

# yoast



## Brand guide

November 2023 – Version 1



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Note: A more extensive version will be available in 2024



# 01 Brand foundation



## Mission

# We are Yoast and our mission is SEO for everyone

We believe in creating equal chances for everyone in the search results

## Company profile

The [mission](#) of Yoast is SEO for everyone. We want to give everyone the opportunity to rank in the search engines, whether you're a beginner, a blogger, an online shop or a big business. Our WordPress SEO plugins and Shopify app, blog posts, and online courses should enable everyone to boost their website's visibility and attract more traffic.

## Brand values

Brand is all-encompassing. We incorporate the brand values in our design principles, but it's much more than that. The brand values are intertwined in all departments; support, community, development to name a few. It's in the quality of our products, it's about being present and approachable at WordCamps, it's about being positive and helpful when providing support, it's the tone of voice when writing a blog post.

## Design principles

For us **design goes beyond packaging**. Our design principles are an reflection of our culture at Yoast and are something that our users would recognize us by. But also something that can serve as a mindset when working on a design. All our users need to feel welcome when using our products.

For us, this means that design needs to be:

Positive

Colorful

Enthusiastic

Diverse & accessible

These principles apply to all our design disciplines. From UX design to graphic design and illustration.

# 02 Logo & icon



## Logo & icon

The Yoast wordmark is our primary logo.

Next to the logo we have an icon to represent our brand.



## Usage

The logo (wordmark) is our most important brand asset. The icon is subordinate to the wordmark and can be used if the Yoast context is already established through the wordmark or it can be used on merchandise.

Third parties should preferably choose the wordmark, without or with the tagline ([page 9](#)), over the icon.

Our logo and icon are copyrighted (see [page 23](#)).

*Note: Not all versions are included in the zip file. If you think you need another version you can contact [brand@yoast.com](mailto:brand@yoast.com).*

## Logo color variations

Default (gradient)



Default logo, use on light background colors or light images.

Available in:  
RGB (online), CMYK (print)

White



Use on dark background colors or dark images. Suitable for use in any size.

Available in:  
RGB (online), CMYK (print)

Flat\*



Use on small items, if the context requires a subtle logo or the print file may only consist of two colors.

Available in:  
RGB (online), CMYK (print), PMS (print)

*\* The flat version is not included in the downloadable zip file.*

Purple\*



If the context requires a subtle logo, or the print file may only consist of one color.

Available in:  
RGB (online), CMYK (print), PMS (print)

*\* The purple version is not included in the downloadable zip file.*



## Tagline version

The logo has a large number of variations.

We'll mention the two most important versions here:

The tagline version and the SEO academy version ([page 10](#)).

Our mission 'SEO for everyone' is important to us. The **tagline logo version** can be used to emphasize this mission and to make it clear what the main focus of Yoast as a company is.

Logo + tagline



Available in:  
RGB (online), CMYK (print), **including a white version**

Logo + tagline landscape



Available in:  
RGB (online), CMYK (print), **including a white version**

## Yoast SEO academy version

In order to achieve our mission 'SEO for everyone' we launched **Yoast SEO academy** in 2015. Yoast SEO academy helps people do SEO themselves. The Yoast SEO academy logo version can be used for everything related to our online training courses.

Yoast SEO academy logo\*



Available in:  
RGB (online), CMYK (print), **including a white version**

*\* The Yoast SEO academy logo is not included in the downloadable zip file.*

Yoast SEO academy logo landscape\*



Available in:  
RGB (online), CMYK (print), **including a white version**

*\* The Yoast SEO academy logo is not included in the downloadable zip file.*

## Pride

We strongly believe in championing equality, embracing diversity, and creating a world where everyone can be proud of who they are!

We're on a mission to spread [pride for everyone](#). Visually this means that the pride colors have become an important part of our brand. Both our logo and icon have a pride version. We also use the progress pride flag and colors as a brand element in various designs.

Third parties can use the pride version of the logo or icon if it is relevant in context (diversity, unrepresented groups, equality e.g.).



