



CORPORATE IDENTITY MANUAL

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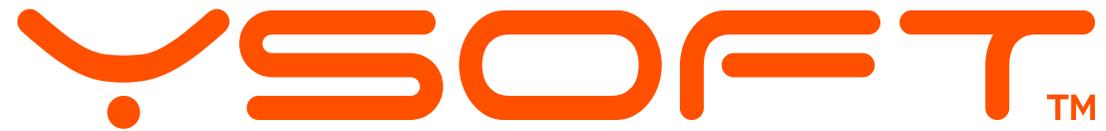
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BASIC VISUAL PRINCIPLES

The key element of the Y Soft company visual style is the logo (which in some logo type cases is a registered trademark and a trademark, see section 1 and section 6, 7). The implementation of the logo has strict defined rules, described in this manual.

The logotype is composed of glyph Y and letters SOFT. The logo may be used both in default and inverted version, and solely in a way defined in this manual.

The logo consists of a stylized orange 'Y' followed by the letters 'SOFT' in a bold, sans-serif font. The 'Y' is composed of two thick, curved strokes meeting at a central point, with a small dot below it. The letters 'S', 'O', 'F', and 'T' are also rendered in a thick, blocky style. A small 'TM' trademark symbol is positioned to the right of the 'T'.

1.1

"Y SOFT" / "YSOFT" AND REGISTERED TRADEMARK ®

The term "Y Soft" / "YSoft" is a company name and a registered trademark and trademark in logotype (see section 1 and section 6, 7).

When used to describe the company's software products or services, it is a trademark, written without space "YSoft".

When Y Soft is used as a trade name or in text form (see examples), it is not necessary to use "R" and "TM" symbol.

Examples where Y Soft is a trade name (no "R" or "TM" symbol):

Y Soft logo
Y Soft has partnered with...
Y Soft core values
Y Soft employees

Examples where YSoft is a trademark — products and services:

No "TM" symbol unless logotype is used:

YSoft SafeQ, Y Soft Ventures,
YSoft be3D

With "R" symbol in text version:
YSoft PrintRoaming®

Y Soft logo

Y Soft has partnered with...

Y Soft core values

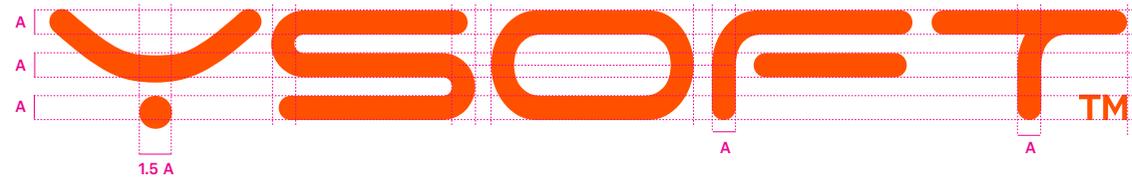
Y Soft employees

YSoft PrintRoaming®

2

LOGOTYPE A CONSTRUCTION

Schematic construction of the logotype. Glyph Y is a part of text name of company.



3

LOGOTYPE A

PROTECTIVE ZONE

The logotype protective zone is a space where no other graphic element may be placed. The minimum Y Soft logotype protective zone is an A constant. This constant is representing 1/2 of the height of the logotype.



4

LOGOTYPE A

MINIMAL SIZE

For the purpose of reducing the logotype, a minimum size of 3 mm in height has been specified. The logotype should not be reduced further below this limit. It can cause poor readability.

When logotype with TM trademark is used, minimal size should be at least 5 mm in height.

In case the technology does not allow to print logotype with clearly readable trademarks, it is recommended to use the logo without trademark.



5.1

LOGOTYPE A

COLOR VERSION WITHOUT
TRADEMARK

Two color version

Pantone 274, Pantone 021

(this version should be used
only when it is as standalone
application)

One color version

Pantone 021

Inverse color version of vertical
logotype

The logotype consists of a stylized 'Y' symbol on the left, followed by the word 'SOFT' in a bold, sans-serif font. The 'Y' symbol is orange, and the letters 'S', 'O', 'F', and 'T' are dark blue.The logotype consists of a stylized 'Y' symbol on the left, followed by the word 'SOFT' in a bold, sans-serif font. Both the 'Y' symbol and the letters 'S', 'O', 'F', and 'T' are orange.The logotype consists of a stylized 'Y' symbol on the left, followed by the word 'SOFT' in a bold, sans-serif font. Both the 'Y' symbol and the letters 'S', 'O', 'F', and 'T' are white, set against a solid orange background.

