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Brand Style Guidelines

Hello. These handy guidelines describe various YCBM brand elements, and the correct way to use them.

We like to think of the YCBM logo as an instantly recognisable symbol of our brand. That's why it's important for you to use the Logo exactly as specified in these guidelines.

Our Logo is the combination of a simple and modern Wordmark with the Icon.
The Icon is based on our Grids, which form the main user interface of our software.

We are very proud of our Logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

Logo

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Icon

Wordmark
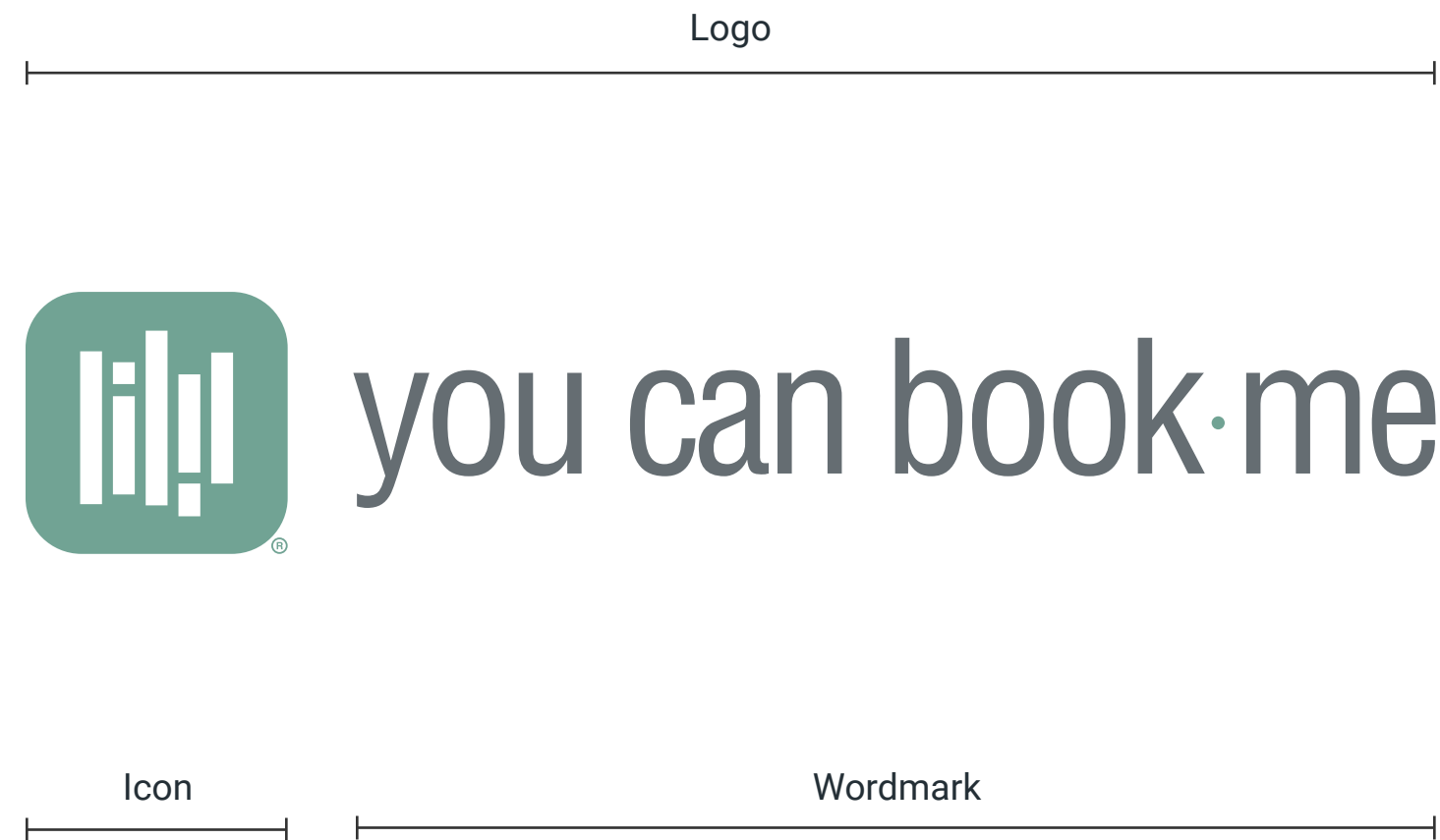
In some cases we like to use the Icon on its own instead of the full Logo. In general, these are communications where the YCBM brand has already been established, either through use of the full logo or in copy.

Alternatively, there will be situations in which we will want the YCBM brand to appear more recessive, such as on T-Shirts, other merchandise or collateral. In these instances, we want the graphics to be the main element and the Icon to act as a subtle sign off.

While the icon can exist without the wordmark, the wordmark should never exist without the icon.

Icon

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breathe.

The exclusion zone is equal to half the height of the Icon (marked as A in the diagram).

If you are using the Icon instead of the Logo, the same exclusion rules apply.

