



This is our first choice for your layout, and it should be considered before any other option.

The logo should never be reproduced so small that it is not recognizable.

The logo should always be shown on an angle (9°) as pictured here



Use the size of the “e” in Yesway as a guide for the minimum amount of negative space to surround the logo.





A black version of the logo has been created for use in black and white printed materials. The sunburst and “way” can be 30% gray.



A black version of the logo has been created for use in black and white printed materials. The sunburst and “way” can also be white when a solid black logo is needed with no gray scales.



Do not use the logo against poor contrast or clashing colors. Use a reverse version where possible for maximum contrast.

