

# Yik Yak

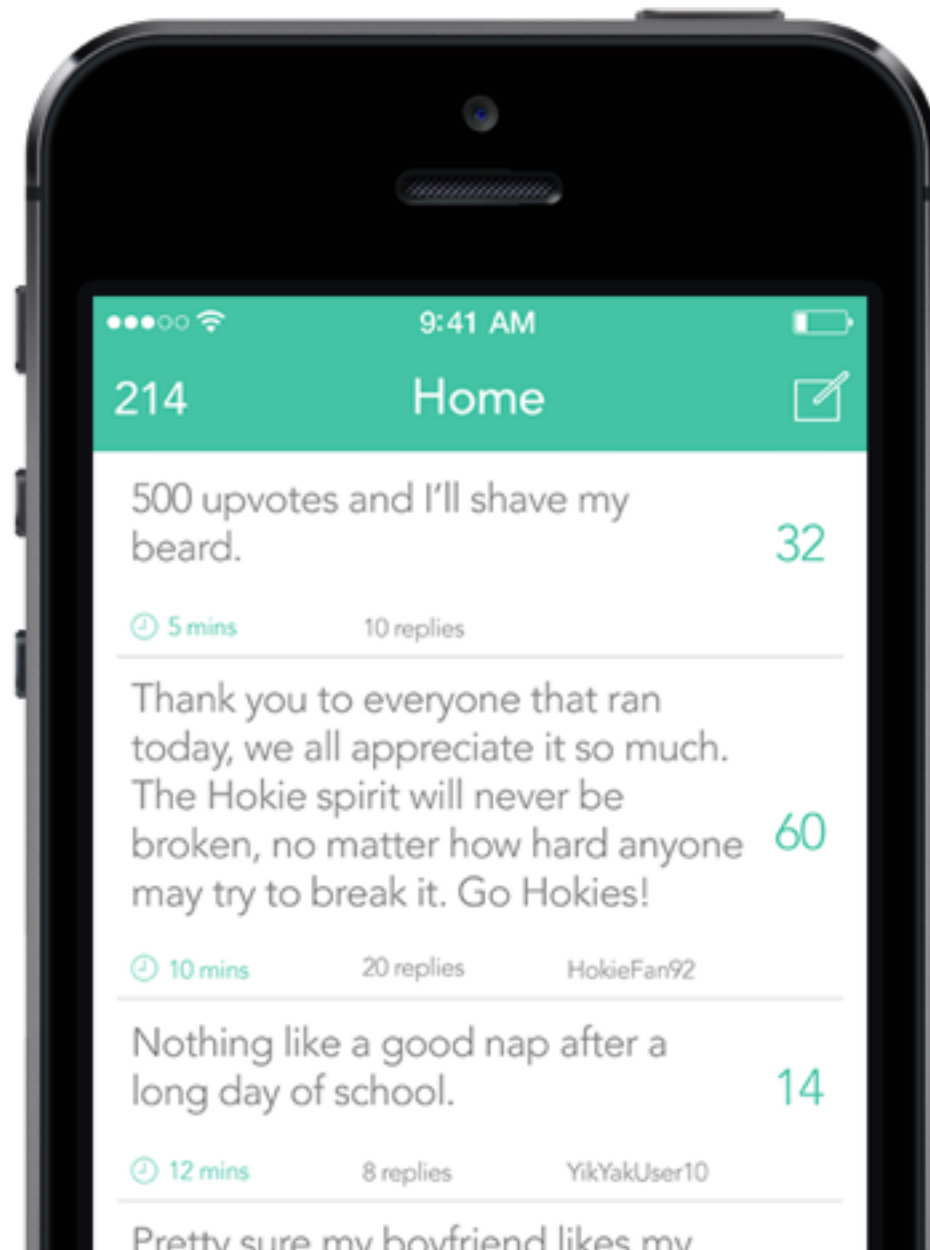
## style guide

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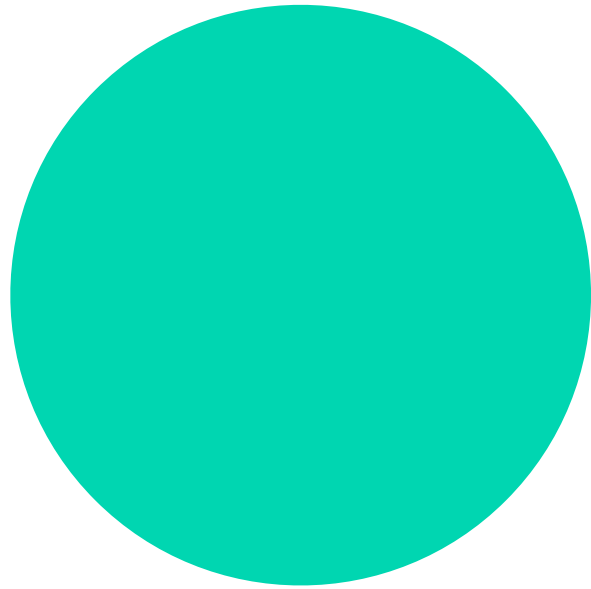
# Brand Overview

Yik Yak acts like a local bulletin board for your area by showing the most recent posts from other users around you. It allows anyone to connect and share information with others without having to know them.

