32 ENVIABLE

INBOUND MARKETING EXAMPLES

AGENCY LOGO

TABLE OF CONTENTS

social media	4
blog	14
video	21
microsite	29
email	35

AGENCY LOGO

INTRDUCTION

Are you feeling the itch to refresh your inbound marketing campaigns, but unsure where to begin? Inbound is all about publishing helpful and interesting content your audience wants to consume, but with the infinite number of approaches and ever-increasing creative standards, the possibilities of how your campaigns might take shape can be overwhelming.

To help get the inspiration flowing, we've collected 32 examples of truly enviable inbound marketing. Whether you want to rethink your approach to social media, email, or blogging, we've curated top-notch examples to expand your thinking. Or, perhaps you are ready to experiment with a new medium for your content. Explore the video and microsite chapters to discover what the leaders in multimedia marketing are creating to share their story.

While we've included the industry each enviable brand is operating in, don't stay confined within your vertical. This guide is all about taking a step outside of your niche to expand how you think about inbound marketing.

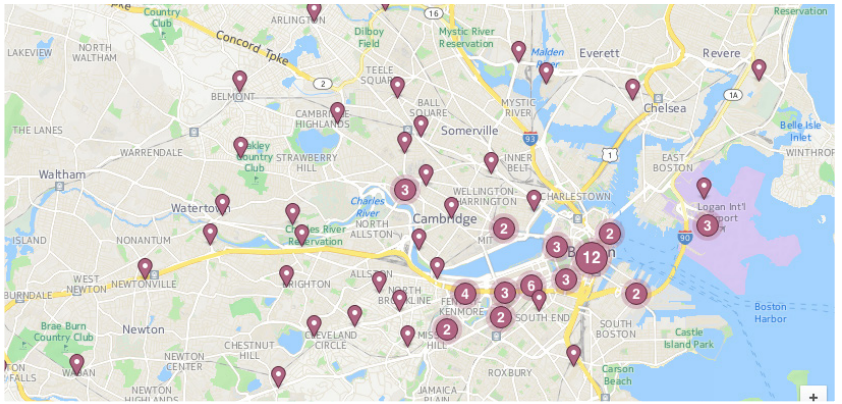
But before we dive in, a warning. While some may say that copying is the highest form of flattery, see these examples as a means to your content genius, not the exact playbook. Keep your own persona and product in mind, and let the overarching strategy behind each example prompt your brainstorming. You might be surprised how an international supermarket could inspire your insurance firm's marketing, or how a backpack retailer could make you rethink content for your SaaS startup.

SOCIAL MEDIA

AGENCY LOGO







STARBUCKS

Starbucks was an early adopter of social media, and today continues to use beautiful visuals to give customers the longing for a warm cup of coffee. But aside from their photography, Starbucks' Facebook page includes a myriad of extra features including job postings, contests, and even an international app. Can't get that latte out of your head? Next time you're on the go, test out the store locator embedded right in their Facebook page.

AGENCY LOGO







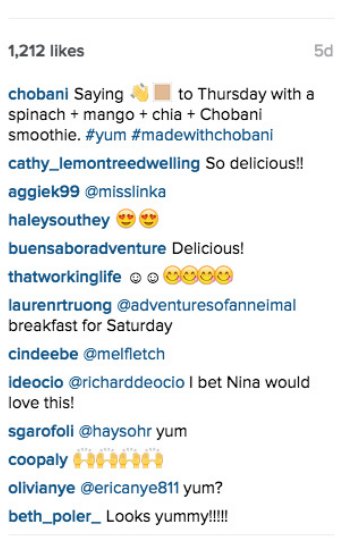


ST. JUDE

St. Jude Children's Research Hospital understands the power of social media to raise awareness for a charitable cause. St. Jude's Facebook page features a "Donate" button directly on their cover photo to make the process as easy as possible. To encourage donating, St. Jude uses touching stories and photos of the children they support to connect givers with the heart of the organization.

AGENCY LOGO













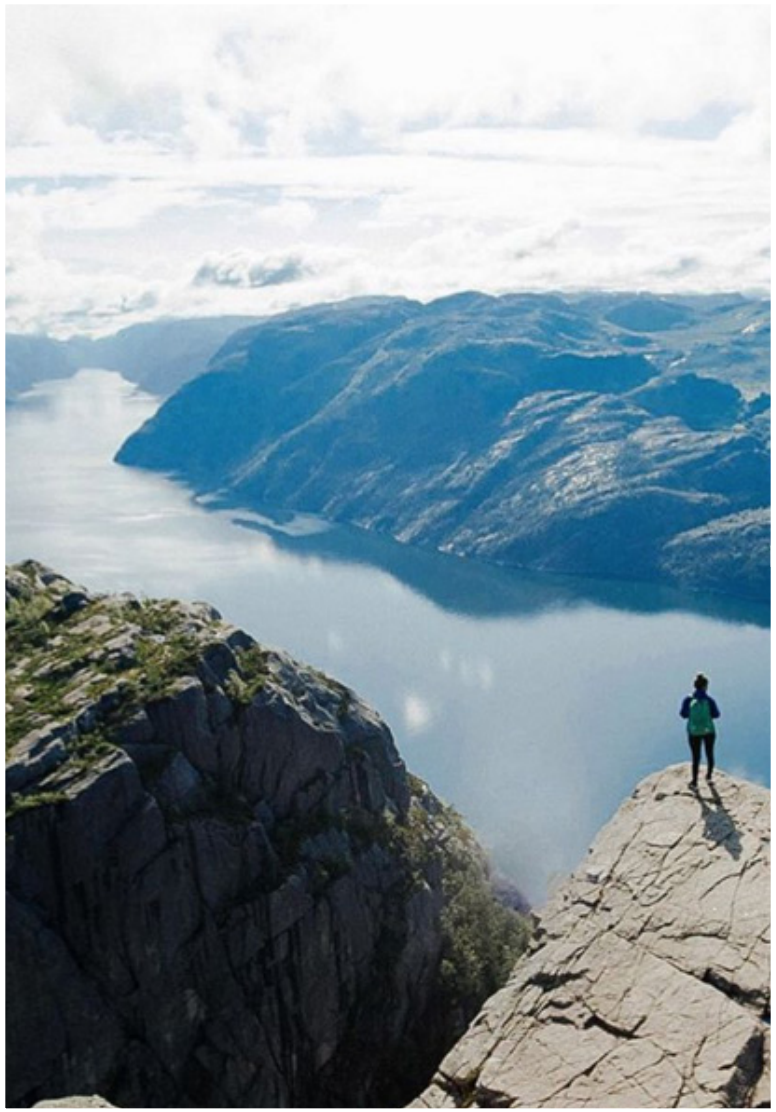


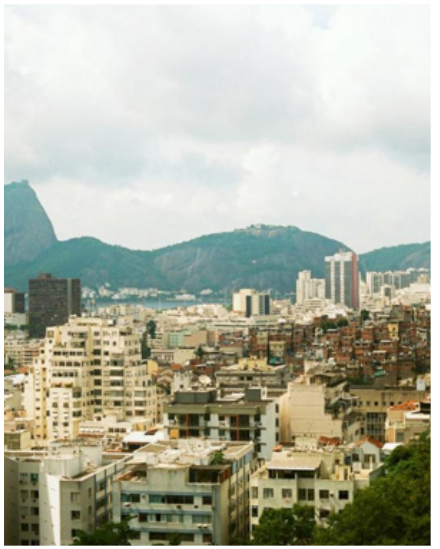


CHOBANI

When you have an extensive catalog of products, the potential for visual marketing is endless. But what about when you specialize in one product? Chobani is an excellent example of diverse photography for a single, simple item: a spoonful of yogurt. Check out Chobani's Instagram to browse colorful photos of fruit salads, pineapple smoothies, and frosted pumpkin cookies. You too might begin experimenting with all the tasty possibilities of greek yogurt.

AGENCY LOGO



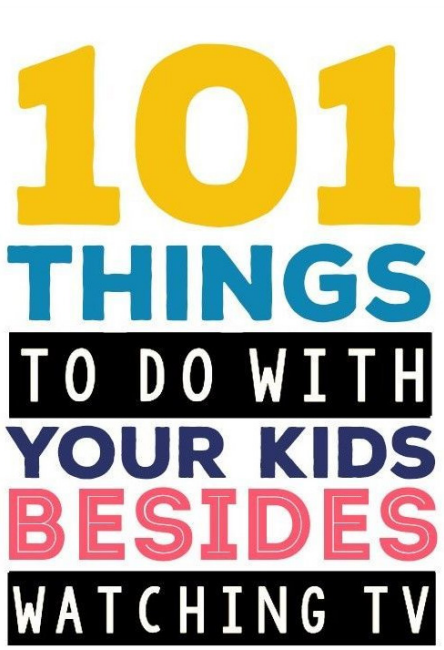



HERSCHEL SUPPLY CO.

There is nothing quite like Herschel Supply's Instagram account. Between mountaintop views and chaotic city streets, each one of their breathtaking photos communicates a story of travel and exploration. The best part? Most of Herschel Supply's posts come directly from their customers. By tracking the #WellTravelled hashtag, Herschel Supply has cultivated a community of followers and adventure-seeking artists. Warning: Overwhelming feelings of wanderlust may result immediately after following.

