younity | Brand Guidelines

Version 2.0 · November 2026

empowering you

Logo, colors, typography, imagery, design elements, icons, UI, tone of voice and applications. For everyone who designs or writes for younity.



younity GmbH · Muttenz, Switzerland

Valid for all channels: digital, print, events, social media

Contents

This guide describes how younity looks and sounds. It applies to everyone who designs or writes for younity, internally and externally.

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At a glance

The basic rules in brief. Details and reasons follow in the chapters.

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Logo

Wordmark in gradient on white. Symbol for avatars and watermarks. Never combine them.



Colors

Space Blue carries the brand, Deep Pink sets accents. Plenty of white and light surfaces create calm.

Aa

Typeface

DM Sans for everything. Headlines in Bold with tight tracking, body text in Regular.

One word in pink

Signature

One keyword in pink, at most once per format. No all caps.



Shape

The circle from our symbol. Arch, pill and half circle derive from it.

We speak directly.

Tone

We write warmly and concretely and make no healing promises.

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Brand

01

What younity stands for, why we exist and how we want to come across.

Our claim

empowering you

The claim speaks to every person directly. Like our name, it is written in lowercase, without a full stop and on one line. It stands on its own, not as a fixed unit with the logo.



Vision

Empowering people to be fulfilled.

We do it with love and passion.



Mission

With love and passion, we create valuable experiences, open up access to the most inspiring mentors and share their wisdom.

We enable people to connect with their higher self and unfold their full potential.



The younity team

We are not the mentors. We are the stage.

younity turns the wisdom of the most inspiring mentors into experiences people can buy, attend and live: online programs, masterclasses, trainings, online summits, live events and communities.

In 14 languages and more than 70 countries. Based in Muttenz, Switzerland.

187+
Programs

91+
Mentors

3M
People in the community

70+
Countries

Figures as of November 2026. Check before use.

Brand personality

Three qualities from the first guide of 2024. They apply to all channels.

mindful

We act with care and conviction. We choose mentors, content and words carefully.

empowering

Every piece of content should enable a concrete next step.

valuable

We would rather do less and do it thoroughly. What we offer should have a lasting effect.

We are

warm · clear · encouraging · approachable · high-quality · connecting

We are not

~~aloof~~ · ~~vaguely esoteric~~ · ~~loud~~ · ~~preachy~~ · ~~arbitrary~~

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Logo

02

Our most important identifier. It consists of two independent marks: the wordmark and the symbol.

Wordmark and symbol

The wordmark is a reduced, geometric typeface. The symbol is the initial y, enclosed by a circle that its descender connects to.

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Wordmark · primary logo
First choice for every sender: website, documents, posters, presentations.



Symbol · signet
For small spaces and wherever younity is already clear as the sender.

Important: Wordmark and symbol always stand alone. They are never combined side by side into one logo, not even in headers or email signatures.

Color variants

The gradient version is our primary logo. The single-color versions are used when the background or production method does not allow the gradient.

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Gradient
Primary logo on white and very light, calm surfaces.

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Space Blue
On light surfaces when the gradient is not possible.

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White
On Space Blue, pink, dark surfaces and photos.

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Deep Pink
As an accent on white, light surfaces or black.

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Black
Only for single-color print, stamps, engraving or very busy light surfaces.

File formats: SVG for web, Office and print (scales without loss). PNG with a transparent background for tools without SVG support. Never use logos from screenshots or JPGs with a background.

Clear space and minimum size

The clear space keeps other elements at a distance. It grows with the logo and is therefore defined relatively, not in pixels.



Wordmark: x = half the height of the letter “o”
That is roughly 9 % of the logo width.



Symbol: x = ¼ of the circle diameter
Applies on all sides, including the format edge.

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Wordmark
min. 80 px wide digital
min. 20 mm wide in print

Symbol
min. 24 px digital
min. 6 mm in print

Favicon
16 px as the only exception,
only as the app icon version

Symbol

The symbol is used where space is limited or the brand is already known: profile picture, app icon, favicon, watermark in social media and on slides.



Gradient
Default on white



Space Blue
Light surfaces



Deep Pink
Accent on light



White
Dark surfaces, photos



White on pink
Action surfaces



App icon
Avatar, Favicon



Profile picture: App icon version, circular, identical on all social channels.



Watermark: in posts and thumbnails top right or top left, about 8 % of the format width.



Slides: top right on light content slides. Title and chapter slides carry the wordmark.

Logo on backgrounds

Rule of thumb: gradient on white, white on dark. On photos, the logo always sits in a calm area of the image.

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White
Gradient

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Light Blue
Gradient or Space Blue

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Light Pink
Space Blue

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Space Blue
White

younity

Deep Pink
White

younity

Black
Deep Pink or white



Dark photo
White in a calm area



Light photo
Black or Space Blue

Incorrect use

The logo is always used from the original files. It is never redrawn, altered or given effects.

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Do not distort
Always keep the proportions.

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Do not rotate
The logo always stands upright.

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No effects
No shadow, glow or 3D.

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No outline
Only the original filled shapes.

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No gradient on dark
The white version belongs here.

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No pink on Space Blue
Not enough contrast.

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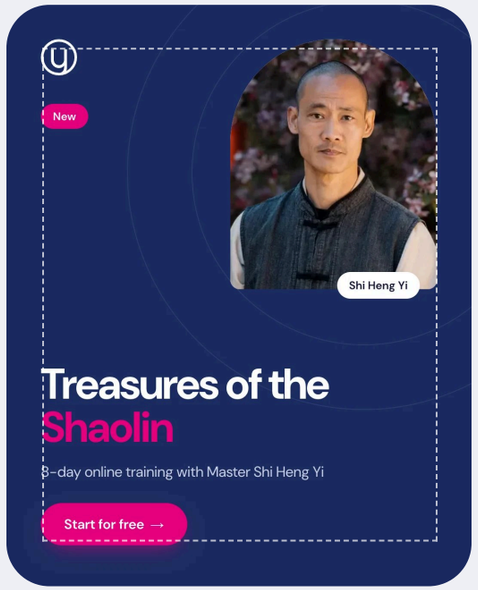
Do not recolor
Only the five approved versions.

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Do not combine
Symbol and wordmark stay separate.

Placement and co-branding

younity is the stage. Our formats put the mentors and their content in focus, the logo signs off as the sender.



Dashed: margin of 7.5 % of the format width, so 80 px at 1080 px. The symbol sits in the top left margin.

- **Always in a corner.** Preferably top left (wordmark) or top right (symbol as a watermark).
- **Size:** wordmark about ¼ of the format width, symbol about 8 %.
- **One logo per format.** Do not repeat it at the top and bottom.
- **Never in the focus of the image**, never over faces or text.

Co-branding with partners

younity | Partner logo

- Same optical size, separated by a thin line (1 px, border color).
- Distance between the logos: at least 2 × clear space.
- We set mentor names in DM Sans. Mentors' own logos only if officially approved.

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Colors

03

Two brand colors, plus light surfaces and a small palette for digital states.

Primary colors

For spot color printing, use the Pantone values; for four-color printing, the CMYK values. Check CMYK with a proof before every job.

Space Blue

Carries the brand: dark surfaces, headlines, navigation, footer, shapes.

HEX	RGB
#1D2E64	29 / 46 / 100
Pantone	**CMYK**
288 C	100 / 87 / 31 / 19

Deep Pink

Our highlight: buttons, links, keywords, badges.

