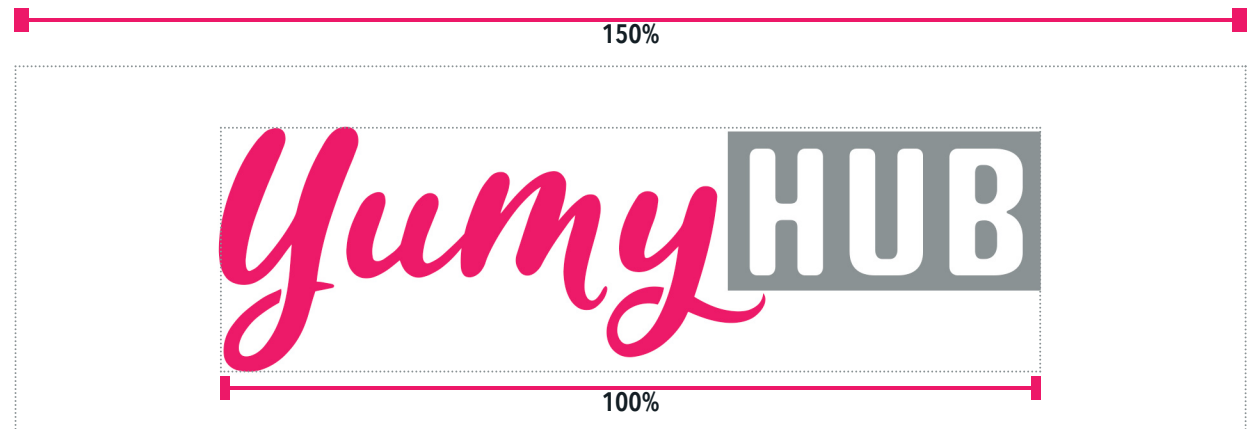# YumyHUB

Brand Guidelines

YH

Logo

Minimum Size & Clear Space

Give the logo some breathing room when combining it with other visual components. The area surrounding the logo should be at least 150% of its width. Do not reduce the logo's size below 16 pixels in order to preserve its impact.

150%

100%

16 pixels

Logo Minimum Size

150%

100%

Logo

COLOR

The YumyHub logo is always pink, grey or white. It must keep the integrity of its form and be readable.

Always use the Pink and White circle logo version when applying the logo to an image.

Pink, Grey, & White Logo on a White Background

Pink, Grey, & White Logo on a Black Background

Pink & White Circle Logo on an image background

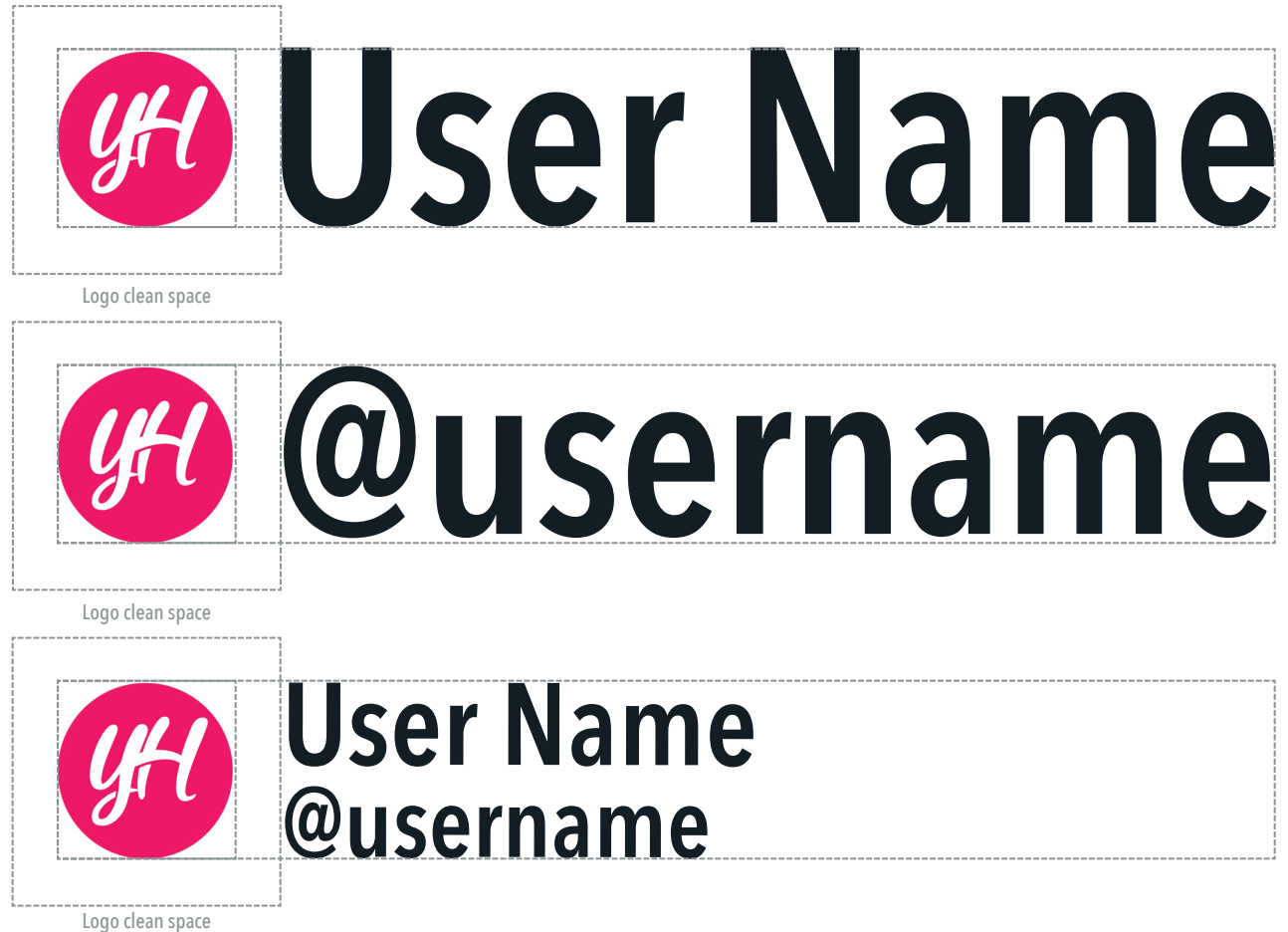Pink & White Circle Logo on a light background