AGENCY LOGO









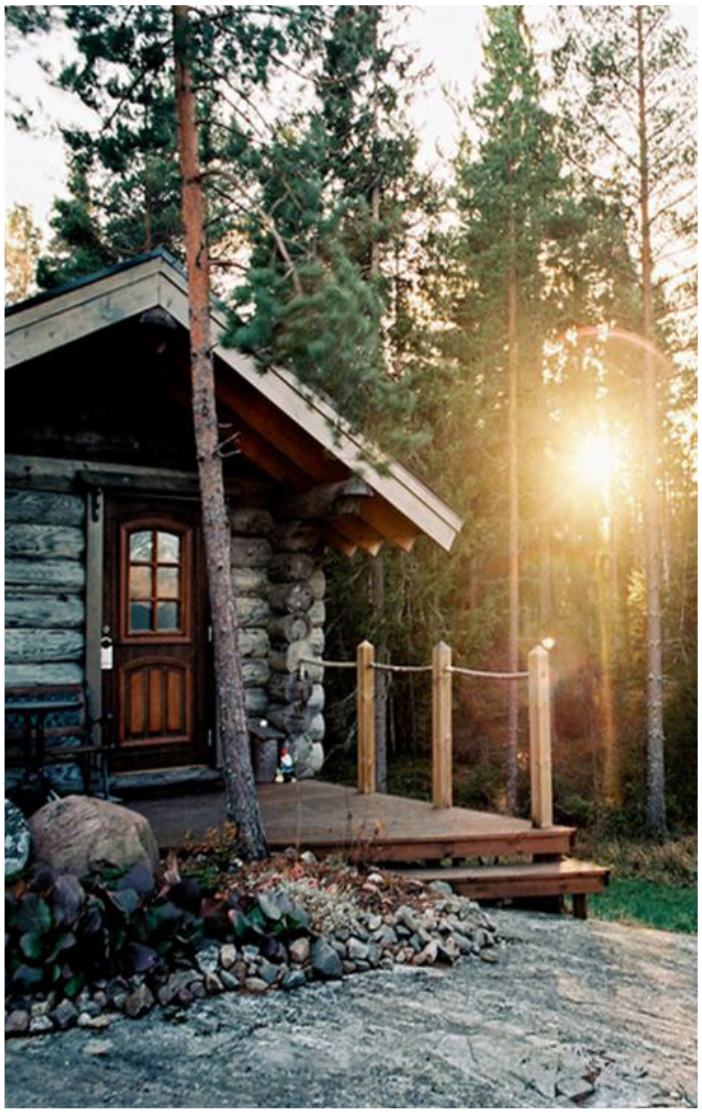


SEWICKLEY ACADEMY

Even if you're new to the inbound marketing space, you've probably figured out the cardinal rule: Be helpful. As opposed to the intrusive nature of outbound marketing, inbound gains the trust of potential customers by creating content the audience actually wants. Check out the Pinterest account of Sewickley Academy, a college preparatory school in Pennsylvania, for an impressive collection of helpful content geared toward helping parents through one of the hardest decisions they have to make: where to send their child to school.

AGENCY LOGO







L.L.BEAN

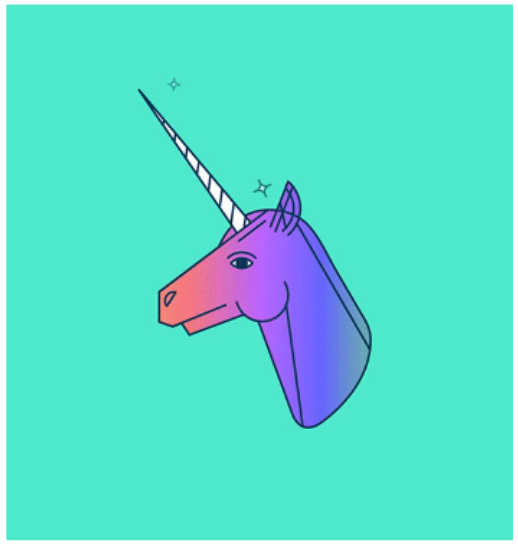
When your brand has been around since 1912, how do you keep product marketing fresh? Value the customer over the product. Take L.L.Bean's Pinterest account, for example. Instead of posting repetitive photos of their traditional (but oh-so-comfy) winter boots, L.L.Bean's boards feature stunning photos of sunrise hikes and crackling campfires. With this strategy, L.L.Bean follows Pinterest best practice by curating boards around the aspirations of their target customer.

AGENCY LOGO











TACO BELL

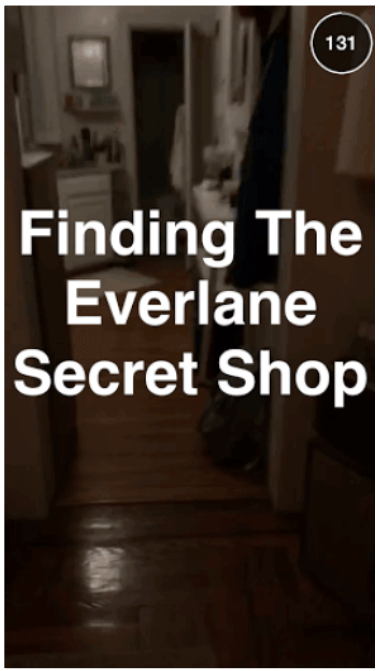
If there is one part of your marketing where you should flaunt a bit of your personality, it's social media. Taco Bell's Twitter account is a prime example. With the brand's hand-drawn doodles of unicorns and tacos, you'll feel like you've opened one of your middle school notebooks. As quirky as it is, Taco Bell has still established a consistent brand image. Plus, the brand's creative use of animated GIFs results in a social strategy you can't help but love.

AGENCY LOGO













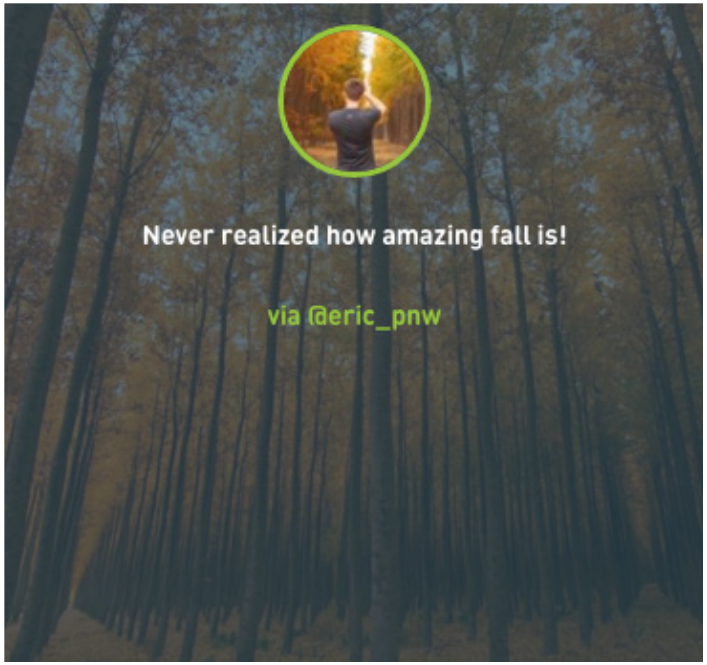
EVERLANE

AGENCY LOGO

Each of Everlane's social media accounts work to break down the barrier between the customer and their favorite brand. By illustrating the how and why behind what they do, Everlane provides a window into company culture and differentiates themselves against similar fashion brands. As recent social media trends shift away from the public and toward the private, Everlane has done an exceptional job of using Snapchat to send messages to their customers that feel honest and personal.











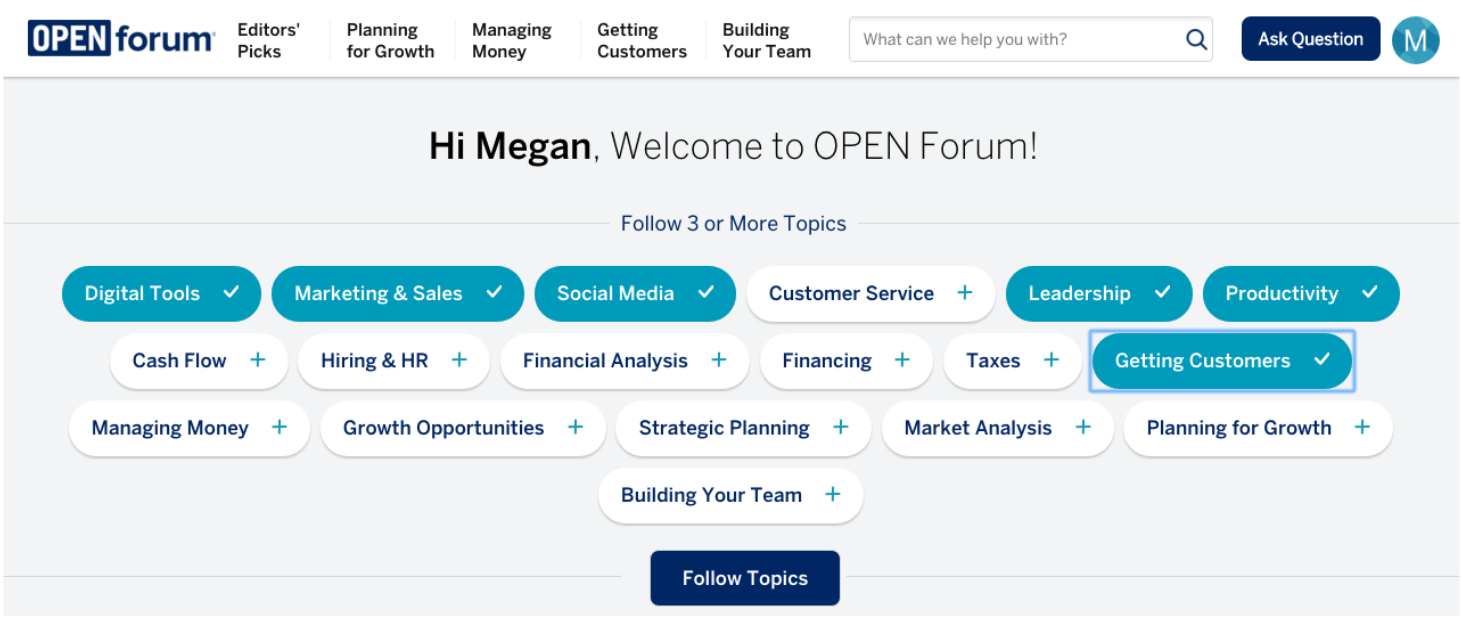
As you work to raise brand awareness, often it's better to go a bit off the beaten path -- even if it means excluding yourself from the largest shopping day of the year. REI created its fair share social media buzz for Black Friday 2015 as they encouraged shoppers to #OptOut of their post-turkey trip to the mall and instead spend the day in nature. Yet, the holiday season is not the only unique social campaign REI launched. Check out their 1440 Project for an admirable example of inviting the customer into your social sharing.