HEX	RGB
#E5007D	229 / 0 / 125
Pantone	**CMYK**
226 C	1 / 97 / 4 / 0

White

Space and calm. The most common surface.

HEX	RGB
#FFFFFF	255 / 255 / 255
Pantone	**CMYK**
Paper white	0 / 0 / 0 / 0

Surface colors and digital palette

Light Blue and Light Pink are the stage for portraits and content. We use the extended palette only digitally, for states and text.

Light Blue

Calm surfaces, cards, portraits. Previously also called “Light Grey”.

HEX	RGB	CMYK ≈
#EEEFF4	238 / 239 / 244	2 / 2 / 0 / 4

Light Pink

Warm surfaces, portraits, topics around heart and relationships.

HEX	RGB	CMYK ≈
#FCE7F2	252 / 231 / 242	0 / 8 / 4 / 1

Off-White

Very light surfaces, form areas, email background.

HEX	RGB	Use
#F5F6F9	245 / 246 / 249	digital only

Digital extension · screen only, not for print

Navy 800
#18265A
Depth in blue surfaces

Night
#0F1838
Footer, overlays

Pink Hover
#C8006D
Hover, pressed

On Dark
#CFD4E6
Secondary text on blue

Ink
#16193A
Text on light

Muted
#595F78
Secondary text

Border
#D5D8E3
Lines, frames

Gradient

The gradient from Space Blue to Deep Pink is part of our logo. To keep it special, we use it in only one other place: as a thin bar.



Space Blue
0 %

Midpoint
50 %

Deep Pink
95 %

Linear · 90° (left to right) · CSS: `linear-gradient(90deg, #1D2E64 0%, #E5007D 95%)`

Allowed

- **Wordmark, symbol and app icon**
- **Gradient bar** at the bottom edge of presentations and documents, at most 1 % of the format height

Not allowed

- As the background of surfaces, cards or buttons
- In type, icons or shapes. For photos, there is the color overlay (chapter Imagery)

Color proportions and combinations

White and light surfaces dominate, Space Blue gives structure, pink stays rare.

60 %
White & Light Blue

25 %
Space Blue

10 %
Deep Pink

5 %

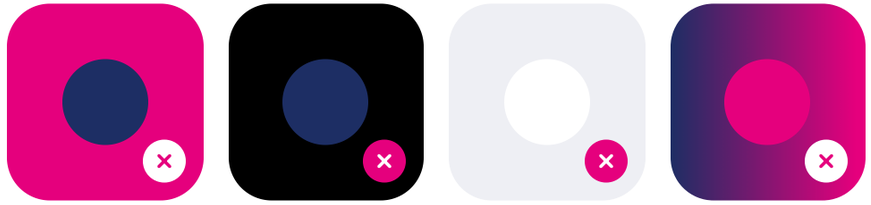
A guideline across a campaign or website. Individual formats (e.g. an event poster in Space Blue) may differ.

How we combine



On Space Blue: pink as a surface always, as type only in headlines from 32 px.

What we avoid



Too little contrast, muddy pairings or the gradient as a surface.

Contrast and accessibility

We meet WCAG 2.2 level AA: at least 4.5 : 1 for text, 3 : 1 for large type from 24 px (or 19 px bold) and for controls. The only deliberate exception: the pink keyword in large headlines on Space Blue.

Aa	Ink on white Body text, headlines	17.0 : 1	All sizes
Aa	Space Blue on white Headlines, numbers	12.9 : 1	All sizes
Aa	White on Space Blue Text on dark surfaces	12.9 : 1	All sizes
Aa	Muted on white Secondary text	6.3 : 1	All sizes
Aa	Deep Pink on white Links, keywords	4.5 : 1	All sizes
Aa	White on Deep Pink Buttons, badges	4.5 : 1	All sizes

Aa	Deep Pink on Light Blue Large type, accents	4.0 : 1	Large only
Aa	Deep Pink on Light Pink Large accents	3.9 : 1	Large only
Aa	On Dark on Space Blue Secondary text on dark surfaces	8.7 : 1	All sizes
Aa	Space Blue on Light Blue Text on cards and surfaces	11.2 : 1	All sizes
Aa	Deep Pink on Space Blue headlines from 32 px only, deliberately below AA	2.8 : 1	From 32 px
Aa	Space Blue on Deep Pink never use for text	2.8 : 1	Not allowed

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Typography

04

One typeface for everything: DM Sans. Plus weights, scale, typesetting rules and the pink keyword.



DM Sans

Geometric sans serif with low contrast, free under the SIL Open Font License. Available via Google Fonts, self-hosted on the website.

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz Ää Öö Üü
& ? ! „ “ € % @ ( ) · → +

Light 300 | Regular 400 | Medium 500 | **Semibold 600** | **Bold 700**

Fallback: Arial, Helvetica, sans-serif. Install DM Sans for Office templates. Where that is not possible (e.g. email clients), Arial is used.

Weights

Five weights with fixed roles. That is all we need.

Bold 700 Tracking −2 % to −3 %	Headlines, statistics, prices, emphasis in body text	**For a fulfilled life**
Semibold 600 Tracking 0 to +1 %	Buttons, card titles, navigation, labels	**Start for free →**
Medium 500 Tracking 0	Names, subtitles, meta lines	Shi Heng Yi · Shaolin master
Regular 400 Tracking 0	Body text, leads, descriptions	Online programs, masterclasses and live events.
Light 300 from 64 px only	Large chapter numbers and single display words, never for text	01 02 03

Type scale

Desktop values. On mobile, we scale display to H2 down to about 70 %: H1 36 px, H2 28 px, body text 16 px.

Display	56 / 60 · Bold · −3 %	How do you want to grow?
H1	48 / 54 · Bold · −3 %	The best mentors
H2	40 / 46 · Bold · −2 %	New at younity
H3	22 / 28 · Semibold · −2 %	Treasures of the Shaolin: the complete 21-day program
H4	20 / 28 · Semibold	How can I join younity?
Lead	20 / 31 · Regular	Online, live or in a training: choose your path.
Body	17 / 28 · Regular	Video teachings, live coaching and a community on the same path as you.
Small	15 / 23 · Regular	A few days away from everyday life, right in the middle of transformation.
XS	13 / 19 · Regular	Your data is treated confidentially and never passed on to third parties.
Meta	14 / 20 · Medium	Online course · Shi Heng Yi · 21 days

The pink keyword

Our typographic signature comes from the first guide: one word in pink. It only works as long as it stays rare.

The stage for the **most** **inspiring** teachers of our time

On a light background
One word in Deep Pink

The spiritual **festival** in Europe

Info and tickets

On Space Blue
One large word in Deep Pink, small type stays white

One word

The emotional core word of a statement, never a whole sentence. Same weight, only the color changes. On Space Blue also Deep Pink, but only in headlines from 32 px.

Rare

At most once per format or screen, in the most important headline. Subheadings and page titles stay single-colored.

No all caps

No lines in capitals above headlines. Categories appear as a meta line in normal case: “Online course · 21 days”.

Typesetting

- **Left-aligned.** Centered only for short headlines and calls to action (max. three lines).
- **Line length** at most 680 px, about 60 to 75 characters.
- **No all caps.** Badges, labels and categories also use normal case.
- **Line height:** headlines 1.0 to 1.15, body text 1.6.
- **Tracking:** headlines -2 % to -3 %, body text unchanged.
- **Characters:** typographic quotes (German „so“, English “so”), apostrophe ’, en dash without spaces for ranges (10–12 am), prices as usual in the target market.