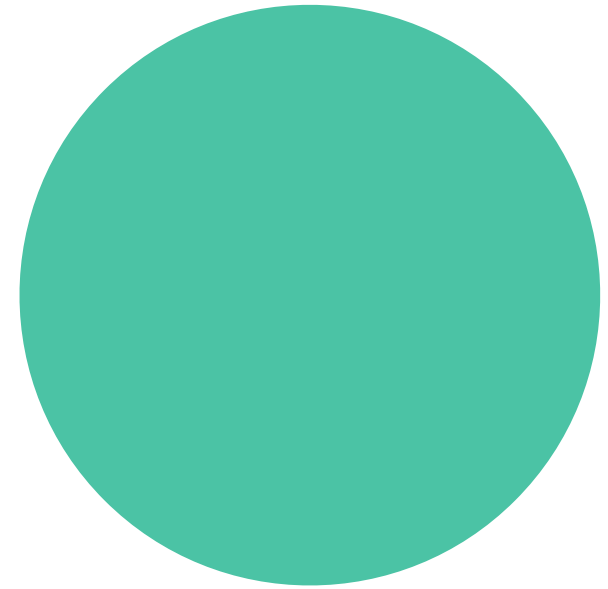


# Brand Color

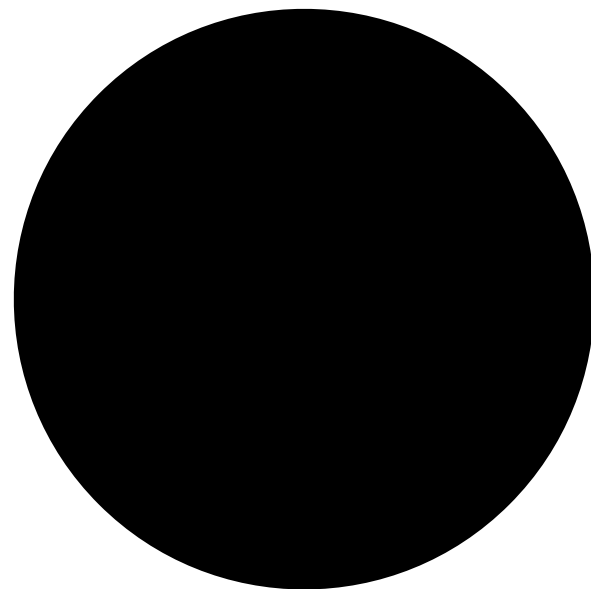
Current



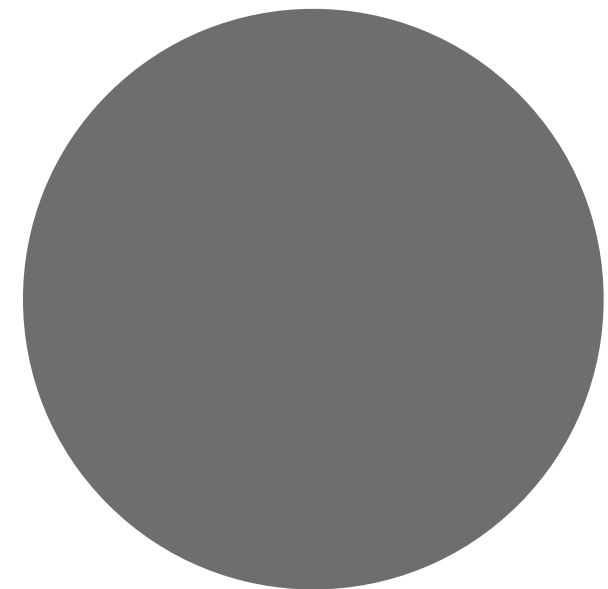
Revised



Navigation



Typeface

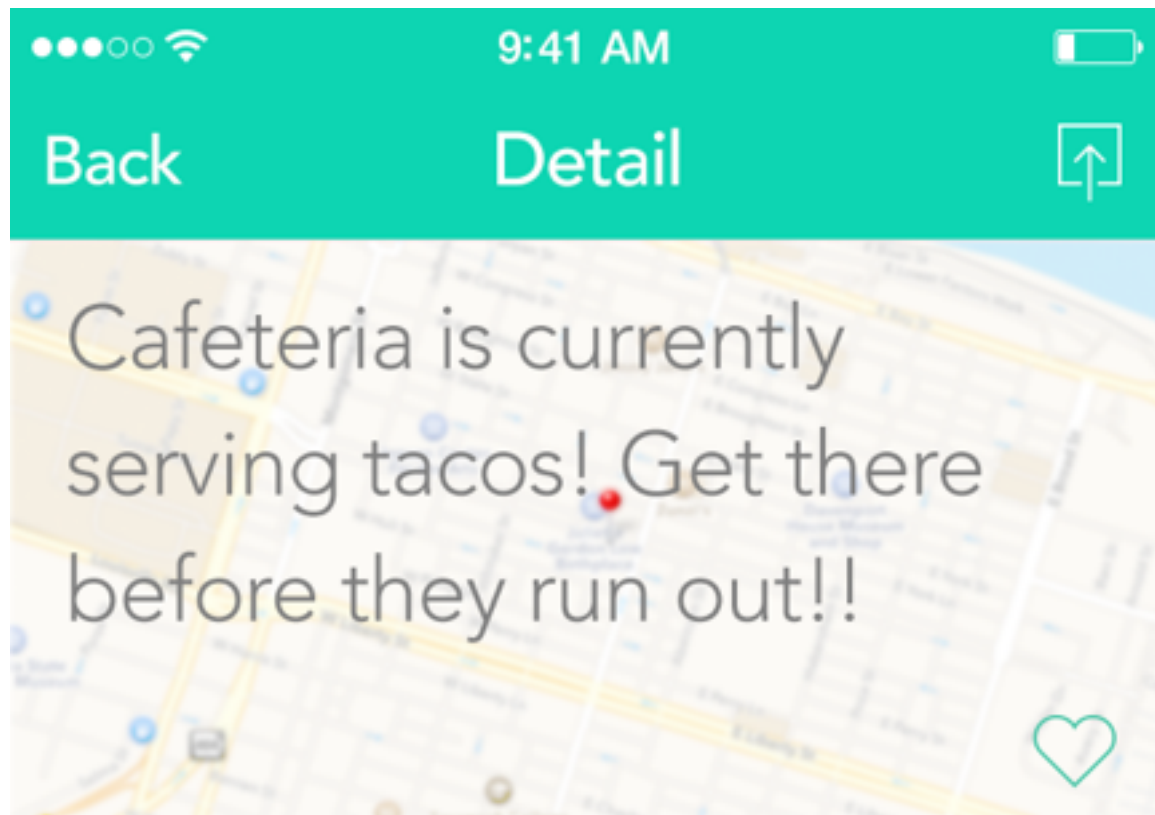
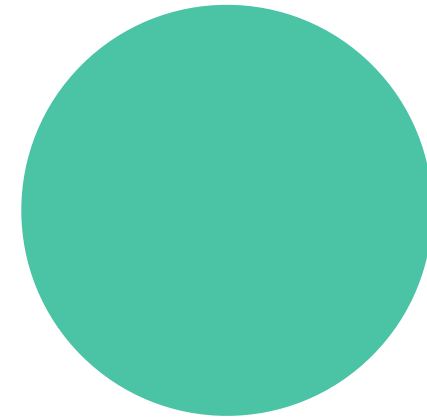


