CORPORATE IDENTITY MANUAL

CONTENT

1
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.

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" 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:
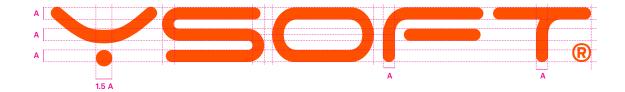
No "R" or "TM" symbol unless logotype is used:
YSoft SafeQ, YSoft Ventures, YSoft Clerbo, YSoft be3D

With "R" symbol in text version:
YSoft GOE Framework®, YSoft PrintRoaming®

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

YSoft GOE Framework®
YSoft PrintRoaming®

2
LOGOTYPE A
CONSTRUCTION

Schematic construction of the logo-
type. Glyph Y is a part of text name
of company.

LOGOTYPE A
PROTECTIVE ZONE

The logotype protective zone is
a space where no other graphic ele-
ment 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.

LOGOTYPE A
MINIMAL SIZE

For the purpose of reducing the logotype, a minimum width 20 mm has been specified. The logotype should not be reduced further below this limit. It can cause poor readability.

When logotype with (R) registered mark is used, minimal width should be at least 40 mm.

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

20 mm

YSOFT

40 mm

YSOFT®

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

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

Positive and inverse grey version of logotype

Positive and inverse black version
of logotype

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

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 Y Soft logotype (together with tagline) is below 20 mm, it should be used without a (R) registered trademark.
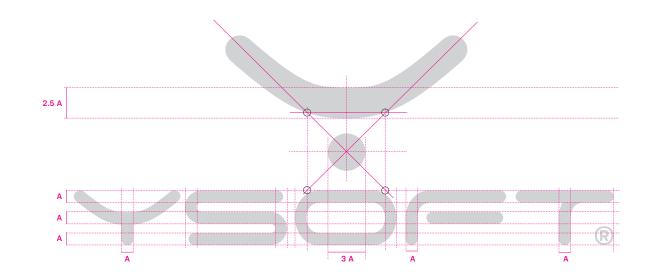
LOGOTYPE B WITH
REGISTERED TRADEMARK
CONSTRUCTION

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.

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.

For the purpose of reducing the logotype, a minimum width 20 mm has been specified. The logotype should not be reduced further below this limit. It can cause poor readability.

When logotype with "R" registered trademark is used, minimal size should be at least 40 mm in width.

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

20mm

YSOFT

40 mm

YSOFT

One color version
Pantone 021

Two color version
Pantone 274, Pantone 021

Inverse color version of vertical
logotype

One color version
Pantone 021

Two color version
Pantone 274, Pantone 021

Inverse color version of vertical
logotype

Positive and inverse grey version of
vertical variant of logotype.

Positive and inverse black version
of vertical variant of logotype.

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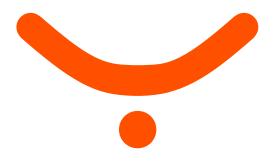
A profound word of thanks goes to the Management and Employees of the following companies for the financial support that they committed to the Scholarship Program at ISP. Please don't hesitate to thank them for the impact that they have made on the lives of all our Students, Faculty, Staff, and Families.

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)
citibank®   ŠKODA   O₂
The Gold & Black Society (100.000 to 174.999 Czk)
TESCO   VOLVO
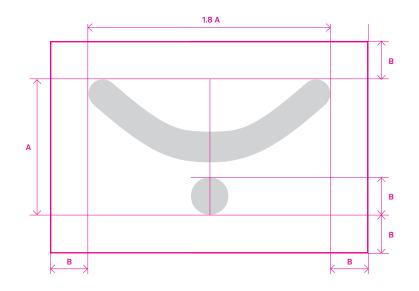
Glyph YSOFT ⌣ is used in electronic media, screens, displays, screen buttons, favicon or in cases when space for logotype is smaller than minimal size of logotype.

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.

1.8 A

B

A

B

B

B

B

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.