Don’ts



No shadows



No outline



Do not distort



No gradient in type



No all caps



Not several colors

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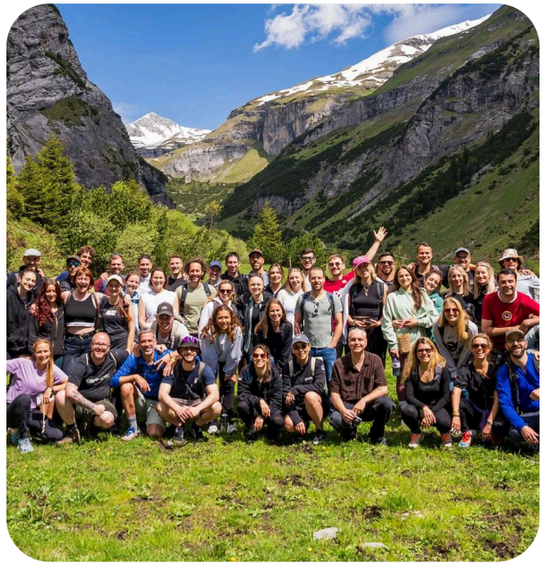
Imagery

05

Portraits, events, community and nature. Plus image shapes, color overlay and illustrations.

Visual language

Four groups of motifs we focus on.



Real moments

Real people and real emotions. Community you can feel.



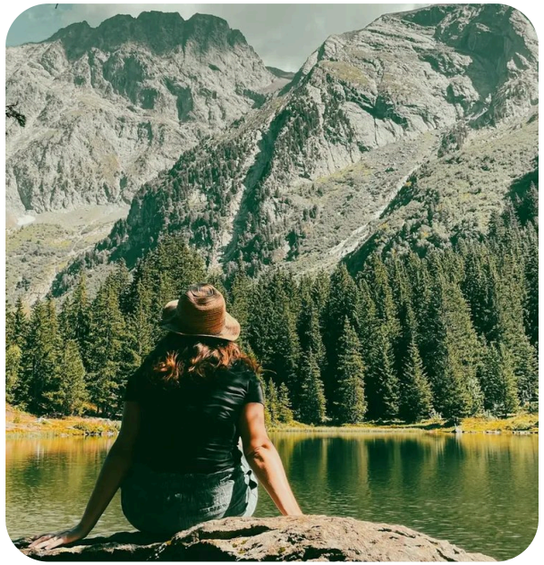
Approachable mentors

Eye contact, warm light, calm background.



Energy of the stage

Connection between stage and audience, light and movement.

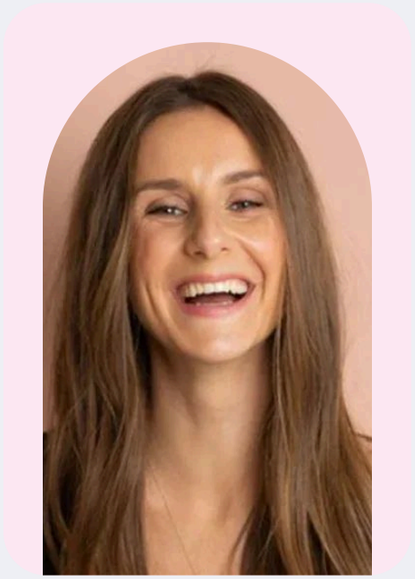


Light and space

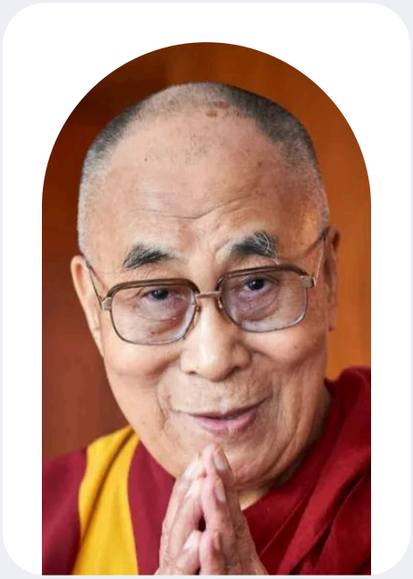
Nature, sky and water: room to breathe and arrive.

Mentor portraits

Portraits are our most important motif. They sit on Light Blue, Light Pink or white and are cropped in an arch or circle.








Joe Dispenza


Anita Moorjani


Bruce Lipton

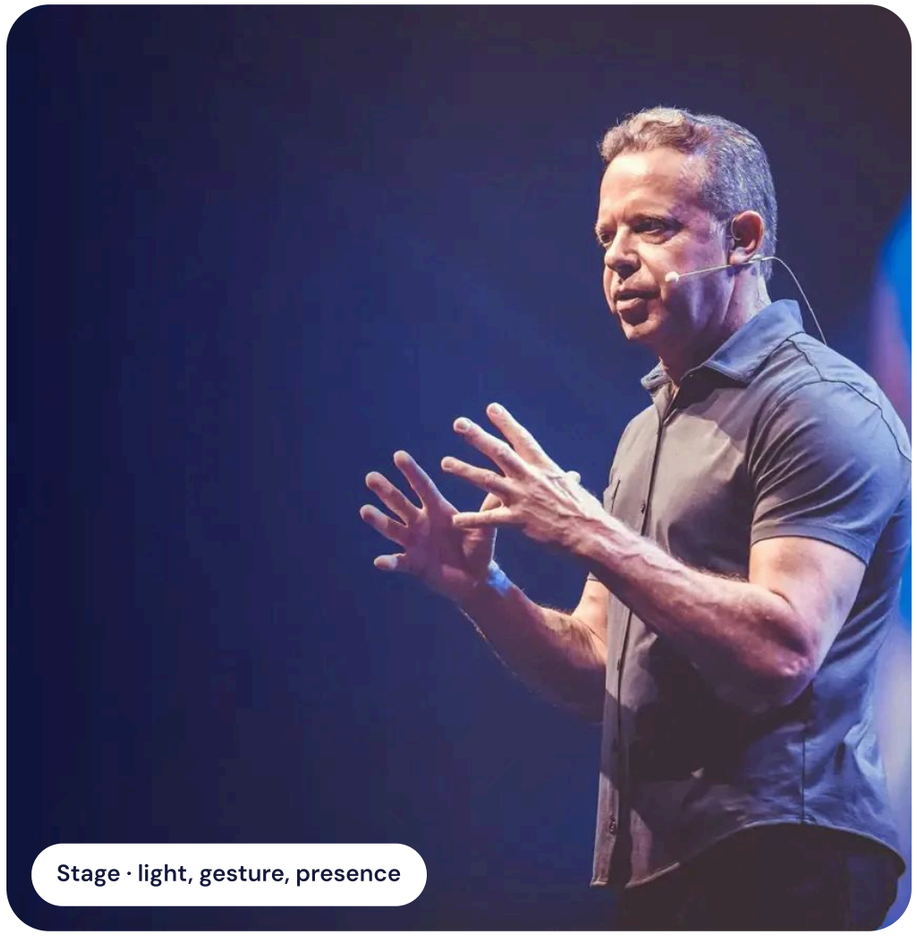

Gregg Braden


Eva-Maria Zurhorst

- **Crop:** head and shoulders, frontal or slightly from the side, looking into the camera.
- **Expression:** friendly, open, present. No staged poses.
- **Background:** light and calm, or cut out on Light Blue or Light Pink.
- **Quality:** at least 1080 px on the short side, 300 dpi at final size for print.
- **Rights:** only approved photos of the mentors. No AI-generated or altered faces.
- **Names** appear as a white pill on the image or as an avatar chip next to it.

