YOUNG LIONS COMPETITIONS

Yettel Guidelines

Yettel.

Our guidelines will help you learn about our visual identity, what components we use and how we use them.
It will be your guide to help you create amazing materials that reflect our brand values and display a coherent look.

Logo
Size & margin dimensions

Portrait
2:3 and 1:2

Adhere to the following principles for logo size and margins when creating a layout in portrait format.
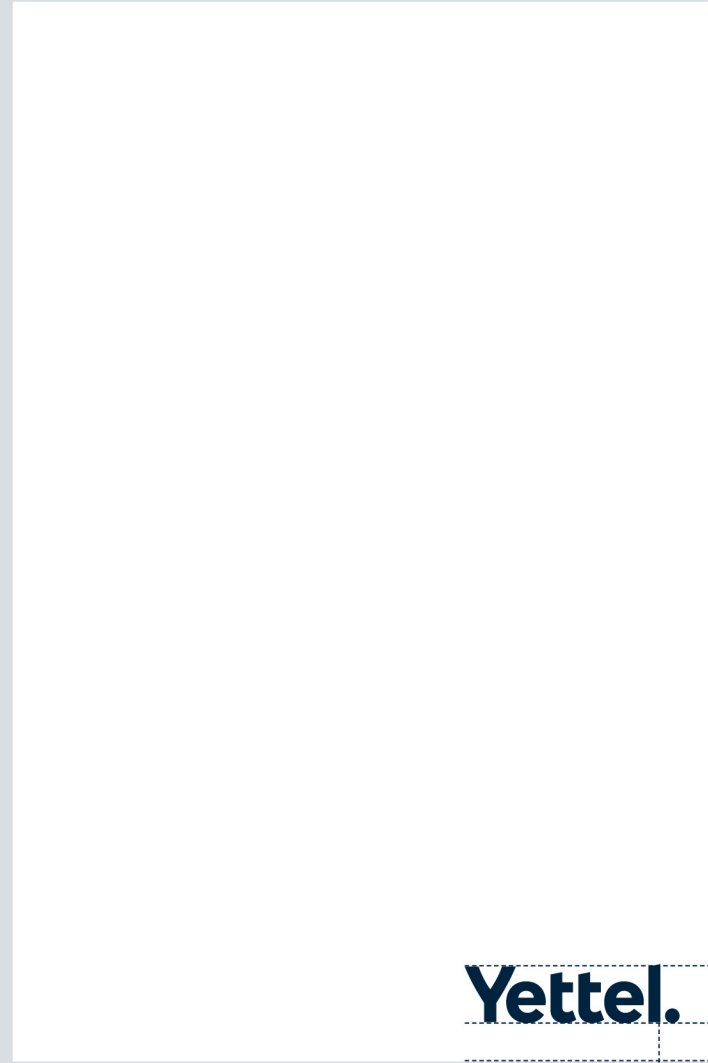
Logo height

$$Y = \frac{\text{Format height}}{18}$$
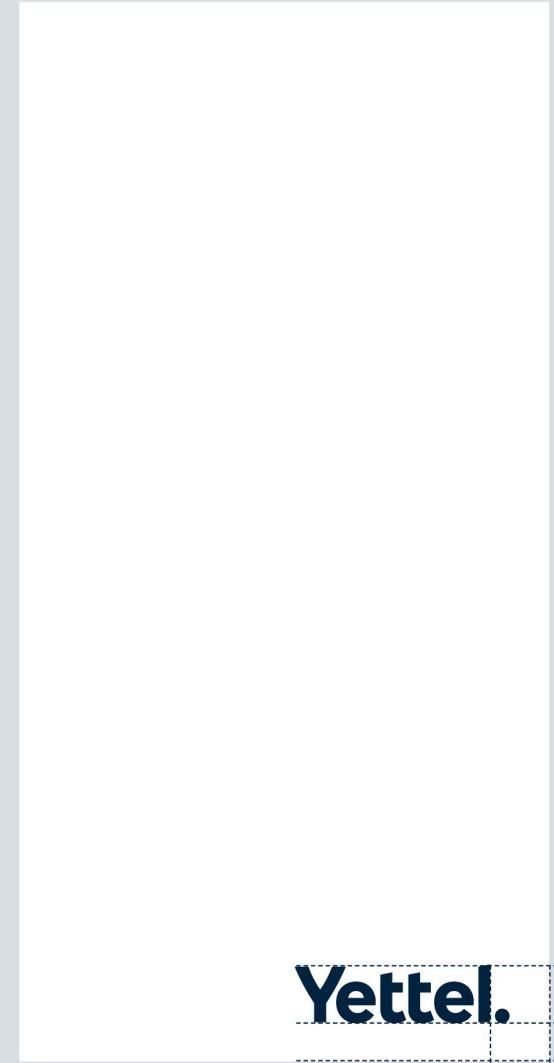
Margins (Top, left right)

