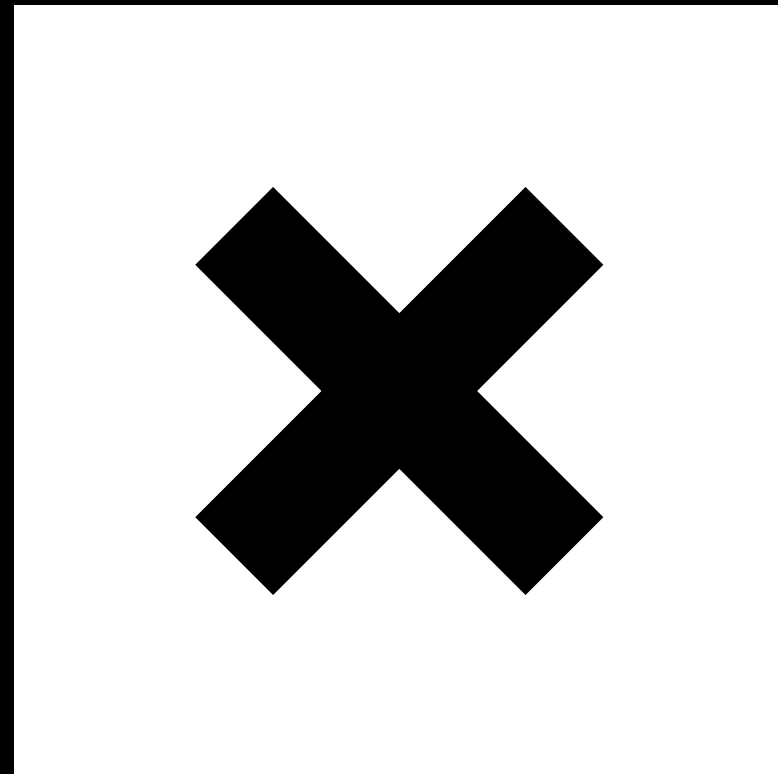
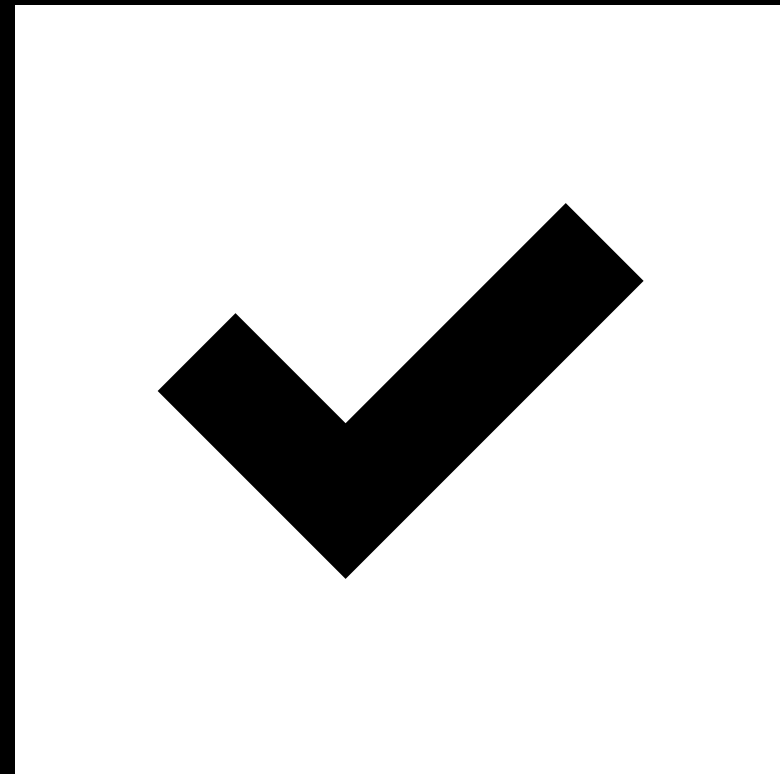
Symbols in discs

Symbols in discs should always be solid and never outlined. Always use official Youi symbol files and never alter or attempt to re-create them. Any additions to the symbol library must be designed and distributed by the Youi Brand Team.



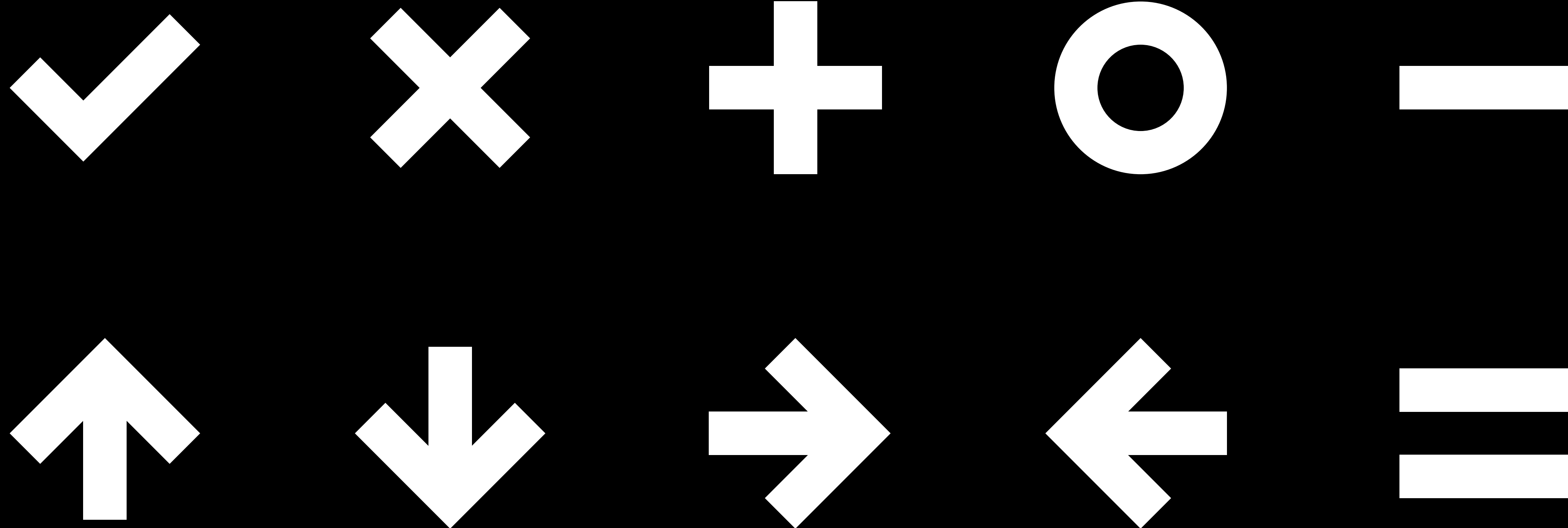
Symbols in squares

Symbols in squares should always be solid and never outlined. Always use official Youi symbol files and never alter or attempt to re-create them. Any additions to the symbol library must be designed and distributed by the Youi Brand Team.



Free-form symbols

Free-form symbols should always be solid and never outlined. Always use official Youi symbol files and never alter or attempt to re-create them. Any additions to the symbol library must be designed and distributed by the Youi Brand Team.

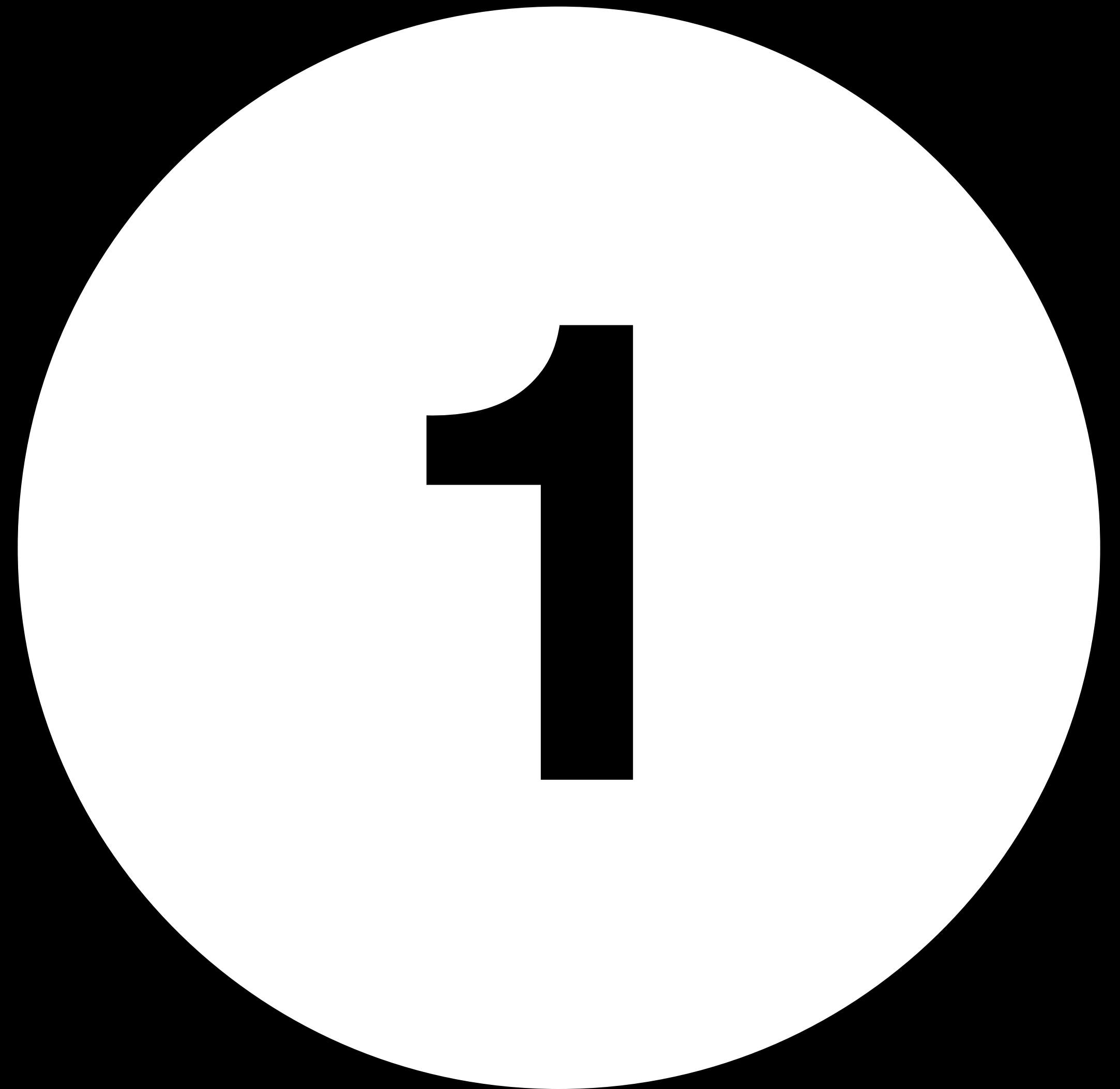


Feature numbers

Numbers can be treated as feature elements by encapsulating them in squares or discs.

