



Brand Guide

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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.

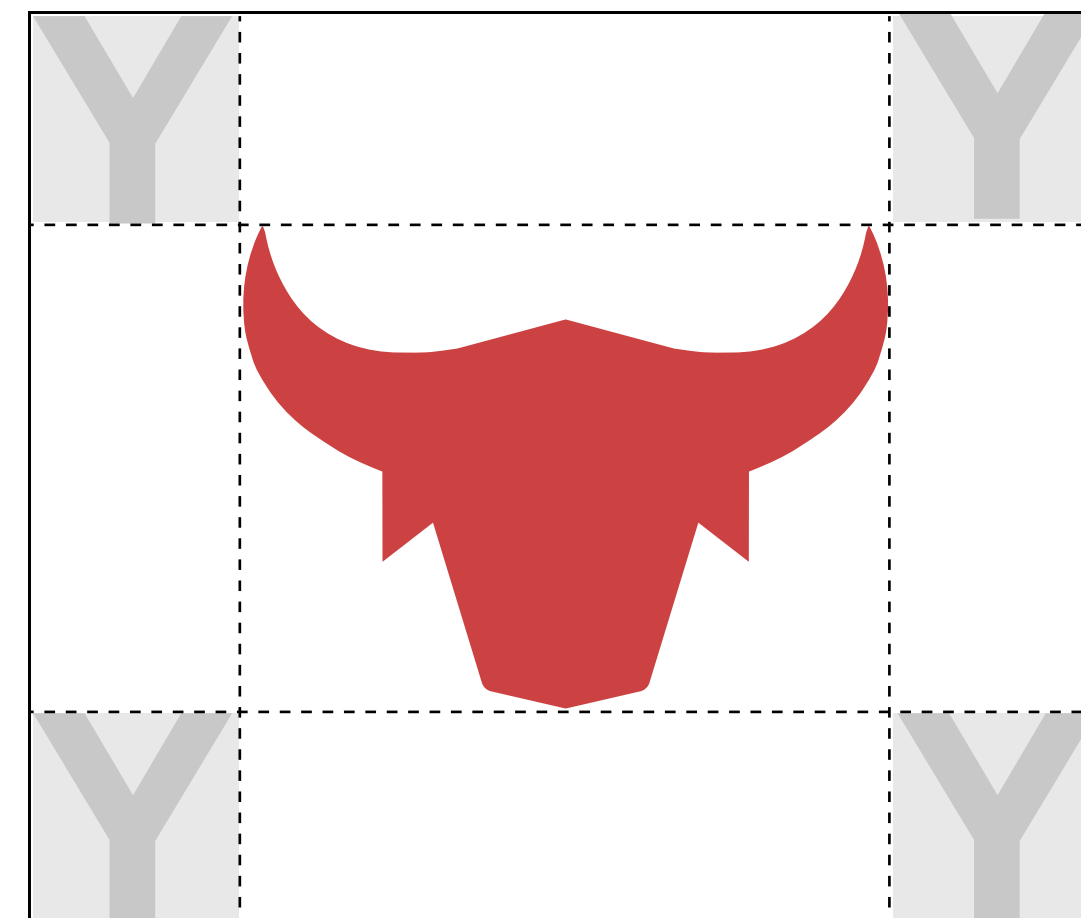


YakShaver Logo - Icon Only



Logo - Clear Spacing

Maintain at least the height of the 'Y' 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



