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Yumming's brandmark is made up of two elements.

It is highly recommended using these elements together as a brandmark as shown.

The symbol can also be used individually as required (as the app icon, for example).

1 BRAND IDENTITY

LOGO



1 BRAND IDENTITY

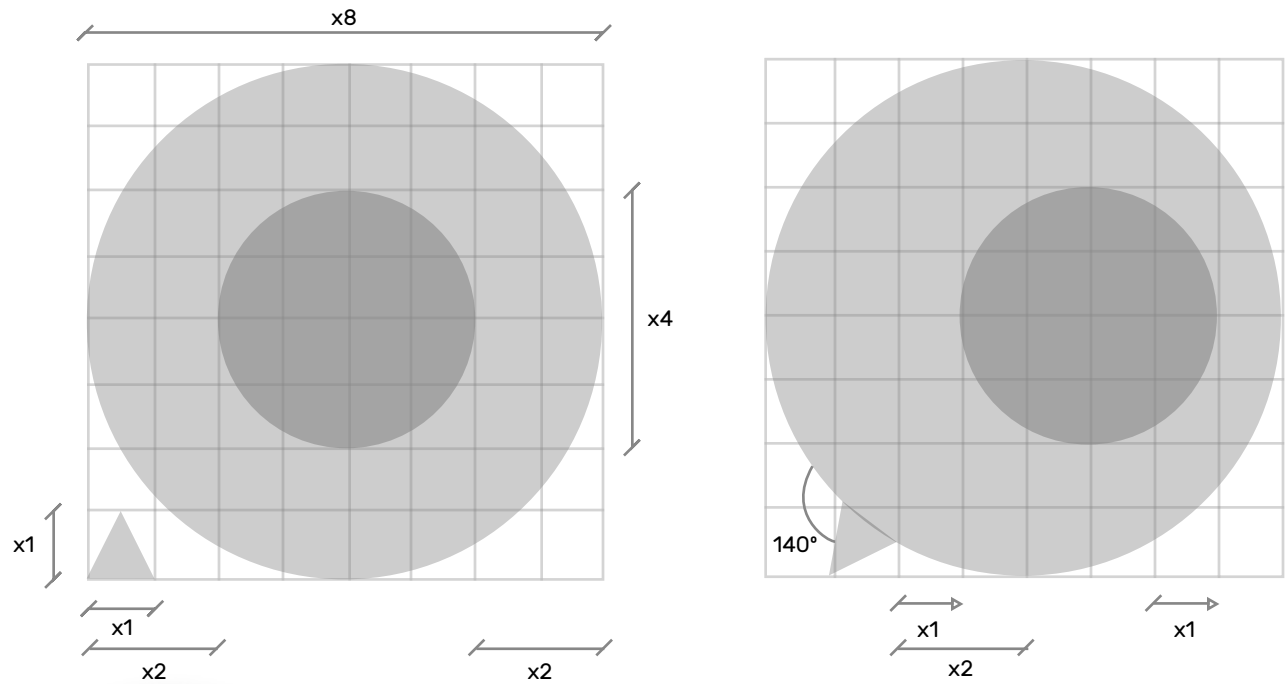
DIMENSIONS

Symbol

The symbol is created with proportional squares. This makes easier to copy it in different sizes. Its height and width it's a square made of 8 little proportional squares.

Brandmark & symbol

Brandmark's heigh it's based on four squares. The space between it and the symbol is equal to one square.



2 COLOUR PALETTE

The colour palette consists of a triadic colour palette and a gray scale.

Primary colour are used across all brand communication.

Secondary colours and gray scale can be used when additional colours are required within communication.

All the colours in palette should be reproduced in print as Pantone® spot colours where possible.

RGB values should be used for all screen based applications and digital printing.



Only three font styles are used for the identity, and they are from the same typeface Google fonts family: Rubik.

3 TYPOGRAPHY DETAILS

Rubik Medium
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnop**qrstuvwxyz**
1234567890

Rubik Light
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnop**qrstuvwxyz**
1234567890

WEB & PRINTABLE TYPOGRAPHY SIZES

H1 - TITLES

RUBIK MEDIUM- CAPITALS - 20pt

H2 - TITLES

RUBIK REGULAR - CAPITALS - 14pt

P - TEXT

Rubik light - 14px

Rubik Regular
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnop**qrstuvwxyz**
1234567890

