



Adobe Youth Voices

Program expression for Adobe Youth Voices partners
03 October 2013

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AYV logo: Primary

The updated Adobe Youth Voices logo is a series of expressions utilizing art from the program's participants along with internally created art. The logo is meant to playfully celebrate the work being created through the program.

The logo below—named Compartimos—is the primary version used to represent the program.

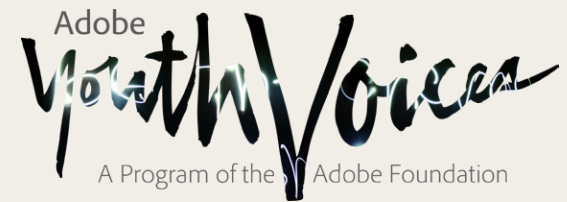
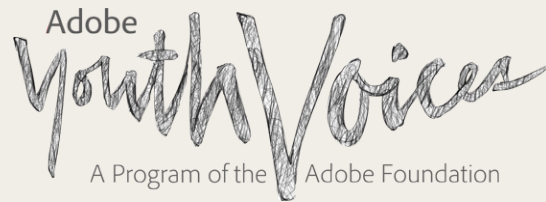


AYV logo: Additional expressions

There are 6 additional logos—shown below—that can be used to represent AYV.

While we have defined a “primary” representation, the logo is meant to showcase the creativity of the program. So these additional logos can be used for a number of reasons. For example:

1. If you are creating a series of communications (emails, signage, name tags, etc), you could use the primary logo along with any number of these additional logos to create variety and interest. (examples on pages 20 and 21)
2. If the imagery you’re using in a communication just visually looks better with one of these.

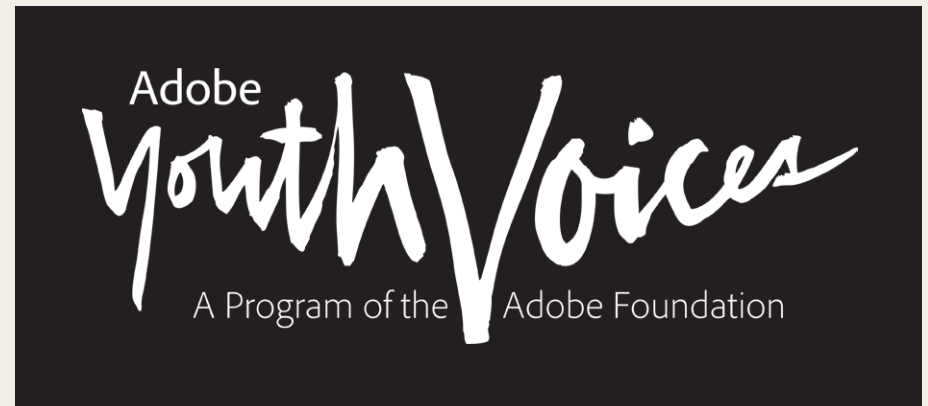


AYV logo: Black and white expressions

The logo is also available in all black and all white.

While the color logos are preferred, these can be used when necessary:

1. When used over very busy backgrounds (examples on pages 17 and 18)
2. When printing or production requires one color, such as embroidery.



AYV logo: On dark background

When using dark backgrounds, please use one of these logos (examples on pages 13, 14, 22, and 23)



AYV Awards logo



AYV Scholarships logo



AYV Community logo



AYV logos: Usage guidelines

Minimum size

For the main AYV logo: no less than .7" high.



For the Awards, Scholarship, and Community logos: no less than .5" high.