2,5 mm

for e-use

16 px
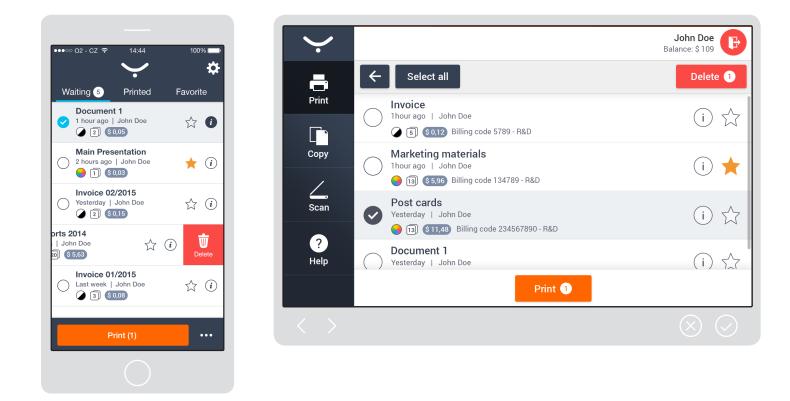
Main usage of glyph ⏝ is in electronic media, software interface displays, mobile applications, websites etc.

Mobile app mockup:

●●●○○ O2 - CZ 📶 14:44 100% 🔋

| Waiting 5 | Printed | Favorite |

Document 1
1 hour ago | John Doe
2 | $ 0,05

Main Presentation
2 hours ago | John Doe
1 | $ 0,03

Invoice 02/2015
Yesterday | John Doe
2 | $ 0,15

...rts 2014
| John Doe
20 | $ 5,63
🗑 Delete

Invoice 01/2015
Last week | John Doe
3 | $ 0,08

Print (1) •••

Tablet/terminal mockup:

John Doe
Balance: $ 109

Print
Copy
Scan
? Help

← Select all   Delete 1

Invoice
1hour ago | John Doe
5 | $ 0,12 Billing code 5789 - R&D

Marketing materials
1hour ago | John Doe
13 | $ 5,96 Billing code 134789 - R&D ⭐

Post cards
Yesterday | John Doe
13 | $ 11,48 Billing code 234567890 - R&D

Document 1
Yesterday | John Doe

Print 1

Web dashboard mockup:

Dashboard

 Apple partner   Alea Keira Admin   🇬🇧   🔔3

| Printers | Terminals | Templates | Shared queues | Tools... |

+ ADD DEVICE   + ADD GROUP   ▶ ACTIONS   🔽

What do you looking for...   🔍 SEARCH

CUSTOMIZE FILTER   ADVANCED FILTER

Terminal ✕   Group or ORS ✕   Click or drag & drop for adding filter

+ Device properties   + Queue   + Licence   + Search in group

✓ APPLY   BACK TO QUICK SEARCH   ADVANCED FILTER

Dashboard
Reports
Devices
Billing
Users
Rules
System

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

color

color gradient

drop shadow

3D effect

distortion

outlines

change of composition

change font

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

color

color gradient

drop shadow

3D effect

distortion

outlines

change of composition

change font

12
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
9B9EA0 #

13.1
BACKGROUND DEFINITION

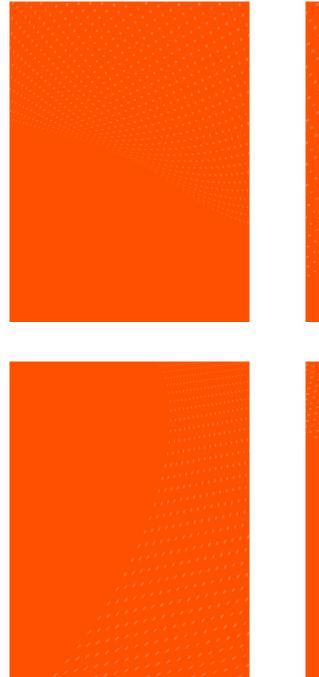Corporate background is created by multiplication of dot shape from the logotype into warped net of points.

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

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

13.2
BACKGROUND DEFINITION
ALTERNATIVES

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

There are two basic positions of logotype:

On stationary materials the logotype is applied in 90° rotation.

In other applications the logo can be used in both vertical position or 90° rotation.

The logotype is aligned mainly to the bottom left margin.

PETER PILÁT

YSOFT SAFEQ
INTERACTIVE

a. s.

Republic

YSOFT
BUILD SMART BUSINESS

Examples of the logotype usage with claim and text composition.