SMARTPHONE TYPOGRAPHY SIZES

H1 - TITLES

RUBIK MEDIUM- CAPITALS - 17pt

H2 - TITLES

RUBIK REGULAR - CAPITALS - 14pt

P - TEXT

Rubik light - from 10pt to 15pt

4 MARGINS

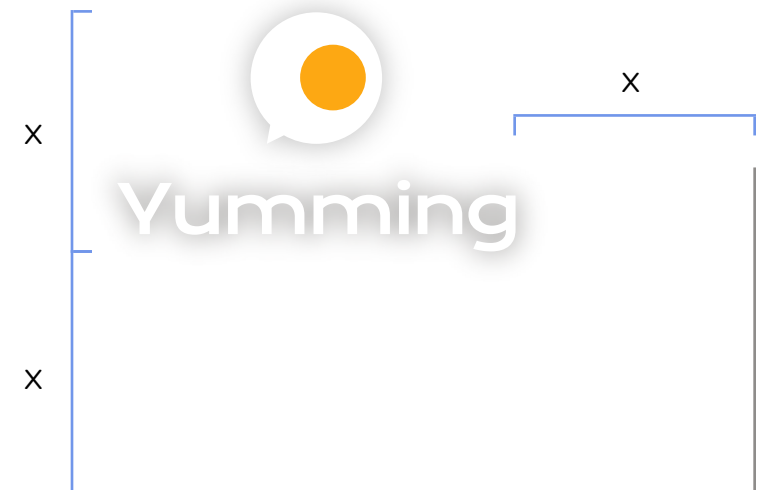
Displaying the brandmark on headers have to apply next rules:

Headers:

The brandmark will be the horizontal logo and the symbol will be displayed left or right depending on its paragraph justification.

Signatures:

The brandmark will be the vertical logo and it will always be displayed at the right side.



5 GRAPHIC ELEMENTS

BACKGROUNDS

Backgrounds are determined for a visual strength of the brandmark. Whenever the background is different from white, the brandmark won't show its back shadow.

Faded:

Faded background is used as a background for the app icon.

Primary-colour:

It will be used as a primary background whenever it's possible.

Shapes:

Shapes will be shown in a 20% of its opacity to allow brandmark be more readable. It will be used for dashboard screen and as a cozy chance for brandmark.

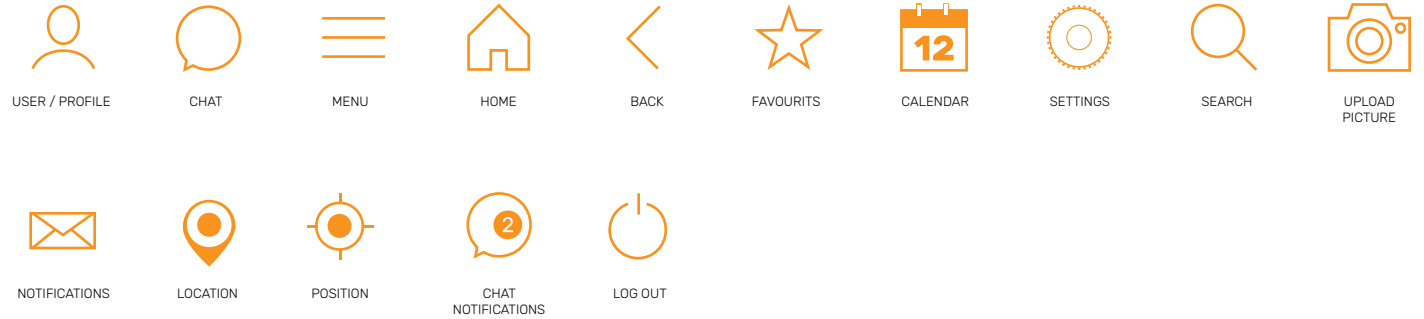


5 GRAPHIC ELEMENTS

ICONOGRAPHY

Icons will be as simple as its possible, based on clear lines in primary colour.

Header & Menu Options



App elements



Social Networks



6 USAGE

COLOUR VARIATIONS

Colour variations follow two rules:

If background is a secondary colour or gray scale colour, shape inside symbol will be displayed with the same colour.

If background is faded, shape based or with primary, triadic or black colour, shape inside symbol will be displayed with the primary colour.



Here are some examples of incorrect usage of the brandmark.

Always use approved artwork.
Never alter or recreate the brandmark.

6 USAGE

INCORRECT USAGE



DO NOT change the brandmark colour



DO NOT take off the back shadow of just one item



DO NOT justify the vertical logo.



DO NOT put down the symbol in the vertical logo.



DO NOT scale individual elements.



DO NOT change the proportions.



DO NOT rotate.