## Clearspace

It is important to have enough whitespace around brand elements and throughout all layouts. This will add clarity & focus and avoid designs to be cluttered.

The minimum clearspace around the **all our logo's and icons** is:  
The equivalent to the 'Y' on the left and right side and  
25% of the height on the top and bottom.



## Sizing

The minimum logo size of the default (gradient) logo is 80 px / 28 mm.



80 px / 28 mm

The minimum logo size of the flat, purple, and white logo is 34 px / 12 mm.



34 px /  
12 mm



34 px /  
12 mm



34 px /  
12 mm

*\* The flat and purple versions are not included in the downloadable zip file.*

## Sizing logo variations

The minimum logo size of the variations is as follows:



88 px / 31 mm



120 px / 42 mm



187 px / 66 mm



190 px / 67 mm

## Background

The logo must be clear and readable.\*

Use the colored logo on light background colors or light images.



Use the white logo on dark background colors or dark images.



\* this also applies to the logo variations

## Do's & don'ts

When used on an image: Make sure the background is clear and simple.\*



Don't change or distort the logo.\*



\* this also applies to the logo variations



## Icon color variations

Default (gradient)



Default icon, use only on light background colors.

Available in:  
RGB (online), CMYK (print)

White



Use on dark background colors or dark images.

Available in:  
RGB (online), CMYK (print)

Flat\*



Use when the print file may only consist of two colors.

Available in:  
PMS (print)

*\* The flat version is not included in the downloadable zip file.*

Small\*



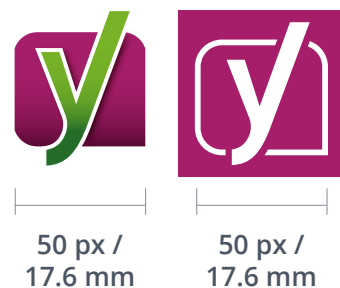
Use when the icon is smaller than 50px width.

Available in:  
RGB (online), CMYK (print), PMS (print)

*\* The small versions are not included in the downloadable zip file.*

## Sizing

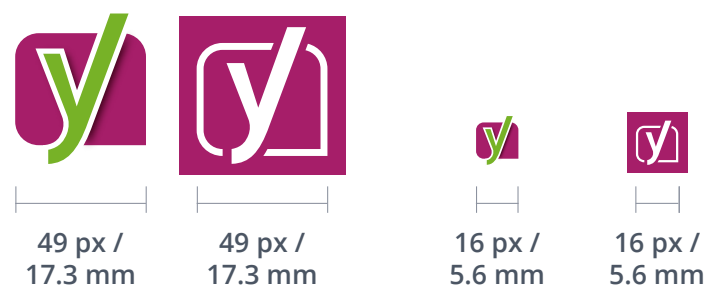
The minimum width of the default icon is 50 px / 17.6 mm.



The small versions\* of the icon can be used for a width between 49 px (17.3 mm) and 16 px (5.6 mm), favicons for example.

Maximum width

Minimum width



*\* The small versions are not included in the downloadable zip file.*

## Background

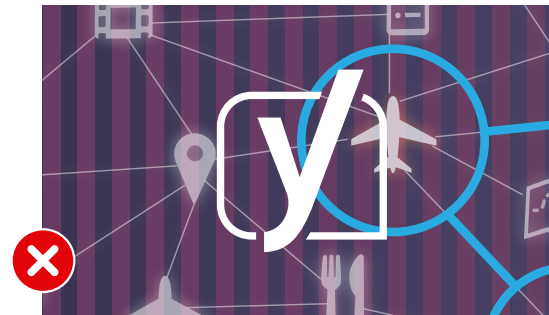
The icon must be clear and readable.

Use the colored icon on light background colors.  
Don't use it on images.



## Do's & don'ts

When used on an image: Make sure the background is clear and simple.



Don't change or distort the icon.



