



01.

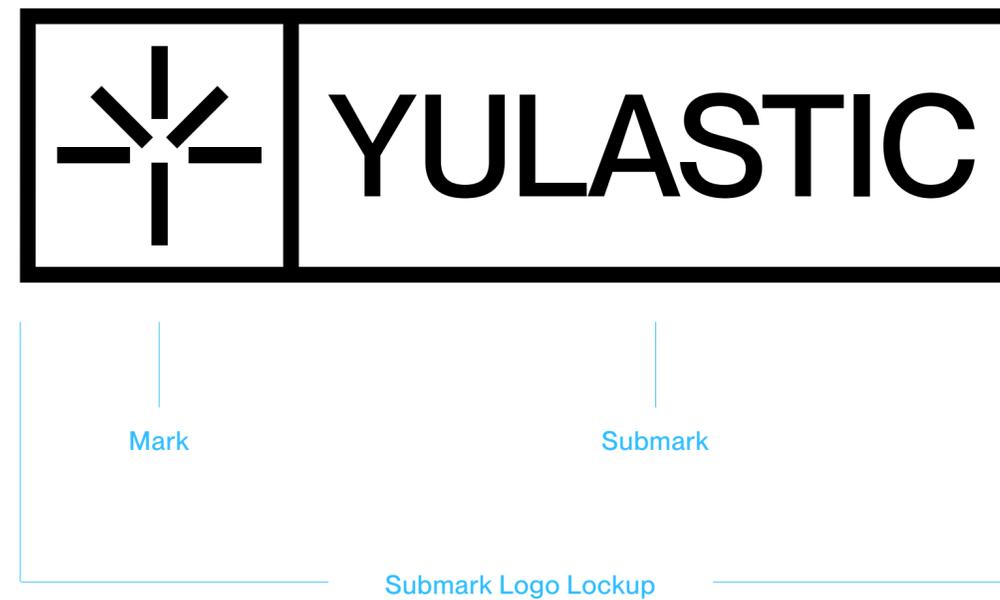
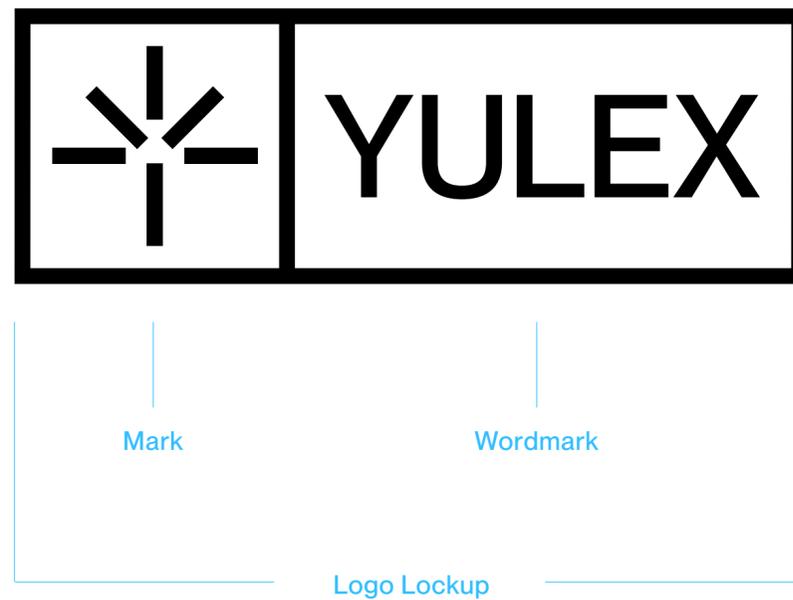
Logo & Brand Elements

The single-line logo lockup is Yulex's primary logo and it should be used in most instances.

Our logo lockup and submark are composed of a Mark and Wordmark. Both elements were designed using the same stroke weight to create a consistent logotype.

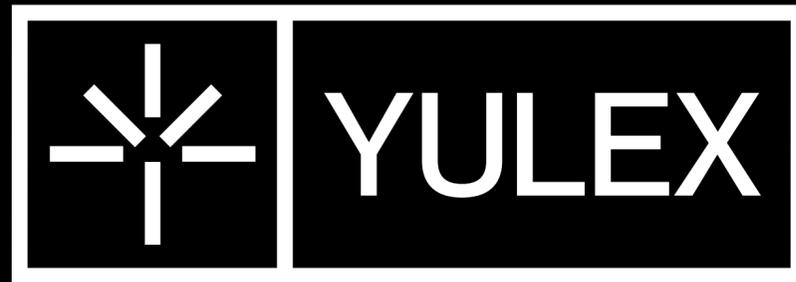
The modular structure evokes a scientific approach, making reference to the periodic table, to convey the technological and high-performance aspects. It is also a recognizable frame that enhances a strong lockup when applied alongside other brands' logotypes.

Always use the logo files provided in the logo pack. Do not re-create.