REI

AGENCY LOGO

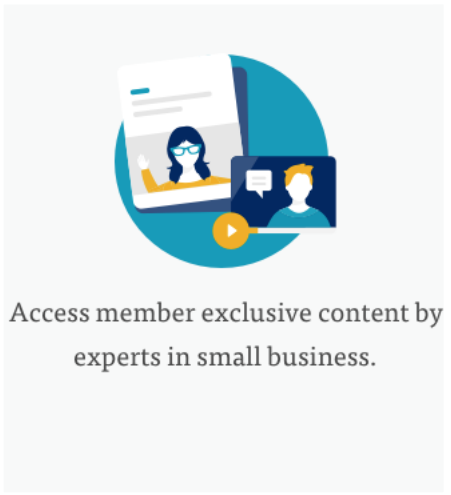
BLOG

AGENCY LOGO







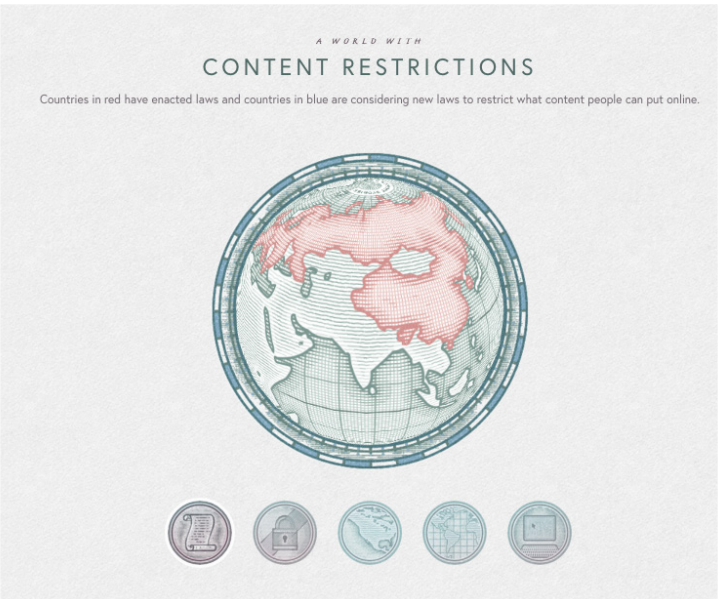


AMERICAN EXPRESS

The American Express OPEN Forum shows how a brand can expand beyond a traditional blog to create a larger community. OPEN Forum exists to help small businesses grow through original content and a personalized user experience. Upon subscription, the blog prompts the reader to choose the focus areas right for them, including productivity, leadership, growth opportunities, and much more. Within each post, the platform makes it easy to follow the author, respond to the content, or dig deeper into related stories.

AGENCY LOGO









MICROSOFT

Who says B2B marketing has to be boring? Check out Microsoft Stories and prepare to be impressed. The first thing you'll notice is visual quality of the site. As opposed to following a blog template, each post is customized with parallax scrolling, animated graphics, and tedious illustrations. Beyond the design, the writing is reminiscent of feature journalism, packed with empathetic characters and a personal touch. Despite the immense resources of a brand like Microsoft, this blog nevertheless sets a high bar for product storytelling.

AGENCY LOGO

STORY BY MODCLOTH





5 Unbelievable Gifts They'll Never See Coming

by Anna on 12/02/2015 in Misc.



Extraordinary presents for all the anything-but-ordinary people on your shopping list.

Read more »

Epic Wrap Battles, Round 1: We Have a Winner (& 2 DIYs!)

by Anna on 12/03/2015 in DIY, Lifestyle, Misc.



All December, our employees are going head to head in battles for present-packing prowess! This week, Head of Writing & Social, Natalie, went up against Creative Director, Joe in a dazzling DIY competition. Now, the



MODCLOTH

If you're in search of an all-around high quality blog, look no further than Story by ModCloth. The fashion retailer knows their persona well and consistently publishes content with a unique and witty voice. The blog is broken down by categories and subcategories to make it easy for readers to locate evergreen content. While the design follows a traditional blog layout, the color scheme, icons, and pinnable images add up to a pleasant user experience.

AGENCY LOGO





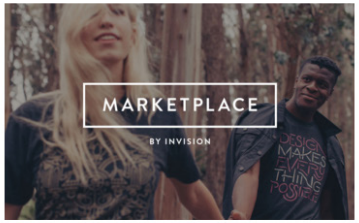




COMMUNICATION

HOW TO MANAGE A PROJECT AS A CLIENT

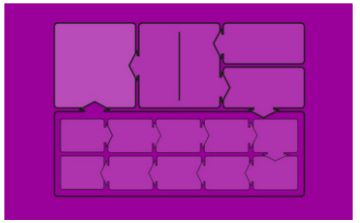
An excerpt from Authentic Form & Function's ebook, Partnering for Success, which examines the relationship between organizations needing work done and the agencies used to execute the work.



NEW FEATURES

MARKETPLACE BY INVISION —GOODS MADE FOR DESIGNERS, BY DESIGNERS

We've partnered with some of the best designers in the world to bring you a gorgeous line of limited edition t-shirts and art prints.



UI/UX

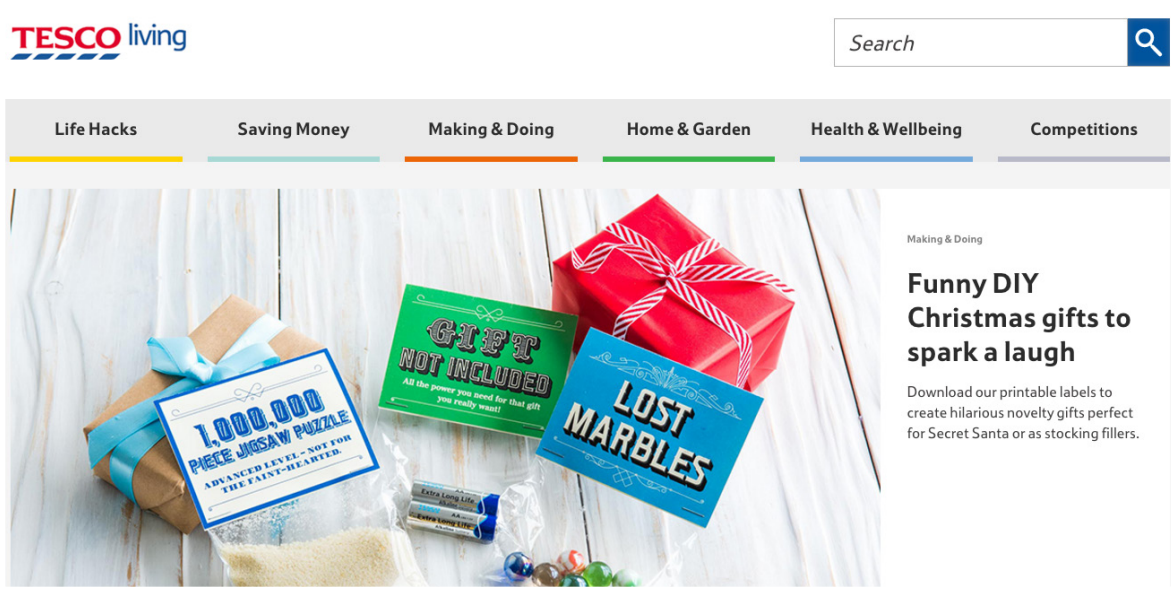
HOW TO QUICKLY CREATE A POWERFUL SURVEY

Surveys are great for quickly collecting large amounts of data about your users. At Envato, our design team creates surveys so we can gain valuable insight about the way people...

INVISION

While you would expect the blog from a prototyping platform to have exceptional design, it's not simply looks that makes this blog stand out. Instead of always featuring the product, InVision's content marketing focuses on the passion for creation every designer shares. The blog maintains a loyal audience by publishing deep-dive posts around common pain points designers feel, and reflecting back on the big picture goals of their work. And of course, the slick design doesn't hurt.

AGENCY LOGO







Making & Doing

How to make limoncello

Make a batch of this after-dinner liqueur using our easy step-by-step recipe. It's the perfect edible gift to make for friends and family this Christmas.

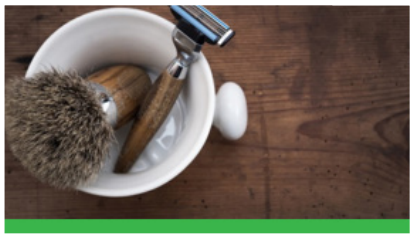


Making & Doing

How to make daisy bunting

Get crafty with the kids with this simple idea to decorate your home

SHARE

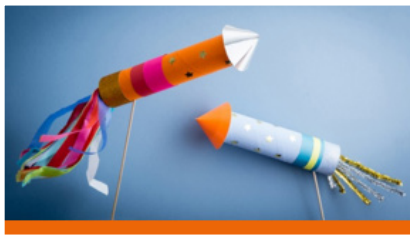


Home & Garden

How to get the most from your razor

Fed up of buying blades? Help your razor last longer with these four simple steps

SHARE



Making & Doing

How to make a rocket launcher

This simple kids' craft idea will easily keep them entertained on Bonfire Night

SHARE



Making & Doing

This chair covers hack will change your life

Transform mismatched dining room chairs into stylish identical ones with this brilliant trick.

