yelp

BRAND GUIDELINES

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ABOUT YELP

Yelp was founded in 2004 to help people find great local businesses like dentists, hair stylists and mechanics.

In addition to reviews, you can use Yelp to find events, lists and to talk with other Yelpers.

Every business owner (or manager) can setup a free account to post photos and message their customers.

Yelp makes money by selling ads to local businesses - you'll see these clearly labeled "Yelp Ads" around the site.

Paying advertisers can never change or re-order their reviews.

Yelp uses automated software to recommend the most helpful and reliable reviews for the Yelp community among the millions we get. The software looks at dozens of different signals, including various measures of quality, reliability, and activity on Yelp. The process has nothing to do with whether a business advertises on Yelp or not.

You can access Yelp via iPhone, Android, and more.

The Weekly Yelp brings locals updates on the latest and greatest business openings & other happenings.

MISSION STATEMENT

We're passionate about connecting people with great local businesses. At Yelp, we're bringing together world-class talent from different experiences, disciplines and areas of study to produce a world-class product.

FULL COLOR LOGO

The Yelp logo represents more than just a website. It stands for our trusted content, our user experience, and for our community. These guidelines will help you present the Yelp logo in a clear and effective way. All logos can be downloaded at **www.yelp.com/brand**

The ideal presentation of our logo. It looks best on a colored background. Any color will do, but red is, of course, our favorite. If you are using the logo on a white background, use the one with a gray stroke.

FULL LOGO VARIATIONS

Full Color with a White Background

One Color

Grey Scale

SPECIFIC LOGO COLORS

Yelp Red

hex: c41200
RGB: 196/18/0

5-star Red

Pantone 1795c
CMYK: 9/98/93/1

Natoma

hex: 181512
CMYK: 70/67/68/81
RGB: 24/21/18

Minna

hex: cccccc
CMKY: 19/15/16/0
RGB: 204/204/204

LOGO CLEARSPACE

Your use must be substantially separated from other logos, trademarks, and graphics. The 'e' in Yelp may be used as a guide to establish clearspace.

MINIMUM SIZE

Please make your logo usage proportional to the smallest font size of your marketing copy. We require that our logo be shown no smaller than 1/4" in height.

YELP LOGO DON'TS

Yelp has seen some "creative" uses of our logo. The Yelp logo is not to be remixed or altered. Download it from **www.yelp.com/brand**

Here is a list of logo don'ts:

Don't stretch or skew

Don't pixelate

Don't create your own version

Don't put it on busy backgrounds

Don't break the clearspace

Don't change the colors

YELP BURST LOGOS

The Yelp Burst logos are an expression of our enthusiasm for connecting Yelpers with great local business' all over the world. Feel free to use when appropriate.
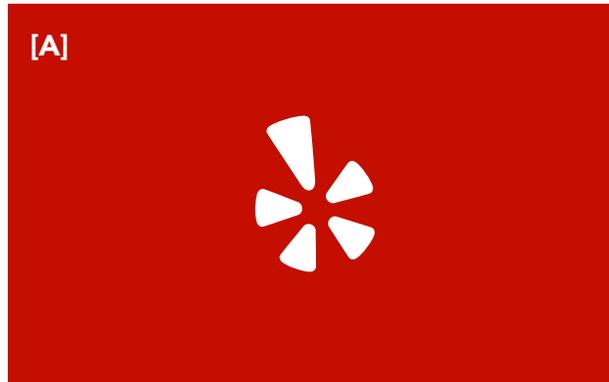**www.yelp.com/brand**

Express yourself. We've seen some creative things done to our burst logo. We just hope you stay mindful with what you do with it. Here are some simple tips to keep in mind.
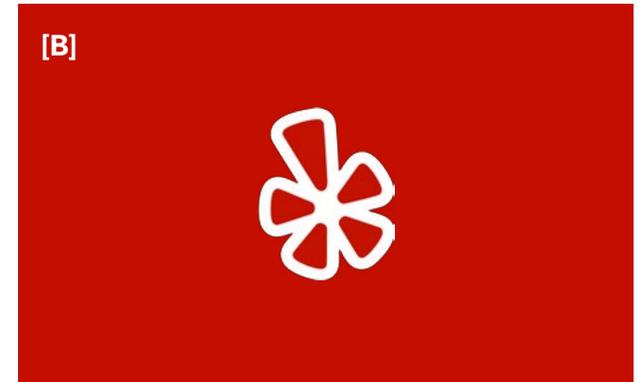
Do not rotate it in any way.