Logo

Logo Pairings

The main use of the logo pairing lockup is to identify accounts that are on YumyHub.

Make sure our logo is in pink or white when matching a name or username with YumyHub. Please follow our clear space guidelines and scale the text to 100% of the height of the logo. Use a typeface from your brand's design system at your discretion.

User Name

Logo clean space

@username

Logo clean space

User Name
@username

Logo clean space

Logo

Social Icons

You can use the logo in either pink or white, shown at the same size and height as the other social network symbols, to reflect your presence on YumyHub when used with other social media icons. The background color can be any color when utilizing the logo in white.

Although it is preferred that our logo be displayed without a container, you are welcome to use a circle, square, or square with rounded edges if that is what will best suit your purposes.

Logo
Social Icon

Circular
Social Icon

Rounded Square
Social Icon

Square
Social Icon

Minimum Width
of 32px

Minimum Width
of 32px

Minimum Width
of 32px

Minimum Width
of 32px

Logo

Misuse

The following guidelines must be followed when using our logo.

• Show the logo just in white or pink.

• Don't change, flip, or otherwise edit the logo.

• Use only the most recent iteration of the logo.

• Observe this document's clean space instructions.

Do Not fill with different colors or patterns.

Do Not move or transform elements in the logo.

COLORS
Primary

Secondary

Light Grey

HEX #8A9294   CMYK 49 36 37 2
RGB 138 146 148   Pantone P 176-4 C

White

HEX #FFFFFF   CMYK 0 0 0 0
RGB 255 255 255

Hot Pink

HEX #ED1A69   CMYK 0 98 36 0
RGB 237 26 105   Pantone P 65-8 C

Black

HEX #131E24   CMYK 82 69 60 73
RGB 19 30 36   Pantone P Process Black C

YH

Rules

Using YumyHub Logos/Marks

The YumyHub name, YumyHub logo, and any other word, phrase, image, or other designation that indicates the source or origin of any YumyHub goods are all examples of YumyHub marks.

Capitalize both the Y and H in "YumyHub" every time. Don't ever put a space in-between Yumy and Hub. "YumyHub" is one word. Don't ever use two M's in Yumy. "YumyHub" only has one M.

Please refrain from:

• Using the brand elements in a manner that indicates or suggests a partnership with YumyHub, sponsorship, or endorsement.

• Include any confusingly similar brand features, such as those from YumyHub, in your own trademarks, logos, service or product names, domain names, or usernames.

• Change any of the components of the YumyHub brand.

• Imitate the appearance and feel of YumyHub, including the user interface.

• Connect the YumyHub brand with unlawful conduct or other content that goes against our terms of service.

Visual design and naming
(logos, websites, products)

Never claim the logos or icons from YumyHub as your own. Please refrain from using YumyHub trademarks in any way in the name of your business, item, service, website, domain name, program, or other online presence.

Remember to always be explicit that it's about YumyHub, not by YumyHub, in books or publications (education, instructionals, manuals, conferences). Do not use YumyHub trademarks in the title or cover of your books or other publications; instead, use something original.

Merchandise

The YumyHub name or logo is a reflection of YumyHub on a product. We don't allow people to create, sell, or distribute anything with our name or logo on it unless it is locked up with a name or username or you are utilizing it with other social media symbols.