Brochure A4 (cover page)

Letterhead (revers side)

YSOFT®

Y SOFT
CORPORATION

BUILD
SMART
BUSINESS

WWW.YSOFT.COM

YSOFT®
BUILD SMART BUSINESS

16.1
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

ABCDEFGHIJKLMNOPQRS
TUVWXYZ&1234567890

BOLD.RGLR

UNIQUE CUSTOM FONT SUITCASE TYPE FOUNDRY 2016.

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 SERVE IN ALL
WITH NO NEEDLESS PLACES WHERE
DECORATIONS TOO EXPRESSIVE FACE COULD BE DISTURBING

2009©SuitcaseTypeFoundry.com

16.3
SUBSTITUTIONAL TYPEFACE

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

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

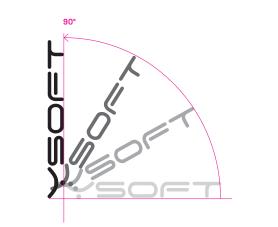Narrow style is used as substitution of the YSOFT font in e-media.

ARIAL AB

NARROW.REGULAR.**BOLD.BLACK.**

ABCDEFGHIJKLMNO
abcdefghijklmnopqrst
uvwxyz&1234567890

SYSTEM.FONT
for all types of e-communication

Composition with brand logotype

Example of brand logos

YSOFT **SAFEQ**

YSOFT **BE3D**™

YSOFT **IOTA**™

YSOFT **LABS**™

YSOFT **CLERBO**®

YSOFT **VENTURES**™

YSOFT **EDU**

For each product brand, a unique background color with specific pattern is used.

Format 210×297 mm

Cover page:
background Pantone 021

Y Soft logotype white

Title:
YSoft Bold 100/90 pt
white

Claim:
Nudista Semibold 45/40 pt
white

Web:
YSoft Bold 16 pt
white

Line:
170 mm, stroke 1 pt
white

Corporate background
(15% transparency)

18.2
BUSINESS CARD

Format 85×55 mm

Front page:
background White

Name:
YSoft Bold 20 pt
Pantone 021

Function:
YSoft Regular 9/9 pt
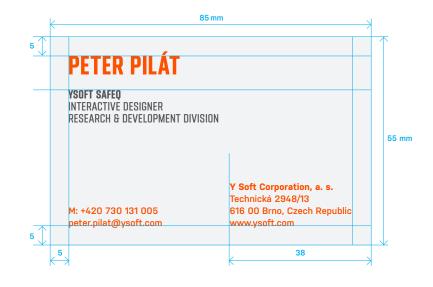Pantone Cool Gray 11

Personal contact:
Nudista Semibold 7/8.4 pt
Pantone 021

Address:
Nudista Semibold, Bold 7/8.4 pt
Pantone 021

Reverse page:
background Pantone 021

Y Soft logotype white

dotted pattern

Usage Principles:

Under the Name the company division is defined. In most cases it will be Y Soft Corporation, but Y Soft Corp. will not be specified as it is implied with the business card. In respective cases, the division specification will be used in the following manner: YSoft SafeQ, YSoft be3D, YSoft Ventures, YSoft Clerbo, YSoft IOTA, etc.

PETER PILÁT

YSOFT SAFEQ
INTERACTIVE DESIGNER
RESEARCH & DEVELOPMENT DIVISION

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Technická 2948/13
616 00 Brno, Czech Republic
www.ysoft.com

Format 210×297 mm

Y Soft logotype with tagline:
45×12 mm, Pantone 021

Claim:
YSoft Regular 24/21 pt
Pantone 021

Address:
Nudista Semibold, Bold 9/10.5 pt
Pantone 021

Marks for fold:
5 mm line 0.5 pt, Pantone 021

YSOFT.
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616 00 Brno, Czech Republic
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+420 533 031 500

12
15
15
15

Format 221×305 mm

Front page:
background Pantone 021
dotted pattern

Y Soft logotype:
63.5×7 mm, white

Web:
YSoft Regular 20 pt
white

Inside:
background White

Tagline
YSoft Regular 52/47 pt

WWW.YSOFT.COM

Printed on forest friendly paper   FSC

BUILD
SMART
BUSINESS