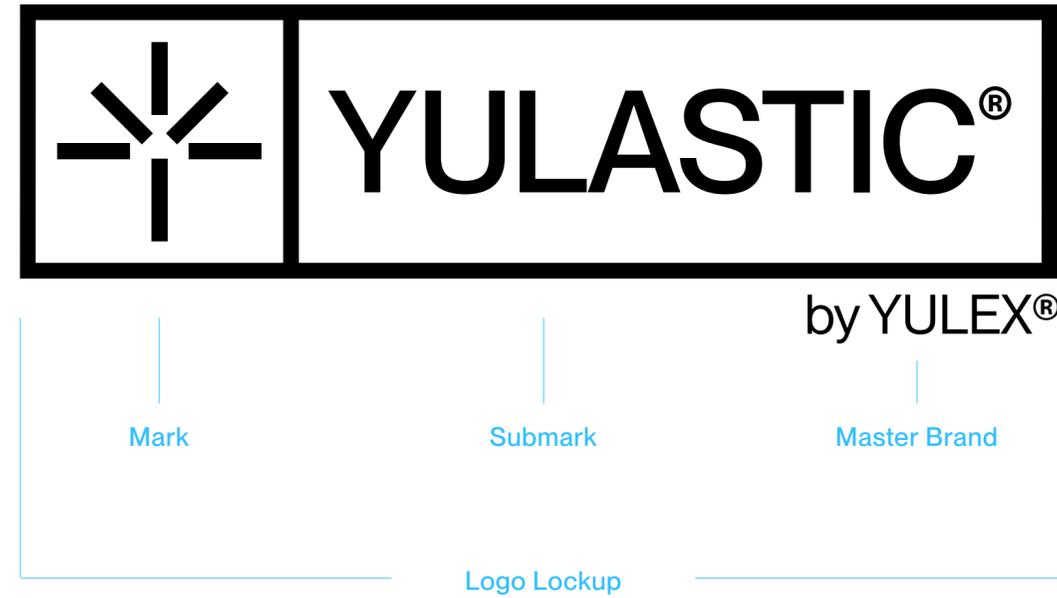
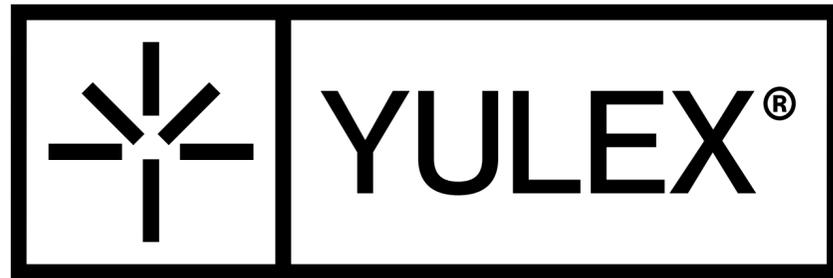


A knockout is the process of removing a color ink from below another to create a clearer image or text.

The white knockout logo version should be used only on black or photographic backgrounds.



The single-line logo lockup and submark have a variation that includes the Registration Mark.

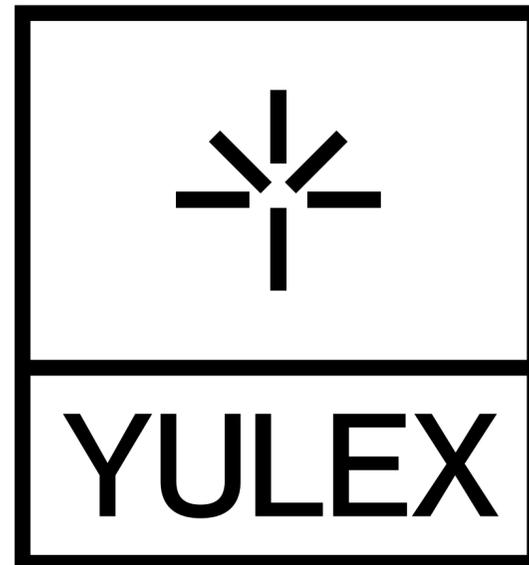


The Primary Logo + Tagline is an optional Logo Lockup that shows the flexible nature of the brand's modular system, which allows attaching different short taglines to our grid.



Our stacked lockup can be used as a secondary logo lockup, but not as a replacement for our primary single-line lockup.

Our stacked lockup should only be used when space is limited in width and there is a need for a full logo presence.

