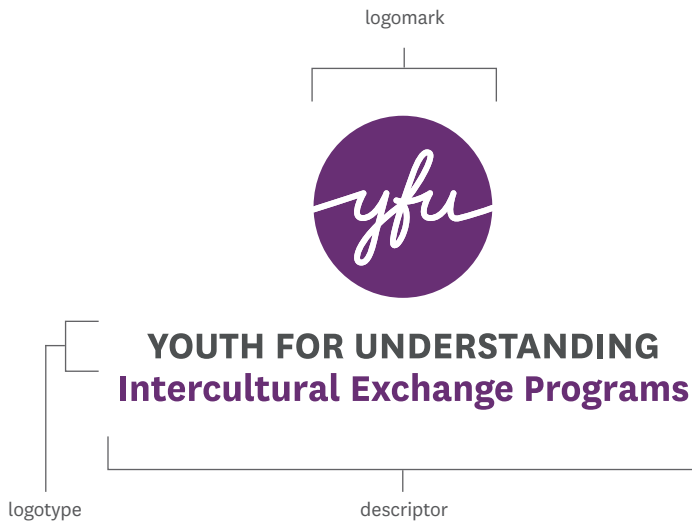


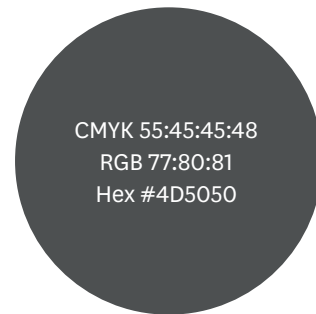
# YFU USA LOGO USA

The YFU logo is the centerpiece of our visual identity. It is the key design element representing our organization and the basis for our design approach.

## LOGO ELEMENTS



## MAIN YFU LOGO COLORS



## ALTERNATE LOGO



## BLACK & WHITE

For Black & White printing, you may use the black logo.



**YOUTH FOR UNDERSTANDING**  
Intercultural Exchange Programs



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For placement on colored or photo backgrounds, use the all white logo.

The scripted letters in the logomark are transparent. They will appear the color of the background or show the photo background through. Make sure photos have enough contrast to thoroughly read the logo type.



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**LOGO VARIATIONS**

**PRIMARY LOGO USED IN YFU USA MATERIALS**

The “main” YFU logo with the descriptor underneath or the “horizontal” YFU logo with the descriptor are the two logo version layouts approved for use by YFU USA.



**LOGO MISUSE**



**CLEAR SPACE**

A minimum clear space requirement has been established to ensure the prominence and clarity of the YFU identity. It is essential that the clear space remain free of all graphics, photography and typography for maximum brand recognition.

We define the clearspace by the distance “X,” a unit of measurement equal to 1/5 of the logomark height in the YFU logo.

