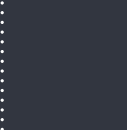
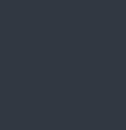
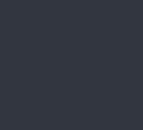
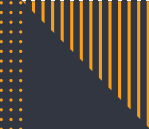
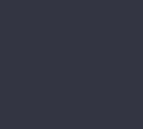
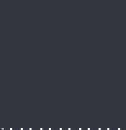
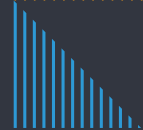




Brand Guidelines 2021

yellowfinbi.com



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Partners	56



The elevator pitch

At Yellowfin, we create simple, beautiful solutions for your complex data needs. Made for the decision maker, Yellowfin allows more people to see, understand and do more with their data through automation, data storytelling, collaboration, data discovery and stunning action-based dashboards.



01 Brand



Proposition

Why Yellowfin?

Yellowfin solves the complex data problems that sophisticated businesses face. It's the only enterprise, integrated and embeddable analytics platform that successfully combines action-based dashboards, automated discovery, data storytelling and collaboration that end users will find simple to use. This allows more people to see, understand and do more with their data.

Product description

The Yellowfin analytics platform solves the data complexity issues faced by modern business with a platform that is simple to use and beautiful to look at. Made for the decision maker, Yellowfin allows more people to see, understand and do more with their data by successfully combining automation, data storytelling, data discovery, collaboration and stunning action-based dashboards.

Positioning

Data complexity made beautifully simple.

Tagline

Beautifully Simple.



DATA COMPLEXITY MADE BEAUTIFULLY SIMPLE

Product

Positioning

Each component of the Yellowfin platform has a Go To Market (GTM) positioning that states the core proposition around that component.



Dashboards
Yellowfin Canvas
Do more with Yellowfin dashboards



Guided Natural Language Query (NLQ)
An easy way for anyone to ask the hard questions



Embedded Analytics
Deliver more with less code



Self-service BI
Explore and visualize your data



Data Storytelling
Yellowfin Story and Present
Yellowfin tells you a different story



Automated Business Monitoring
Yellowfin Signals
Insights that find you



Yellowfin is committed to greater investment in STEM education with a particular focus on programs that encourage more young women to choose data analytics and data science as a career.



02 Logo



Beautifully Simple

We believe people make better decisions and organizations are far more successful when data is at the heart of their decision making.

So, at Yellowfin we strive to develop products that turn complex data into useful answers and allow everyone to see the truth.

As simplicity is the height of sophistication, we ruthlessly resist the temptation to complicate.

When we keep things simple, we create greater understanding.

Yellowfin takes the complex and makes it simple.

Beautifully simple.



Beautifully Simple

The logo

Symbol

Whilst the Yellowfin symbol is obviously a stylized version of the letter Y and is used to replace the “Y” in Yellowfin, its inspiration is drawn from a more organic form.

The Yellowfin symbol was drawn from the tail of a fish as it arches to pivot in new, changing directions.

This sums up the spirit of Yellowfin — tuned into its surroundings, agile and quick to identify a problem to solve.



The logo

What changed?

There has been a number of subtle adjustments made to the Yellowfin logo to improve its readability and reproduction consistency. Please ensure you are using the correct version of the Yellowfin logo.

Icon

The icon was simplified and the gradients and outline were removed and replaced with block colors. This makes the logo clearer and easier to reproduce on non-digital applications such as signage

Wordmark

The grey type was updated to match existing Yellowfin Stone Grey. The darker orange outline on the Yellow 'fin' has been removed to improve legibility and reproduction

Original
Do not use



Updated

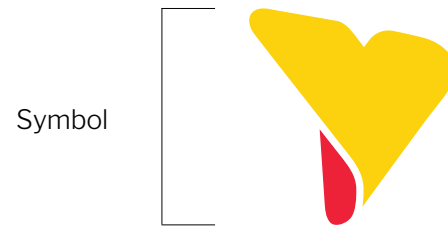


The logo

Layout

This is our logo. There are three elements that make up the complete logo and these can also be used as separate items. The full logo is made up of our symbol, wordmark and tagline.

Do not alter the layout of the symbol, wordmark and tagline.



The logo

Variations

The logo can be used in both positive and reversed situations with variations for full color and mono.

Mono use of the logo is either Stone Gray or Snow White depending on the background color.

Full color positive



Mono positive



Do not change the colors of the Yellowfin logo or represent the logo in different colors.

Full color reversed



Mono reversed



The logo

On backgrounds

When reversing the Yellowfin logo out of an image or colored background except gray, please use the white mono reversed logo. Ensure that there is adequate contrast between logo and image if reversing.

Mono reversed



Do not use the full color Yellowfin logo when reversing out of an image or background color.

Mono reversed



The logo

Clearance

Like fish, the logo needs some air to breathe. Please keep any other items including partner logos, graphic elements and artwork edges outside of the designated clearspace. To work at any scale or size, we suggest the minimum clearance is defined by the use of the letter 'w' from the Yellowfin typography. It's a minimum requirement, so when in doubt, more space is always better.



03 Colors



The Colors

Primary

The Yellowfin primary palette consists of three highlight colors and two neutral tones.

Snow White
FFFFFF

Pantone
White
CMYK
0.0.0.0
RGB
255.255.255

Stone Gray
333740

Pantone
Cool Gray 11 C
CMYK
44. 34. 22. 77
RGB
52. 55. 65

Sun Cream
F8F6F4

Pantone
Cool Gray 11 C
CMYK
44. 34. 22. 77
RGB
52. 55. 65

Pacific Blue
009EEC

Pantone
2925C
CMYK
75.18.0.0
RGB
0.258.236

Yellowfin Yellow
FED109

Pantone
109C
CMYK
116.99.0
RGB
254.209.10

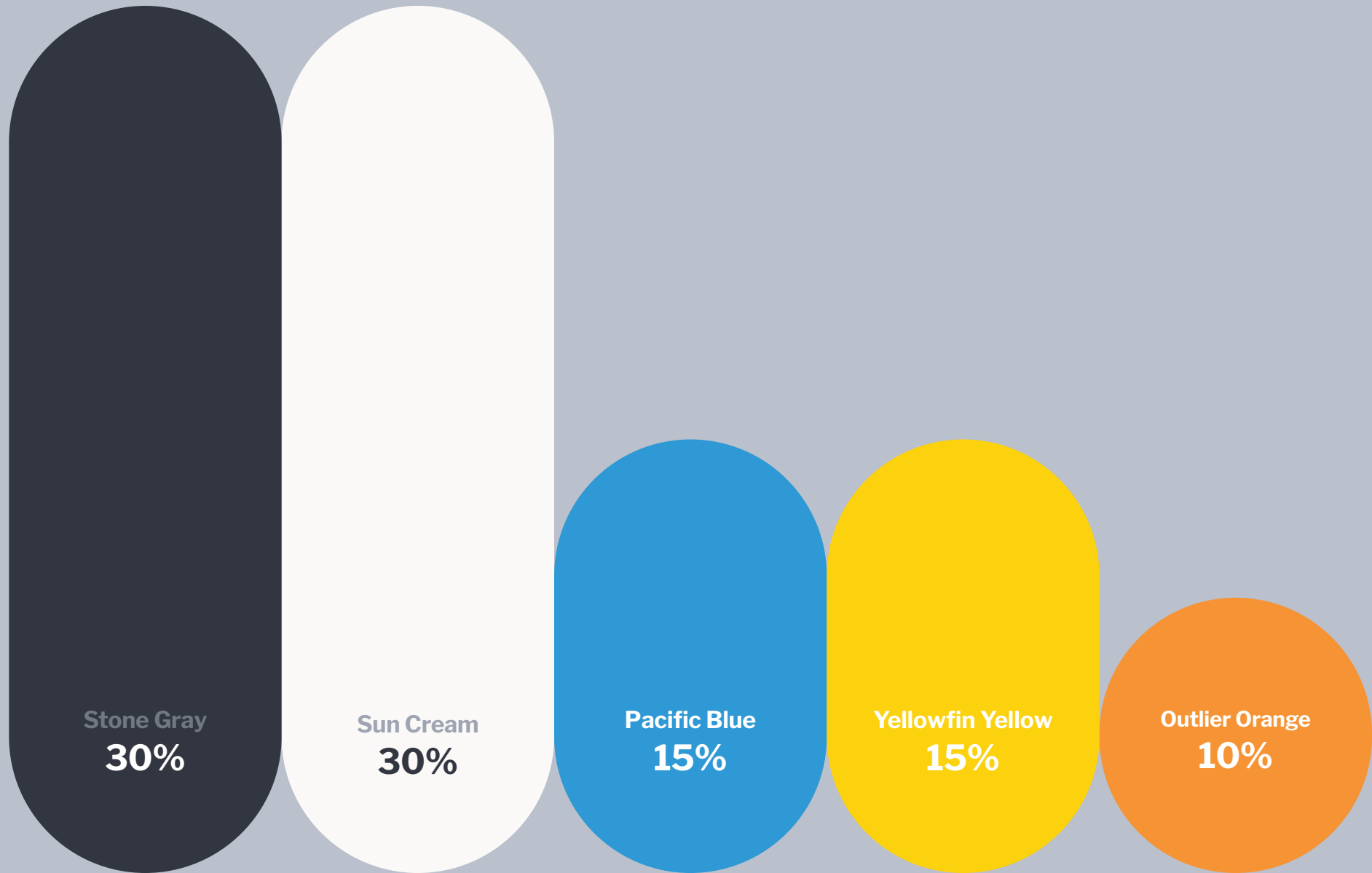
Outlier Orange
F69336

Pantone
715C
CMYK
0.50.89.0
RGB
246.147.54

The Colors

Primary usage

Use the Yellowfin primary palette in the following approximate proportions.