Y

Bottom margin

$$X = \frac{Y}{1.5}$$

Yettel. Y
X

2:3 Y

Yettel. Y
X

1:2 Y

Landscape
3:2 and 2:1

Adhere to the following
principles for logo size
and margins when creating
a layout in landscape format.

Logo height

$$Y = \frac{\text{Format width}}{18}$$

Margins (Top, left right)

Y

Bottom margin

$$X = \frac{Y}{1.5}$$

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3:2

Y
X
Y

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2:1

Y
X
Y

Square
1:1

Adhere to the following principles for logo size and margins when creating a layout in a square format.

Logo height

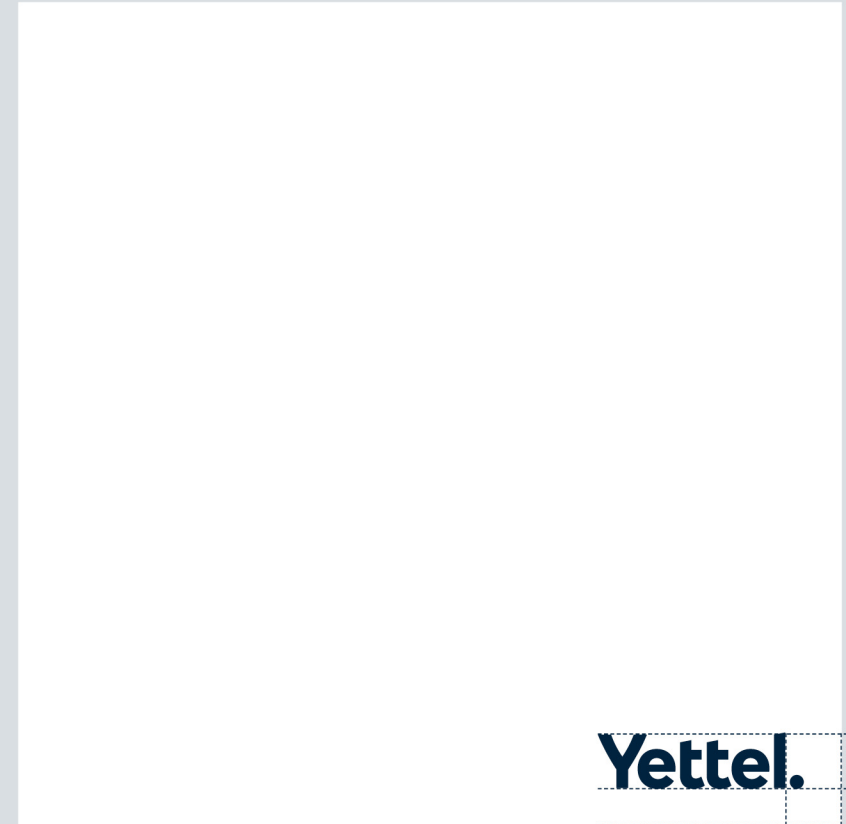$$Y = \frac{\text{Format width}}{4}$$

Margins (Top, left right)