# Navigation Color

Current

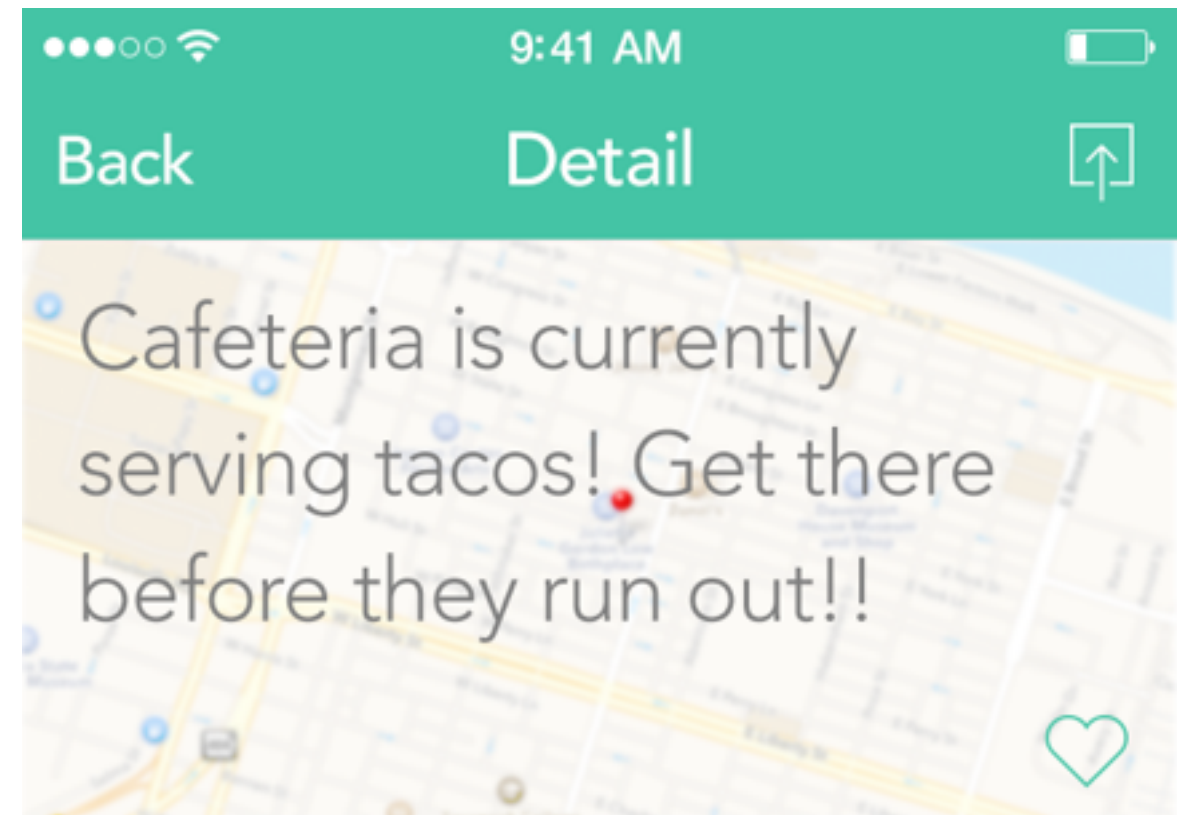


Revised



Thanks for the tip. On my way!

3

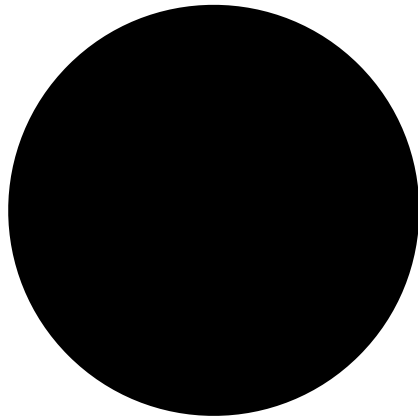


Thanks for the tip. On my way!

