



**yahneed**

# BRAND GUIDE

Brand Identity System V2

## ABOUT YAHNEED

# BRAND OVERVIEW

Yahneed cuts through the noise to give your brand exactly what it needs to grow. Through promotional products, web design, and branding, we create focused solutions that represent your organization clearly and effectively.

We treat every project as a partnership, delivering consistent quality, reliable execution, and a process you can trust from start to finish.



### Branding & Design

Logo design, brand identity, and style guides to create a cohesive and powerful brand.



### Web Design

Modern, effective, user oriented websites that engage your audience.



### Promotional Products

Branded merchandise that gets your logo and name into the right hands.

## ABOUT YAHNEED

# HOW WE WORK

Our approach is built on clarity, reliability, and results



### Clarity Over Complexity

We keep our processes simple, clear, and concise. We are here to help, not complicate.



### Every Project Matters

Every project is handled with care, attention, and a commitment to delivering what's best for you.



### Built on Faith & Trust

We are grounded in our faith and a commitment to serve others with integrity, consistency, and reliable results.



### Execution First

We don't just plan, we deliver. Every project is an opportunity for us excel at what we do.

# OUR FOUNDATION

Colossians 3:23-24

Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving.

## LOGO SYSTEM

# LOGO MEANING

The Yahneed mark represents:

- Clarity
- Direction
- Decisive action.

The circular form reflects:

- Completeness
- Unity
- Full-service capability

The stylized “Y” symbolizes:

- Forward movement
- Success
- Guidance
- Focused solutions

The bold red palette

- Energy
- Confidence
- Execution

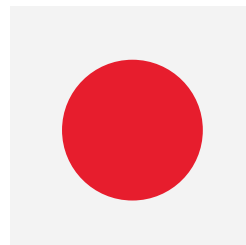
Primary



Mark

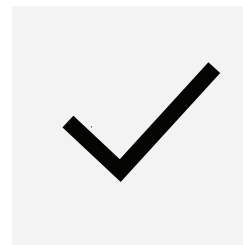


Circle



+

Check Mark



+

The Y



=

Result



The Yahneed mark is built from three elements: a circle (completeness), a check mark (success), and a 'Y' (identity).

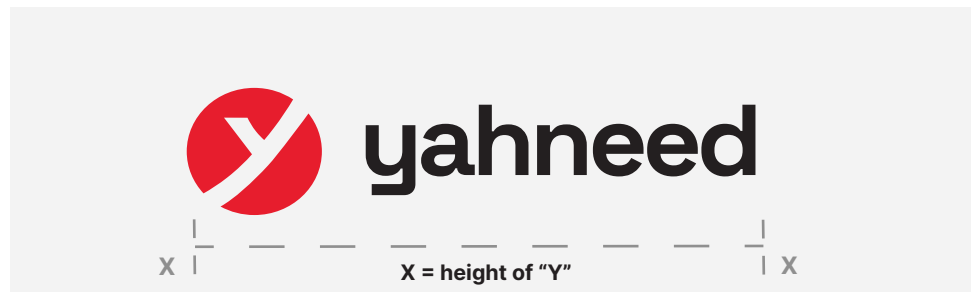


## LOGO SYSTEM

# LOGO USAGE

### PRIMARY LOGO

The primary Yahneed logo should be used whenever possible.



### LOGO VARIATIONS

Use the appropriate logo variation based on background and contrast requirements.

#### Variations



#### Stacked Logo



### CLEAR SPACE

Always maintain an adequate clear space around the Yahneed logo to ensure visibility and consistency.

### INCORRECT USAGE

Improper use of the Yahneed logo compromises clarity and consistency. Do not alter, distort, recolor, or misuse the logo. Always use approved variations and proper spacing.



