

Yalp

Brand Style Guide 2020

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INTRODUCTION

About Yalp

The name Yalp is ‘Play’ in reverse. Yalp develops and distributes state of the art, innovative playsets, and sports equipment. We combine gaming with playing outside, combining the best of both worlds.

Our Mission

Realize inspiring and challenging areas that invite everyone to get active and have fun.

One Brand, Two Departments

Yalp Netherlands & Yalp Interactive share the same philosophy, people & history. The Yalp brand is embedded in the DNA of both companies.

● Playful






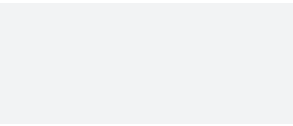
● Creative

● Active

COLORS

Primary

The primary colors represent the Yalp Brand and these colors are recognized as Yalp.

					
CMYK: 0, 58, 90, 0 RGB: 240, 120, 38 PMS: 144 U HEX: #F08226	CMYK: 65, 33, 20, 0 RGB: 100, 148, 180 PMS: 2148 C HEX: #6494B4	CMYK: 0, 32, 90, 0 RGB: 249, 183, 32 PMS: 7549 U HEX: #FAB721	CMYK: 0, 0, 0, 70 RGB: 111, 111, 111 PMS: Black 7 U HEX: #6F6F6F	CMYK: 0,0,0,40 RGB: 178, 178, 178 PMS: 4281 C HEX: #B2B2B2	CMYK: 0, 0, 0, 5 RGB: 246, 246, 246 PMS: Cool Gray 1 C HEX: #f6f6f6

Secondary

The secondary colors are used as accents and to highlight elements. They should be used to excite and spark joy.

	CMYK: 75, 15, 35, 0 RGB: 42, 161, 169 PMS: 7473 C HEX: #2AA1A9		CMYK: 65, 90, 0, 0 RGB: 120, 54, 140 PMS: 526 C HEX: #78368C		CMYK: 50, 0, 0, 0 RGB: 131, 208, 245 PMS: 297 C HEX: #83D0F5		CMYK: 0, 75, 70, 0 RGB: 235, 93, 72 PMS: 7416 C HEX: #EB5D48
	CMYK: 70, 0, 78, 0 RGB: 76, 176, 96 PMS: 7739 C HEX: #4CB060		CMYK: 0, 100, 65, 0 RGB: 229, 0, 64 PMS: 192 C HEX: #E50040		CMYK: 85, 85, 10, 0 RGB: 76, 61, 136 PMS: 7672 C HEX: #4C3D88		CMYK: 20, 10, 100, 0 RGB: 219, 205, 0 PMS: 611 C HEX: #DBC000



TYPOGRAPHY

With the large amount of font sizes there's a lot of opportunity to create exciting text and pages. Use sizes and or colors to highlight and excite. Use white space to keep it readable and not overcrowd pages.

Primary Font Sizes

Campton SemiBold

Page & Paragraph Titles

Campton Light

Body text & regular paragraphs.

Secondary Font Sizes

Campton Black

Chapter Numbers & Letters

Campton ExtraBold

Cover Titles

Campton Bold

Big Numbers, Names & Locations

Campton Medium

Alinea highlights & multi-word call-to-actions

Campton Book

Important highlights in body text.

Campton ExtraLight

Quotes & Job Titles

Campton Thin

Sidenotes, commentary & minor details

LOGO

1 Company, 2 Strategic Divisions

When picking the logo the first question you should ask, for which division is this design. When it's part of a division there are only 2 choices (orange and blue). Depending on the size there is a version with and without the department and payoff.



