

Brand Guidelines.





Brand Introduction

Introduction

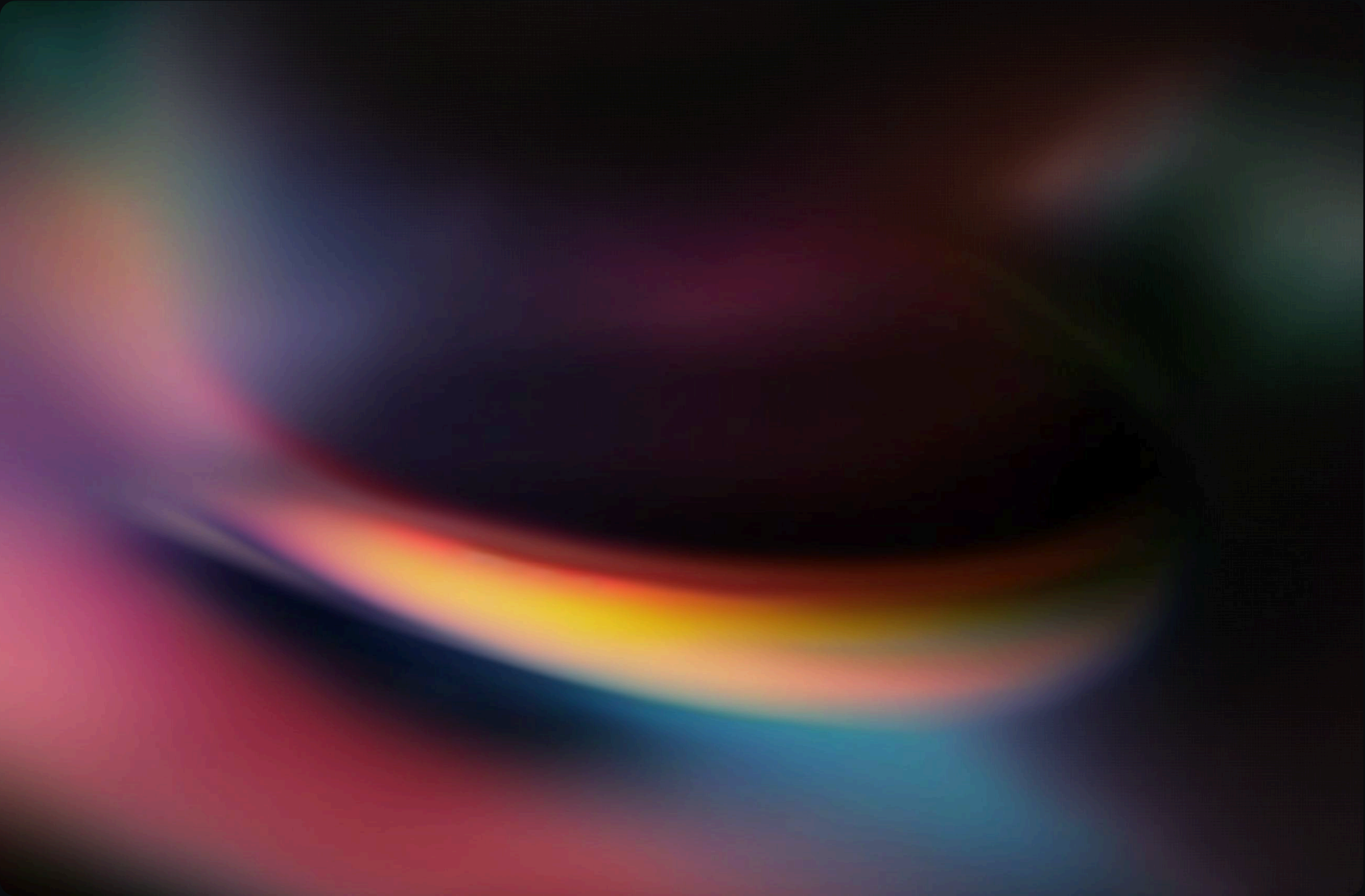
Overview

The Thinking Behind Yotewo

Yotewo reimagines how companies connect with tech talent through transparency, precision, and human-first collaboration.

