



# Search BOSS Guidelines

version 4.07.11

# YAHOO! SEARCH BOSS

## “Created with Yahoo! Search” brand attribution

As a condition of use, Yahoo! requires the inclusion of “Created with Yahoo! Search” 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!** SEARCH

**Font: 10 pt. Arial Regular**

**Color: Hex color #545454**

Treatment for use against dark backgrounds:

Created with **YAHOO!** SEARCH

**Font: 10 pt. Arial Regular**

**Color: Hex color #FFFFFF**

# YAHOO! SEARCH 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/a/i/us/sch/boss2/createdwith1.png>

164x20 size:

[http://l.yimg.com/a/i/us/sch/boss2/ysb\\_v1a.png](http://l.yimg.com/a/i/us/sch/boss2/ysb_v1a.png)

242x20 size:

<http://l.yimg.com/a/i/us/sch/boss2/createdwith2.png>

253x31 size:

[http://l.yimg.com/a/i/us/sch/boss2/ysb\\_v2a.png](http://l.yimg.com/a/i/us/sch/boss2/ysb_v2a.png)

### Treatment for use against dark backgrounds:

Created with 



154x13 size:

[http://l.yimg.com/a/i/us/sch/boss2/createdwith1\\_reversed.png](http://l.yimg.com/a/i/us/sch/boss2/createdwith1_reversed.png)

164x20 size:

[http://l.yimg.com/a/i/us/sch/boss2/ysb\\_v1a\\_white.png](http://l.yimg.com/a/i/us/sch/boss2/ysb_v1a_white.png)

242x20 size:

[http://l.yimg.com/a/i/us/sch/boss2/createdwith2\\_reversed.png](http://l.yimg.com/a/i/us/sch/boss2/createdwith2_reversed.png)

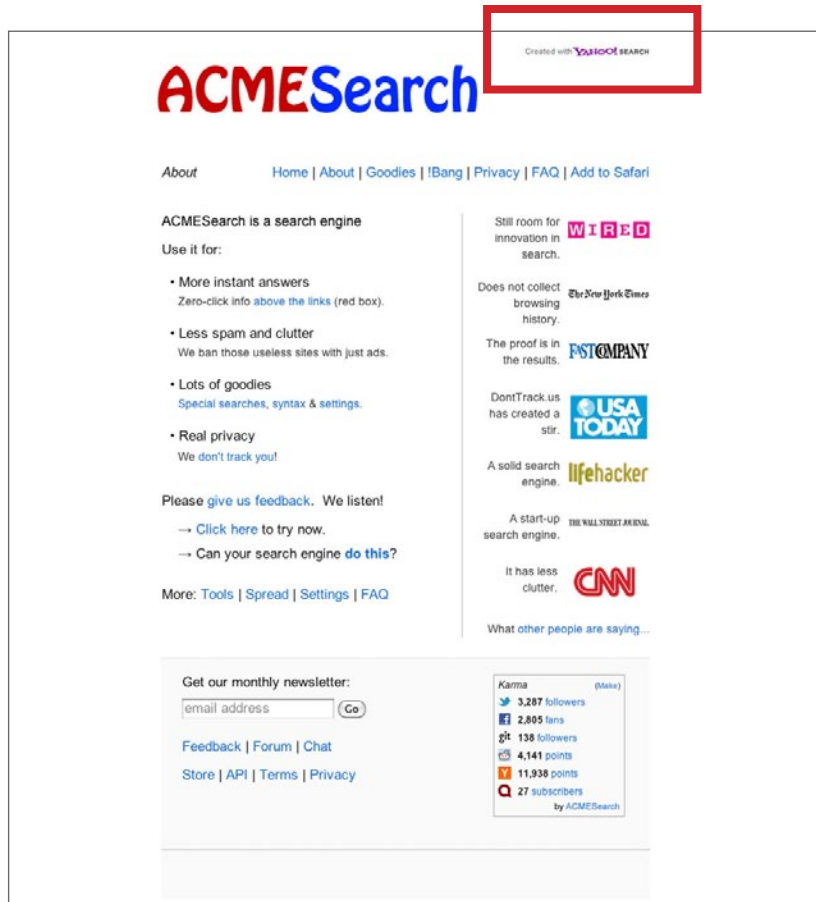
253x31 size:

[http://l.yimg.com/a/i/us/sch/boss2/ysb\\_v2a\\_white.png](http://l.yimg.com/a/i/us/sch/boss2/ysb_v2a_white.png)

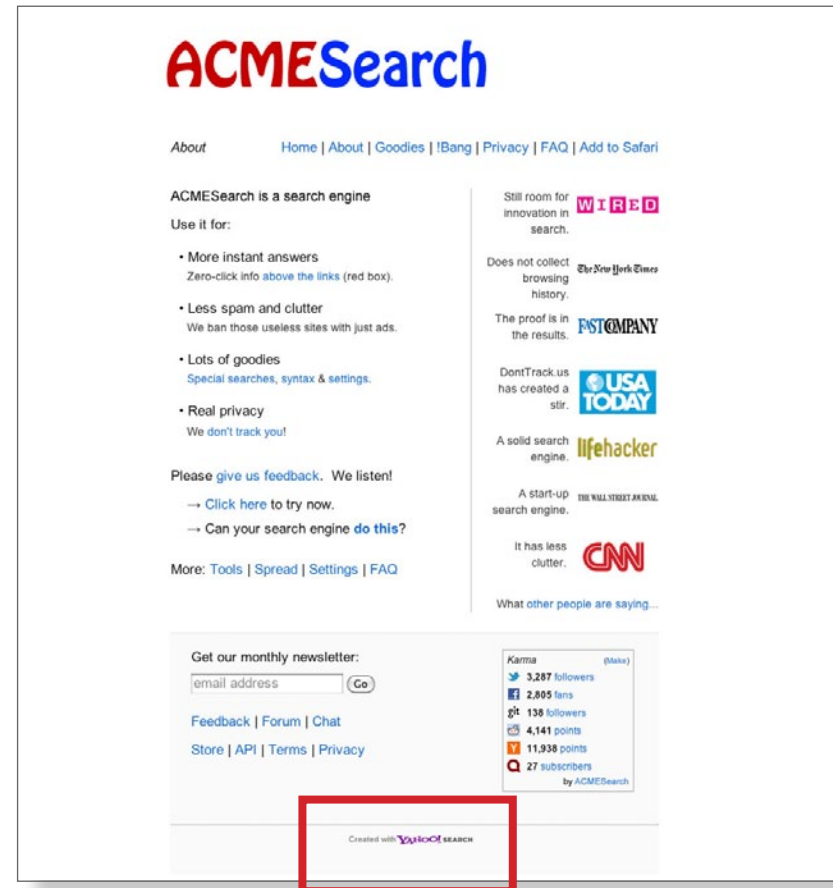
# YAHOO! SEARCH BOSS

## 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.