Linear, -135 degrees, gradient

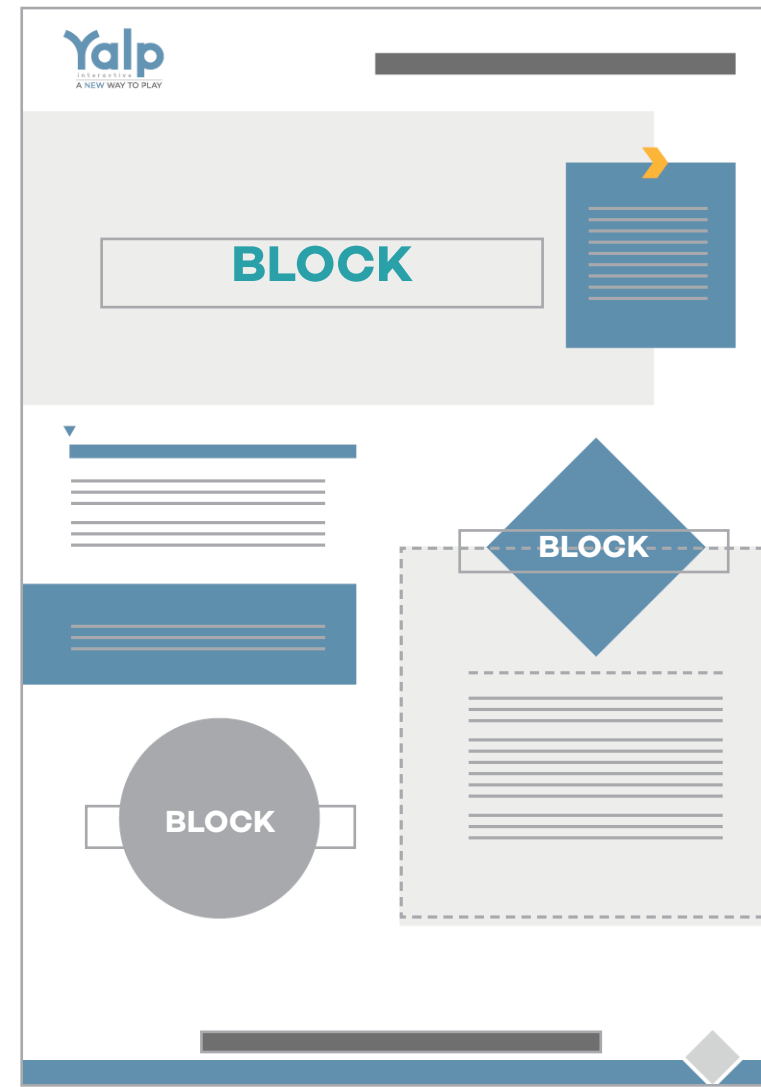
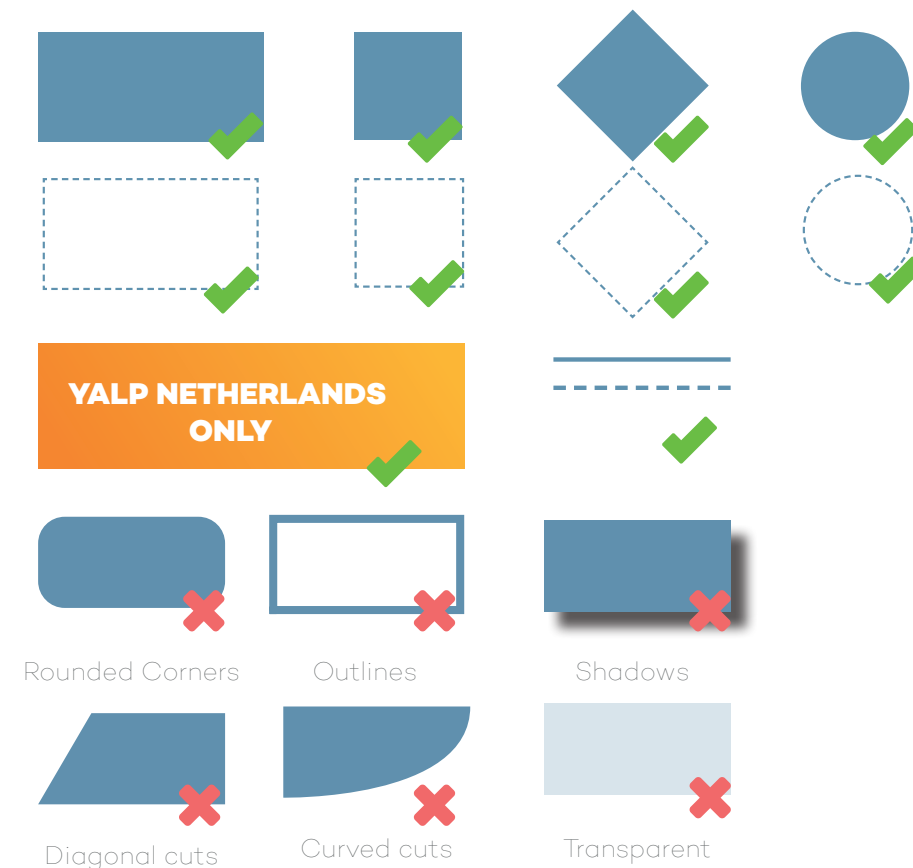
Merch & Lappset Yalp B.V.

For merchandise a logo of a single color can be used in 1 of these 4 single colors. For Lappset Yalp B.V white or grey are the only options.



DESIGN BLOCKS

When blocking out shapes, sections and elements the following 5 main flat shapes can be used as solid components, scaled and in the case of the rectangle stretched. Also all of these basic shapes can be used with a dashed outline. There is one exception; Yalp Netherlands can use the gradient orange as block color.



