

Logo

The Yelp logo is our most visible and important brand asset. It stands for our robust content, our community's experiences, and our community as a whole. The Burst is an homage to the small asterisk that pops up above the heads of cartoon characters during moments of funny discovery. More unique than just a simple exclamation mark, the burst captures the spirit of writing reviews—it's like a "pop!" of self expression; it's all about excitement—like the surge of energy a user feels after discovering a great local business or sharing their latest adventure with the world.

Full Color Logo

The ideal presentation of our logo is full color. Please use this version whenever possible. It looks best on a colored background. Any color will do, but five-star red is, of course, our favorite. Please avoid setting the Yelp logo over busy backgrounds.



Clear Space

There should always be clear space around the logo to ensure maximum impact and to keep the mark from looking cluttered. The clear space must be substantially separated from other logos, trademarks, copy, illustrations, and photography. The 'e' in Yelp should be used as a guide to establish clearspace. Always maintain this minimum clear space, even when proportionally scaling the logo.

Minimum Size

Please make your logo usage proportional to the smallest font size of your marketing copy. The Yelp logo should never be too small to read. We require that our logo be shown no smaller than 1/4" in height for print and 64dp in width for screens.



Minimum Size

Logo Alternatives

1. Full color on white

When displaying the Yelp logo on a white background be sure to use the version with the grey stroke. The white outline should always be visible.

2. Black and white

The black and white logo is for printed applications when color is not an option.

3. One color: red

When full color printing isn't an option use our one color logo in red. The red version should only be printed on white.

3a. This version is only for one color printing when the one color logo needs to be printed between 1/4"-1/2".

4. One color: white

When full color printing isn't an option use our one color logo in white. When using the white logo the background may be set in any color, but red looks best.

4a. This version is only for one color printing when the one color logo needs to be printed between 1/4"-1/2".

For one color versions please contact creative@yelp.com with projet details.

1.



2.



3.



3a.



4.



4a.



Logo Don'ts

Yelp has seen some, shall we say, “creative” uses of our logo.

1. Do not stretch or condense
2. Do not separate or remove elements
3. Do not rotate or flip
4. Do not use another typeface
5. Do not change outline color
6. Do not change the burst color
7. Do not rearrange elements
8. Do not alter the color or add effects
9. Do not alter the burst