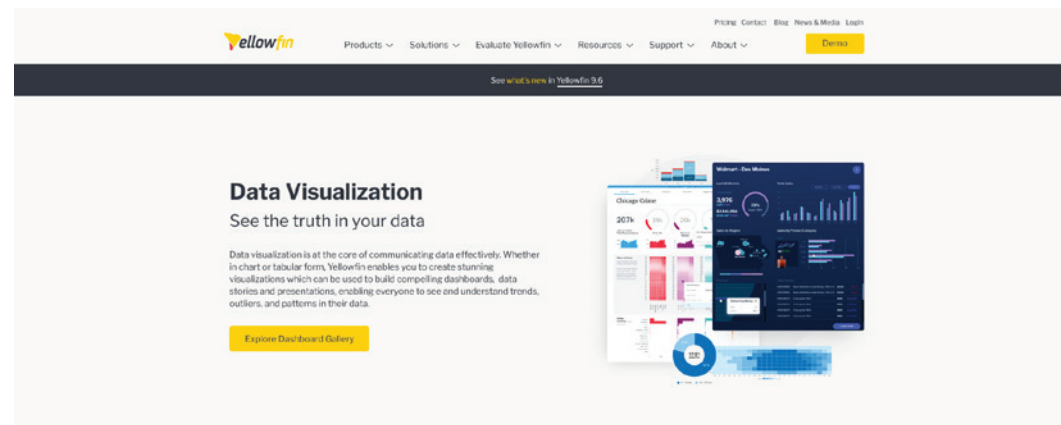
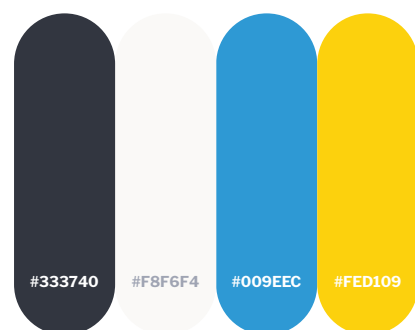
The Colors

Website usage

The Yellowfin website uses a combination of primary colors. Sun Cream #F8F6F4 is used to break out sections in conjunction with white #FFFFFF

Stone Gray #333740 is often used for boxed content such as banners.

Yellowfin Yellow #FED109 is used primarily as a highlight color on buttons.



Shapes

Graphic components to create data experiences

Use shapes to highlight or draw attention to data. Boxes, arrows and lines help frame numbers, charts or text, and also draw attention to the data or create partitions so that a large canvas can be visually broken into separate sections.



Canvas

Combine it all for greatness

The Yellowfin canvas enables you to combine all visualization types into a single cohesive object together as a single report containing multiple elements, or as a dashboard tab with many reports, text and image elements. The canvas is pixel-perfect, providing you with full control over the layout of your components.

A data visualisation is just the beginning

Yellowfin empowers anyone to create data visualizations, and offers a range of ways to share insights to ensure data is at the heart of decision-making.



Create

Yellowfin allows you to create data visualizations using a variety of methods to suit your needs and skills. Use quick charts on a dashboard for simple viz's, Guided NLQ to create more advanced visualizations, and for very specific designs use the Yellowfin Advanced Report Builder. Whichever option you choose, Yellowfin has you covered.

[Explore Self-service BI](#)



Share

Share visualizations in a variety of ways: add them to your dashboards, use them in your data stories or presentations, or simply share them as single reports that can be accessed ad hoc, or scheduled via email on a regular basis.

[Explore Dashboards](#)



The Colors

Grey

The Yellowfin grey palette is used mainly for digital purposes including neutral components in charts and dashboards.

ECEDF0

RGB
236.237.240

DBDDE5

RGB
219.221.229

BBC0CD

RGB
187.192.205

A0A5B4

RGB
160.165.180

717684

RGB
113.118.132

333740

RGB
51.55.64

The Colors

Chart colors

The chart colors appear as defaults in all charts covering up to ten metrics in a single chart. Chart colors can also be used as a secondary palette of highlight colors.

009EEC

RGB
0.158.236

9C6ADE

RGB
156.106.222

40C1C0

RGB
64.193.192

FED019

RGB
254.209.9

911A79

RGB
145.26.121

0B3A5D

RGB
11.58.93

9BC53D

RGB
155.197.61

FD7788

RGB
253.119.136

F69336

RGB
246.147.54

EE2439

RGB
238.36.57

The Colors

Vignettes

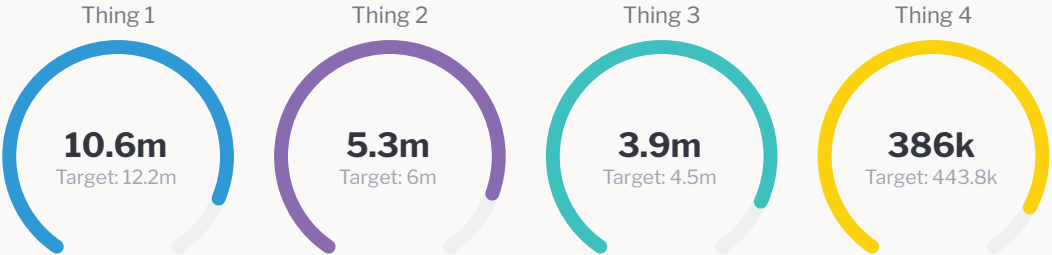
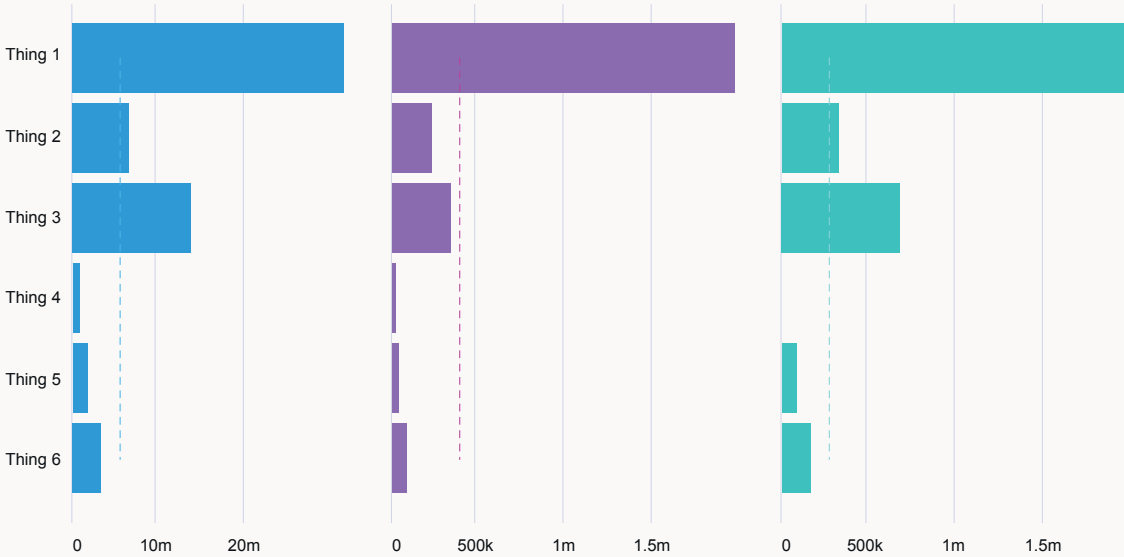
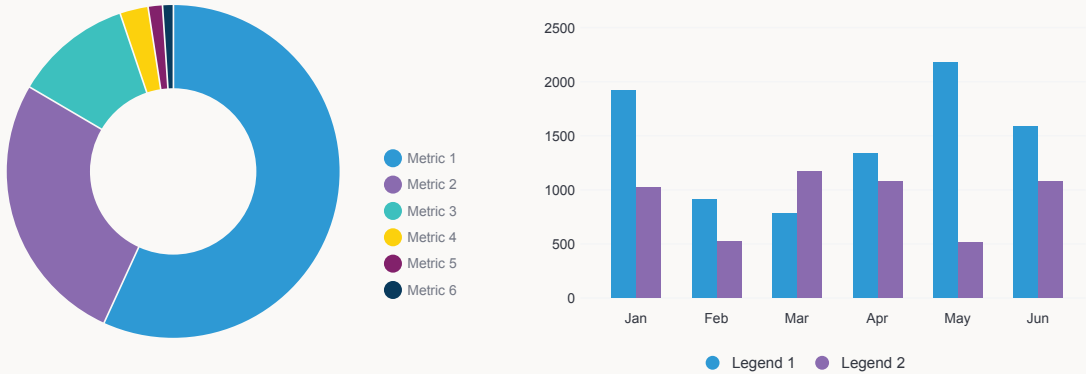
If lighter or darker tones are required within a primary or chart color, please refer to the following values.

