2025 STYLE GUIDE

Table Of Contents

1 LOGO

6 COLOR PALETTE

8 TYPOGRAPHY

10 BRAND PATTERNS

12 APPLICATIONS

Logo

Primary Logo

Logo Variations

Mascot

Secondary

YURGIN'S
LAWN CARE

Icon

Alternate

Logo Usage

To ensure adequate spacing for the logo, please leave a space of no less than .5 in from the logo on all sides. The logo should always be legible and identifiable. It should not be produced at a size smaller than .25 inch.

Logo Improper Usage

The logo was designed to consistently represent the brand across various mediums. Therefore, only the approved logo lockups should be used. Modifying the logo in any manner should be avoided at all times.

Color Palette

Color Palette

YURGIN EVERGREEN
HEX: #48843E
RGB: 72, 132, 62
CMYK: 75, 27, 100, 12

YURGIN MEADOW
HEX: #61B146
RGB: 97, 177, 70
CMYK: 67, 6, 100, 0

YURGIN SUNBURST
HEX: #FAA737
RGB: 250, 167, 55
CMYK: 0, 40, 89, 0

YURGIN CLOUD
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

YURGIN CHARCOAL
HEX: #010101
RGB: 1, 1, 1
CMYK: 75, 68, 67, 90

YURGIN GRADIENT

Typography

Using a primary font is important because it creates a consistent, recognizable look across all brand materials. It helps maintain visual unity, reinforces your brand identity, and makes your communication feel polished and professional.

Eurostile | Black
THE QUICK BROWN FOX JUMPS OVER THE LAZY BROWN DOG
the quick brown fox jumps over the lazy brown dog
1234567890

Eurostile | Bold
THE QUICK BROWN FOX JUMPS OVER THE LAZY BROWN DOG
the quick brown fox jumps over the lazy brown dog
1234567890

Eurostile | Regular
THE QUICK BROWN FOX JUMPS OVER THE LAZY BROWN DOG
the quick brown fox jumps over the lazy brown dog
1234567890

Typography Examples

Headline
Eurostile Med | 60pt

Subhead
Eurostile Bold | 22pt

Body copy
Eurostil Reg | 10pt

Headline

SUPPORTING SUBHEAD

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis enim ad minim veniam, quis nostrud.

Brand Patterns

Brand Patterns

Application Examples

YURGIN'S
LAWN CARE

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LAWN CARE

YURGIN'S
LAWN CARE
YURGIN'S
LAWN CARE

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LAWN CARE

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YURGIN'S
LAWN CARE