



YUPO. Behind the Brand.

YUPO. BEHIND THE BRAND.

The following guidelines have been established to communicate consistent messaging for Yupo Corporation America.

We ask that you follow these corporate guidelines whenever creating any marketing communications for Yupo. We strive for creativity in all of our design communications, however, it is imperative that these corporate guidelines be followed to ensure a consistent message for Yupo.

CONTENTS

0.0	BEHIND THE BRAND
1.0	YUPO BACKGROUND AND PERSPECTIVE
1.1	ABOUT YUPO CORPORATION AMERICA
1.2	YUPO PRODUCTS
1.3	YUPO COMMERCIAL APPLICATIONS
1.4	YUPO TECHNICAL APPLICATIONS
1.5	YUPO STRENGTHS
1.6	CASE STUDIES
1.7	YUPO'S ENVIRONMENTAL STATEMENT
2.0	YUPO LOGO STANDARDS
2.1	THE YUPO LOGO
2.2	LOGO MESSAGE
2.3	LOGO SIZING
2.4	LOGO PLACEMENT & USAGE
2.5	YUPO NAME IN TEXT
3.0	YUPO TYPOGRAPHY GUIDELINES
3.1	THE FONTS
3.2	FONT USAGE
4.0	YUPO CORPORATE INFO
4.1	PLACEMENT AND USAGE
5.0	YUPO COLOR PALETTE
5.1	PRIMARY COLOR PALETTE
5.2	SECONDARY COLOR PALETTE
6.0	YUPO AUDIENCE
6.1	THE YUPO GENERAL AUDIENCE
6.2	THE DESIGNER/CREATIVE PROFESSIONAL AUDIENCE
6.3	THE PRINTER AUDIENCE
6.4	THE CORPORATE PROFESSIONAL/END USER AUDIENCE
6.5	THE TECHNICAL PAPERS AUDIENCE
7.0	YUPO BRAND MESSAGING
7.1	THE SPOKE DIAGRAM
7.2	THE YUPO GENERAL AUDIENCE MESSAGE
7.3	THE DESIGNER AUDIENCE MESSAGE
7.4	THE PRINTER AUDIENCE MESSAGE
7.5	THE CORPORATE PROFESSIONAL/END USER MESSAGE
7.6	THE TECHNICAL PAPERS AUDIENCE MESSAGE
8.0	YUPO LAYOUTS AND CONSTRUCTION
8.1	GRAPHIC ELEMENTS
8.2	CORPORATE IDENTITY SAMPLES
8.3	PROMOTIONAL/SWATCHBOOK SAMPLES
8.4	COMMERCIAL ADVERTISING SAMPLES
8.5	TECHNICAL PAPERS ADVERTISING SAMPLES
9.0	REMAINING CONSISTENT/MOVING FORWARD