Y

Bottom margin

$$X = \frac{Y}{1.5}$$

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Y

X

Y

Wide and Tall
4:1 and 1:4

Adhere to the following principles for logo size and margins when creating a layout in wide and square formats.
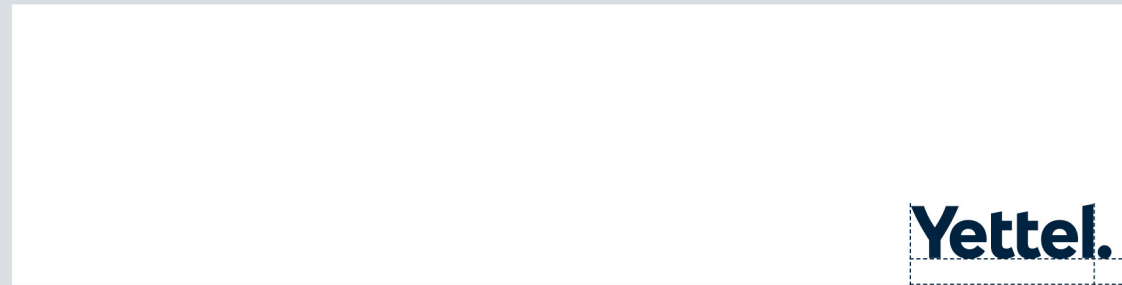
Margins (Top, left right)

$Y = \dfrac{\text{Format height}}{7}$

Logo width

$Z = Y \times 5$

Bottom margin

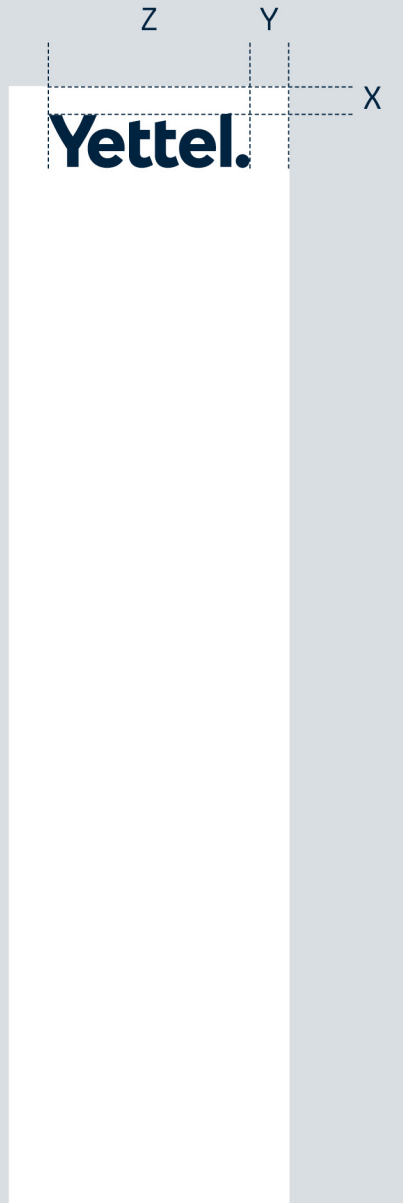$X = \dfrac{Y}{1.5}$

Margins (Top, left right)

