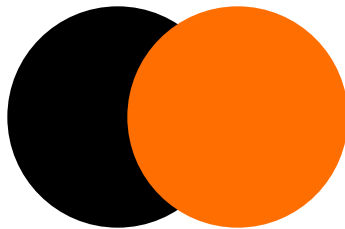


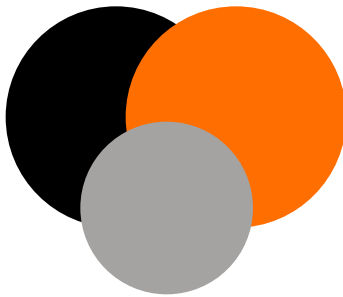
## 5.0 YUPO COLOR PALETTE

The YUPO Color Palette has been designed with intention. Bold colors have been chosen to match the personality of Yupo Corporation America. Please follow the guidelines on the next few pages when adding color into your design and marketing for YUPO.



## 5.1 PRIMARY COLOR PALETTE

Selected for their bold contrast and unmatched confidence, YUPO's primary color palette consists of PANTONE 1505 and black. The logo is comprised of these two colors which should also be used when accenting the piece with color. White is also used when knocking type out of PMS 1505 and black. YUPO also has a secondary color palette on the following page.



## 5.2 SECONDARY COLOR PALETTE

PMS 877 silver has been selected as a third corporate color to accent the orange and black when another color is desired. It has been used as the backdrop for much of the corporate collateral for Yupo and makes a compelling surface for the orange and black to reside.

Printing with metallics on YUPO can be tricky; however, when following the guides and parameters pre-tested by Yupo, success will be achieved. When using silver for the first time on a YUPO job, make sure to consult Yupo's printing recommendations (download a PDF under *Printing Recommendations* at [http://yca.yupo.com/windshield\\_printers.html](http://yca.yupo.com/windshield_printers.html)) or call Yupo at 1.888.USE YUPO for technical assistance.