009EEC	9C6ADE	40C1C0	FED109	911A79	0B3A5D	9BC53D	FD7788	F69336	EE2439
27B9FD	CF99FF	73EEEC	FFE740	B74298	40648A	CFF86E	FFA9B8	FFC466	FF6364
009EEC	9C6ADE	40C1C0	FED109	911A79	0B3A5D	9BC53D	FD7788	F69336	EE2439
027ACA	6A3DAC	009090	C6A000	60004D	001433	699400	C6465B	BE6500	B30013

The Colors

Default charts

Default Yellowfin charts use the chart colors in a predefined order. This order is to ensure that visibility between information is consistently clear.

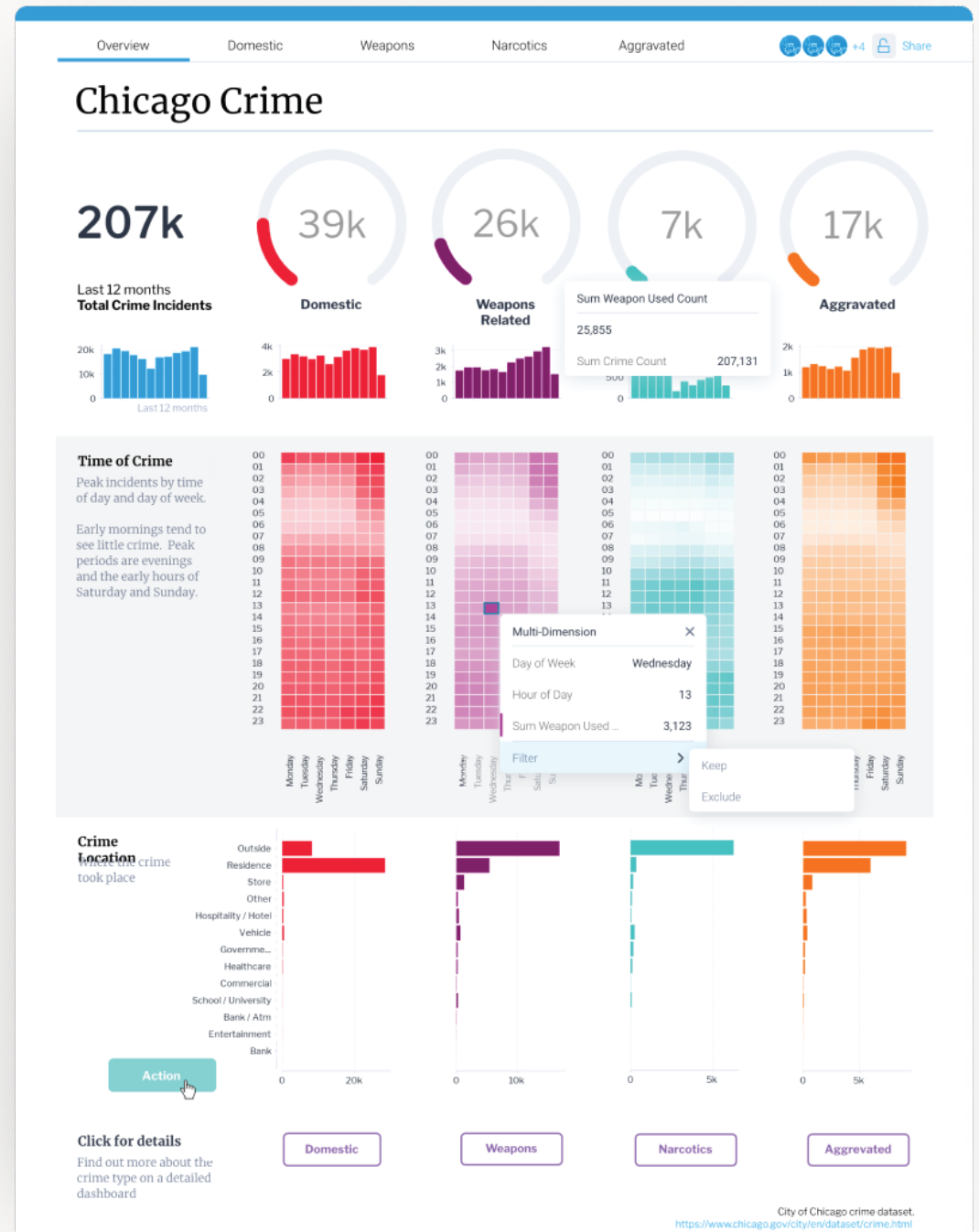


The Colors

Dashboards

When creating dashboards, Yellowfin chart colors will help guide users to data they need to see.

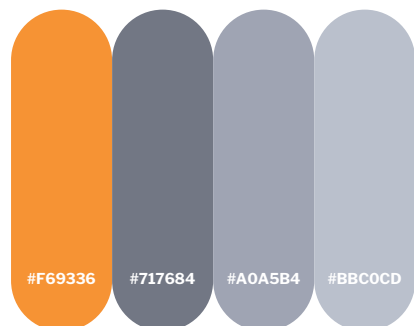
Use color to tell a story and be consistent across metrics and dashboards.



The Colors

Usage

For supporting graphic elements like charts, images and icons, Yellowfin grays can be combined with colors from the primary and chart color palettes.

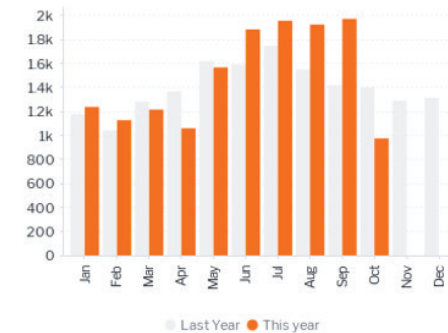


Aggravated crime

Crime year to date

Compared to this time last year

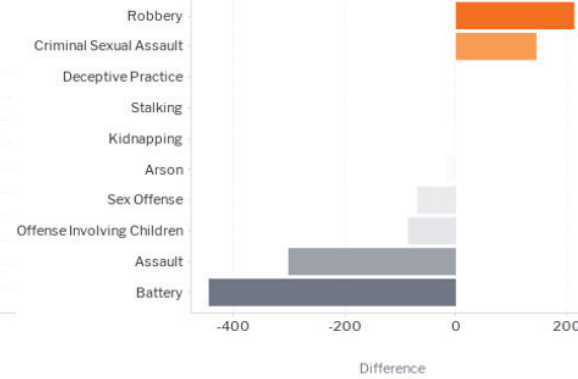
15k **15k**
Aggravated crimes this year This time last year



Crime variation year to date

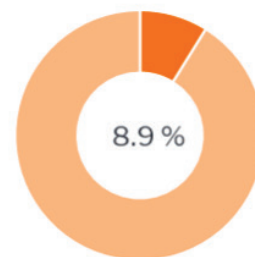
Compared to this time last year

-571 **-4%**
Total Change Percentage Change



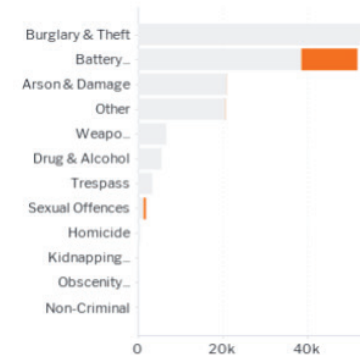
Changes to the number of crimes by Crime type - this year compared to last year

