

YAPP

**Brand
Guidelines.**

Yapp Happy Pets

yapp
happy
pets.

Brand Guidelines Content.

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01. the overview.

yap. (verb)
yap of a small dog, to bark.

yap. (verb)
To talk, especially excessively.

Dogs Yap, People Yap

Yapp. is the perfect name for our brand **Yapp** is social media for pets and their owners.

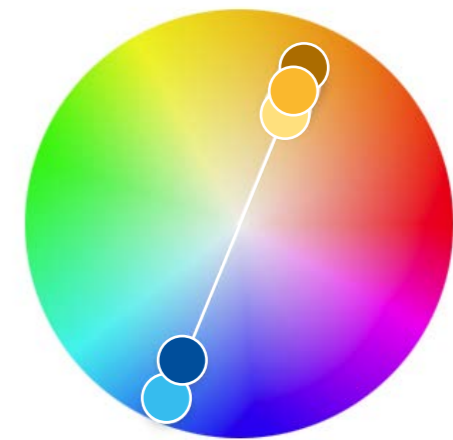
The word has attitude, a little bit brash, the perfect vehicle for the exhibitionist and or their pets.

Yapp the app is so much more than just a social media platform, It has many aspects to it and **Yapp** provides the basis of a terminology ecosystem with words like:

Yappy. yapping. yap-yap. yapchat. yapsocial. yappass. and **yapcoin.** These options seem endless they feel very natural and are simple and understandable derivation of the word.

The letterforms are a little amorphous this will allow us to develop the letter into simple animal characters to reinforce the happy pet theme the brand is developing.

Our goal is to create a happy feel-good vibe, this is supported by colour choices with warm sunny bright colours with some complementary and contrasting shades. Whiles the blue tone suggest respectability professionalism. These colours conform to the complementary part of a colour harmony wheel.



Finally, our strapline pulls it all together
The logo and strapline (**Yapp**) Happy Pets,
Happy Pets which is what all of our owners want.
It can also be read **Yapp Happy** (Pets) a bit of alliteration
suggesting a happy chatty pet/person on social media.

02. logo overview.

Logo.



Dark and Light



03. **typo graphy.**

Montserrat.

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

Use combinations of

Bold
Regular
Light

to contrast the fun logo and underline the serious nature of the app

Montserrat.

Contemporary and cool, this is an excellent example of using a fine weight typeface for a heading and heavier versions for subheading and body copy. Montserrat has a clean, structured and easy to read form. The application of Montserrat Light for a heading softens the overall effect.

Aa

PRIMARY FONT

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abckdefghijklm-
nopqustuvwxyz

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abckdefghijklm-
nopqustuvwxyz

1 2 3 4 5 6 7 8 9 0

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&?!/,:;-_+;%@"*")

The Quick Fox Jump
Over The Lazy Dog.

Lato.

A relatively new typeface, Lato is an excellent choice for user interface website design. Lato's semi-rounded characters create warmth, which isn't always apparent in web fonts. Here, the strong form provides stability and slight masculinity.

This font should be limited to text heavy areas its a little more easy on the eye to read

Aa

SECONDARY FONT

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

abckdefghijklm-

nopqustuvwxyz

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

abckdefghijklm-

nopqustuvwxyz

1 2 3 4 5 6 7 8 9 0

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&!/,;:-_+;%@"*)

**The Quick Fox Jump Over
The Lazy Dog.**

D4. Colour Bar Option.

Prime Colour PANTONE 143 Hex: #FAB72D RGB 250 / 183 / 45				
Secondary Colour PANTONE 146 Hex: #AB6C00 RGB: 171 / 108 / 0			Supporting Colour PANTONE 298 Hex: #36BCEE RGB: 54 / 188 / 238	
Secondary Colour PANTONE 293 Hex: #004E9B RGB 0 / 78 / 155			Supporting Colour PANTONE 134 Hex: #FFE07D RGB 255 / 224 / 125	

A	B	C	D	E
Secondary Colour PANTONE 146 Hex: #AB6C00 RGB: 171 / 108 / 0	Supporting Colour PANTONE 134 Hex: #FFE07D RGB 255 / 224 / 125	Prime Colour PANTONE 143 Hex: #FAB72D RGB 250 / 183 / 45	Secondary Colour PANTONE 293 Hex: #004E9B RGB 0 / 78 / 155	Supporting Colour PANTONE 298 Hex: #36BCEE RGB: 54 / 188 / 238

Colours have been generated on the adobe colour wheel using the complementary colour options. The colours generated have then been adjusted to match as close as possible the Pantone Bridge Colour Range. These colours are designed to be consistent over the digital space (web app and video) and the physical world, including 4 Colour CMYK, Spot Colour and Digital Printing.



HAPPY PETS