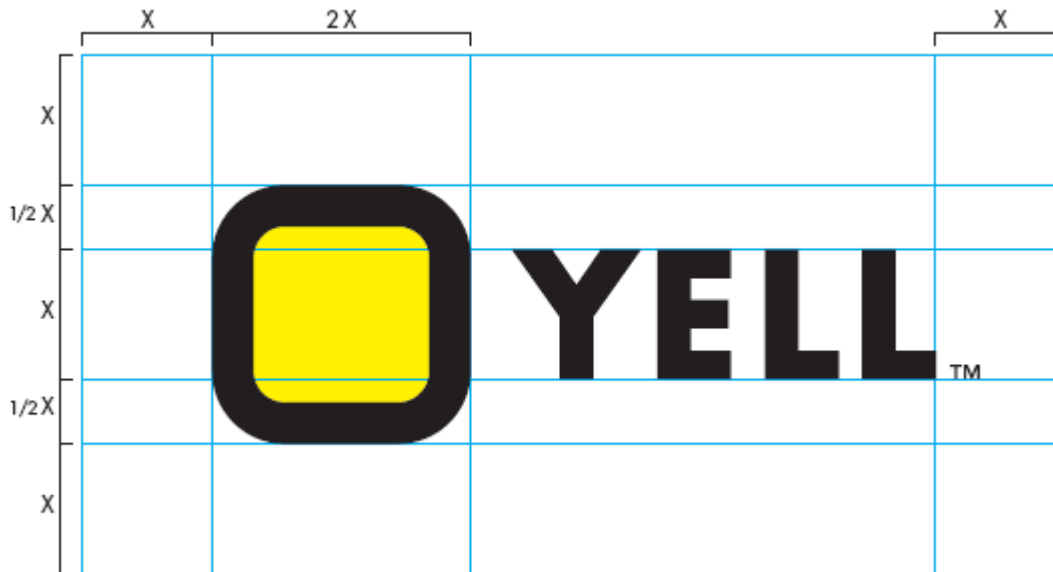


YELL TRADE MARK GUIDELINES

To ensure maximum impact the Yell trade marks should always be surrounded by a 'protected area' which is free of text or other potentially conflicting imagery.

The trade marks have been specially created and should never be redrawn or altered in any way. Do not introduce any additional names, sub-identities, slogans or any other text into, or within the protected area of the trade mark.

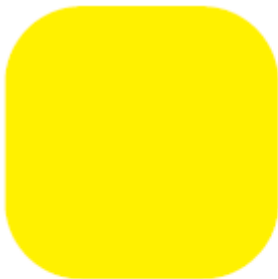
Protected area



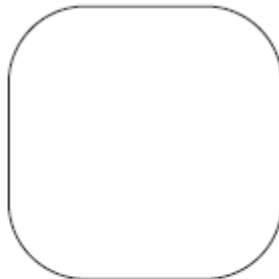
Colours

Where possible, the trade mark should be reproduced in the corporate colours of Yell yellow, white and black.

Our corporate colours adhere to the PANTONE MATCHING SYSTEM* and industry standard that ensures designers and printers can match the colours accurately. Whenever possible print using the PANTONE colours. When printing four colour process, replace the Yell yellow with process yellow.



Yell Yellow
or PANTONE® Yellow
C:0 M:0 Y:100 K:0
R:247 G:224 B:23
HTML:#FFFF00



Yell White
or PANTONE® White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HTML:#FFFFFF



Yell Black
or PANTONE® Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HTML:#000000

When printing on a light coloured background, the centre of the Yell dot should be printed Yellow. The exception to this rule is when the logo is printed on a yellow background. Then the centre of the dot is printed in white to stand out from the background.



Single colour printing

The logo can be printed in solid white, yellow or black when printing a single colour ie. promotional goods.



* The colours shown on this page have not been evaluated by Pantone Inc for accuracy and may not match the PANTONE Colour Standards. PANTONE is a registered trade mark of Pantone Inc.