



Brand Guidelines

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This is our first choice for your layout, and it should be considered before any other option.

The logo should never be reproduced so small that it is not recognizable.

The logo should always be shown on an angle (9°) as pictured here



Use the size of the “e” in Yesway as a guide for the minimum amount of negative space to surround the logo.



A black version of the logo has been created for use in black and white printed materials. The sunburst and “way” can be 30% gray.



A black version of the logo has been created for use in black and white printed materials. The sunburst and “way” can also be white when a solid black logo is needed with no gray scales.



Do not use the logo against poor contrast or clashing colors. Use a reverse version where possible for maximum contrast.



An alternate to the Primary logo is this version that contains NO WHITE FLECKS. This logo is useful when being used for embroidery or when logo is used very small.



Here is a Black and White version of the NO WHITE FLECKS logo. This version is used when color is not an option and it would be used very small.



Here is a version that is no longer uses the circle or the white flecks. It also is no longer at an angle of 9%. This is the simplest form of the logo and a stacked and horizontal version of it allows for it to fit in various locations. These reverse logos would be preferred, because the colors are still consistent with the primary logo. It would be ideal for these logos to be used either on black or one of the Yesway greens.



Here is a version that is no longer uses the circle or the white flecks. It also is no longer at an angle of 9%. This is the simplest form of the logo and a stacked and horizontal version of it allows for it to fit in various locations. These logos are to be used when the reverse logo (above) cannot be used.



Here is a version that is no longer uses the circle or the white flecks. It also is no longer at an angle of 9%. This is the simplest form of the logo and a stacked and horizontal version of it allows for it to fit in various locations. These logos are to be used when color is not an option.



**Say yes to
convenience®**

Here is the primary version of the Yesway tagline. This is the preferred logo for usage. Dark green text, Medium green Yes and Yellow sprites.

**Say yes to
convenience®**

Here is the secondary version of the Yesway tagline. This version is used when it is hard to see the yellow sprites depending on the background. Dark green text, Medium green Yes and Medium green sprites.

**Say yes to
convenience®**

Here is the reverse version of the Yesway tagline. This version is used on dark or complex backgrounds when the primary or secondary versions are too difficult to read. White text with Yellow sprites.



When it comes to placement of the tagline, it is preferred to be to the right of the Yesway logo and lowered near to the base of the Yesway circle. See the example to the left.

yes
way®
rewards\$



Here is the primary version of the Yesway Rewards Logo. The positive logo uses all three greens (Medium Green, Dark Green, and Light Green.) The reversed logo uses White, Yellow, and Light Green.

yesway® rewards\$



Here is a secondary version of the Yesway Rewards Logo. These logos are to be used only when space is limited. The color scheme is also the same as the primary version.



Here is the Smiley Icon. The thumbs up version is preferred. If space is limited or a really small icon is needed the icon without the thumbs up will do.

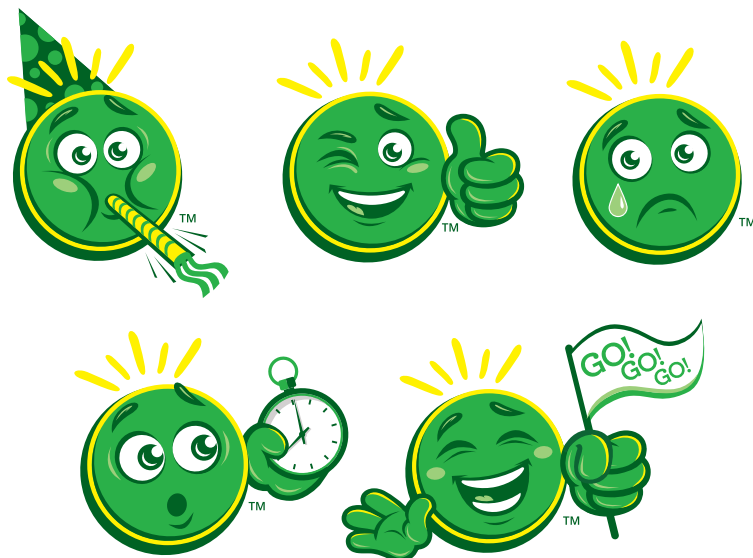
Buy stuff.
Get points.
Earn smiles.



This is the tagline for the rewards program. It follows the same color scheme as the Yesway Rewards Logo.



Here is the card design for the Yesway Rewards program. To the right of that is another form of the Yesway Rewards Logo. This logo may be necessary when it needs to be placed on a background that makes it hard to read the text.



Here are some alternative designs for the Smiley Icon. These are specially made for various themes.



Super Smiles is an extension of the Yesway Rewards program. This rendition utilizes a gold theme.



Here are a variety of Sprite Icons. The variety of colors are available for use depending on what background this is being placed. Use your judgement to pick which icon reads best.





Medium Green

Pantone 362C

CMYK: 78C 0M 100Y 2K

HEX: 46AA42



Yellow

Pantone Process Yellow

CMYK: 0C 0M 100Y 0K

HEX: FFF200

Primary colors

Use the primary colors first.



Dark Green

Pantone 357C

CMYK: 80C 0M 100Y 56K

HEX: 076324



Light Green

Pantone 367C

CMYK: 41C 0M 68Y 0K

HEX: B3D88C

Secondary Colors

Use the secondary colors when needed.

Archer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?{}<>()

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?{}<>()

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?{}<>()

Book
(used for disclaimer copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?{}<>()

Medium
(used for product descriptions)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?{}<>()

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?{}<>()

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*?{}<>()

Bold
(used for headlines and product names)

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Extrabold
(used for all pricing)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*?{}<>()

Extrabold Italic