

BRAND GUIDELINES



Our Brand Guidelines is a 'how-to' document with details of our visual identity system, layouts, styles and best practice to create strong, consistent materials.

For those of you wishing to create branded materials along with Youth of India Foundation (Yol), this document works together with our Brand Book and the templates available in our Toolkit. These are brought together to give us oneness and yet uniqueness to be consistent in our awareness about Youth of India Foundation events.

Our Brand Communications Toolkit is our practical set of logo files and templates to support the simple and efficient implementation of our brand materials.

All of these brand tools are designed to help you convey Youth of India Foundation's identity consistently. When we all have a common and more consistent voice, we collectively reinforce and strengthen our brand at every communication opportunity.

OUR VISUAL IDENTITY

What you'll find in this section:

Our Logo

Our Mascot

Our Elements

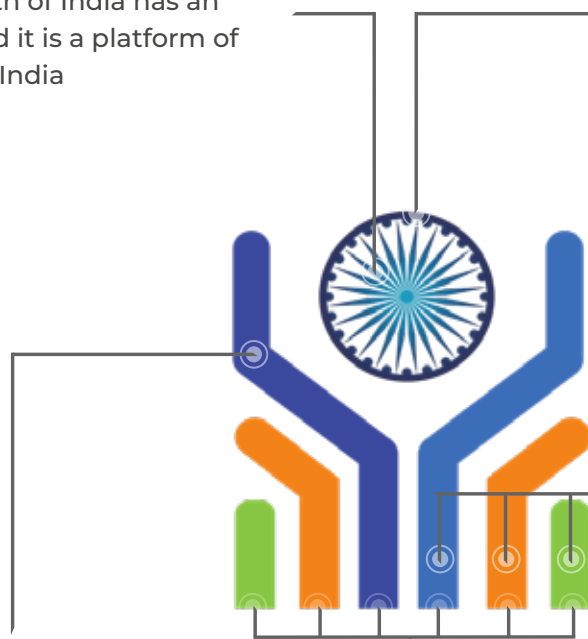
Our Colour Palette

Our Typeface

OUR LOGO

The spokes in the circle represents that every Youth of India has an equal voice and it is a platform of every Youth of India

The circle represents the Circle of LiFE & the continuous Evolution towards 2047



The raised curves (hands) refer to young people Empowering each other by giving their shoulders to one another

The three lines refer to Engaging the entire community of Youth of India in this Amrit Kaal

The colours represents the Diversity of India unified for 2047

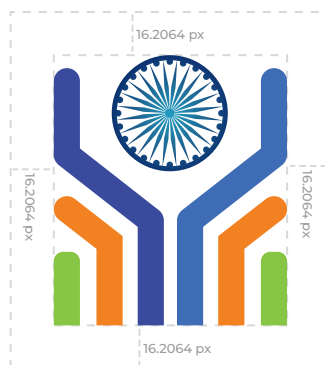
What you'll find in this section:

Spacing and Sizing

Overlay

Do's and Don'ts

SPACING AND SIZING



LOGO DO'S AND DON'TS

Please take a moment to consider how you use our logo

01. How our logo should look



02. Please don't stretch the logo and squash



03. Do not use drop shadow or any other effect on logo



04. Please don't place the positive logo on any strong colours
For these instances, use the reversed version



OVERLAY

Our logo can be placed over imagery

01. Dark or strong coloured backgrounds

Use the reverse version of the logo on areas where there is either a solid colour or quite strong colours.

02. Light coloured backgrounds

If there is a white or very light area, the positive version of the logo may be used. This works best on light, neutral colours.

03. Placement

Don't place the logo over busy or significant areas, such as faces or other lettering. Ensure that you can easily read and recognize the logo when it is in place.

04. Positioning

For guidance on positioning, see the Application section in this document.

01



02



OUR MASCOT

The Youth of India Foundation's mascot is a vital visual representation of our organization's values and spirit

01. Primary Usage

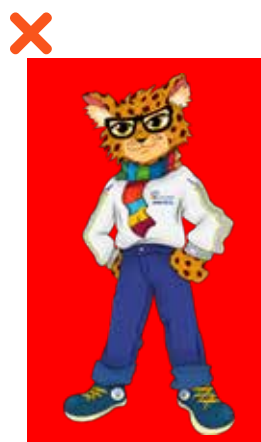
The mascot should be prominently featured in official communications, marketing materials and events.

