



Brand guidelines 2025

Table of contents

01	Brand foundation	page 03
02	Messaging & USPs	page 06
03	Logo & icon	page 11
04	Typography	page 29
05	Colors & contrast	page 32
06	Photography & artwork	page 40
07	Inclusive language & tone of voice	page 44
08	Branding examples	page 46

01 Brand foundation

Mission

We are Yoast and our mission is *SEO for everyone*

We believe in creating equal chances for everyone in the search results

Company profile

The [mission](#) of Yoast is SEO for everyone. We want to give everyone the opportunity to rank in the search engines, whether you're a beginner, a blogger, an online shop or a big business. Our WordPress SEO plugins and Shopify app, blog posts, and online courses should enable everyone to boost their website's visibility and attract more traffic.

Brand values

Brand is all-encompassing. We incorporate the brand values in our design principles, but it's much more than that. The brand values are intertwined in all departments; support, product, development to name a few. It's in the quality of our products, it's about being present and approachable at events, it's about being positive and helpful when providing support, it's the tone of voice when writing a blog post.

Yoast's [core values](#) align with the brand values and represent the team and guide us in everything we do.

Design principles

For us **design goes beyond packaging**. Our design principles are a reflection of our culture at Yoast and are something that our users would recognize us by. But also something that can serve as a mindset when working on a design. All our users need to feel welcome when using our products.

For us, this means that design needs to be:

Positive | Colorful | Enthusiastic

Diverse & accessible | Consistent | Competitive

These principles apply to all our design disciplines.
From UX design to graphic design and artwork.

02 Messaging & USPs

Messaging about Yoast

Elevator pitch - one liner

Yoast is the leading SEO plugin, trusted by millions of users worldwide, empowering small and large businesses through digital innovation.

PR, Website and PPT/Collateral text

Yoast, a Newfold Digital company, is the leading SEO plugin. Founded in 2010, Yoast is trusted by over 13 million users worldwide, empowering small and large businesses, through digital innovation. Our mission is *SEO for everyone*.

Yoast's SEO plugin, courses and online resources enable users aiming for the top of search rankings.

Social media text

Yoast is the leading SEO plugin, founded in 2010, and trusted by millions of users worldwide, empowering small and large corporations through digital innovation. The mission of Yoast is SEO for everyone. Yoast's SEO plugin, courses and online resources enable users aiming for the top of search rankings.

Events and booth text

Yoast is the leading SEO plugin, trusted by millions of users worldwide, empowering small and large businesses through digital innovation

Yoast USPs

- Yoast technology software is built by SEOs - Innovation led company
- SEO Software Leader
- Customer centric approach - dedicated SEO/product global experts
- Knowledgeable - 50+ years combined SEO experience
- Inclusive and fun team culture - female led company
- Part of Newfold Digital group of companies - Offering broader website solutions

Straplines

Social media and shopify:

SEO for everyone

yoast SEO for *everyone*

Example:
LinkedIn banner with
the strapline

yoast SEO for *everyone*

Straplines

Events, campaigns, paid ads etc

SEO Software Leader

Powering 13+ million websites - SEO for everyone

yoast SEO Software Leader
Powering 13+ million websites - SEO for *everyone*

Example:
Booth wall with the
strapline



03 Logo & icon

Logo & icon

The Yoast wordmark is our primary logo.

Next to the logo we have an icon to represent our brand.