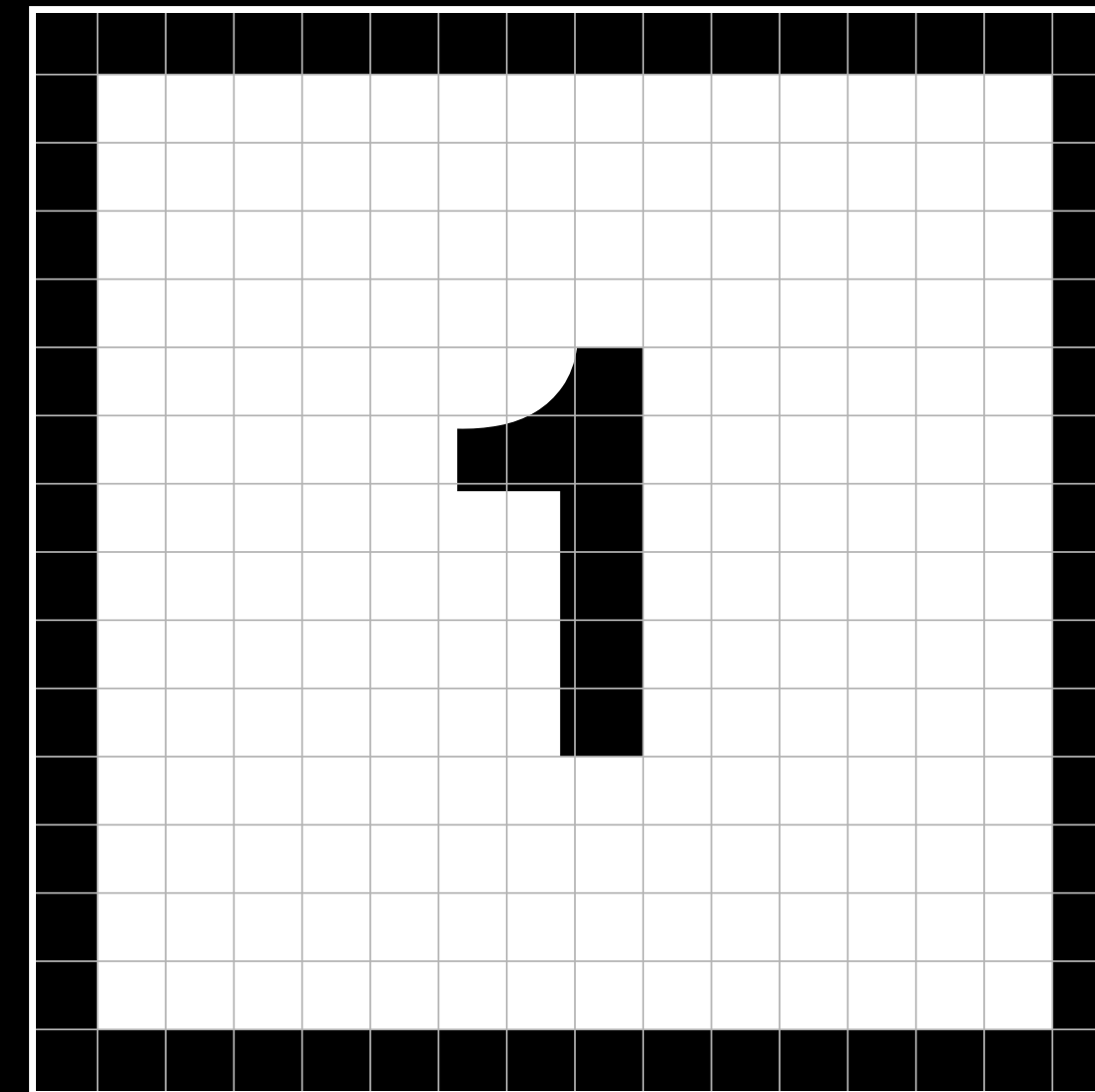
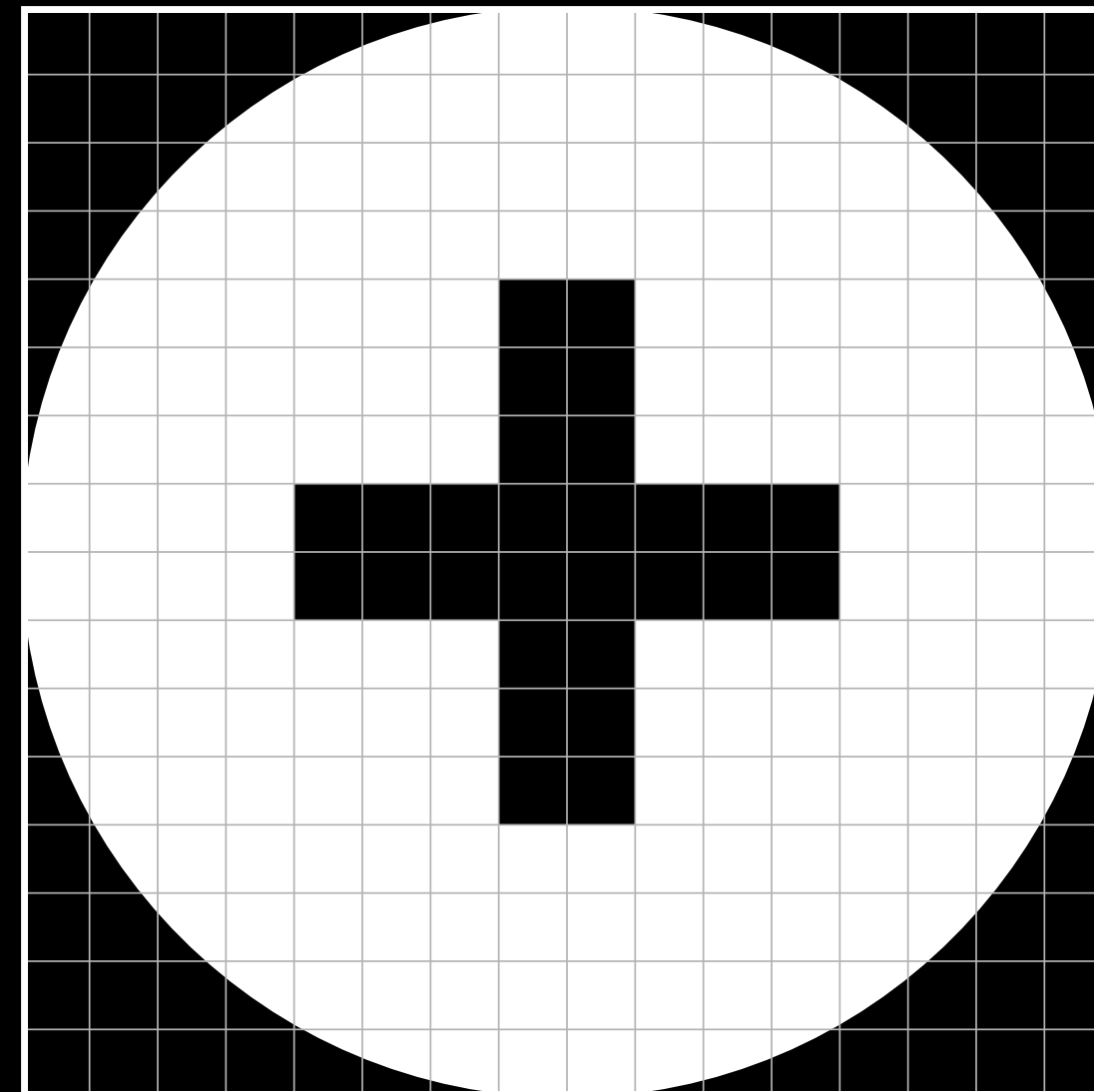
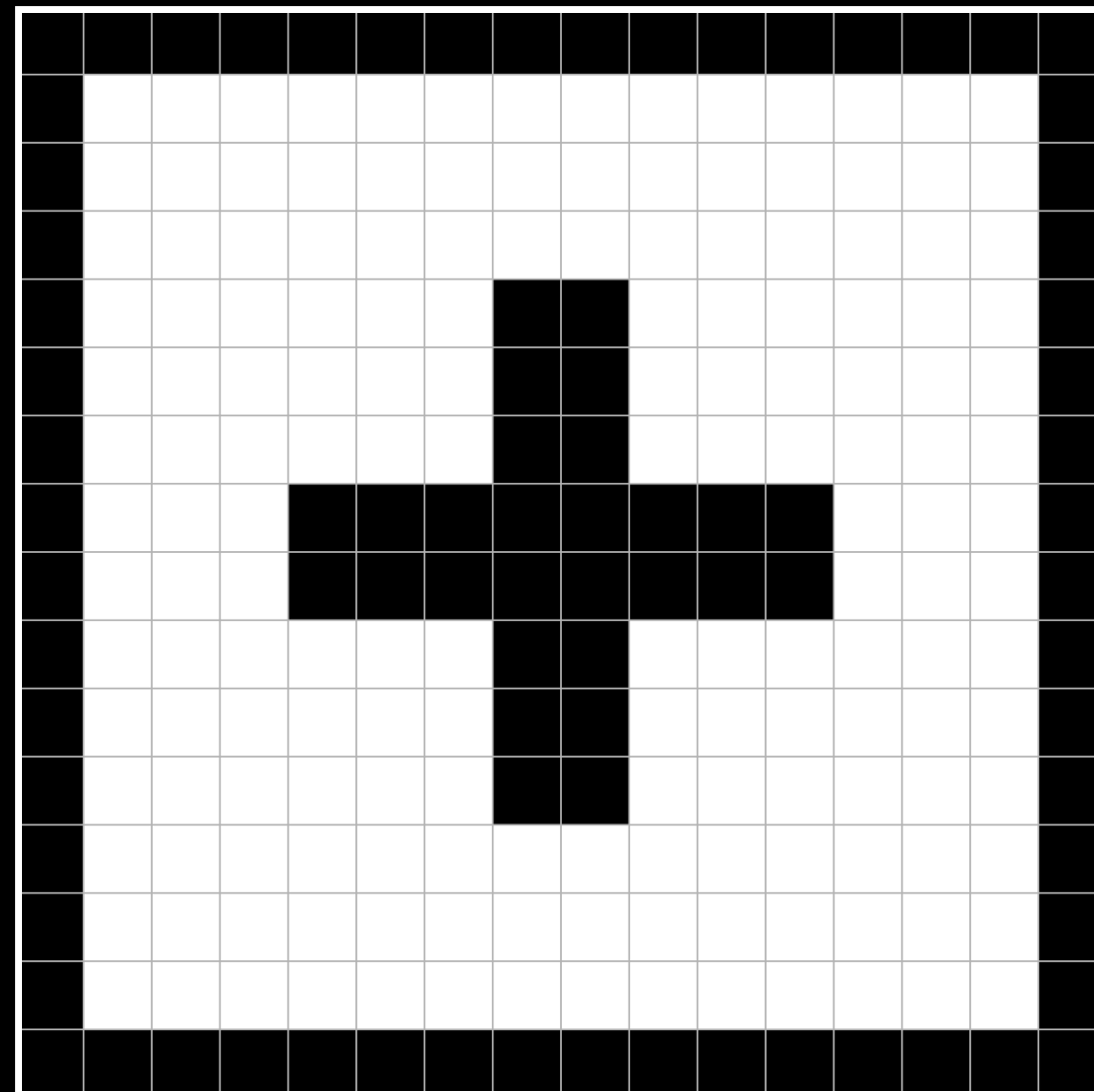
As they are not strictly symbols and serve a unique purpose, it is permissible to treat numbers separately from other symbols in your design. For example, feature numbers in discs can work alongside free-form checkmarks and arrows etc. Just ensure that all feature numbers follow the same convention in your design once a standard is established.

Type size of the numbers should never be altered to fit within their shape. For this reason, feature numbers must be limited to two digits (i.e. 0-99).



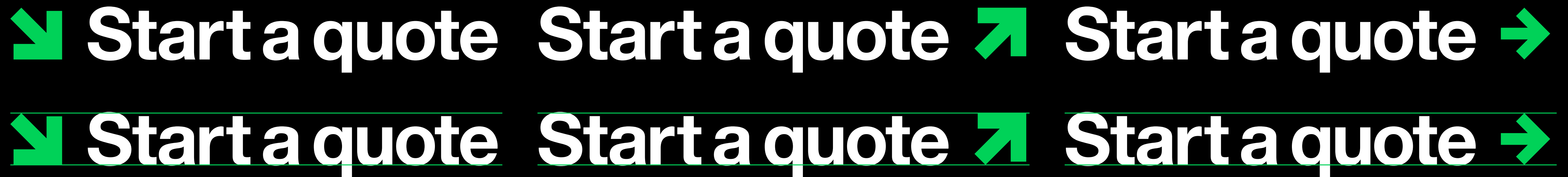
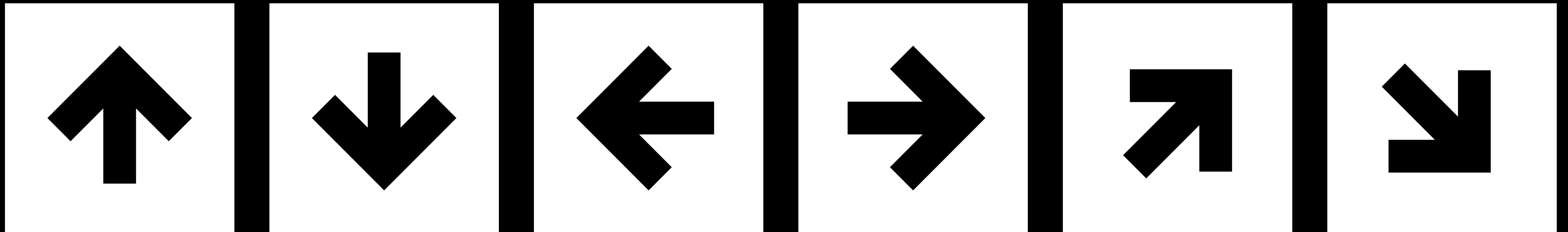
Symbol grid construction

To maintain a balanced visual weighting across the suite, symbols encapsulated in discs require an additional layer of padding. As live type, numbers don't occupy the same height or thickness as symbols. This is to ensure sufficient padding on all sides for double digit numbers.



