



YakShaver Brand Guide

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Introduction



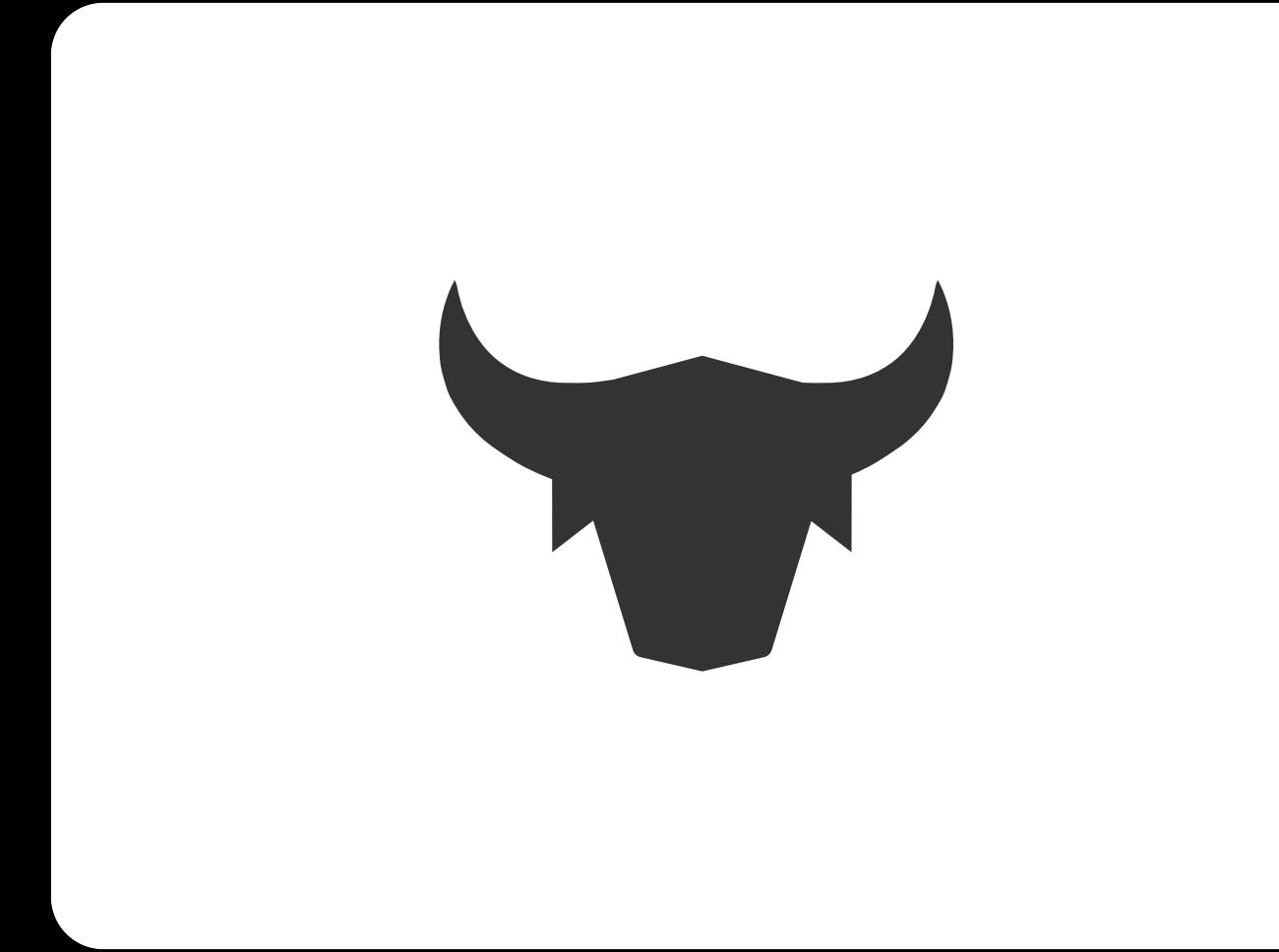
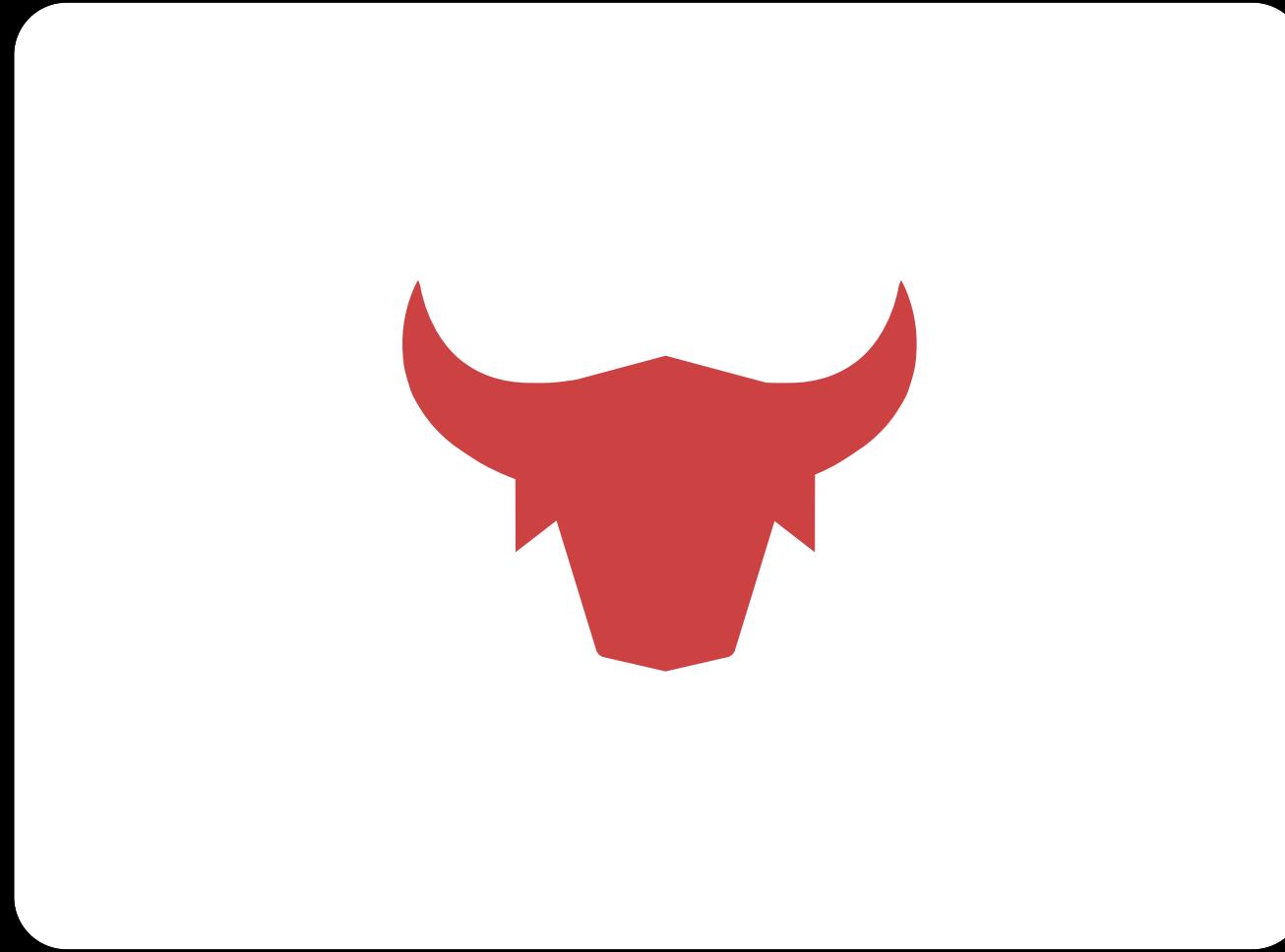
YakShaver