Page Example

DESIGN ELEMENTS

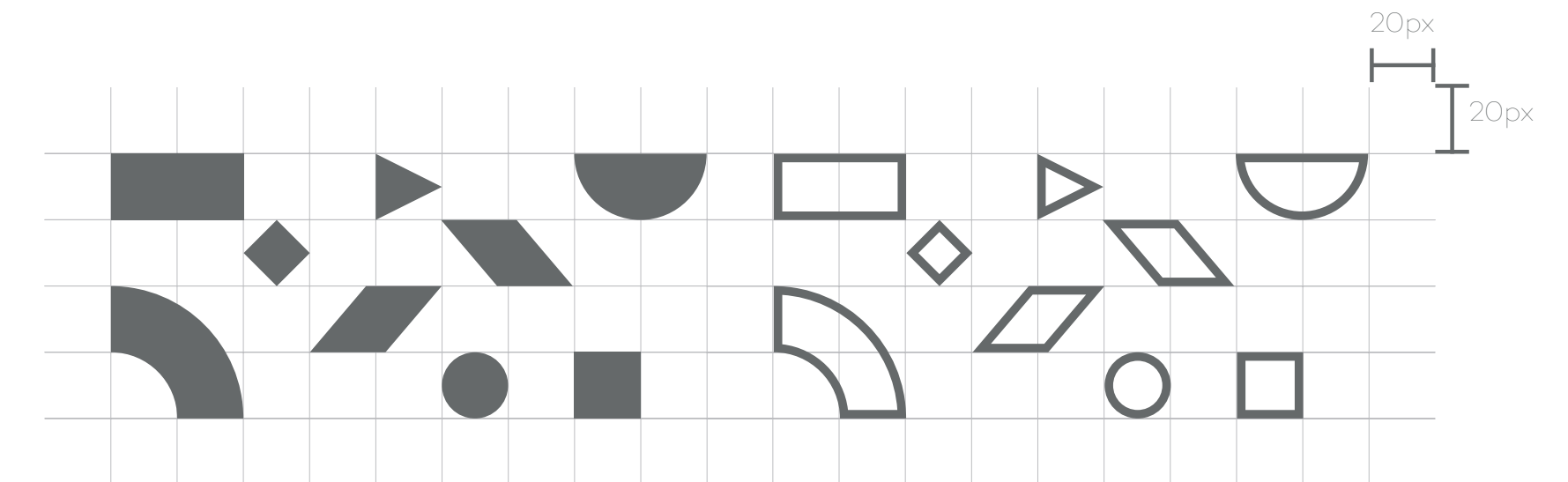
Elements

 **Highlight or direct people to the most important elements on the page with design elements.**

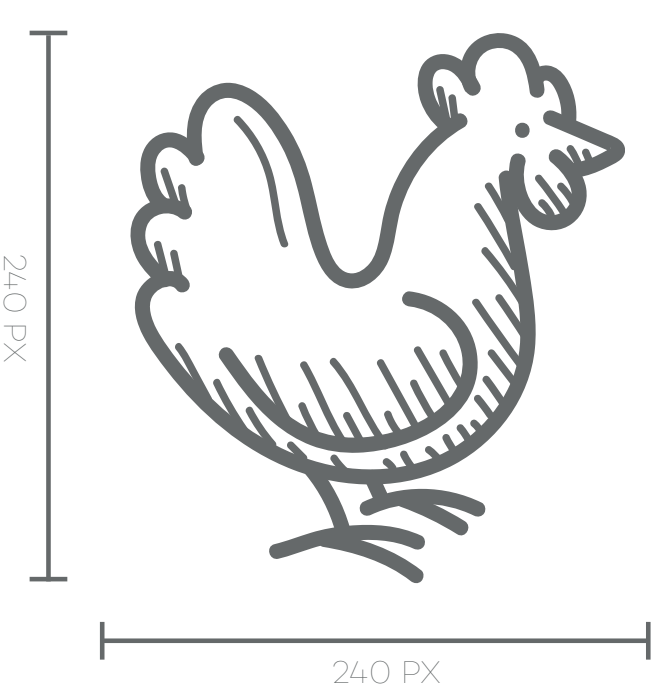
No gradients



The 9 design elements can be used as playful design elements within a design. **At least a single design element should be present on every page.** The elements can be rotated with 90 degrees intervals. The function of these shapes should be first to highlight and support the most important element on the page. The shapes are a solid color or an inner outline of 3px. Outlines and solid colors can be used together, but they should also be placed within the grid. Do not randomly place everywhere design elements.



ILLUSTRATIONS



Outline

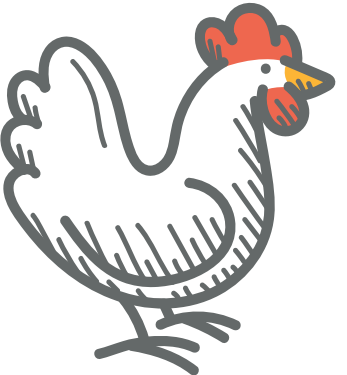
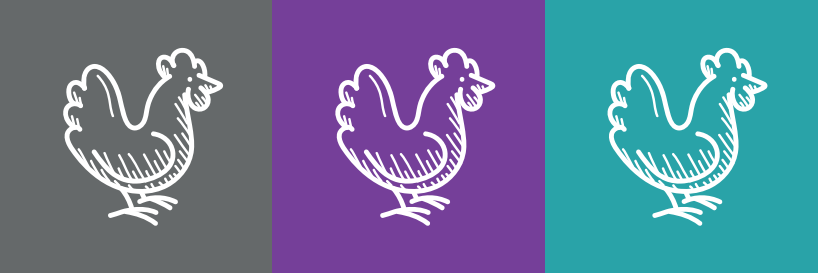
Line: 1px
Brush: 5 pt Round

Texture

Line: 0.5px
Brush: 5 pt Round
Angle: 45 Degrees

Line Artwork

The (vector based) illustrations are single colored line drawings with a playful handdrawn look. The thick line is used to create the shape of the illustration. The smaller lines are used to add texture and/or are used for highlighted areas or details within the illustration where the main line would be too thick. Can be used in white on colored backgrounds.



Coloring

Use a few accent colors to make an illustration a bit more playful or to draw more attention. Try to keep here some white elements to really highlight the colored elements of the drawing.

RECOGNIZIBILITY

Education

CMYK: ?	CMYK: ?	CMYK: ?
RGB: ?	RGB: ?	RGB: ?
PMS: ?	PMS: ?	PMS: ?
HEX: ?	HEX: ?	HEX: ?

Councils

CMYK: ?	CMYK: ?	CMYK: ?
RGB: ?	RGB: ?	RGB: ?
PMS: ?	PMS: ?	PMS: ?
HEX: ?	HEX: ?	HEX: ?