Our hybrid platform matches startups with curated engineering teams and supports them long-term. This isn't a marketplace, it's a product-first experience built on mutual respect.

This guide reflects the identity behind Yotewo – visual, verbal, and everything in between. Trust is built, not bought.



What We Stand For

Yotewo is built on three core values that shape the way we connect companies with tech talent.

These principles guide how we design, communicate, and deliver — ensuring every interaction is thoughtful, transparent, and built to last.



Focus

Real value comes from focus. We stay deliberately selective in what we do, how we do it, and who we do it with.



Intelligence

We embrace change and lead with vision. Yotewo constantly evolves to offer smarter, technology-driven solutions that move businesses forward.



Clarity

Clarity is at the heart of how we think, design, and communicate. We make processes intuitive and clear so companies can focus on what truly matters.



Brand Logo & Mark

Logo & Mark

Logogram

Logo Meaning

The Yotewo logo captures the essence of trust, movement, and human connection – the core of what we stand for.

The abstract human figure symbolizes people at the center of everything we do. The upward, wing-like shape evokes growth, progress, and the freedom to move forward, whether you're a founder building a team or a talent finding your next big role.

The form is dynamic yet grounded, blending structure and emotion just as our hybrid hiring model does.

Clean, minimal, and instantly recognizable, the symbol reflects our belief that great things happen when the right people come together with clarity and care.



Logo & Mark
Primary Logotype

Main Logo Version

This is the main version of the Yotewo logo, combining the symbol and wordmark in a horizontal layout. It ensures strong brand recognition and is suitable for most applications, including websites, presentations, documents, and product interfaces. This version should be used whenever space allows for a clear and balanced horizontal composition.



Logo & Mark
Stacked Logotype

Alternative Logo Version

This is the stacked (vertical) version of the Yotewo logo, where the symbol is placed above the wordmark. It is designed for use in narrow or vertically constrained spaces, such as mobile layouts, social media avatars, app splash screens, or when a centered, compact logo is visually preferable. Use this version when the primary lockup doesn't fit well.



Brand Color Palette

Color Palette

Colors

Colors with Purpose

Yotewo’s color palette is simple, bold, and intentional. It reflects the clarity and confidence we bring to every interaction.

Clarity Blue is our primary color – vibrant and energetic, it signals action, trust, and precision.

White provides space and light, reinforcing clarity and simplicity across layouts.

Neutral Dark adds contrast, grounding the interface and supporting legibility in both light and dark contexts.

Our palette is designed to be versatile and accessible, ensuring visual consistency across product, marketing, and communication touchpoints.

Primary Color

Clarity Blue

HEX
#006BFF

RGB
0, 107, 255

CMYK
100, 58, 0, 0

Base Color

White

HEX
#FFFFFF

RGB
255, 255, 255

CMYK
0, 0, 0, 0

Base Color

Neutral Dark

HEX
#0B0C0E

RGB
11, 12, 14

CMYK
21, 14, 0, 95



Brand Typography

Typography
Typeface

Typography That Works

Inter is a modern, highly legible sans-serif typeface designed by Rasmus Andersson. Created specifically for digital interfaces, it offers exceptional clarity at small sizes and maintains a clean, balanced presence across all screen types.

Its wide character support and variable styles make it versatile for everything from interface labels to large headlines.

Inter reinforces Yotewo’s commitment to clarity, accessibility, and user-first design across product and communication.

Aa

Inter
Designed by Rasmus Andersson

UPPERCASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE
abcdefghijklmnopqrstuvwxyz

NUMBER
1234567890

NUMBER
!@#\$%^&*()_+,. /
<>?:;”[]{}

7

Variable Font
Styles



Brand Merchandise



IT is not rocket science
Hire vetted IT talent in less
than 48h

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