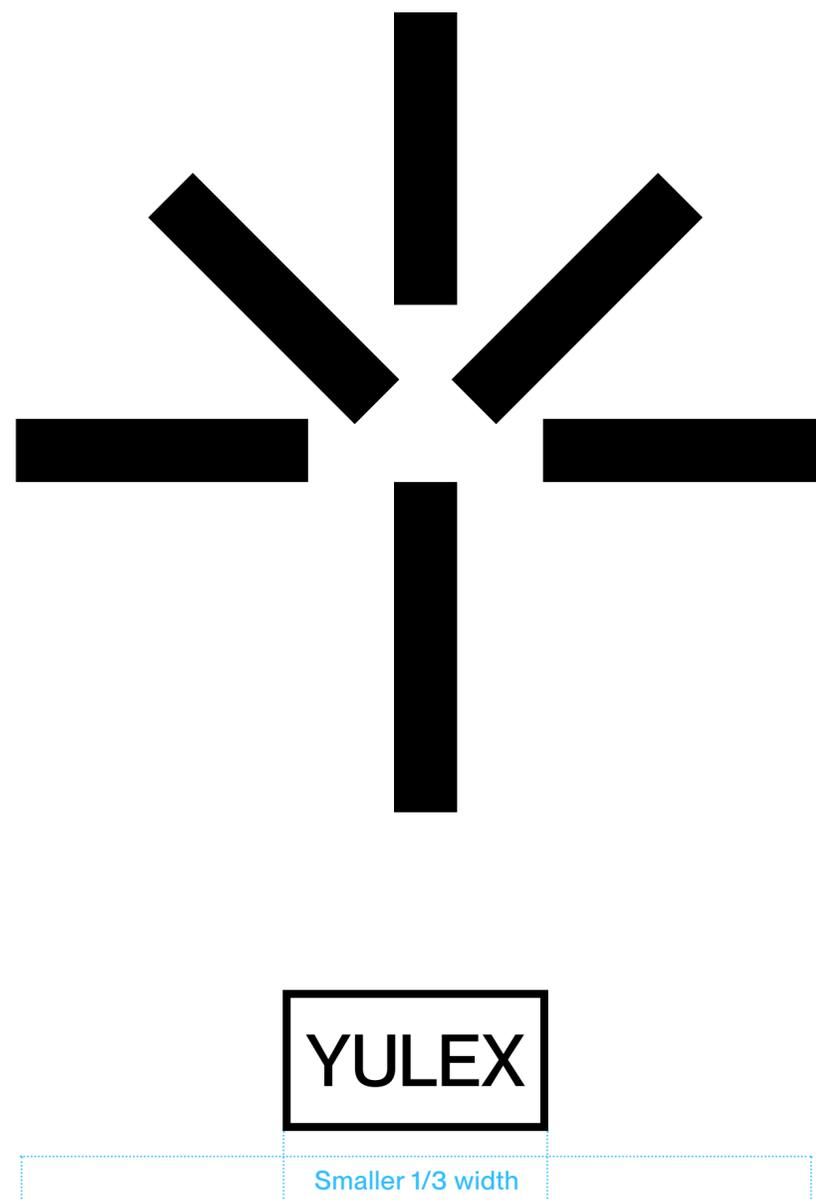


The single-line logo lockup is Yulex's primary logo and it should be used in most instances.

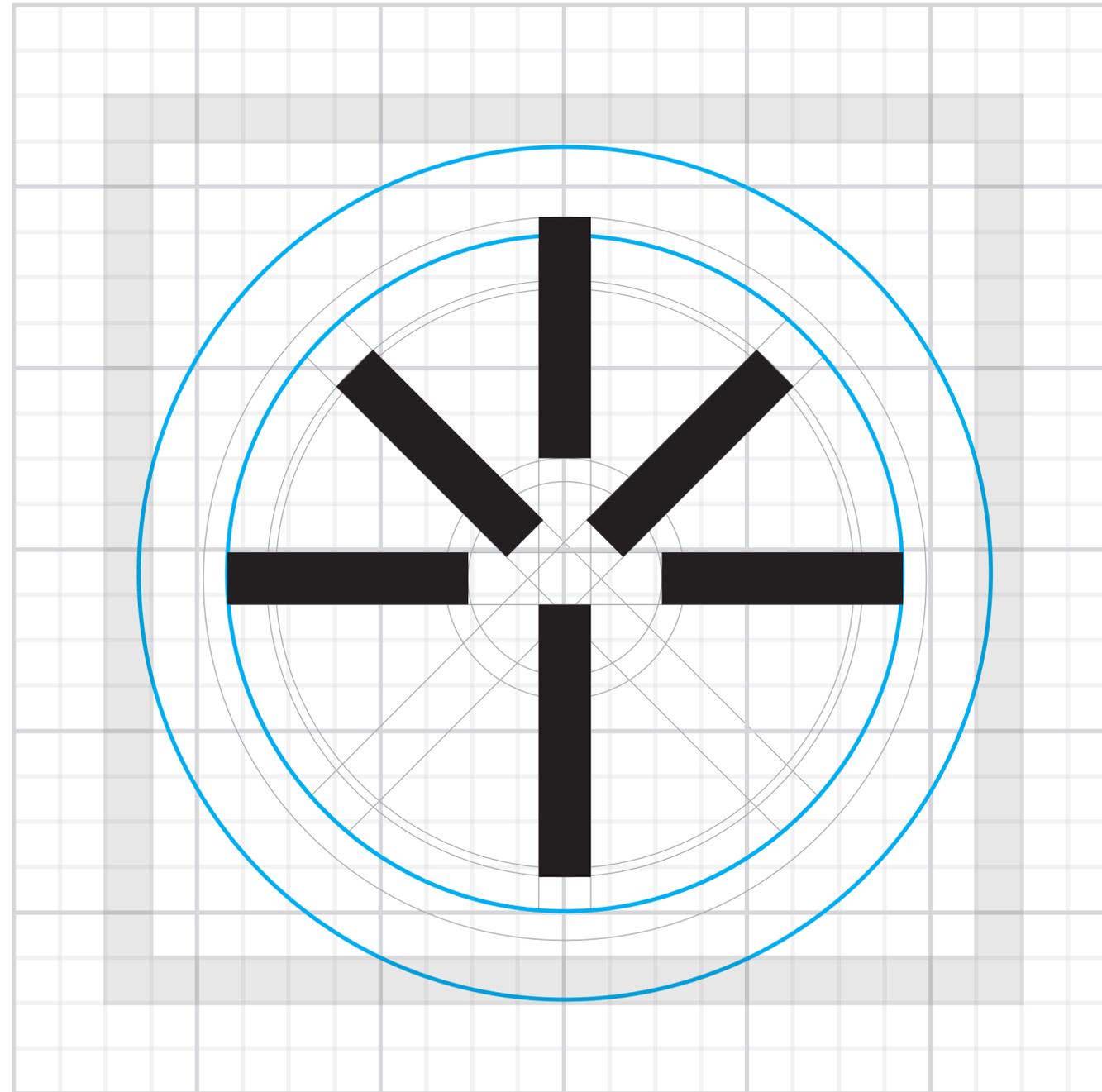
But our Mark can be used alone and separated from our Wordmark whenever we want it to have an illustrative function and use it in a bigger size [See chapter "Identity In Use" for examples]