The Youi arrow

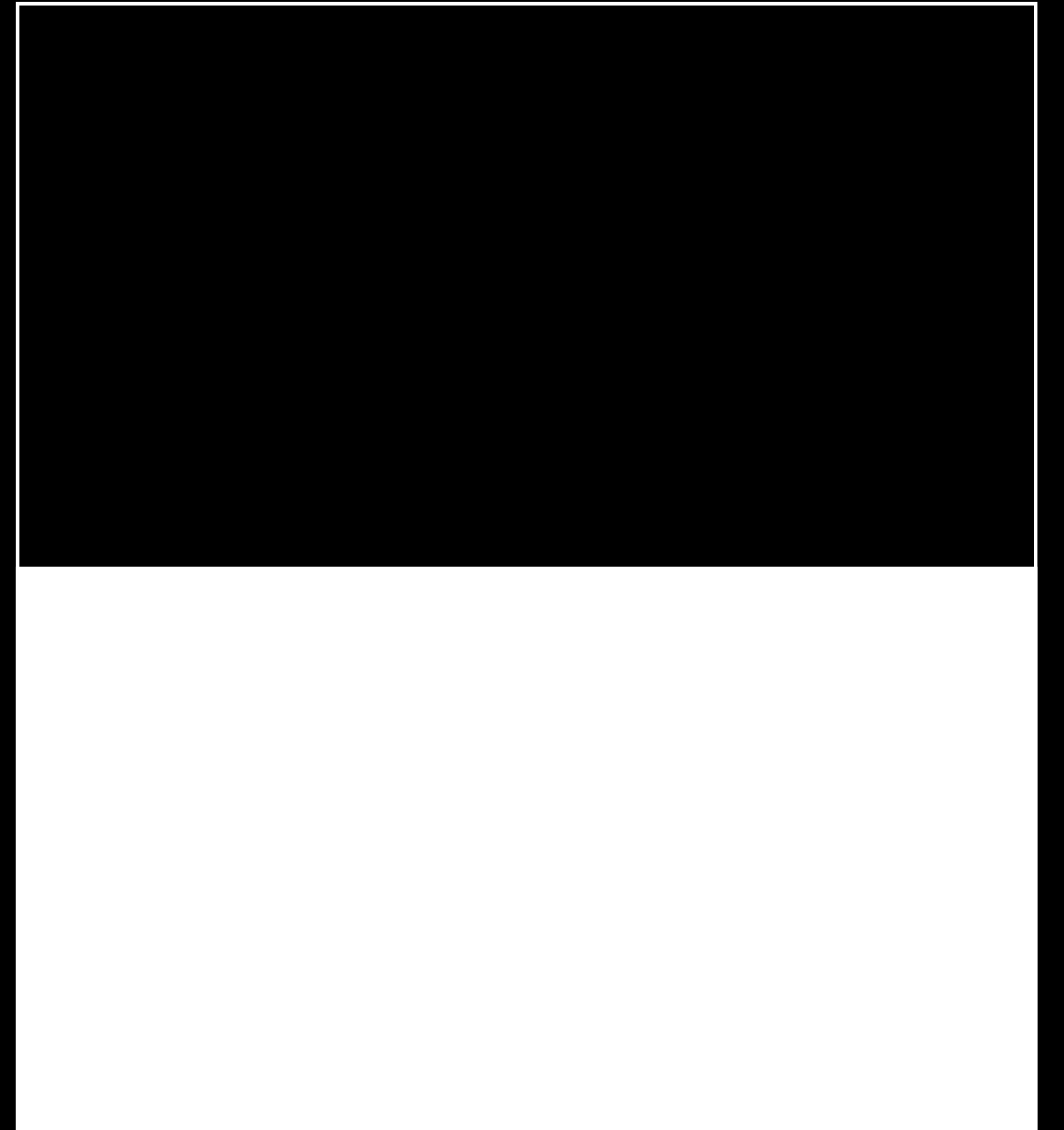
One of our most commonly used symbols, the Youi arrow can point up, down, left and right, as well as 45° angles. When used as a call-to-action, a free-form arrow in Youi green is most effective. Always match end state arrow size to type cap height. Space between the arrow and the type should be equal to half of the cap height. Call-to-action arrow placement and direction is at the discretion of the designer, but must always be facing a positive direction (i.e. either straight or diagonal, in a left to right direction). In live environments, there is also flexibility around the animation treatment. Arrows can slide to reveal text; flash on and off; and rotate. A sample of acceptable call-to-action arrow treatments is demonstrated below. Once a call-to-action convention is established, it's important to ensure consistent implementation across all instances of the design / campaign suite.



Boxes and rules

Content boxes and linear rules are useful graphic devices for providing structure and hierarchy to a layout.

When and how to implement these elements is at the discretion of the designer, however there are universal principles that must be respected.



The rules for boxes and rules

Examples of acceptable box and rule usage are evidenced throughout this document.

The key principles we adhere to for both are listed to the right and evidenced on the following pages.

Boxes

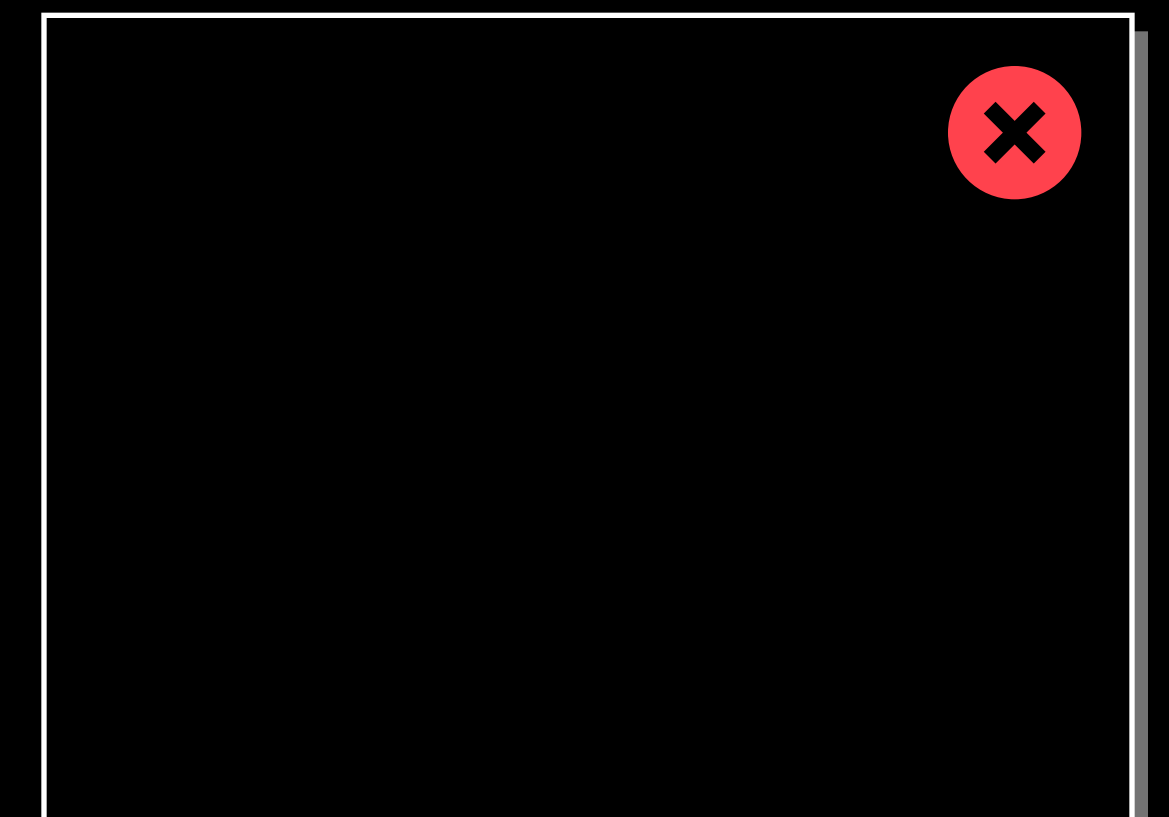
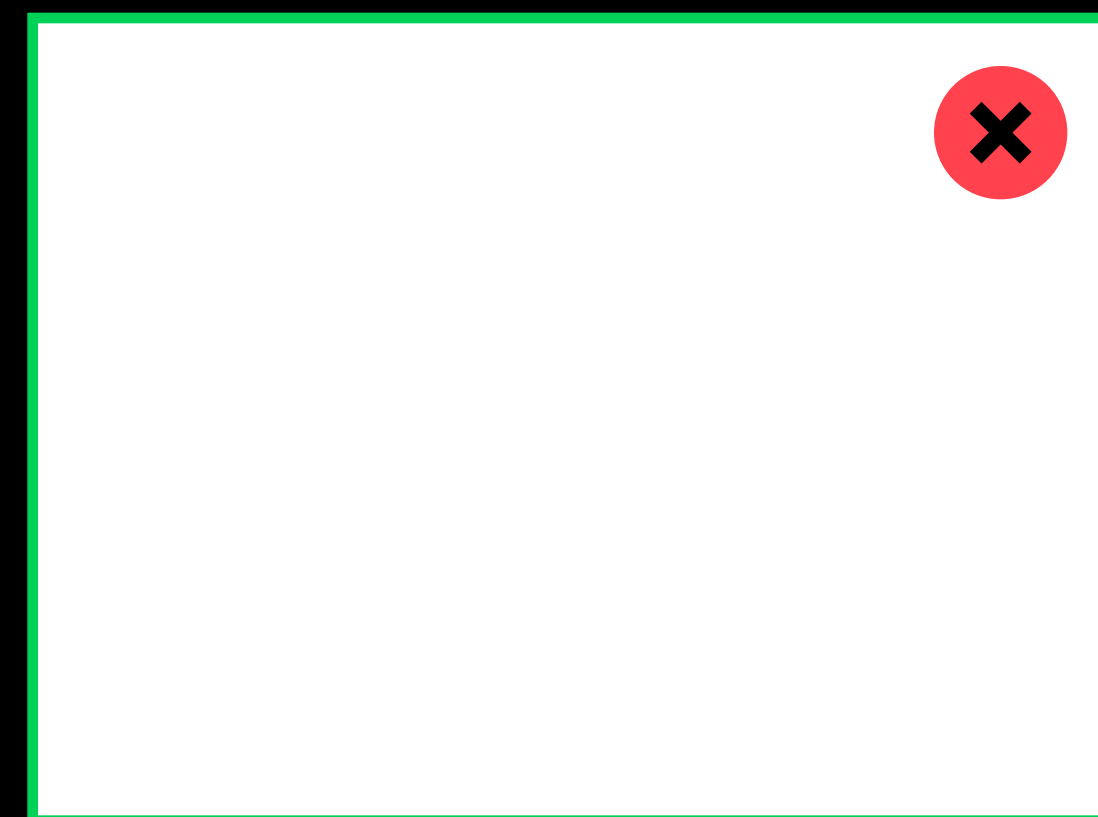
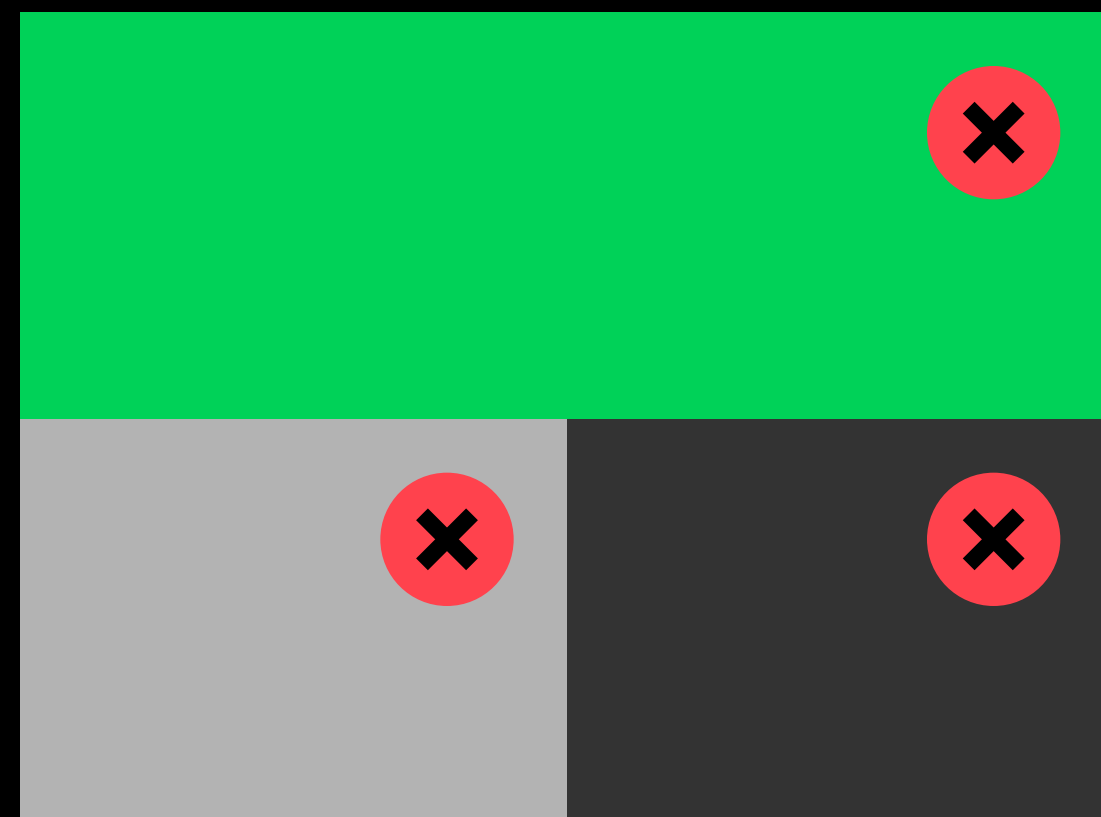
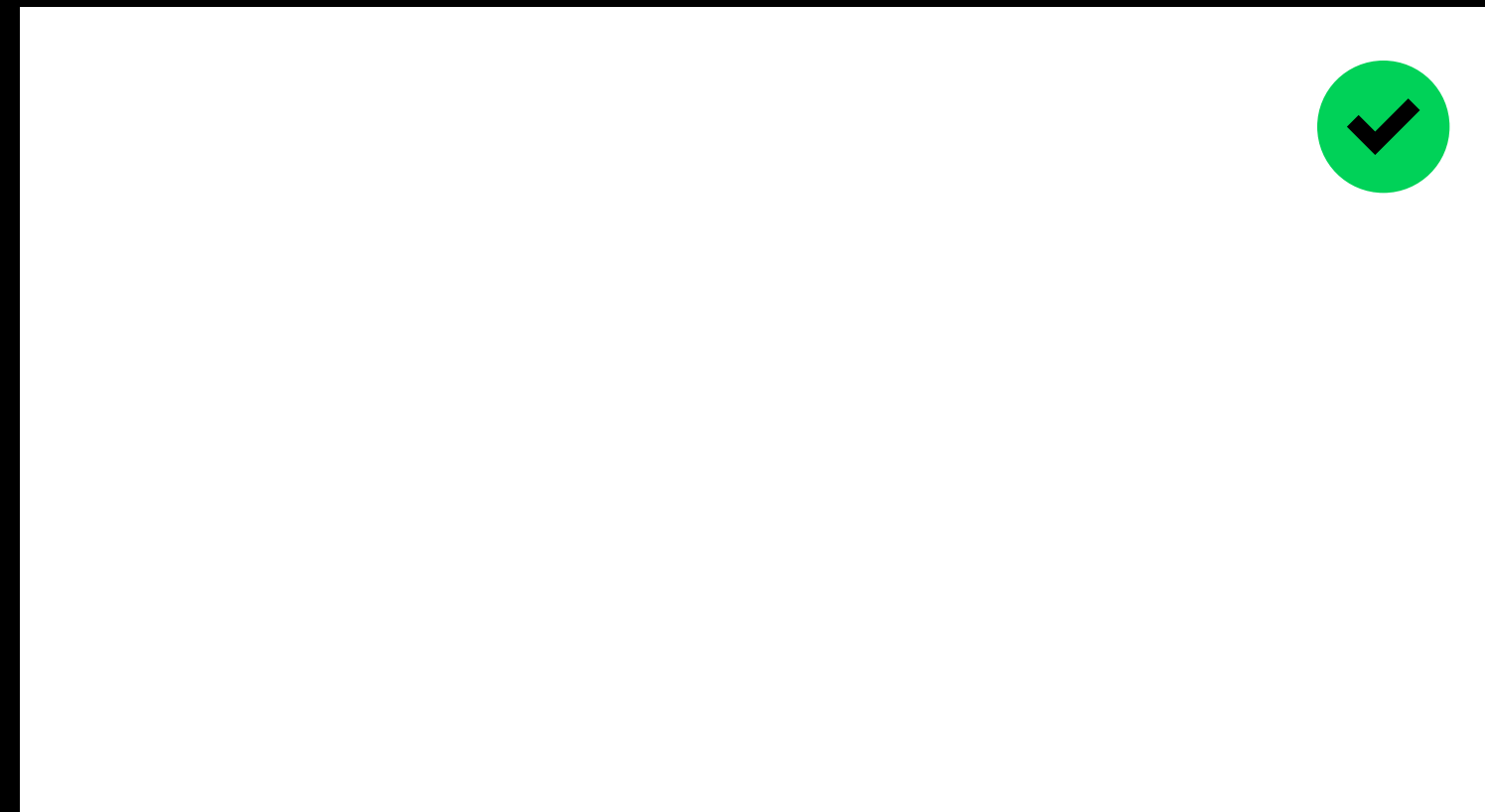
- Filled in or solid single outline treatments only.
- Black and white only (no large areas of green).
- No drop shadows.
- No curved edges.
- Ensure sufficient padding on all sides.