Healthcare

CMYK: ?	CMYK: ?	CMYK: ?
RGB: ?	RGB: ?	RGB: ?
PMS: ?	PMS: ?	PMS: ?
HEX: ?	HEX: ?	HEX: ?

Sport

CMYK: ?	CMYK: ?	CMYK: ?
RGB: ?	RGB: ?	RGB: ?
PMS: ?	PMS: ?	PMS: ?
HEX: ?	HEX: ?	HEX: ?

Leisure

CMYK: ?	CMYK: ?	CMYK: ?
RGB: ?	RGB: ?	RGB: ?
PMS: ?	PMS: ?	PMS: ?
HEX: ?	HEX: ?	HEX: ?

To create recognizability segments use the same set of colors within Yalp.

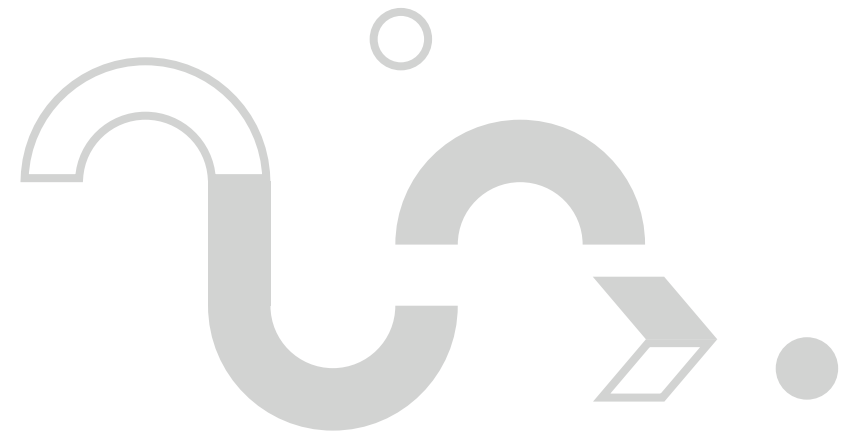
Claim

Next to the logo Yalopp also uses the claim: ‘create • innovate • educate’. This claim highlights the core values of Yalp. This claim can be used seperately from the logo and should always use the colors dark grey or white.

create • innovate • educate

create • innovate • educate





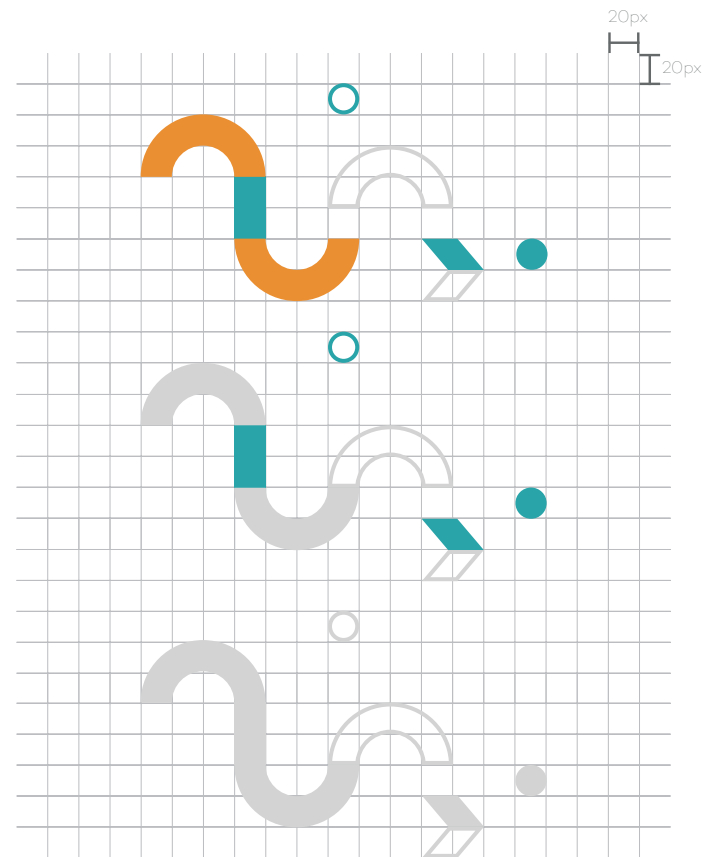
WATERMARKS

Watermarks are a combination of design elements used on the background or within photos to brand a page when there are no design elements presents and a subtle visual aid is desired. Watermarks follow strict rules to prevent an incoherent or chaotic style.



Requirements

- Should convey movement
- Follows the grid
- Min 2 Different Design Elements
- Min 50% Solid Color
- Max 1 Watermark per Page
- Max 10 Design Elements
- Max 3 Colors



Colored Variants

The requirements allow for a lot of flexibility. It allows to create a watermark in multiple colours, but also to keep it more simple with a single color. In general a light color works best for the watermark, but crazy color combinations are not forbidden. Use colored watermarks for scenarios where drawing attentions is required.



