

## Name Usage

### Your Pro Kitchen is a Registered Trademark

- The name of your Franchise is **Your Pro Kitchen**. Call yourself **Your Pro Kitchen**. Use signage for **Your Pro Kitchen**. Design print ads, shirts, and other collateral as **Your Pro Kitchen**. No variations from the Trademarked name are authorized without prior approval from **Your Pro Kitchen, LLC** in writing.
- Try to only use **YPK** (the short abbreviated form) in conversation. **YPK** is not registered so should not be used on ANY printed material, ad copy, signage or legal documents. Your business name is **Your Pro Kitchen**.

## Logo Usage



### We have TWO variations on the Logo Design:

#### Over White Logo (Black & Gold):

- Use this variation over WHITE or light colored backgrounds.

#### Over Black Logo (White & Gold) **PREFERRED**:

- Use this variation over BLACK or Dark colored backgrounds, over glass or on top of photographs.
- Due to it's high contrast visibility, this is the preferred usage of the **Your Pro Kitchen** Logo.

#### Over Gold Logo (Alternate)

- Only use this variation of the logo, if you can find a shirt or background that is as close to Gold as possible.

**Maintain adequate spacing around the logo at a minimum size of the O in Pro on both sides of the trademark and above the K and below the tagline.**

## Color Usage

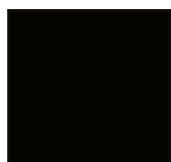


**Your Pro Kitchen Gold:**

CMYK: 0%, 36%, 86%, 2%

RGB: 250, 161, 35

HEX: #FAA123



**Rich Black:**

CMYK: 0%, 43%, 97%, 100%

RGB: 0, 0, 0

HEX: #000000



**White:**

CMYK: 0%, 0%, 0%, 0%

RGB: 255, 255, 255

HEX: #FFFFFF

We have established a color palette for use for all printed & digital collateral for **Your Pro Kitchen**. You can provide the following chart to any printer and they will be able to match the colors.

**Some notes:**

- **Rich Black:** Every print shop has a different formula for Rich Black depending on their press. If you're not sure, ask your printer to flip all your blacks to Rich Black.
- **Your Pro Kitchen Gold (YPK Gold):** If you can't match the gold color exactly (some places can only handle primaries), don't use Yellow. Use Orange or Yellow-Orange in place of the specific shade of YPK Gold. In most cases, orange will be closer to the Gold Shade than Yellow.
- **Screens:** You can also use screens of Gold over itself (creating a yellow) and over Black (creating a dark grey). We can provide examples of this for your reference.

## Font Usage

### Cabin Bold

Open Sans Regular

Open Sans Light

Open Sans SemiBold

Open Sans Bold

Open Sans Extrabold

We have standardized on TWO freely available fonts for all of the Your Pro Kitchen marketing material & website.

- **Cabin Bold:** Used for headlines & headings & to create Contrast.
- **Open Sans:** Used in all it's multiple variations for body text and in most locations for consistency.
- We prefer **BOLD** for emphasis over *Italics*.
- These fonts are available freely on the internet and from Google. We also maintain copies on our website for your use.

## Design Guidelines

- **Tagline** of 'shared kitchen & culinary incubator' is REQUIRED except for internal use (intranet web pages).
- **Language:** We use conversational english in all of our ad copy & content on the internet. **Your Pro Kitchen** is family, YOUR clients are part of our family and YOU are part of our family. Be friendly, be conversational and try to write directly to YOUR client. We're not big on formality around here, and your ad copy should reflect that friendliness.
- **We encourage your creativity**, but we need to approve ANY new Graphic & Marketing Treatments, Artwork and Copy. Save yourself the additional expense of having to redo your work and check FIRST with **Your Pro Kitchen, LLC** BEFORE sending your job to the printer.