Typography

Adobe Clean—for Adobe communications

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

Helvetica Neue Light—for partner communications

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

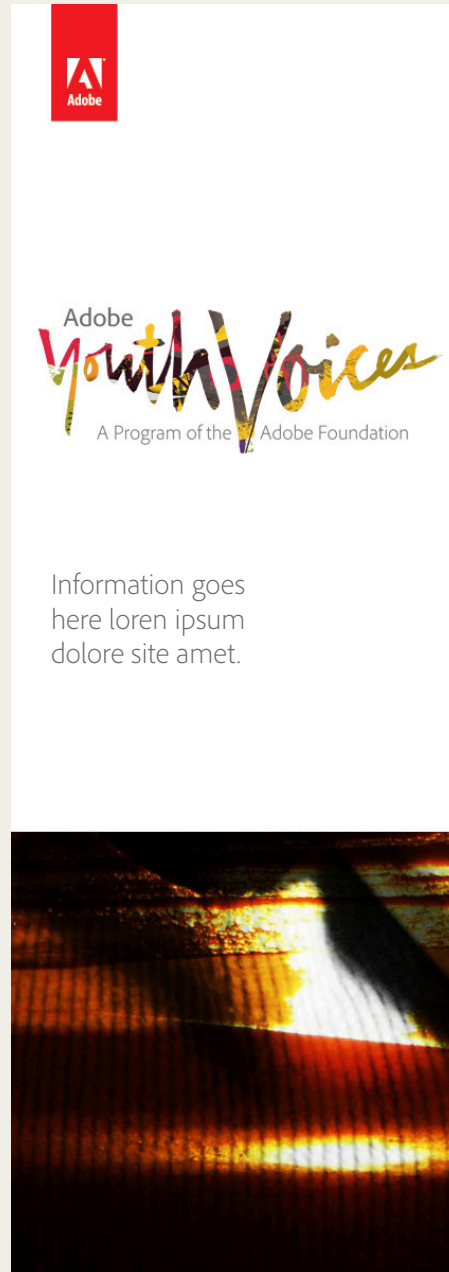
AYV Imagery

In addition to the imagery that we provide, you should feel free to use and mix in art from your own program in your communications.