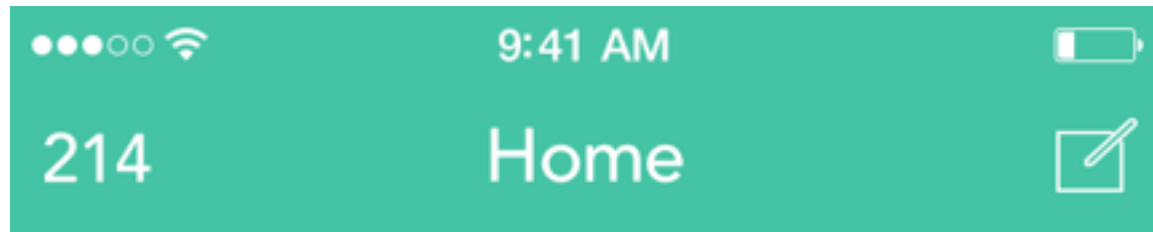
3

# Text Color

Current



Revised



500 upvotes and I'll shave my beard.

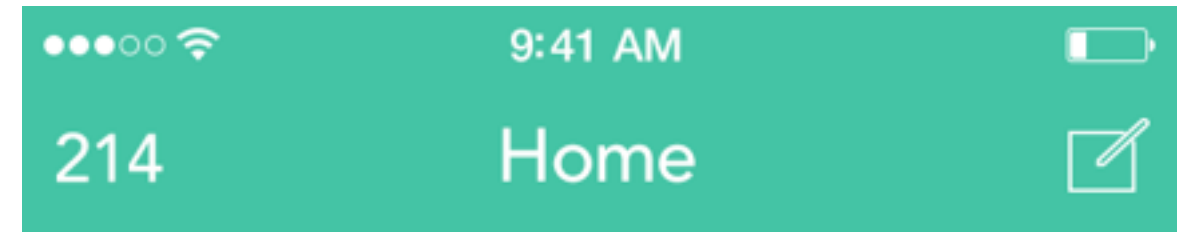
32

🕒 5 mins

10 replies

Thank you to everyone that ran today, we all appreciate it so much. The Hokie spirit will never be broken, no matter how hard anyone may try to break it. Go Hokies!

60



500 upvotes and I'll shave my beard.

32

🕒 5 mins

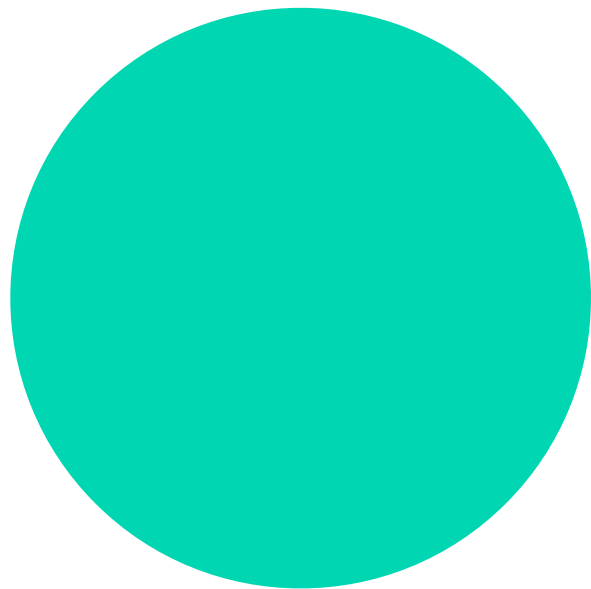
10 replies

Thank you to everyone that ran today, we all appreciate it so much. The Hokie spirit will never be broken, no matter how hard anyone may try to break it. Go Hokies!

