



LOGOS



PRIMARY COLORS

WHITE SMOKE  
#f4f4f4

EERIE BLACK  
#121819

VIVID VERMILLION  
#F16522

YEYELLOW  
#FFD400

The main colors are vivid shades of orange and yellow, hues which evoke images of emergency, danger and safety. When accompanied by black and white, colors that represent a polarized world, yikes urges individuals to stand out.

FONT FAMILIES

POYNTER GOTHIC  
BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

POYNTER GOTHIC  
DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

The Poynter Gothic font series is bold with a decidedly edgy personality. The black weight is in tune with the bold icon and logo. Poynter Display, on the other hand, brings a sense of formality and seriousness.



# yikes brand guide

## LOGO COMBOS



## BUSINESS CARD



## PRODUCT CONCEPTS



**yikes** } **yikes** } **yikes** } **yikes** } **yikes**