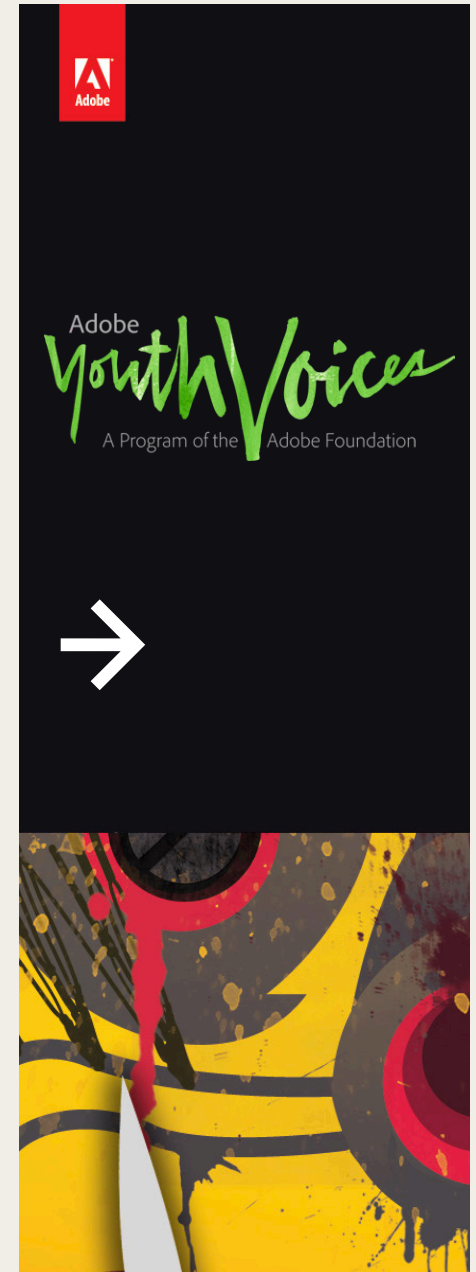


AYV gallery

Vertical pull-up banners

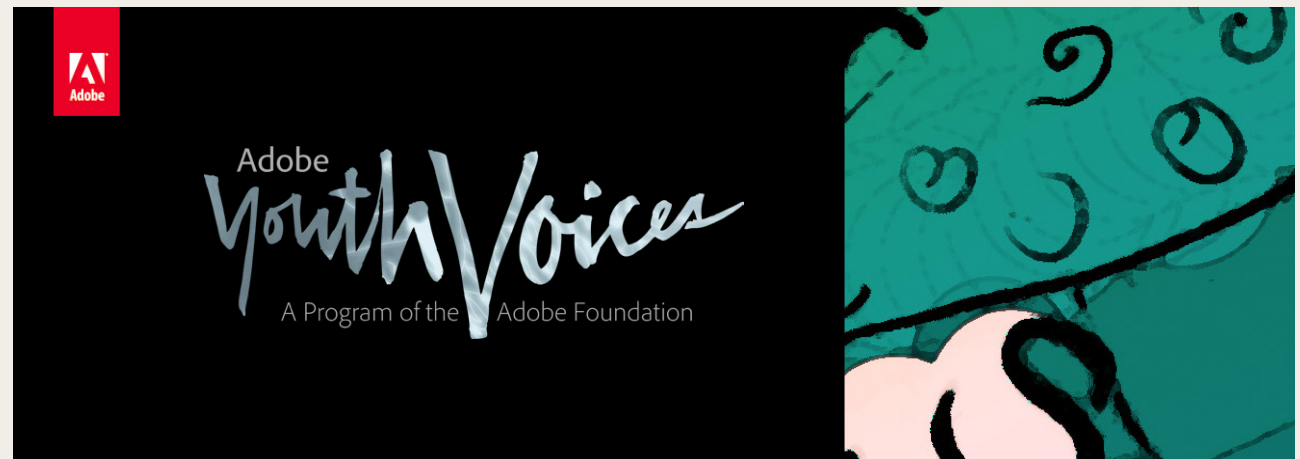


Information goes
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AYV gallery

Horizontal hanging banners



AYV gallery

Flyers and documents for AYV programs



Adobe

Headline goes here!
Please join us for the year-end celebration of youth media produced by young artists from your city! Paragraph not to exceed six lines, lorem ipsum dolore site amet conecctetur amet magna.

MAY 12, 6PM
ADOBE OFFICES
601 TOWNSEND STREET
SAN FRANCISCO

SPACE IS LIMITED AND RSVP IS REQUIRED.
PLEASE RSVP TO YOUTHVOICES@ADOBE.COM TO ATTEND.

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Adobe

Headline goes here!
Paragraph not to exceed three lines, lorem ipsum dolore site amet conecctetur amet magna.

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Adobe

Introduction header goes here.

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LEARN MORE INFO—NO MORE THAN TWO

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AYV gallery

Flyers and documents for AYV partners



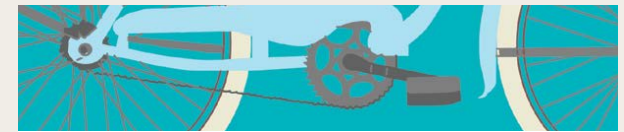
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Please join us for the year-end celebration of youth media produced by young artists from your city! Paragraph not to exceed six lines, lorem ipsum dolore site amet conecctetur amet magna.

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Introduction header goes here.