Usage

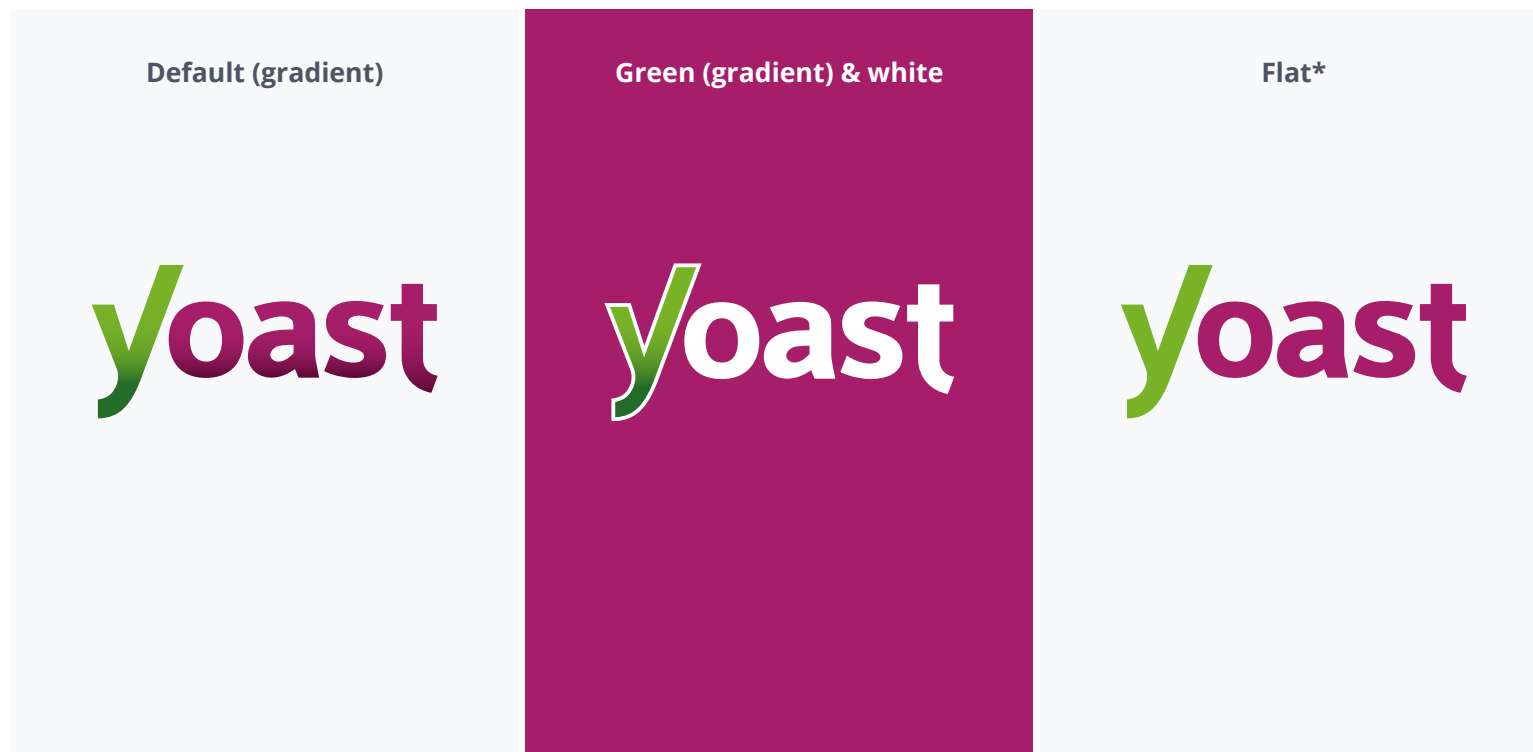
The logo (wordmark) is our most important brand asset. The icon is subordinate to the wordmark and can be used if the Yoast context is already established through the wordmark or it can be used on merchandise.

Third parties should preferably choose the wordmark, without or with the strapline ([page 14](#)), over the icon.

Our logo and icon are copyrighted (see [page 28](#)).

Note: Not all versions are included in the zip file. If you think you need another version you can contact brand@yoast.com.

Logo color variations



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

Available in:
RGB (online), CMYK (print)

Use on dark background colors or dark images.

Available in:
RGB (online), CMYK (print)

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

Available in:
RGB (online), CMYK (print), PMS (print)

** The flat version is not included in the downloadable zip file.*

Strapline version

The logo has a large number of variations.

We'll mention the two most important versions here:

The strapline version and the SEO Academy version ([page 15](#)).

Our mission 'SEO for everyone' is important to us. The **strapline logo version** can be used to emphasize this mission and to make it clear what the main focus of Yoast as a company is.

Logo + strapline



Available in:
RGB (online), CMYK (print), **including a white version**

Logo + strapline landscape



Available in:
RGB (online), CMYK (print), **including a white version**

Yoast SEO Academy version

In order to achieve our mission 'SEO for everyone' we launched **Yoast SEO Academy** in 2015. Yoast SEO Academy helps people do SEO themselves. The Yoast SEO Academy logo version can be used for everything related to our online training courses.

Yoast SEO Academy logo*



Available in:
RGB (online), CMYK (print), **including a white version**

** The Yoast SEO Academy logo is not included in the downloadable zip file.*

Yoast SEO Academy logo landscape*



Available in:
RGB (online), CMYK (print), **including a white version**

** The Yoast SEO Academy logo is not included in the downloadable zip file.*

Pride

We strongly believe in championing equality, embracing diversity, and creating a world where everyone can be proud of who they are!

