



WHY SEE YC?

**BRAND
STYLE
GUIDE**

YEHNA CHA

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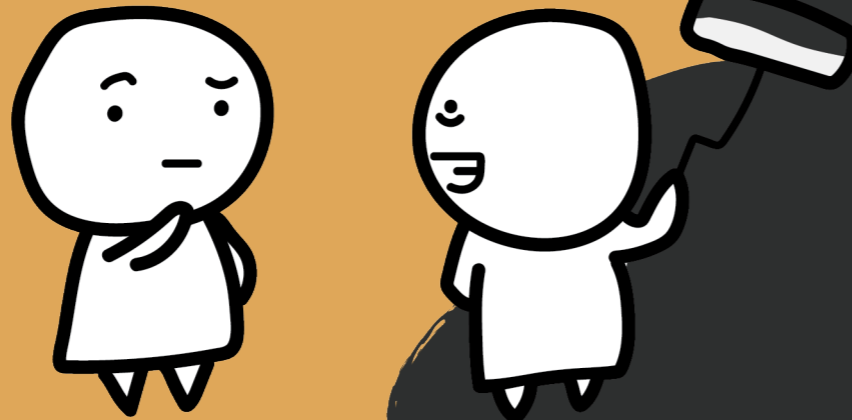
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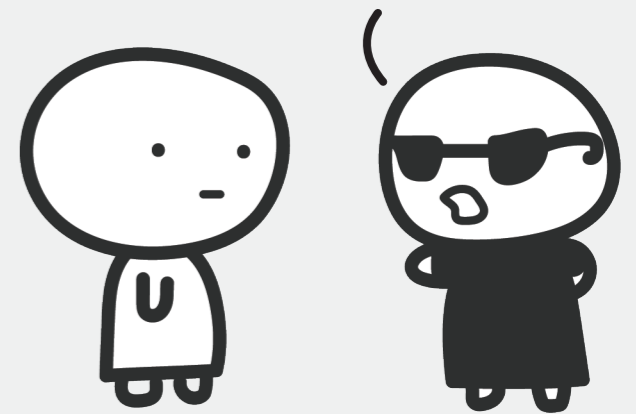
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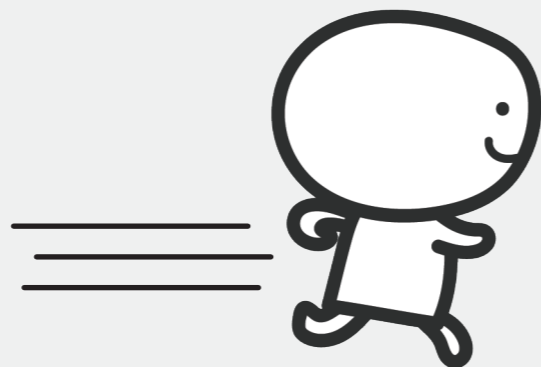
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THIS IS A TOTALLY
PROFESSIONAL OPERATION.
PLEASE LEAVE THE PREMISIS..



WE GOT A
RUNNER!
I REPEAT!
WE GOT A
RUNNER!



GREETINGS

My name is Yehna Cha. My middle name is Linda, but only Starbucks calls me that. I like to tell stories and doodle I use the Logitech M185 to draw on the computer—Yes, that's a mouse.

On the outside, I appear to be mature and quiet, but in the inside, I am in my own little world creating my own adventures.

Throughout these pages, you will see my little workers...working. Please try your best to leave them alone as you flip through the pages.

Have fun!

