



Your Agent Does It.

The Yadi brand guide.

You do you. Yadi does the rest.

Identity, words and everyday expression • October 2026





Business feels personal. So should your agent.

Yadi is an AI helper for the conversations around your business.

For owners who are busy making, serving and running things, Yadi brings a capable, familiar presence to everyday customer questions.

The owner remains the centre of the story. The brand makes room for their craft, their customers and their way with words.

Our core slogan

Your Agent Does It.

Our campaign line

You do you. Yadi does the rest.

Our character

Calm enough to trust. Warm enough to welcome. Capable without making a fuss.



A familiar little face.



The Wink tile pairs one calm eye with a playful wink. Its slight tilt and clay attention dot give it personality; the clean wordmark keeps it professional.



The symbol stands alone in avatars, favicons and places where the name is already visible.

Give it room

Keep clear space of at least one quarter of the symbol's height on every side. Measure from the visible artwork, including the clay dot.

Keep it legible

Minimum digital width: 96 px for the horizontal logo; 24 px for the icon. Below 24 px, use a simplified favicon export and inspect its eyes at actual size.

Keep it intact

Use the supplied outlines. Do not stretch, change the built-in tilt, redraw the wink, add a mouth, add effects or place the logo over busy photography.

Always write Yadi with a capital Y. The wordmark uses Hanken Grotesk 600 with deliberate spacing; use the supplied outlines.

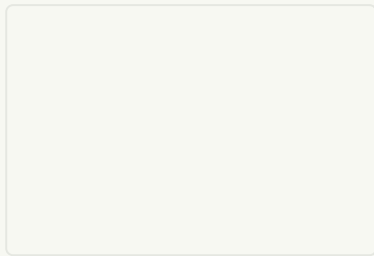


Grounded in green.



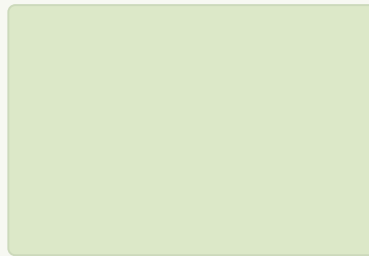
Forest

#294B3D



Paper

#F7F8F2



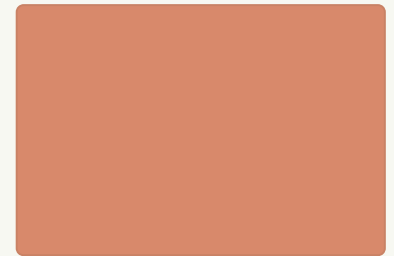
Sage

#DCE8C8



Ink

#24352B



Clay

#D8896B

Start with paper

Let paper carry the space. Forest provides identity and emphasis. Sage brings a soft supporting surface. Ink keeps long passages easy to read.

Clay is the Wink attention dot and a sparing decorative accent. It is not a default button or text colour.

Use strong pairings

Forest or ink on paper and sage. Paper or sage on forest. Use the paper logo on dark backgrounds; forest on light backgrounds.

Do not use paper on sage, forest on ink, or clay for small text. Colour alone never communicates a product status.



A clear voice.
A little softness.

Satoshi

**Your business.
Your voice.**

Use Satoshi for navigation, buttons, body text and practical headlines. Regular 400 for reading; Medium 500 for emphasis; Bold 700 for compact hierarchy.

Comfortable line height: 1.45—1.65 for body copy. Use sentence case, useful verbs and generous space.

Hanken Grotesk is reserved for the Yadi wordmark. Satoshi remains the working typeface; Instrument Serif adds editorial warmth. Logos and publishing SVGs use outlines. Included Hanken and Instrument fonts carry their SIL Open Font Licenses.

Instrument Serif

Your Agent
Does It.

Use Instrument Serif Regular for a memorable phrase or a generous editorial headline. Pair it with quiet, direct Satoshi supporting copy.

Headline line height: 1.0—1.1. Avoid all caps, stretched letters and decorative effects. Let the letterforms do the work.