When using the Mark alone, we can associate our Framed Wordmark in the same context, but it should be smaller than 1/3 of the width of the mark.

Always use the logo files provided in the logo pack. Do not re-create.



Whenever the Mark is used within an App Icon or Avatar, the correct proportions, clear space and suitable backgrounds must be applied: in a 20x20 grid, leave an average of 2 modules of clear space.

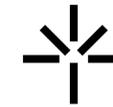




PRIMARY LOGO. The Single line Locked version is the Primary Logo. You'll use it most of the time.



PRIMARY LOGO WITH REGISTRATION MARK. Variation of the Primary Logo with a registration mark.



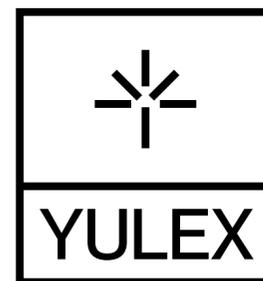
MARK. The Mark can be used alone whenever is playing an illustrative role.



FRAMED WORDMARK. The Framed Wordmark can only be used in combination with the Mark, whenever the Mark is used three times bigger (having an illustrative role).



PRIMARY LOGO + TAGLINE. We can attach short taglines following our grid system.



SECONDARY LOGO. The Single line Locked version is the Primary Logo. The stacked version is your secondary logo to be used only when the format demands it.



ALTERNATIVE LOGO. This logo has a higher stroke weight and should ONLY be used when technical requirements demand a higher stroke weight for reproduction.



YULASTIC SUBMARK with Registration Mark and Master Brand Signature.

02.

Logo Construction, Clear Space & Minimum Sizes

Knowing the spatial relationships is critical for maintaining consistency across the brand.