VIDEO EDITOR • SCREENWRITER • CARTOONIST

COLOR PALETTE

choose your character

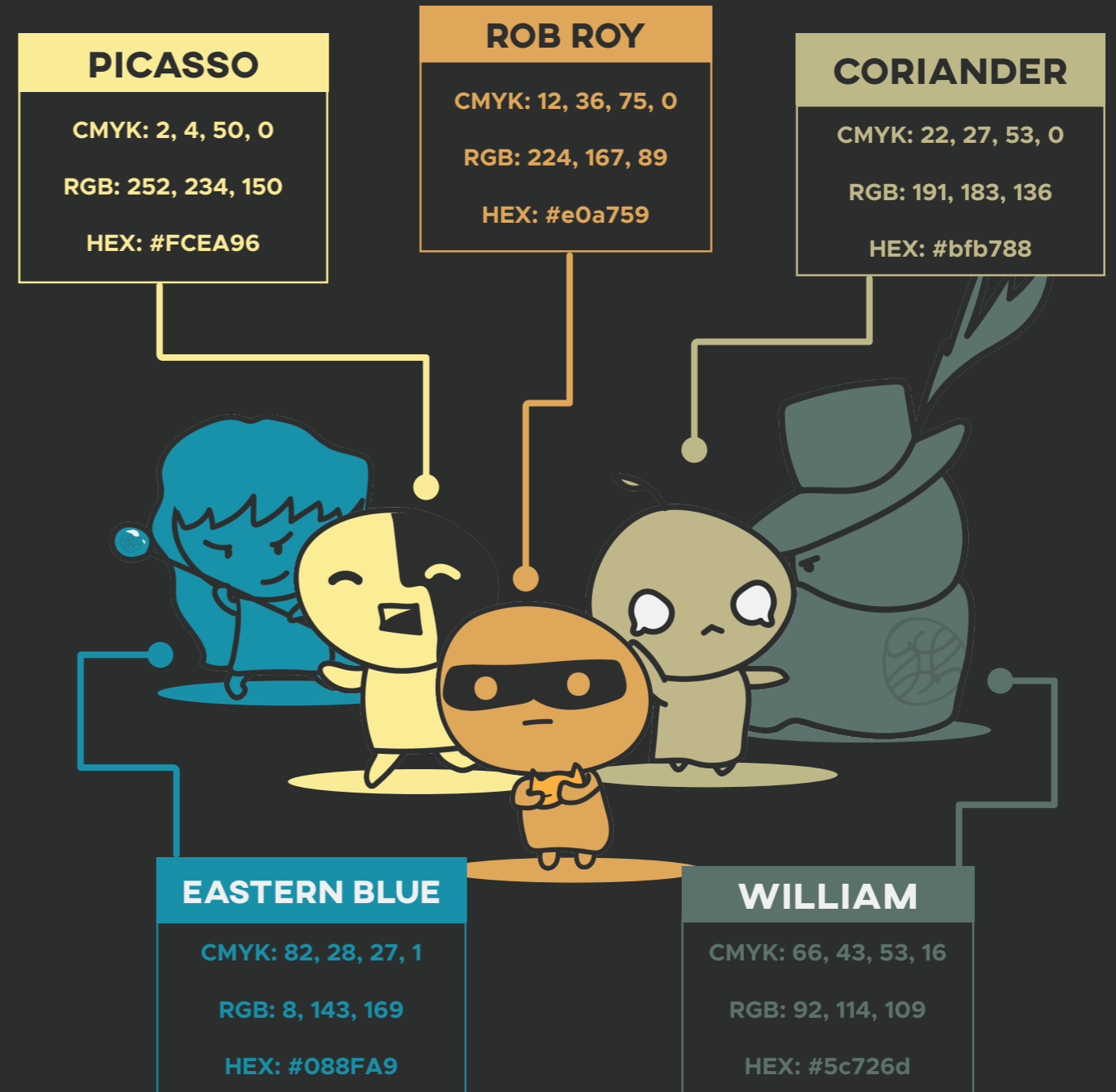
Rob Roy is an awkward shade of orange. He likes to stay in the dark, but he is perfectly visible against a light background. He likes to hold onto his Cheekoo pillow. He hasn't committed any robberies...yet.

Picasso is a very, very bright shade of yellow who is practically in his own world. He is artistic and likes to doodle whatever he wants, even though his drawings might not look like the subject itself.

Coriander maintains the balance between all the five colors, but that puts a lot of pressure on him to the point where he kind of cries and is angry all the time. He is experimental and enjoys experimental cooking.

William is a dull and stubborn shade of green. He usually tries to go solo and thinks that he lacks the most compatibility with the other color. Even though he seems a bit distant, he can be kind to the eyes.

Eastern Blue is a vivid blue that always stands out in both the dark and the light. She is used sparingly because her color is so rich. She likes to take inspiration from East Asian culture. Her motto is to "be like water and not rock or air."