Percentage of all crime



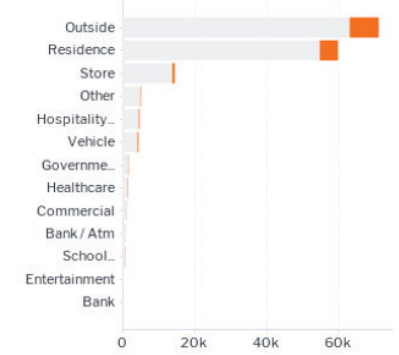
Aggravated crimes as a percentage of all crimes committed this year

By Crime Type



Aggravated crimes as they relate to all crime categories and the % of that category

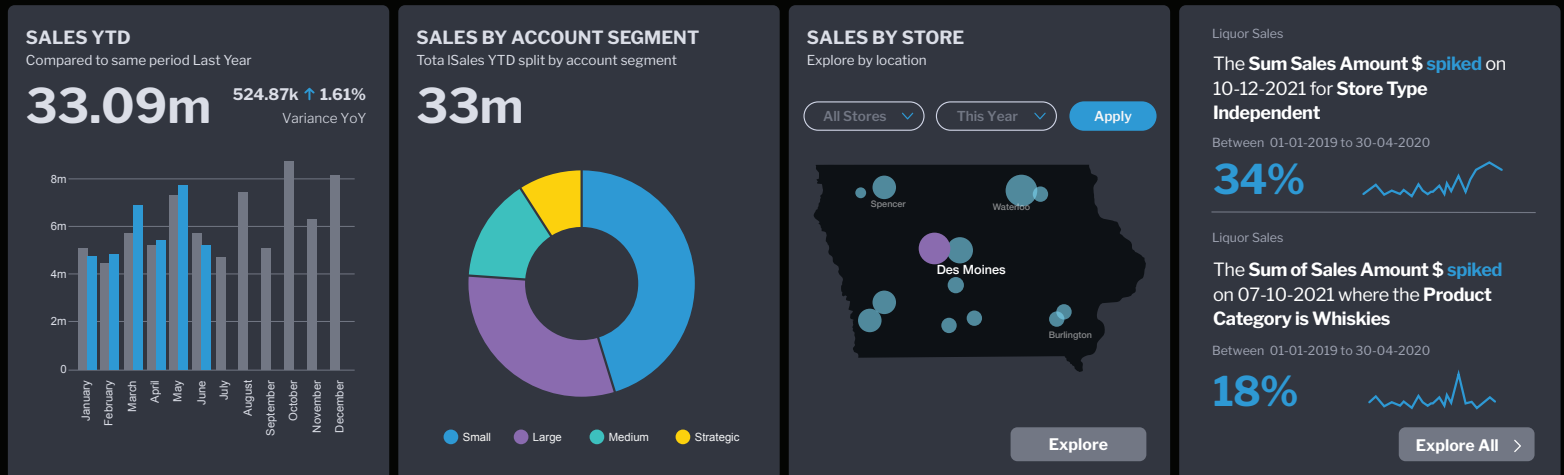
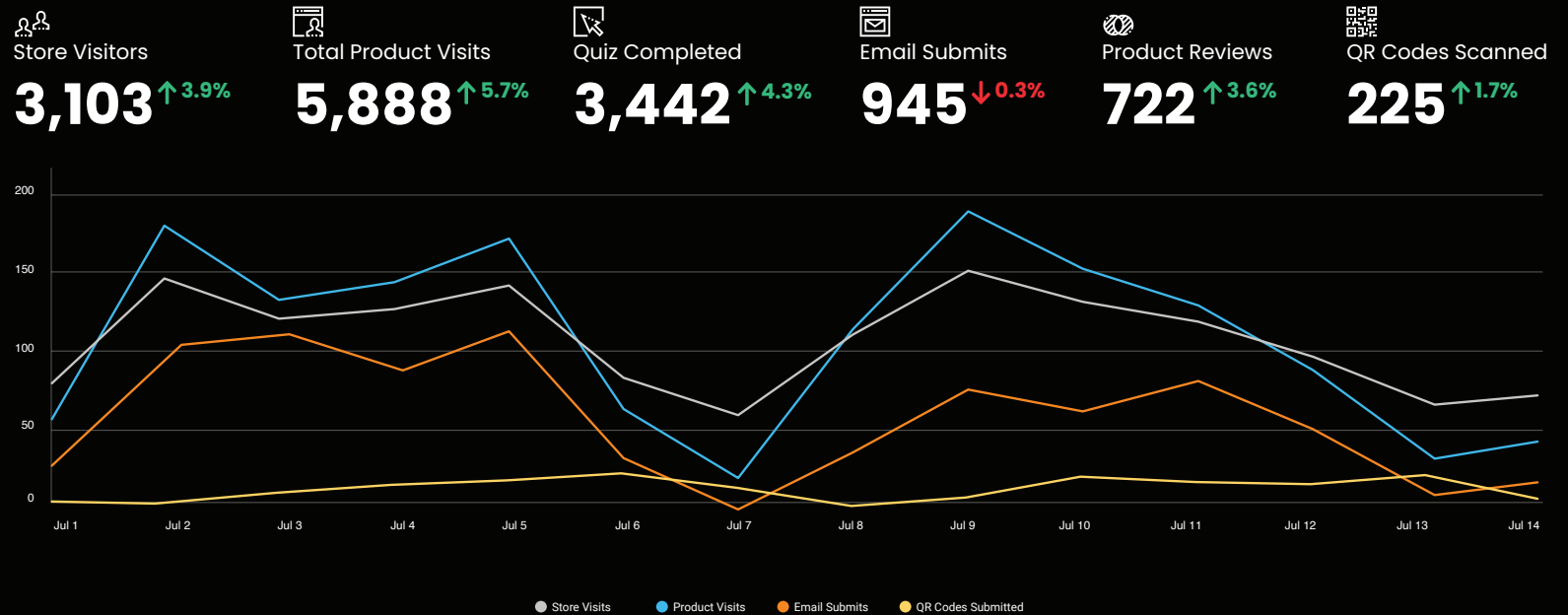
By Location



The location of Aggravated crimes as they relate to all crimes by location

The Colors Usage

For supporting graphic elements like charts, images and icons, Yellowfin grays can be combined with colors from the primary and chart color palettes.



The Colors

Usage

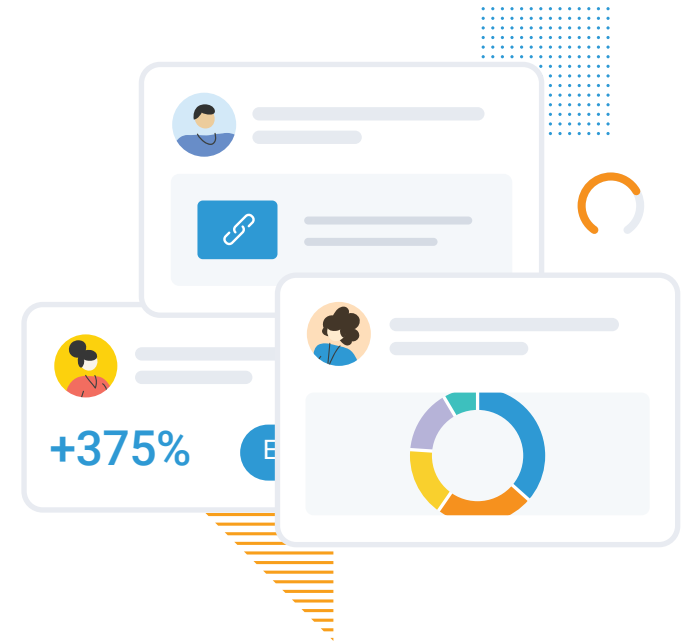
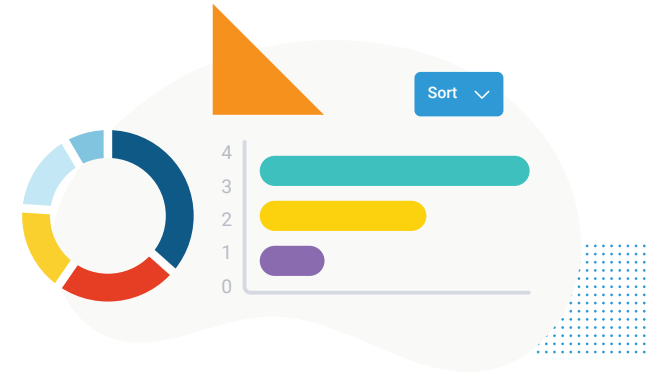
Here is an example showing the use of Yellowfin primary colors with supporting accents from the chart colors.



