



# YEEGO CONNECT

Yeego Connect, LLC  
PO Box 1929  
Sheep Springs, NM 87364  
info@yeegoconnect.com  
www.yeegoconnect.com



## Let us help you connect.

Little things connect to bigger things. In life and business, it's the cur  
successful when you nurture your  
es step by

# Style & Usage

for print and digital

Guide issued:  
**08/10/2021**

For educational  
purposes only

**Consulting**

Style & Usage Guide

Version:  
**1.0**

**Travel**







Let's go...

...in style!

This guide is intended to help you showcase Yeego in the best light possible. Here you will find information about our history and background and how our design system speaks to that.

We hope you will find this interesting and informative as well as useful.

**Sean Robertson**  
Graphic Designer

# Contents

1	Our Story	2
.....		
2	Behind the Brand	4
.....		
	Yeego's Colors	5
.....		
	Our Logo	6
.....		
	Our Typography	7
.....		
3	Usage in Print	10
.....		
	Usage in Digital Media	12
.....		
4	Closing Thoughts From Our Founder	14





We help you \_\_\_\_\_

# Connect

Little things connect to bigger things. In life and business, it's the cumulative short steps that bring us together and enrich us. You're successful when you nurture your vision, mission, and values step by step. We amplify your vision and help you reach successful connections.



# 1 | Our Story

## ... so far

Yeego (pronounced YAY-go) in Navajo means, “Go for it.” We began in 2015 as a full-service travel and meetings and events small business. We enjoyed great success helping our customers with business and leisure travel and their meeting and event planning. Our success was based on our ability to listen to our customers and provide them with quality actionable advice.



### Consulting

We provide expertise for you in strategic planning and facilitation, meetings and events, travel, communications, message integration, web development, and graphic design. We provide you with sound advice and today's tools to tell your story the way you want it told.



### Travel

Travel is more than connecting from Point A to Point B. It's the experience and adventure along the way. It's the memories you will treasure when you return. Business and leisure travel ought to be invigorating. Widen your horizons and bring your A-game to connect.



### Planning

We offer two broad categories in planning: Meetings and events and fundraising development. We recognize you may not have the time or in-house capacity for successful meetings and events or cultivating long-term fundraising goals.

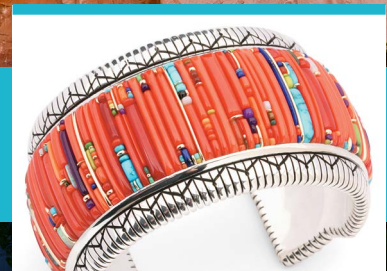
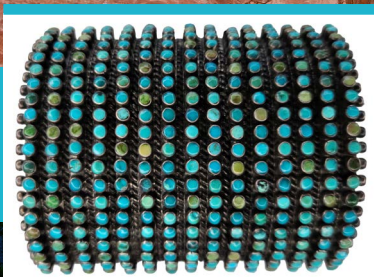


### Public Affairs

Your communications roadmap starts with your vision and mission adopted by your board. With a great roadmap, we will help you build awareness of your policy priorities, strengthen your reputation, engage your membership, excite and attract new members and allies, and build solid coalitions.



## 2 | behind the brand



### **Our colors have meaning.**

Turquoise, coral, lapis stones, and gold in Navajo jewelry inspired the colors in the redesign. For example, Sleeping Beauty Turquoise is a gorgeous blue gemstone mined near Globe, Arizona. Coral and lapis stones are also used in Navajo jewelry. Gold is not commonly found in Navajo jewelry, but Navajo silversmiths use precious metal in their jewelry making.



## Yeego color palette for print and digital

These are the colors  
that help our brand  
shine.

---

### Coral

C: 13  
M: 82  
Y: 87  
K: 3  
  
#CF5238

### Turquoise

C: 71  
M: 6  
Y: 17  
K: 0  
  
#21B5CF

### Lapis

C: 82  
M: 63  
Y: 2  
K: 0  
  
#4066AD

### Green

C: 69  
M: 0  
Y: 68  
K: 0  
  
#47BA80

### Gold

C: 20  
M: 100  
Y: 42  
K: 2  
  
#CC942B

#### Opposite page:

**Turquoise Cuff:** Raymond Betsoi, date unknown. 15-row turquoise petit point cuff with sliver. Collection of Jared King. Photographer: Jared King

**Ring:** Raymond C. Yazzie, 2012. Coral, Lone Mountain and Orvil Jack turquoise, opal, sugilite, 14-karat gold. Collection of Janice Moody. Photographer: Michael S. Waddell