Do not use any colors other than Yelp specified reds or white.

[A]

BURST [A]

How we use this Burst. We use this burst as our social media identifier and as a support graphic in our community collateral for our Elite Yelper Events.

[B]

BURST [B]

How we use this Burst. This burst is solely used for our Android App Launch Icon.

YELP
FONT

French for "what is to come," the Avenir typeface is fitting for a company engaged in the world of expectations. Designed by Adrian Frutiger in 1988.

ABCDE
FGHIJK

abcdefghijklmnopqrstuvwxyz
(,.;:?!@#$%^&*) 0123456789

Avenir is our primary typeface. We tend to use black the most, BUT...we have been known to use heavy, medium, roman and book. ~~Never light~~ *and never any italics.*

LMNO

YELP COLORS

Red is the preferred color of Yelp, but we use different reds for web and print and a dark, almost black, color known as Natoma.

[A]

Yelp Red

hex: c41200
RGB: 196/18/0

5-star Red

Pantone 1795c
CMYK: 9/98/93/1

Natoma

hex: 181512
CMYK: 70/67/68/81
RGB: 24/21/18

YELP TAGLINE

Yelp's goal is to be the helpful local companion that consumers trust to make life a little easier and a lot more interesting.

TAGLINE [A]

Vertical Lockup. We use the vertical lockup whenever possible. As it is our preferred use.

TAGLINE [B]

Horizontal Lockup. When space doesn't allow for the use of the vertical lockup, our horizontal version is allowed.

[A]

yelp✳
We know just the place.

[B]

yelp✳ **We know just the place.**

YELP
VOICE

The Yelp voice can range from very casual to slightly serious, although never too far to either extreme. Like your friend speaking to you about something, you're more likely chatting over coffee than a glass of beer.

We are writing to our users as equals, as smart and witty as all of us. They can understand our jokes but we are not demoralizing them by taunting them with overly wordy soliloquies. We want our users to feel comfortable with the brand; whether they interact with it in the more formal sense as a business, or the more informal dealings as a consumer.

We're cool but we're not your mom trying to do the 'Watch Me Whip' dance.

YELP PARTNERSHIPS

Yelp values community and partnerships. Yelp Official Partners are allowed to display the logo on their own materials in order to show their participation as a Yelp Official Partner.
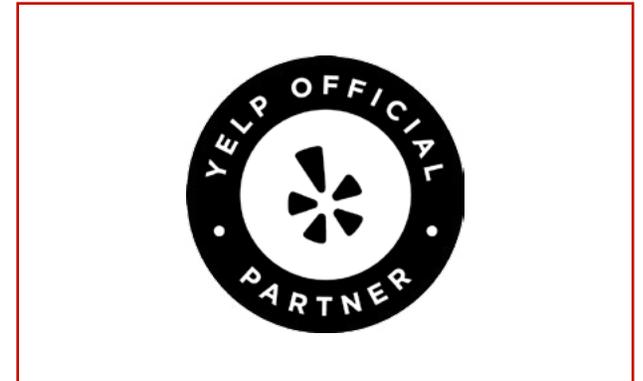
Offical Partners Only. While we'd love to build community and relationships with everyone, only designated, Official Yelp Partners may use the logo.

Written Content
www.yelp.com/partners

Full Color with a White Background

One Color with a White Background

One Color with a Color Background

FINAL WORD

For other questions
regarding the use of Yelp
assets please visit
www.yelp.com/styleguide