TESCO

Based in the UK, Tesco is an international grocery store with a keen understanding of the helpful nature of inbound marketing. On its blog, Tesco Living, shoppers can find ideas and inspiration on topics ranging from how to save money when you go grocery shopping to holiday craft ideas for your preschooler. The navigability of the blog is among its best features, with a card user interface organized into six main categories. Click on a post to find a how-to article complete with ample pictures and easy-to-follow instructions.

AGENCY LOGO



Marketing for Architects: 7 Low- or No-Cost Ways to Elevate Your Small Firm

TAZ LOOMANS | DECEMBER 9, 2015



Not Just Airbnb and Uber: Why Manufacturing Is Already a Sharing Economy

ANDREW ANAGNOST | DECEMBER 8, 2015



Lights-Out Manufacturing: Future Fantasy or Good Business?

ANDREW WHEELER | DECEMBER 3, 2015



Seeing Is Believing: How Preconstruction and Lean Data Are Transforming JE Dunn Construction

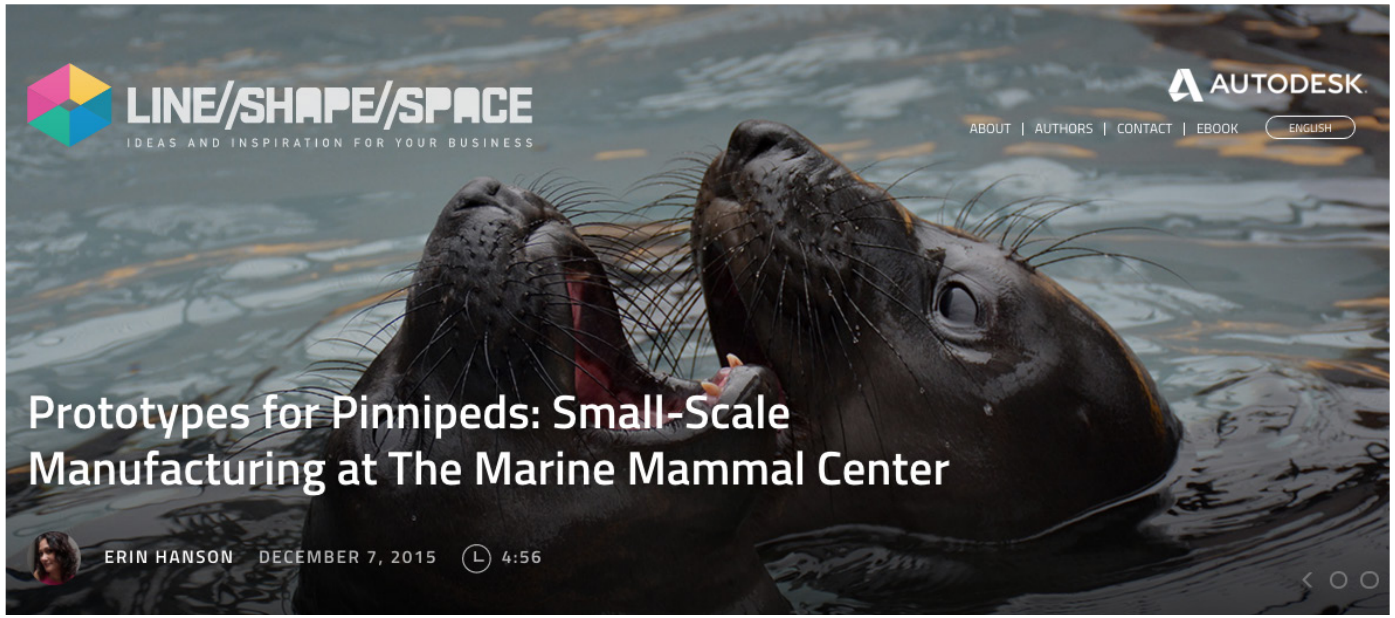
JEFF LINK | DECEMBER 1, 2015

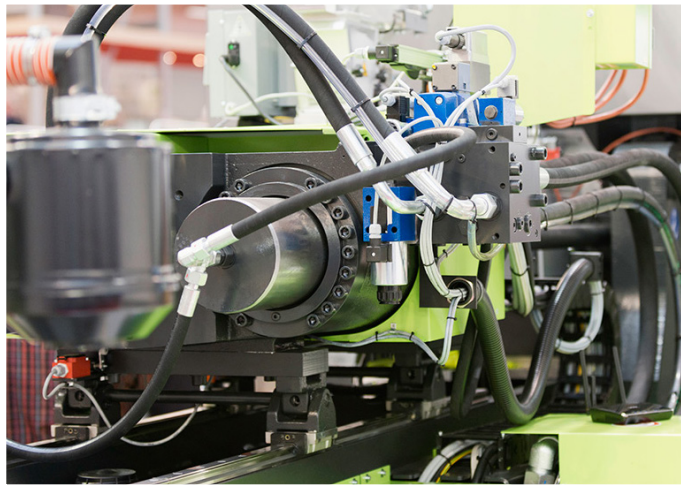


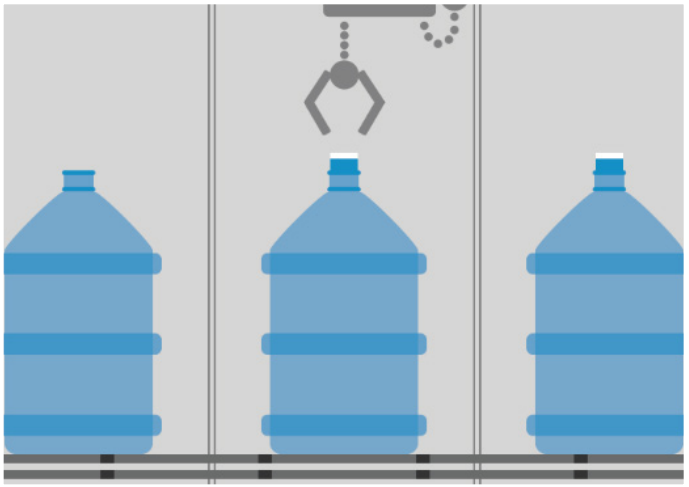
Mutiny on Four Wheels: How BAC Is Redefining Car



3 Construction Industry Trends: A Golden Age of Profitability







AUTODESK

Since the blog's launch in 2013, software builder Autodesk has received a lot of buzz for Line//Shape//Space. While the brand focuses on the 3D printing and engineering niche, the blog expands to a larger audience by inspiring all businesses with a hand in design. Each post shares pragmatic business advice in the context of a story, featuring a real and unique example of innovation. In addition to the quality of the content, Line// Shape//Space uses fascinating imagery to invite readers into each story.

AGENCY LOGO

VIDEO

AGENCY LOGO







TOMS
November 29 at 11:32pm ·

Experience Giving and witness the impact of TOMS Shoes first-hand when you take a virtual journey to Peru. See the incredible work our Giving Partners are doing and meet some of the children who receive our shoes in this 360 video.





TOMS

By sharing the stories of the people the brand supports, TOMS is able to quickly turn prospects into all-out brand evangelists for their one-for-one giving model. In their latest piece of visual marketing, TOMS uses virtual reality to take the audience alongside on a giving trip. Drag the frame to get a 360-degree view of the surroundings. Better yet, tilt your smartphone for a seamless experience. As more brands discover the possibilities of virtual reality, expect for this form of video marketing to be around for a while.

AGENCY LOGO











GOPRO

Pink gorilla jumping out of a plane? Check. Bird's eye view of a scenic canyon? That too. To experience a unique series of B2C video marketing, check out GoPro's YouTube channel. The brand curates videos from its customers to show just what heights and depths their product can withstand. In addition to featuring the product, the videos also create a community for GoPro users to share their extreme experiences.

AGENCY LOGO







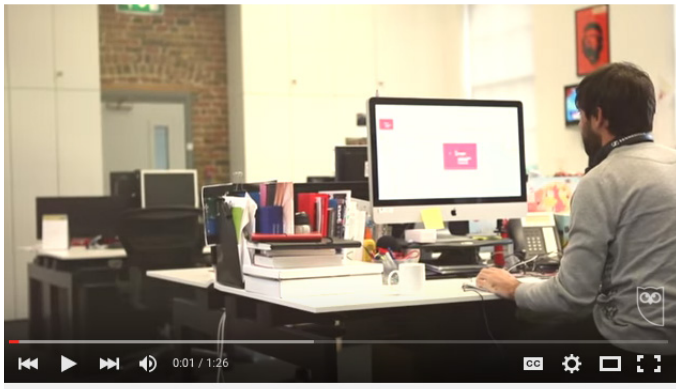
Cambridge University & Hootsuite

Hootsuite

Subscribe 15,252

653 views

Add to Share More



Virgin Media Group & Hootsuite

Hootsuite

Subscribe 15,252

1,385

Add to Share More

Hootsuite™

HOOTSUITE

Successful B2B marketers know the power of the case study. And especially for brands in the SaaS space, these success stories are often necessary to share the customizable nature of the product for the user. Hootsuite, creator of a social media management dashboard, uses video to highlight their customer's personality in each case study. Check out the series on their YouTube channel to see an impressive example of each part of the video process: interviewing, production, and editing.