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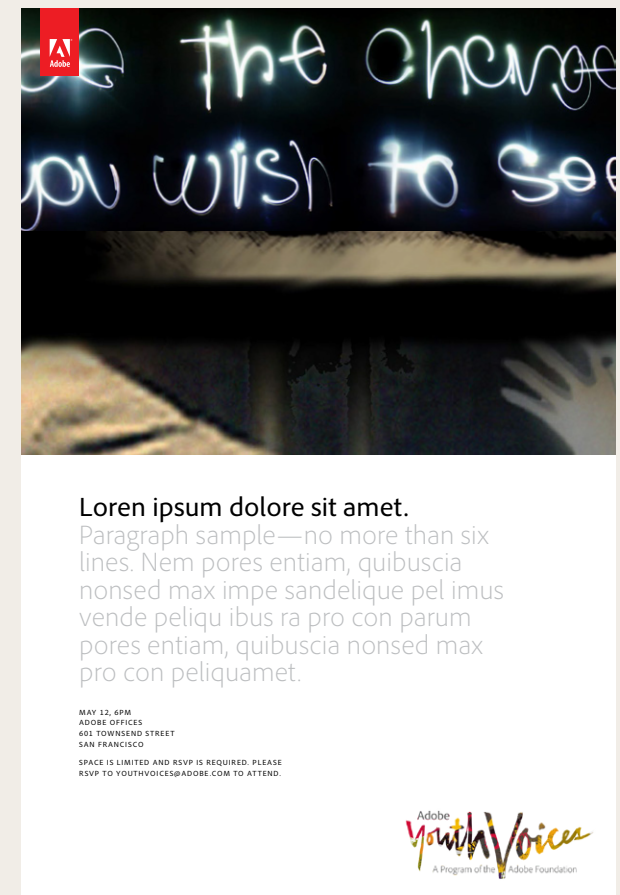
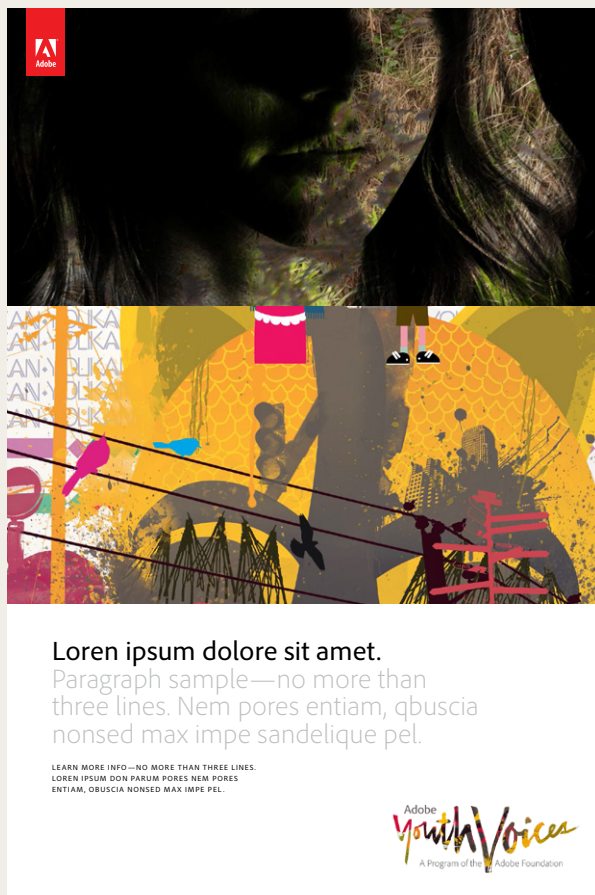
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AYV gallery