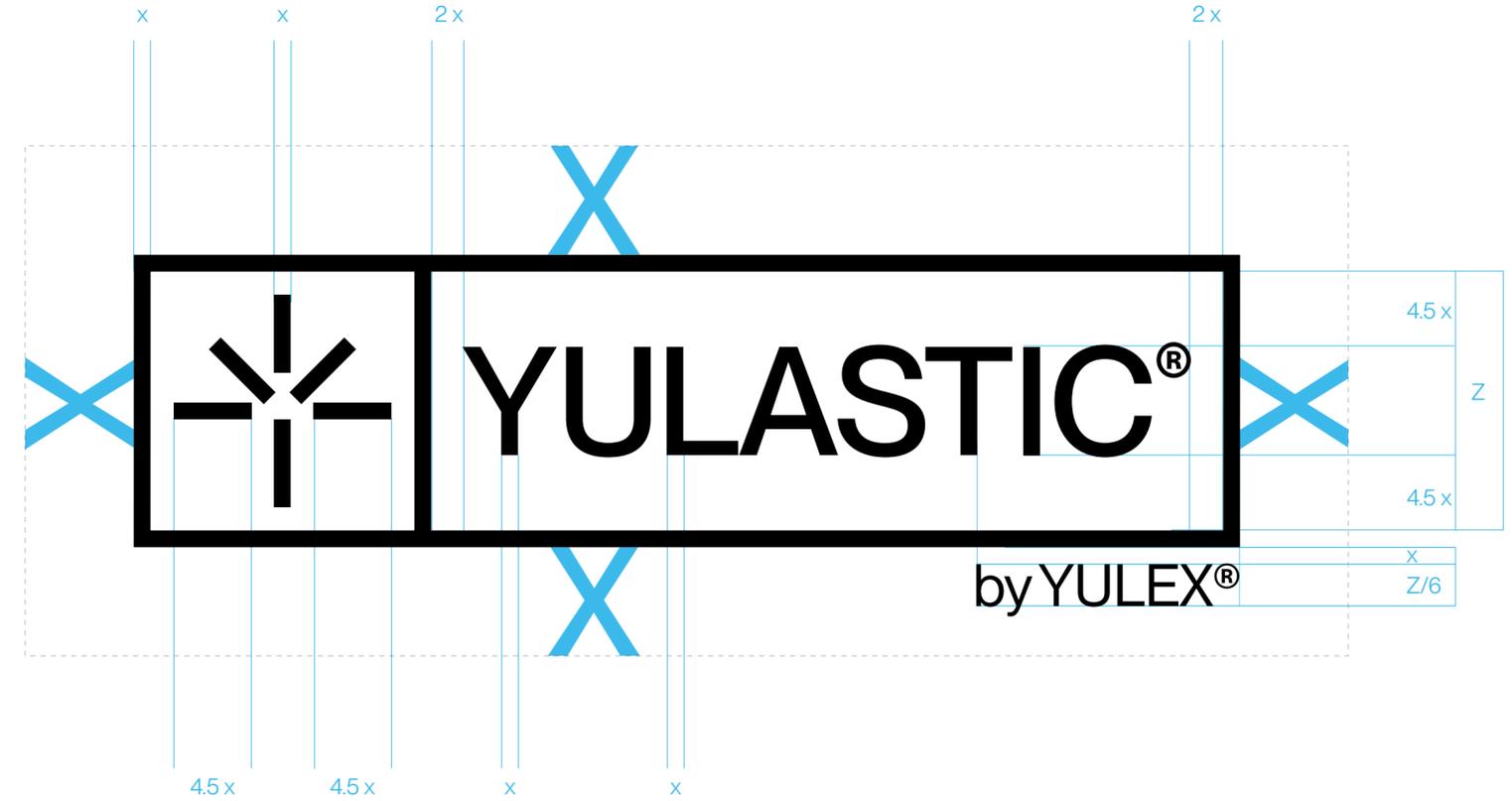
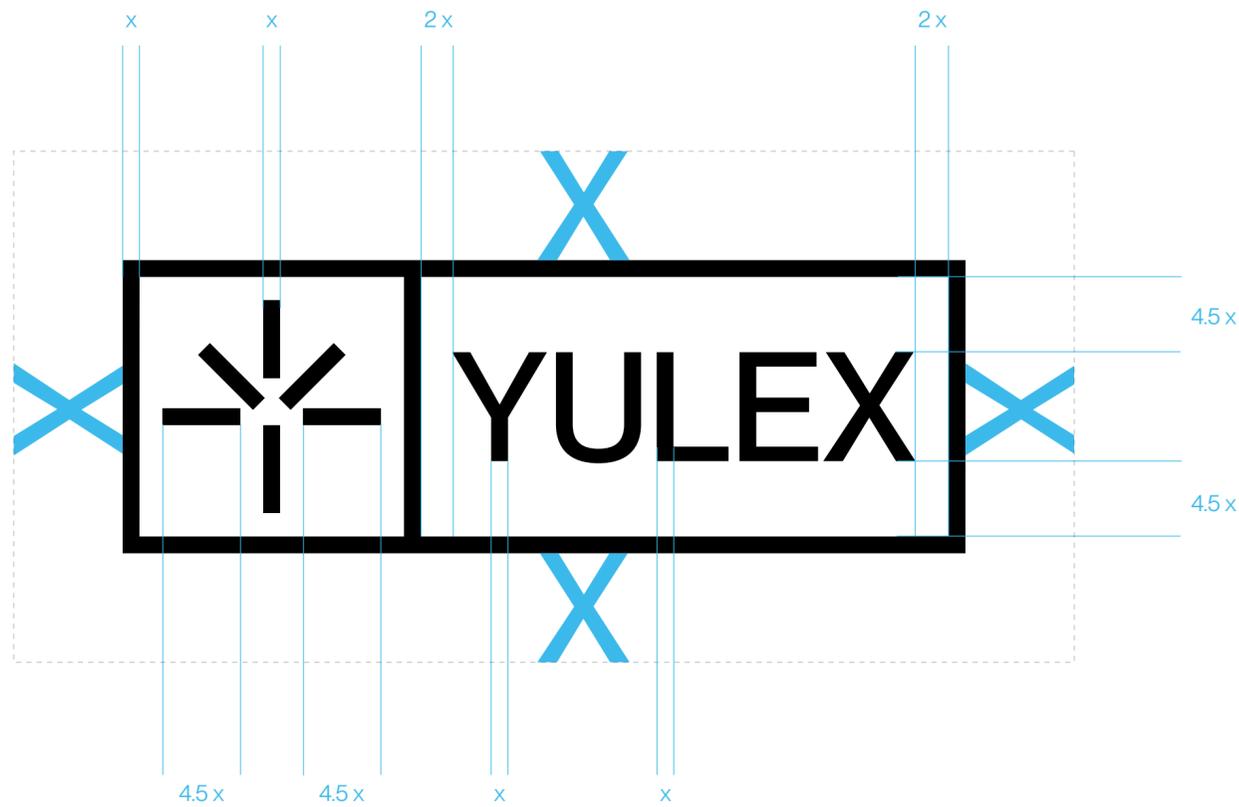
They work to ensure the logo is always clearly visible and able to stand out wherever it appears.

Our mark has been designed following a modular grid where all the main elements have a proportional relation to x , which is the weight of the stroke that composes our logo.

Clear space is the minimum “breathing room” maintained around our logo. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the logo and the edge of a canvas.

Always maintain the clear space guidelines, keeping elements or margins at a distance greater than or equal to the height of the Yulex X on both a vertical and horizontal axis.

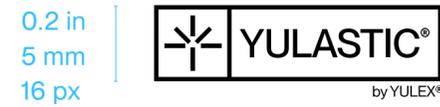
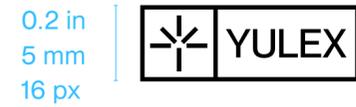
Do not re-create and ensure there is adequate space between the logo and surrounding elements.



