

Yeti symbol
Some specs.

Logo guidelines

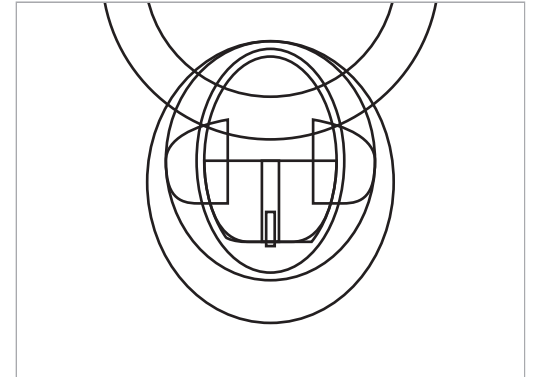
- 1 Concept
- 2 Logo view colors

Concept

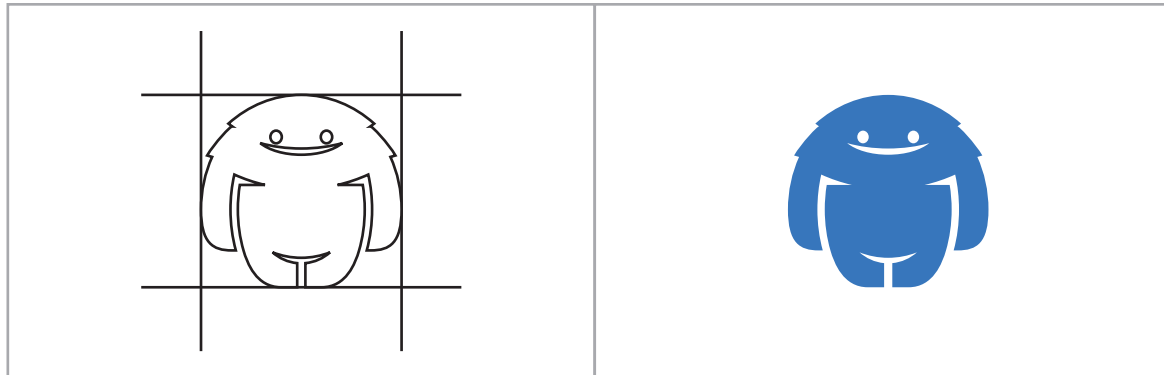
Most of yeti logos, illustrations and ideas are based of fake photos that are plentiful on the web. There is no standardized conception of how yeti actually looks. Overall examples on the web are not appealing or visually pleasant.

In this symbol yeti is a cute, round and slightly robust character with large smile on its face. Overall roundness is dictated by circles used in the design process, with squares only at the feet of the symbol.

Overall dimensions of the logo do not make up a perfect square. Symbol is slightly larger in width, compensating for the free space at the sides of the legs. This allows it to be used on vertical, horizontal or square space media without any major issues.



Example of use of circles in design.



Logo symbol outline.

Logo symbol in color.

Logo guidelines

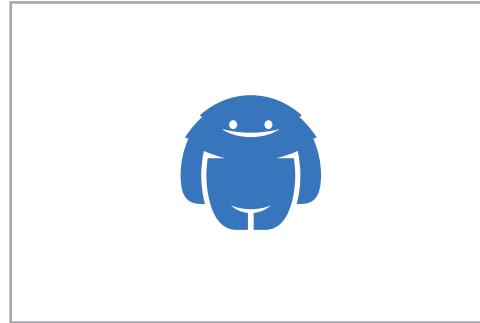
1. Concept
2. Logo view colors

Logo view / colors

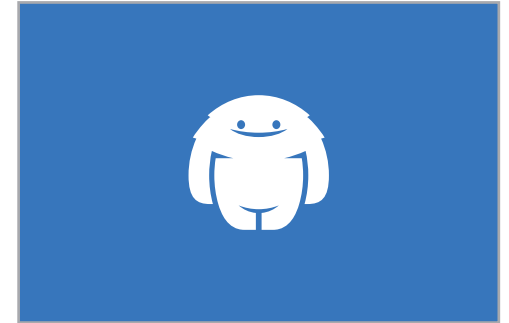
Preferably, logo should always be used on dark background in white color. Symbol in white creates a stronger feeling of yeti having a fur. Blue background is also strongly recommended. General consensus is that yeti lives somewhere cold—blue color belongs to the “cold” spectrum of colors. Use of blue background and white symbol is highly recommended.



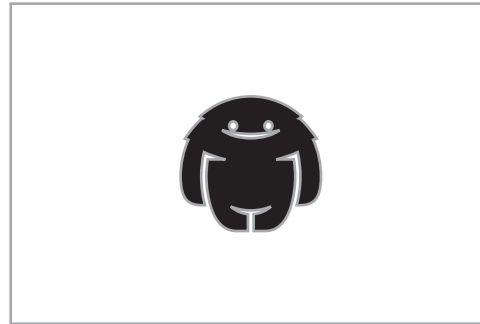
RGB	62-119-188
CMYK	78-51-0-0
HEX	3E77BC



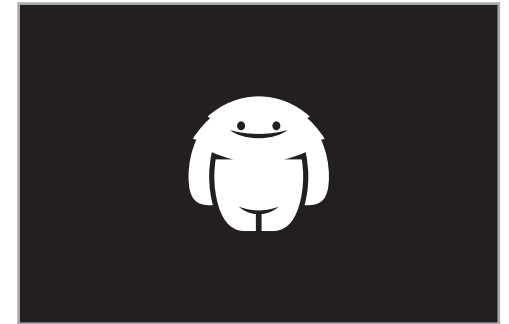
Logo in color.



Logo on sandy-violet background.



Logo in black color.



Logo in white color.