Helpful. Human. To the point.

Warm, with a light touch

Write as a capable colleague. Use contractions and familiar words. A little humour belongs in an everyday moment, never in a serious problem.

Say: “You do you. Yadi does the rest.”

Specific, without the theatre

Name what the person can do next. Avoid inflated claims and category buzzwords.

Say: “Tell Yadi about your business.”

Avoid: “Unlock your business potential.”

Clear when it matters

Money, safety, missing information and service problems deserve calm, direct language. State the uncertainty and the next step.

Say: “I don’t have that delivery detail yet. Let me check with the team.”

Honest about the helper

Call Yadi an AI helper where that context matters. Do not imply a human is replying. Never invent availability, pricing, reviews, customers or saved time.

Conversation examples must be labelled illustrative. Do not present the ceramics studio as a customer endorsement.



More room for real life.



Existing original Yadi homepage image. An illustrative business scene, not a customer testimonial.

Photography

Show hands, materials and work in progress. Natural light, lived-in settings and warm colour. Give the business owner the leading role.

Composition

One useful thought per layout. Generous margins, expressive type and a small number of brand elements. Use the Wink tile as a signature, not wallpaper.

Character

Wink is the primary brand character. Keep its one eye, curved wink, fixed tilt and attention dot consistent. The flat mark must remain readable on its own.

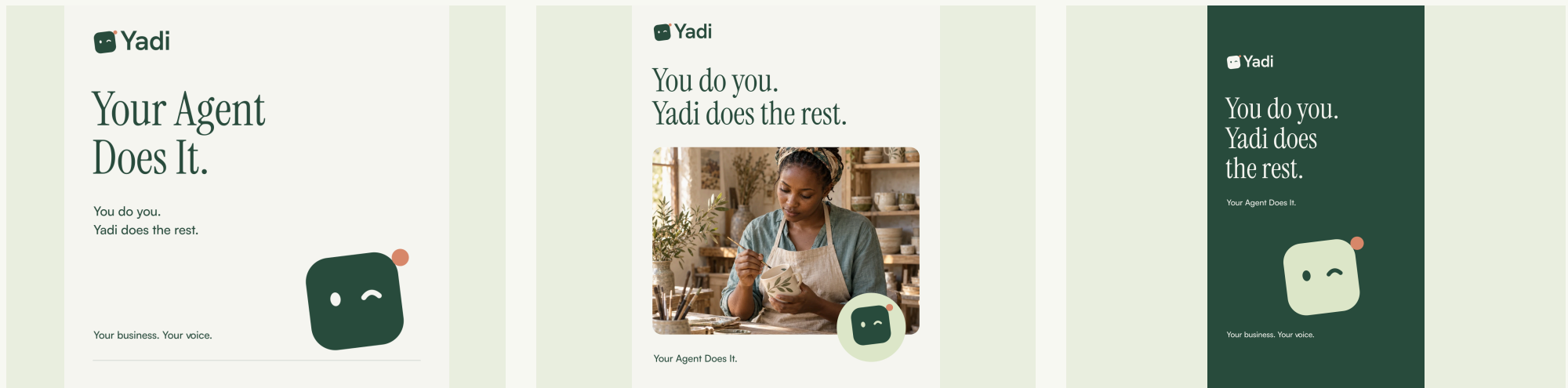
Motion

A gentle reveal or settling movement is enough. Use 180—320 ms ease-out transitions. Avoid constant bouncing and attention-seeking loops.

Reduced motion keeps the final state visible and removes nonessential movement.



Ready to meet the world.



Core slogan • 1080 × 1080

Campaign • 1080 × 1350

Vertical story • 1080 × 1920

Avatar	512 × 512
Wide cover	1500 × 500
LinkedIn personal cover	1584 × 396
Website / share image	1200 × 630

Use PNGs to publish. Use outlined SVGs for vector production. Use **.editable.svg** templates to change copy after installing the fonts.

Keep story copy away from native controls; preserve the supplied safe space. Review the platform crop. Caption drafts and alt text are in [social-captions.md](#).