

THE YÙ MARK (boxed and solo)



B&W



IDENT CHIPS / ICONS



TYPEFACES

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345£!@

Optima Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234£!@

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345£!@



Notes

The main Yù mark may be used boxed or solo depending on the application. In addition, the orchid symbol may be used in isolation for decorative effect.

The Yù orchid colours are all special metallics, but alternative spot colour and CMYK versions will be specified to save cost on certain applications.

Optima is the main brand typeface, used for display and body copy.

In addition, Microsoft Tahoma can be used in office applications and as a body text face for web pages.