$Y = \dfrac{\text{Format width}}{7}$

Logo width

$Z = Y \times 5$

Top margin

$X = \dfrac{Y}{1.5}$

Z   Y

X

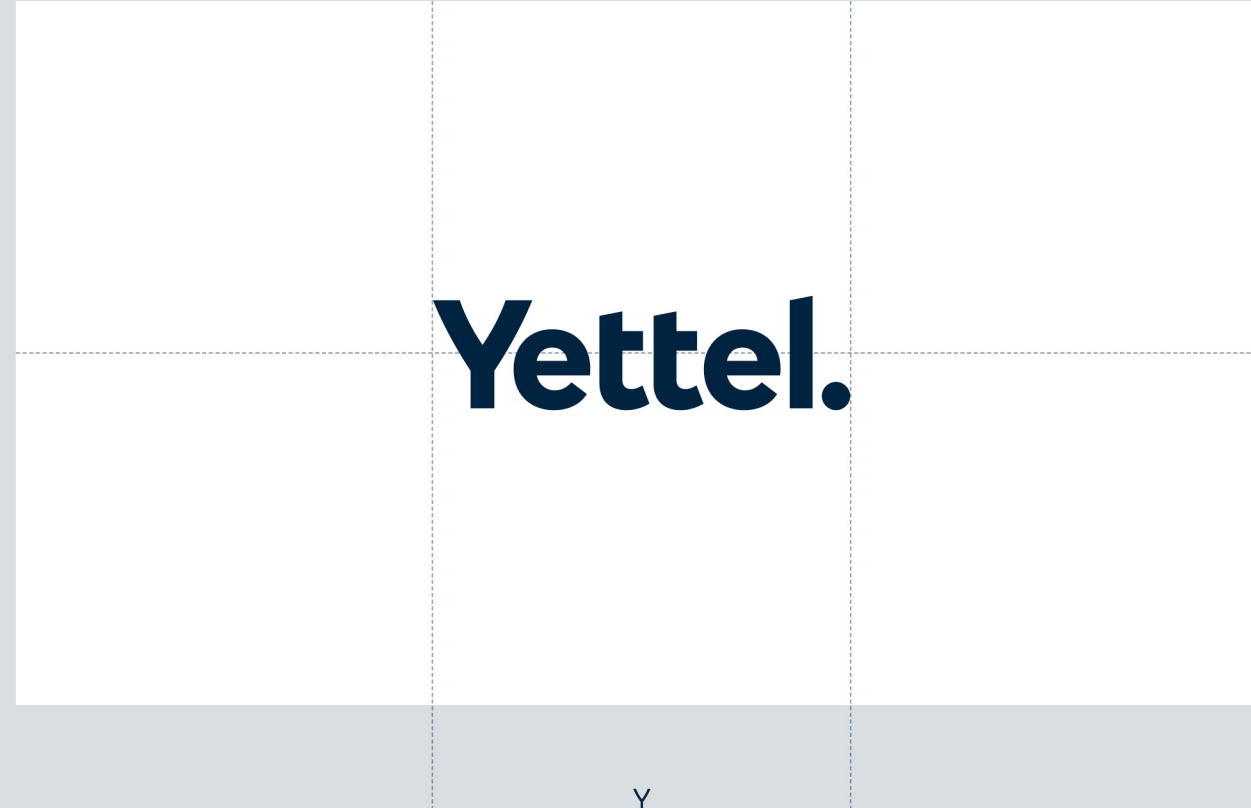**Yettel.**

4:1

Yettel.

X

Z   Y

1:4

TVC

16:9

Adhere to the following principles for logo size when creating a layout in 16:9 format.

Logo width

$$Y = \frac{\text{Format width}}{3}$$

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Y

Height alignment of logo to centre of the format

Portrait

9:16

Adhere to the following principles for logo size when creating a layout in 9:16 format.

Logo width

Y = Fit to format width

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Height alignment of logo to centre of the format

Y

Square

1:1

Adhere to the following principles for logo size when creating a layout in square format.

Logo width

$$Y = \frac{\text{Format width}}{2}$$

Yettel.

Height alignment of logo to centre of the format

Y

Typography

Hierarchy

Overview
Type hierarchy

There are simple and clear hierarchy principles for using the Yettel fonts in trading. We have five typographic styles which work across all of trading.

The size relationship works as from the **paragraph copy text size being 1a**.

From there on, the following principles should be applied.

Headline: Yettel Bold | 4a*
Sub-head: Yettel Bold | 2a
Sub-title: Yettel Light | 2a
Paragraph: Yettel Light | 1a
CTA: Yettel Bold | 1a

*Headlines have scope to scale larger depending on their application and required impact. More to follow in this guideline.