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

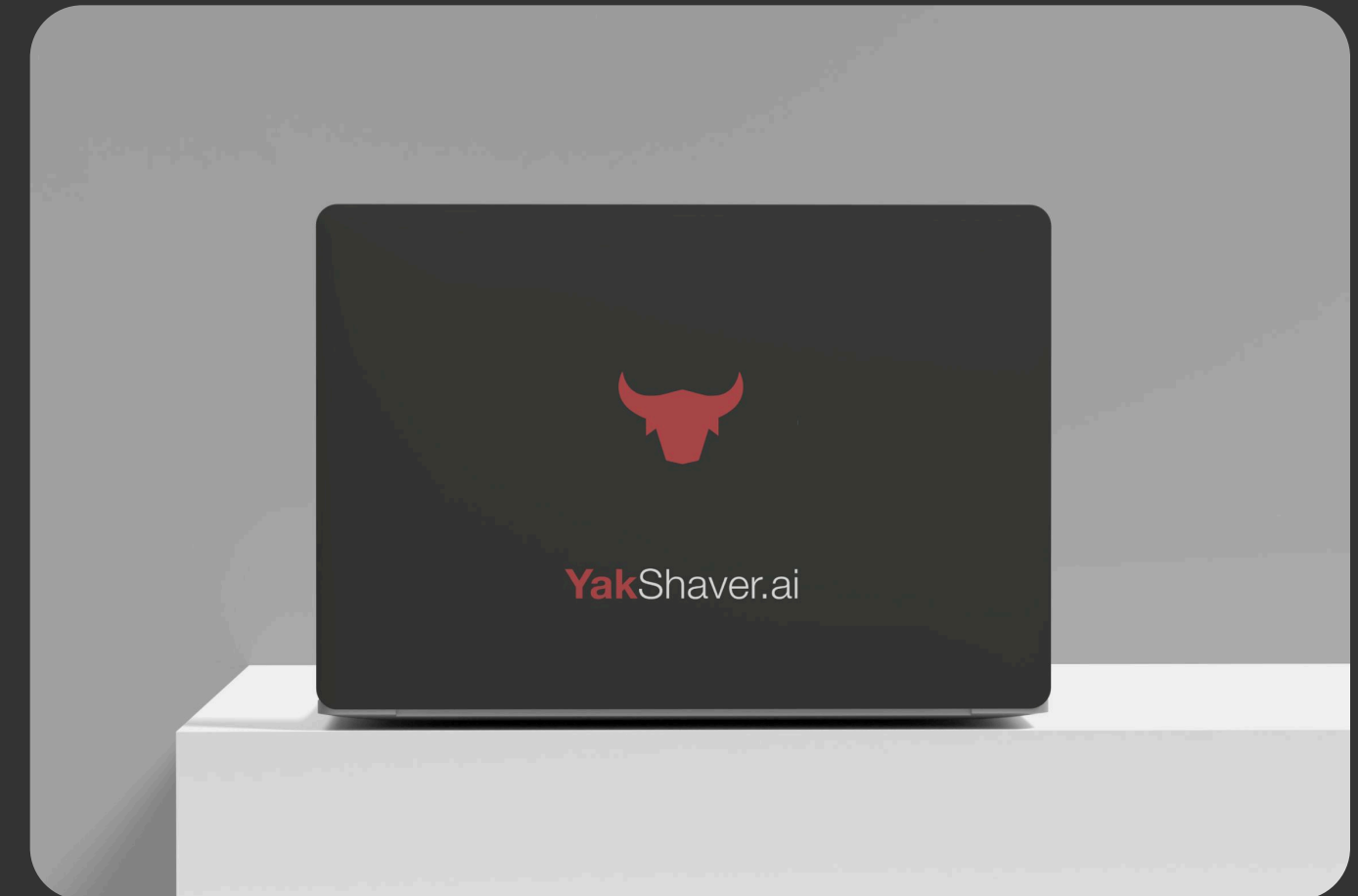
Logo Applications



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			Stone		Ash
HEX	RGB	CMYK	HEX	RGB	CMYK
#333333	R51, G51, B51	C69, M63, Y62, K58	#797979	R121, G121, B121	C54, M45, Y45, K10
			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