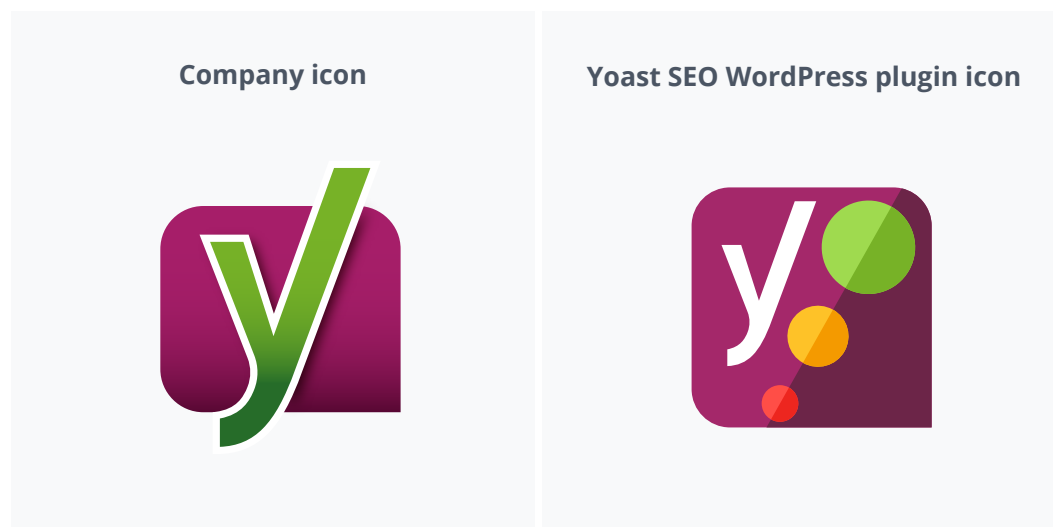
## Do's & don'ts

Don't combine the logo (wordmark) and the icon. Those are not meant to be used in close proximity of each other.



## What about the traffic light?

The green 'Y' is our company icon. The icon with the traffic light is specific to the Yoast SEO WordPress plugin.



## Acceptable

If the context in which you want to display our logo requires this, you are allowed to use the logo in the gray tone of your choice.

For example:

If you want to display multiple logo's (sponsors e.g.) and you want to use only gray versions, this would be acceptable.

LOGO

logo

yoast

Logo

Logo



# Copyright

The Yoast logos and icons may only be used as a reference in a way that no harm is done to the Yoast brand. They can not be used to suggest a false relation to the brand and/or company.

*Note: File naming is as follows:*

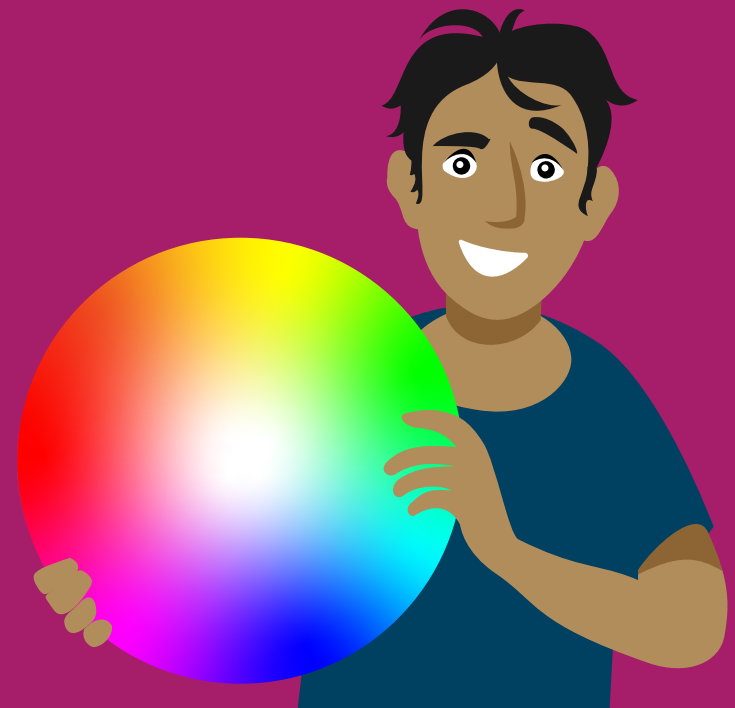
*yoast\_[logo or icon]\_[extension\*]\_[landscape\*]\_[color variation\*]\_[rgb or cmyk].[file extension]*  
*\* if applicable*

*For example:*

*yoast\_logo\_cmyk.eps*

*yoast\_logo\_tagline\_landscape\_white\_rgb.svg*

# 03 Colors & contrast





## Brand colors

## Positive, colorful, enthusiastic, diverse & accessible

Our design principles form the basis for the Yoast brand color choice. Our brand must radiate positivity and enthusiasm, and the Yoast colors are a big part of that.