4a* **Headline**

2a **Sub-head**
Sub-title

1a Paragraph copy
Paragraph copy
Paragraph copy

1a **Yettel.com**

Overview
Type hierarchy

Our principles should be adhered to when using spacing, leading and tracking of typography.

Spacing
A 0.5a spacing should be between the subtitle and paragraph copy, as well as between the paragraph copy and CTA.

Leading
Headline: 4a / 4a
Sub-head: 2a / 2a
Sub-title: 2a / 2a
Paragraph: 1a / 1.2a
CTA: 1a / 1.2a

Tracking (in metrics)
Headline, Sub-head, Sub-title: -20
Paragraph copy, CTA: 0

Sentence case
To keep written copy simple, we use sentence case wherever possible. Always capitalise the beginning of a sentence or title and never just use lowercase.

Headline

Sub-head
Sub-title

0.5a

Paragraph copy
Paragraph copy
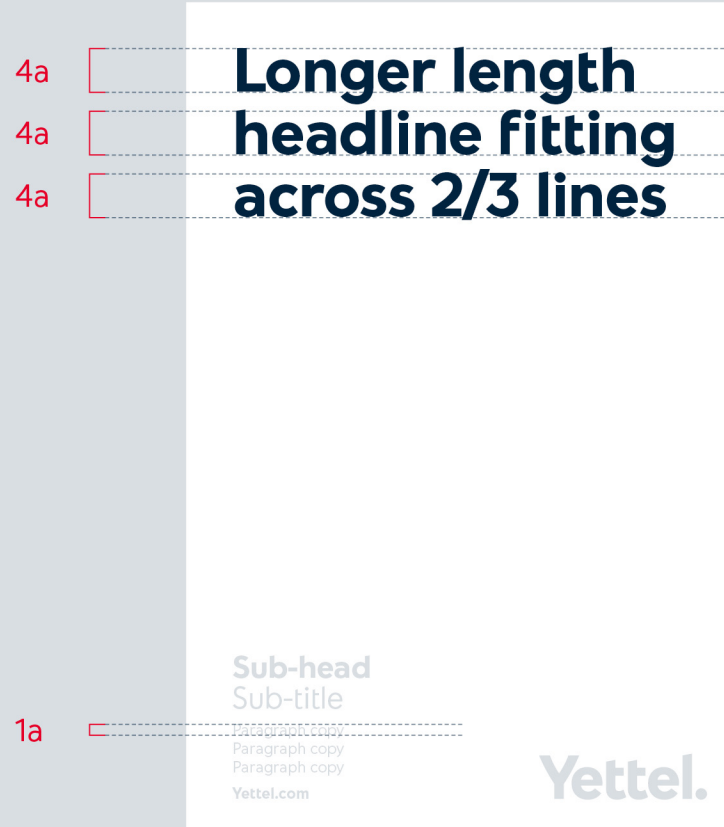Paragraph copy

0.5a

Yettel.com

Typography
Headline sizes

Headlines
Portrait overview

There are 2 sizes used for headlines. Each usage depends on the length of the headline required. Short and direct headlines are always encouraged.

The first is longer length headlines working over 2/3 lines at 4a size. Short headlines working over 1/2 lines at 6a size.

4a
4a
4a

Longer length headline fitting across 2/3 lines

Sub-head
Sub-title
Paragraph copy
Paragraph copy
Paragraph copy
Yettel.com

Yettel.

1a

Longer length headline
Yettel Bold – 4a

6a
6a

Short headline

Sub-head
Sub-title
Paragraph copy
Paragraph copy
Paragraph copy
Yettel.com

Yettel.

1a

Short headline
Yettel Bold – 6a

Notes
1a = paragraph copy size

Headlines
Landscape overview

There are 2 sizes used for headlines. Each usage depends on the length of the headline required. Short and direct headlines are always encouraged.

