

Yo Branding Guidelines

Please note to casing of the name: “Yo”.
Not YO, yo, Yo!, YO!.

Font: Montserrat Bold
Text color: White (#FFFFFF)

Color Scheme:

Name	Hex	Description
TURQUOISE	#1ABC9C	blueish green
EMERALD	#2ECC71	light green
PETER	#3498DB	light blue
ASPHALT	#34495E	dark blue
GREEN	#16A085	green
SUNFLOWER	#F1C40F	orange yellow
BELIZE	#2980B9	blue
WISTERIA	#8E44AD	dark purple
ALIZARIN	#e74c3c	red (menu button)
AMETHYST	#9B59B6	the main purple

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