Rules

- Black and white only.
- Solid lines preferred. Dotted lines permitted.

Rules for boxes

Boxes must adhere to the primary Youi colour palette and modernist aesthetic. Simple, geometric and embellishment free. Always align your edges to your document grid.



Rules for rules

Linear rules are a very simple but powerful graphic device. Preference is for solid lines, however dotted lines are permissible in the right context at the discretion of the designer. Whether solid or dotted, keep rules black and white as per the Youi primary colour palette (no tints) and always align start and end points to your document grid. Rules should always be horizontal or perpendicular. No angles outside of north-south / east-west. Line thickness is determined at the discretion of the designer, based on the intended purpose and requirements of the layout.

Align rules to document grid and margins.

Thickness can vary based on design requirements.

Keep rules black and white.

Break it up.



Rules can be used to separate layout elements or to add structure to your design.

Table manners

In order to afford flexibility and the ability to design for purpose, there is no one universal treatment for table setup. Rather, a set of principles that should be observed.

With great flexibility comes great responsibility. While there are various acceptable treatments available, table styles must always align to the overall Youi modernist aesthetic, with particular respect to the treatment of typography, colour, boxes and rules. As with all instances where the designer is afforded discretion, once a table style is established within a design, it should be consistently applied throughout.

Guiding principles

- **Adhere to the Youi colour palette (no tints).**
- **Solid lines preferred. Dotted lines permitted.**
- **Only use filled in cells for header rows.**
- **Use sufficient padding to ensure clear delineation between columns.**
- **Left align type (number columns exempt).**
- **Use either horizontal (preferred) or vertical cell dividers – never both.***

*Vignelli-inspired NYC Subway System tables exempt (see page 82).

Examples of acceptable table formatting. These examples show the flexibility that is afforded while still adhering to the guiding principles.

Header row

Table text.	Table text.	Table text.
Table text.	Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.

New header row

Table text.	Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text.	Table text.
Table text.	Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.

Header row

Table text.	Table text.	Table text.
Table text.	Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.

New header row

Table text.	Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text.	Table text.
Table text.	Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.

Examples of acceptable table formatting. These examples show the flexibility that is afforded while still adhering to the guiding principles.

Main header row

Table text.	Table text.	Table text.
Table text.	Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.

Sub header row

Table text.	Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text.	Table text.
Table text.	Table text.	Table text. Table text. Table text. Table text.
Table text.	Table text.	Table text.

Main header row

Table text.	Table text.	Table text.
Table text.	Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text. Table text. Table text.	Table text. Table text.

Sub header row

Table text.	Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text. Table text.	Table text. Table text.
Table text.	Table text.	Table text.
Table text.	Table text.	Table text. Table text. Table text. Table text.
Table text.	Table text.	Table text.

Examples of acceptable table formatting. These examples show the flexibility that is afforded while still adhering to the guiding principles.

Board room	
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	Fire exit
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Compare cover options

	Comprehensive	Third Party Fire and Theft	Third Party Property Only
Accidental damage	✓	✗	✗
Intentional damage	✓	✗	✗
Storm or flood	✓	✗	✗
Fire	✓	✓	✗
Theft	✓	✓	✗
Earthquake	✓	✓	✗
Legal liability	✓	✓	✓
Towing costs	✓	✓	✗
Personal transport	✓	✓	✗
Locks and keys	✓	✓	✗

Examples of acceptable table formatting. These examples show the flexibility that is afforded while still adhering to the guiding principles.

Main table heading

Sub heading	Sub heading	Sub heading	Financials
Table text.	Table text.	Longer table text.	\$100.00
Table text.	Longer table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Longer table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00

Main table heading

Sub heading	Sub heading	Sub heading	Financials
Table text.	Table text.	Longer table text.	\$100.00
Table text.	Longer table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Longer table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Total			\$6750.00

Examples of acceptable table formatting. These examples show the flexibility that is afforded while still adhering to the guiding principles.

Column heading	Column heading	Longer column heading	Financials
Table text.	Table text.	Longer table text.	\$100.00
Table text.	Longer table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Longer table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00

Column heading	Column heading	Longer column heading	Financials
Table text.	Table text.	Longer table text.	\$100.00
Table text.	Longer table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Longer table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00
Table text.	Table text.	Table text.	\$50.00
Table text.	Table text.	Table text.	\$2000.00
Longer table text.	Table text.	Longer table text.	\$250.00

