



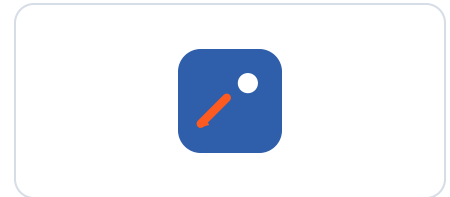
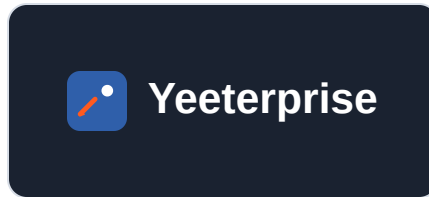
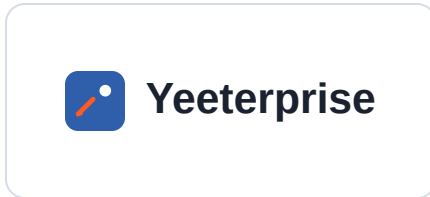
BRAND & MEDIA KIT

How to represent Yeeterprise.

Logo usage, color, typography, voice, and the boilerplate our communications team has approved. Deadpan on the surface; hazard-orange in the seams.

The logo

The Yeeterprise mark is a payload in governed descent: the ball, up and to the right; the hazard-orange arc, heading down. It always travels with the wordmark, except where space is truly constrained.



DO

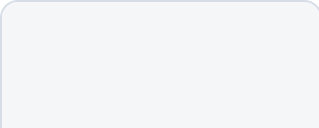
- ✓ Keep clear space of at least the mark's height on all sides.
- ✓ Use the mark alone only at $\leq 24\text{px}$ or as a favicon/avatar.
- ✓ Place on white, the ground tint, or the ink navy.

DON'T

- ✗ Recolor the mark or flip the arc upward.
- ✗ Add a drop shadow, outline, or gradient.
- ✗ Set the wordmark in any face other than the system sans.

Palette

Yeeterprise Blue carries the enterprise. Hazard Orange marks the throw and appears only in small, deliberate accents. Compliance Green signals a governed, grounded outcome.

			
Yeeterprise Blue #2F5FAA	Hazard Orange #FF5A1F	Compliance Green #3E7D53	Ink Navy #1A2230
			
Ink 2 #3A4557	Steel #64748B	Danger #C8402F	Ground #F5F6F8

Typography

DISPLAY & UI – SYSTEM SANS (HELVETICA NEUE / ARIAL)

Ground truth, delivered.

LABELS, CODE & DATA – MONOSPACE

REGRET: 0 · SLA 99.98% · DNY-0002

How we sound

- ✓

Deadpan. Treat throwing as a serious enterprise discipline. Never wink.
- ✓

Precise. Model, forecast, attest. Numbers don't round suspiciously.
- ✓

Governed. The hero is restraint — what we choose not to throw.
- ✗

No exclamation points selling the joke.
- ✗

No punching down; we punch at situations, never at people.
- ✗

We do not discuss the aquarium.

Boilerplate

Yeeterprise is the trusted enterprise platform for throwing things on the ground — at scale, with SLAs. Founded in 2019, the company operationalizes downward force into a governed, observable, and attested discipline, anchored by the Do-Not-Yeet registry that keeps organizational regret at zero. Yeeterprise ships Trajectory Cloud, the Do-Not-Yeet compliance engine, and Pantry Cloud. Ground truth, delivered.

Fast facts

Founded	2019	Category	Governed downward force
HQ	Terminal Velocity, AZ	Ticker	NASDAQ: YEET
Regret, all-time	0	Ground-contact SLA	99.98%

Trusted by



Press & partnerships: press@yeeterprise.com · Logo pack (SVG): yeeterprise.com/logo-mark.svg