

Banners and screens: the stacked or horizontal logo centered on Yik Yak teal.

Yik Yak brand guidelines

Logos, colors and usage for partners, press and events.

Logos



Stacked
First choice. Banners, screens, backdrops.



Horizontal
Wide banners, table runners, step-and-repeat.



Yak mark
Small or square spaces.



Wordmark
Wide, short spaces.

Vector files (SVG, PDF) and high-res PNGs are in 02_Logos. Ready-made teal artwork is in 01_Banner_and_Screen.

Colors

Yik Yak teal
HEX #0DD5B2
RGB 13 213 178
CMYK 54 0 34 0

Yak black
HEX #01151C
RGB 1 21 28
CMYK 83 66 53 73

White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Teal is brighter than most CMYK presses can reproduce. Match to the hex value and send a proof before final print. CMYK values are approximate (coated stock).

Do

- Use the stacked or horizontal logo on a solid teal field.
- Leave clear space of at least half the wordmark's height on every side.
- Keep the wordmark at least 1 in (120 px) wide.
- Set any extra copy in Omnes Black or Bold. Nunito Black is a free alternative.

Don't

- Stretch, skew, rotate or crop the logo, or rearrange the yak and wordmark.
- Recolor it, or add shadows, glows or outlines.
- Retype "Yik Yak" in another font.
- Place it on busy photos without a teal panel behind it.

Every file, always current: business.yikyak.com/brand