TYPOGRAPHY

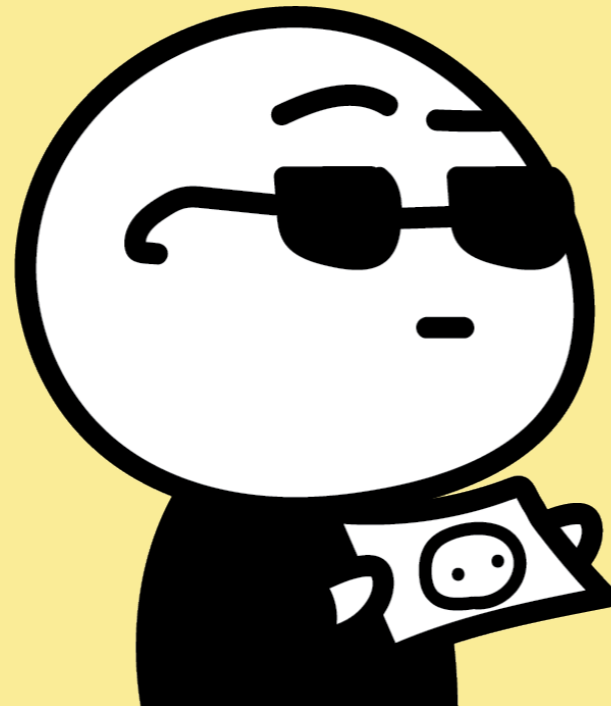
conflict of the playful and professional

Aa

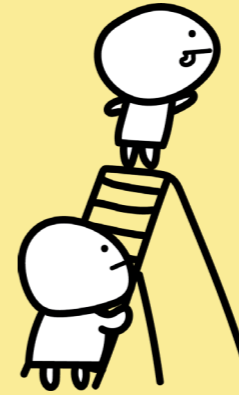
GOMGOM HANDWRITE
BASIC

GOMGOM HANDWRITE (BASIC) is a handwritten script font that reflects the playful twist of my brand. The script matches with my doodles and has rounded corners that emphasize the soft and cute appearance of my brand.

HEY, SORRY TO BOTHER
YOU, BUT HAVE YOU
SEEN THIS GUY
ANYWHERE?



OH WOW YEAH
HE LOOKS
JUST LIKE ME...



AA

AXIS
EXTRA BOLD

AXIS (EXTRA BOLD) is a thick sans serif font often used as the subheaders for my brand. Unlike GOMGOM HANDWRITE, AXIS provides a more serious and professional appearance for my brand. This font is used as my logo's typeface.

