

yoast



Brand guidelines



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01 Brand foundation



Mission

We are Yoast and our mission is SEO for everyone

We believe in creating equal chances for everyone in the search results

Company profile

The [mission](#) of Yoast is SEO for everyone. We want to give everyone the opportunity to rank in the search engines, whether you're a beginner, a blogger, an online shop or a big business. Our WordPress SEO plugins and Shopify app, blog posts, and online courses should enable everyone to boost their website's visibility and attract more traffic.

02 Logo & icon



Logo & icon

The Yoast wordmark is our primary logo.

Next to the logo we have an icon to represent our brand.



Usage

The logo (wordmark) is our most important brand asset. The icon is subordinate to the wordmark and can be used if the Yoast context is already established through the wordmark or it can be used on merchandise.

Third parties should preferably choose the wordmark over the icon.

Our logo and icon are copyrighted.

Note: Not all versions are included in the zip file. If you think you need another version you can contact brand@yoast.com.

Logo color variations

Default (gradient)



Default logo, use on light background colors or light images.

Available in:
RGB (online), CMYK (print)

White



Use on dark background colors or dark images. Suitable for use in any size.

Available in:
RGB (online), CMYK (print)

Flat*



Use on small items, if the context requires a subtle logo or the print file may only consist of two colors.

Available in:
RGB (online), CMYK (print), PMS (print)

* *The flat version is not included in the downloadable zip file.*

Purple*



If the context requires a subtle logo, or the print file may only consist of one color.

Available in:
RGB (online), CMYK (print), PMS (print)

* *The purple version is not included in the downloadable zip file.*

Pride

We strongly believe in championing equality, embracing diversity, and creating a world where everyone can be proud of who they are!

We're on a mission to spread [pride for everyone](#). Visually this means that the pride colors have become an important part of our brand. Both our logo and icon have a pride version. We also use the progress pride flag and colors as a brand element in various designs.

Third parties can use the pride version of the logo or icon if it is relevant in context (diversity, unrepresented groups, equality e.g.).



Clearspace

It is important to have enough whitespace around brand elements and throughout all layouts. This will add clarity & focus and avoid designs to be cluttered.

The minimum clearspace around the **all our logo's and icons** is:
The equivalent to the 'Y' on the left and right side and
25% of the height on the top and bottom.



Sizing

The minimum logo size of the default (gradient) logo is 80 px / 28 mm.



The minimum logo size of the flat, purple, and white logo is 34 px / 12 mm.



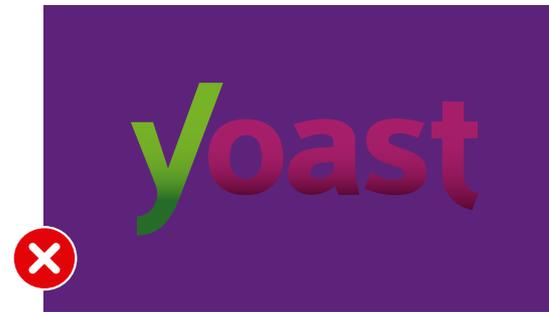
** The flat and purple versions are not included in the downloadable zip file.*

Background

The logo must be clear and readable.*

Use the colored logo on light background colors or light images.

Use the white logo on dark background colors or dark images.



* this also applies to the logo variations

Do's & don'ts

When used on an image: Make sure the background is clear and simple.*



Don't change or distort the logo.*



* this also applies to the logo variations

Icon color variations

Default (gradient)



Default icon, use only on light background colors.

Available in:
RGB (online), CMYK (print)

White



Use on dark background colors or dark images.

Available in:
RGB (online), CMYK (print)

Flat*



Use when the print file may only consist of two colors.

Available in:
PMS (print)

* The flat version is not included in the downloadable zip file.

Small*



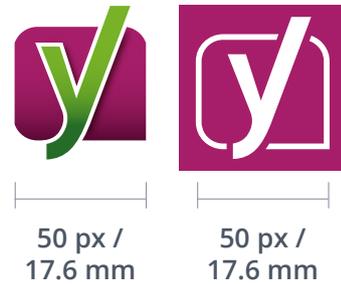
Use when the icon is smaller than 50px width.

Available in:
RGB (online), CMYK (print), PMS (print)

* The small versions are not included in the downloadable zip file.

Sizing

The minimum width of the default icon is 50 px / 17.6 mm.



The small versions* of the icon can be used for a width between 49 px (17.3 mm) and 16 px (5.6 mm), favicons for example.

Maximum width



Minimum width



* The small versions are not included in the downloadable zip file.

Background

The icon must be clear and readable.

Use the colored icon on light background colors.
Don't use it on images.

Use the white icon on dark background colors or dark images.



Do's & don'ts

When used on an image: Make sure the background is clear and simple.



Don't change or distort the icon.