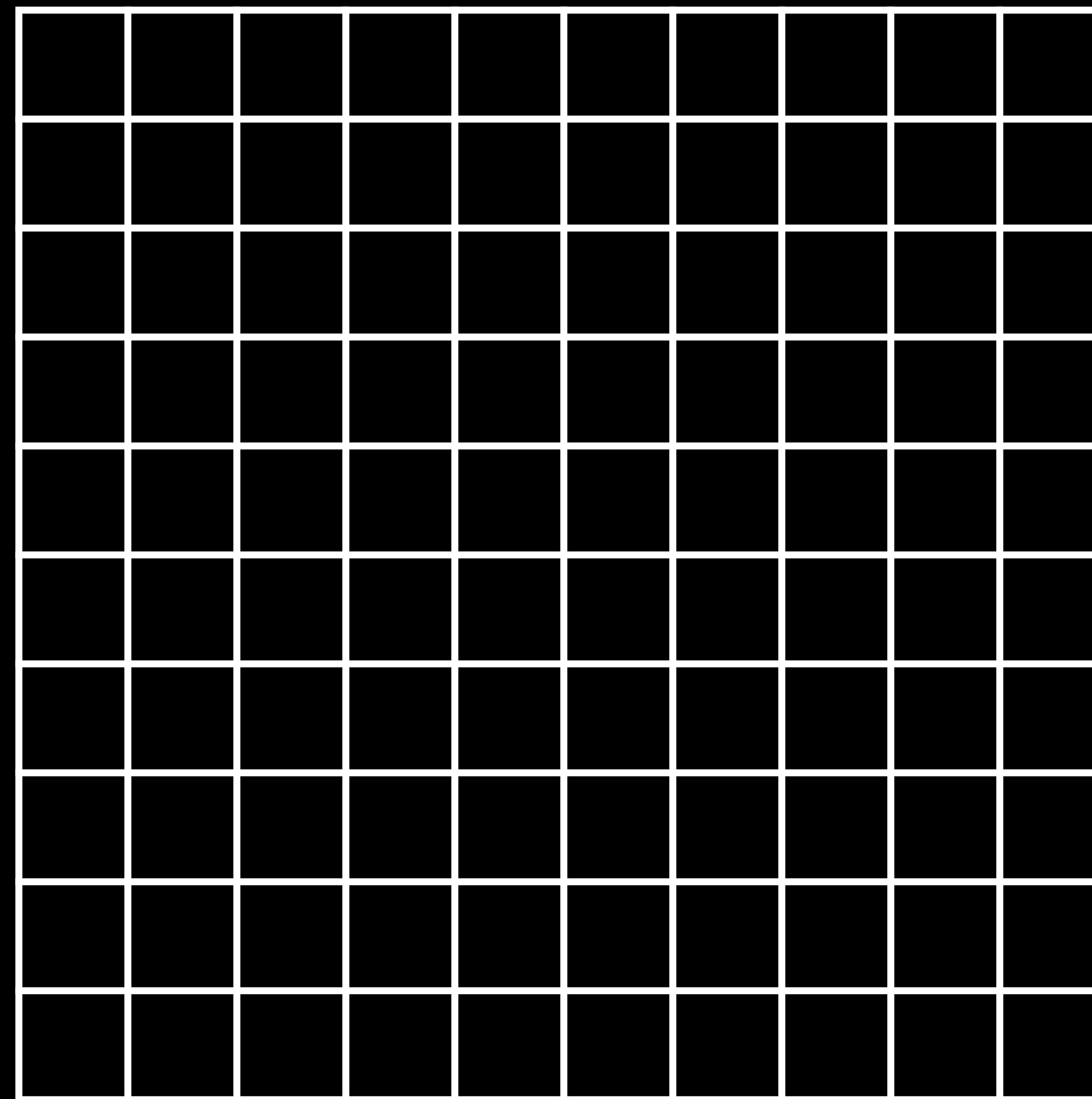
Grids



Get your grid on

Never underestimate the power of a grid. When used correctly, a good grid system is the designer's most powerful tool.

The purpose of this section is not to teach non-designers how to use grids, but to demonstrate the main grids we use, showcasing how we apply them to enable both consistency and flexibility in one.



Be responsible and responsive

Layouts should be designed for purpose so that outputs don't feel templated and stale.

Dynamic use of responsive column grids assists with allowing flexibility, while adhering to overarching modernist design principles and Youi typography guidelines will ensure consistency and uniformity.

Working with basic document pixel grids

To ensure consistency and balance across everything we do, we design everything on a grid. The most basic grid structure is a square pixel grid.

By providing incremental, scalable units of measure, pixel grids make it easy to distribute the elements of your layout with consistency and uniformity.

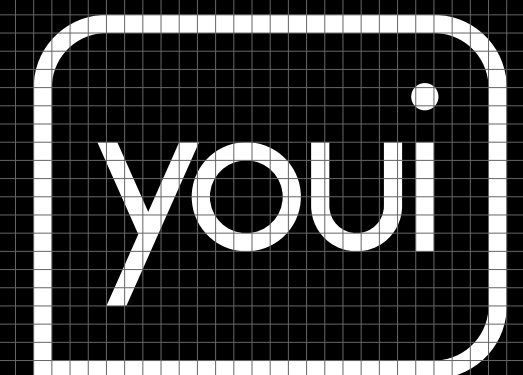
Pixel grids are also the most effective way to work with type. The square units make it easy to ensure the cap height and leading of your typography is aligned to the Youi typography guidelines at all sizes.

Demonstrated here is a basic 10px grid on a 16:9 format. Note how every element of the design – including type – aligns to the grid lines.

Exact set up and distribution of the document grid is at the discretion of the designer. A good rule of thumb is to base your grid size on your smallest required type size. This way you can ensure that every element of your design will be able to align seamlessly to your grid.

**Always use a grid.
And make sure everything aligns to it.**

Base your grid size on your smallest element to ensure you cater for all levels of hierarchy.



16:9 format 12 column responsive grid

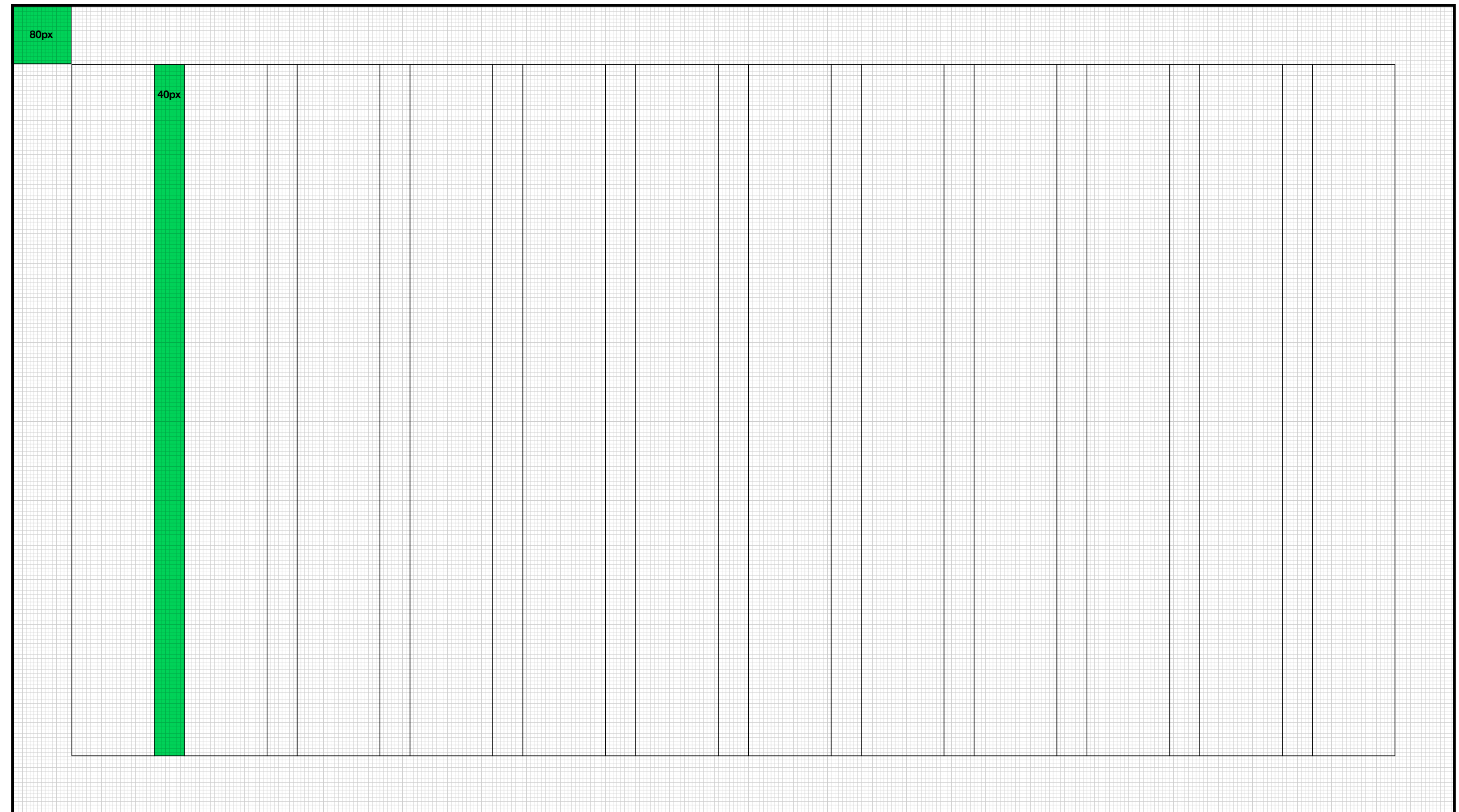
This grid has been meticulously considered to ensure visual balance, flexibility and overall ease of use.

The settings are mathematically incremental, making scaling of elements simple.

The 5px base unit should be used to format typography within the layout, ensuring cap heights and baselines are always aligned to the overall document grid.

16:9 grid settings

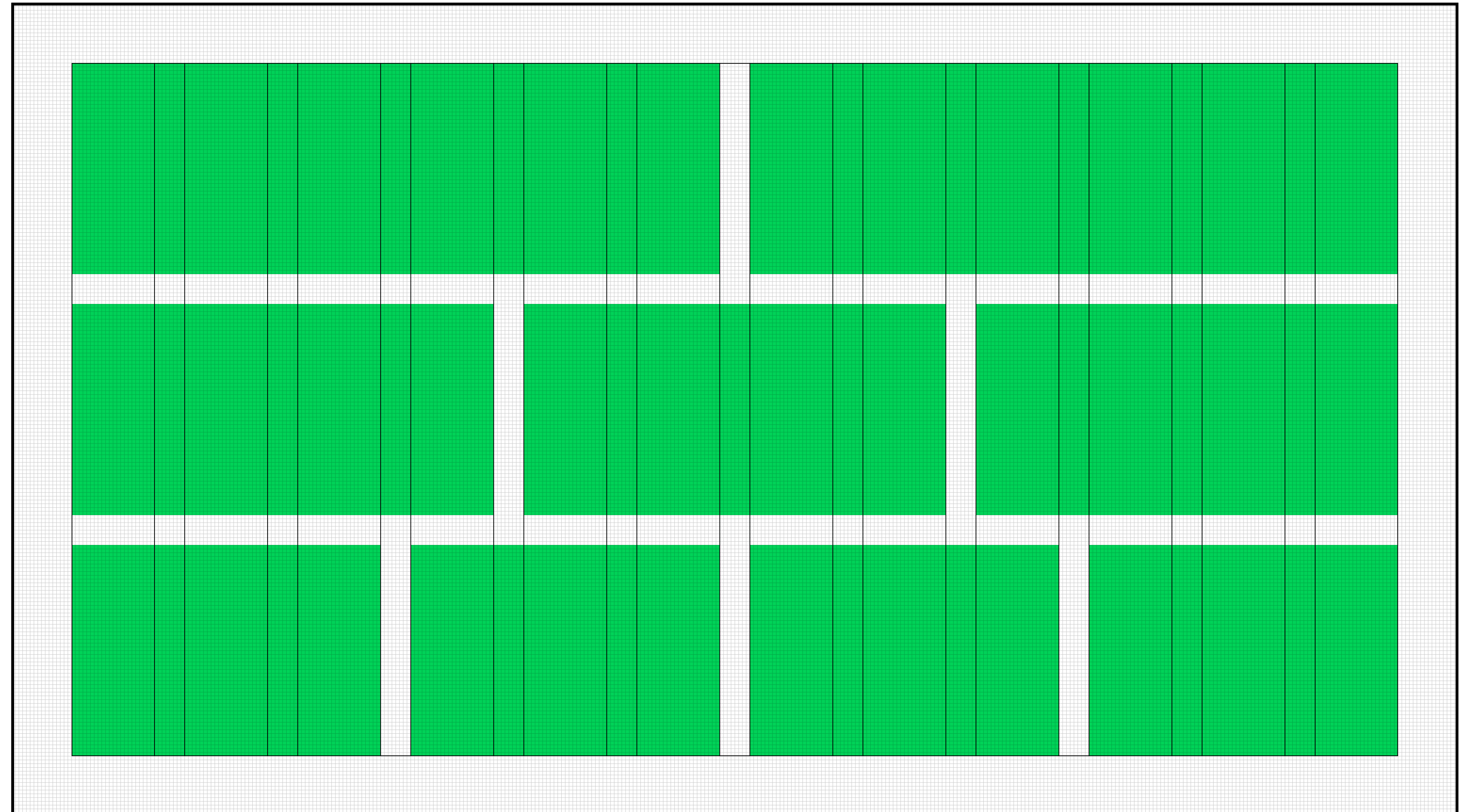
Document grid	5px
Margins	80px (all sides)
Columns	12
Gutter	40px



16:9 format 12 column responsive grid

12 columns is a great base for a column grid as it allows for maximum flexibility and responsiveness.

As demonstrated here, 12 column grids can be used for 2, 3 and 4 column layouts.



16:9 format 12 column responsive grid

Here's an example of a 2 column layout using our master 16:9 grid.

