

YOYOFACTORY®

DECEMBER 30, 2010

Word Mark Style guide

PRINT				
	PRIMARY WORD MARK ON DARK BACKGROUND	WORD MARK 2 ON DARK BACKGROUND	WORD MARK 3 ON DARK BACKGROUND	WORD MARK ONE-COLOR ON DARK BACKGROUND
	PRIMARY WORD MARK ON WHITE BACKGROUND	WORD MARK 2 ON WHITE BACKGROUND	WORD MARK 3 ON WHITE BACKGROUND	ONE-COLOR WORD MARK ON WHITE BACKGROUND
WEB & VIDEO				<p>One-color word mark is only to be used in one color printing and laser engraving applications. It is never to be used in web, video, or vinyl. Final use requires YoYoFactory approval.</p>
	PRIMARY WORD MARK ON DARK BACKGROUND	WORD MARK 2 ON DARK BACKGROUND	WORD MARK 3 ON DARK BACKGROUND	
	PRIMARY WORD MARK ON WHITE BACKGROUND	WORD MARK 2 ON WHITE BACKGROUND	WORD MARK 3 ON WHITE BACKGROUND	
PRINT		WEB & VIDEO		
	YOYOFACTORY BACKGROUND PATTERN		YOYOFACTORY BACKGROUND PATTERN	PRIMARY WORD MARK ON YOYOFACTORY BACKGROUND

**Note: For print, rich black pattern over 100% black*

EXAMPLE OF BACKGROUND USE

COMPANY COLORS	PANTONE COLORS	PROCESS COLORS	WEB COLORS	RGB COLORS
● YoYoFactory Black	PANTONE Process Black CV	C 00 M 00 Y 00 K 100	#000000	R 00 G 00 B 00
● YoYoFactory Blue	PANTONE 3005 C	C 100 M 34 Y 00 K 02	#0681C5	R 06 G 129 B 197

You must use the approved *PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

YoYoFactory is a registered Trademark of Rapid Plastics Inc, an Arizona Corporation. Are you YoYoFactory? is a Trademarks of Rapid Plastics Inc, an Arizona Corporation. All rights reserved.