Being On-Brand with YanksVR



**Logos**

* Creatives used for the site can be any combination of the YanksVR Girl Head, URL (with or without the .com) and any of our taglines. The logo can be red white and blue or all white.

**Colors and Font**

* Blue color code - 113A73 - Red color code – B50000 - **Font in root logo** - Helvetica Neue LT Pro - 75 Bold - 94 pt - Sharp

**Voice**

* Our voice across all platforms should be sexy, fun, casual, knowledgeable and informative. We should convey that we are proud of what we are doing and feel confident being the industry we are in. We represent and showcase women, therefore supporting women’s equality both sexually and beyond are fundamental to our core values. Dirty and kinky are fine, degrading and disrespectful is never fine. **Always respect the Va-Jay-Jay.**

**Partnership**

* We carefully select and work with partners that adhere to the core tenants listed below.

**Taglines**

* 100% Female Produced – Real Girls, Real Orgasms – Amateur Girls Playing, Filmed by Girls Watching. – Real Orgasms Close Enough to Touch

**Tenants** (The Blue Tenants is not on the tour, but all others are)

* We Believe All Girls are Beautiful
* We are 100% Female Produced
* We Believe that Sexual Freedom and Porn without Scripts are Sexy Concepts
* No Wham-Bam Thank you Ma'am at YanksVR – Our models are people that we get to know so you can get to know them too.
* We Strive for Real Orgasms and all Girl Female Pleasure in our We Strive to use the Best Technology that is Realistically Possible
* We Treat all our Partners and Customers as we would want to be Treated, Honestly and Decently
* We are a Holistic Company that donates monthly to CalltoSafety.org