## Main brand colors

You can find the two main brand colors in our logo's and icon.



RGB #77B227  
CMYK 60/0/100/5  
PMS 368C  
RAL 6018



RGB #A61E69  
CMYK 20/100/10/25  
PMS 7648C  
RAL 4006

### **! Important**

Don't use white text on a Yoast green background!  
This is not sufficiently accessible.

## Secondary brand colors

Next to our two main brand colors we use a lot of different secondary colors. In particular, but not limited to the following colors:



RGB #5D237A  
CMYK 85/100/5/10  
PMS 2607C



RGB #730D61



RGB #8567A5



RGB #6764A0



RGB #7C4662



RGB #0075B3  
CMYK 100/30/5/0  
PMS 2394C



RGB #0082A3



RGB #0E1E65



RGB #084A67  
CMYK 100/50/20/50  
PMS 302C



RGB #6C2548  
CMYK 45/90/40/45



RGB #627E4C



RGB #008578  
CMYK 90/5/45/10



RGB #276461



RGB #D07208



RGB #C44C31



Note: Red is not part of the Yoast color palette.

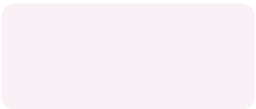
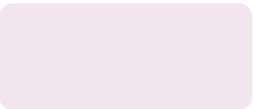








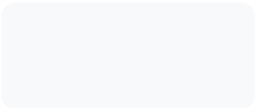
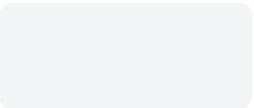
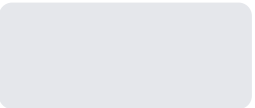
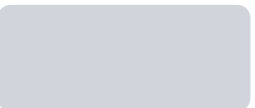






## Rainbow

At Yoast we strongly believe in pride for everyone and that you should be able to be 100% yourself. To reinforce this belief, the rainbow colors have become an important part of our brand.



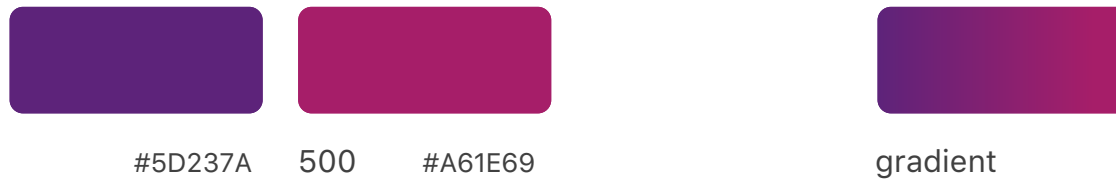
## Color palette purple and gray

The two main colors used on **yoast.com** are Yoast purple and gray. Below you find the color palette for both colors.

				
50      #F9F1F6	100      #F3E5ED	200      #EDCFE0	300      #CD82AB	400      #B94986
				
500      #A61E69	600      #9A1660	700      #8F0F57	800      #83084E	900      #770045
				
50      #F8F9FA	100      #F3F4F6	200      #E5E7EB	300      #D1D5DB	400      #8C929F
				
500      #6B7280	600      #4B5563	700      #374151	800      #1F2937	900      #111827

## Gradient

A Yoast dark purple and Yoast purple are used to create a gradient. This gradient is an important part of the Yoast online branding but can also be used in print.



### Specs gradient

From left to right (90° or 0° depending on the software).