02. Placement

- The mascot should be strategically placed for maximum impact, such as the top left corner for digital applications
- Ensure the mascot does not interfere with essential text or other visual elements.

03. Exclusion Zones

- Specify clear exclusion zones around the mascot to prevent crowding or visual clutter
- Clearly communicate the exclusion zones in design materials and guidelines.



OUR ELEMENTS

01. Icon Implementation

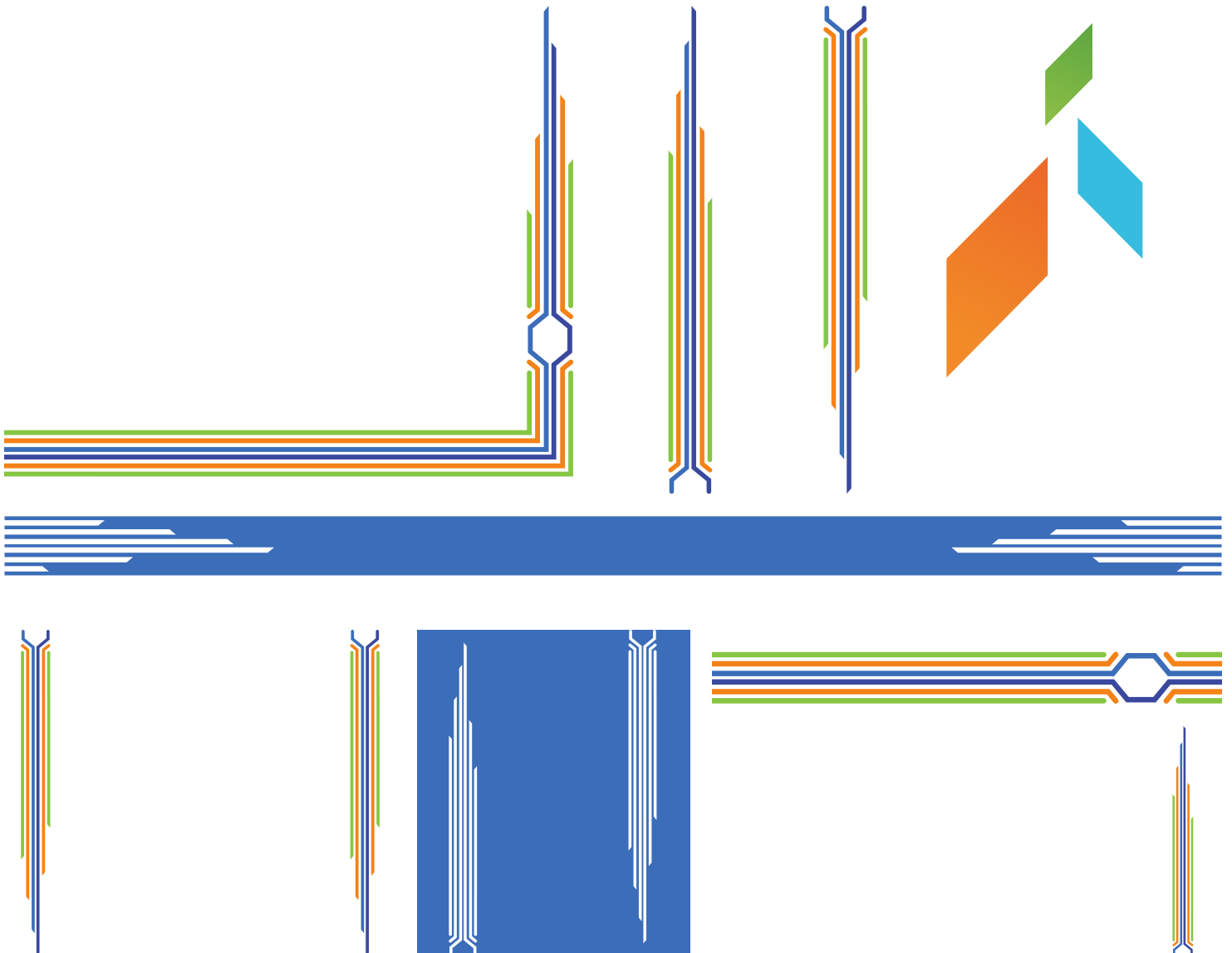
Use icons judiciously to enhance visual communication throughout brand materials. Maintain consistency in size, style and colour to fortify the cohesive identity of the Youth of India Foundation.

