



# Brand Guide

## Index Items

---

001

### Introduction

Logo introduction

---

002

### Logo

Define logo variations

---

003

### Application

Define how we are going to use the branding assets

---

004

### Color

Color combination

---

005

### Mascot

Jack the Yak Character

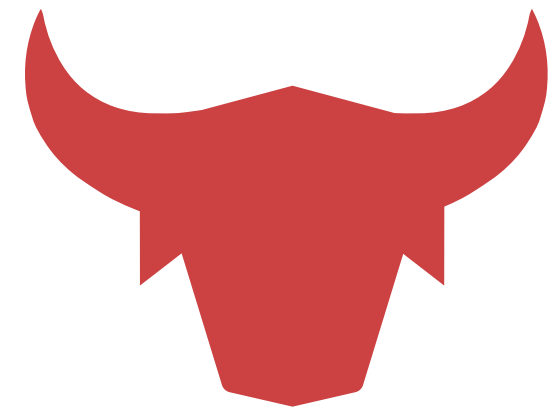


## YakShaver Logo - Full

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.

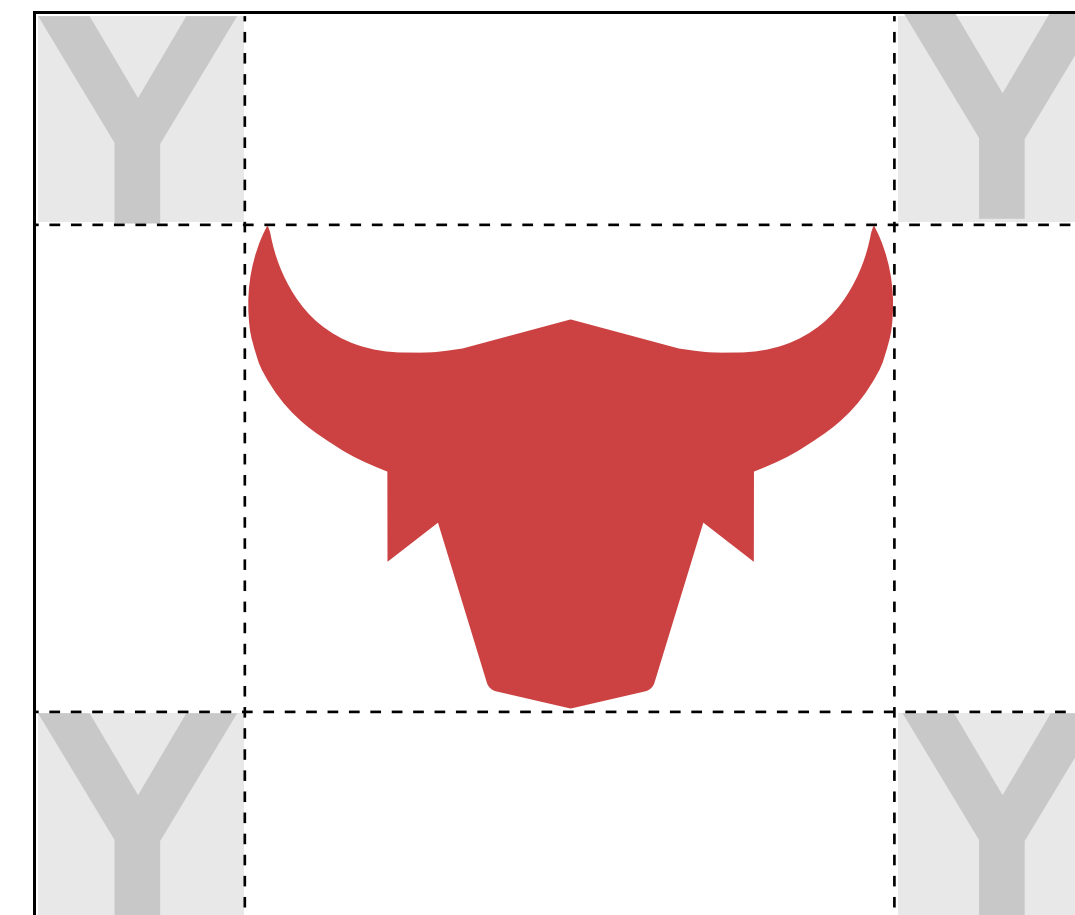


# YakShaver Logo - Icon Only



## 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

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