We're on a mission to spread [pride for everyone](#). Visually this means that the pride colors have become an important part of our brand. Both our logo and icon have a pride version. We also use the progress pride flag and colors as a brand element in various designs.

Third parties can use the pride version of the logo or icon if it is relevant in context (diversity, unrepresented groups, equality e.g.).



Clearspace

It is important to have enough whitespace around brand elements and throughout all layouts. This will add clarity & focus and avoid designs to be cluttered.

The minimum clearspace around the **all our logo's and icons** is:
The equivalent to the 'Y' on the left and right side and
25% of the height on the top and bottom.



Sizing

The minimum logo size of the default (gradient) logo is 80 px / 28 mm.



80 px / 28 mm

The minimum logo size of the flat, purple, and white logo is 34 px / 12 mm.



34 px /
12 mm



34 px /
12 mm



34 px /
12 mm

** The flat and purple versions are not included in the downloadable zip file.*

Sizing logo variations

The minimum logo size of the variations is as follows:



88 px / 31 mm



120 px / 42 mm



187 px / 66 mm



190 px / 67 mm

Background

The logo must be clear and readable.*

Use the colored logo on light background colors or light images.



Use the white logo on dark background colors or dark images.



* this also applies to the logo variations

Do's & don'ts

When used on an image: Make sure the background is clear and simple.*



Don't change or distort the logo.*



* this also applies to the logo variations

Icon color variations

Default (gradient)



Default icon, use only on light background colors.

Available in:
RGB (online), CMYK (print)

White



Use on dark background colors or dark images.

Available in:
RGB (online), CMYK (print)

Flat*



Use when the print file may only consist of two colors.

Available in:
PMS (print)

** The flat version is not included in the downloadable zip file.*

Small*



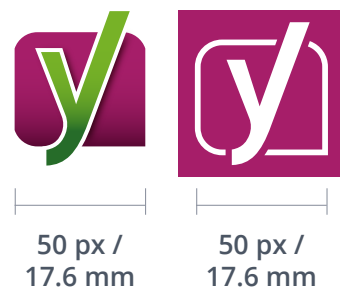
Use when the icon is smaller than 50px width.

Available in:
RGB (online), CMYK (print), PMS (print)

** The small versions are not included in the downloadable zip file.*

Sizing

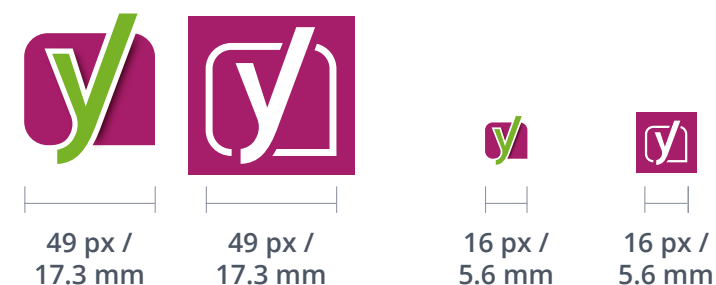
The minimum width of the default icon is 50 px / 17.6 mm.



The small versions* of the icon can be used for a width between 49 px (17.3 mm) and 16 px (5.6 mm), favicons for example.

Maximum width

Minimum width



** The small versions are not included in the downloadable zip file.*

Background

The icon must be clear and readable.

Use the colored icon on light background colors.
Don't use it on images.

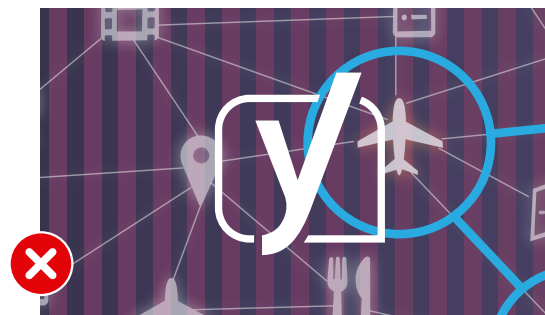


Use the white icon on dark background colors or dark images.



Do's & don'ts

When used on an image: Make sure the background is clear and simple.



Don't change or distort the icon.



