# YakShaver

# Brand Guide

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V3

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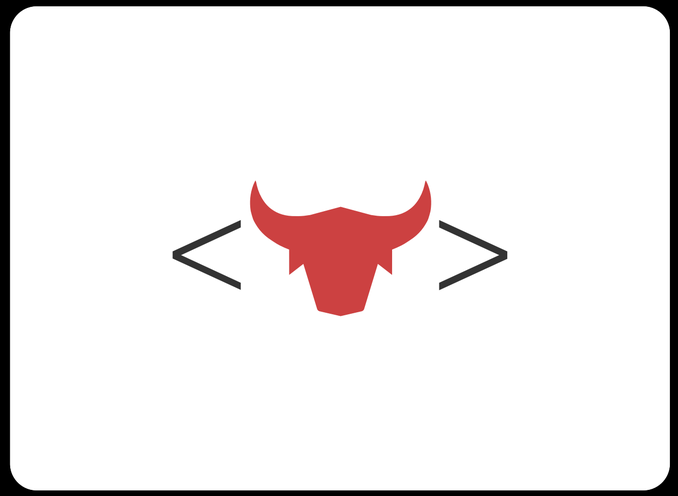
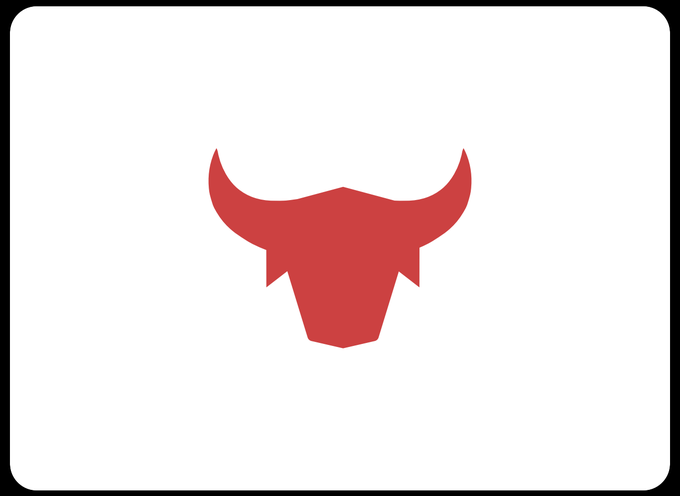
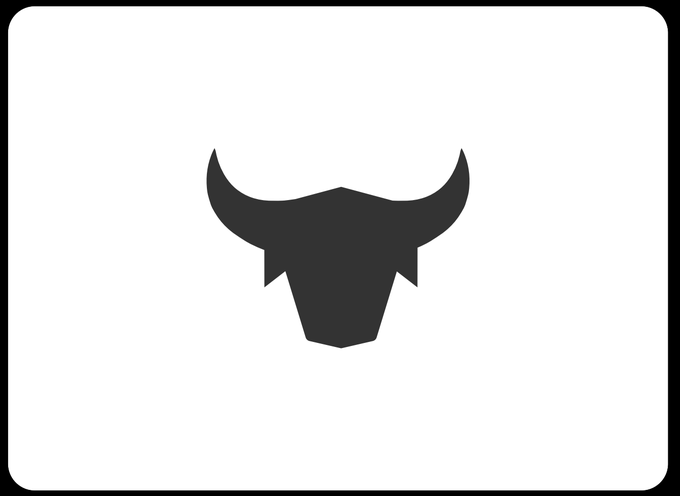
# Introduction

YakShaver

# YakShaver Logo - Full

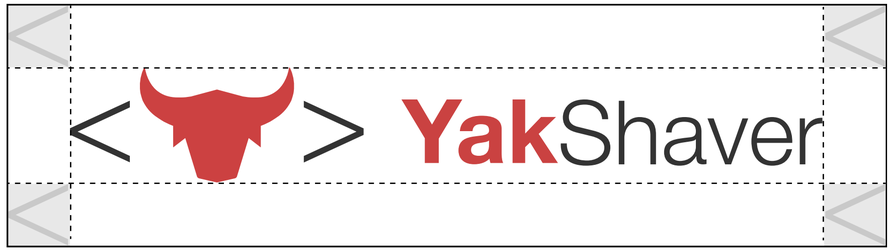
Our yak logo symbolizes the spirit of 'yak shaving' — tackling the small, tedious tasks that stand between you and real progress.
The yak represents our mission: to make creating task and reporting bugs easy, so developers can stay focused on what really matters.