5.2

LOGOTYPE A

COLOR VERSION WITH
TRADEMARK

Two color version

Pantone 274, Pantone 021

(this version should be used
only when it is as standalone
application)

One color version

Pantone 021

Inverse color version of vertical
logotype



5.3
LOGOTYPE A
GREY VERSION

Positive and inverse grey version of
logotype



YSOFT™

The image shows the YSOFT logo in a dark grey color. The logo consists of a stylized 'Y' character followed by the word 'SOFT' in a bold, sans-serif font. A small 'TM' trademark symbol is located at the bottom right of the 'T'.

YSOFT™

The image shows the YSOFT logo in white, centered within a dark grey rectangular background. The logo consists of a stylized 'Y' character followed by the word 'SOFT' in a bold, sans-serif font. A small 'TM' trademark symbol is located at the bottom right of the 'T'.

5.4
LOGOTYPE A
BLACK VERSION

Positive and inverse black version
of logotype

YSOFT™

YSOFT™

5.5

LOGOTYPE A

WITH TAGLINE 01

One color and two color version with tagline below the logotype. This version is recommended in the central alignment composition.



YSOFT™
BUILD SMART BUSINESS



YSOFT™
BUILD SMART BUSINESS

5.6

LOGOTYPE A

WITH TAGLINE 02

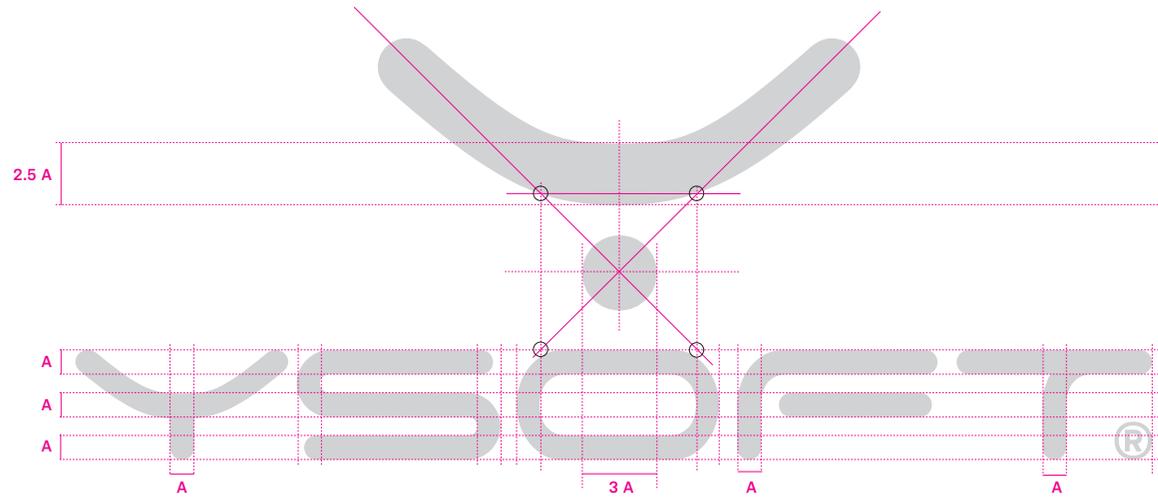
One color and two color version with tagline on the right side of rotated logotype. This version is used, when the tagline needs to be highlighted. The tagline is aligned on the left.

When the height of the YSOFT logotype (together with tagline) is below 28 mm, it should be used without trademark (TM).



6 LOGOTYPE B WITH REGISTERED TRADEMARK CONSTRUCTION

Schematic construction of vertical version of the logotype. Glyph Y is positioned above the company name. This is the only logotype that can be used with a (R) registered trademark.



7

LOGOTYPE B

PROTECTIVE ZONE

The logotype protective zone is a space where no other graphic element may be placed. The minimum Y Soft logotype protective zone is an A constant. This constant is representing half of the height of the logotype text part.



8

LOGOTYPE B

MINIMAL SIZE

For the purpose of reducing the logotype, a minimum size of 8 mm in height has been specified. The logotype should not be reduced further below this limit as this would worsen the legibility of the logo.

When logotype with "R" registered trademark is used, minimal size should be at least 17.5 mm in height.

In case the technology does not allow to print logotype with clearly readable trademarks, it is recommended to use the logo without registered trademark.



9.1

LOGOTYPE B

COLOR VERSION WITHOUT
REGISTERED TRADEMARK

One color version
Pantone 021

Two color version
Pantone 274, Pantone 021

Inverse color version of vertical
logotype



9.2

LOGOTYPE B

COLOR VERSION WITH
REGISTERED TRADEMARK

One color version
Pantone 021

Two color version
Pantone 274, Pantone 021

Inverse color version of vertical
logotype



9.3

LOGOTYPE B

GREY VERSION

Positive and inverse grey version of vertical variant of logotype.