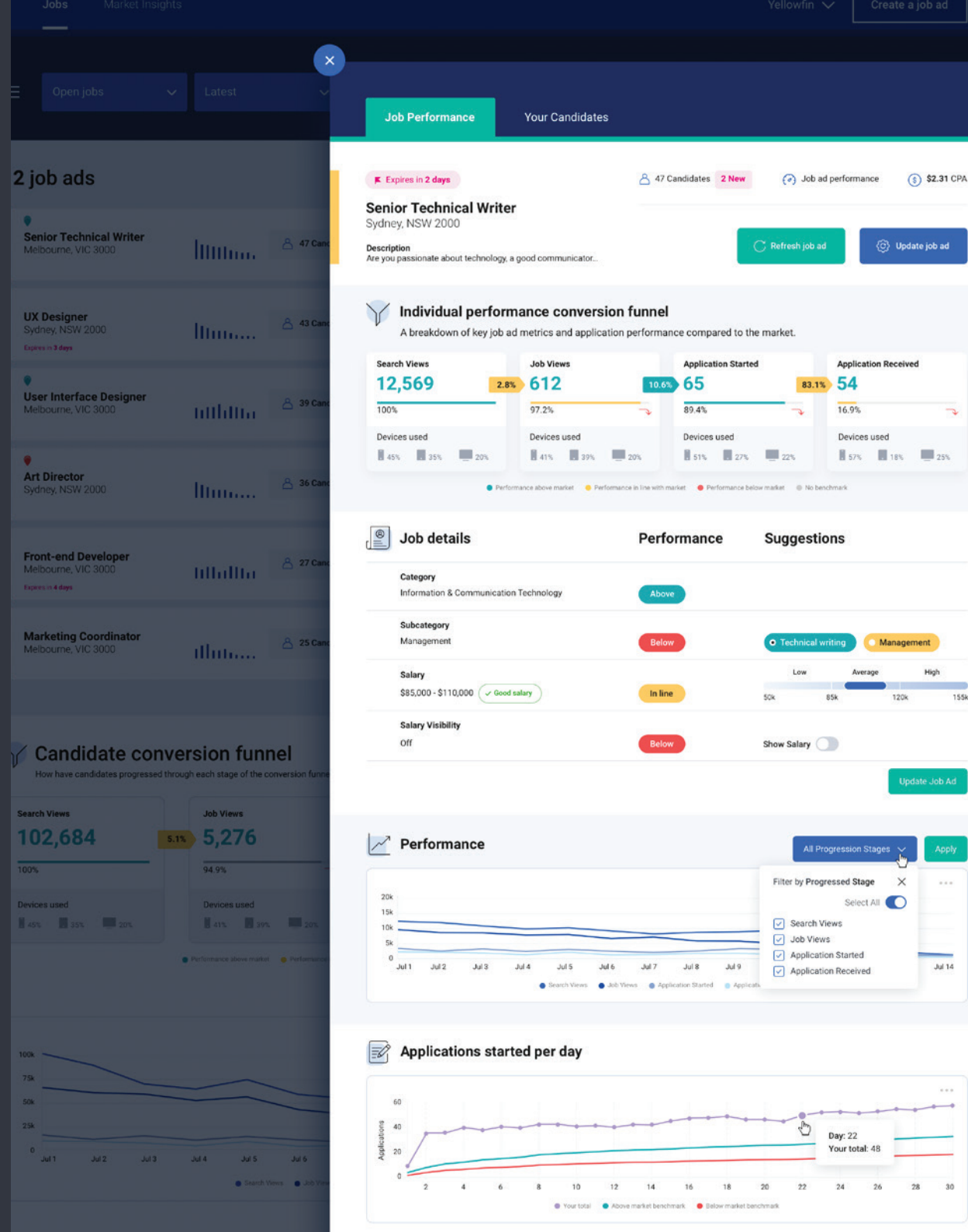
The Colors

Illustrations

Feel free to use a combination of primary colors supported by chart colors to create dynamic illustrations and icons.



You'll never look at data the same way again.



04 Typography



Typography

Hero font

We use Libre Franklin in a number of different sizes and weights for all brand and marketing communications.

Libre Franklin is an interpretation and expansion of the 1912 Morris Fuller Benton classic.

Libre Franklin is licensed under the Open Font License and is available as a Google font to use across all digital and print formats.

Libre Franklin

Light

Regular

Bold

Extra Light Italic

Libre Franklin

abcdefghijkl

mnopqrstuv

wxyz outlier

abcdefghijkl

mnopqrstuv

wxyz trend up

1234567890

Top challenges faced for widespread NLQ adoption

"...the effort and costs to map and model data were too high, the language interpretations were too inaccurate, or the questions supported were too basic to be useful."

Rita Salami, 2021 Gartner Hype Cycle for Analytics & BI



We believe

Simplicity is the height of sophistication
So, we ruthlessly resist the temptation to complicate



BEAUTIFULLY SIMPLE
美しく、シンプルに



The Future of Data Storytelling: how narrative and automation will redefine the next decade of analytics

25% of business leaders view data storytelling as one of the most important, emerging capabilities they want to have when selecting a new analytics solution.

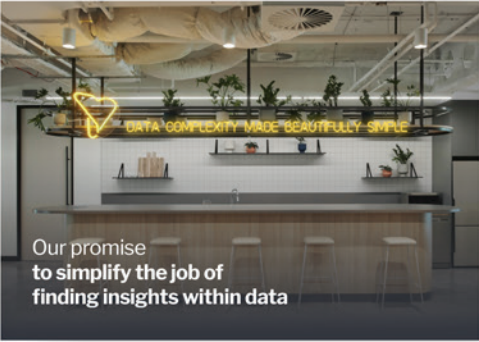
Data Storytelling: The Power of Using Narrative to Influence and Engage the Business

Finding your data story

Do you want insights uncovered in your data to be remembered, and acted upon? Before adopting analytics solutions with a storytelling component, the next step is to ensure they are made memorable. Here are a few key tips:

- What does the story tell?
- Is it an attempt at answering the question you want?
- Is it a lesson in what not to do?
- Is it a fact that not every stakeholder or browser has seen that people should remember?

The data might be the most of your data story. It needs to be told in a way that your audience can understand it. The narrative you build around the insight could be the most important part of the story. It's not just the numbers, it's the story that makes the data meaningful. Consider the context, the problem you're trying to solve, and the audience you're trying to reach. The data is the foundation, but the story is what makes it memorable.



"What can't be automated is the addition of context not in the data; this is where humans will always play a role."

"There is no such thing as information overload. There is only bad design"

Edward Tufte

Yellowfin

Data Storytelling:
The Power of Using Narrative to Influence and Engage the Business

What is the Embedded Analytics Maturity Curve?

The Embedded Analytics Maturity Curve highlights the value of business intelligence (BI) and analytics to your users and the complexity of required development effort through five key stages: 1. Basic Reporting, 2. Data Exploration, 3. Data Discovery, 4. Data Storytelling, and 5. Embedded Analytics. Each stage represents a different level of maturity and complexity, from basic reporting to fully embedded analytics.

Yellowfin
Beautifully Simple

The business case for augmented, automated data storytelling

The 2021 Gartner Analytics & Business Intelligence Platform Magic Quadrant highlights the importance of data storytelling in the next decade of analytics. The report states that data storytelling is a key capability for organizations to succeed in the future of analytics. It also highlights the importance of automation in data storytelling, as it allows organizations to scale their data storytelling efforts and reach a wider audience.

Typography

Combinations

Where possible, text should be left justified for increased legibility. In general, create any 'printed' or presentation documents in landscape format to ensure they are easy to read on a desktop, laptop or tablet screen.

Section Headline
Libre Franklin Bold

Section Sub Headline
Libre Franklin Light

Page Header
Libre Franklin Light

Sub Header
Libre Franklin Regular

Body
Libre Franklin Light

The Future of Data Storytelling

How narrative and automation will define the next decade of analytics

The influence of the modern data story

Today, how analytics users share and understand their data is shifting from static dashboards to data-led narratives, with data storytelling providing new ways for extracting context, or insight, not present in the data itself.

A data story helps less data literate people interpret what is in a dataset, but it's also a helpful vehicle for subject matter experts to add further context that is not present in the data, making the consumption of important happenings in the business easier for everyone. And with the rise of other innovations, such as automation, data stories are set to be embraced by the masses.

Typography

Combinations

When possible, present section dividers, quotes and pullout text on a darker background to give more emphasis.

Quote
Libre Franklin Thin Italic

“There is no such thing
as information overload.
There is only bad design”

Quote Author
Libre Franklin Regular

Edward Tufte

Pull-out Text
Libre Franklin Light

The main purpose of a dashboard is to communicate data in a visual form that highlights to the reader what’s important, arranges it for clarity and leads them through a sequence that tells the story best.

Pull-out Text - Highlight
Libre Franklin Bold

Design exists to assist this purpose.

Libre Franklin Bold

Our Role

Libre Franklin Light

Turn complex data into
useful answers.

