



YANDY.COM BRAND GUIDELINES



BRAND POSITION

Sexy Specialty Apparel for Every Woman.

BRAND PROMISE

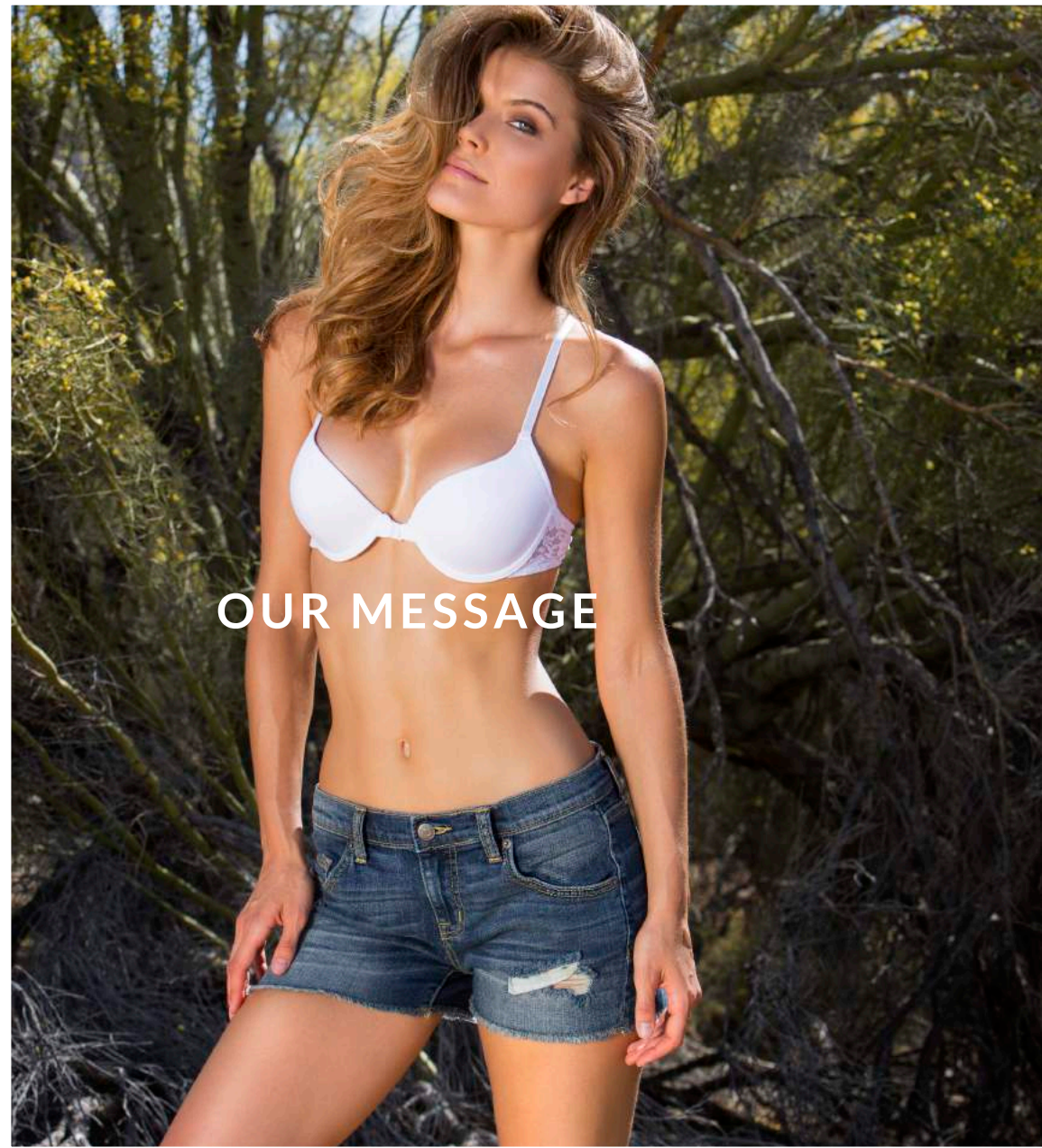
Every Body & Everybody. Every Day.