60

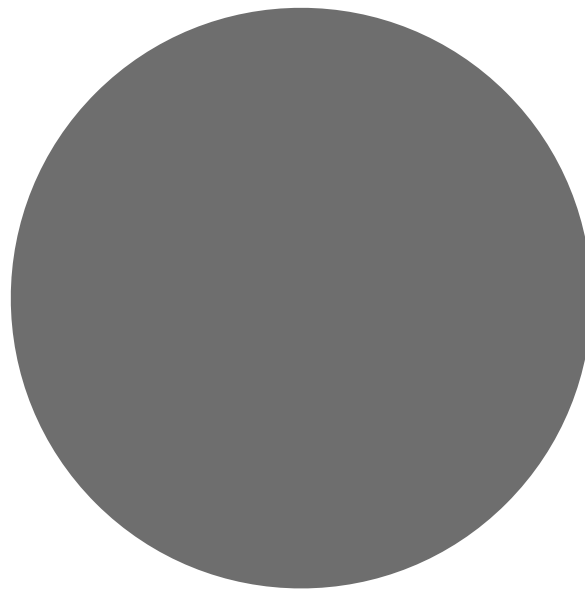
# Analysis

Current



Hex #0DD5B2  
RGB 13,213,178  
CMYK 65,0,43,0

Revised



Hex #0DD5B2  
RGB 13,213,178  
CMYK 65,0,43,0

After comparing the navigation colors I believe that the **current teal in place does not need to be changed.** However, moving from the black text in the timeline to **grey would help with hierarchy and visibility.**

# Font

This font is called **Avenir**.

*Avenir is a very **powerful** typeface.*

Not only is it *simplistic* and attractive.

It is also *extremely* versatile.

Which is great for showing hierarchy.