Motif worlds

Besides portraits, three motif worlds tell the younity story: the power of live events, the warmth of the community and the vastness of nature.



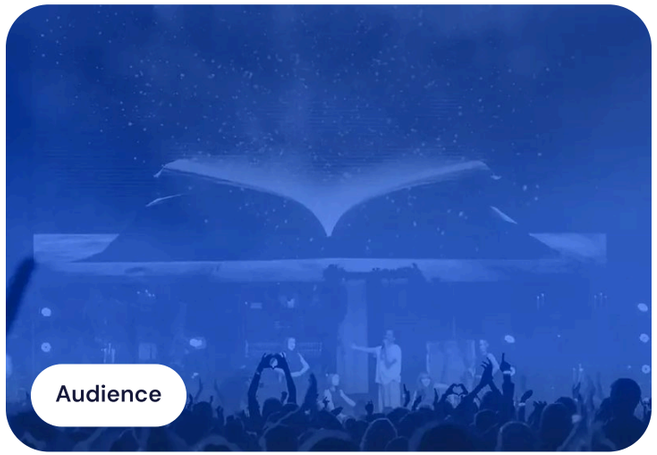








Image treatment

Images are placed in our family of shapes. Large background images with text get the color overlay.

Image shapes







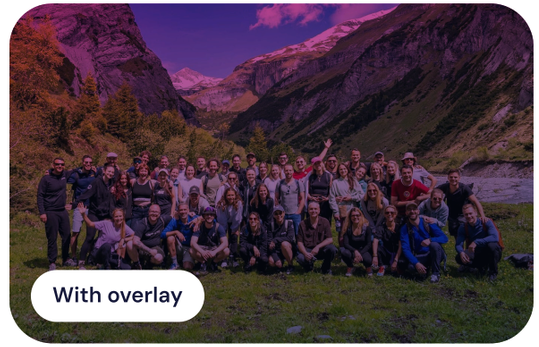
Circle for avatars · **Arch** for portrait cards · **Rectangle with 24 px radius** for photos.

Editing

- Natural colors, rather warm and bright. No vintage filters or strong looks.
- No text over faces or busy image areas.
- No stock photo clichés such as lotus flowers on stones or staged business smiles.

Color overlay



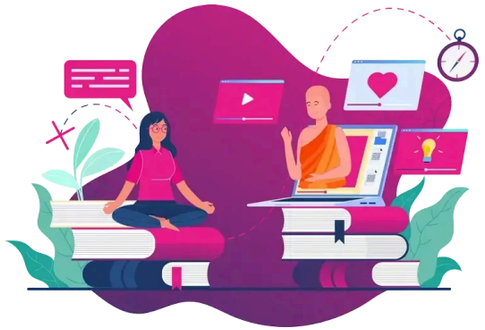


Use	Wide background images with text on them
Gradient	Deep Pink at the top → Space Blue at the bottom, about 170°
Opacity	60 to 80 %, blend mode multiply
Text on top	always white, check contrast

The overlay is a tool for photos, not the logo gradient. It is never applied to portraits.

Illustrations

Our illustrations explain offers, processes and values. They are flat, friendly and kept in our palette.









Style

Flat shapes without outlines, figures in pink and blue tones, an organic shape from pink to violet as the stage.

Use

Offer categories, onboarding, sustainability, explanatory graphics, empty states in apps.

Limits

Never as a replacement for mentor photos. Do not mix in other illustration styles. Commission new motifs in the existing style.

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Design elements

06

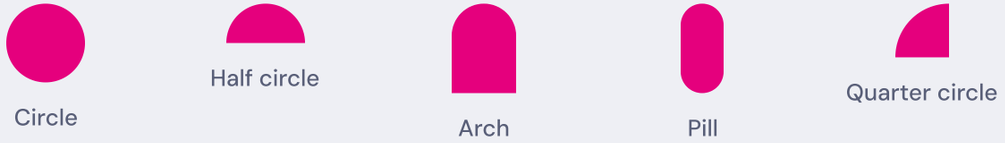
The circle from our symbol is the origin of every shape we use.



The circle

The circle stands for unity, for perfection and the all-one. As a line without beginning or end, it stands for infinity and return; as a ring, for protection and connection.

It comes directly from our symbol. A small family of shapes emerges from it, which we use as image masks, surfaces or accents.



Shapes in use

Three ways to use them. One per format is usually enough.



Orbit

younity at the center, the mentors circle around it. For hero areas, title pages and events. Rings 1 to 2 px in white at 8 to 12 % opacity.



Image mask

Arch and circle frame portraits and photos. They give images warmth and connect them to the symbol.

187+

Programs

Accent

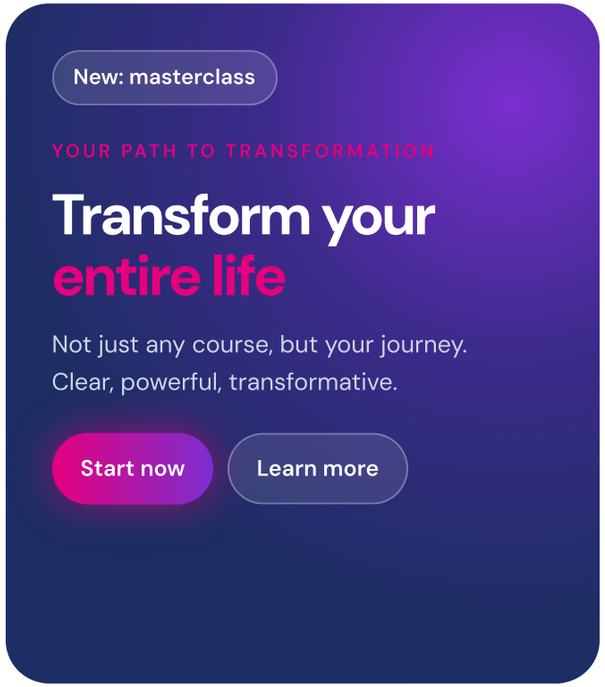
Shapes cropped at the edge and the pink accent line above numbers and names. At most two shapes per format.

Shapes in Space Blue, Deep Pink, Light Blue, Light Pink or white. No gradient, no shadow and no outline, except for the orbit rings.