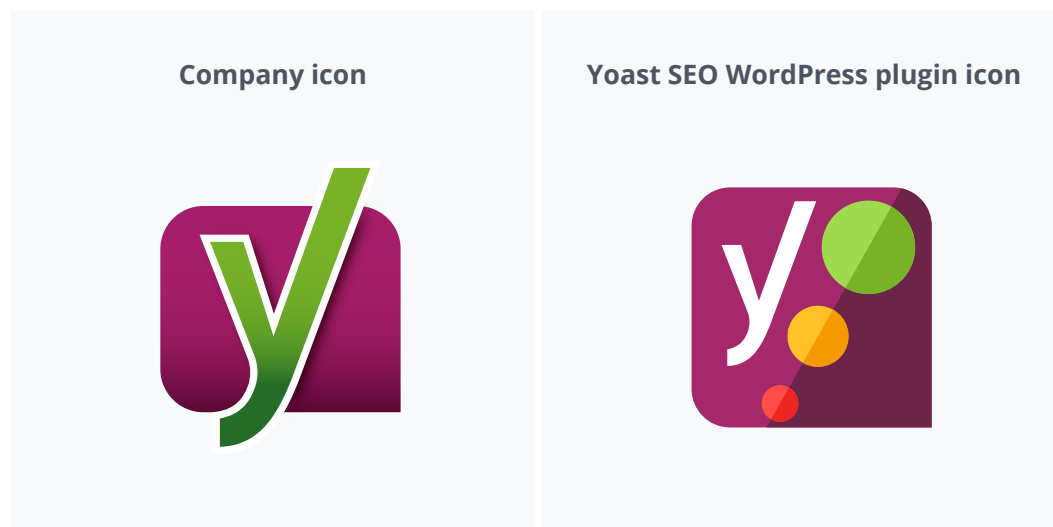
Do's & don'ts

Don't combine the logo (wordmark) and the icon. Those are not meant to be used in close proximity of each other.



What about the traffic light?

The green 'Y' is our company icon. The icon with the traffic light is specific to the Yoast SEO WordPress plugin.



Acceptable

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.

For example:

If you want to display multiple logo's (sponsors e.g.) and you want to use only gray versions, this would be acceptable.

LOGO

logo

yoast

Logo

Logo



Copyright

The Yoast logos and icons may only be used as a reference in a way that no harm is done to the Yoast brand. They can not be used to suggest a false relation to the brand and/or company.

Note: File naming is as follows:

yoast_[logo or icon]_[extension]_[landscape*]_[color variation*]_[rgb or cmyk].[file extension]*
** if applicable*

For example:

yoast_logo_cmyk.eps

yoast_logo_tagline_landscape_white_rgb.svg

04 Typography

The Yoast brand fonts are Open Sans and Merriweather (Google Web fonts).
By choosing these fonts we took accessibility into account.

Open Sans

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789•&@£\$%()/!?*'"

Merriweather

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789•&@£\$%()/!?*'"

Fonts

Online

Merriweather, weight 300 italic

Merriweather, weight 300 >> Body text

Merriweather, weight 700

Open Sans, weight 300

Open Sans, weight 400

Open Sans, weight 400 italic

Offline

Merriweather Light >> Body text

Merriweather Light Italic

Merriweather Regular

Merriweather Italic

Merriweather Bold

Merriweather Bold Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Use

The community is awesome

Highlight: *Merriweather (bold) italic*
(most important part of the sentence)

Open Sans
(regular / semibold)

05 Colors & contrast

Brand colors

Positive, colorful, enthusiastic, diverse, accessible, consistent and competitive.

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.

Main brand colors

You can find the two main brand colors in our logo's and icon.



HEX #A61E69
RGB 166/30/105
CMYK 34/100/32/5
PMS 7648C
RAL 4006



HEX #77B227
RGB 119/178/39
CMYK 60/0/100/5
PMS 368C
RAL 6018

! Important

Don't use white text on a Yoast green background!
This is not sufficiently accessible.

Secondary brand colors

Next to our two main brand colors we use a lot of different secondary colors. In particular, but not limited to the following colors:



HEX 0E1E65
RGB 14/30/101
CMYK 100/96/29/24



HEX 730D61
RGB 115/13/97
CMYK 58/100/30/18



HEX F49A00
RGB 244/154/0
CMYK 2/46/100/0



HEX 0075B3
RGB 0/117/179
CMYK 88/49/6/0



HEX 8567A5
RGB 133/103/165
CMYK 54/67/5/0



HEX FEC228
RGB 254/194/40
CMYK 0/25/93/0



Note: Red is not part of the Yoast color palette.