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.

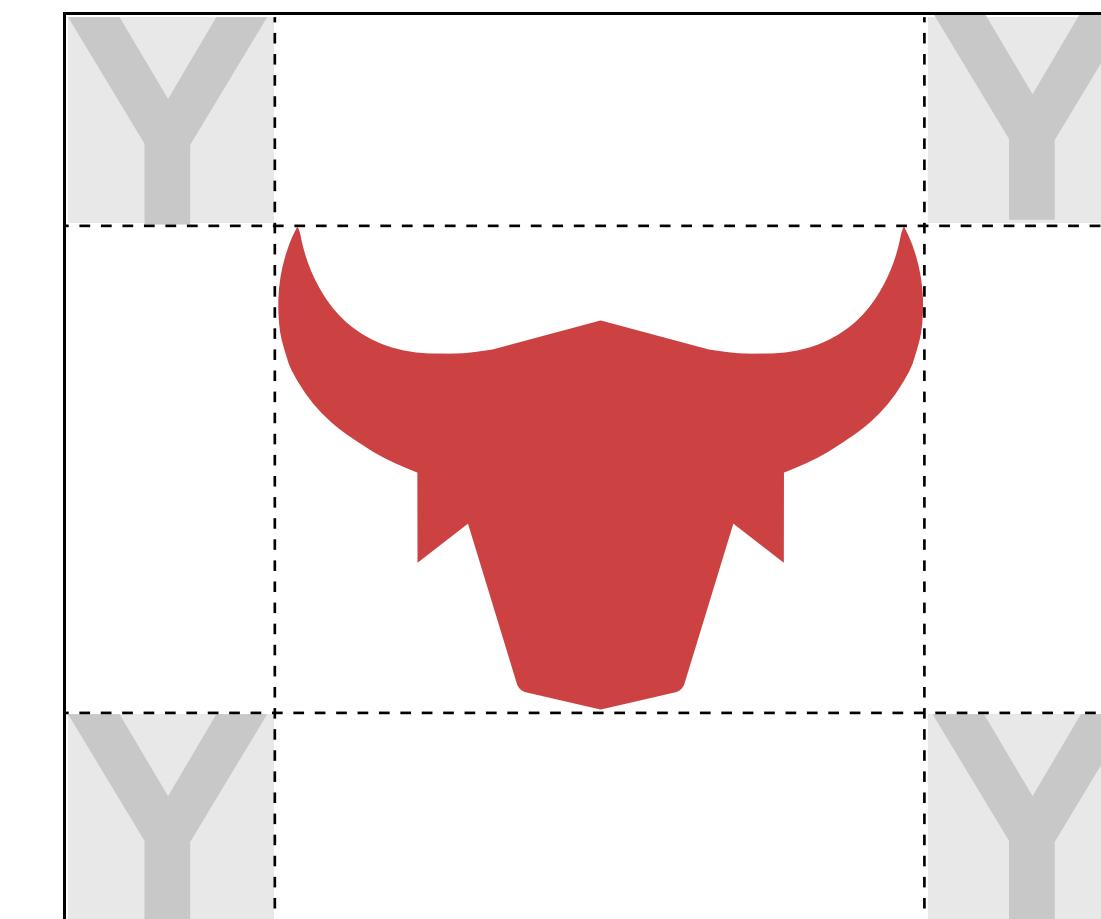


YakShaver Logo - Icon Only