AGENCY LOGO





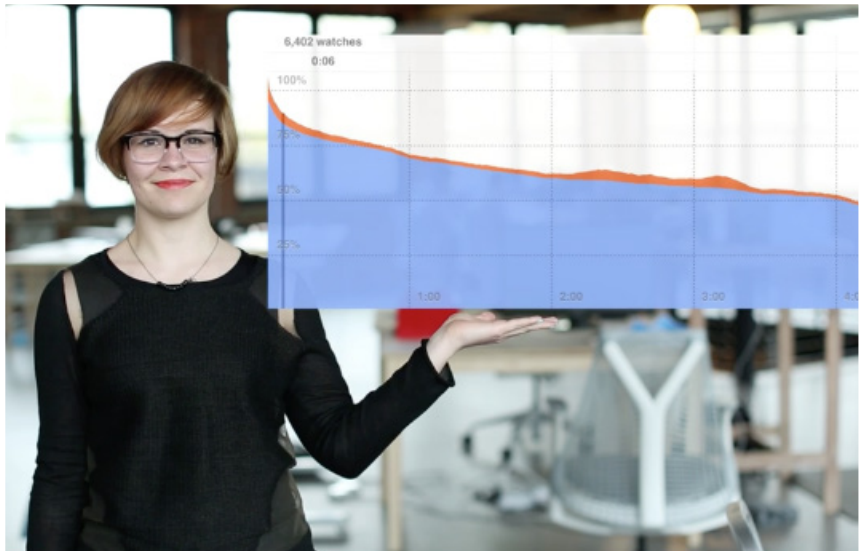




KLEENEX

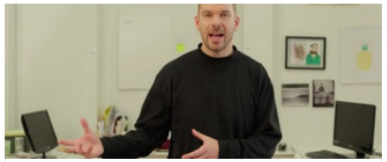
For this marketing example, you might just need a box of tissues. Entitled “Best Friends,” Kleenex tells the story of a man who finds companionship in a dog who shares his same challenges. What makes this piece of content truly remarkable is the lack of explicit advertising for the brand itself. Instead, Kleenex uses its platform and name recognition simply to share a worthy story and inspire audiences.

AGENCY LOGO









BLOG » STRATEGY

How Vooza Uses Video to Grow and Retain Their Email List

Vooza's creative business model and witty content have been featured in publications like TechCrunch and the Financial Times, but we decided to focus on how they're using Wistia's Turnstile...



BLOG » PRODUCTION

How Apple Explained Their Watch With 13 Videos

Apple just released a series of video ads about their Apple Watch, a product that can do a lot of different things. If you took it out of the box, would you know what to do with it? It doesn't come...



BLOG » PRODUCTION

#WistiaChat Round Two: Producing Video on a Team of One

We did it! Thanks for helping make our second bi-weekly #WistiaChat was a great success! We spoke about mastering video production on a one-person team, including which tools to...

WISTIA

You'd expect a video hosting platform to excel at video marketing. Yet, it's not simply the lighting and lack of jump cuts that makes this an enviable marketing example. Wistia's video library consists of self-service tutorials to help businesses create awesome marketing. But before you pass this off as another set of boring educational videos, take a look. Wistia's content is helpful, courteous, and honestly, fun to watch. Packed with humor, Wisita sets an example of engaging writing brands should aspire to emulate.

AGENCY LOGO









EDEKA

Commercials don’t have to feel like commercials. German supermarket EDEKA kept this in mind in its Christmas video advertisement, #HeimKommen. The video tells the story of a grandfather spending the holidays alone. In an act of desperation to bring his busy children and grandchildren home for the holidays, he … Well, no sense in ruining it for you. Watch the video yourself to learn why empathy is a vital ingredient in video marketing.

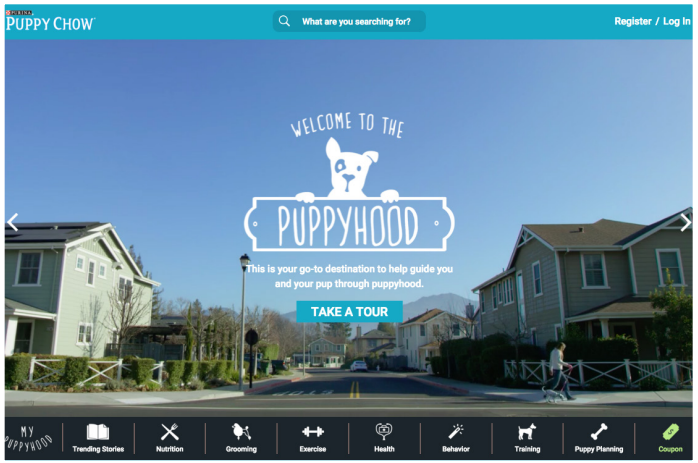
AGENCY LOGO











PURINA

In partnership with Purina, BuzzFeed has created an adorable video you'll immediately want to share -- but is it a commercial? This video shares the first day of bonding between a man and his new puppy. While the piece does include Purina product placements, the video is so much like a funny BuzzFeed skit that you'll probably want a sequel. Good news here. The video links to a multimedia microsite.

AGENCY LOGO

MICROSITE

AGENCY LOGO

THE STORIES WE WEAR



He's Gonna Need a Good Shirt. Connie Magee. Harrisonburg, Virginia.

Dear Patagonia,

Today is my dear friend Corey's birthday, and he got a ratty, dyed, indestructible Patagonia climbing shirt from me.

The shirt belonged to me and my freshly-ex-boyfriend Mike. I say we, because though he owned the shirt first, it was ours. He "stole/inherited" it from his best friend in high school and early climbing partner (note the old-school tag...this goes back to the early 90's). It used to be tan or grey, but somehow it got dyed purple during a late night drinking incident. No one remembers what the stain on the chest is from. I think my guy was actually wearing this shirt the first time I saw him in the Gunks and I kind of knew I was going to fall in love. In my mind's eye, Mike is flaking a rope, shy smile, blue eyes flashing, ready for the next hard line. The shirt was already old when I met Mike. He'd been through some major health problems including a kidney transplant, but he came out resilient, climbing stronger than ever- just durable. Like this purple shirt. It is the splash of color in so many memories of hundreds of amazing trips to the Dacks, White Mountains, Chatty, the Red, the New, all over Utah, Colorado, Potrero, Spain, Acadia, Cochise, Wild Iris, Vedauwoo...

It's seen nearly every state in America, late-day bouldering sessions, trips to five or six countries and was always one of the key items in the trip bag. We sometimes negotiated over who got to wear it. It has survived so many crack climbs, so many snaggy bushwhacks, so many WTF benighted descents. I think one of us was even wearing it during an unprotected bivy in NC when the weather turned nasty, we couldn't find the rap station and we had to wrap up in ropes and leaves



More than just a Frisbee. Kern Ducote. Baltimore, MD.

"All along the Pacific Crest Trail, this served as my cutting board, fan, frisbee, and plate. It hit the ground a few too many times and cracked. Nothing ductape can't fix!" - Kern



15 Year Old Fanny. Kacie Lynn. Chattanooga, TN.

"I've had this fanny pack for 15 years. It's been with me on the farm, at concerts, everywhere. If these stains and bar grime on it could tell their stories, I'd be in jail. Just kidding!" -Kacie





Matt Looby. With a Little Help From a Friend. Horseshoe Canyon, AR.

"I tore the seat during the last day of a bouldering trip at Stone Fort, TN. I was really bummed since I loved these red pants. I asked one of my friends to patch them up so she used a piece of fabric from an old pair of pants to patch up the large hole, and also sewed up the smaller tear. I used them again for a little bit but they re-tore. So I brought them in to the Worn Wear wagon and y'all patched them right up for me! My sending pants are back in



My Daughter & My Hat. Matt McNally.

Dear Patagonia,

My daughter means everything to me. Even as a young man I knew that I wanted to be a good father someday, and that I wanted to raise my kids with respect for the wilderness. My youth was a bit topsy turvy...and through all of the hurdles of my parents living two states apart, the wild lands between Salt Lake and Huntington Beach meant everything. The long drives with Dad always meandered through seasides, deserts, and canyons...delaying the inevitable drop off for just a few days longer. The mountains, campfires, and moving waters from Utah to California became the thread that kept me connected with my family. A thread that always wore well with time. Just like a good hat. I have always been a "hat guy." As a bald, bearded, beast nowadays my hats mean even more to me. I have worn numerous Patagonia and Black Diamond hats over the years. Each one getting seemingly grosser than the last. Sweat stained, torn, broken, battered and loved...just like me. My little girl loves my hats. She loves the smell and she loves to make fun of my shiny head underneath. She loves to steal them from me and she loves to hold onto them while she rides on my shoulders as we hike through the Wasatch Mountains. She laughs almost as beautifully as her mother does. She loves to keep up with her brother, she loves to sleep on her dog Moses, and she has the kindest heart you could ever imagine. I love my daughter, I love my son, I love my wife, I love the wilderness, and I love this hat.