This is by no means the only way to execute a 2 column layout, nor should it be used as a template. It's merely a demonstration for illustrative purposes only.

Observe how every increment of the grid aligns to the 5px document baseline grid.

Typography sizes should also be set to align with the document grid (using cap height) as per typography guidelines.

2 column grid layout example

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Subheading text

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16:9 format 12 column responsive grid

Here's an example of a 3 column layout using our master 16:9 grid.

This is by no means the only way to execute a 3 column layout, nor should it be used as a template. It's merely a demonstration for illustrative purposes only.

Observe how every increment of the grid aligns to the 5px document baseline grid.

Typography sizes should also be set to align with the document grid (using cap height) as per typography guidelines.

3 column grid layout example

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Subheading text

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16:9 format 12 column responsive grid

Here's an example of a 4 column layout using our master 16:9 grid.

This is by no means the only way to execute a 4 column layout, nor should it be used as a template. It's merely a demonstration for illustrative purposes only.

Observe how every increment of the grid aligns to the 5px document baseline grid.

Typography sizes should also be set to align with the document grid (using cap height) as per typography guidelines.

4 column grid layout example

Subheading text

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9:16 format 12 column responsive grid

The 9:16 format grid follows the same principles as the 16:9. These settings can also apply to square 1:1 formats.

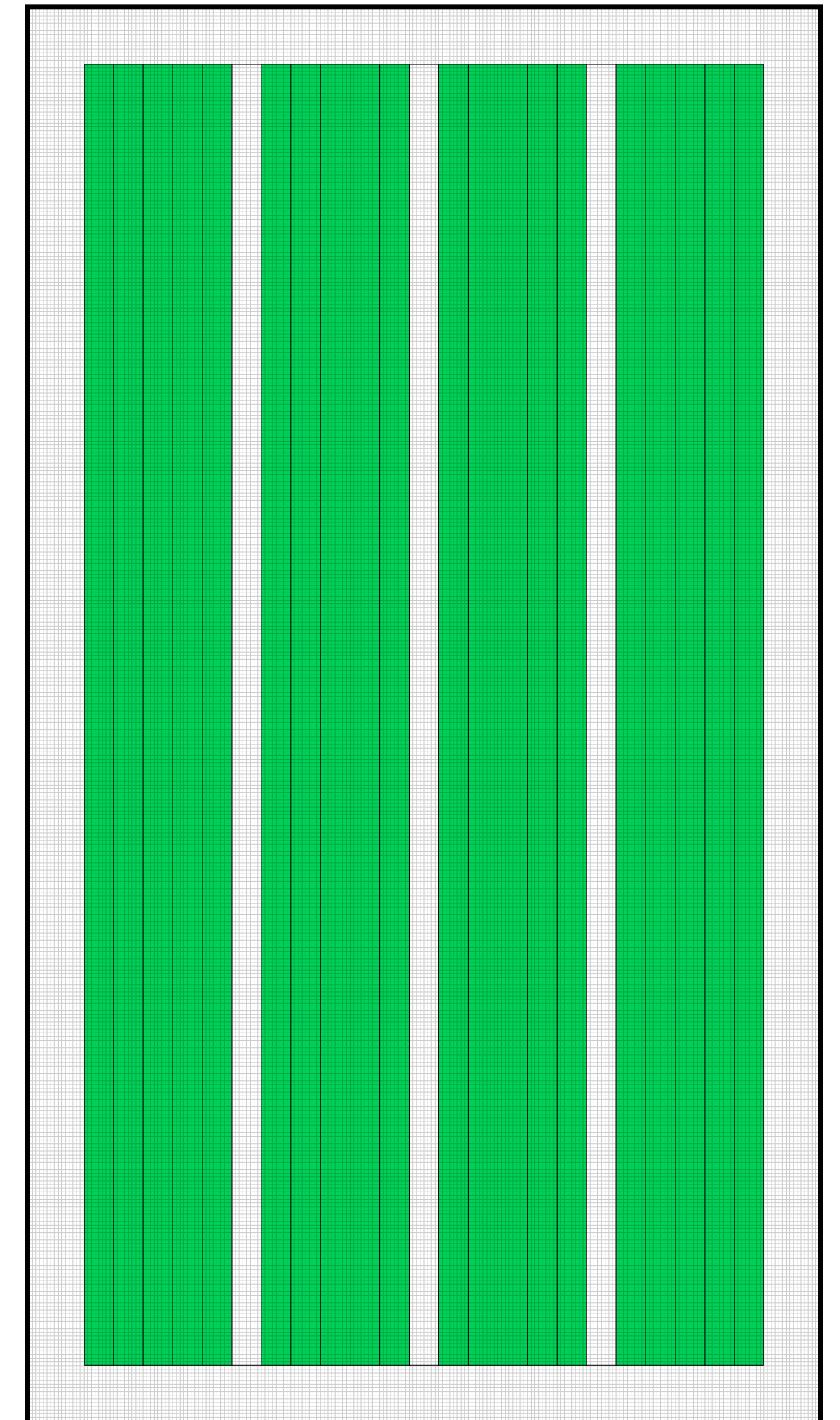
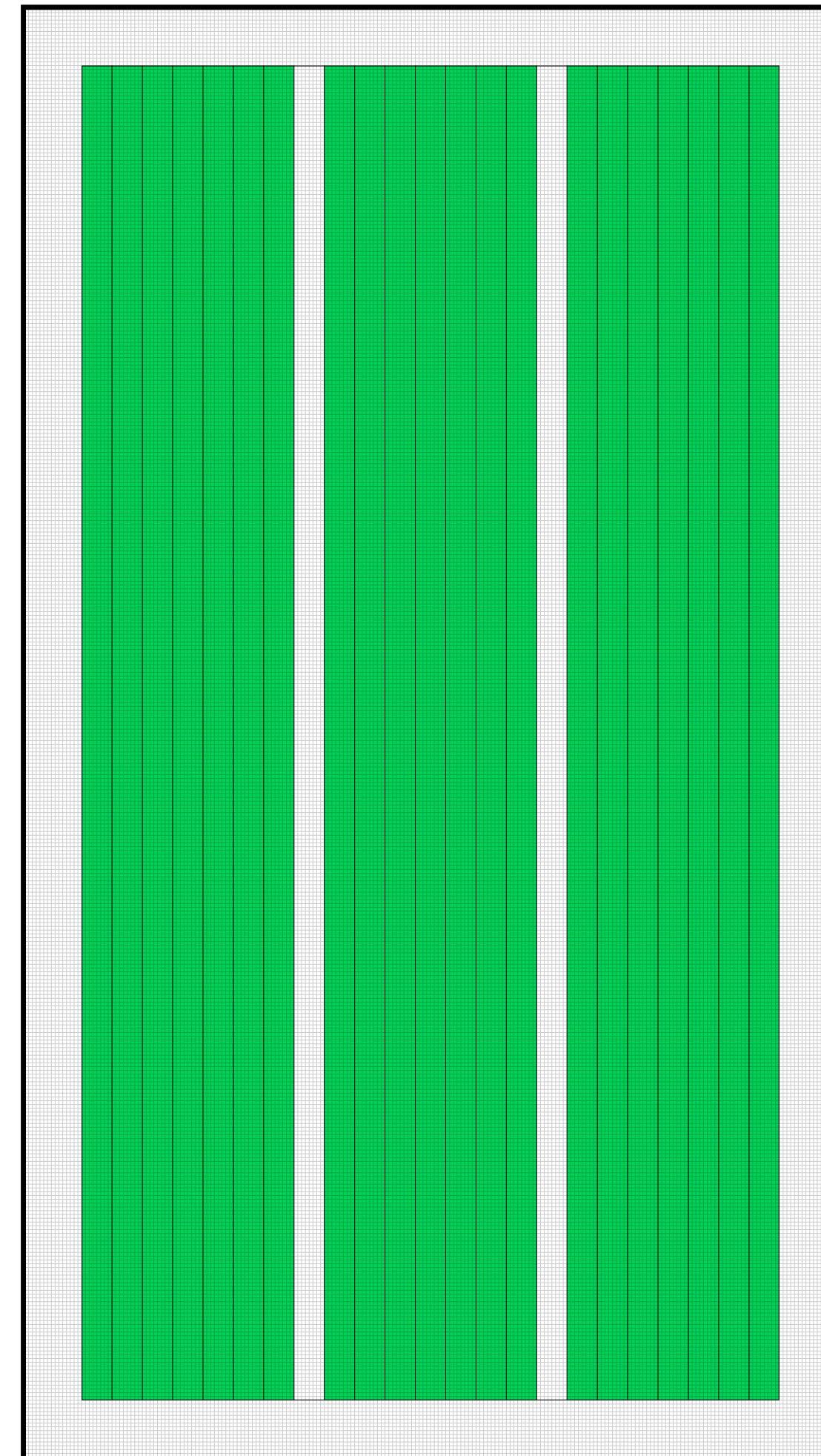
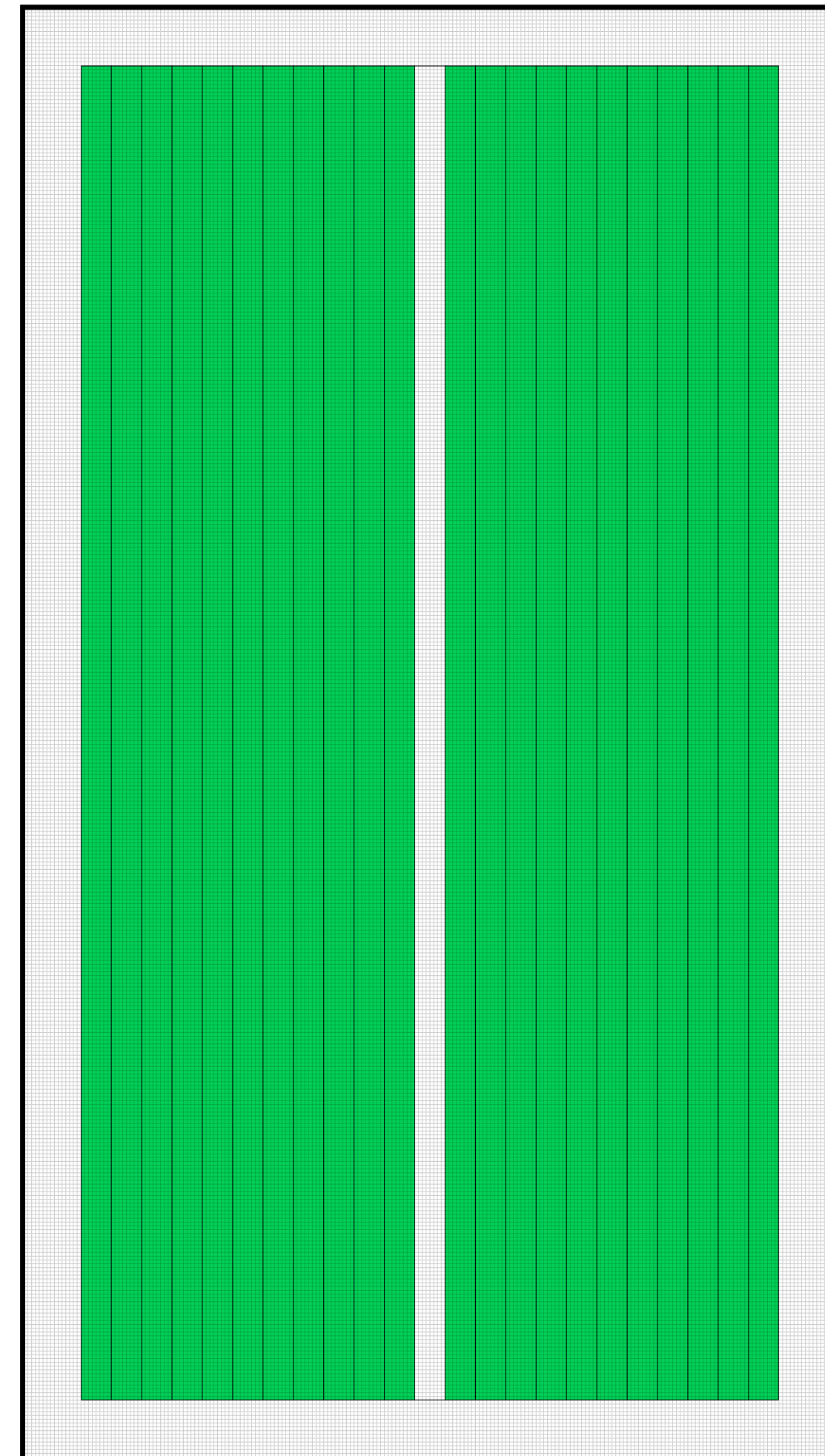
This grid has been meticulously considered to ensure visual balance, flexibility and overall ease of use.