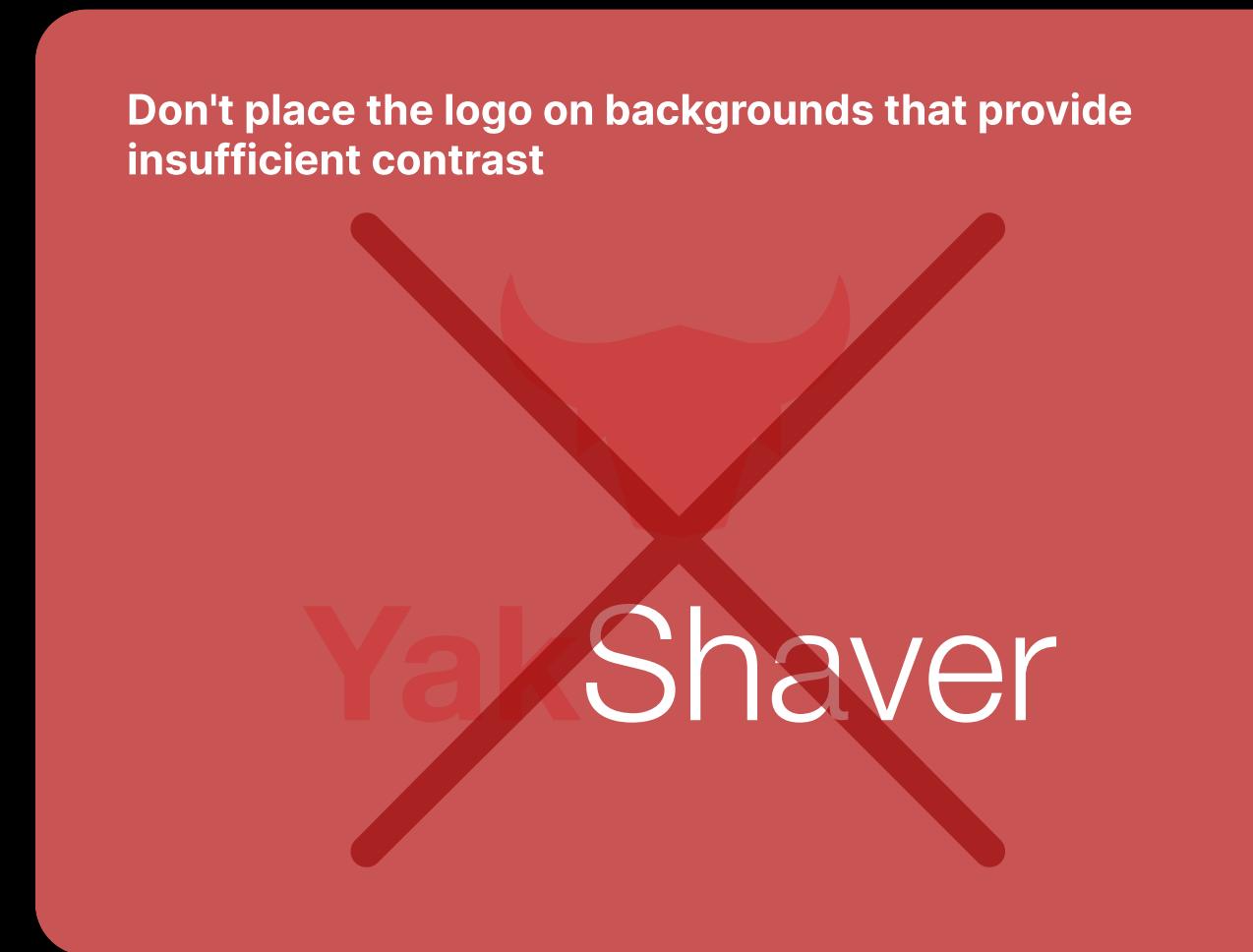


Logo - Clear Spacing

Maintain at least the height of the '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