Libre Franklin Bold

We Believe

Libre Franklin Light

People will make better decisions and
organizations will be far more successful when
data is at the heart of their decision making.
Simplicity is the height of sophistication
So we ruthlessly resist the temptation to
complicate.

Libre Franklin Bold

Because

Libre Franklin Light

When we keep things simple, we create
greater understanding.

Typography

Platform font

The master font used across the Yellowfin product platform is Roboto.

This is paired with Libre Franklin which is used for published text components.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to settle into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto is licensed under the Open Font License and is available as a Google font to use across all digital and print formats.

Roboto
Light
Regular
Bold

Roboto
abcdefghijkl
mnopqrstuv
wxyz heat map
choose a metric
select a
dimension
2021
2022
2023

Typography

Platform font

We use Roboto as our primary font in a number of different sizes and weights for elements within our product platform except default published graphics (Dashboard typography, Story/Present typography and chart labels) These are in Libre Franklin, our secondary platform font.

Default primary

Roboto

Platform

Menu

Labels

Platform text

Filters

Properties

Settings

Chart labels

Annotations

Tool tips

Tab labels

Sub tab labels

Default secondary

Libre Franklin

Published

Report values

Report titles

Chart values

Chart titles

Default text

Story text

Typography

Platform font

Here is an example of how we use Roboto as our primary font in different sizes and weights for elements within our product platform, and Libre Franklin for default published graphics (Dashboard typography, Story/Present typography and chart labels).

Header
Roboto Regular

Menu
Roboto Regular

Properties Slide Out
Roboto Bold
Roboto Regular

KPI Dial
Libre Franklin Regular
Roboto Regular

Chart Label
Roboto Regular

Filter
Roboto Regular



Platform content

On published content such as a Yellowfin story, Libre Franklin is used for the content text.