-Matt







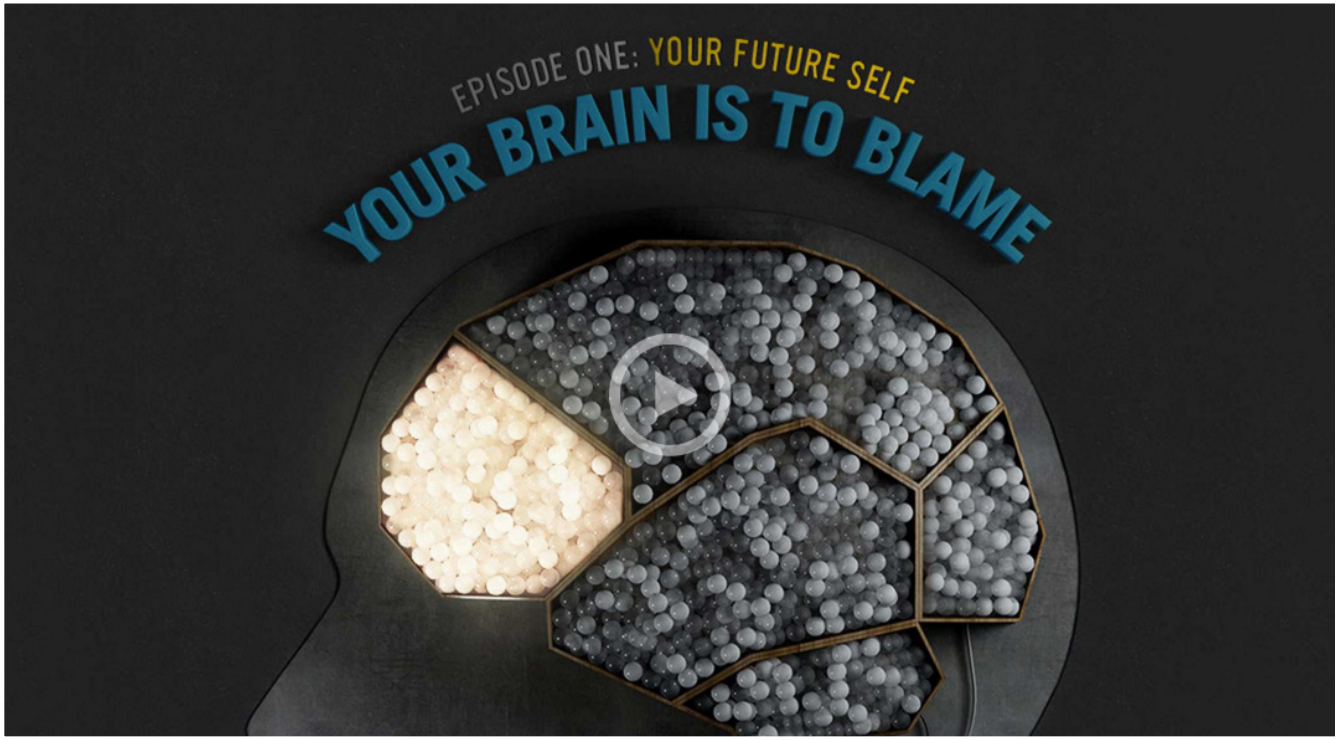
PATAGONIA

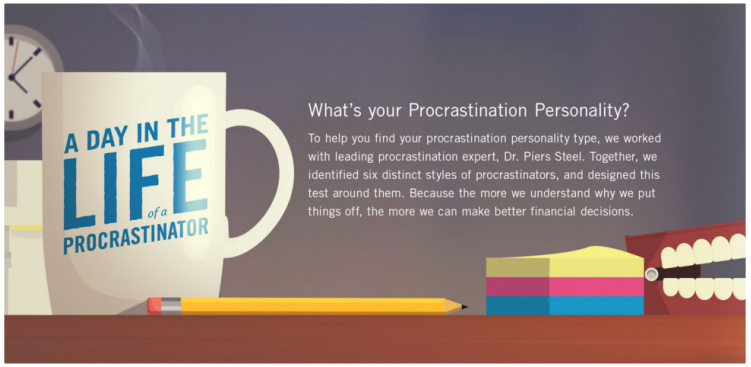
The drive behind much of Patagonia's marketing is the Worn Wear campaign, a program that encourages customers to repair their damaged outdoor gear rather than buy new items. The heart of the campaign consists of stories told by actual customers. These narratives are enhanced with a variety of multimedia elements, including how-to articles for common clothing repairs, a beautiful Instagram account, and even a 30-minute documentary. Overall, Patagonia stands out by sharing customer stories through a nontraditional campaign angle.

AGENCY LOGO







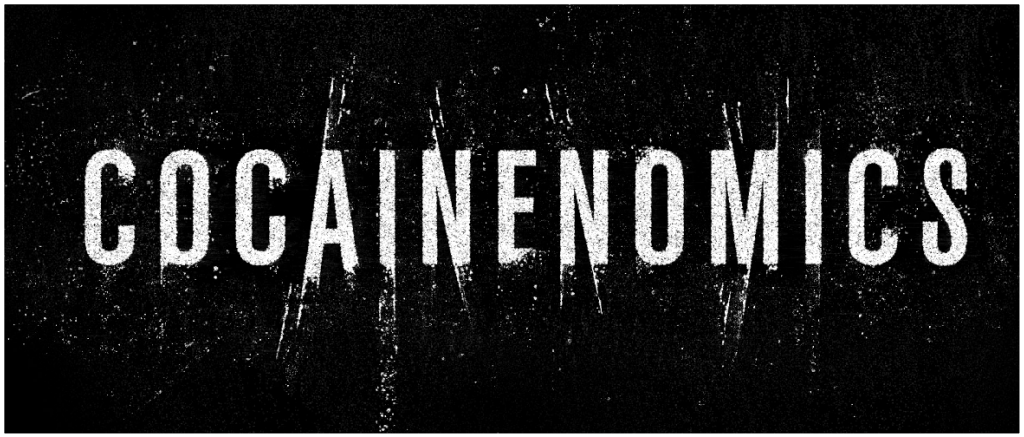




PRUDENTIAL

Prudential shows that marketers of any company can excel with an exciting multimedia approach -- even if your main objective is to teach people about retirement. In “The Challenge Lab,” Prudential uses videos, quizzes, and other interactive elements to debunk every excuse a millennial might come up with to avoid thinking about retirement. As you explore the microsite, don’t be surprised if you too are reawakened to the significance of your 401(k).

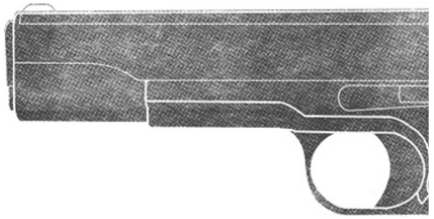
AGENCY LOGO





"I would rather have a grave in Colombia than a jail cell in the U.S."

- Pablo Escobar





Drug Routes Through the Decades

1960s

In the 1960s, Colombia wasn't yet a major player in the global cocaine trade. While cocaine was shipped along with marijuana (the more popular export at the time), the decade belonged to Argentina, Brazil and Chile.

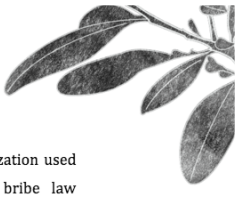
1970s

1980s

1990s

2000s

Cartel member José Gonzalo Rodríguez Gacha built the cartel's military arm, hiring British and Israeli mercenaries to train his men, and uniting with right-wing death squads and paramilitary groups battling Colombia's leftist guerillas.





PLATA O PLOMO

Escobar's challenge was simple: "Plata o plomo" *("Take my silver or take my lead").*

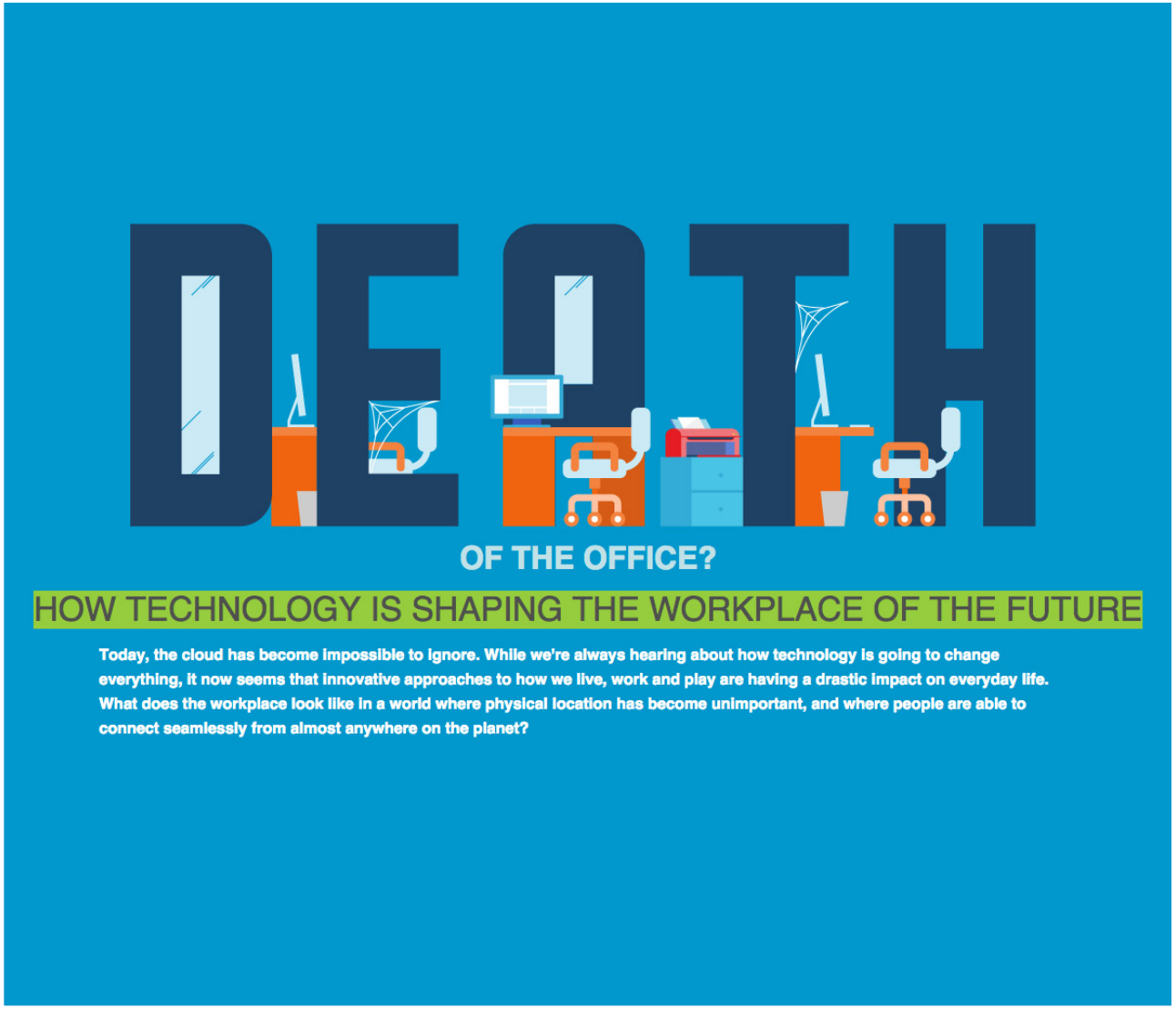
Finally, the Medellín organization used vast amounts of money to bribe law enforcement and government officials. The bribes were the criminal equivalent of legitimate businesses hiring lobbyists and paying regulatory fines. Although it meant handing over "a very sizeable share of their income" in bribes, Heymann says, it was simply a line item on the cartel's profit and loss statement. Of course, the bribes came with a not-so-subtle threat of violence. Escobar's challenge, oft repeated,