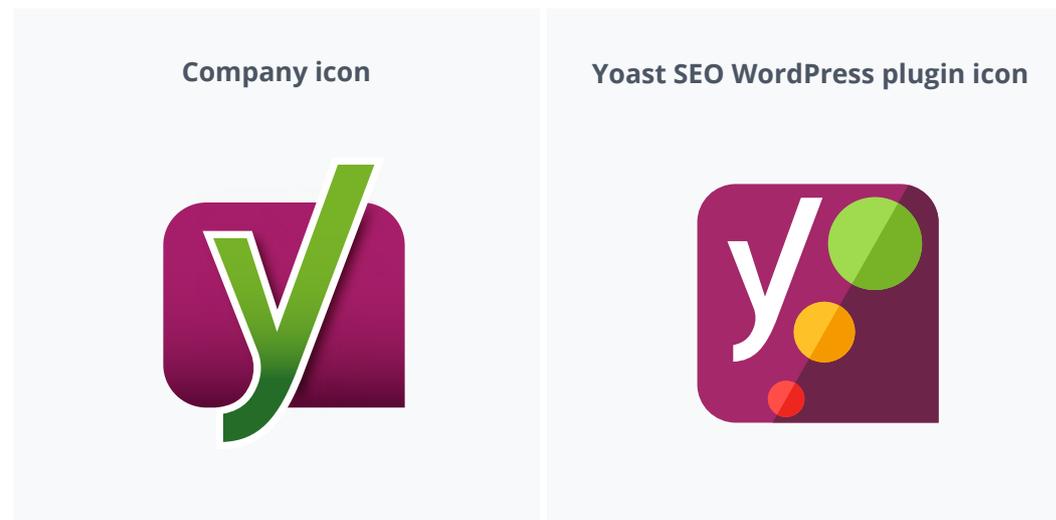
Do's & don'ts

Don't combine the logo (wordmark) and the icon. Those are not meant to be used in close proximity of each other.



What about the traffic light?

The green 'Y' is our company icon. The icon with the traffic light is specific to the Yoast SEO WordPress plugin.



Acceptable

If the context in which you want to display our logo requires this, you are allowed to use the logo in the gray tone of your choice.

For example:

If you want to display multiple logo's (sponsors e.g.) and you want to use only gray versions, this would be acceptable.

LOGO

logo

yoast

Logo

Logo



Copyright

The Yoast logos and icons may only be used as a reference in a way that no harm is done to the Yoast brand. They can not be used to suggest a false relation to the brand and/or company.

Note: File naming is as follows:

yoast_[logo or icon]_[extension]_[landscape*]_[color variation*]_[rgb or cmyk].[file extension]*

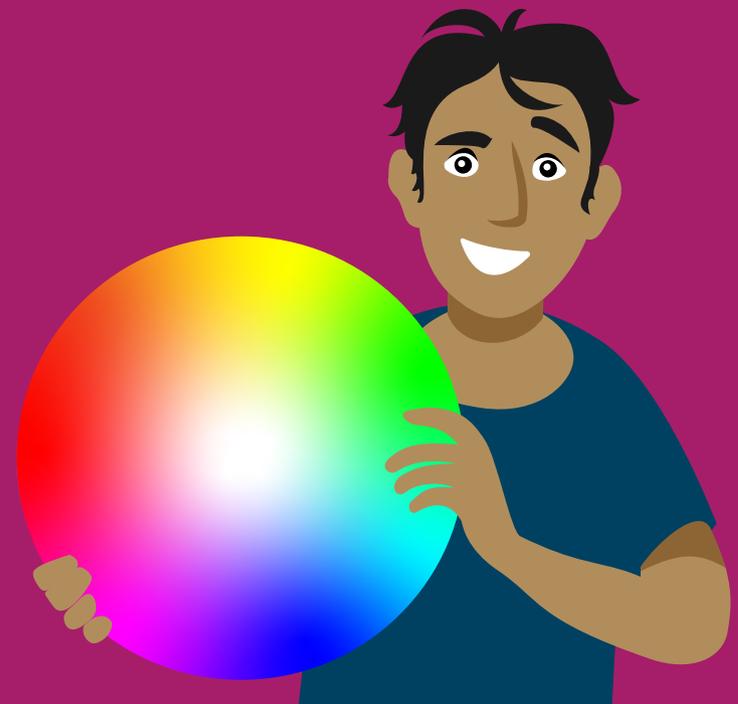
** if applicable*

For example:

yoast_logo_cmyk.eps

yoast_logo_tagline_landscape_white_rgb.svg

03 Colors



Brand colors

Positive, colorful, enthusiastic, diverse & accessible

Our design principles form the basis for the Yoast brand color choice. Our brand must radiate positivity and enthusiasm, and the Yoast colors are a big part of that.

Main brand colors

You can find the two main brand colors in our logo's and icon.



RGB #77B227
CMYK 60/0/100/5
PMS 368C
RAL 6018



RGB #A61E69
CMYK 20/100/10/25
PMS 7648C
RAL 4006

! Important

Don't use white text on a Yoast green background!
This is not sufficiently accessible.