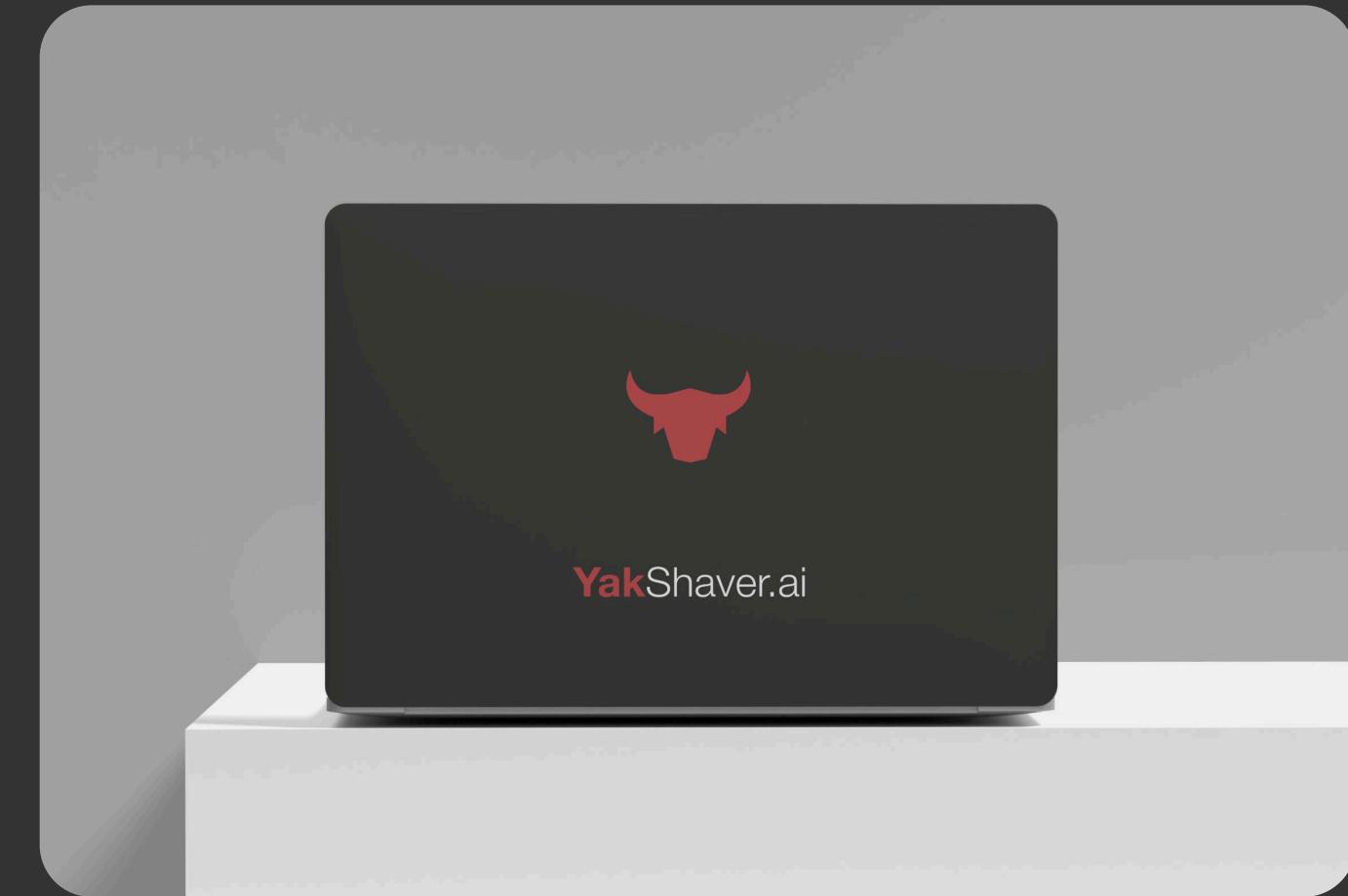
Logo Applications



Logo Applications



Logo Applications



Color

Primary Palette

Brand Red

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

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

