Name - Harsh Vedani
Creator ID - PD24549

YAP
Your
Animal
Partner

OUR STORY

In a world where understanding our animal companions can often feel elusive, YAP steps in as a ground breaking bridge between species.

Our story begins with a fundamental question: How can we truly hear and comprehend what our pets are trying to communicate? Driven by a passion for enhancing human-animal relationships, YAP was created to turn this vision into reality. Combining cutting-edge technology with a deep respect for the natural world, YAP translates the sounds and signals of animals into clear, actionable insights for humans. Whether it’s your dog’s excited bark or your cat’s soothing purr, YAP opens a new realm of dialogue, fostering deeper connections and understanding. With YAP, you’re not just hearing your animal’s voice—you’re partnering with them in a new way.

Why YAP?

1. **Memorable and Catchy:** It's short and easy to remember, which is crucial for brand recognition
2. **Playful and Engaging:** The name conveys a sense of fun and approachability, which can attract pet owners and animal lovers.
3. **Versatile:** It doesn't limit the focus to specific animals, making it adaptable for various types of pets and wildlife.

"YAP" aligns well with the idea of facilitating communication between humans and animals, making it a strong choice for the brand.

BRAND POSITIONING

YAP is the leading tool for transforming human-animal interactions, offering a user-friendly solution that bridges the communication gap. Unlike other products focused on pet care or training, YAP emphasizes understanding through innovative translation technology.

It appeals to those who view animals as companions and seek deeper communication, enhancing bonds and fostering stronger connections.

TRANSLATE, UNDERSTAND, BOND

DESIGN APPROACH

At YAP, our brand reflects the engaging communication we facilitate. We use soothing, nature-inspired colors and approachable typography to convey the warmth and clarity of our technology. Imagery and illustrations capture diverse animal interactions, making our brand feel essential and inclusive.

Our visual identity blends heritage with innovation, resulting in a sleek, user-friendly device for understanding all animals. Our marketing materials and packaging highlight YAP’s capabilities, appealing to a broad audience and maintaining a consistent, welcoming presence.

DESIGN PRINCIPLES

Actionable principles that guide how we look and feel across everything we do.

These five principles capture the unique characteristics of the YAP brand that differentiates us from anyone else.

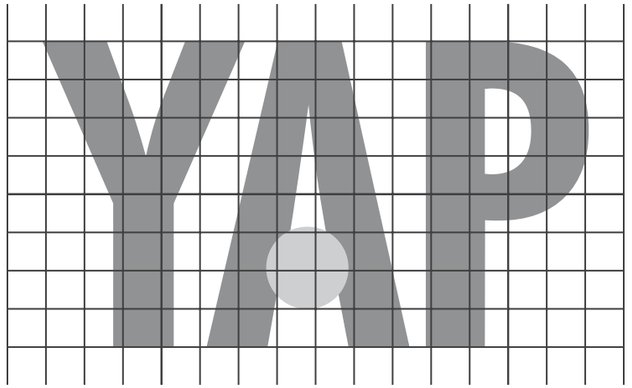
1. Clarity
2. Approachability
3. Functionality
4. Consistency
5. Innovation

LOGO

The YAP logo features a typographic design with a distinctive circle on the letter “A” in Pear color. This circle symbolizes communication and connection, emphasizing YAP’s mission to bridge the gap between human and animal languages.

The choice of Pear color adds a fresh, vibrant touch, reflecting the brand’s approachable and innovative nature. The clean, modern typography conveys a sense of technology and precision, reinforcing YAP’s role as a cutting-edge device in language translation. Overall, the logo represents YAP’s commitment to fostering understanding and harmony between humans and animals.

Logo in Grid



Logo

YAP

Logo with Tagline

YAP
Your
Animal
Partner

EXCLUSION ZONE

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text, graphics and imagery. The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.

Logo Clearspace
Clearspace is the minimum distance between the logo and other visual and verbal elements. The 1/4 height of our logo "X" defines the minimum clearspace surrounding the logo.

SCALE

Print minimum size
H 6mm

Digital minimum size
H 16px

TYPOGRAPHY

YAP's choice of Futura as the primary typeface and SF Pro Display as the secondary typeface perfectly aligns with the brand's modern and approachable identity. Futura, with its geometric shapes and clean lines, reflects efficiency and innovation, essential for a tech-forward communication device. Its readability and uniformity convey clarity and trust, supporting YAP's mission to provide reliable animal communication solutions. SF Pro Display complements this by offering versatility and contemporary elegance, designed for digital clarity and readability. It enhances user interfaces subtly and supports the primary typeface without overwhelming it. Together, they create a cohesive, modern look that resonates with YAP's commitment to effective communication and user engagement.