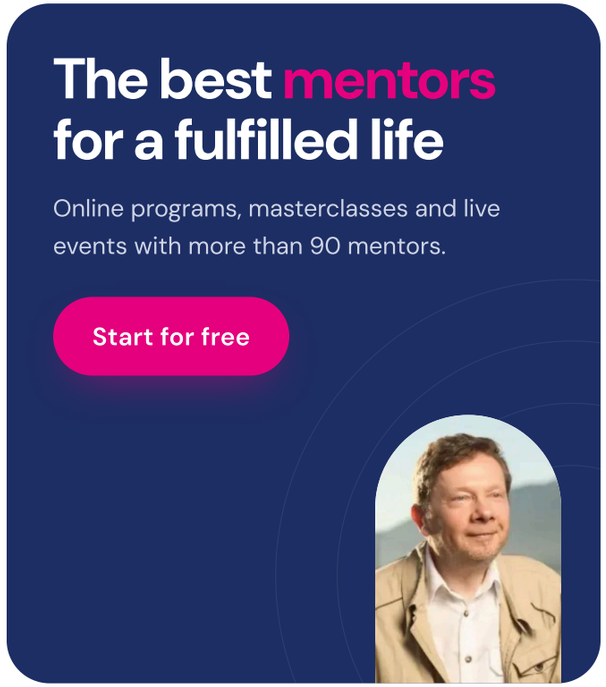
Avoiding template patterns

Many websites and posts made with templates or AI tools look the same. These patterns make younity interchangeable. We do not use them.

- **All-caps lines above every headline,** small, pink, widely tracked
- **Pill badge above the hero headline** such as “New: …”
- **Glowing effects,** glass effects and gradients as backgrounds
- **Pink in every headline** instead of once in the most important place
- **Small pink type on Space Blue,** for example in labels or body text
- **Three identical icon cards** as the default section
- **Emojis and sparkle symbols** as icons
- **AI-generated people** and interchangeable stock photos
- **Empty phrases:** “not X but Y”, lists of three, puns in every title



Template
Badge, all-caps line, glow, two pink spots, empty phrase, two equal buttons



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One clear statement, one pink word, one button, own shape

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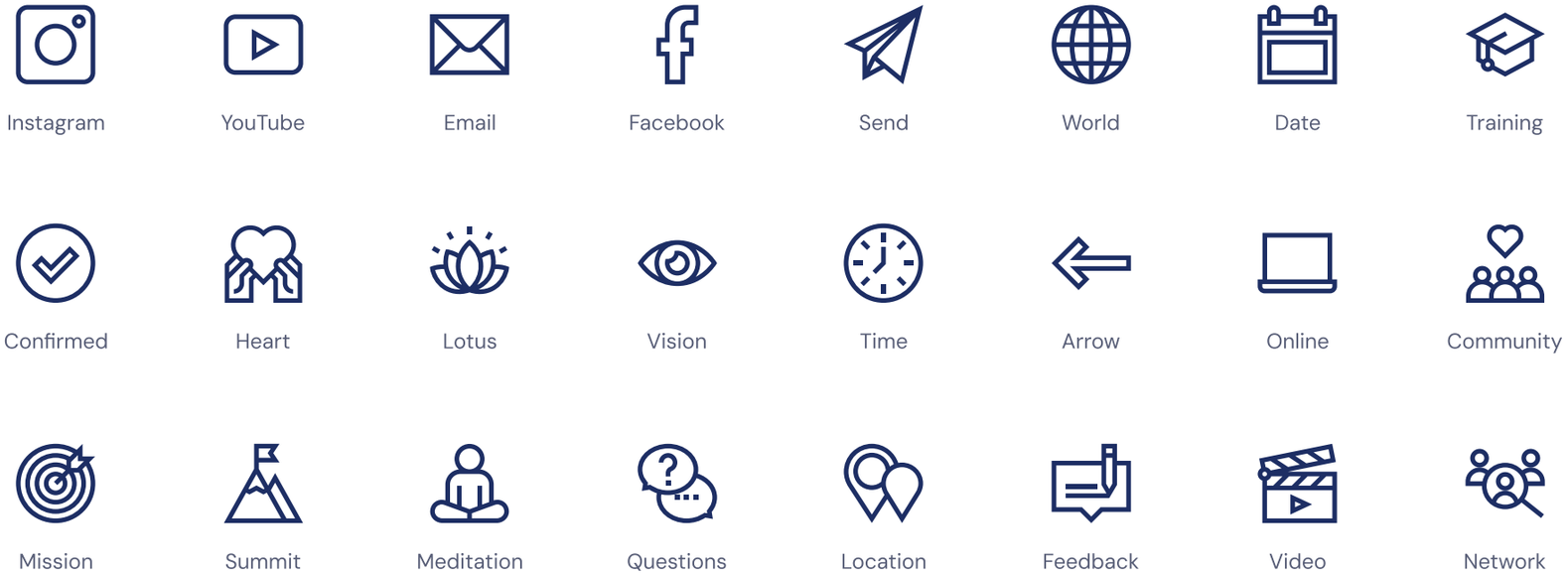
Icons

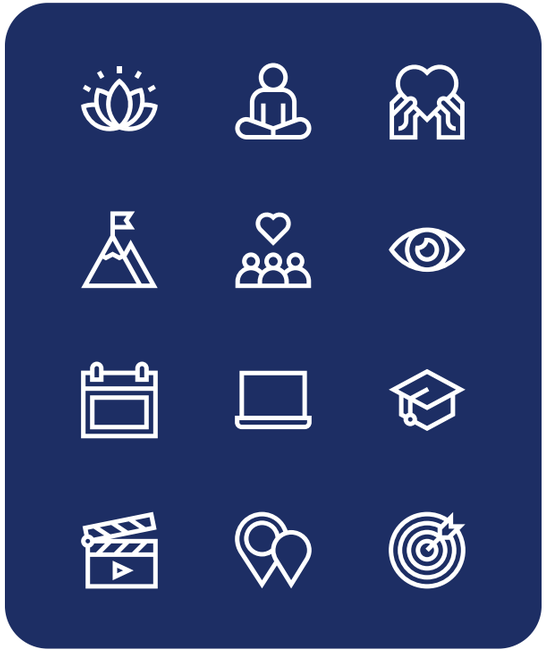
07

Brand icons for content, UI icons for controls.

Brand icons

Monoline, with a consistent stroke width. For benefits, program content, presentations, print and social media.





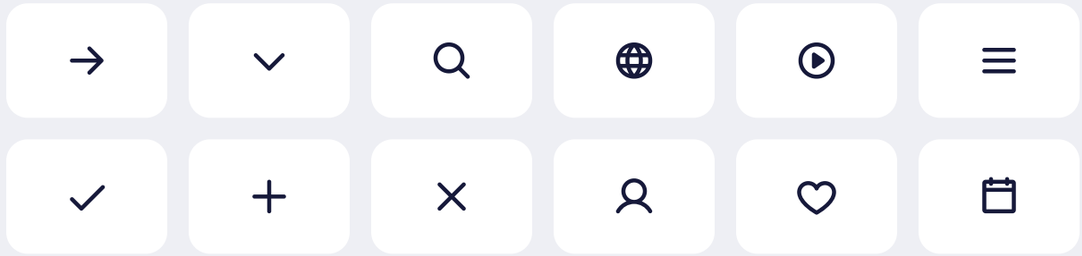
Rules for brand icons

- **Color:** Space Blue, Ink or white. Pink only for interactive elements or a single accent.
- **Size:** at least 24 px, ideally 32 to 48 px. Icons in a row are always the same size.
- **In a circle:** icon in Deep Pink on Pink Soft (10 % pink) when it is clickable.
- **Do not alter:** do not fill, do not distort, do not mix in icons from other sets.



UI icons

On the website and in digital products, we use Phosphor Icons in the Bold style. They are optimized for user interfaces, freely licensed (MIT) and cover all controls.



Sizes 16, 20 and 24 px. The color follows the text color (currentColor). Source: phosphoricons.com

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UI & Web

08

Components, spacing and tokens for website and digital products. Pink marks what is clickable.