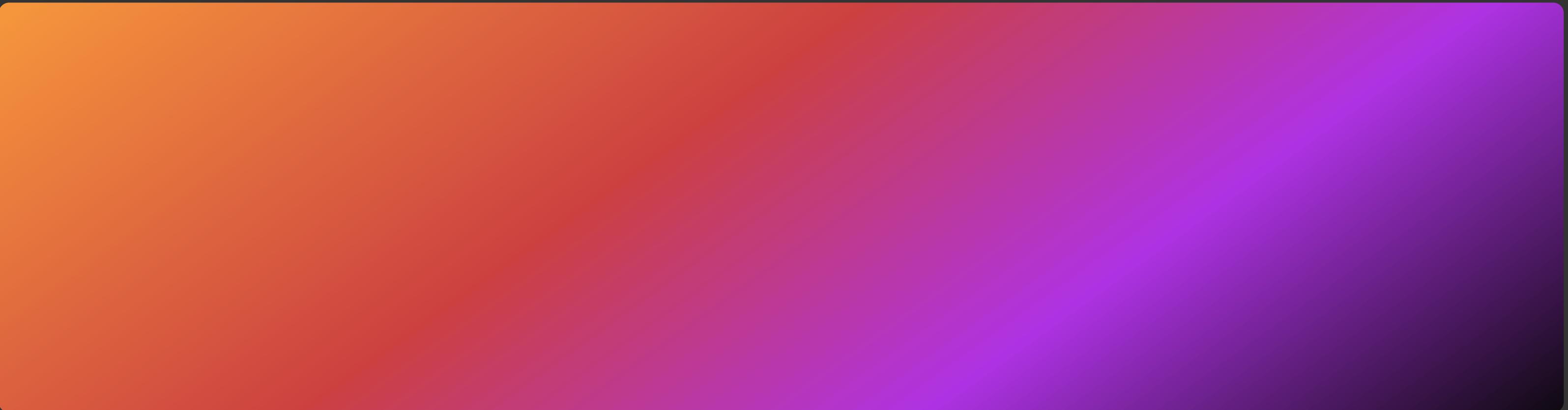
Ash

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

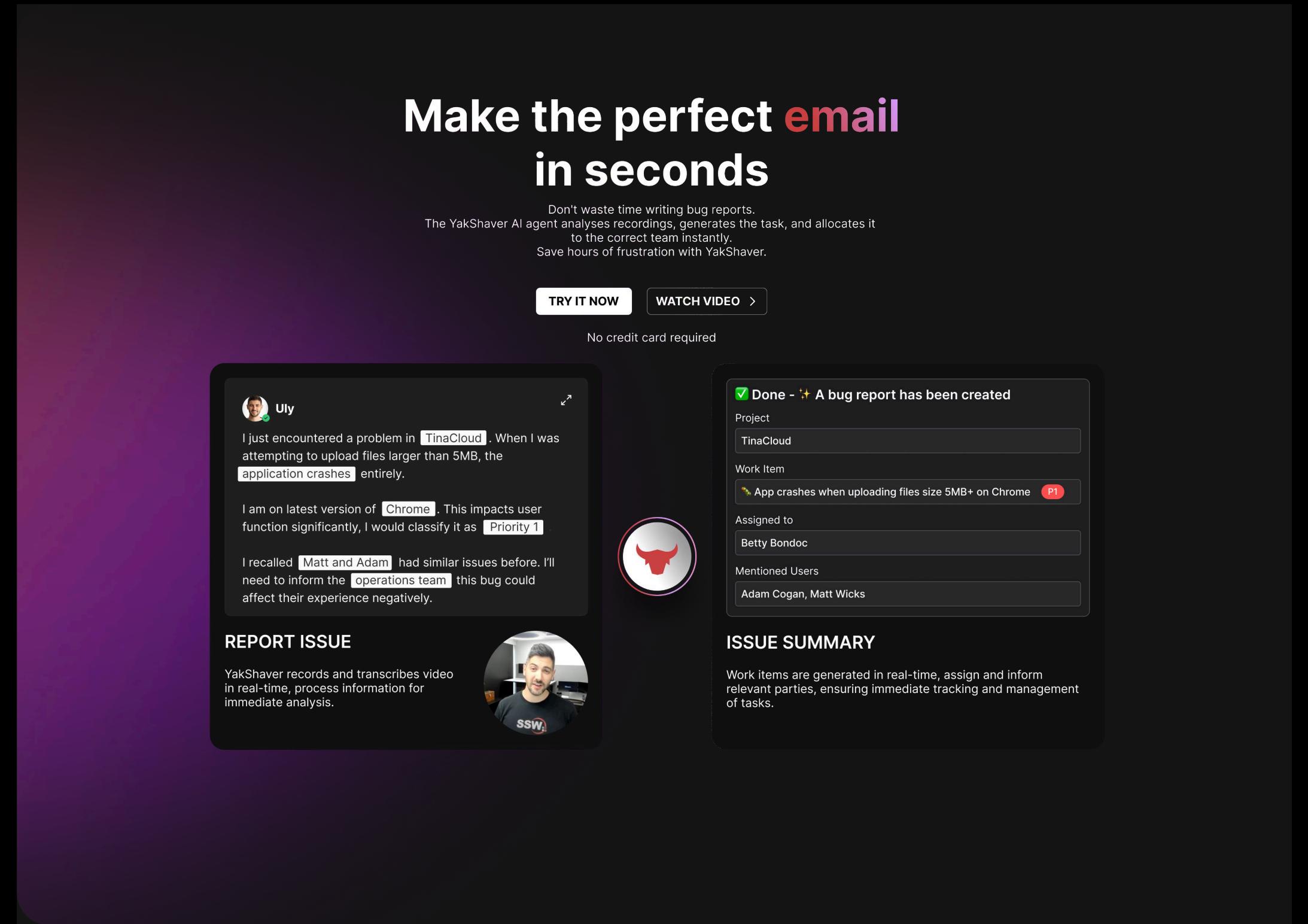
CMYK
C78, M71, Y0, K0

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