STATIONERY

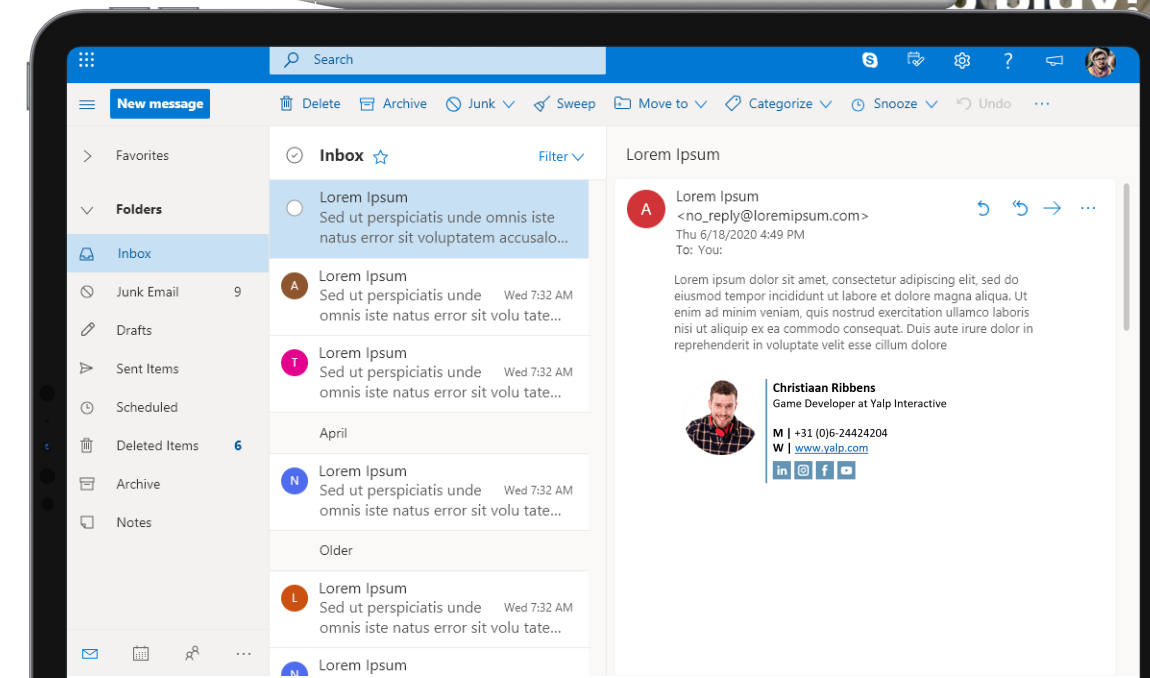
Use the available templates & master designs to create your stationery and letterhead work. These files include instructions on how to use the template.