Buttons and links

Each section has exactly one primary button. Buttons are always pill-shaped and carry a verb.

Primary

Start your journey

Hover

Height	52 px · small 44 px
Padding	15 × 36 px · small 10 × 22 px
Typeface	15 px Semibold, white
Fill	Deep Pink · Hover #C8006D
Shadow	Pink, 24 px soft

Secondary & link

Discover all mentors

Learn more →

→

Sold out

Secondary	White, 1 px border, Space Blue
Link	15 px Semibold, pink, with arrow
Icon button	44 px, Pink Soft, arrow in pink

On Space Blue

Info and tickets

View program

Primary	unchanged Deep Pink (fill)
Typeface	White or #CFD4E6, pink only in headlines from 32 px
Secondary	transparent, white border 45 %
Focus	4 px ring in Pink Soft

Labels

Short and active, with a verb: “Start for free”, “Info and tickets”. Not: “Click here”, “Submit”.

Hierarchy

Primary for the main action, secondary for alternatives, link for further content.

Motion

On hover, the button rises by 1 px. Transitions 240 ms, easing cubic-bezier(.16, 1, .3, 1).

Forms, badges and chips

Form fields are pill-shaped like buttons. Badges and chips help with orientation without cluttering.

First and last name

Email

Start for free

I accept the privacy policy and would like to receive the younity newsletter.

How can I join younity?

Input field	52 px high, white, border #D5D8E3, focus in pink
Checkbox	20 px, round, active in Deep Pink
Accordion	20 px Semibold, 24 px radius, plus icon in a circle

Badges

New -40 % Live Free

Meta line and rating

Online course · 21 days Live event · Basel

Names and mentor chips

Shi Heng Yi  Bruce Lipton  Marianne Williamson

Badge	12 px Semibold, normal case, pill, max. one badge per card
Name pill	White on image, 12.5 px Semibold, soft shadow
Stars	Deep Pink, show real ratings only

Cards

Cards have a 24 px radius, a thin border instead of hard shadows and always follow the same order.



Event · Basel

Progressive Retreat in Basel

A retreat for your new future.

was ~~799 €~~
599 €

Online programs

Learn from the best, whenever and wherever you want

Video teachings, live coaching and a community.



Free

Trainings & masterclasses

Try it without risk.

★ ★ ★ ★ ★

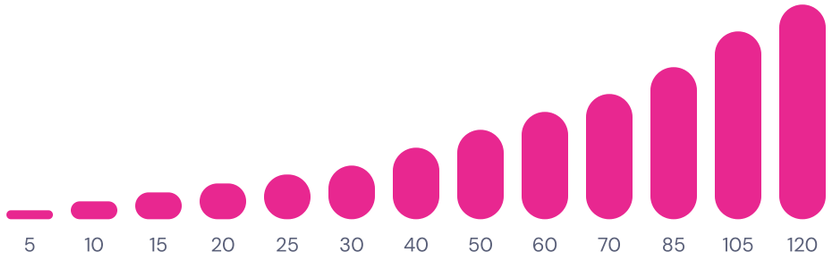
“I have grown so much as a person.”

Product card: Image with badge and name pill → meta line → title (H3) → short text → footer with arrow and price. Prices and content in this example are placeholders.

Grid, spacing and radii

All spacing follows a 5-point grid. There are two radii plus the pill, and two shadows.

Spacing



Container	1160 px · wide 1320 px · narrow 760 px
Page margin	24 px on mobile
Text width	max. 680 px
Sections	105 to 120 px spacing (desktop)
After headline	48 px · before call to action 64 px

Radii



12 px
Small elements under 100 px: thumbnails, icon tiles, color swatches

24 px
All surfaces: cards, photos, tiles, accordion

Pill
Everything clickable: buttons, fields, badges, chips

Shadow



Design Tokens

All values in this guide are available as CSS variables. They can be used directly in websites and apps.

- **tokens.css** with colors, typography, radii, shadows, spacing
- **DM Sans** self-hosted as WOFF2, no requests to Google
- **Prefix** --yn- for all variables

```
/* younity Design Tokens 2.0 (excerpt) */
:root {
  --yn-space-blue: #1D2E64;
  --yn-deep-pink: #E5007D;
  --yn-light-blue: #EEEFF4;
  --yn-light-pink: #FCE7F2;
  --yn-pink-hover: #C8006D;
  --yn-text-on-dark-muted: #CFD4E6;
  --yn-ink: #16193A;
  --yn-gradient-brand: linear-gradient(90deg, #1D2E64 0%, #E5007D 95%);

  --yn-font: "DM Sans", Arial, Helvetica, sans-serif;
  --yn-fs-h1: 48px;  --yn-lh-h1: 54px;
  --yn-fs-body: 17px; --yn-lh-body: 28px;
  --yn-tracking-tight: -0.02em;

  --yn-radius-sm: 12px;
  --yn-radius-lg: 24px;
  --yn-radius-pill: 999px;
  --yn-shadow-button: 0 10px 24px -10px rgba(229,0,125,.55);
  --yn-ease: cubic-bezier(0.16, 1, 0.3, 1);
}
```

younity

Tone of voice

09

We speak directly, write concretely and never promise what we cannot keep.

How we write

Four principles, each with an example.

Personal

We address every person directly.

Like this

Start your journey.

Not like this

Users may now begin their personal transformation journey.

Warm

We show feeling and stay grounded.

Like this

Find your way back to inner calm.

Not like this

Immerse yourself in the infinite bliss of the universe!

Clear

We state facts and avoid jargon.

Like this

8 days, free, at your own pace.

Not like this

A multidimensional experience on every level.

Honest

No healing promises, no false urgency.

Like this

Many participants experience more calm.

Not like this

Cures your anxiety in 7 days. Today only!!!

Spelling and style

- **We always write younity in lowercase**, even at the start of a sentence and in headlines. Never Younity, YOUNITY or YOUnity.
- **Direct address** in all channels: “you” in English, the informal “du” in German. Formal German business letters may use “Sie”.
- **Swiss spelling** in German texts, with ss instead of ß: grosse, weiss, Strasse.
- **Numerals** in headlines, buttons, badges and facts: 8 days, 3M, 70+ countries.
- **Emojis** sparingly and only in social media and email subject lines, at most one per sentence.
- **Calls to action** start with a verb: Start, Discover, Get.