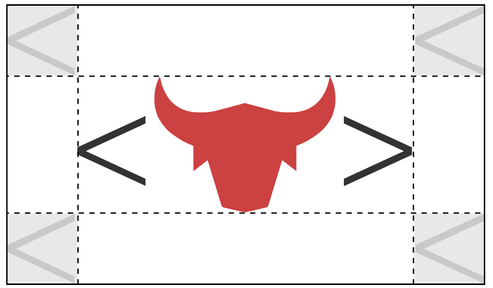
# YakShaver Logo - Icon Only

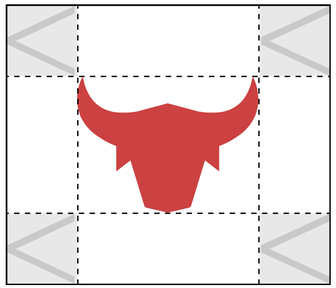




# Logo - Clear Spacing

Maintain at least the height of the ‘<’ in the logo of clear space around our logo to ensure visibility and impact. This area must remain free of text and graphics, preserving consistency and enhancing brand recognition across all applications.





# Logo - Incorrect Use

Don’t use visual effects
(e.g. drop shadow)

Don’t alter the proportion

Don’t alter the typeface

Don’t recolor the elements

Don't place the logo on backgrounds that provide insufficient contrast

Don’t alter the relationship between the elements

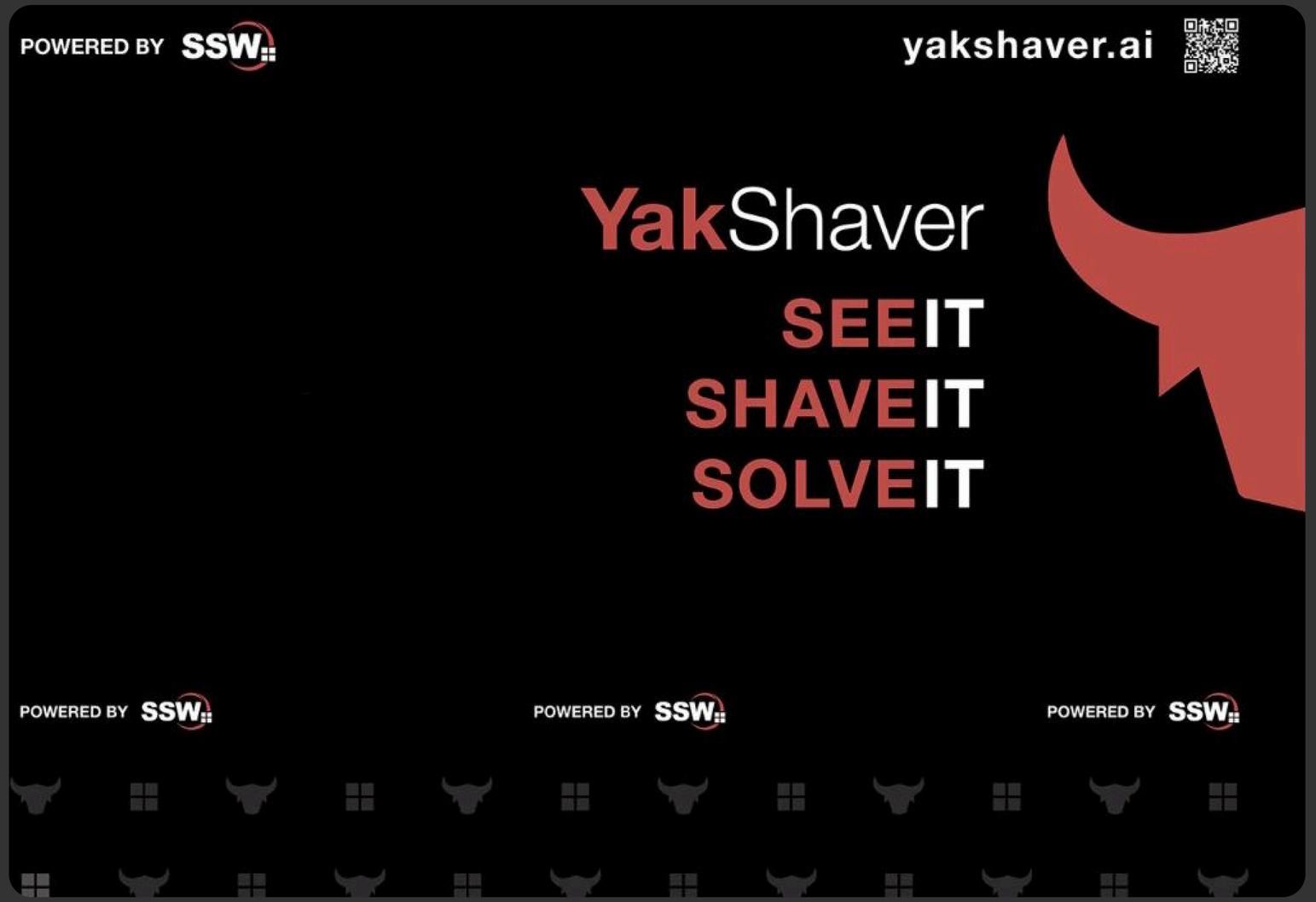
# Logo - Rare Use

In very rare cases, we split the logo to display only half of it, and it is usually placed on one side of the page.

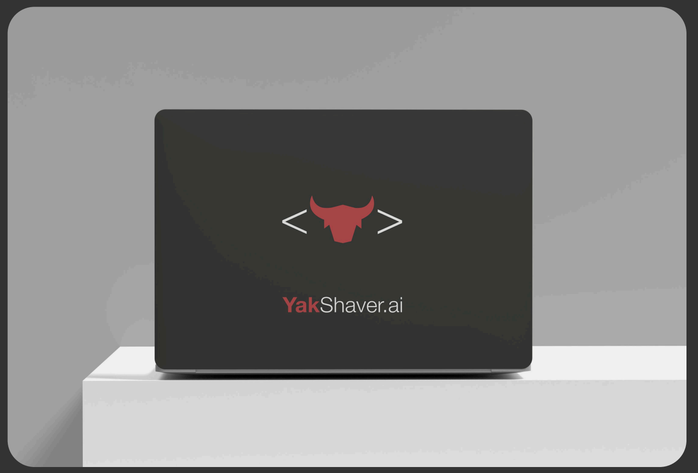
Figure: Half of the logo icon used for event stage

# Logo Applications

# Logo Applications



# Logo Applications



# Color

## Primary Palette

Experience our brand’s identity through a carefully curated, evocative color palette.