9.4

LOGOTYPE B

BLACK VERSION

Positive and inverse black version of vertical variant of logotype.



9.5 LOGOTYPE B USAGE

Logotype version B is recommended to use in such cases as sponsorship announcements (e.g. show banner) or when logo is used without any other connection to other text / information.

Example of ISP Annual report page.



A profound word of thanks goes to the Management and Employees of the following companies for the financial support that they committed to the Scholarship Program at ISP. Please don't hesitate to thank them for the impact that they have made on the lives of all our Students, Faculty, Staff, and Families.

Corporate Scholarship Donors 2014–2015 listed by Giving Societies:

Corporate Scholarship Donations in 2014–2015

The Comenius Society (500.000 Czk and up)



The Falcon's Society (250.000 to 499.999 Czk)



The Gold & Black Society (100.000 to 174.999 Czk)

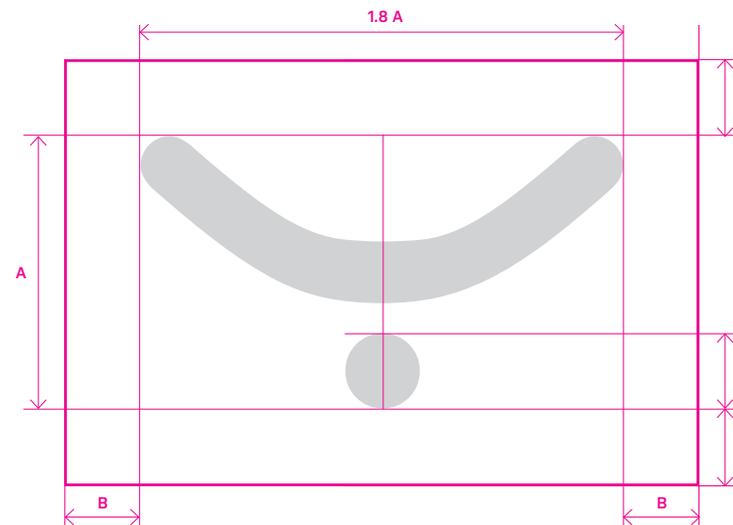
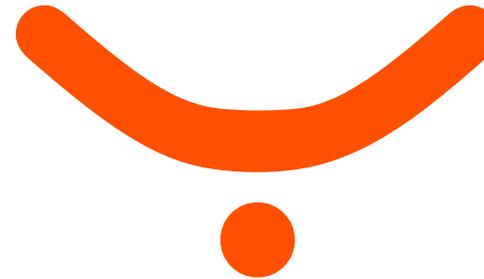


10.1 SYMBOL

Glyph YSOFT  is used in electronic media, screens, displays, screen buttons, favicon or in cases when space for logotype is smaller than minimal size of logotype.

Glyph protective zone is a space where no other graphic element may be placed. The minimum glyph protective zone is a B constant. This constant is represented by the size of the dot symbol.

Glyph is contained in corporate font. In Adobe InDesign, glyph can be written through Glyphs tab.



10.2

SYMBOL

MINIMAL SIZE

For the purpose of reducing the glyph, a minimum size of 2 mm in height has been specified. The logotype should not be reduced further as this would worsen the legibility of the glyph.

In electronic use (favicon etc.), minimal size should not be reduced below 16 px.



11.1

LOGOTYPE A

PROHIBITED MODIFICATIONS

Any change (color or shape) of logotype except of official version is prohibited.

Examples of prohibited modifications:

- color change
- color gradient
- drop shadow
- application of 3D effect
- distortion
- outlined logotype
- change of composition
- change of font



The logo 'YSOFT' is shown in a teal color, which is a modification from the official black version. A pink diagonal line is drawn over the logo.

color



The logo 'YSOFT' is shown with a color gradient from orange to yellow, which is a modification from the official black version. A pink diagonal line is drawn over the logo.

color gradient



The logo 'YSOFT' is shown with a pink drop shadow effect, which is a modification from the official black version. A pink diagonal line is drawn over the logo.

drop shadow



The logo 'YSOFT' is shown with a 3D effect, where the letters appear to have depth and a shadow, which is a modification from the official black version. A pink diagonal line is drawn over the logo.