The first is longer length headlines working over 2/3 lines at 4a size. Short headlines working over 1/2 lines at 6a size.

4a

4a

Longer length headline fitting across 2/3 lines

1a

Sub-head
Sub-title
Paragraph copy
Paragraph copy
Paragraph copy
Yettel.com

Yettel.

Longer length headline
Yettel Bold – 4a

6a

6a

Short headline

1a

Sub-head
Sub-title
Paragraph copy
Paragraph copy
Paragraph copy
Yettel.com

Yettel.

Short headline
Yettel Bold – 6a

Notes
1a = paragraph copy size

Colour

Intorduction

Colour
Lime

Yettel is lead by Lime. A digital first colour that has been chosen for the vibrancy and energy it brings to our brand.

Lime is our hero colour and should always be visible for our trading.

We primarily use our hero lime colour as the background colour for our trading.

Pantone®
2297C

CMYK
27, 0, 100, 0

RGB
180, 255, 0

Hex
B4FF00

Yettel.

Colour
Navy

Our trading for products and services has the flexibility to appear in navy, as well as Lime in retail only.

This addition of navy to be used as a background in retail allows for contrast and to break through the sea of lime in our stores.

In navy communications, we use lime for our logo and text.

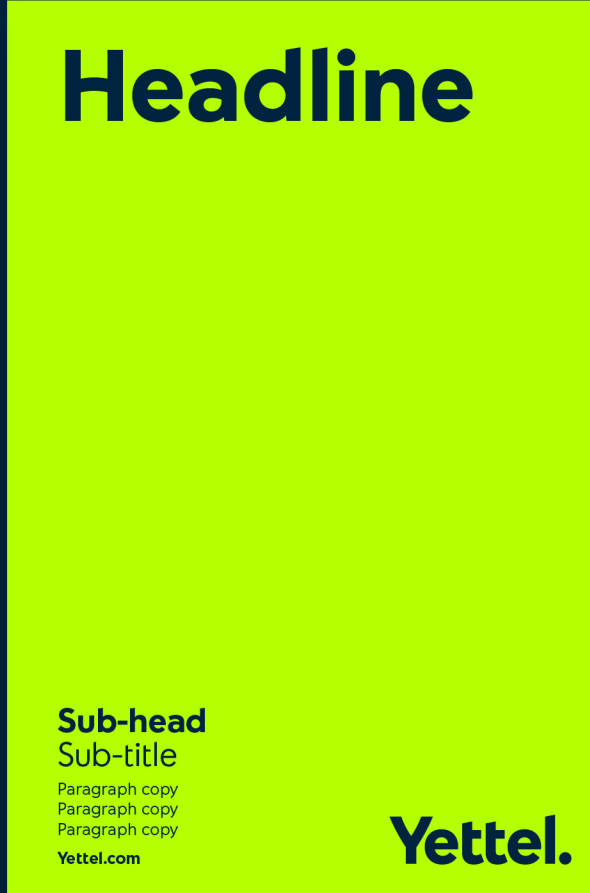**Pantone®**
295C

CMYK
100, 50, 0, 85

RGB
0, 35, 64

Hex
002340

Yettel.

Colour
Navy

On Lime trading we use navy for our logo and text. We never use black.

Headline

Sub-head
Sub-title
Paragraph copy
Paragraph copy
Paragraph copy
Yettel.com

Yettel.

Pantone®
295C

CMYK
100, 50, 0, 85

RGB
0, 35, 64

Hex
002340

Colour
Sky

Sky must not be used in isolation as a background colour.