## COLOR SYSTEM

# PRIMARY COLORS

### PRIMARY COLOR



#### Yahneed Red

HEX: #E4002B

RGB: 228, 0, 43

CMYK: 0, 100, 81, 4

Pantone: 185C

### COLOR USAGE

- Use Yahneed Red for primary actions and highlights.
- Use black and dark gray for text and readability.
- Use light gray for backgrounds and surfaces.
- Avoid overusing red to maintain impact.
- Always ensure strong contrast for readability.

### CORE NEUTRALS



#### Black

#000000



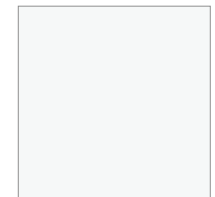
#### Dark Gray

#333333



#### Medium

#8E8E8E



#### Light Gray

#F5F5F5

### SUPPORTING REDS



#### Hover / Depth

#B80023



#### Actions / Brand

#E4002B



#### Highlights

#FF4D6D

### APPLICATION

- Buttons: Primary Red
- Backgrounds: White / Light Gray
- Text: Black / Dark Gray

## TYPOGRAPHY SYSTEM

### PRIMARY TYPEFACE

# Space Grotesk

A modern geometric sans-serif designed for clarity, readability, and confident communication

### SECONDARY TYPEFACE

## Inter

A clean and highly readable sans-serif used for all body text, and paragraphs.

### HOW WE WORK

#### Clarity Over Complexity

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### WEIGHTS & USAGE

- **Bold / Semi Bold**  
→ Headlines, titles
- **Medium**  
→ Subheadings
- **Regular**  
→ Body text

### SPACING & READABILITY

- Use generous line spacing.
- Avoid tight or cluttered text blocks.
- Align text consistently (left aligned preferred).

### TYPOGRAPHY RULES

- Maintain consistent font usage across all materials.
- Do not substitute fonts.
- Avoid excessive styling or decoration.
- Keep layouts clean and readable.

### DIGITAL FALL-BACKS

- Arial
- Helvetica
- Sans-serif

### TYPE SCALE

**H1 — 48px / Bold — Space Grotesk**  
**H2 — 32px / Semibold — Space Grotesk**  
**H3 — 24px / Medium — Space Grotesk**

**Body Large — 18px / Regular — Inter**  
**Body — 16px / Regular — Inter**  
**Caption — 14px / Regular — Inter**

## BRAND SYSTEM

# BRAND VOICE

### CORE PRINCIPLES



#### Clarity

Be direct, simple, and precise.  
Make complex ideas easy to grasp and act upon.



#### Integrity

Speak truthfully and transparently.  
Be authentic and trustworthy in all communications.



#### Empathy

Acknowledge and understand the needs and challenges of our clients, and offer support with care.



#### Confidence

Communicate with assurance and expertise.  
Be a guiding voice in our field.



#### Faith-Driven

Express our values and motivation confidently rooted in our Christian principles.

### OUR VOICE

## HOW WE SOUND

We communicate like a trusted partner. Our voice is rooted in integrity, empathy, and our Christian values.

### WRITING STYLE

- Clear and concise sentences
- Positive and encouraging tone
- Use second-person (you/your) to speak to the reader
- Avoid jargon and buzzwords

We know what your brand actually needs

## Focused Solutions. Impactful Results

Let's work together to elevate your brand with clear, effective solutions designed to make a real difference.

- Brand consistent copy



## BRAND SYSTEM

# BRAND IN ACTION

Yahneed's identity is designed to work across digital and physical applications. From websites to promotional products, our brand remains clear, consistent, and impactful in every context.





## BRAND SYSTEM

# BUILT WITH PURPOSE

Yahneed exists to deliver clarity in noisy world.

We don't just create designs, we build solutions that serve a purpose, reflect strong values, and make brands memorable.

Every project is approached with intention, integrity, and a commitment to excellence.

LET'S BUILD SOMETHING THAT LASTS.

**yahneed.com** | [hello@yahneed.com](mailto:hello@yahneed.com)