	#5D237A	#A61E69	#A61E69
Location	0%	84%	100%

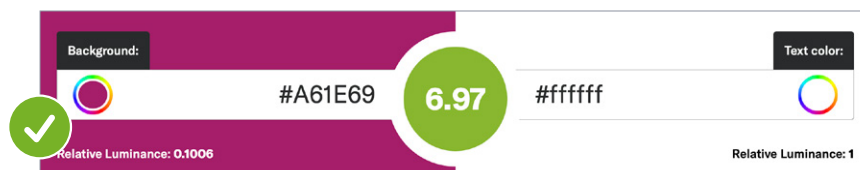
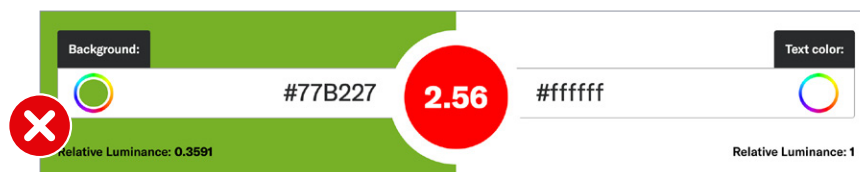
## Contrast

With our mission 'SEO for everyone' in mind, we strive to make our products and our designs accessible. Accessibility is on top of our mind when designing. Color contrast plays an important role in this.

Use an online color contrast checker ([like this one](#)) to make sure the colors of your choice hold up.

### ! Important

Don't use white text on a Yoast green background!  
This is not sufficiently accessible (see [page 31](#)).



## General rules contrast

### Text / background

Any text / background color pair must have a contrast ratio of **at least 4.5:1 or higher**. This also includes states like hover and focus.

*Exception: Large text with a font size of at least 18 points (24 pixels) or 14 points (18.67 pixels) bold need a contrast ratio of at least 3:1 or higher.*

### User interface components

The visual presentation of user interface components must have a contrast ratio of at **least 3:1 or higher**. For example: Input fields on a white background need a border color with a contrast ratio of at least 3:1.

# 04 Illustrations





## Diversity in our artwork

The design principles discussed earlier are also of great importance when creating artwork (illustrations).

### Positive, colorful, enthusiastic, diverse & accessible

Diversity is especially important when it comes to illustrations. When it comes to showing diversity in people it's often tricky to fit that into one image, the total of our illustrations will have to reflect that. Our illustrations should be a reflection of the effort our company makes to support a more diverse world. There are numerous aspects to take into account. Skin color, gender, culture, body shape and so on. Cultural differences also have to be considered and stereotypes are best to be avoided as much as possible.

# Diversity

A small selection of artwork to illustrate the diversity topic.



## Illustrating complicated topics

*“When people see our avatars or images, they immediately recognize the Yoast brand. Our colorful illustrations capture complex SEO topics in an easy-to-understand way. This is in line with our product philosophy, in which we prefer a ‘decisions not options’ approach. This makes our products easy to use, even if you don’t have extensive experience with WordPress or SEO.”* Taco Verdonchot – Head of relations Yoast