AaAa

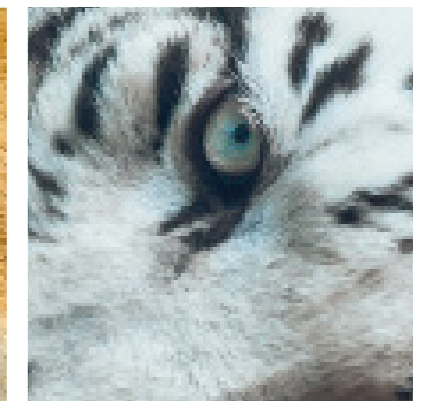
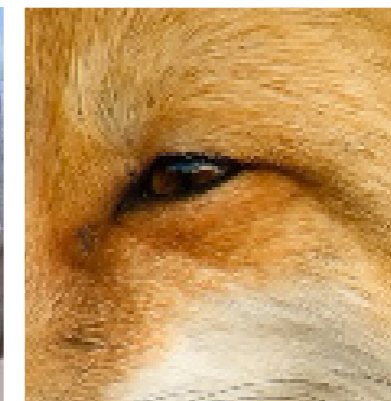
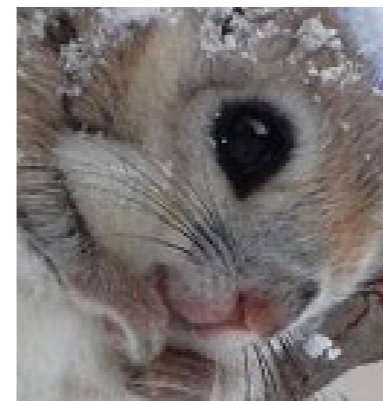
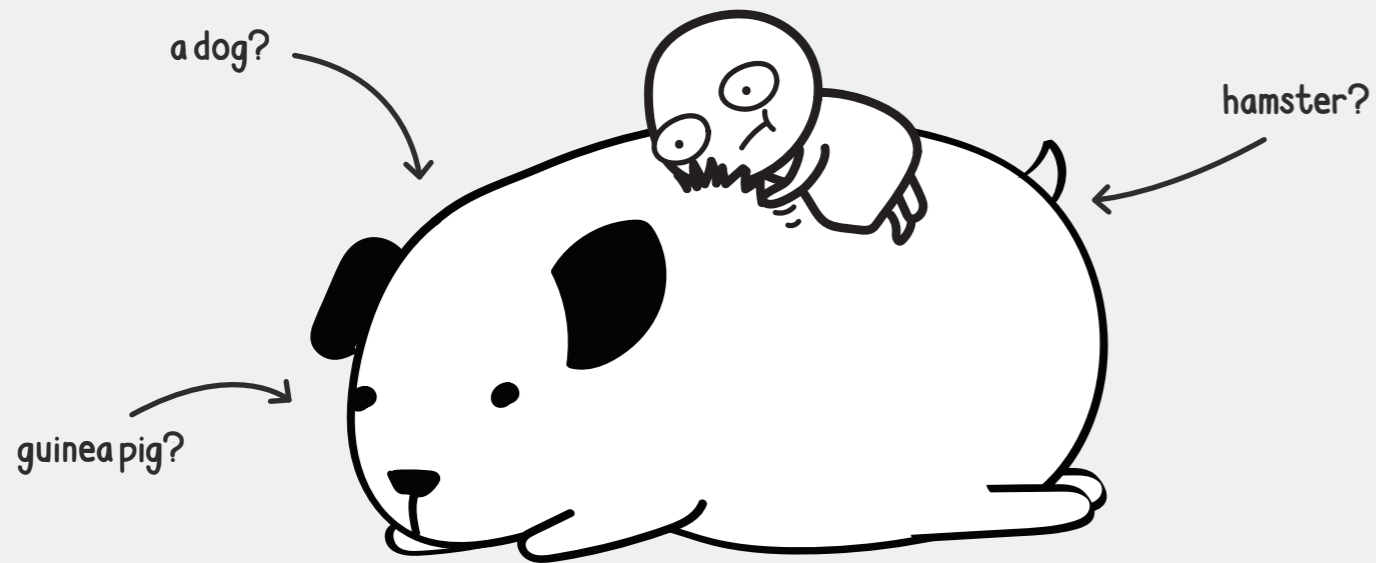
Metropolis
Bold Regular

Metropolis is the body text. It is a sans serif font that is easy to read and clean. Although the bold may seem similar to AXIS, Metropolis Bold is thinner.

IMAGERY

animal photos + inability to draw = masterpiece

My brand receives inspiration from looking at all the different types of animals and landscapes. My inability to do figure drawing results in a more simplified versions of characters and animals. My images also show the range of themes in my brand: cute and curious like a Japanese flying squirrel to playful and humorous like a fox to sophisticated and serious like a white tiger.





MOCK-UPS

why see yc?

PLAY YOUR CARDS

My current business card gives off an illusion that I am sophisticated and professional, but when they flip it around, there's something new and unexpected... kind of like a plot-twist to a story.

THE LOGO LABEL

The "YC" logo must be placed somewhere on the brand. It can be very small and transparent, but it just have to be somewhere on the brand. The logo may retain its sophisticated gradient shape, or it may have a solid color from any of the color palette.









CHEEKOO

Cheekoo is an orange furry creature who is the mascot of my brand. I describe Cheekoo as a fox-like creature, although it has not been confirmed that Cheekoo is actually a fox. In fact, I like to leave it to other people's interpretations. So far, I have heard that Cheekoo looks like a fox, cat, dog, squirrel, and even an otter.

Cheekoo is drawn with horizontal lined eyes to indicate that he looks drowsy. He is usually in some kind of yellow-orange color. Sometimes he is accompanied by his pet blob called BLAB. If Cheekoo's eyes are open, that is his cousin Cheeco.

MY CHARACTERS

The characters in my brand are very simplified. The art style is inspired by Japanese *chibi* and stick figures. In my vlogs, I often represent myself with the Cheekoo mask on my head.





I THINK I FOUND
THE RUNNER.