**Avenir gives our interfaces** *tons of capabilities.*



# Font Continued

Yik Yak

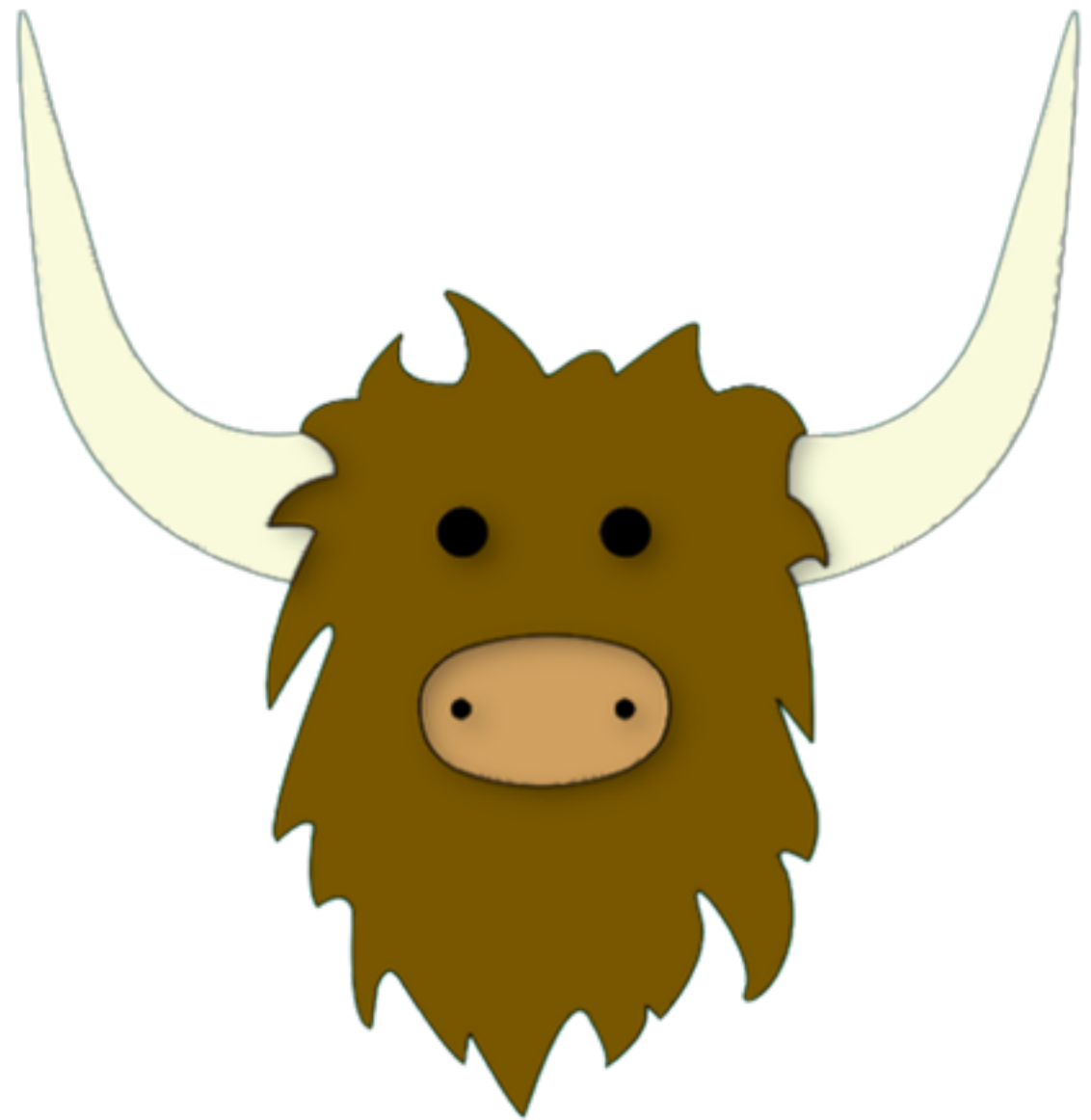
YIK YAK

*Yik Yak*

*YIK YAK*

Using Futura as the type of choice for the opening view . There are many