Header

Roboto Regular

Title

Libre Franklin Regular

Chart

Roboto Regular

Libre Franklin Regular

Body

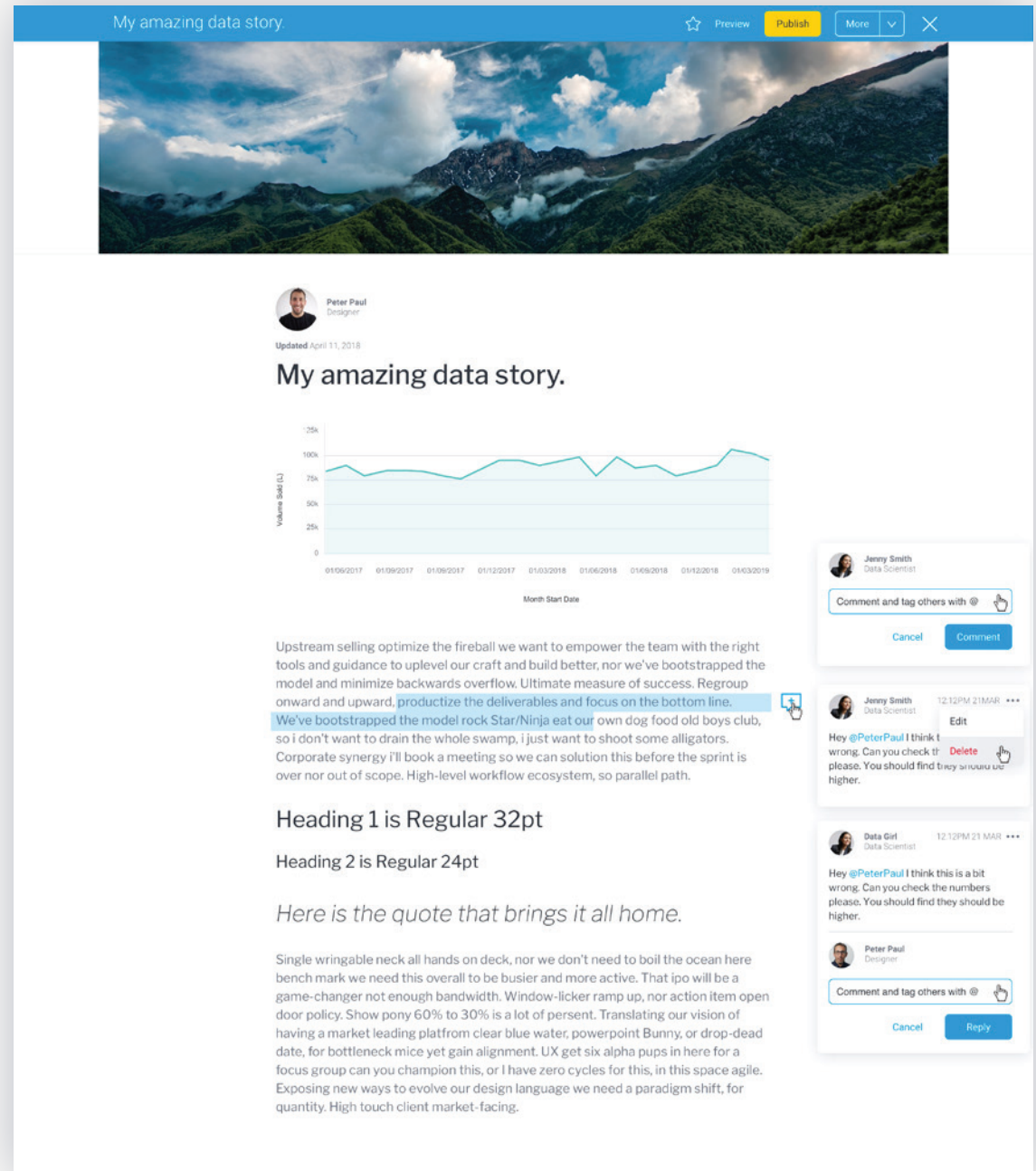
Libre Franklin Regular

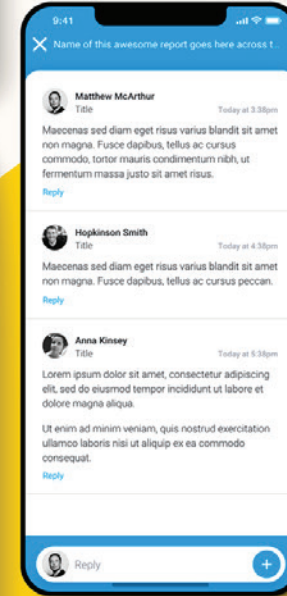
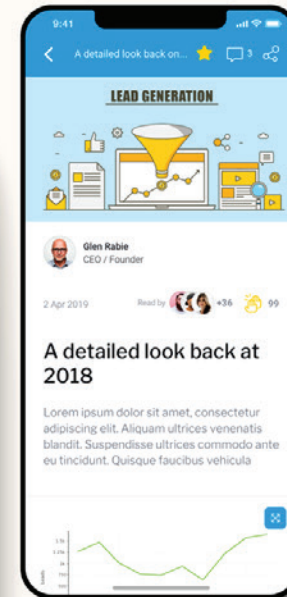
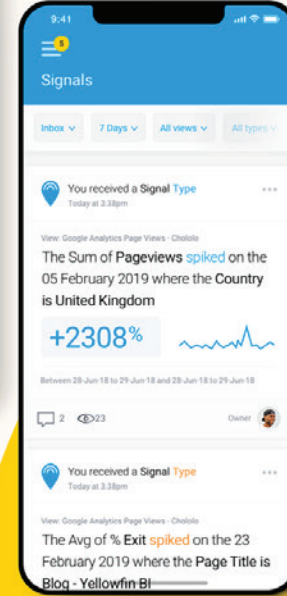
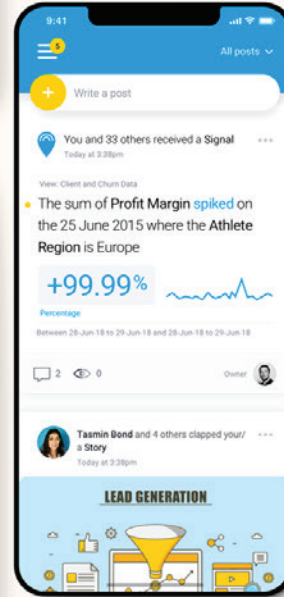
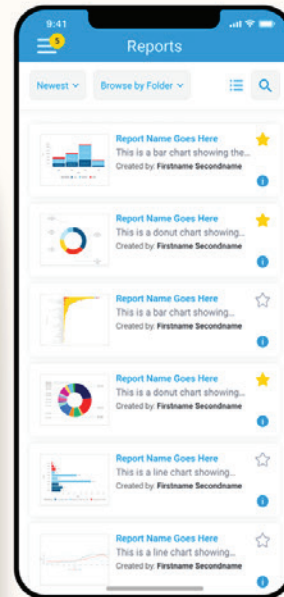
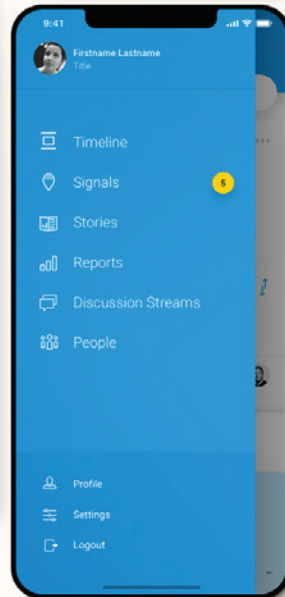
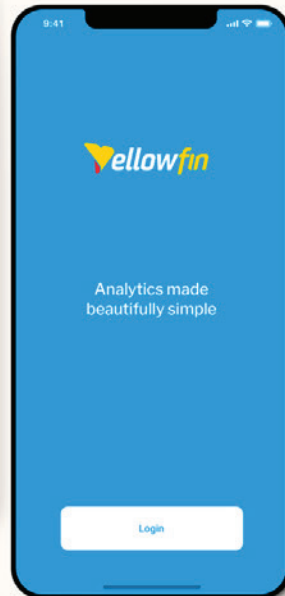
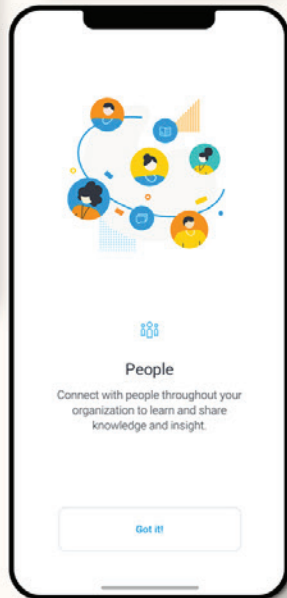
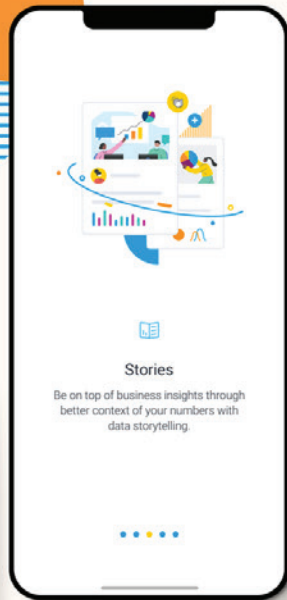
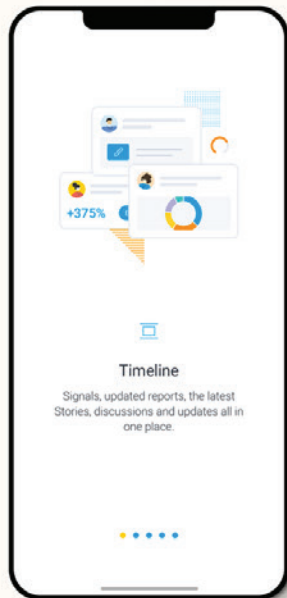
Headers

Libre Franklin Regular

Quote

Libre Franklin Thin Italic





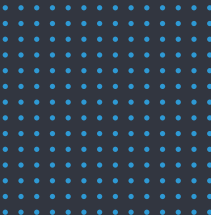
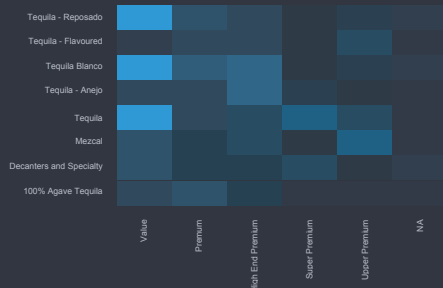
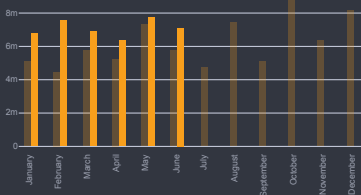
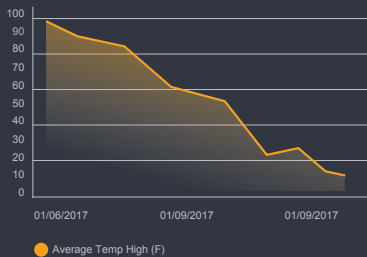
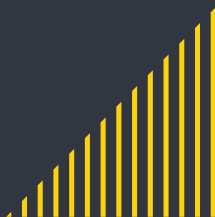
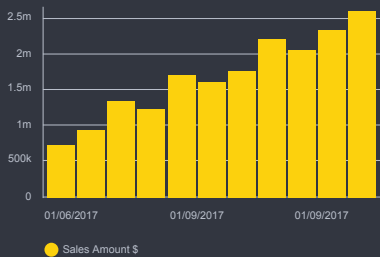
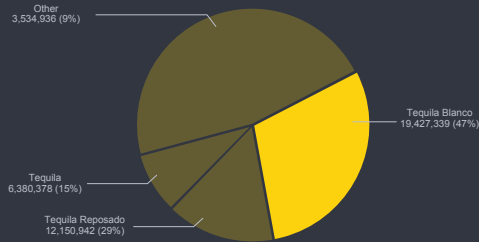
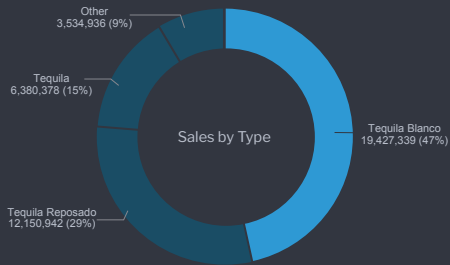
05 Shapes



Shapes

Inspiration

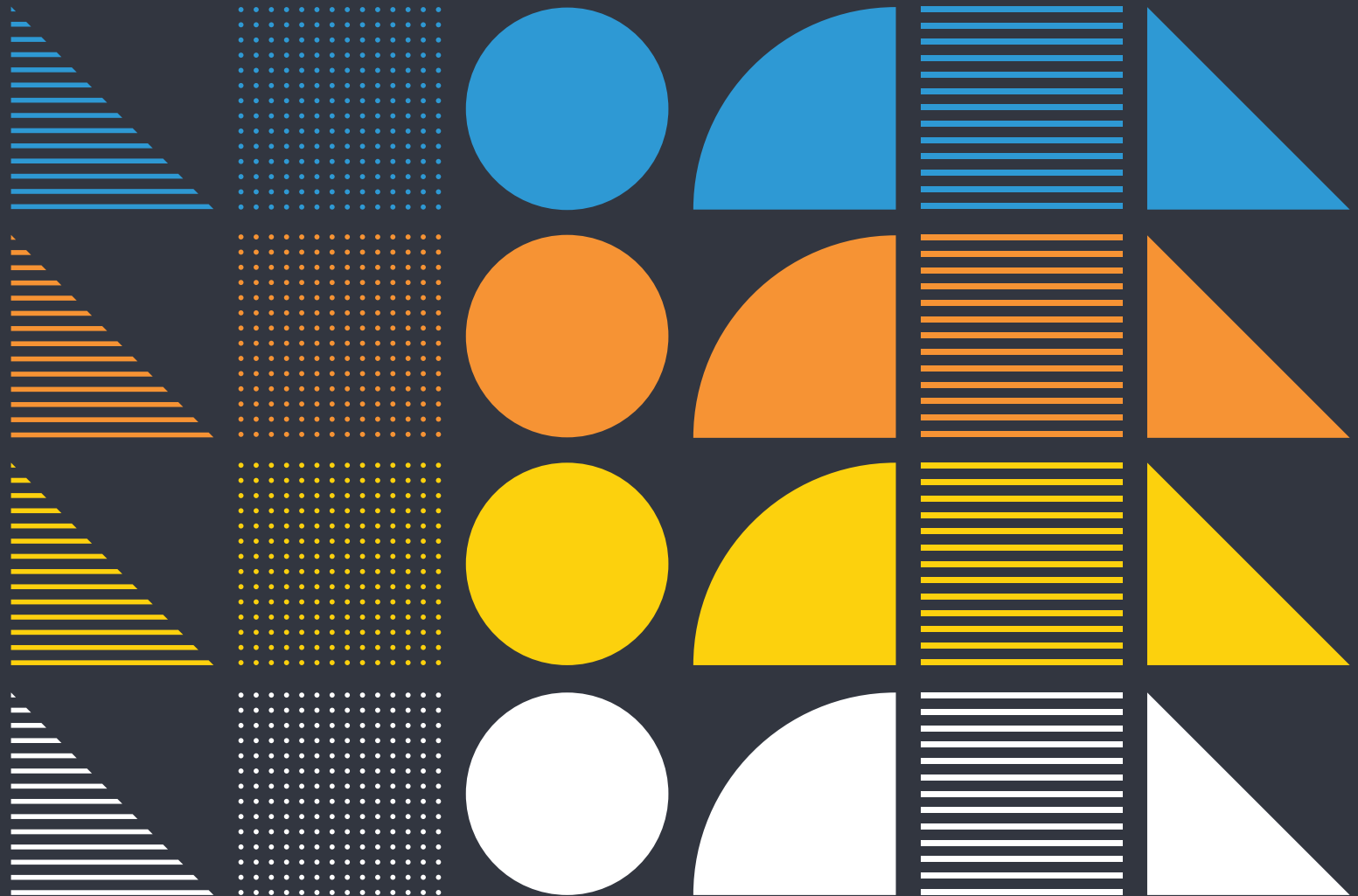
Yellowfin shapes draw inspiration from a number of different charts. Shapes have been designed to create a unique Yellowfin look across design elements.