Gradients

A Yoast dark purple and Yoast purple are used to create a gradient. This gradient is an important part of the Yoast branding.



HEX 5D237A



HEX A61E69



Gradient

From the top left corner to the right side (-10° or 350° depending on the software).



A Yoast green and dark green are used for the gradient in the “Y” graphic element.



HEX 77B227



HEX 246B29



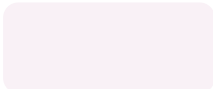









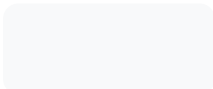
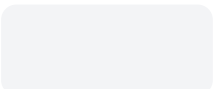
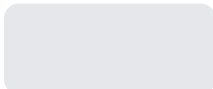
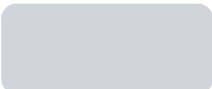






Gradient

From the top to bottom (-90° or 270° depending on the software).



Website icon colors

The two main colors used for icons on **yoast.com** are Yoast purple and gray. Below you find the color palette for both colors.

				
50 #F9F1F6	100 #F3E5ED	200 #EDCFE0	300 #CD82AB	400 #B94986
				
500 #A61E69	600 #9A1660	700 #8F0F57	800 #83084E	900 #770045
				
50 #F8F9FA	100 #F3F4F6	200 #E5E7EB	300 #D1D5DB	400 #8C929F
				
500 #6B7280	600 #4B5563	700 #374151	800 #1F2937	900 #111827

Examples of use in website icons








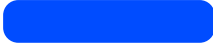





LGBTQIA+

At Yoast we strongly believe in pride for everyone and that you should be able to be 100% your true self. To reinforce this belief, the pride colors have become an important part of our brand.



When displayed horizontally the colored lines should be placed at a -21° angle (depending on the software)

	HEX	73D7EE
	HEX	FFFFFF
	HEX	FFAFC7
	HEX	E50000
	HEX	FF8D00
	HEX	FFEE00
	HEX	028121
	HEX	004CFF
	HEX	760088
	HEX	000000
	HEX	613A15

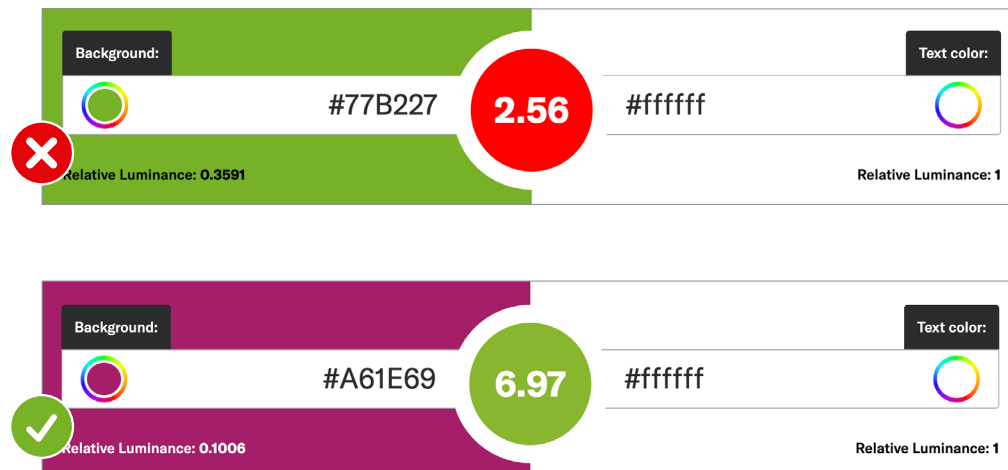
Contrast

With our mission 'SEO for everyone' in mind, we strive to make our products and our designs accessible. Accessibility is on top of our mind when designing. Color contrast plays an important role in this.

Use an online color contrast checker ([like this one](#)) to make sure the colors of your choice hold up.

! Important

Don't use white text on a Yoast green background!
This is not sufficiently accessible (see page 36).



General rules contrast

Text / background

Any text / background color pair must have a contrast ratio of **at least 4.5:1 or higher**. This also includes states like hover and focus.

Exception: Large text with a font size of at least 18 points (24 pixels) or 14 points (18.67 pixels) bold need a contrast ratio of at least 3:1 or higher.