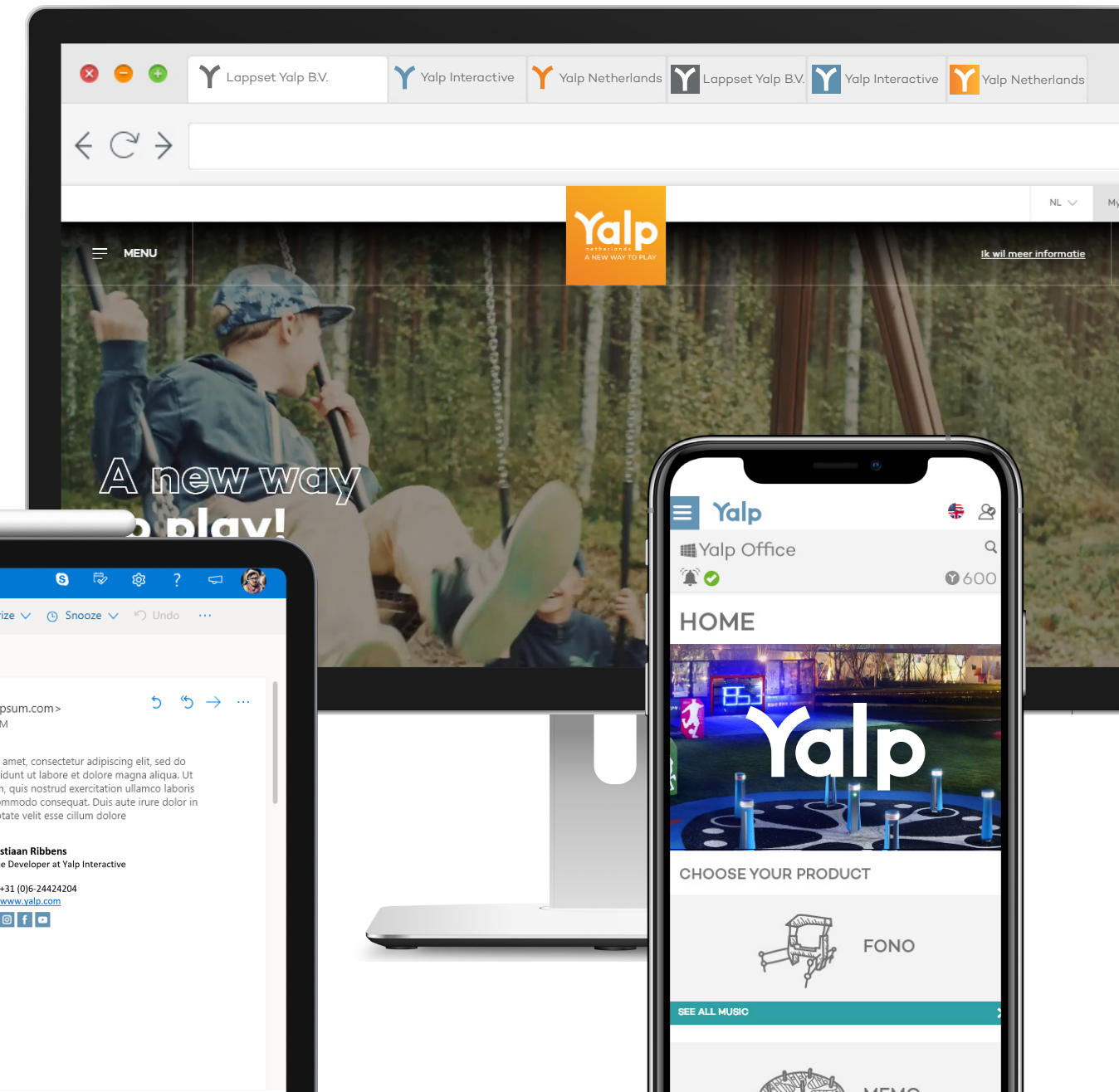
DIGITAL

Digitally the Yalp brand applies the same style and every product, platform or communication where Yalp is represented should breath the bran

E-mail Signature



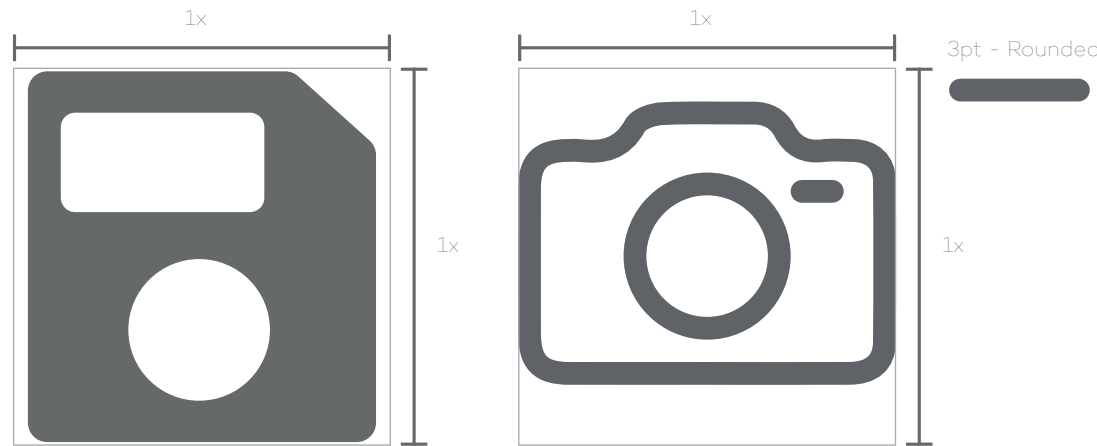
Favicon & Websites



ICONS & UI

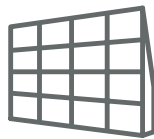
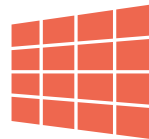
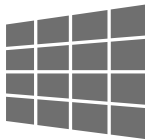
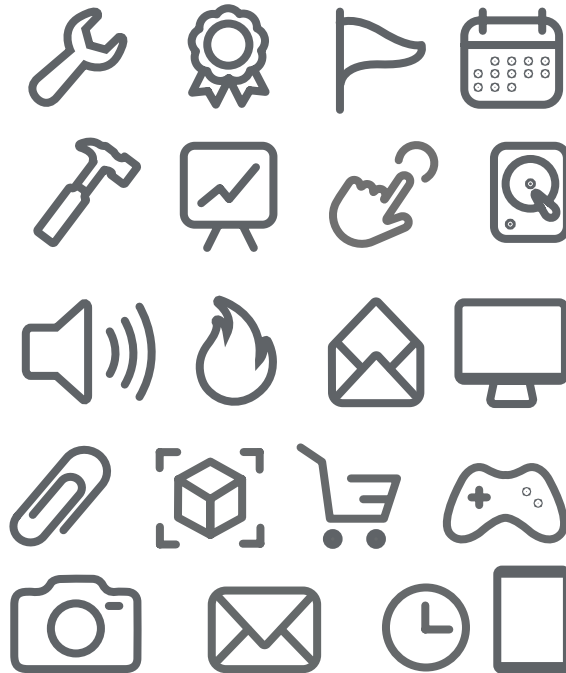
Solid

Solic icons are used on coloured spaces and for very small icons on for example buttons where outlines can do not clearly communicate the function of the icon. Use smaller transparent within the solic icons to add important details to the icons.



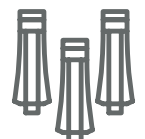
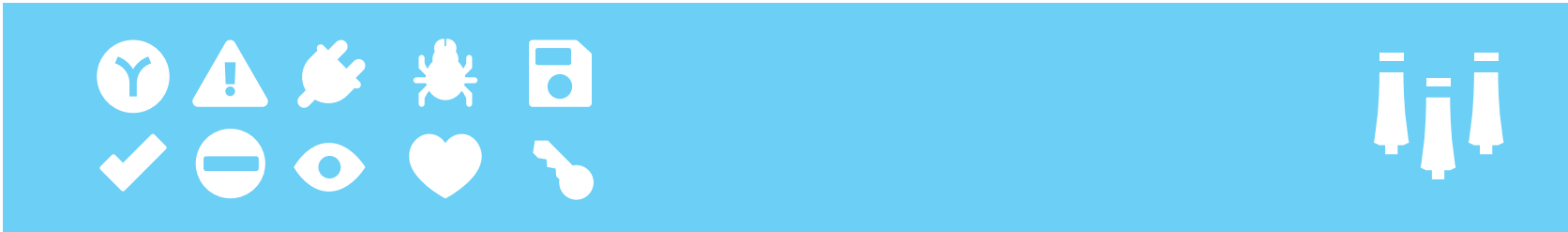
Outlined

Outlined icons are used on white areas and where there's enough space to add enough detail to an icon on white areas. These icons are always grey coloured for clear communication.