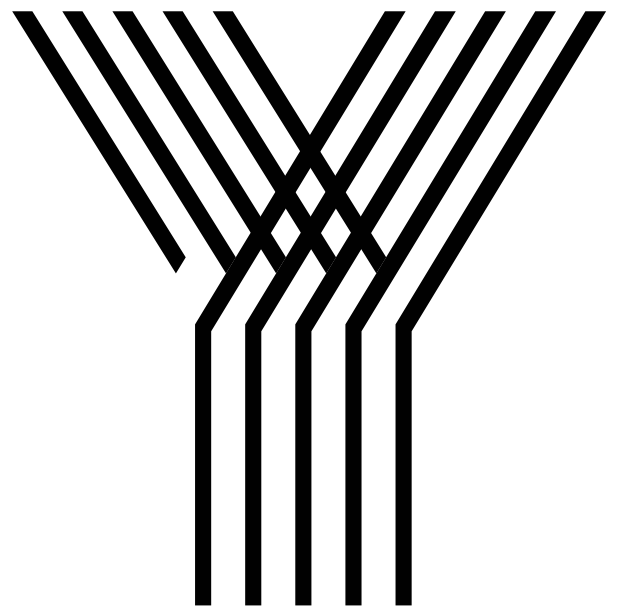
**Coral Bracelet:** Raymond C. Yazzie, 2012. Coral with accents of opal, sugilite, lapis lazuli, Orvil Jack turquoise, 14-karat gold, silver. Width, 1 1/2 in. Collection of Leota and Phil Knight. Photographer: Sam Franks



**Our logo**  
all formats

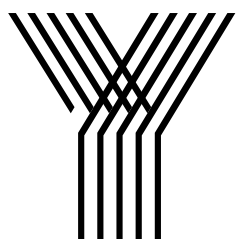
## **Our logo connects with our heritage.**

Navajo looms and loom tools inspired the logo. The five pieces of the Yeego loom represent our five business lines and how we weave those lines together to benefit our clientele. The Yeego logo represents strength, flexibility, and precision.



**YEEGO**  
CONNECT





YEEGO CONNECT

## **Our Typography** consistency and readability are key

Our typography is intended to be crisp, clean, and clear. It should be legible across a range of sizes and a variety of backgrounds. We chose Century Gothic explicitly for the clean, symmetric perfection of the Y letterform, upon which our logo is based. Care should be taken with kerning to ensure legibility and uniform flow.

### **Primary Headings**

# **Century Gothic Bold**

### **Alternate Headings and Body Text**

# Century Gothic Regular

### **Combined Usage**

# **YEEGO TRAVEL**

Helvetica may be used when Century Gothic is not readily available but should be considered appropriate for only quotidian documents, not for display pieces.

### **Alternate Body Text**

# Helvetica Regular





# YEEGO

The logo is aligned with the  
Y in Yeego as displayed  
using Century Gothic.

# Showcase

our style on display



## YEEGO In Print

posters, reports, and other documents

All Yeego print materials follow a consistent design language, using common elements and imagery with the logo, typography, and colors outlined earlier in this style guide.







YEEGO CONNECT

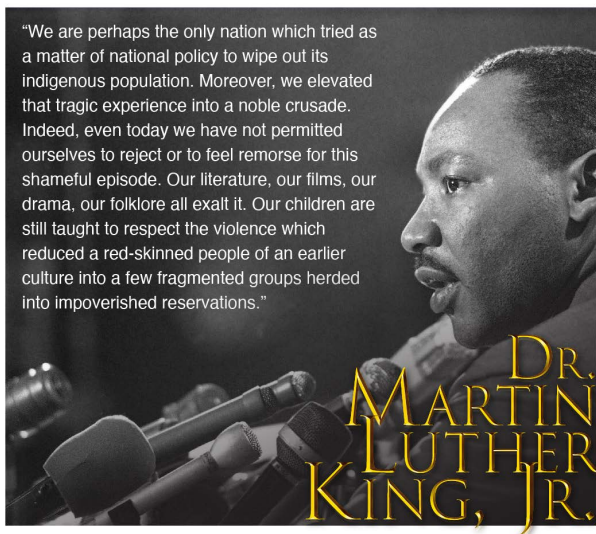


YEEGO CONNECT

## YEEGO Digital social media and the web

Yeego's digital materials follow a similar design pattern to the print materials, making effective use of bold colors and dynamic images. Some of the social media graphics are somewhat whimsical, while others are more serious, but all keeping to a generally uplifting theme. Social media graphics are much more focused on their individual messages, with the branding playing only a supporting role and additional text accompanying the graphic.

### YEEGO CONNECT



### YEEGO CONNECT



### YEEGO CONNECT



### YEEGO CONNECT






[CONNECT](#)
[CONSULTING](#)
[TRAVEL](#)
[PLANNING](#)
[PUBLIC AFFAIRS](#)
[OUR STORY](#)


## Let us help you connect.

Little things connect to bigger things. In life and business, it's the cumulative short steps that bring us together and enrich us. You're successful when you nurture your vision, mission, and values step by step. We amplify your vision and help you reach successful connections.


[Consulting](#)

[Travel](#)

[Planning](#)


[Public Affairs](#)

## In the News





## | from our founder



All photos used with permission or used under license from iStock or Adobe Stock unless otherwise noted.





Each element we considered in the style guide reflects my connection to my people, the Diné, and our deep and rich cultural heritage. This style guide serves as a single place to document branding, colors, typography, accessibility, tone, and voice for multiple audiences and communities. It is an expression of our vision and design aesthetic. Our design process has been thoughtful, connecting personal and professional experiences to our customers or clients. This style guide demonstrates our balanced and nuanced view of our work product and will guide our communications and collaboration with others.

**Jared W. King**

Diné, Principal and Owner