MINIMUM SIZE

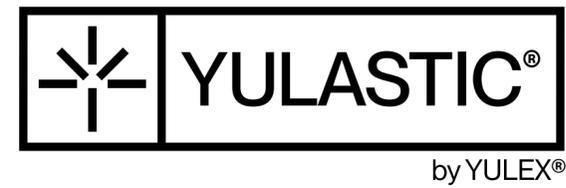
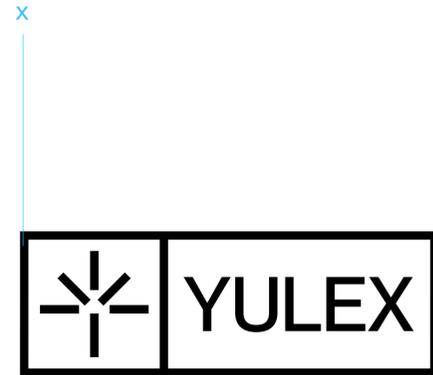
PRIMARY LOGO.

Absolute Minimum size
No technical requirements



PRIMARY LOGO.

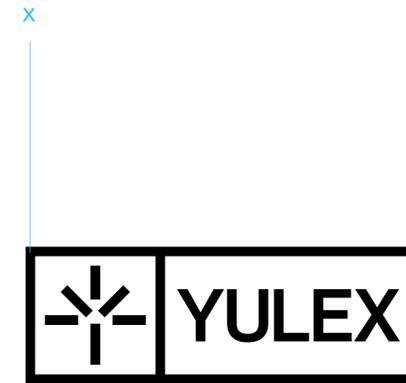
Minimum size 1 mm stroke



1.5 cm (h)
x = 1 mm / just over 1/32 inch

ALTERNATE LOGO.

Minimum size 1 mm stroke



1.2 cm (h) × 3.4 cm (w)
x = 1 mm / just over 1/32 inch

The Yulex logo must perform well at all sizes.

For scaling and sizing it is important to retain the maximum visibility and impact on the logo asset used. Minimum size refers to the smallest size allowable for a logo.

Use the guidelines for proper implementation of the logos, which are legible at small sizes.

Our logo performs well at small sizes and the absolute minimum size for the logo is 0.2-inch height for print and 16 pixels height for digital.

When technical requirements demand a 1 mm stroke, the minimum size when using the primary logo is 1.5 cm in height and 1.2 cm when applying the alternate logo.

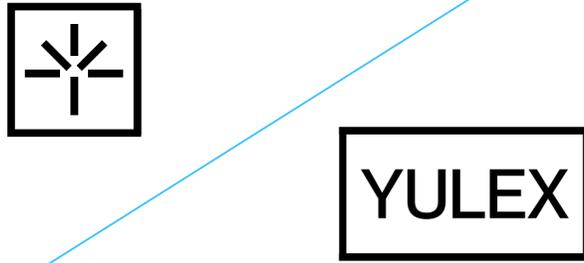
Smaller sizes than the minimum recommended size do not guarantee readability.

03.

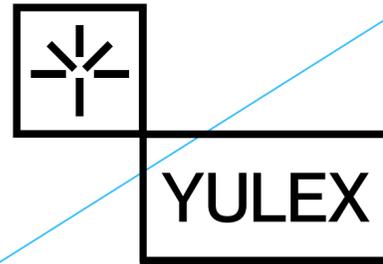
Misusages

INCORRECT LOGO USAGE

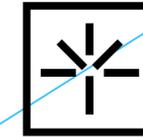
Do not split the logo.



Do not rearrange the logo lockup in any other way.



Do not use only a part of the logo lockup.

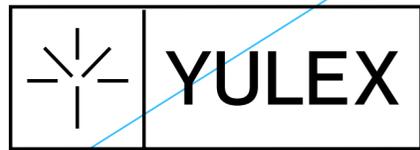


The Yulex logo cannot be transformed, turned, deformed or split.

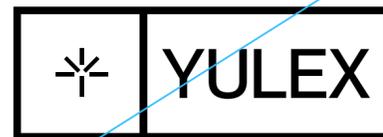
The logo can only be used in all-white or all-black. No other colors can be applied to the logo.

Here are some examples of how not to use the logo.

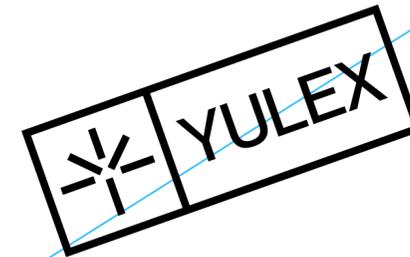
Do not change the weight of the logo lockup.



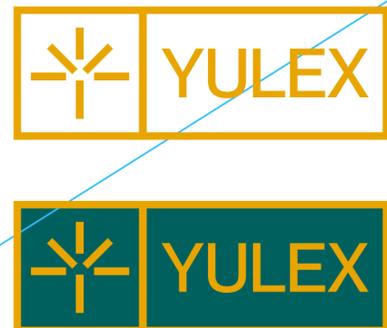
Do not expand or scale down any parts of the logo lockup.



Do not rotate the logo.



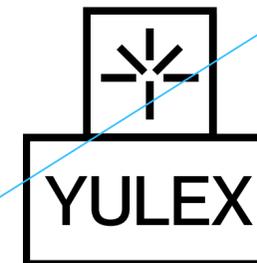
Do not use colors on the logo other than Black or White.



