

BRAND GUIDELINES & PRESS KIT

The Yhat brand is a visual expression of our identity as a company. The essence of our brand identity is sensible, straightforward and bright. We created this document to ensure that the Yhat brand is represented consistently.

1. NAME

In statistics, the \hat{y} symbol, which is pronounced “y-hat,” represents the predicted equation for a line of best fit in linear regression. It is used to differentiate between the predicted (or fitted) data and the observed data, y .

In our case, Yhat is spelled with a uppercase “Y” and a lowercase “hat.” The proper spelling is Yhat, not yHat, y-Hat or any other creative yet incorrect derivative.

2. COLORS

Our company colors are blue, orange and grey. Here are the specs:



#3B91CF; R: 59 G: 145 B: 207



#ED5724; R: 237 G: 87 B: 36



#898989; R: 137 G: 137 B: 137

3. TYPE

Lato is the primary font choice of Yhat. We appreciate its lightness, legibility and understated elegance.

O F T E N we use uppercase type and open letter spacing to emphasize headlines and titles.

4. LOGOS

Our logos are designed for easy recognition of our company and products. All official logos are available for download via Dropbox links below. We like our logos just the way they are, so please use them as provided.

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Official logos:

1. [Yhat logo_color](#)
2. [Yhat logo_white](#)
3. [ScienceOps logo_color](#)
4. [ScienceOps logo_white](#)
5. [ScienceCluster logo_color](#)
6. [ScienceCluster logo_white](#)
7. [Rodeo logo](#)

5. QUESTIONS?

You may use the Yhat logo or name to link to our site, as long as your usage meets the guidelines within this document. For clarification or further inquiries, you can reach us:

By email:

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By snail mail:

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