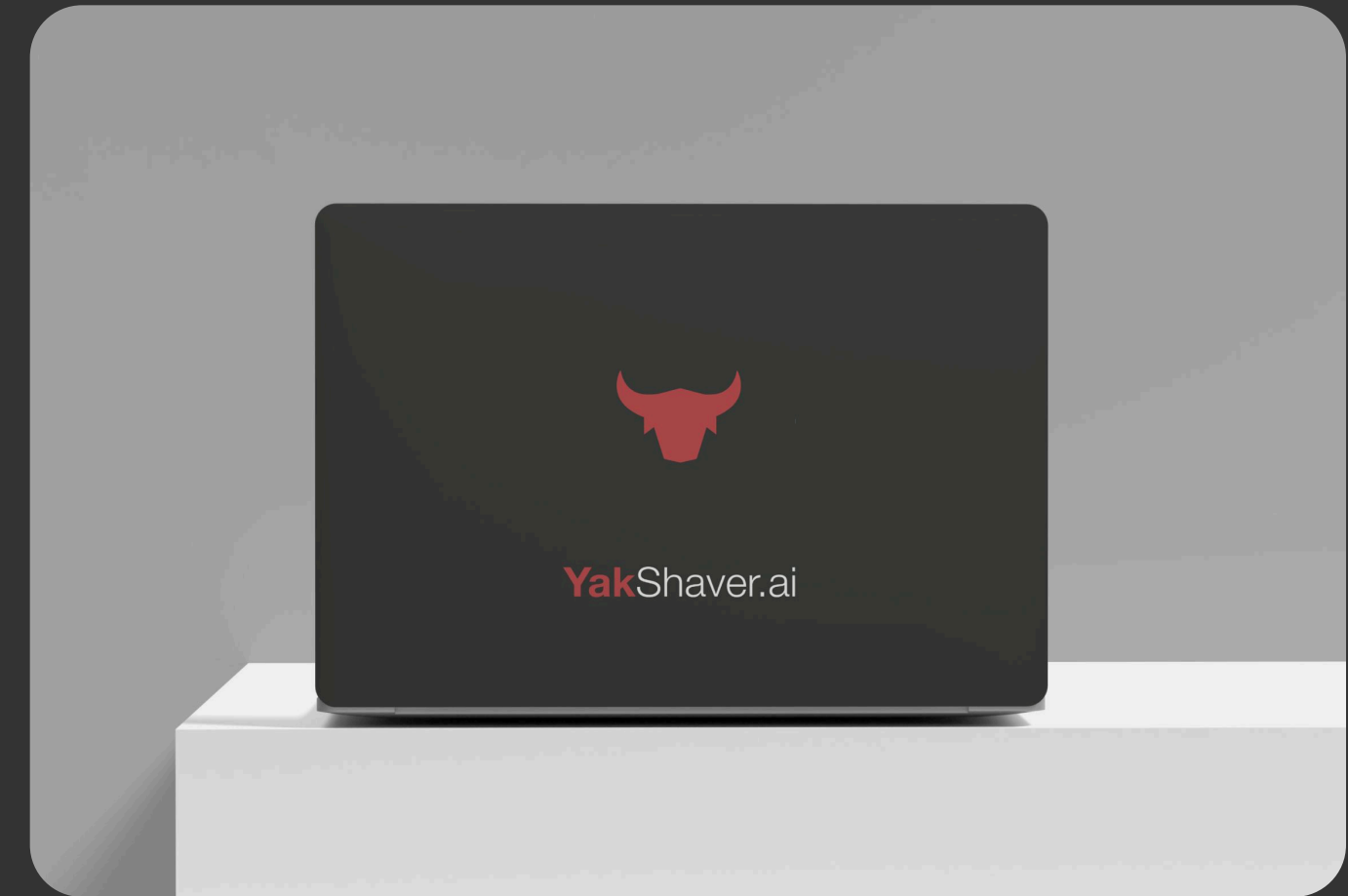
# Logo Applications



# 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

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

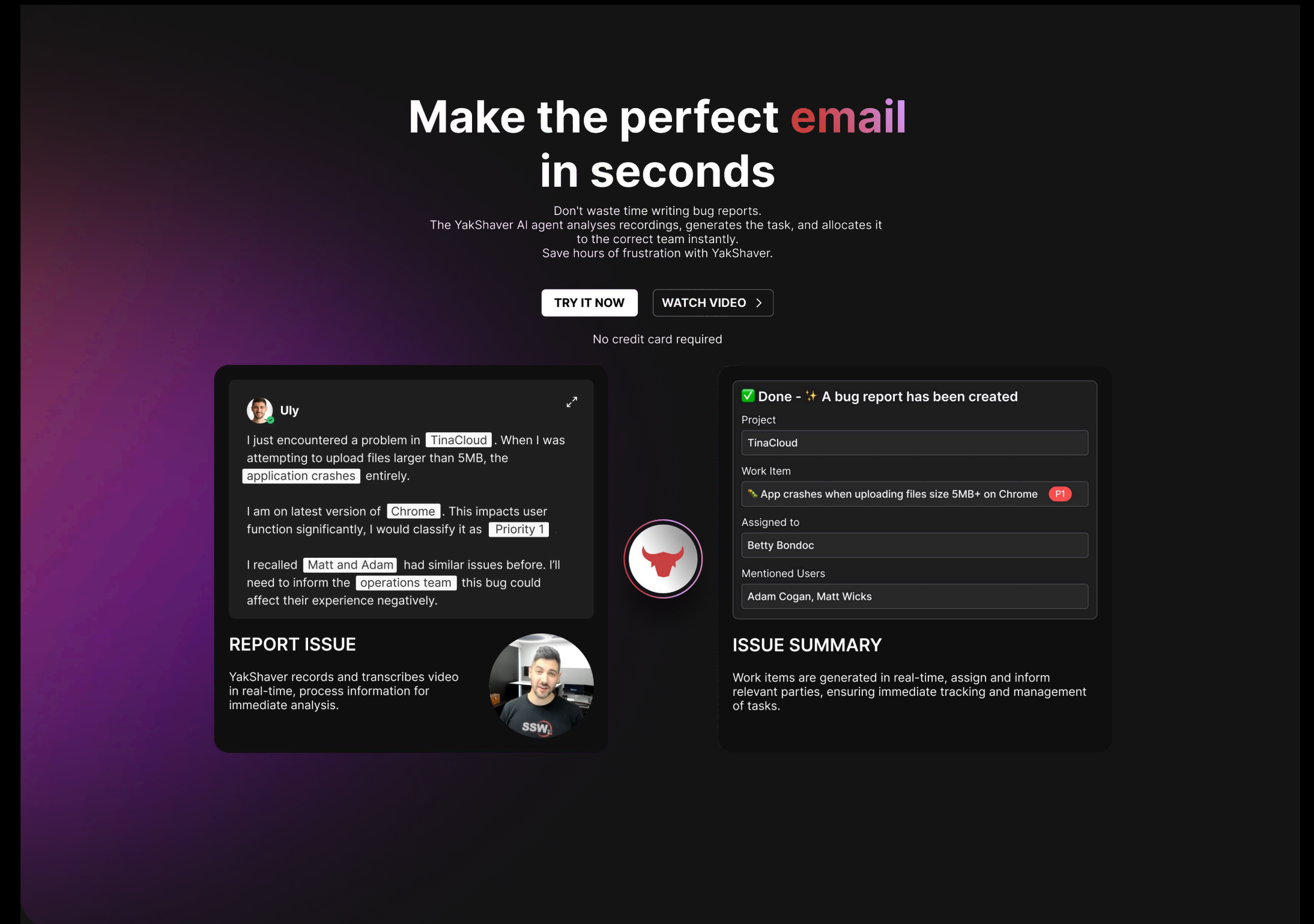
CMYK  
C78, M71, Y0, K0

# 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

# Jack the Yak character

## The Character

Meet Jack, your friendly neighbourhood productivity partner from YakShaver.ai!

Whether you're tackling a mountain of minor tasks or trying to get to the root of a complex project, Jack provides the steady hand you need to stay focused and keep your workflow smooth. No matter how hairy the project gets, we can trim it down to size together.

## How to generate

This character sheet is used as a reference for generating new images and videos of Jack the Yak.

To get consistent results use a prompt like...

Use the provided character sheet as the exact character reference.  
Do not change colors, facial features, proportions, or style.  
Generate an image of Jack the Yak standing up and covering his eyes with his hooves.

as per the SSW Rule do you generate consistent AI characters across images and videos?

