yeets.fun

Let it fly.



A fluid identity for ideas in motion.
Symbolic. Playful. Built to stand on its own.

One symbol. Every scale.



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PRIMARY / 3D SIGNATURE

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UTILITY / FLAT SIGNATURE

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LIGHT / ONE COLOUR

Give the Y room to move.



Clear space: 1/8 of the symbol height.

MINIMUM SIZES



128 px 64 px 32 px

3D mark: 96 px or larger.
Flat mark: 24 px minimum.
Horizontal logo: 160 px minimum.
Use the symbol alone below that size.

Do not stretch, rotate, redraw or add effects.

Violet owns the room.

Void	Violet	Lilac	Chalk	Coral
#0D0B12	#8B3DFF	#A77BFF	#F7F4FF	#FF7868
Primary background	Brand expression	Highlights + links	Primary text	Occasional emphasis

Lead with Void, Violet and Chalk. Lilac supports; Coral is a small accent.
For white text on action buttons, use Action Violet #7434F5.
Use muted text #B8B1C9 on dark surfaces. Keep small text solid and readable.

Rounded. Clear. Full of motion.

DISPLAY / SPACE GROTESK 700

Ideas take flight.

BODY / MANROPE 400-600

A little idea. A lot of energy.
Keep language short, clear
and easy to share.

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Wordmark / Manrope 800, tight spacing

Headlines: tight line height, sentence case, generous space.
Body: 16-18 px on web; use 1.5 line height. Numbers: tabular figures.
Keep the name lowercase: yeets.fun. Use the supplied outlined logo files.

A wink. Then get to the point.

BRAND LINE

Let it fly.

Playful without making the product confusing.
Confident without promising an outcome.
Short enough to read while scrolling.

COPY EXAMPLES

A little idea. A lot of energy.

Your next idea. Let it fly.

Made for ideas in motion.

Use clear verbs for product controls: Create, Explore, View, Share.
Say what an action does before using slang.
Avoid guaranteed returns, profit promises, fake urgency or invented traction.

Show up with the same energy.



Avatar / 1024 square
Keep the mark centered.

X cover / 1500 x 500
OG / 1200 x 630
Post / 1080 square
Story / 1080 x 1920

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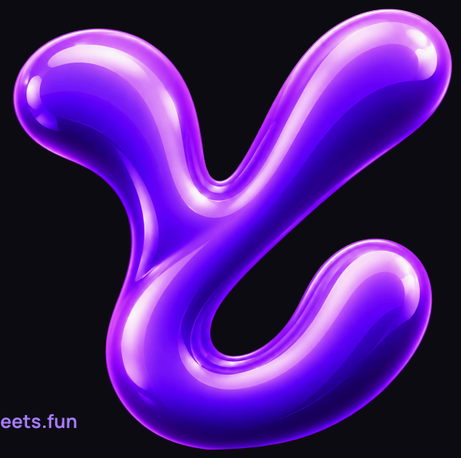
Let it fly.



A little idea. A lot of energy.

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Big ideas.
Let them fly.



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The brand, in the interface.

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Explore Create Connect wallet

PRODUCT DIRECTION / VISUAL CONCEPT

Your next idea. Let it fly.

A home for ideas with momentum.
Create something worth sharing.

Explore



Visual concept only. No live product state, wallet connection or performance data.

Fluid, with restraint.



The 3D signature is a raster render. The flat mark is true vector.

MATERIAL

Glossy violet; soft lavender highlights.
Rounded volume; a dark, quiet setting.
One hero symbol per composition.

MOTION DIRECTION

A short upward-right sweep on entry.
A gentle settle, then stay still.
180-280 ms for interface transitions.
Respect reduced-motion settings.

Ready to make your mark.

USE

3D on dark, uncluttered backgrounds.
Flat for tiny UI, single-colour print
and places where reflections get lost.
Keep both upper arms and the curled tail.

AVOID

Stretching, cropping or rotating the logo.
Changing the silhouette or adding objects.
Busy backgrounds and thin outlines.
Unapproved colours or extra glow.

YOUR KIT

Logos: SVG + transparent PNG / outlined wordmarks / flat symbol / favicon set
Social: avatar / X header / square post / story / OG card / community cover
Source: SVG layouts / fonts + licences / CSS + JSON brand tokens
This guide records the selected direction. Social assets are not published.