



Yours Humanly[®]
Transforming Lives Through Education

Brand Guide

OUR MISSION

We transform the lives of children in need around the world by providing access to quality education and equitable resources.



Yours Humanly is a global organization dedicated to helping children in need receive the education they deserve.

Driven by the belief that quality education is a basic human right, we fund global efforts to provide children in need access to quality education and equitable resources.

While the programs and resources we provide vary among the countries and cultures in which we work, our focus is always on transforming the lives of children in need through education. By doing so, we are lifting children out of poverty and other challenging situations and empowering them to achieve better, brighter futures.



OUR VISION

A world where all children have an equal opportunity to receive a quality education.

OUR CORE VALUE

Quality education is a basic human right, and every child everywhere should be afforded that right in a safe and nurturing environment.

OUR CHAPTERS

We are building a global presence to effect global change by establishing Yours Humanly chapters in every country in which we work. We do that by positioning teams at a grassroots level to work within the culture and communities of the country in order to directly aid the children we serve. We continue to expand our global reach on an ongoing basis to advance our mission.

United States | Cambodia | India | Nepal | Philippines | Haiti

Logos

Yours Humanly Brand Guide

Yours Humanly has created and trademarked two branded logos suitable for different print and digital use cases. The Yours Humanly primary logo is portrait; the complementary logo is landscape. We prefer the use of the portrait logo for branded look and feel. The landscape logo, however, is available for use at the user's discretion for balance in graphically designed communications collateral.

We require an exclusion zone (minimum space) around all four sides of the logo. As a visual reference for spacing, use the "u" in the organization's name, Yours Humanly. The required exclusion zone is the size of two "u's" side-by-side, as illustrated in the accompanying images. For the portrait logo, the exclusion zone begins at the tip of the globe (top) and at the bottom of the line of letters in the tagline (bottom). For the landscape logo, the exclusion zone begins at the tip of the globe (top) and the bottom of the book (bottom).

portrait logo



landscape logo



Logos—Sizing and Color Variation

02 Who We Are
03-04 Logos
05 Watermark

06 Logo Don'ts
07 Brand Pairings and Multiples
08 Colors

Yours Humanly Brand Guide

We maintain a minimum size limit for Yours Humanly logos that applies to both print and digital formats. In all cases of use and reproduction, the tagline must be readable.

The Yours Humanly portrait logo cannot be less than 98px wide / 1.25 inches / 3.175cm.

The Yours Humanly landscape logo cannot be less than 192px wide / 2 inches / 5.08cm.

While we prefer use of the full color logo, for versatility and those situations where the full color logo would be difficult to read over the background, we provide our logos in all black and all white.

portrait logo smallest

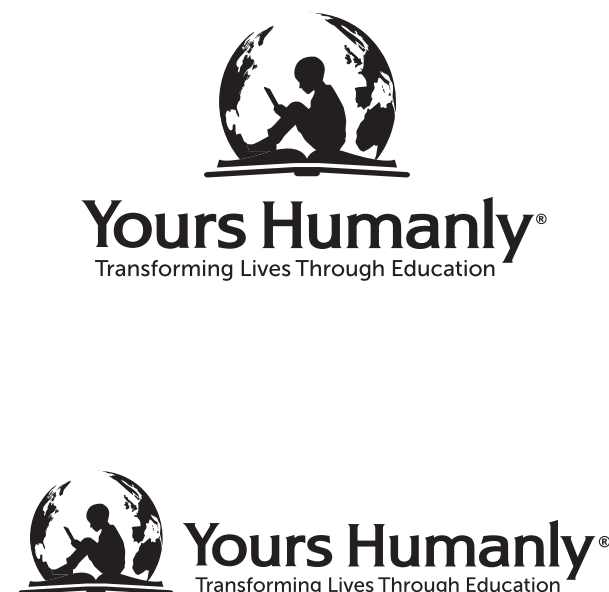


98px / 1.25 inches / 3.175cm

landscape logo smallest



192px / 2 inches / 5.08cm



Watermark

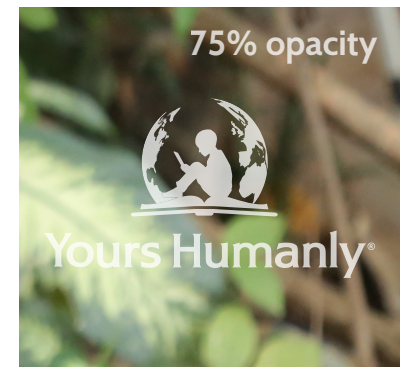
Yours Humanly requires watermarks on all copyrighted Yours Humanly photos and images used by second parties. Additionally, we request watermarks on photos created by others intended to represent Yours Humanly or a partnership with Yours Humanly.