3D effect



The logo 'YSOFT' is shown with a slanted, italicized font style, which is a modification from the official black version. A pink diagonal line is drawn over the logo.

distortion



The logo 'YSOFT' is shown as an outlined version, where the letters are hollow, which is a modification from the official black version. A pink diagonal line is drawn over the logo.

outlines



The logo 'YSOFT' is shown with a wide gap between the 'Y' and 'SOFT', which is a modification from the official black version. A pink diagonal line is drawn over the logo.

change of composition



The logo 'YSOFT' is shown in a bold, sans-serif font, which is a modification from the official black version. A pink diagonal line is drawn over the logo.

change font

11.2

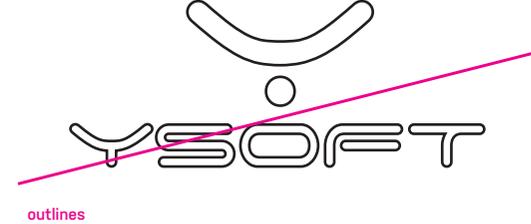
LOGOTYPE B

PROHIBITED MODIFICATIONS

Any change (color or shape) of logotype except of official version is prohibited.

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- application of 3D effect
- distortion
- outlined logotype
- change of composition
- change of font



COLOR DEFINITION

There are two main colors of Y Soft corporate brand:

orange Pantone 021

dark blue Pantone 274

Additional colors:

turquoise and grey

Each of the main colors is defined by Pantone, CMYK, RGB color system and hexadecimal value for website.

Due to different Pantone and CMYK color system, it is recommended to use Pantone 021 for printed materials.

When output is declared primary in RGB profile,

MAIN COLORS



PANTONE 021
CMYK 0/70/100/0
RGB 255/102/0
FF6600 #



PANTONE 274
CMYK 100/100/0/32
RGB 16/32/107
10206B #

ADDITIONAL COLORS



PANTONE 2229
CMYK 94/0/38/0
RGB 0/168/155
00A89B #



PANTONE COOL GREY 7
CMYK 0/0/0/65
RGB 155/158/160
9B9EAO #

13.1

BACKGROUND DEFINITION

Corporate background is created by multiplication of dot shape from the logotype into warped net of points.

Warped shape of white dots is applied on orange background with 15% transparency.

Corporate background is used mainly on mercantils and other similar materials.

The logo for YISOFT is displayed in white on an orange background. It features a stylized 'Y' symbol on the left, followed by the word 'ISOFT' in a bold, sans-serif font. A small 'TM' trademark symbol is positioned to the right of the 'T'. The background of the entire page is a vibrant orange with a pattern of white dots that form a warped, grid-like structure, creating a sense of depth and movement.

YISOFT™

13.2 BACKGROUND DEFINITION ALTERNATIVES

There are several examples of background variations. Each of the backgrounds can be zoomed for the best usage in proper format.



14.1

COMPANY TYPEFACE

The unique custom font YSoft was exclusively designed for Y Soft corporation by Tomáš Brousil (Suitcase Type Foundry). The YSoft typeface is available in two styles: Regular and Bold.

Usage: Main titles, claim, important parts of message

YSOFT.TYPE

ABCDEFGHIJKLMN
OPQRS

TUVWXYZ & 1234567890

BOLD.RGLR

UNIQUE CUSTOM FONT **SUITCASE TYPE**
FOUNDRY 2016.

14.2

ADDITIONAL TYPEFACE

Nudista is a monolinear, geometric sans-serif font, available in four styles: Light, Medium, Semibold and Bold.

Usage: Text in corporate identity mercantils, main font for printed materials.

NUDISTA

ABCdefghijklmnopqrst

uvwxyz & 1234567890

NAKED TYPEFACE WILL HUMBLY
WITH NO NEEDLESS SERVE IN ALL
DECORATIONS PLACES
WHERE
TOO EXPRESSIVE FACE
COULD BE DISTURBING

2009@SuitcaseTypeFoundry.com

14.3

SUBSTITUTIONAL TYPEFACE

Arial font is used in electronic and online communication, because of wide availability across OS and other digital media.

Usage: website, e-mail communication, online newsletter etc.

Narrow style is used as substitution of the YSOFT font in e-media.

ARIAL AB

NARROW.REGULAR.BOLD.BLACK.

ABCDEFGHIJKLMNO

abcdefghijklmnopqrst

vwxyz & 1234567890

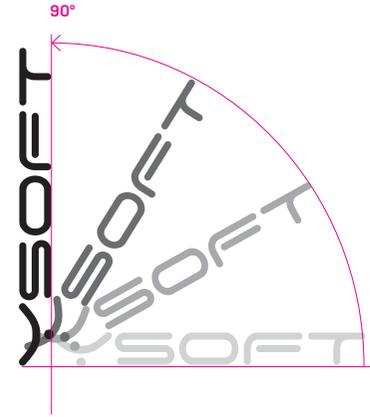
SYSTEM.FONT

for all types of e-communication

15.1
YSOFT CORPORATE AND
BRAND PRODUCT LOGOTYPE
SYSTEM

Composition with brand logotype

YSOFT



YSOFT **SAFEQ**TM

15.2
EXAMPLES OF BRAND
PRODUCT LOGOTYPES

Example of brand logos