The settings are mathematically incremental, making scaling of elements simple.

The 5px base unit should be used to format typography within the layout, ensuring cap heights and baselines are always aligned to the overall document grid.

9:16 grid settings

Document grid	5px
Margins	80px (all sides)
Columns	12
Gutter	40px



A4 portrait 6 column responsive grid

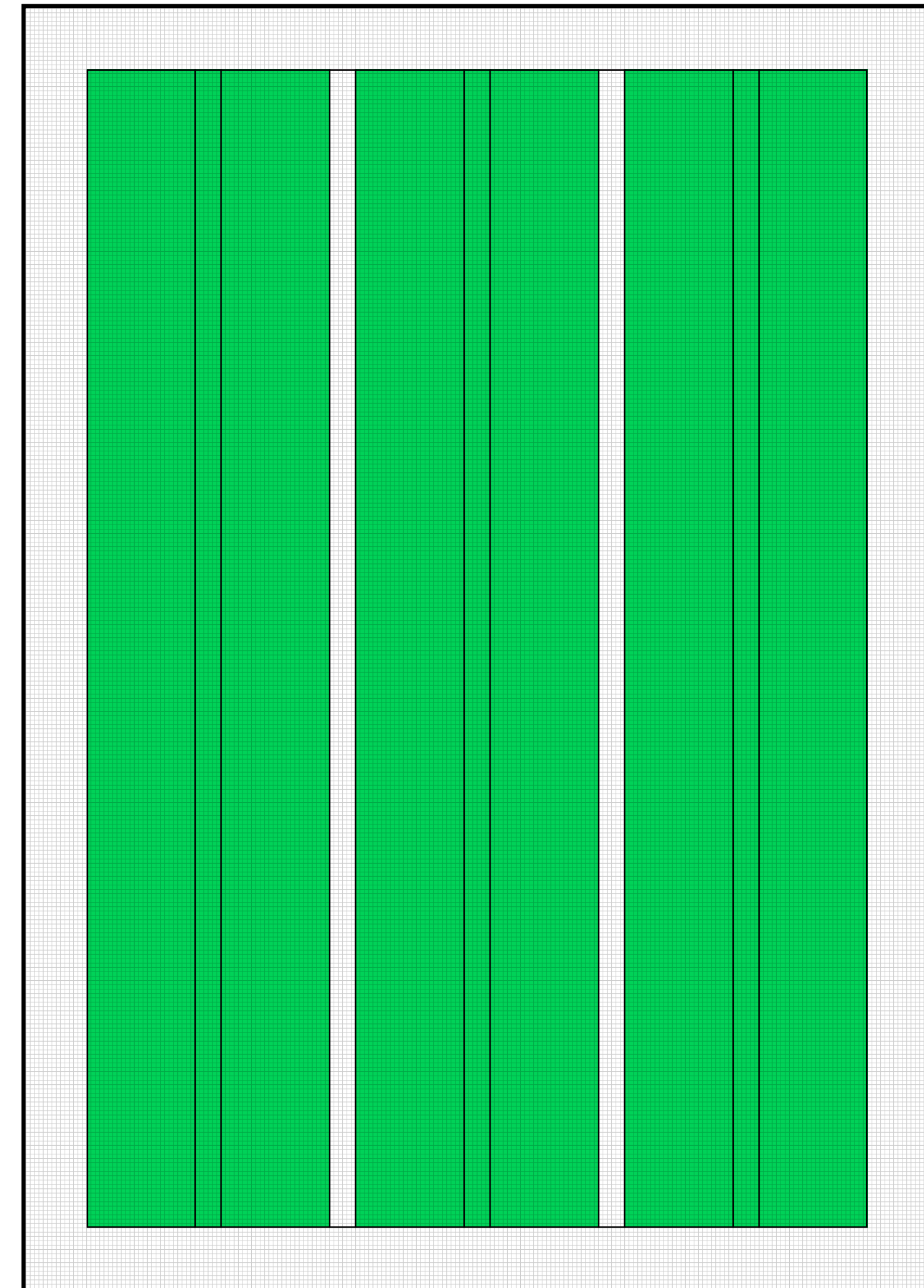
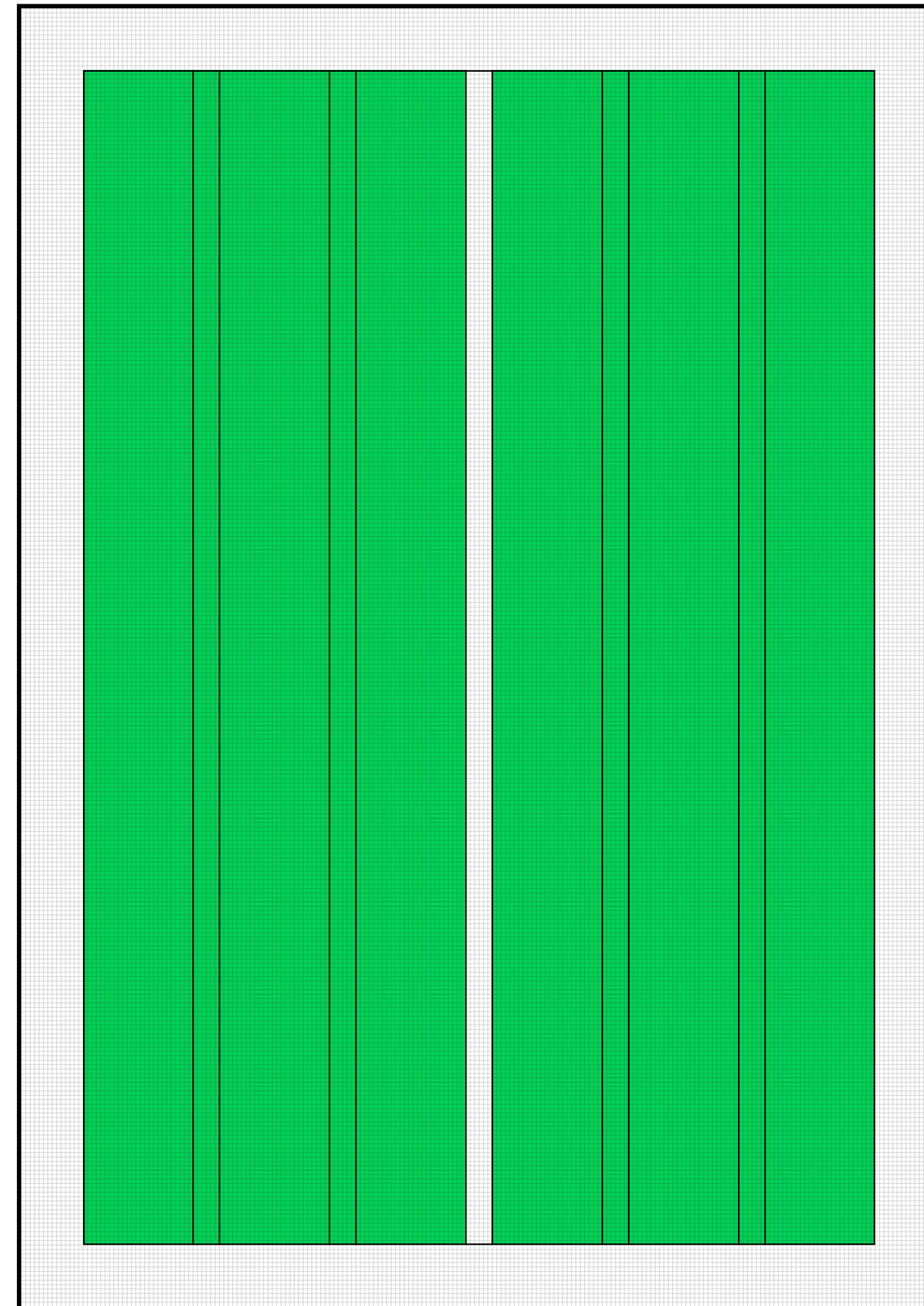
This responsive 6 column A4 portrait print grid has been meticulously considered to ensure visual balance, flexibility and overall ease of use.

The 1mm base unit should be used to format typography within the layout, ensuring cap heights and baselines are always aligned to the overall document grid.

This is by no means the only grid set up for printed portrait A4 documents. The principles outlined herein should be used as a guide of how to setup a responsive print grid using the document grid as a base.

A4 grid settings

Document grid	1mm
Margins	15mm (all sides)
Columns	6
Gutter	6mm



A4 landscape 12 column responsive grid

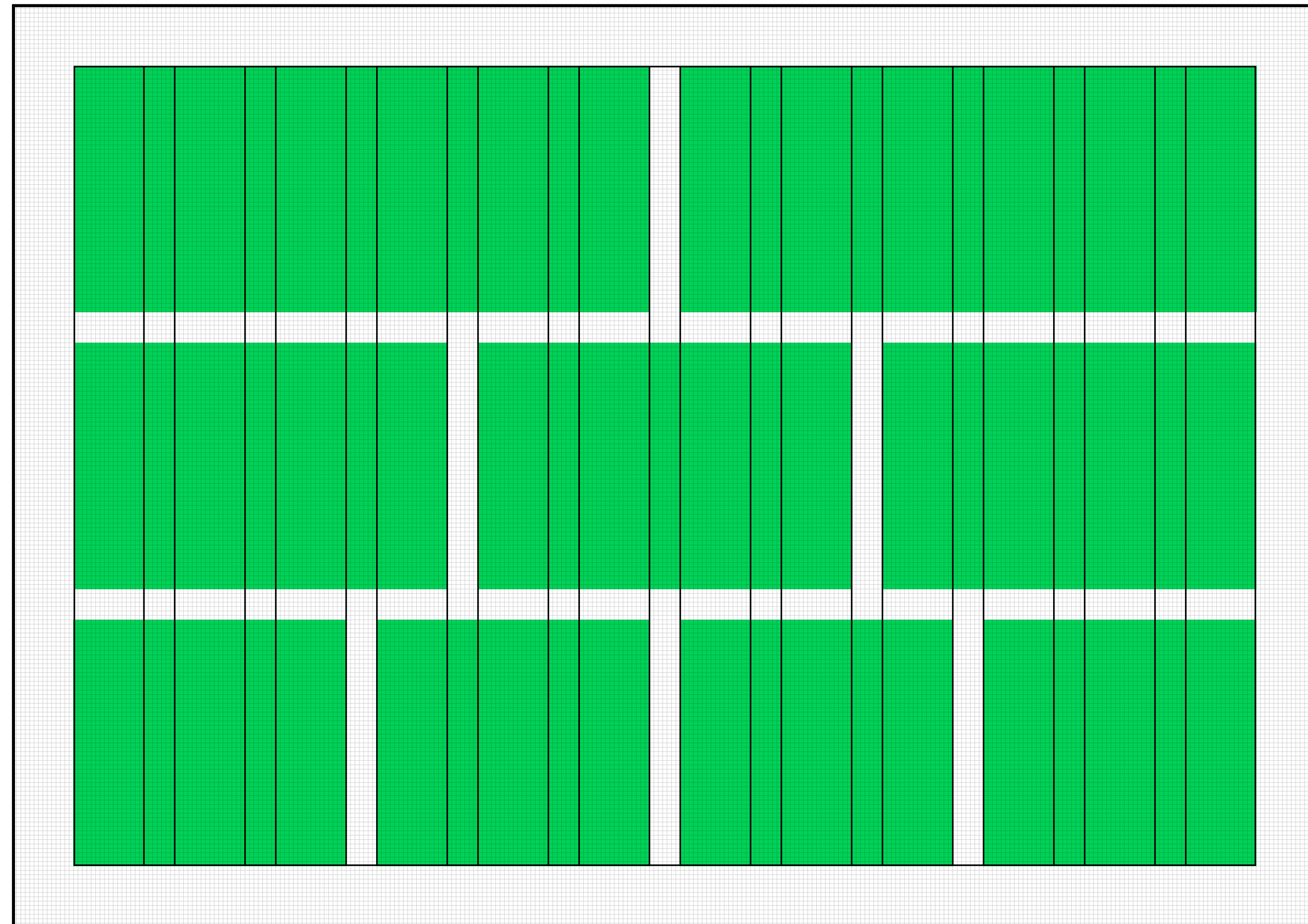
This responsive 12 column A4 landscape print grid has been meticulously considered to ensure visual balance, flexibility and overall ease of use.