Yalp Sutu

CMYK: 0, 75, 70, 0
RGB: 235, 93, 72
PMS: 7416 C
HEX: #EB5D48



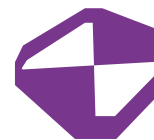
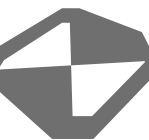
Yalp Memo

CMYK: 50, 0, 0, 0
RGB: 131, 208, 245
PMS: 297 C
HEX: #83D0F5



Yalp Sona

CMYK: 0, 58, 90, 0
RGB: 240, 120, 38
PMS: 144 U
HEX: #F08226



Yalp Toro

CMYK: 65, 90, 0, 0
RGB: 120, 54, 140
PMS: 526 C
HEX: #78368C



Yalp Fono


CMYK: 75, 15, 35, 0
RGB: 42, 161, 169
PMS: 7473 C
HEX: #2AA1A9






PLAYGROUND DESIGNS

Playground designs should be recognizable as a Yalp design, but the main focus is still telling a story and convey the most important elements of the playground design. Because the Yalp colors are bright and playful it can distract from the design and the content. Therefore there are 2 extra green colors which can be used in these playground designs.

 **The content of the playground design should be the main focus**


When the client desires a design in their own brand style or the design should be considered anonymous, the Yalp brand style can be disregarded.