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Pantone®
2707C

CMYK
22, 0, 5, 0

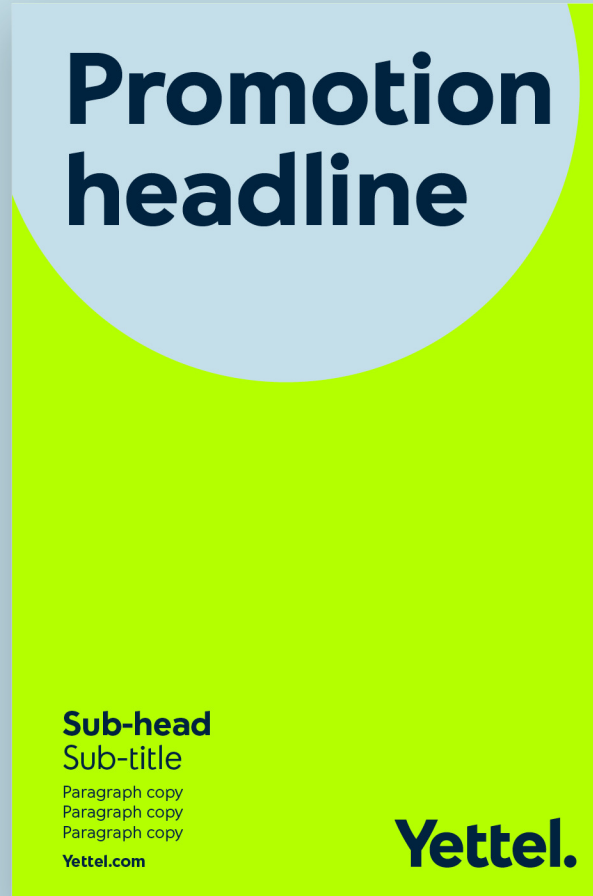**RGB**
196, 223, 233
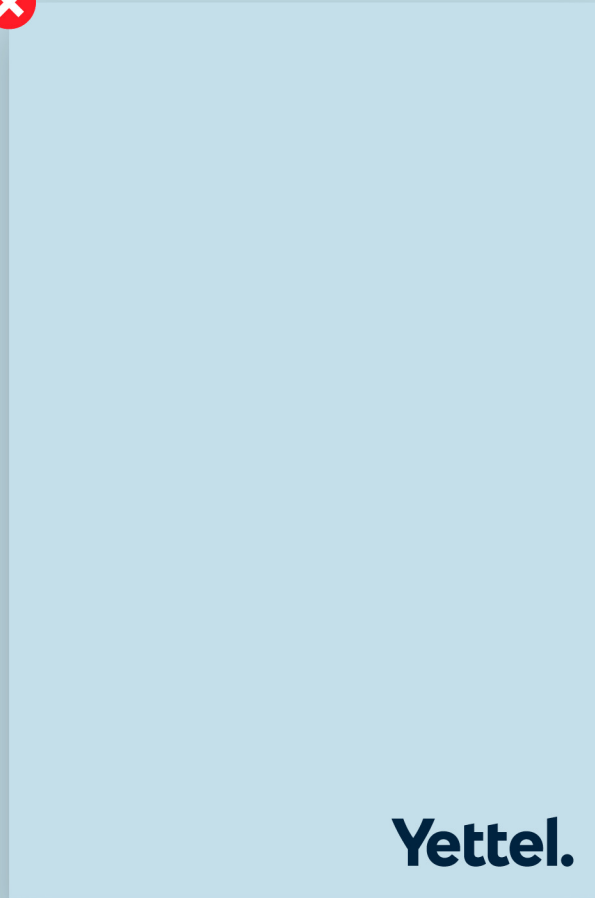
Hex
C4DFE9

Colour
Do's & dont's

Colour
Sky

Sky can only be used in conjunction with our primary colours.

Sky can only be used to support Lime in our promotional trading. This usage is for our brand property shapes, which can be sky or navy.

Promotion headline

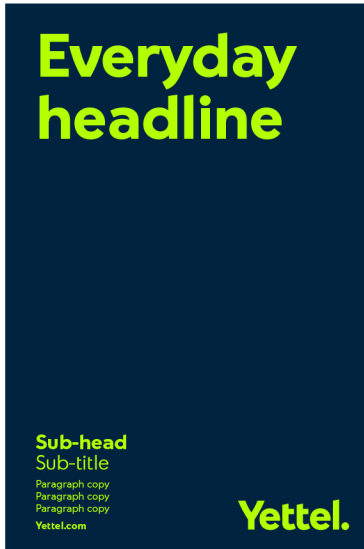**Sub-head**
Sub-title

Paragraph copy
Paragraph copy
Paragraph copy

Yettel.com

Yettel.