24"x36" posters for AYV teams




AYV gallery

24"x36" posters for AYV partners

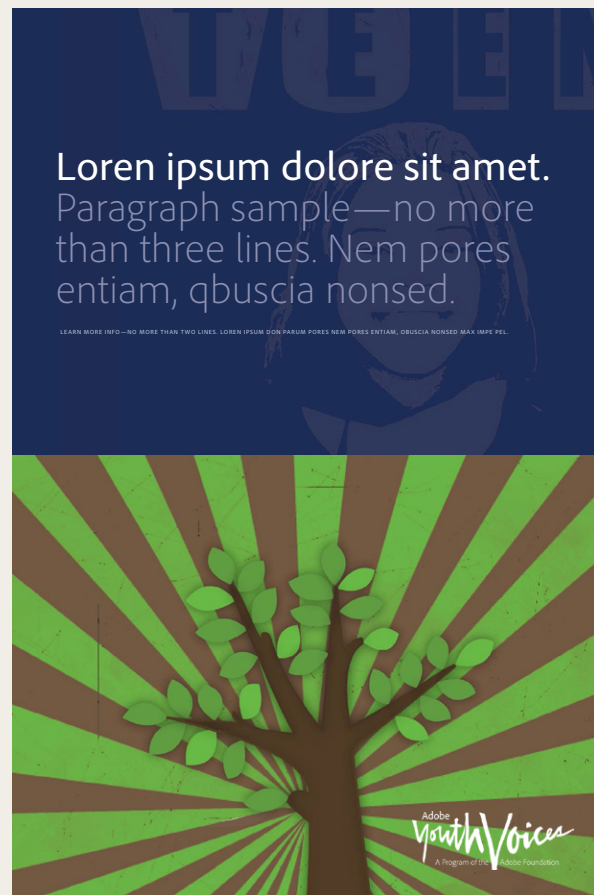


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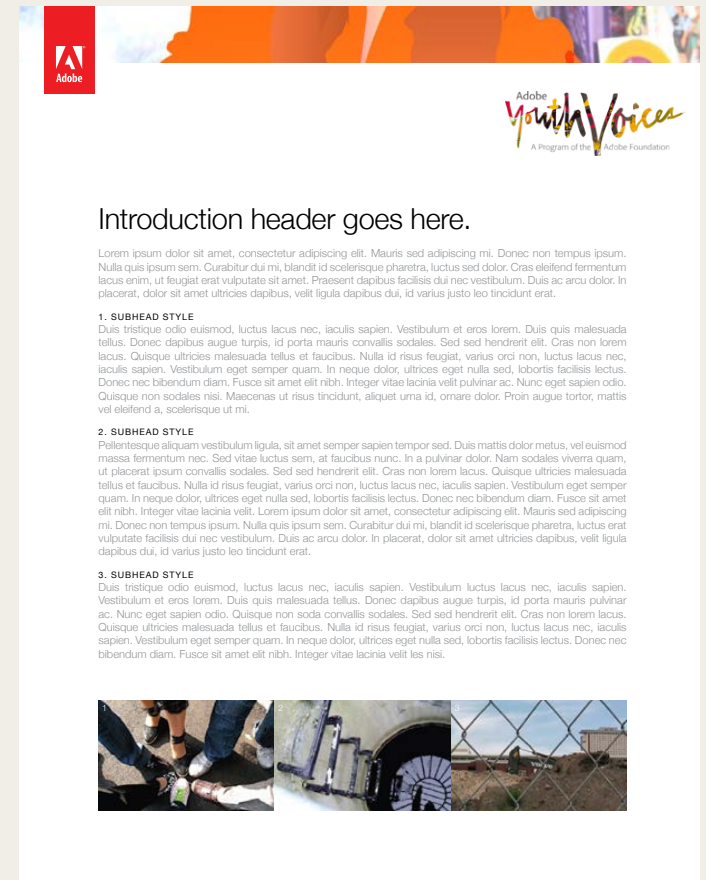
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AYV gallery

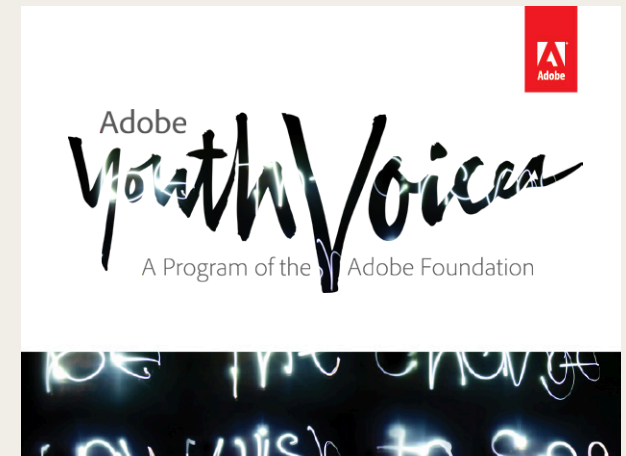
Certificate and instruction sheet



AYV gallery

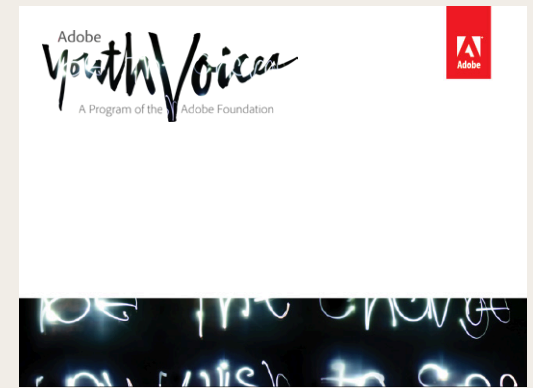
Signage

When the logo is used at larger sizes like this and in close proximity to the image, use the corresponding image and logo for a more cohesive design.



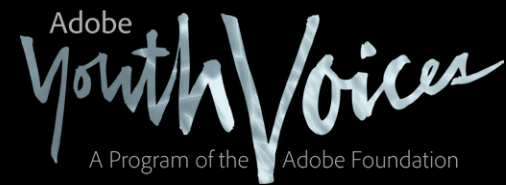
AYV gallery

Name tags



AYV gallery

Video outro



AYV gallery

Event shirts

To personalize giveaways, such as shirts, you can remove the tagline and add location, etc.



For more information

Each use of Adobe assets must be sent for brand review before being finalized.

Please send a PDF or link to the website where you plan to use an Adobe asset to brandapproval@adobe.com.

Please allow for a 24-hour turnaround.

For brand questions, please e-mail: askbrand@adobe.com