- 

CMYK: 77, 30, 100, 17

RGB: 66, 120, 46

PMS: 2424 C

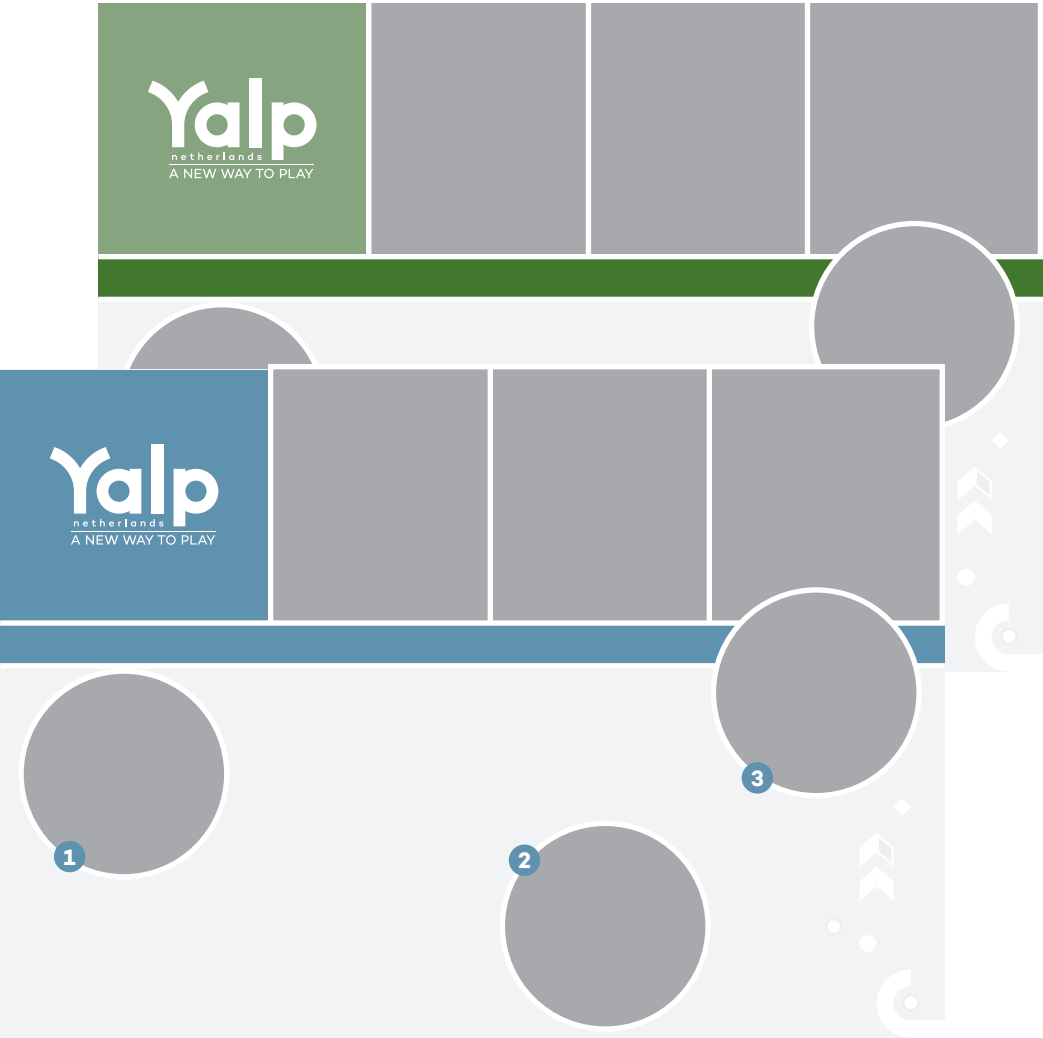
HEX: #42782E
- 

CMYK: 49, 21, 57, 4

RGB: 145, 168, 125

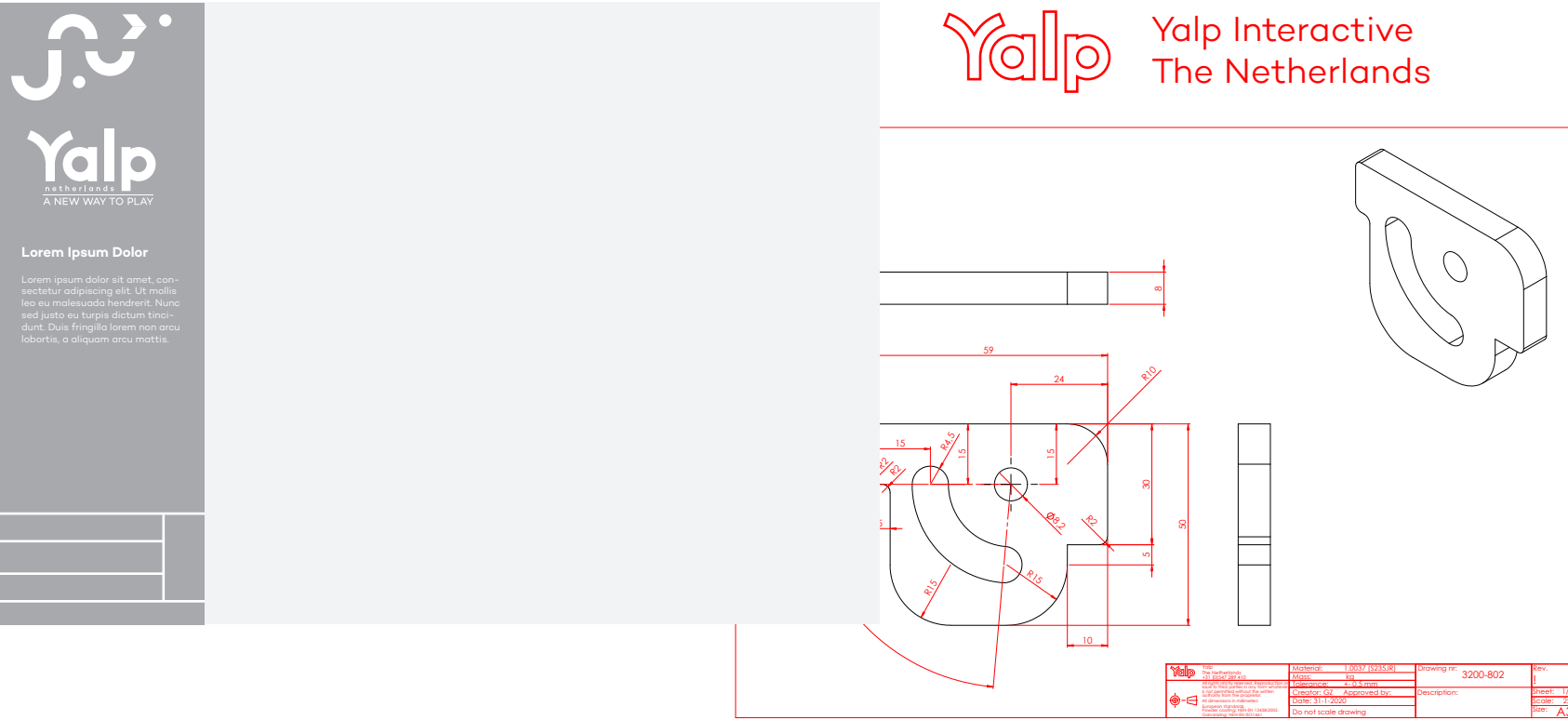
PMS: 2269 C

HEX: #91A87D



TECHNICAL DESIGNS

With technical designs there is 1 exception for the logo, where it follows the technical standard for the color and outline. When technical designs for playgrounds are given to clients a minimal use of design elements should be present and not be placed on top of the technical design.



NAMING CONVENTIONS

Yalp. With a capital Y, not all caps.

A new way to play. Not Yalp A new way to play or Yalp “a new way to play”.

Yalp Netherlands. Not Nederland or the Netherlands.

Yalp Interactive. With a capital I. Not plural.

Products



TRADEMARKS

Marketing E-Mails & Website

When marketing e-mails are sent to customers and also on the website the Lappset, A Lappset Group Company must be present at all times.



Yalp Work & Designs

When a Yalp design is published it should contain a trademark, name, logo or link to reference the work back to Yalp. To prevent multiple trademarks appearing within a single file, the master & raw files should not contain a trademarks.



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Third Party Logos

Third party logos should only be included when specifically approved by the third party. When this is not the case it should include an ‘for internal use only’ watermark.



✗ DONT'S ✗

Within these guidelines there is a lot of freedom and creativity to use and combine the different elements. These are guidelines and should not stop any creativity. But you should still draw within the lines. So here a few examples which should never be used or applied within the design work.



LOREM IPSUM

