

Brand Guidelines



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Preface

This Yhataw Brand Guide has been designed to help staff produce internal communications about the brand which are consistent and show that they are linked to Yhataw.

Brand Story

YHATAW or simply put: Your Home Anytime, Anywhere, is a sincere, passionate attempt to help Home seekers with a new, refreshing way to own a home sans the 'Broker' way.

The seed of the idea came from a personal experience of a very dear friend, (now a proud customer) through her experience "If only there was a technology or a platform, place that read my mind, my pocket, my requirements at my convenience rather than offering me anything and everything and then hounding me to come this time, that time"

Driven by young, fired by the desire to bring a change to the traditional way, YHATAW is a direct approach to have the best credentials at hand: the best of homes by best of developers, backed by great understanding of customer needs and powered by real time technology solutions and delivered via an experience that is specially crafted for each customer.

The Y of YHATAW is our Reason 'Why' and the 'W' or our last name stands for the 'Wow' we seek. Try it!

Brand Purpose

YHATAW is a sincere effort of a brand that reaches out to you to offer advisory, search through to the perfect solution in finding the home behind your heart.


We do this by offering you every convenience be it the best search through our advanced humanised technology platform, a user experience that makes you have every detail even before you physically see the home through to a customer experience of the physical site, interaction on pricing, regulatory processes to end of the pipe solutions including after-sale and move-in solutions.

Voice

Warmth | Friendly | Youthful | Professional | Personalised | Immediate
Trust | Precise | Succinct | Foundation | Stability | Security

Logo

logo

 /'lɒgəʊ, 'ləʊgəʊ/

noun

a symbol or other small design adopted by an organization to identify its products, etc.

Outline

The Yhataw Logo represents the amalgamation of various residential housing that our firm represents. The logo-type is meant to show exclusivity, luxury, elegance, yet showing service to all segments.

Sizing and Placement

To ensure the logo is clear and legible, always keep a minimum clear space around the logo. This space isolates the mark from other graphics or text on the page that may conflict with this mark.



Yathaw Bronze is the primary choice of colour for the logo. It works well on dark and light backgrounds. Secondary colours are only used when absolutely necessary. Thanks for not embellishing on the logo with shadows, patterns and intricate backgrounds.



Logo Colour Palette



Logo BG Variations



Do's

You wouldn't wear purple and green socks would you? Similarly take a moment to think about how you would use our logo. Our Logo variations are the best way to use it.

Dont's



Colour

colour

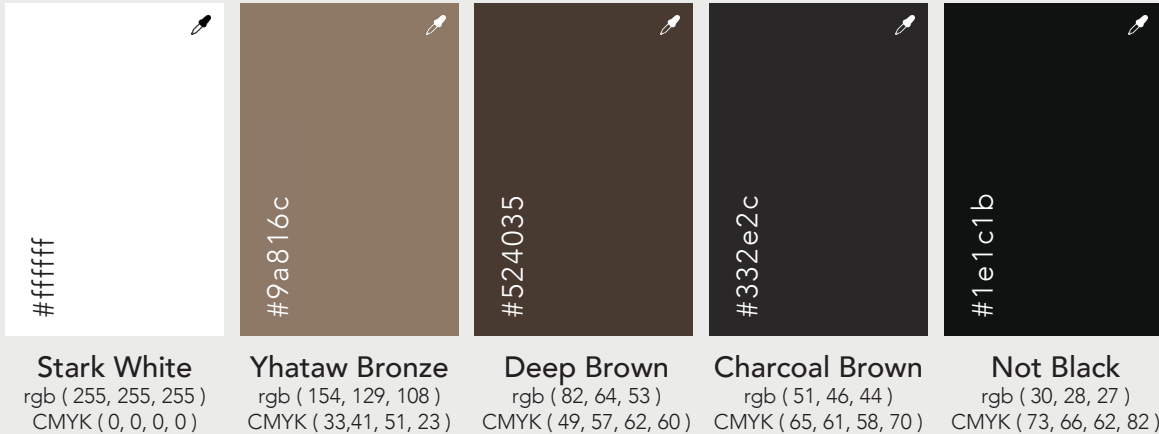
🗨️ /'kʌlə/

noun

the property possessed by an object of producing different sensations on the eye as a result of the way it reflects or emits light.

Colour Palette

We like white canvases splashed with a little bit of dark cool grey, and hints of Beyond Purple.



Imagery

We believe our content plays a direct role in our branding, hence the images we choose follow a particular style.



Typeface

typeface

🗨️ /'tʌɪpfeɪs/

noun

a particular design of type.

Font

Avenir

Light Medium **Black**

Aa

12pt, 14pt, 28pt, 32pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Logo Font

Y H A T A W

Logo

Avenir Black | Lower Case

Tagline

Avenir Light | Upper Case | Increased Kerning



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