Do not deform the logo.



Do not stack the wordmark or any other parts of the logo.



04.

Color



WCAG Level AAA ✓



WCAG Level AAA ✓

White

#FFFFFF
RGB 255 255 255
C 0 M 0 Y 0 K 0

Black

#000000
RGB 0 0 0
C 75 M 68 Y 67 K 90

PRIMARY COLOR SCHEME

Our brand has a two-color Primary Scheme of White and Black.

The proportion of color shown also indicates the color usage in the overall perception of the brand.

Color on typography should be used as shown and according to the backgrounds in the examples.

Do not use any colors out from this palette in print collateral or packaging.

SECONDARY COLOR SCHEME

Our brand has as secondary color Warm Grey. This secondary color will complement the primary colors to be used only for digital applications i.e., backgrounds for social posts, email comms, ads, etc.



Whenever working with photographic backgrounds, our identity primes cornered aligned compositions. Place the logo lockup in areas where there's less information, or where the color contrast optimizes readability.

Our logo can be used either in Black or White and can be used on flat or image backgrounds. Use the one that offers more contrast with the background as shown in the examples.

Always use the logo files provided in the logo pack.

Do not re-create the logo. Do not use other colors for the logo.



05.

Typography Style

PP Neue Montreal

Mathieu Desjardins
Pangram Pangram

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Tight

Rasmus Andersson
Google Fonts

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neue Montreal is a timeless and versatile sans-serif font, Designed by Mat Desjardins in 2022 Pangram Pangram Foundry

The design was inspired by neo-grotesques such as Helvetica but features a tighter spacing which makes it excel in display settings.

If Neue Montreal is not available, please download Inter Tight from Google Fonts.

H1 Display

-80% CO₂e

H2 Header large

It's time to move beyond fossil fuel-derived materials like neoprene and elastane (spandex). You shouldn't have to choose between performance and responsibility. YULEX foams and YULASTIC fibers provide optimal performance on land and in water, replacing synthetic neoprene and elastane with a natural rubber replacement.

IT'S TIME TO EVOLVE BEYOND FOSSIL-FUEL NEOPRENE AND ELASTANE.

H3 Header small

CERTIFIED DEFORESTATION FREE

P1 Body large

It's time to move beyond fossil fuel-derived materials like neoprene and elastane (spandex).

P2 Body small

Responsibility

C1 Caption

Y L X — L A B

10/08/2022

Yulex typography is set in Neue Montreal Medium. No other fonts or weights are allowed.

When using the system typeface we aim to achieve a clear hierarchy of information between types of information through contrast in scale between each. The examples to the left shows the treatment between different types of content.

H1 Display Title is 550% taller than P1 body text. Lineheight is 100%, and kerning is -10.

H2 Header large must is 160% taller than P1 body text. Lineheight is 100%, and kerning is -10. It can be used in Sentence Case or Uppercase.

H3 Header small is the same size than P1 body text, and is set in Title Case or Uppercase. Lineheight is 100%, and kerning is -10..

P1 Body large. Yulex's typographic size hierarchy is established by the size of the body. This means P1 body text height is 100%. Lineheight is 120%, and kerning is 0.

P2. Body small is 80% shorter than P1 body text. Lineheight is 116%, and kerning is 30.

C1 Caption is 70% shorter than P1 body text. Title Case or Uppercase. Lineheight is 116%, and kerning is 300.

Regarding composition, ample white space is welcome whenever possible. Texts are mostly aligned to left.

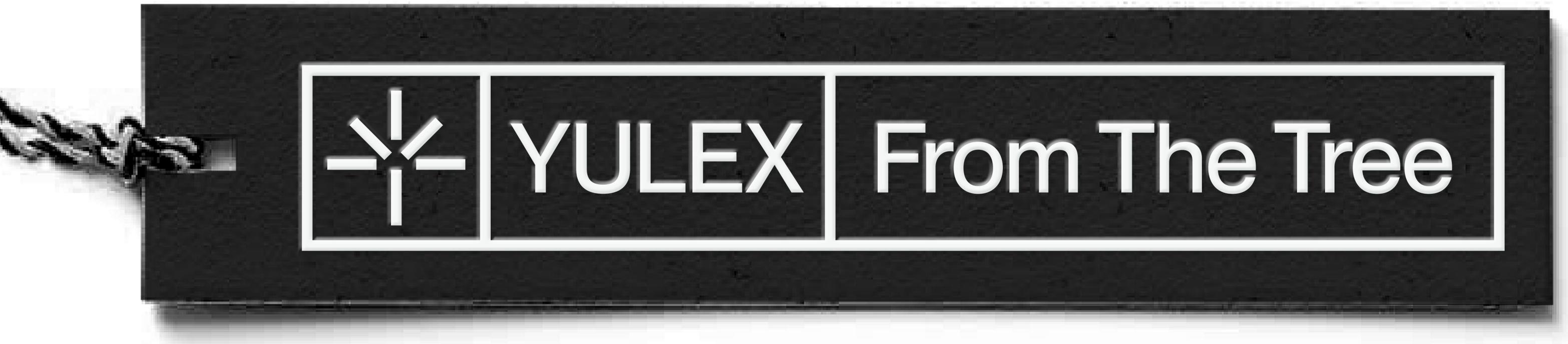
06.

