

YAHOO!

Yahoo! BOSS Guidelines

version 10.03.12

YAHOO! BOSS

“Created with Yahoo! BOSS” brand attribution

As a condition of use, Yahoo! requires the inclusion of “Created with Yahoo! BOSS” attribution within the site. Placement is required within the location where users find general information about your offering (e.g., the About section). The placement should follow the rules presented here. The logo should be made clickable and should click to <http://developer.yahoo.com/search/boss/>.

Branding example:

Created with **YAHOO!** BOSS

Font: 10 pt. Arial Regular

Color: Hex color #545454

Treatment for use against dark backgrounds:

Created with **YAHOO!** BOSS

Font: 10 pt. Arial Regular

Color: Hex color #FFFFFF

YAHOO! BOSS

Brand Assets

Brand assets are available for download at the URLs shown below. Each graphic may be downloaded individually. Please use the assets that are most appropriate for your site (e.g. use the purple/gray artwork if your site has a light background color, use the white artwork if your site has a dark background color):

Treatment for use against light backgrounds:

Created with 

154x13 size:

http://l.yimg.com/rv/boss_v2/images/createdwith1.png

242x20 size:

http://l.yimg.com/rv/boss_v2/images/createdwith2.png



164x20 size:

http://l.yimg.com/rv/boss_v2/images/ysb_v1a.png

253x31 size:

http://l.yimg.com/rv/boss_v2/images/ysb_v2a.png

Treatment for use against dark backgrounds:

Created with 

154x13 size:

http://l.yimg.com/rv/boss_v2/images/createdwith1_reversed.png

242x20 size:

http://l.yimg.com/rv/boss_v2/images/createdwith2_reversed.png



164x20 size:

http://l.yimg.com/rv/boss_v2/images/ysb_v1a_white.png

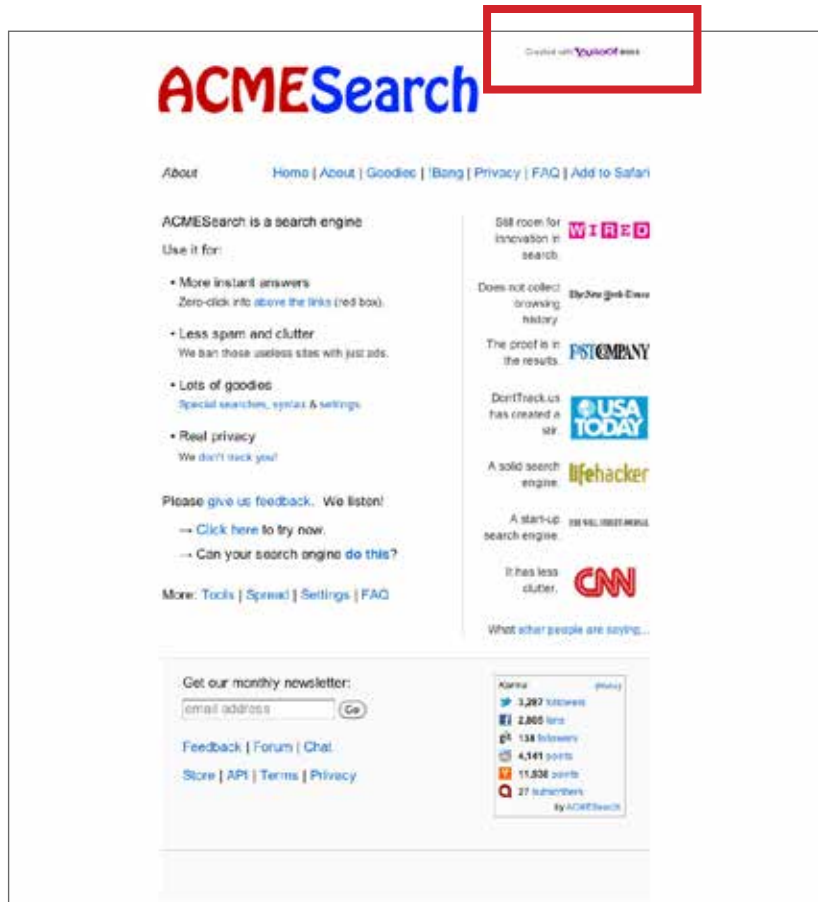
253x31 size:

http://l.yimg.com/rv/boss_v2/images/ysb_v2a_white.png

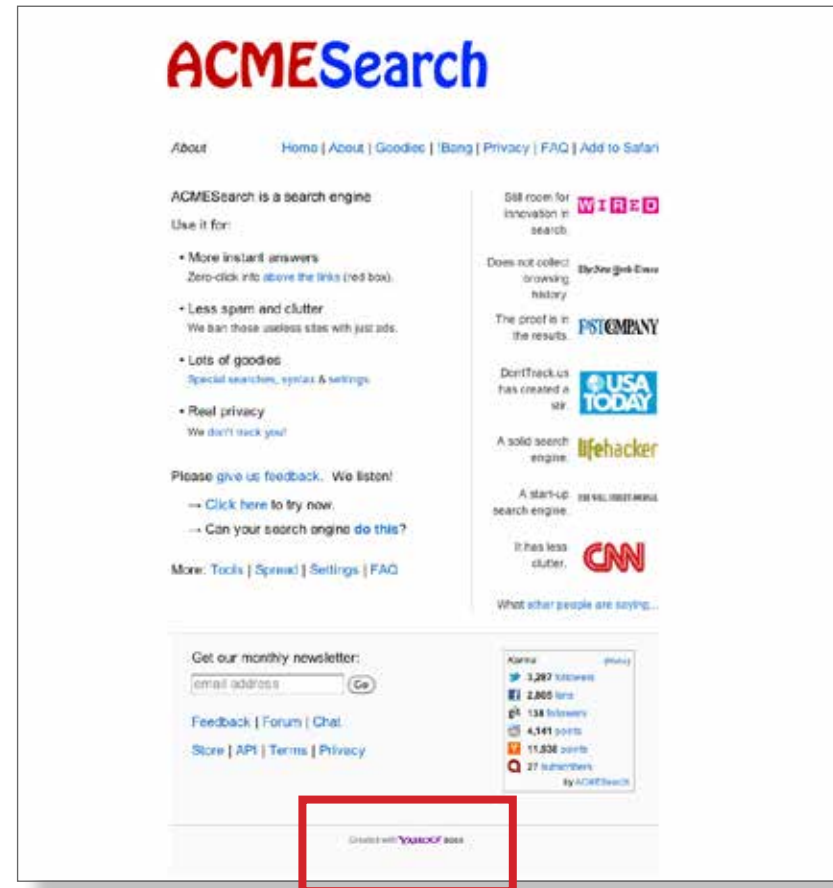
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Brand Attribution: Shown in context

Branding on top of page



Branding on bottom of page



NOTE: These are fictional examples shown for mock-up purposes only.