Wording

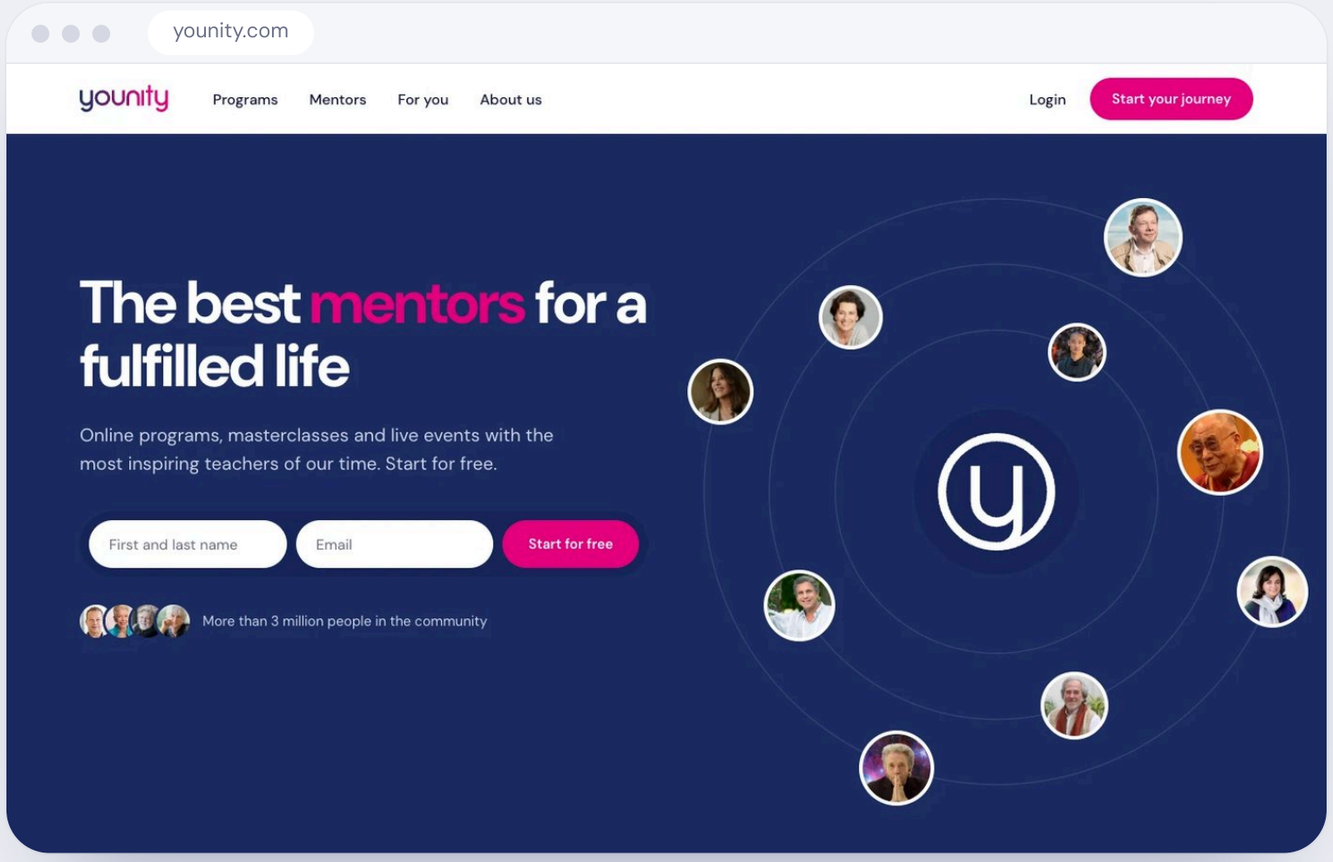
We say	Instead of
Mentors	Gurus, coaches, speakers
Online program, online course	Product, content, package
Community, participants	Customers, users, target group
Journey, path, growth	Optimization, hack, upgrade
Fulfilled life	Perfect life, success at any cost
Free	Gratis, for nothing
Live event, festival	Seminar event

younity

Applications

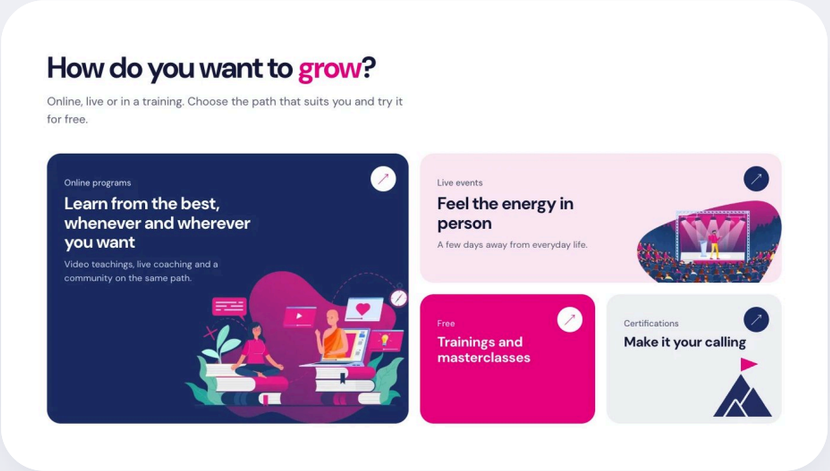
10

Examples for website, social media, video, print, email and presentations.



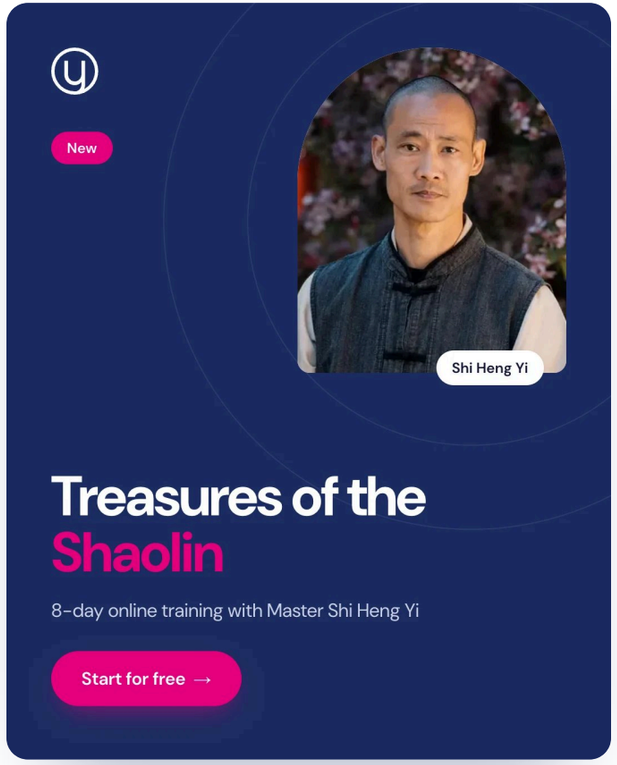
Website

Hero in Space Blue with orbit, one headline with a pink word, a clear call to action, cards with 24 px radius and plenty of white space.