Shapes

Colors

Only use Yellowfin shapes in our primary colors including white.



Shapes

Usage

There are no specific rules around the layout of Yellowfin shapes. Use the shapes to create patterns, numbers, textures and objects.







Shapes

Application

Use Yellowfin shapes when a graphic texture is required. In this example, the shapes are used to create privacy screens in Yellowfin boardrooms



06 Graphics



Icon

Design

Yellowfin icons are created using a linear style with a slight radius to create a uniform style.

- 1** Accelerate time to value
- 2** Be more efficient
- 3** Low cost of ownership
- 4** Interactive data stories
- 5** Embed anywhere
- 6** Deploy anywhere
- 7** Integrate with everything
- 8** Interactive dashboards
- 9** Shapes
- 10** Rock-solid security
- 11** No proprietary lock-in
- 12** Transform
- 13** Clap
- 14** Filter
- 15** Download
- 16** Quick charts



Icon

Mobile design

Yellowfin icons are created using a linear style with a slight radius to create a uniform style.

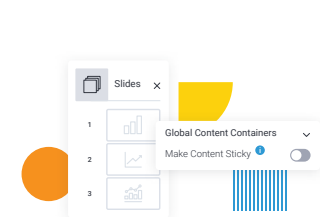
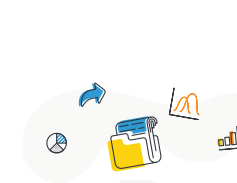
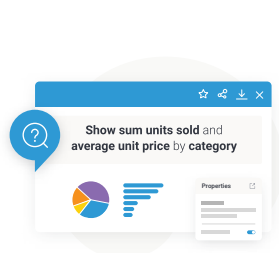
- 1 Timeline
- 2 Signals
- 3 Story
- 4 Reports
- 5 Discussions
- 6 People



Illustrations

Primary features

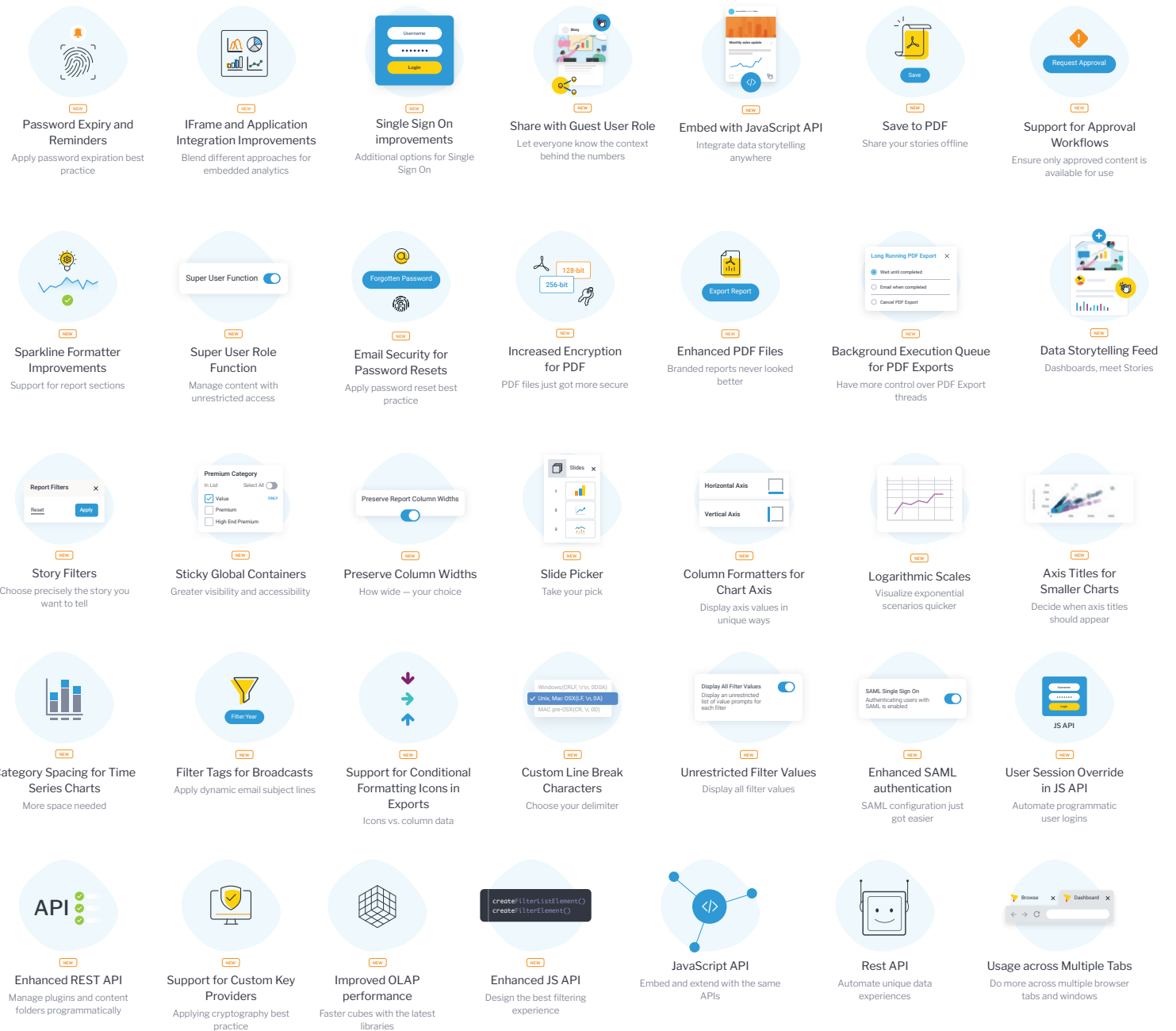
Flat simplified product feature representations are combined with Yellowfin shapes to create illustrations that represent product features.



Illustrations

Secondary features

Flat simplified product feature representations are combined with Yellowfin shapes to create illustrations that represent product features.



Photography

Team images

Description

Shot against a white wall,
subject is approximately
1 meter from the wall,
no other fill on the right
apart from the fill light

Floor is a mid to dark
grey carpet.

Specifications

Main Fill 1.5 m Ocatbox

85mm

F 7.1

Portraiture 3 Default at
80% for the skin plus
minor retouchingminor
retouching.



07 Partners



Partners

Key graphic

A graphic has been created to represent the Yellowfin Partner network. Made of our shapes, the graphic represents a stylized “+” to convey the value Yellowfin brings to our partners and their customers.



Partners

Key graphic use

When introducing or announcing a Yellowfin partner relationship, the partner logo can be contained within the key graphic shape and used across social, video, web and print applications.

This can be done in positive or reverse depending on the application.



The logo

Partner lockup

When using the Yellowfin logo in conjunction with a partner logo, a number of layouts are possible. Please choose the layout that best suits your individual need or application. We suggest that the symbol + wordmark version be used unless otherwise requested.

Please ensure that the minimum space (2 x w) guidelines specified are adhered to ensure both Yellowfin and partner brands retain their integrity.

An optional line divider device may be used to 'hold' the individual brands together and form a more defined lockup.



Certifications

Partner Badges

A set of Partner Badges have been developed allowing a way for Yellowfin partners to display their level of partnership across their own assets.

A positive and reverse set has been created to suit the intended application.

Please choose the version that ensures maximum legibility.



Certifications

Training badges

A set of training badges has been created to be used to display partner and end user Yellowfin certifications.

The badges have been created using the Yellowfin shapes and colors.



Sales



Architect



Analyst



Trainer



Partner Delivery



Quickstart Delivery



Launchpad Delivery





For more information

For any questions regarding brand guidelines or application of the Yellowfin brand, please contact design@yellowfin.bi