

**YPSKE**

- CRAZY HOODIES -

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- CRAZY HOODIES -

# who **we are**

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## our history

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Small Caps + Capital Caps

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Simple Modification

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Final Logo

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# BAHN PRO

The Bahn Pro Font Family is a display sans-serif font inspired by those classic Austrian Bahn signs of yesteryear. Blocky and straight-edged, there's a real European flavor to this typeface. Bahn Pro was created by Pier Francesco Martini. Born in Italy back in 1984, the Type and Graphic Designer specializes in typography, art catalogs, logos, brand identity and Web design.

ABCDEFGHI  
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## #BCD631

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**RGB: 188, 214, 49**

## #3C0046

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**RGB: 60, 0, 70**

## #C5C5C5

**Silver** ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore maan non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

**RGB: 197, 197, 197**

<http://chir.ag/projects/name-that-color>

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To ensure the YESKE logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the torch within the seal (indicated by "X").



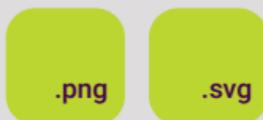
#### 20 px minimum logo dimensions

The minimum logo dimensions for the web should not dip below 24px in height, and not be above half of the screen size. Better without baseline.



#### 30 px small logo dimensions

The logo size for your website header, as well as the positioning, will depend on the website builder and theme you're using. The average height of a website logo is typically between 30px, and here the brand baseline name is available



When posting on social media, it's best to use PNG files, as they're a lossless compressed format. Similar exports like JPG files are lossy compressed, meaning the file size may be a bit smaller than a PNG, but the quality also decreases, leaving some logos looking pixelated. There are different applications to consider, such as profile photos, cover photos and banners, and actual image posts.

- Logo dimensions on Instagram: Profile photo (circular): 110 x 110px
- Logo dimensions on Facebook: Profile photo (square): 160 x 160px  
Cover photo: 1640 x 624px
- Logo dimensions on YouTube: Profile photo (circular): 800 x 800px  
Thumbnail photo: 1280 x 720px, Cover photo: 2560 x 1440px
- Logo dimensions on Twitter: Profile photo (circular): 400 x 400px  
Cover photo: 1500 x 1500px
- Logo dimensions on LinkedIn: Profile photo (circular): 400 x 400 px  
Cover photo: 646 x 220px
- Logo dimensions on Pinterest: Profile photo (circular): 165 x 165px
- Logo dimensions on Google+: Profile photo (circular): 250 x 250px  
Cover photo: 2120 x 1192px

Logos are measured in pixels, which means you'll often see them referred to in dimensions like 500px by 500px. Pixels = dimensions, whereas bytes (KB/MB/GB) = the file size.

Use a SVG as vector files are necessary, as they'll act as master files you can infinitely scale, edit, or send to a designer or printer. Use a PNG file to display your logo online that's less than 200KB. PNGs are lossless compressed files, which allows them to maintain a lot of quality while having a relatively small file size. They also allow for transparency/transparent backgrounds and are great for social media, websites, and most other web use cases.



Primary color



Grayscale



On light background



On dark background



No gradient on logo



Do not use random color



Do not use outline



On images background



Incorrectly scaled



Too much drop shadow



Do not use blank fill



No opacity on images background

A black and white photograph of a man wearing a dark, textured hoodie with the hood pulled over his head. He is looking down and to the right with a pained or distressed expression, his eyes are closed, and his mouth is slightly open. The background consists of diagonal stripes in shades of grey and white.

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*made in Netherland*

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# YOU'RE IN

find us here



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