Pantone®
2707C

CMYK
22, 0, 5, 0

RGB
196, 223, 233

Hex
C4DFE9

Colour
Do's

Everyday headline

Everyday headline

Promotion headline

Promotion headline

Promotion headline

Promotion headline

Sub-head
Sub-title
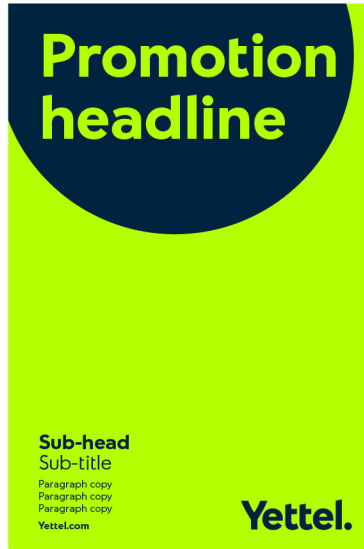Paragraph copy
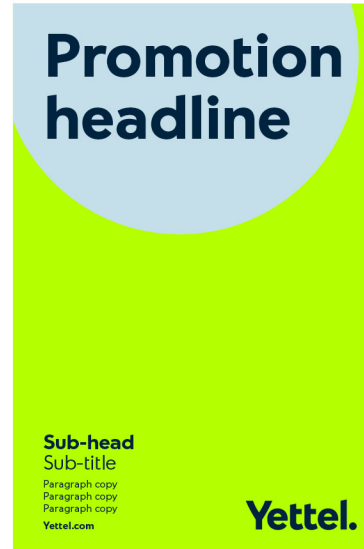Paragraph copy
Paragraph copy
Yettel.com
Yettel.

Everyday trading
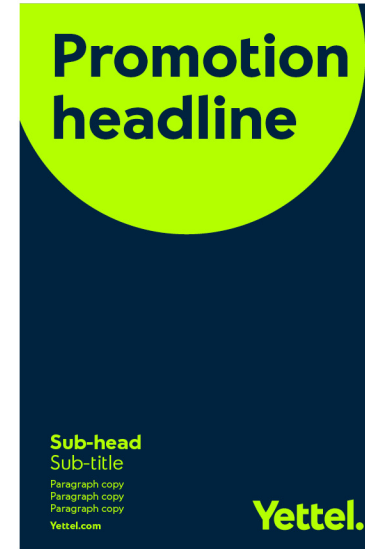Lime with navy logo and text – used across trading

Everyday trading
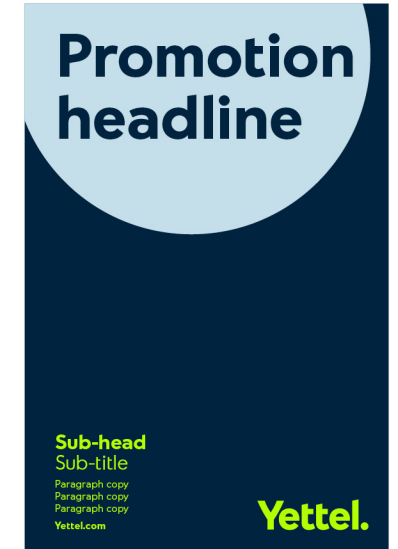Navy with lime logo and text – only used for services and tariffs

Promotion trading
Lime with navy shape, logo and text

Promotion trading
Lime with sky shape, navy logo and text

Promotion trading
Navy with lime shape, logo and text

Promotion trading
Navy with sky shape, lime logo and text

Everyday communications usage

Promotional communications usage

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