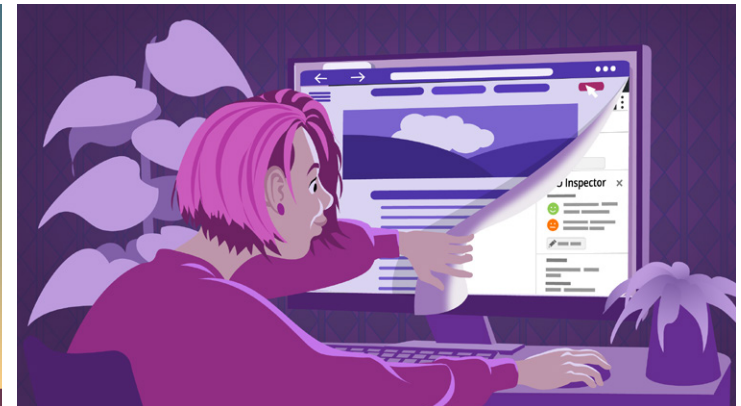
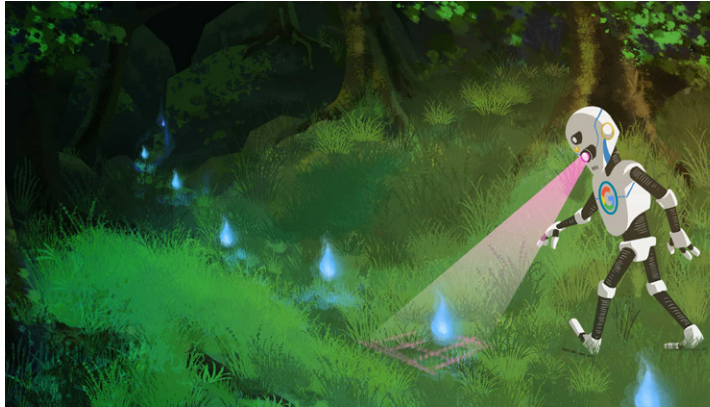
True to our mission, we strive to make our products and SEO accessible for everyone. Our illustrator uses metaphors a lot in our illustrations, to make the technical topics easier to understand for a wider audience.

The subjects drawn in our illustrations are deliberately stylised / cartoony. Because it makes the depicted characters easier to identify with than when a more realistic style was used. This also ties in with our overall design principles as outlined on [page 5](#).

# Illustrating complicated topics

A couple of examples

- 1 breadcrumbs
- 2 non-profit SEO
- 3 new settings UI
- 4 keyword research
- 5 shop niche
- 6 frontend inspector



## AI generated artwork

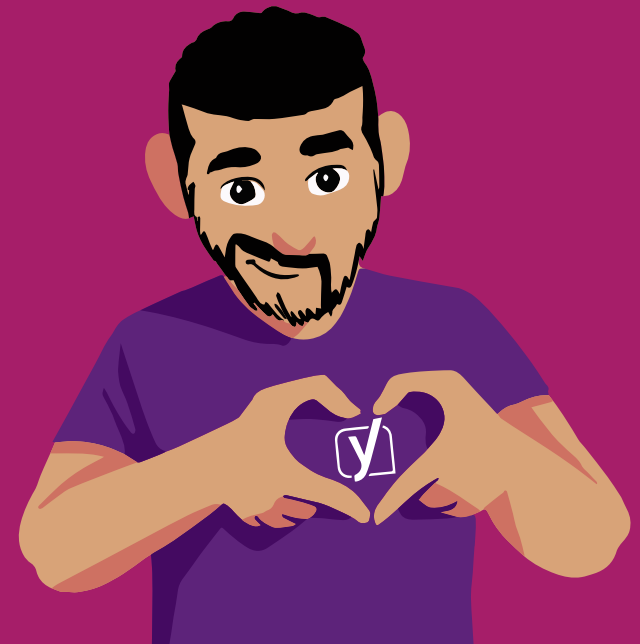
It is **not allowed** to use AI generated artwork in Yoast communications. This applies to both print and online, including slides for presentations.

## Copyright

Please note that the use of illustrations and artwork by third parties is prohibited. We have carefully created these illustrations to accompany our articles or other publications. The copyrights for these illustrations and other designs rest with Yoast and therefore these illustrations may not be used without our explicit consent.



# 05 Inclusive language & tone of voice



## Inclusive language

In addition to our use of the pride colors, we make an effort to write as inclusive as possible. So when you're writing content for Yoast, keep inclusive language in mind. By writing more inclusively, you open up your content to more people and make it relatable for everyone. You can actually use the inclusive language check in Yoast SEO to get feedback on how inclusive your text is.

## Tone of voice

If you are writing, try to be enthusiastic, informal, knowledgeable, helpful, friendly, and playful.



## Extra writing pointers

### American English spelling

Yoast, as a company, uses American English spelling.  
Color, honor, optimization, analyze, e.g.

### Don't title case

As a rule of thumb: Don't capitalize unless it's a (product)name  
(or at the beginning of a sentence).

For example: Yoast SEO academy  
SEO news webinar