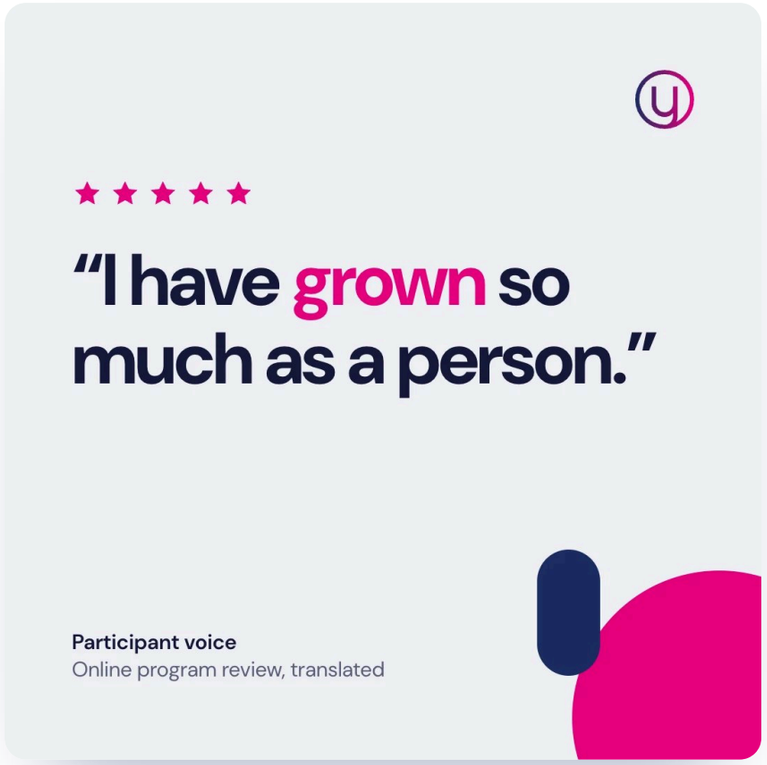


Social Media

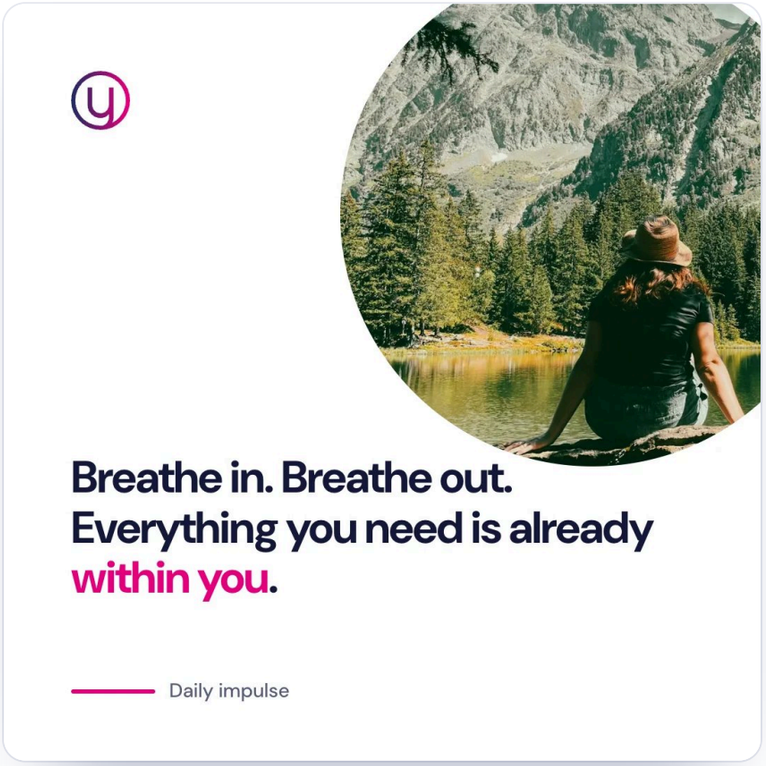
One message per post, at most one call to action. The symbol sits as a watermark in a top corner.



Announcement · 1080 × 1350 · Space Blue, portrait in an arch



Community voice · 1080 × 1080 · real review



Daily impulse · 1080 × 1080 · photo cropped in a circle

Story and YouTube



Story / reel cover · 1080 × 1920



YouTube thumbnail · 1280 × 720

- **Story:** keep the top 250 px and the bottom 340 px free. That is where the profile and controls sit.
- **Thumbnail:** large face, at most five words, one keyword in Deep Pink.



Poster · A2 portrait

Poster and event

A poster has two seconds. Space Blue as the surface, the orbit with mentors and a large headline make it younity at once.

Structure

- White wordmark top left
- Imagery in a circle, mentors in the orbit
- Headline, one sentence, call to action

Print files

- Pantone 288 C and 226 C or CMYK, values from chapter 03
- Images at 300 dpi at final size
- 3 mm bleed, proof before approval

The same principles apply to roll-ups, stage backdrops, tickets and badges: plenty of Space Blue, little text, one keyword in pink.

younity View in browser



Find your way back to inner calm

Hi Anna, in our new online program, seven mentors show you how to let go of everyday stress. Free and at your own pace.

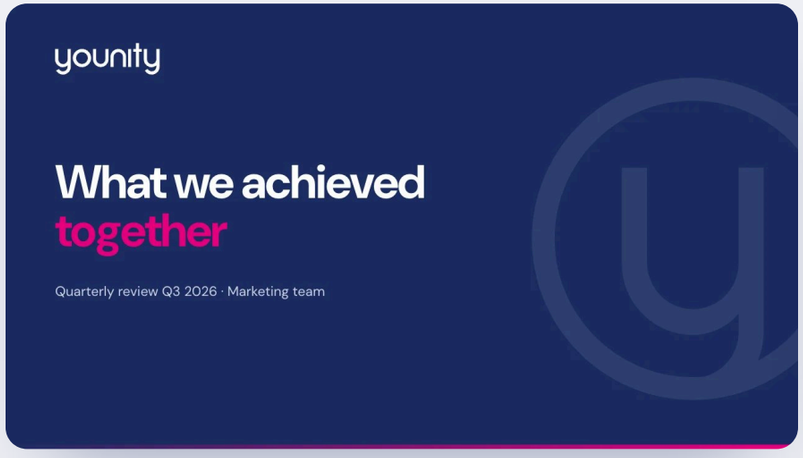
Start for free

younity

younity GmbH · Hagnaustrasse 27 · 4132 Muttenz · Switzerland
You are receiving this email because you signed up. Unsubscribe

Newsletter · 600 px wide

Email and presentation





- **Email:** 600 px wide, wordmark top left, one main image, one headline, one button. Font fallback Arial.
- Sender, address and unsubscribe link always appear in the footer.
- **Slides:** 16:9, DM Sans, gradient bar at the bottom. Title and chapter slides in Space Blue with the wordmark.
- Content slides in white, symbol top right, one thought per slide.

Brand check

Ten questions before every publication.

- [ ] Right logo for the background, clear space respected?
  Chapter 02
- [ ] Wordmark and symbol separate, logo from the original file?
  Chapter 02
- [ ] Only colors from the palette, pink used sparingly as an accent?
  Chapter 03
- [ ] Gradient only in the logo or the gradient bar, no glow effects?
  Chapters 03 and 06
- [ ] Contrast checked, pink on Space Blue only in headlines from 32 px?
  Chapter 03
- [ ] DM Sans, bold headline, pink at most once, no all caps?
  Chapter 04
- [ ] Real, high-quality images, mentor photos approved?
  Chapter 05
- [ ] One clear call to action with a verb?
  Chapter 08
- [ ] Direct address, warm and clear, no healing promises?
  Chapter 09
- [ ] younity in lowercase, spelling checked?
  Chapter 09

Downloads and contact

Logo package
Wordmark and symbol in all versions, SVG and PNG — ZIP

Brand icons
24 icons as SVG — ZIP

Design Tokens
CSS variables including font setup — CSS

DM Sans
Font to install via Google Fonts — Link

Brand Guidelines
This guide as PDF — PDF

Brand Guidelines (German)
German version as PDF — PDF

All files are available for download in the online version of this guide.

Questions about the brand?

This guide has a clear owner.
Brand Owner: *Add name*
General contact: hello@younity.team

Anyone who deliberately breaks a rule makes that decision and informs the brand owner. New cases flow into the next version.

Versions

1.0 2024 · Basics of logo, typography, icons, colors and first applications (draft)

2.0 November 2026 · Completely revised. New: imagery, design elements, UI & web, tone of voice, checklist, design tokens. No more all caps, pink used only rarely



empowering you

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