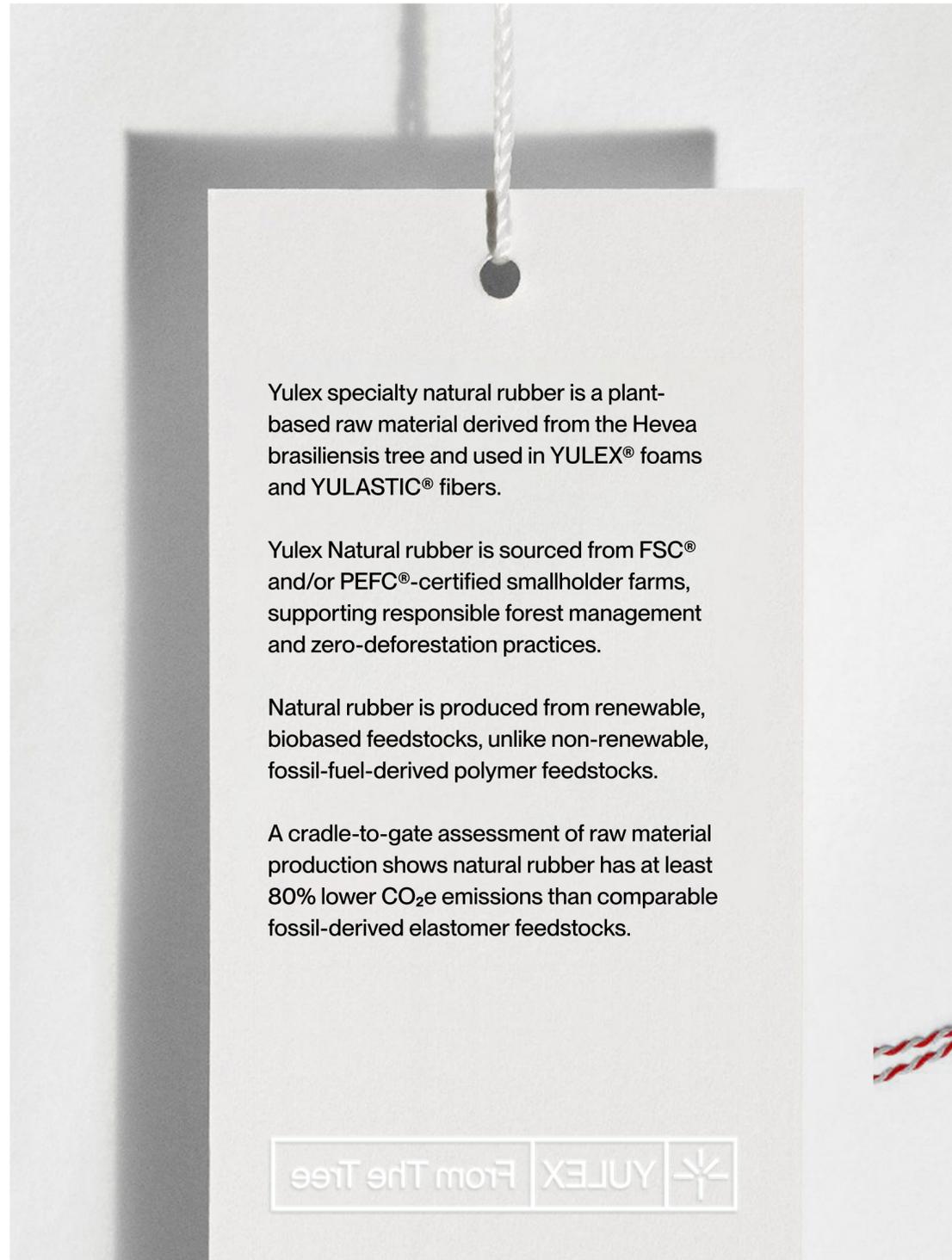
Identity in Use

Disclaimer

Some images of products in this brandbook are owned by our clients, and have been edited to provide a general idea of how Yulex should be represented on your products and marketing materials. The YULEX logo is printed on some of these products while others are mockups for the purposes of this brand book. The photos are for the purposes of this brandbook and should not be used or duplicated.

YULEX logo usage: we are recommending that all Clients are guided towards using the Primary Lockup Logotype. This will help create brand recognizability. The other forms of the logo should only be used where the constraints dictate as such.





07.

Identity in Use

9.3. Application in Product



Product Photography should be technical and almost ascetic: no background, no models, and no props.

For application in the product, we can use the Primary Logotype Lockup and the Mark alone as long as they are not placed together on the same front.

WETSUIT

For application in the product, we can use the Primary Logotype Lockup and the Mark alone as long as they are not placed together on the same front.



LEASH

The single-line logo lockup is Yulex's primary logo and it should be used in most instances.



YOGA MAT

Our stacked lockup should only be used when space is limited in width and there is a need for a full logo presence.



WETSUIT



The single-line logo lockup is Yulex's primary logo and it should be used in most instances.

For application in the product, we can use the Primary Logotype Lockup and the Mark alone as long as they are not placed together on the same front.



**Thank you for preserving the
consistency of our visual identity.**