The 1mm base unit should be used to format typography within the layout, ensuring cap heights and baselines are always aligned to the overall document grid.

This is by no means the only grid set up for printed landscape A4 documents. The principles outlined herein should be used as a guide of how to setup a responsive print grid using the document grid as a base.

A4 grid settings

Document grid	1mm
Margins	14mm (all sides)
Columns	12
Gutter	7mm



Imagery



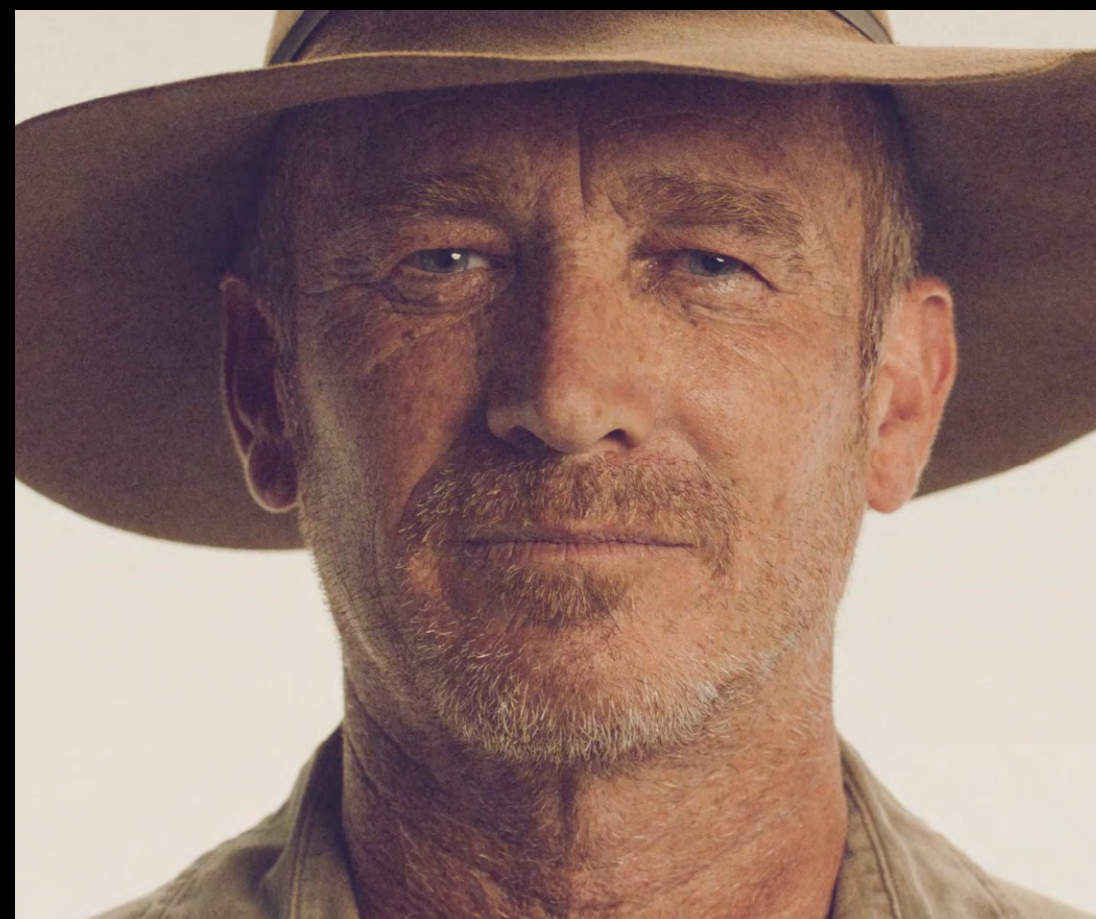
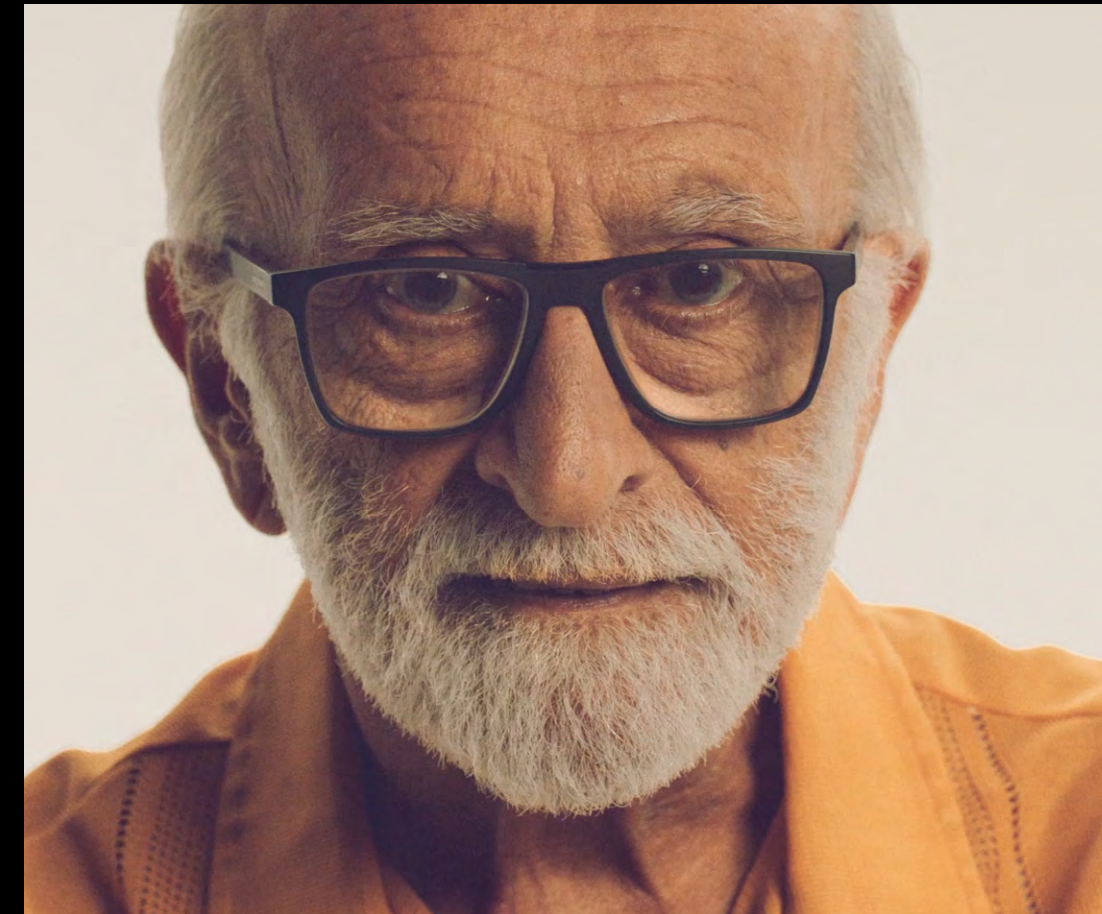
Brand imagery

Imagery plays an enormous role in bringing our brand to life, engaging audiences and helping us to communicate and tell stories.

While grade, subject matter and image treatment may alter over time to suit campaign tone and brand messaging, our approach to imagery remains set in stone. We use images to connect and communicate, not to decorate or embellish. Our imagery is real, human and emotive. We shoot our own images. We don't use stock images. We don't use illustrations.



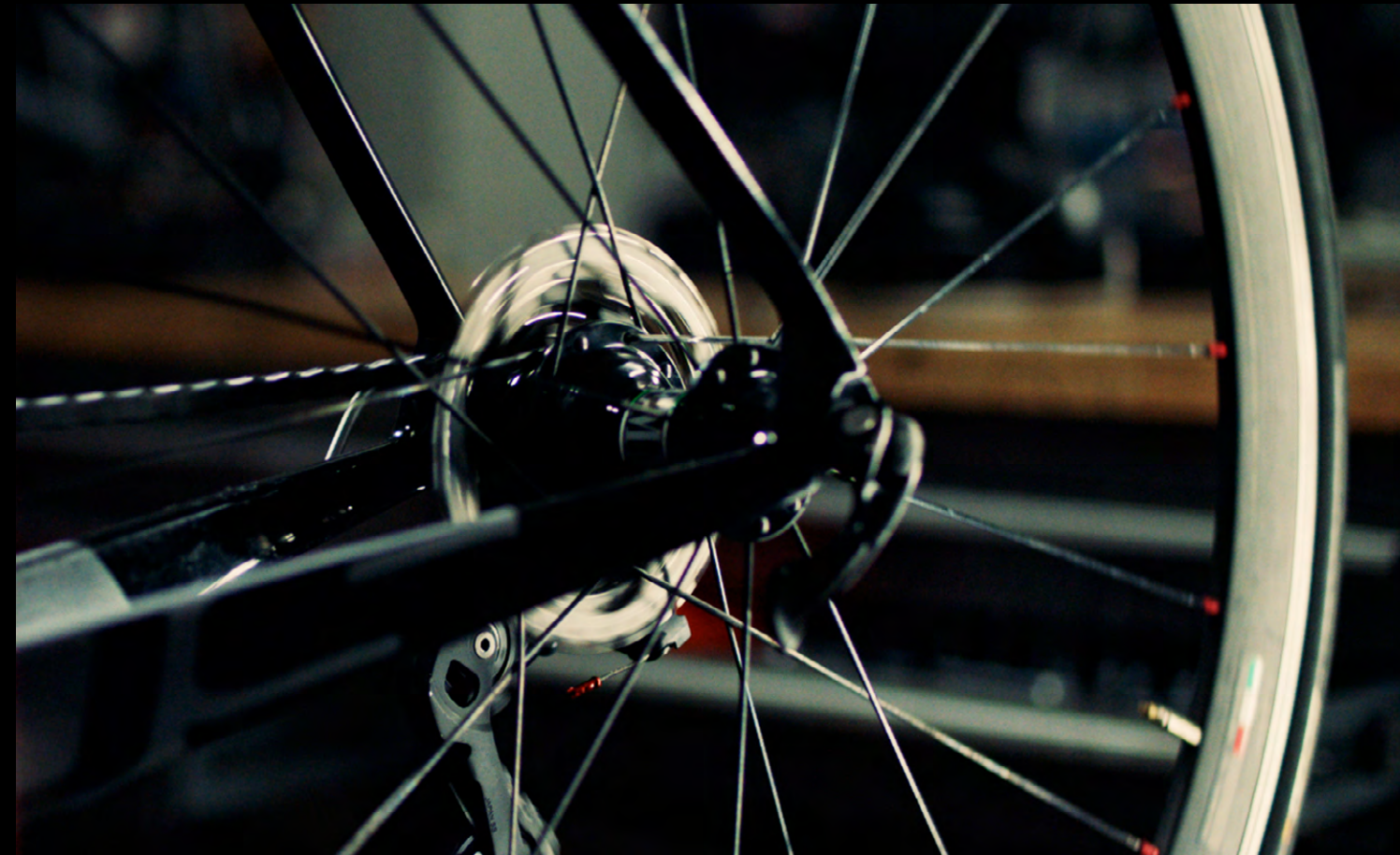
A sample of some of the imagery we've used in the past. While grade and tone may change, our imagery is always real, human and emotive.



A sample of some of the imagery we've used in the past. While grade and tone may change, our imagery is always real, human and emotive.



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Printing



Printing

As a modern brand that cares for the environment, most of our documents are digital. That being said, there are instances where printed collateral is required.

Wherever possible, we prefer to use eco-friendly paper stocks and work with our trusted print suppliers to find the most suitable option for our tangible printed pieces.

For paper finish, we use uncoated matte paper stocks. For premium printed pieces, uncoated black stock printed with white ink or white foil makes a lasting impression.



**When in doubt,
stick to the wisdom
of Henry Ford:**

**You can have any colour
you want, so long as it's black.**

Contact

For all enquiries and to obtain approval for application of the Youi brand, please contact the Youi Brand Team.

Head of Creative Services

Email aus-brand@youi.com