BRAND MANTRA

Own Your Sexy™

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OUR MESSAGE



YANDY IS..

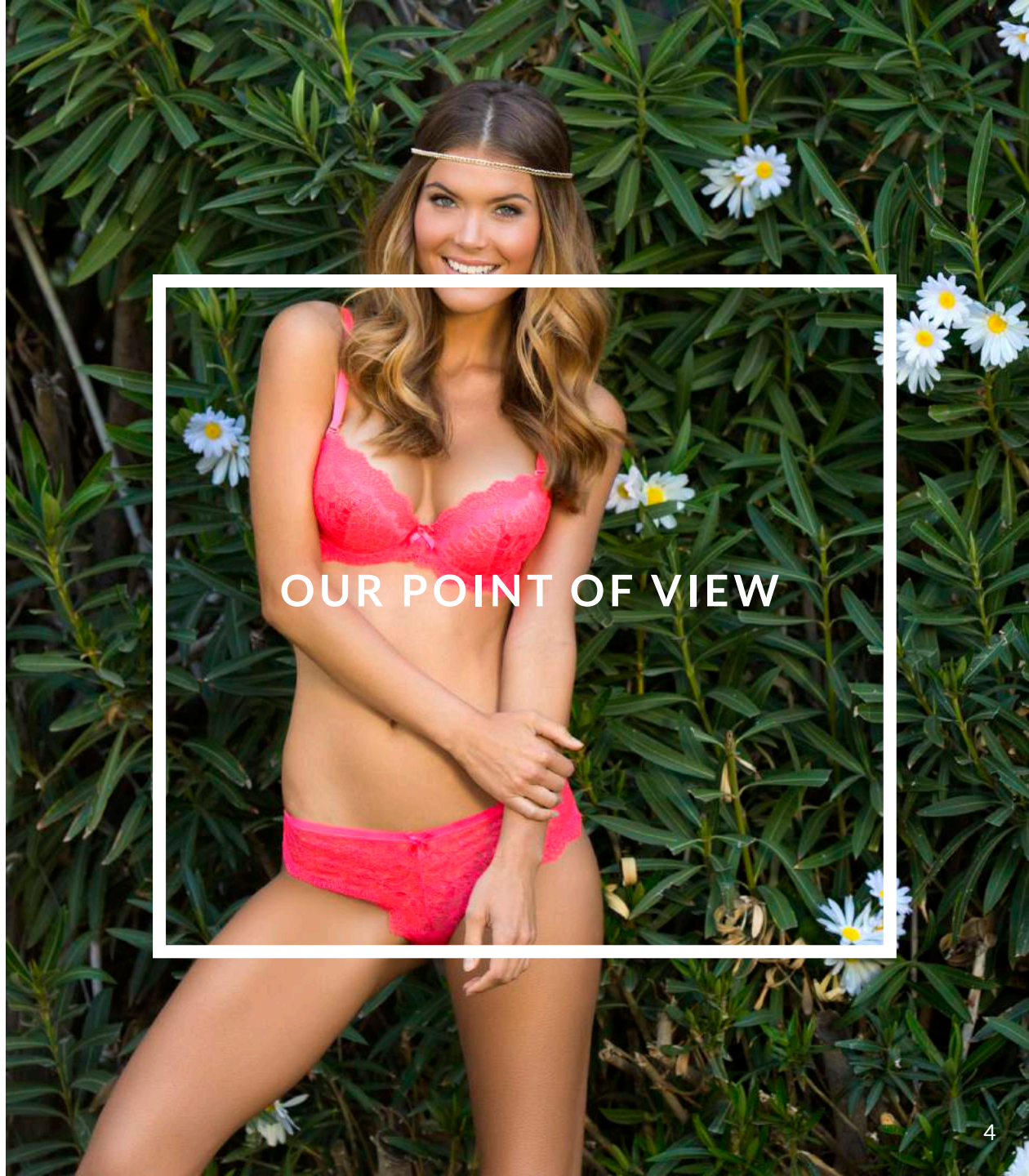
A retailer of sexy specialty apparel for real women. We strive to be the authority on what makes women of all shapes, sizes and ethnicities look and feel confident and sexy in their own skin.