02. Icon Customization

While icons are standardized elements, allow for slight adaptations when necessary for specific applications. Ensure that any modifications align with the brand's overall aesthetic, preserving the essence of the Youth of India Foundation's visual identity.

03. Responsive Design

Icons should seamlessly adapt to various mediums, maintaining clarity and impact. Whether in print or digital formats, uphold the visual hierarchy by appropriately scaling icons for optimal visibility.



OUR COLOUR PALETTE

What you'll find in this section:

Primary Colour Palette

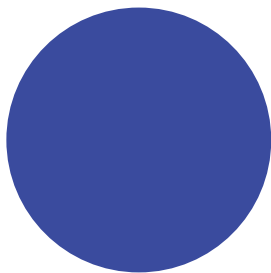
Secondary Colour Palette

OUR COLOURS

Our colour palette is optimistic, fresh and confident

Primary Colour Palette

The strong blue colour can be used as a background for blocks of text, headings and pop-out statements. The other primary colours should be used for paragraphs of text. It should be more approachable than solid black but dark enough to remain readable in text at small sizes.

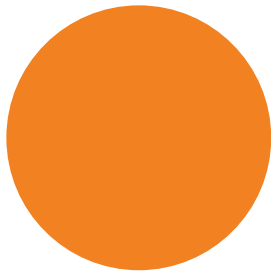


Blue

C 90% M 82% Y 01% K 00%

R 58 G 75 B 158

Hex #3A4B9E



Orange

C 01% M 60% Y 100% K 00%

R 242 G 130 B 33

Hex #F28221



Green

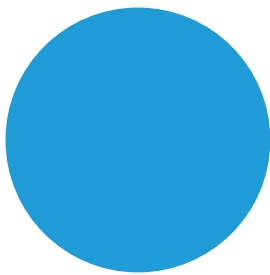
C 52% M 00% Y 97% K 00%

R 153 G 197 B 68

Hex #87C544

Secondary Colour Palette

These help to bring in areas of interest in a design. Secondary colours can be used as background for blocks of text, headings and pop-out statements. The tagline may be written in these secondary colours.

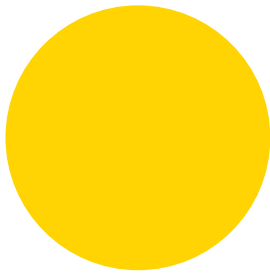


Blue

C 74% M 24% Y 00% K 00%

R 31 G 156 B 216

Hex #1F9CD8

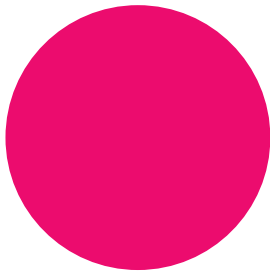


Yellow

C 90% M 82% Y 01% K 00%

R 255 G 212 B 02

Hex #FFD402



Pink

C 01% M 100% Y 30% K 00%

R 236 G 12 B 110

Hex #EC0C6E

OUR TYPEFACE

Primary Typeface

The primary typeface is to be used by those creating branded printed and digital materials.

Montserrat

A clean, balanced and fresh typeface with a modern feel, it is easily read in large and small type.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$£%&@) 0123456789

Nexa

Nexa is a modern sans-serif typeface with a geometric feel, suitable for social media platforms.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!€\$£%&@) 0123456789

Alternative Typeface

Our alternative typefaces are readily available as standard system fonts for people working in the field.

Abril Fatface

Abril Fatface is an elegant, high-contrast serif font with vintage charm and modern appeal.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!€\$£%&@) 0123456789

Times New Roman

Times New Roman is a classic serif font designed for readability and legibility.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!€\$£%&@) 0123456789

Lato

Lato is a versatile sans-serif typeface known for its readability and modern aesthetic.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!€\$£%&@) 0123456789

www.youthofindia.org.in



Yoi Hand Mudra