The watermark is always 1) portrait, 2) without the tagline, 3) white, and 4) set at **75%** opacity of the white logo.

If the background is white and the full color logo must be used to be readable, the same requirements apply for use of the color logo. The watermark is 1) portrait, 2) without the tagline, and 3) set at **75%** opacity of the full color logo.

The watermark must be placed in the lower right corner of the image, unless the composition of the image or design prohibits placement or makes the watermark difficult to read. In those cases, the watermark must be placed in the lower left corner. All rules regarding the exclusion zone apply to the use of the watermark; furthermore, the watermark must be placed no less than ¼ inch from all edges. The full image of the portrait logo must appear as the watermark with no editing or cropping. The watermark must be no smaller than **15%** scale of the entire image on which the watermark appears.

watermark



Logo Don'ts

Yours Humanly Brand Guide

Yours Humanly logos, logo typefaces, and logo design elements comprise our branded and cohesive message and must at all times be presented in purposeful and consistent manners.

None of the branded logo elements may be modified, manipulated, or altered in any way. The orientation, colors, and composition of the Yours Humanly logo must be respected by all users and the logo may only be used as indicated in this Yours Humanly Brand Guide. There are no exceptions to this requirement.



Do not distort the logos



Do not rotate the logos



Do not change the logos' colors



Do not change the typeface in the logos or manipulate in any way



Do not overlap the logos on a busy image where it gets lost



Do not change the logo's element's proportions



Do not exclude the registered trademark logo for any reason

Brand Pairings and Multiples

When Yours Humanly partners with a business or nonprofit and its logo shares space with the partner logo, in all cases, Yours Humanly must be well-represented without overpowering the second brand.

We request that second party users choose the Yours Humanly logo orientation (landscape or portrait) that best balances with the accompanying partner brand. Partner logos in a landscape format require the Yours Humanly landscape logo; partner logos in a portrait format require the Yours Humanly portrait logo.

The alignment of paired logos must follow clear space rules. We request a divider between the Yours Humanly logo and the partner logo (per the illustrated example). The amount of separation between the Yours Humanly logo and the divider can be calculated by using the “u” in “Yours Humanly” as a space reference.



The amount of space between the Yours Humanly logo and the divider must be no less than the distance of two “u’s” side-by-side, “uu.” The amount of space between the Yours Humanly logo and the partner logo, therefore, must be no less than the distance of four “u’s” side-by-side, “uuuu.”

When using the Yours Humanly logo in a design with multiple brand logos, exclusion zone rules around all four sides of the logo as described on page 3 apply.

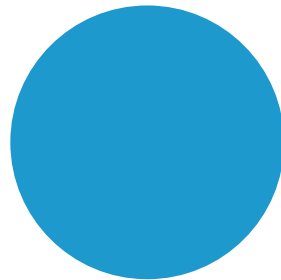


Colors

Our brand colors are a reflection of our values. Blue represents intelligence and learning, while green represents growth and well-being, qualities we strive to affect in the lives of the children we serve around the world through the power of education.

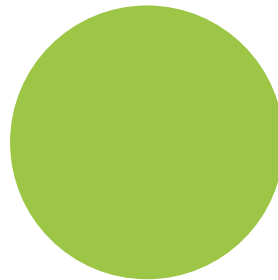
Our primary logo colors are blue, green, and gray color mixes. The RGB and CMYK color formulas and the HEX color code (detailed in the accompanying images) must be used in all applications of the Yours Humanly logo in print and digital form, along with the all white and all black options described on page 4 of the Yours Humanly Brand Guide.

primary colors



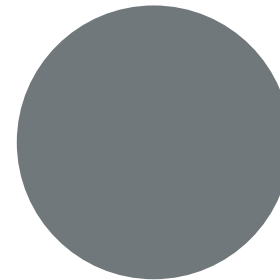
LOGO BLUE

RGB: 0 153 205
CMYK: 78 24 5 0
HEX: 0099CD



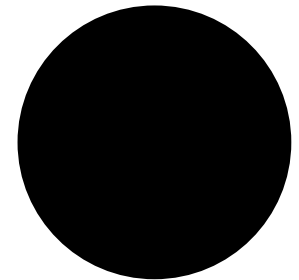
LOGO GREEN

RGB: 159 198 69
CMYK: 43 3 94 0
HEX: 9FC645



LOGO GRAY

RGB: 99 99 99
CMYK: 50 37 35 23
HEX: 636363



TRUE BLACK

RGB: 0 0 0
CMYK: 20 20 20 100
HEX: 000000