PRIMARY TYPEFACE

ABCDEFGHIJKLMNOPQ RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Condensed

Thin
Light
Regular
Medium
Bold
Black

SECONDARY TYPEFACE

ABCDEFGHIJKLMNOPQ RSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SF Pro Display

Thin
Light
Regular
Medium
Bold
Black

COLOR OVERVIEW

YAP's color palette, consisting of Pear and Celestial Blue, draws inspiration from the natural elements of earth and sky, symbolizing a harmonious blend of energy and trust. Pear, a vibrant greenish-yellow, reflects the fresh, dynamic nature of life and growth, capturing the essence of lively animal interactions. Celestial Blue, evoking the vastness and serenity of the sky, grounds the brand in calmness and reliability, essential for effective communication. Together, these colors not only enhance the visual appeal of YAP but also deepen its commitment to fostering understanding and connections across the animal kingdom

PRIMARY COLORS

Pear

CMYK - 20,00,100,00
RGB - 215,223,00
Hex Code - #D7DF21

Celestial Blue

CMYK - 70,30,00,00
RGB - 68,149,209
Hex Code - #4495D1

SECONDARY COLORS

Creamy White

CMYK - 00,00,22,00
RGB - 255,251,210
Hex Code - #FFFBD2

Light Silver

CMYK - 15,10,10,00
RGB - 214,217,219
Hex Code - #D6D9DB

Dark Charcoal

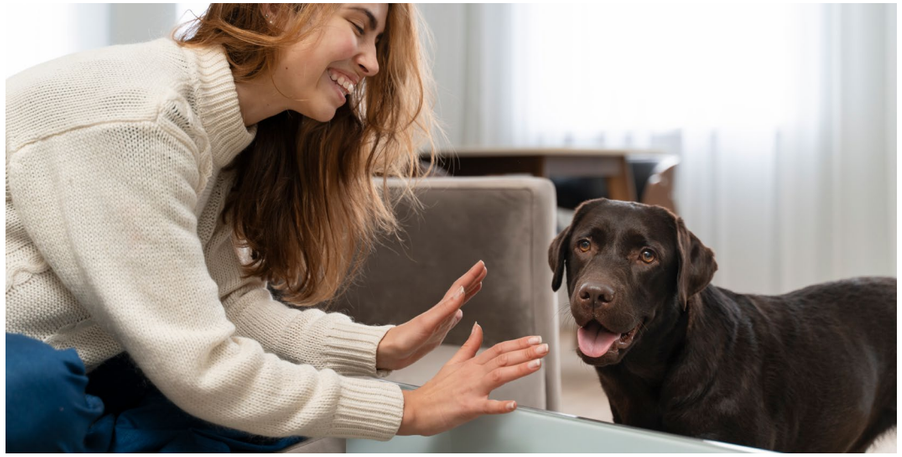
CMYK - 70,65,60,60
RGB - 49,48,50
Hex Code - #313032

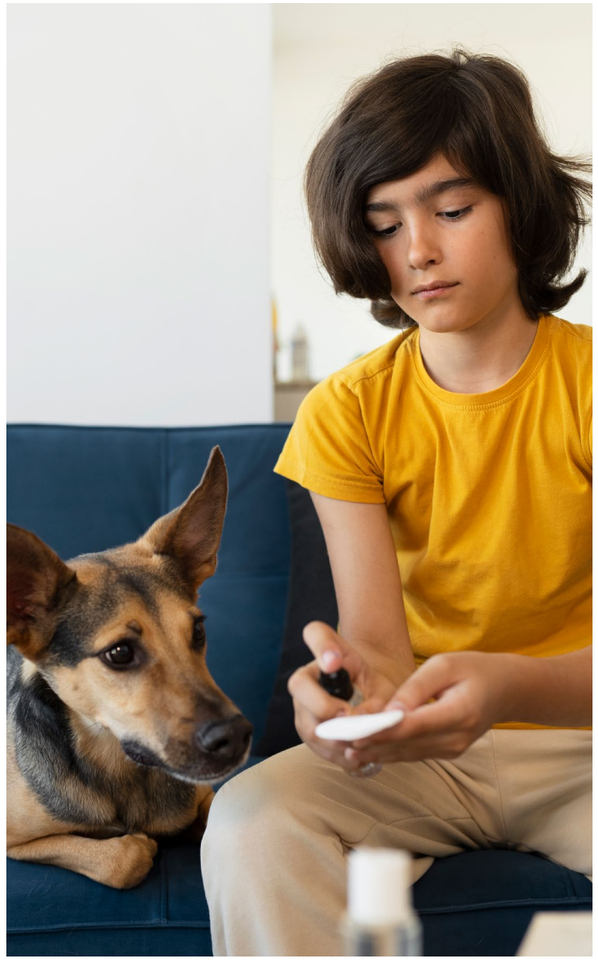
Deep Navy Blue

CMYK - 100,86,32,22
RGB - 00,51,102
Hex Code - #003366

LOGO COLOUR VARIATIONS

Images that reflect brand





PRINT AD

YAP
Your Animal Partner

www.yapindia.com

Experience YAP

Where Communication Knows No Bounds.

A device that translates what animals are saying into human language

Magazine ad

8.26 in x 11.69 (A4)

DIGITAL AD

Online ad

1080 x1080

Image genrated using ai - Freepik

Prompt - device that translates what animals are saying into human language

Your
Animal
Partner

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy r
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commod

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie cor
dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissin
praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

© 2024
YAP - Your Animal Partner
All rights reserved

W: http://www.zebarrealty.com
E: yap@gmail.com
+91 98980 03388

yapindia.com

22:57

yap_india

480 posts
5600 followers
8230 following

Follow

YAP™

Your Animal Partner

Device that translates what animals are saying into human language

www.yapindia.com

About
Catalog
Price
Reviews

Thank you