different ways to utilize this font as our identity while using avenir for the interface.

# Logo



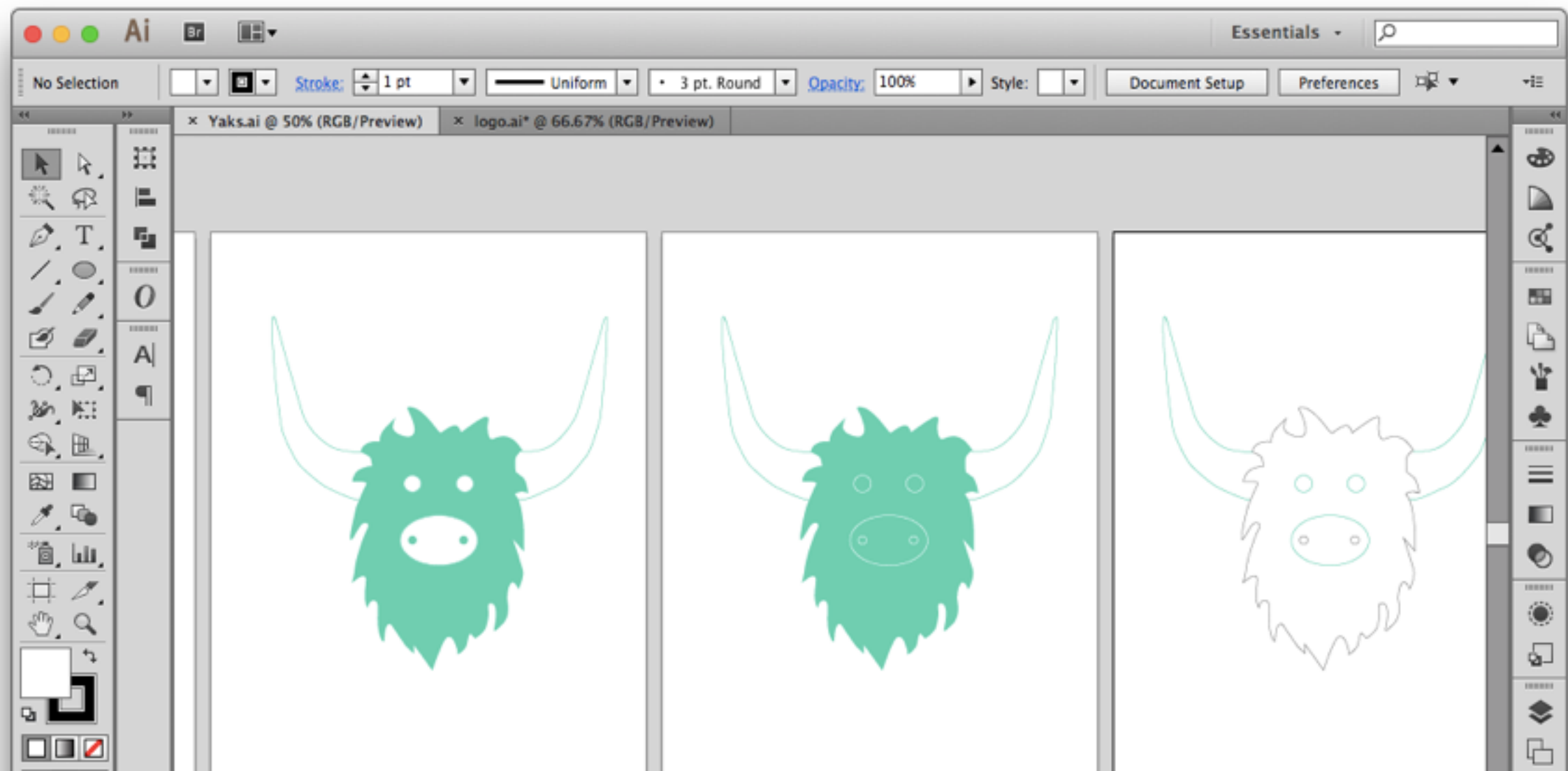
The logo is solid. It has tons of character and really represents the fun behind the brand.

