



BRAND & MEDIA KIT · VERSION 1.0

Yap loud. Earn the stocks.

A bright voice. A clear identity.

A little guide to making things feel like Yaps.

One identity. Four ways in.

Pick the composition that fits the space. Keep the artwork intact.



Full logo

The default for websites, social posts, and partner announcements.



Mark

Use when the name is already visible, or for an avatar and app icon.

yaps.fun

Wordmark

Use the lettering when a compact name-only treatment works best.



yaps.fun

Stacked

Use in square compositions and centered layouts with more vertical space.

Give it room to breathe.

Leave at least one quarter of the mark's square height around the complete logo. Keep text and other graphics outside this space.



x = ¼ of the mark height

Minimum sizes

Use the full horizontal logo at 160 px wide or larger; use the standalone mark at 24 px or larger. The simplified favicon is the only 16 px exception.



24px



32px



48px



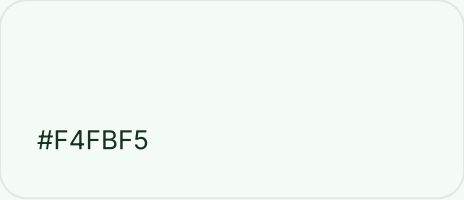
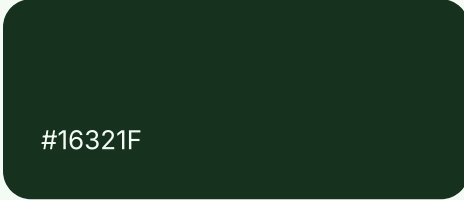
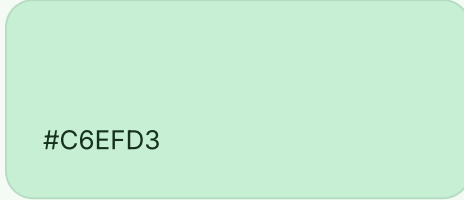
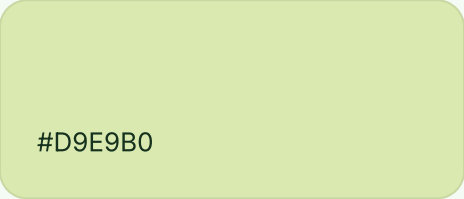
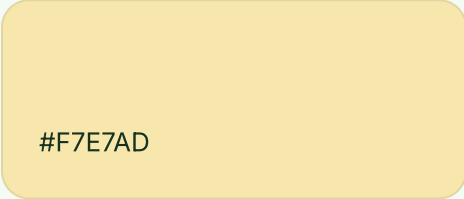
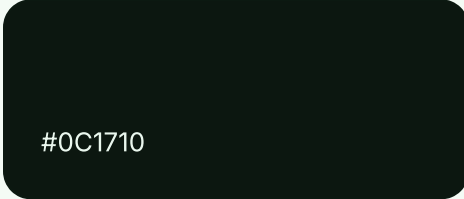
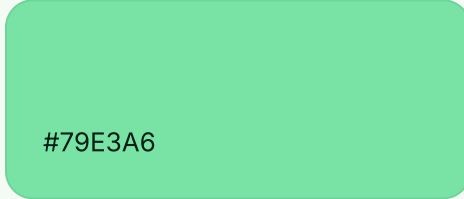
64px

Keep it whole

Use the supplied vector files. Preserve the lettering, the rounded bubble, and the little talking mouth. Do not retype the name, stretch, rotate, recolor, or add effects to the logo.

A color for every role.

Cloud is the main light canvas; Sprout is the main accent. Mint and Lime support the illustration. Use the inverted artwork on Night. Reserve success, warning, and error colors for their interface meanings.

			
Cloud Primary canvas	Sprout Actions & brand accent	Pine Text & outlines	Mint Mascot & soft surfaces
			
Lime Supporting illustration	Sun Supporting illustration	Night Dark canvas	Moon mint Accent on dark surfaces

Use the text/background pair shown on each swatch. Supporting colors are for illustration and surfaces, not financial status.

Expressive titles. Clear details.

Inter is used for body text, navigation, labels, and numbers. Instrument Serif is used for expressive headlines. Use tabular figures for balances and prices. Logo lettering is supplied as outlines and is never typeset again.

INSTRUMENT SERIF · REGULAR

A little idea.
A place to belong.

INTER · 400 / 550 / 650

Find your next meme.
\$12,345.67

Headlines

Use for short expressive headlines. Give the letters room. Avoid long paragraphs and small interface labels.

Body, UI, and numbers

Use Inter for readable copy, navigation, and actions. Use tabular figures for prices. Both original fonts and licenses are included.

Same Yap. Different moods.

Keep the rounded bubble, the tail, and the wide talking mouth. Expressions can change; leave the silhouette and face readable. The trio is a supporting community illustration, not the primary logo.



Hello

A little wave goes a long way.



Happy

Good ideas, good company.



Curious

There is always something to discover.



Thinking

Take a moment. Make it yours.



Oops

A softer landing for a little mistake.



Celebrate

Small wins deserve a big smile.

Make it recognizable.

Choose the supplied version for its background. A simple logo works hard when it stays consistent.

Do



Use the color logo on Rice.



Use the inverted artwork on Plum.



Use the black master for a single-color application.

Avoid



Stretching or changing the proportions.



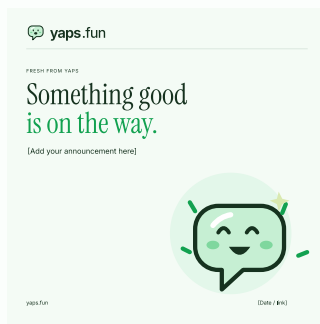
Recoloring the mark or lettering.



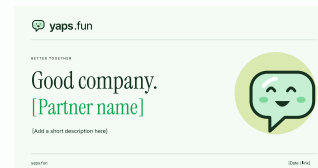
Adding shadows, rotation, or other effects.

Ready for the group chat.

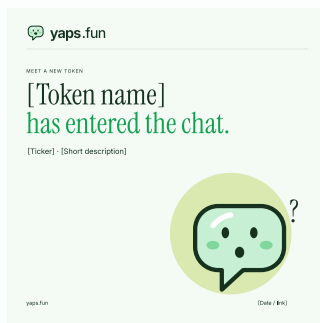
Replace the sample copy and partner placeholders before publishing. Keep important details away from edges and check the final crop on your chosen channel.



Announcement



Together with



Meet a new token



Product update

Soft voice. Clear information.

Warm, playful, and clear. Make room for humor in community posts; keep amounts, fees, transaction states, and errors precise. Never imply guaranteed returns.

Community

"Fresh from Yaps." "Meet your next token." Keep messages warm, short, and easy to share. Use the mascot to express a mood.

Product

Show amounts, fees, network names, and transaction outcomes plainly. Humor should never hide an error or make a risky action unclear.

Interface icons

Interface icons use a 24 × 24 grid, 1.75-unit strokes, round caps, and round joins. Keep utility icons clear and separate from decorative mascot illustrations.



Motion

Use gentle, brief motion. Keep controls still and honor reduced-motion preferences. Motion should support feedback, not delay an action.

Make it yours. Keep it Yaps.

Use these assets to identify or discuss yaps.fun. Keep the brand recognizable and do not imply an endorsement or partnership that has not been agreed. Included fonts retain their own licenses.

Official website: <https://yaps.fun>