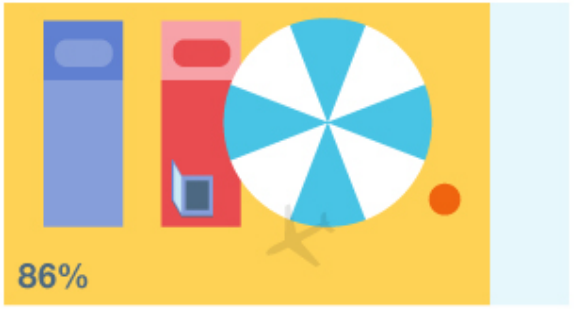
SPONSOR GENERATED CONTENT - WHAT'S THIS
NETFLIX NARCOS | WSJ. CUSTOM STUDIOS
ALL EPISODES NOW STREAMING

NETFLIX

Netflix has partnered with the Wall Street Journal Custom Studios to create a game-changing piece of native advertising. In Cocainenomics, a combination of breathtaking graphics, professional reporting, and multimedia features tell the gritty story of the cocaine business. In addition to being an impressive piece of journalism, Cocainenomics arrived just in time to promote "Narcos," a Netflix original series.

AGENCY LOGO





of executives surveyed thought that workers of the future would be expected remain in close contact while on vacation.



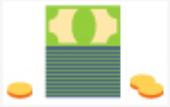
Would forego free meals

78%



Would take a reduction in holiday

31%



Would take a smaller salary

25%

INTUIT

In the realm of B2B marketing, a solid grasp of data visualization can be a make-it-or-break-it attribute. For an impressive example of an infographic that not only displays data, but animates it, check out “Death of the Office?” In this infographic, the UK division of financial software company Intuit explores the growing trend of working from home and how that has affected workplace culture.

AGENCY LOGO



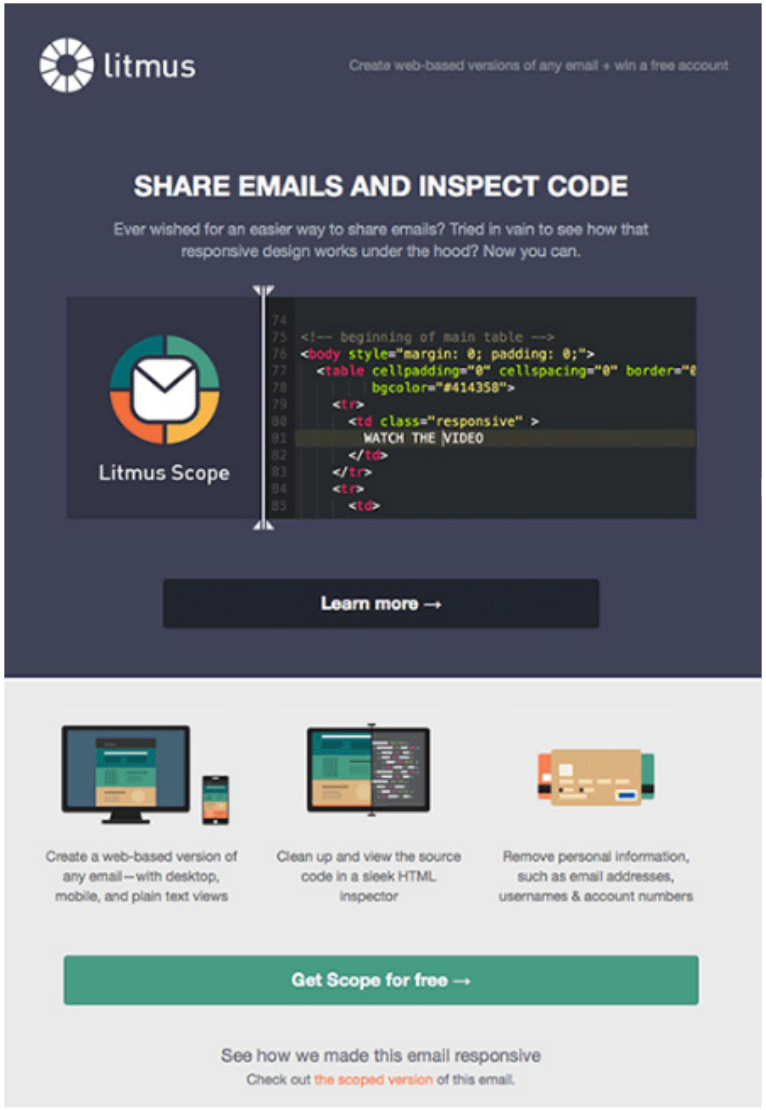
CHIPOTLE

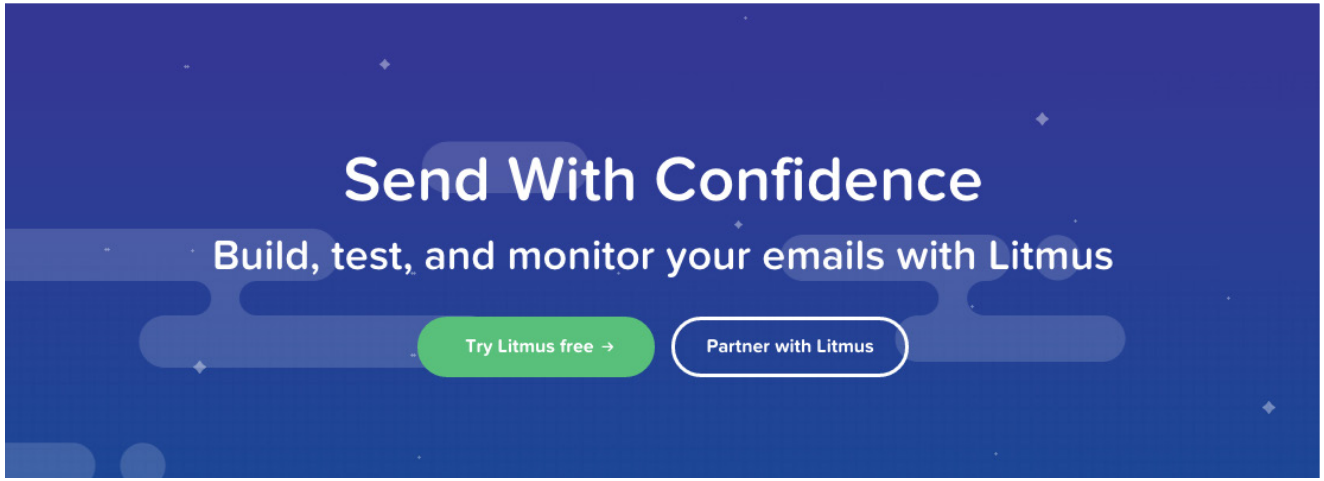
As Chipotle has gained popularity, so too has its non-traditional marketing. The fast food chain knows its audience well, targeting each hand-drawn cup design and social media post toward the Millennial generation and a goal of word-of-mouth marketing success. Chipotle continued this strategy in their creation of “Taste Invaders,” an Atari-style online game that challenges players to shoot lasers from a foil-wrapped burrito.

AGENCY LOGO

EMAIL

AGENCY LOGO







LITMUS

Litmus, an email testing and analytics platform, sets a high bar for what campaign emails can accomplish. As opposed to static text, each email uses eye-catching GIFs and bold colors to make the reader feel like they're on a professionally designed website, not in their inbox. Because of the superior visual elements, Litmus avoids the graymail trap and invites subscribers to explore their content further.

AGENCY LOGO









JETBLUE

There are few brand emails that will make you blush quite like JetBlue. While their design is clean and simple, the cheeky content hits the airline's personality perfectly every time. Each email has a distinct purpose to avoid cluttering the audience's inbox. Meanwhile, even the unsubscribe email is witty enough to make you reconsider your decision to stop the emails.

AGENCY LOGO

Spotify

Hi Megan,

Judah & The Lion on Audiotree Live by Judah & the Lion are now available on Spotify!



LISTEN NOW

Spotify



Thank you for being a top listener.

Hey it's Charles Kelley from Lady Antebellum.

You're getting this email because you are one of Lady Antebellum's top listeners on Spotify. Thanks so much for listening to so much of our music.

I'm going on a solo tour and as a way to say thank you I want you to be one of the first to get access to tickets.

The presale starts **Wednesday October, 14th at 10am** and runs until Thursday, October 15 at 10pm. You'll be able to purchase up to 6 tickets while supplies last. The password is **BELIEVER**

I have a new single out and would love for you to listen to it on Spotify. It's called "The Driver" and also features Dierks Bentley and Eric Paslay. Hope you like it!

BUY TICKETS HERE

Music for everyone.