That being said, there are some refinements and simplifications that can be made without moving too far away from the current version.

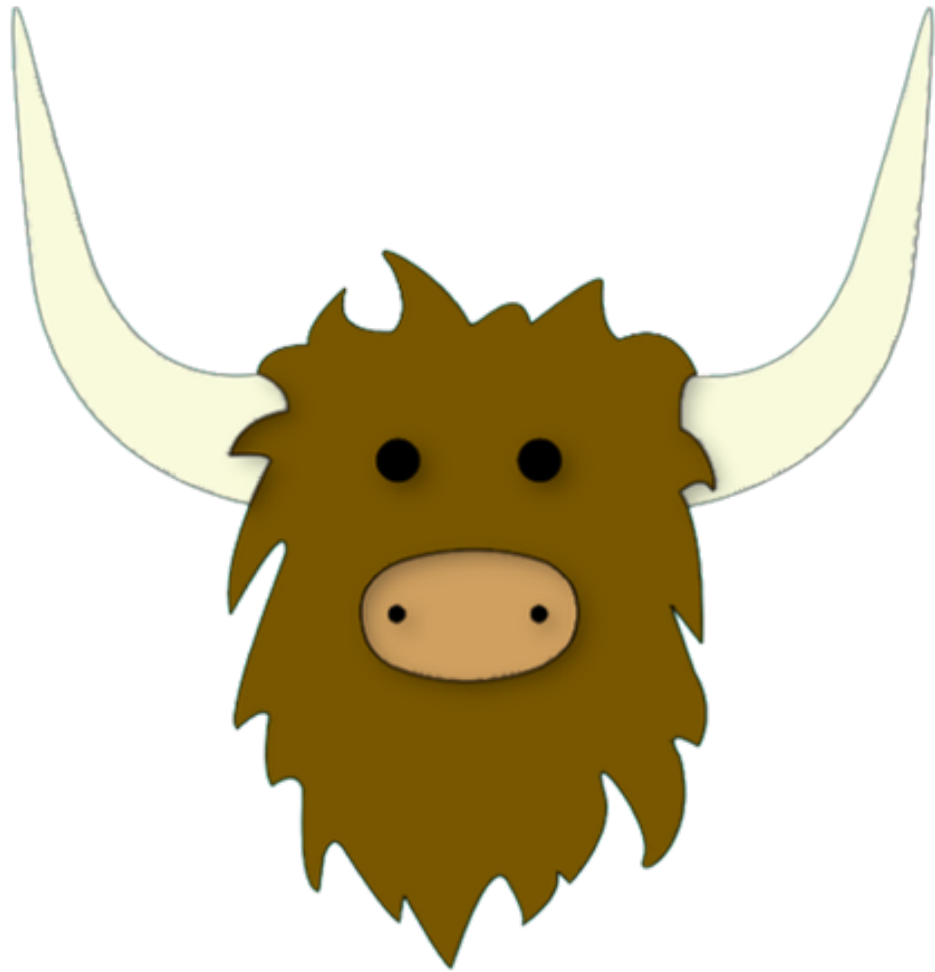
# Logo Continued

I made multiple versions of the logo in adobe illustrator that will allow us to use the yak in plenty of ways that are very scalable.

I also fooled around with ways to reimagine the Yak.



# Logo



Both logos are very strong and can be used in multiple different ways.