WE'RE DIFFERENT BECAUSE...

We believe that sexy shouldn't be owned by fashion or beauty industry ideals. It should be owned by every woman. Yandy's unique, stylish and affordable apparel is made for everybody, no matter your shape, size or life stage. In our eyes, every body and everybody should own their sexy. Every day. And we're here to help you get there and stay there.

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OUR POINT OF VIEW



**WHO IS THE
YANDY
CUSTOMER?**



THE YANDY GIRL IS...

18 – 34 years old. She may be married or in a relationship, but if she's single, she's mingling. The Yandy Girl lives on trend. Her passion is for the look, not the label. She's edgy. She's powerful. She's beautiful. Inside and out. She's obsessed with Instagram and won't be seen in the same thing twice... especially not on social media! The Yandy Girl lives out loud and is unapologetically connected with her mind, her body and her own brand of sexy.



OUR BRAND VOICE IS...

Hot. Playful. Youthful. Inclusive. Our voice reflects the Yandy Girl and how we see ourselves. We're on trend. You're on trend. We're edgy. You're edgy. As a Yandy Girl you're part of our squad. That makes it easy for us to support you and help you own your sexy. Oh, and we're not mean girls either, so you can *totally* sit with us. Anytime.





OUR CUSTOMERS
INTERESTS
& INFLUENCERS





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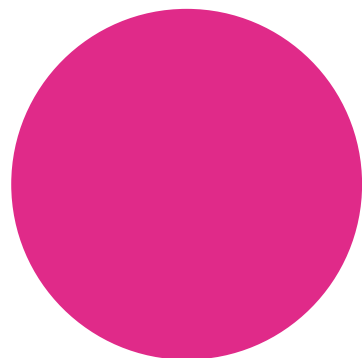


