Brand guideline sheet

Primary logo



Usage Use on dark background colors or dark images. Suitable for use in any size

Secondary logo



Usage Default logo, use on light background colors or light images

Flat logo



Usage Use on small items, if the context requires a subtle logo or the print file may only consist of two colors

One color



Usage If the context in which you want to display our logo requires this, you are allowed to use the logo in the gray tone of your choice

Color pallete

Our design principles form the basis for the Yoast brand color choice. Our brand must radiate positivity and enthusiasm, and the Yoast colors are a big part of that.

Yoast purple
Primary color

CMYK C: 34 M: 100 Y: 32 K: 5
RGB R: 166 G: 30 B: 105
HEX #A61E69

Yoast green
Primary color

CMYK C: 59 M: 9 Y: 100 K: 0
RGB R: 119 G: 178 B: 66
HEX #77B242

Oxford Blue
Secondary color

CMYK C: 59 M: 9 Y: 100 K: 0
RGB R: 14 G: 130 B: 101
HEX #0E1E65

Deep pine
Secondary color

CMYK C: 91 M: 46 Y: 58 K: 28
RGB R: 1 G: 91 B: 91
HEX #015B5B

Byzantium
Secondary color

CMYK C: 59 M: 100 Y: 28 K: 15
RGB R: 118 G: 11 B: 101
HEX #760B65

Apricot
Secondary color

CMYK C: 4 M: 44 Y: 81 K: 0
RGB R: 239 G: 157 B: 72
HEX #EF9D48

Iris
Secondary color

CMYK C: 82 M: 80 Y: 0 K: 0
RGB R: 67 G: 56 B: 202
HEX #4338CA

Light slate gray
Secondary color

CMYK C: 17 M: 11 Y: 9 K: 0
RGB R: 209 G: 213 B: 219
HEX #D1D5DB

Charcoal
Secondary color

CMYK C: 79 M: 67 Y: 48 K: 37
RGB R: 55 G: 65 B: 81
HEX #374151

Midnight
Secondary color

CMYK C: 87 M: 77 Y: 55 K: 71
RGB R: 17 G: 24 B: 39
HEX #111827

Primary font

Open Sans

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789•&@£$%()/!?*“”

Usage Open Sans is used as header, body text and highlights in digital messaging, i.e. social graphics

Secondary font

Playfair Display

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789•&@£$%()/!?*“”

Usage Playfair Display is used for headers and highlights in print and presentations and only occasionally in digital messaging

Yoast products

Yoast SEO
Optimize your content and website for search engines with the most popular WordPress SEO tool

Yoast SEO AI+
Yoast SEO AI+ gives you the complete toolkit to monitor, measure, and improve your brand’s visibility across both search engines and AI platforms

Yoast SEO Premium
Automate technical SEO and make optimizing content a breeze with the most comprehensive WordPress SEO plugin

Yoast SEO for Shopify
Get expert-level SEO guidance built for ecommerce

Yoast WooCommerce SEO
Make your product pages complete, consistent, and ready to shine

Yoast SEO AI+ for Shopify
Yoast SEO AI+ for Shopify gives you the complete toolkit to monitor, measure, and improve your brand’s visibility across both search engines and AI platforms

Yoast SEO Google Docs Add-On
Create better content in Google Docs with real-time SEO guidance powered by Yoast

Taglines

Yoast SEO Premium
- Your team doesn't need to be SEO experts. Yoast SEO Premium guides them every step of the way.
- AI is changing how people search. Yoast SEO Premium makes sure your content is ready for what comes next.

Yoast WooCommerce SEO
- Every click from organic search is one you didn't have to pay for. Yoast WooCommerce SEO helps you earn more of them.
- One plan, five plugins, full academy access, and 24/7 support. Everything your store's SEO needs, without stacking subscriptions.

Yoast SEO for Shopify
- Built for Shopify. Optimized for how search engines and AI systems read your store.
- From 10 products to 10,000, Yoast SEO for Shopify scales with your catalog, with no manual work and no technical knowledge required.

Yoast SEO AI+
- Your complete search visibility package.
- By understanding how AI talks about you, you can shape the narrative instead of leaving it to chance.

Yoast SEO Google Docs add-on:
- Real-time SEO guidance, right where you write.