**Brand Red**

| HEX | RGB | CMYK |
| --- | --- | --- |
| #CC4141 | R204, G65, B65 | C14, M89, Y78, K3 |

Charcoal

| HEX | RGB | CMYK |
| --- | --- | --- |
| #333333 | R51, G51, B51 | C69, M63, Y62, K58 |

Stone

| HEX | RGB | CMYK |
| --- | --- | --- |
| #797979 | R121, G121, B121 | C54, M45, Y45, K10 |

Ash

| HEX | RGB | CMYK |
| --- | --- | --- |
| #AAAAAA | R170, G170, B170 | C35, M28, Y28, K0 |

# Color

## YakShaver Gradient

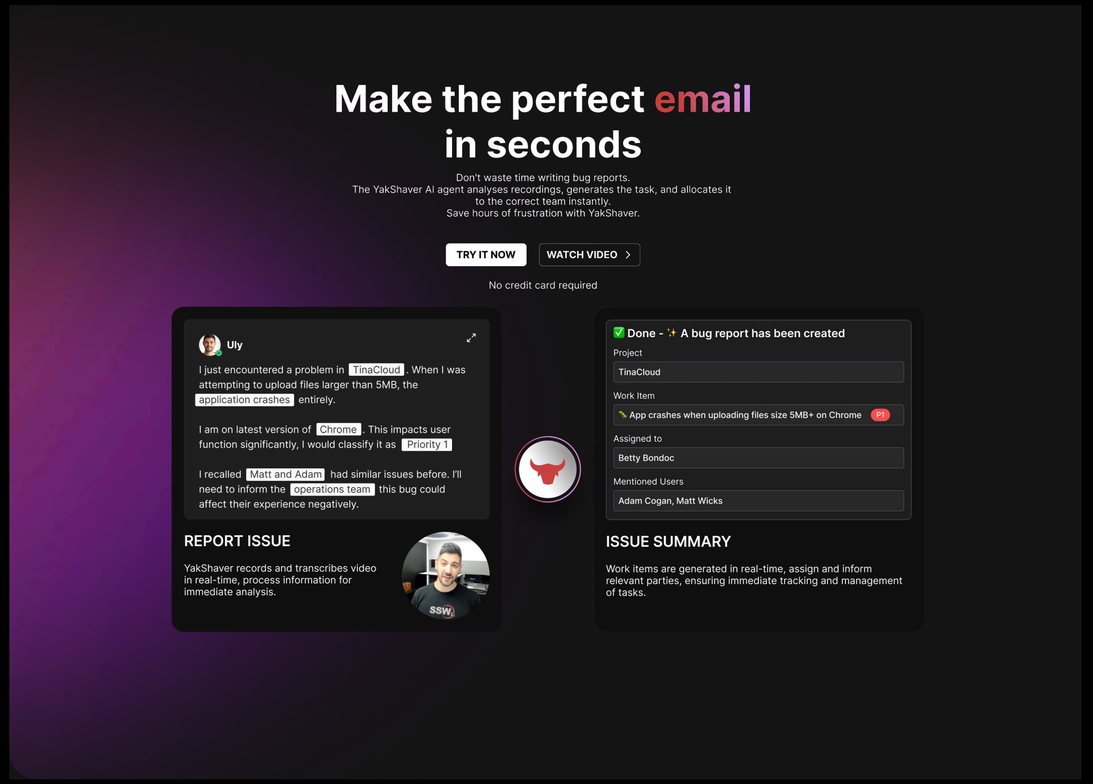
Experience our brand’s identity through a carefully curated, evocative color palette.

| Start color stop | Intermediate color stop | Intermediate color stop | End color stop |
|---|---|---|---|
| HEX<br>#F6983D | HEX<br>#CC4141 | HEX<br>#AF33E4 | HEX<br>#4648FF |
| RGB<br>R246, G152, B61 | RGB<br>R204, G65, B65 | RGB<br>R175, G51, B228 | RGB<br>R70, G72, B255 |
| CMYK<br>C1, M48, Y85, K0 | CMYK<br>C14, M89, Y78, K3 | CMYK<br>C50, M80, Y0, K0 | CMYK<br>C78, M71, Y0, K0 |

# How to use YakShaver gradient as background

To ensure our brand image is effectively integrated without overwhelming the viewer, it should occupy no more than one-third of the screen in any digital or print media. This balance allows for other essential content to be clearly communicated while maintaining our brand's presence.

✅ Figure: Good example - YakShaver gradient used for YakShaver brand guide cover page




✅ Figure: Good example - YakShaver gradient used for YakShaver website hero section