YANDY♥COM

PRIMARY LOGO



SECONDARY LOGO



YANDY PINK

#E60B8A

C3 M100 Y2 K0

R230 G11 B138

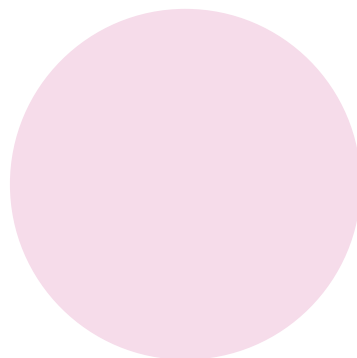


LIGHT GREY

#E8E9EA

C0 M0 Y0 K9

R232 G233 B234

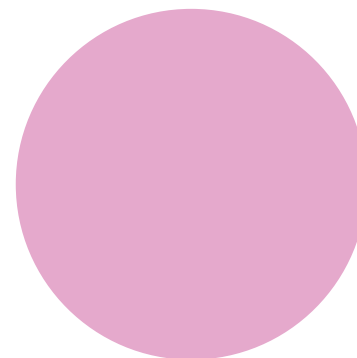


LIGHT PINK

#F6DBE9

C1 M16 Y0 K0

R246 G219 B233

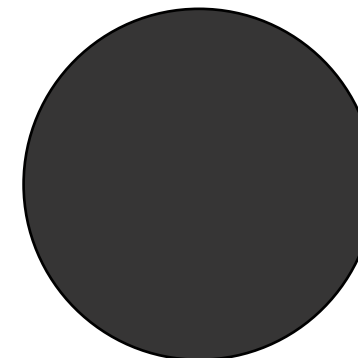


PINK PURPLE

#E4A6CA

C7 M41 Y0 K0

R228 G166 B202

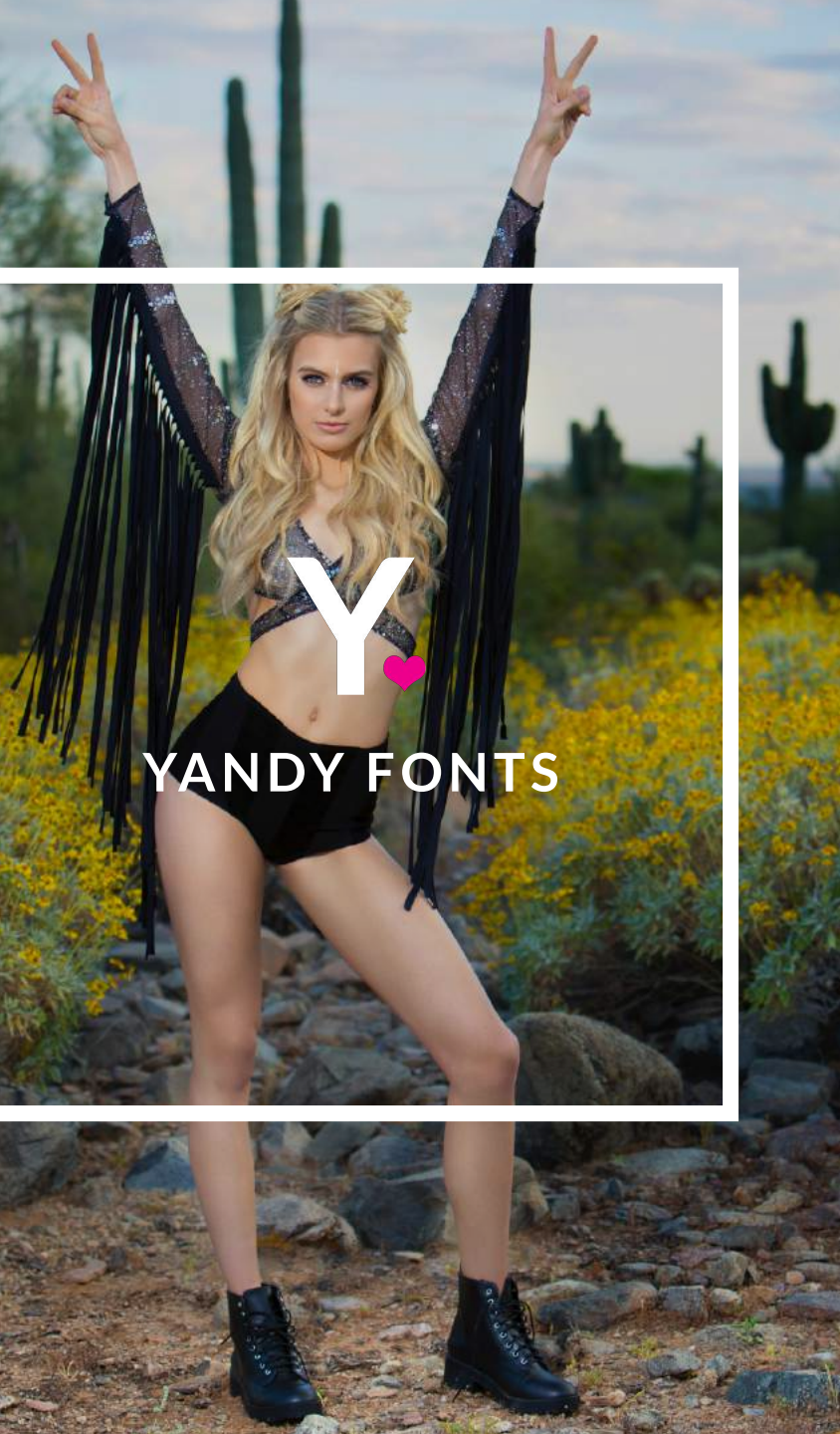


SOLID BLACK

#000000

C0 M0 Y0 K100

R0 G03 B0



LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Allura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



YANDY EDITORIAL PHOTOGRAPHY

Yandy editorial photos should embrace our values of confidence, elegance and sexiness. All proprietary photos should also be a true reflection of the quality, season and mood of our products.

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YANDY PRODUCT PHOTOGRAPHY

Yandy product photography should show movement and emphasize all sides of the product. It should be playful, sexy and never stagnate or boring. All product photos should be edited / finished with the approved Yandy Light Pink as the background.

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THE #EVERYBODY AWARDS

The #Everybody Awards will become a platform for our brand and for our customers. These awards will highlight fashionable women across all walks of life who truly own their sexy. Award recipients could include: celebrities, athletes, business leaders, women next door – any woman, every woman – who represents the Yandy Girl, our style and mantra.

YANDY ♡ COM