BRAND GUIDELINES

OUR MISSION

We inspire hope in women who were sexually abused as children or adolescents by providing healing services through retreats, survivor communities, and online resources.

PRIMARY LOGO

the younique FOUNDATION

This logo should not be used for small applications (no less than 1" wide) or for anything not officially endorsed by The Younique Foundation.

COLORS

Hex **#68478D**
RGB **107/71/142**
CMYK **71/84/11/1**
Pantone **7678C**

Hex **#C5B4E3**
RGB **197/180/227**
CMYK **21/29/0/0**
Pantone **2635C**

Hex **#DAA5AD**
RGB **218/165/173**
CMYK **12/39/22/0**
Pantone **501C**

Hex **#003E51**
RGB **0/62/81**
CMYK **100/67/48/38**
Pantone **3035C**

Hex **#487A7B**
RGB **72/122/123**
CMYK **76/39/47/12**
Pantone **7475C**

Hex **#AFA96E**
RGB **175/169/110**
CMYK **33/26/67/1**
Pantone **5845C**

LOGO USAGE

Clear Space
Use the "Y" letterform as your guide for a safe area around the logo.

Background
Pantone **7678C**

Color Usage
Pantone **7678C**
CMYK **33/26/67/1**

FONTS

PRIMARY: GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular and X-Narrow
All Weights

Secondary: Quincy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
All Weights
Sentence Case

CO-BRANDING

You should not use the Younique Foundation brand together with any other brand or in any co-branded communications unless otherwise approved. For inquries email questions@theyouniquefoundation.org.

LOGO MISUSE

DO NOT smash or stretch the logo

DO NOT change the logo colors

DO NOT change the typgraphy

DO NOT place on unapproved backgrounds

DO NOT rearrange the logo elements

DO NOT alter the size of the typgraphy