User interface components

The visual presentation of user interface components must have a contrast ratio of at **least 3:1 or higher**. For example: Input fields on a white background need a border color with a contrast ratio of at least 3:1.

06 Photography & artwork

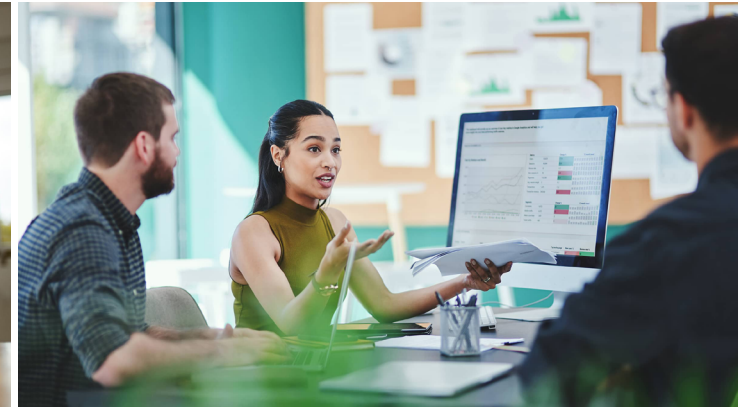
AI generated artwork

It is **not allowed** to use AI generated artwork in Yoast communications. This applies to both print and online, including slides for presentations.

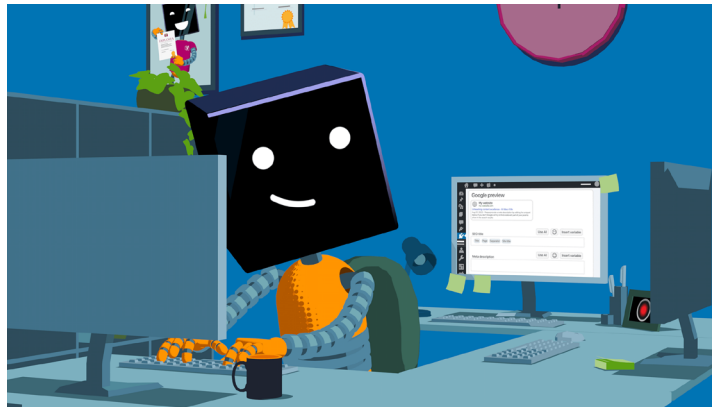
Copyright

Please note that the use of our team photos, real life photography, illustrations and artwork by third parties is prohibited. We have created these to accompany our blog articles, academy courses, marketing campaigns or other publications. The copyrights for our illustrations, other designs and custom photos rest with Yoast and therefore these may not be used without our explicit consent.

Stock photos



Illustrations



Real life photography and team photos

The real life photography
provides a unique brand
personality



07 Inclusive language & tone of voice

Inclusive language

In addition to our use of the pride colors, we make an effort to write as inclusive as possible. So when you're writing content for Yoast, keep inclusive language in mind. By writing more inclusively, you open up your content to more people and make it relatable for everyone. You can actually use the inclusive language check in Yoast SEO to get feedback on how inclusive your text is.

Tone of voice

If you are writing, try to be enthusiastic, informal, knowledgeable, helpful, friendly, and playful

Extra writing pointers

American English spelling

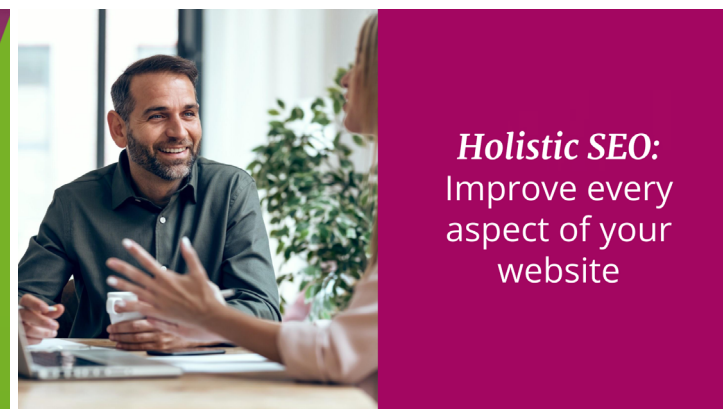
Yoast, as a company, uses American English spelling.
Color, honor, optimization, analyze, e.g.

Don't title case

Don't capitalize unless it's a (product)name (or at the beginning of a sentence). .

08 Branding examples

Slide decks



Youtube thumbnails



Paid ads