All the music you'll ever need is right here. Your favorite artists, albums and readymade playlists for every moment.

DOWNLOAD SPOTIFY

GO TO WEB PLAYER



SPOTIFY

Spotify's emails master the challenge of personalization. The music streaming platform only sends emails when the content will be helpful to the reader. By leveraging the user's music interests, Spotify crafts emails that make the recipient feel like they're being rewarded for listening to what they love. Plus, there are few better ways to start your morning than to receive a personalized email from Spotify saying one of your favorite bands has released a new album.

AGENCY LOGO

BIRCHBOX

FREE SHIPPING ON MONTHLY BOX BRANDS & ORDERS $50+*

LET'S GET *Personal*

We peeked at your sample and purchase history, and then used our supercomputers to find these great offers—tailored just for you.





BIRCHBOX™

FREE SHIPPING ON MONTHLY BOX BRANDS & ORDERS $50+*

TELL US HOW YOU **REALLY FEEL.**

Seriously, don't pull any punches!

Rate these samples via our feedback surveys—each review earns you 10 points, and for every 100 points, you get $10 off a full-size product order.

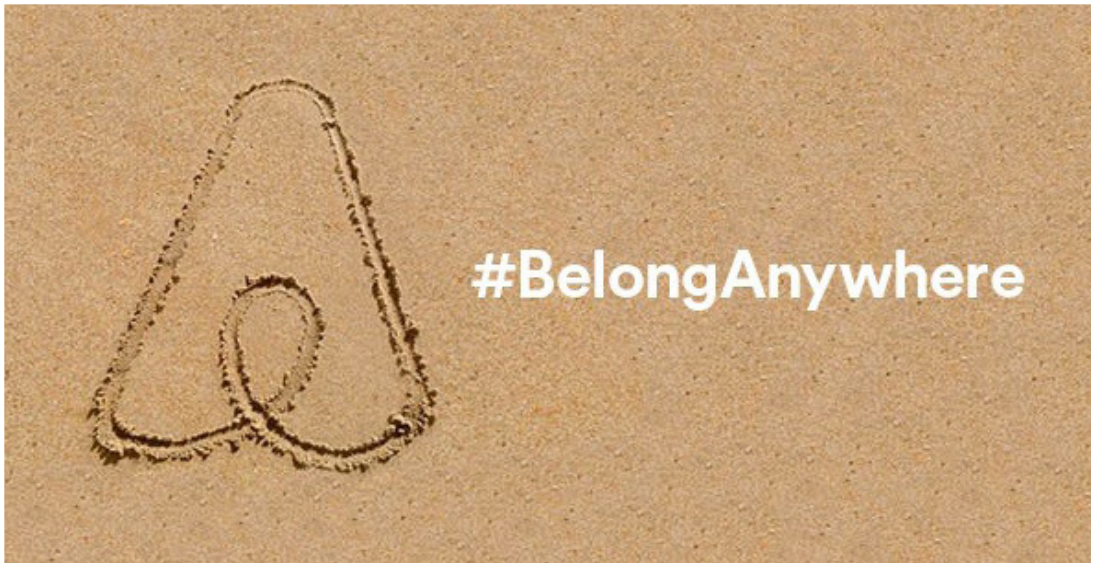
Step 1. Go to your Box page.

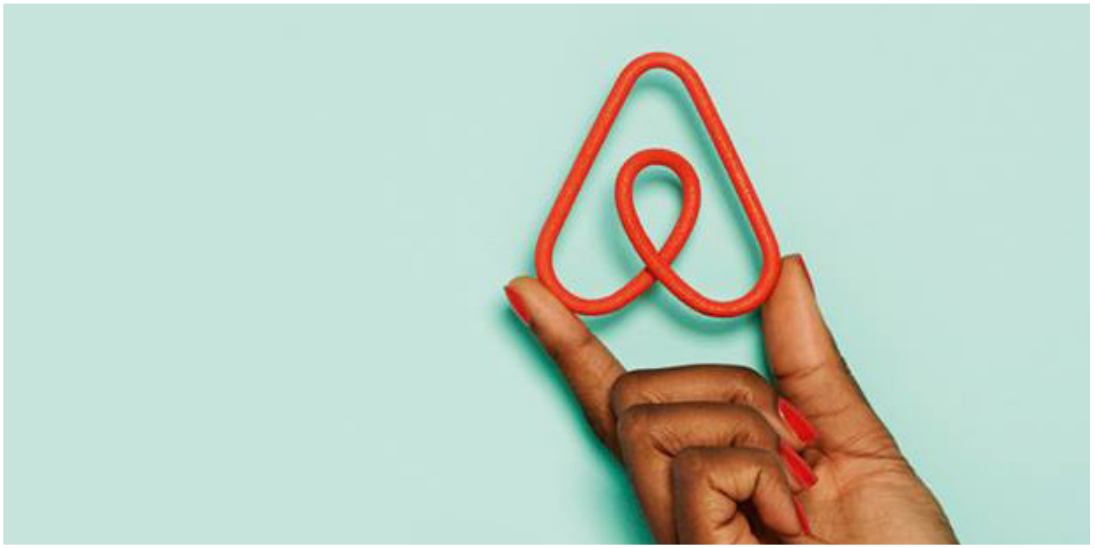
Step 2. Click on the product you would like to review, then select the "Write a Review" link below the product name.

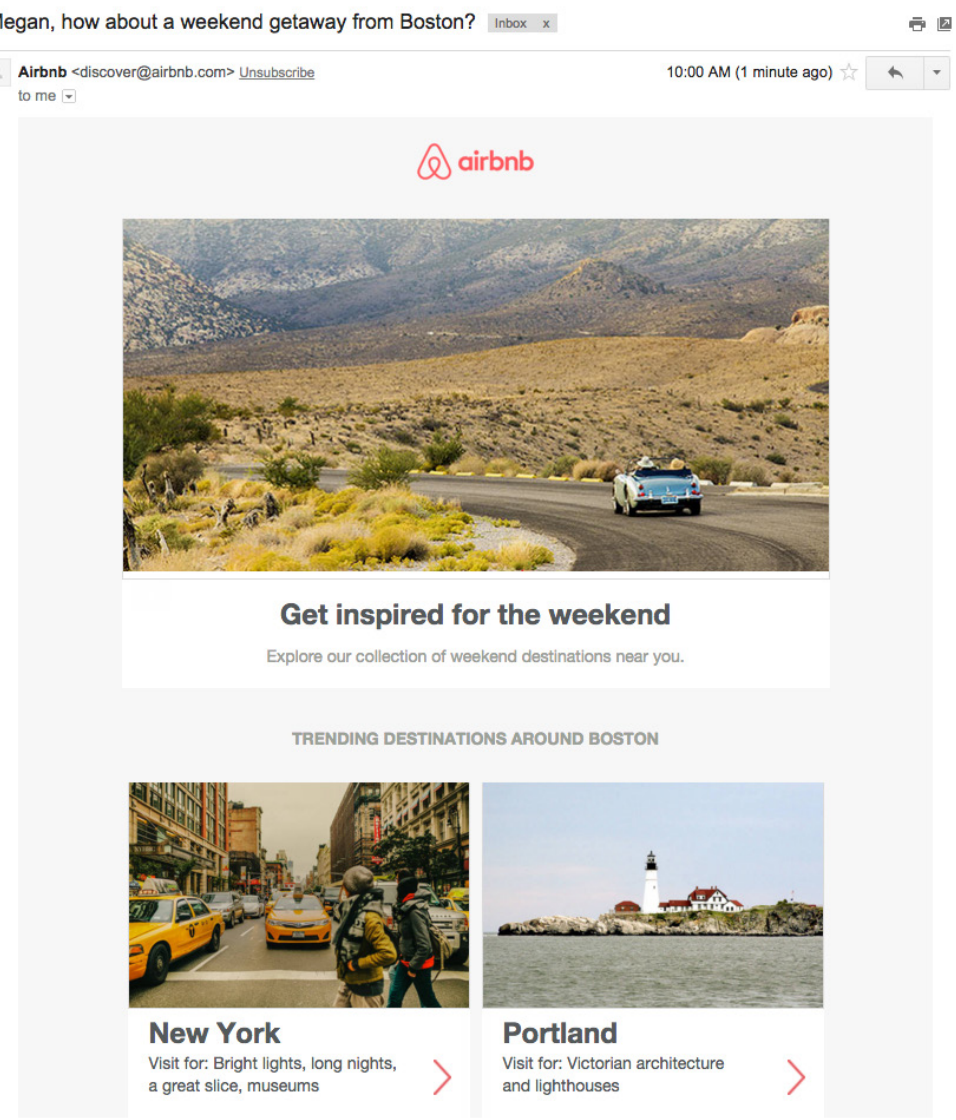
BIRCHBOX

Birchbox is another example of a brand committed to personalization. By always rooting the content in sample and purchase history, the shopper can be sure each email they receive from Birchbox will be relevant to them. In addition to suggesting the right products, the voice of the copy is helpful and honest, always reminiscent of an email from your best friend.

AGENCY LOGO







AIRBNB

Airbnb's email personalization strategy is based around anticipating customer needs. The vacation accommodation site tracks your search history and lets you know when additional rentals become available that you might be interested in. As shown above, you'll also receive perfectly timed emails suggesting you take the time to relax and recharge. Each email fits into their overall marketing campaign, #BelongAnywhere -- helping customers feel at home anywhere they might explore.

AGENCY LOGO

ABOUT US

Short description and text about your company, mission, goals, etc.

[YOUR AGENCY NAME] was founded in [YEAR YOUR COMPANY WAS FOUNDED] and designed around creating marketing that people love.



Get Your Assessment With an Inbound Marketing Specialist

Liked what your read? Why not sign up for a free Inbound Marketing Assessment?

AGENCY LOGO