HEX
#F6983D

RGB
R246, G152, B61

CMYK
C1, M48, Y85, K0

Intermediate color stop

HEX
#CC4141

RGB
R204, G65, B65

CMYK
C14, M89, Y78, K3

Intermediate color stop

HEX
#AF33E4

RGB
R175, G51, B228

CMYK
C50, M80, Y0, K0

End color stop

HEX
#4648FF

RGB
R70, G72, B255

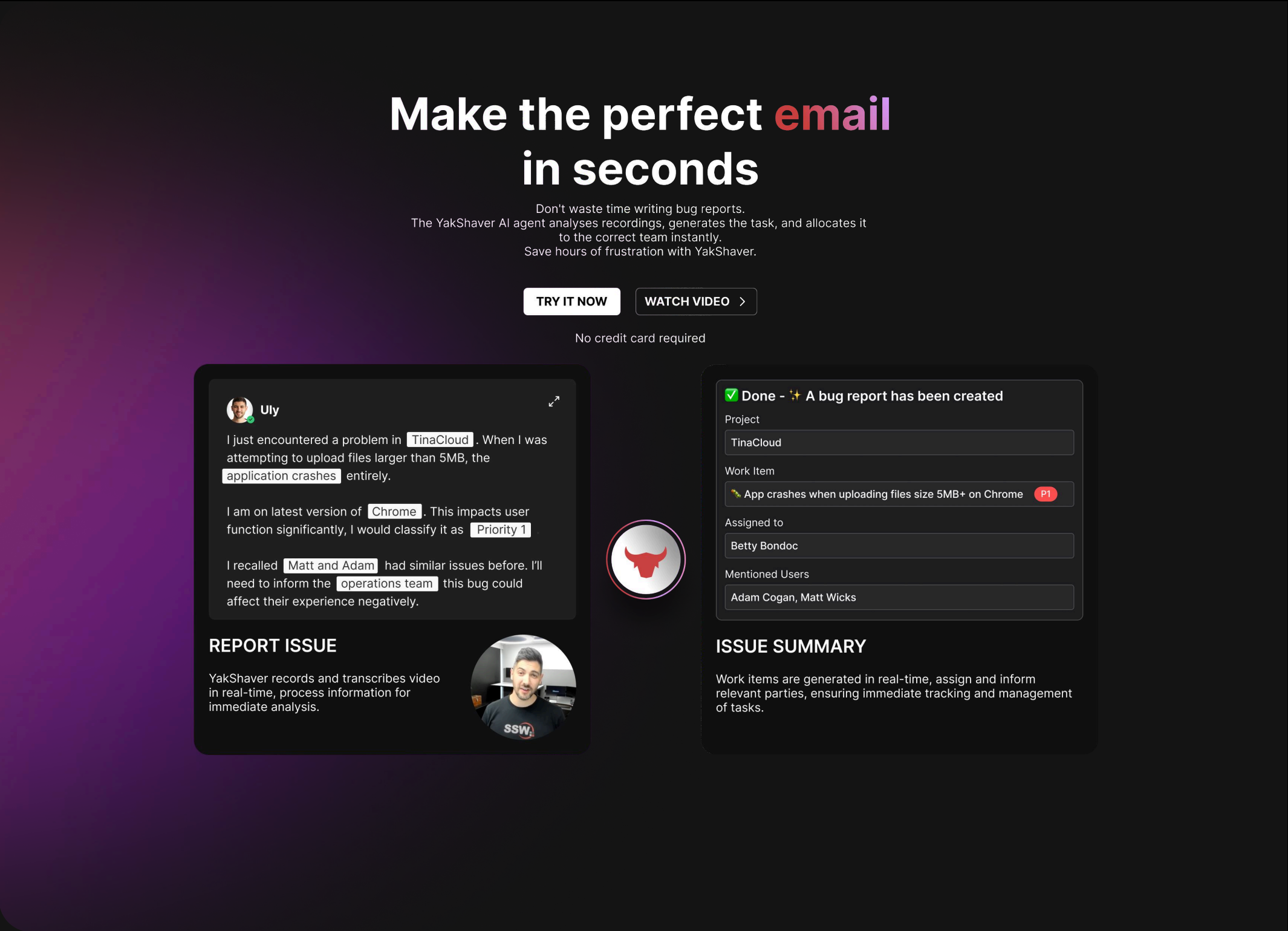
CMYK
C78, M71, Y0, K0

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