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A

A

A

A

A
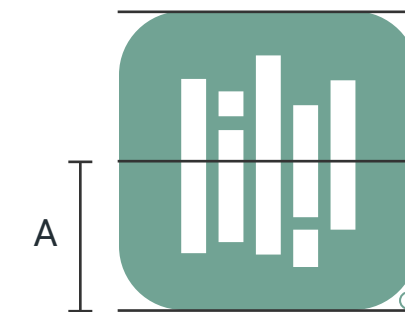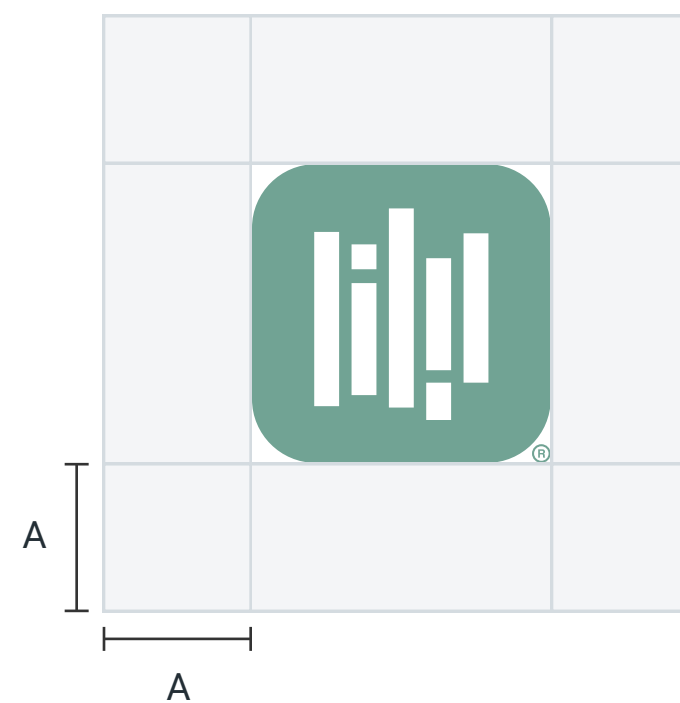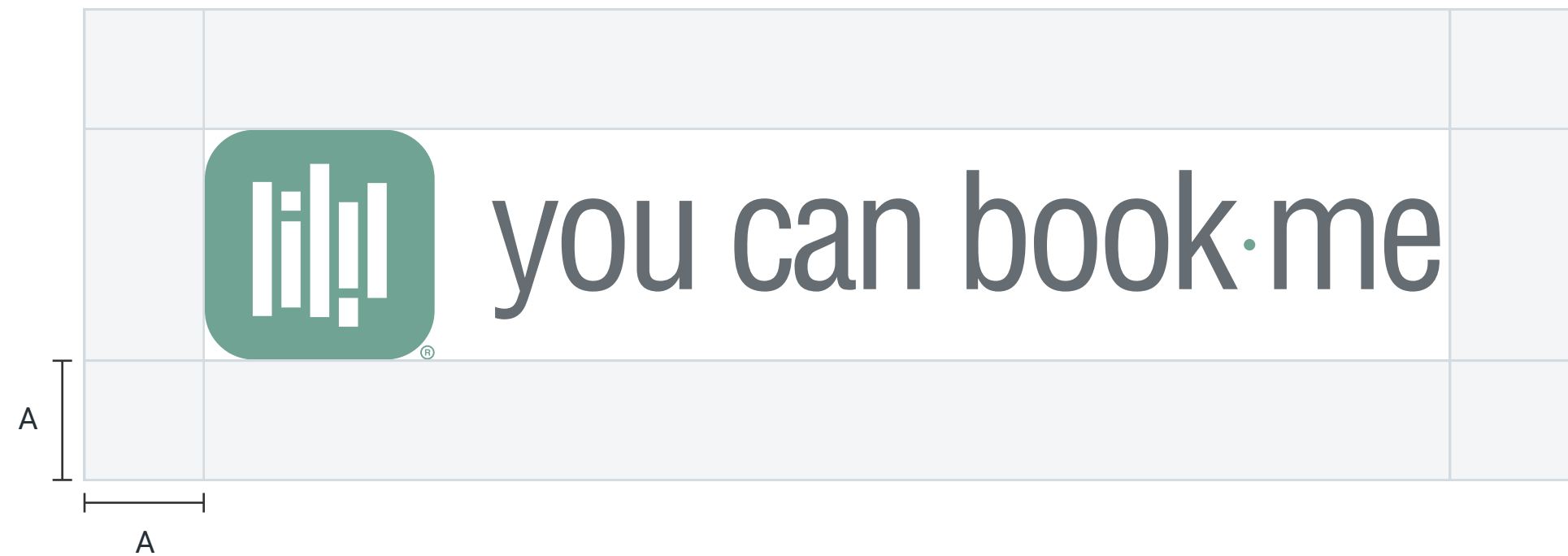
Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised when used in various applications. We want the Logo to always be readable and recognisable.

In any digital communications, the Logo should never be reproduced smaller than 144px.
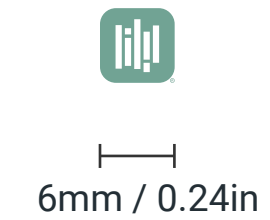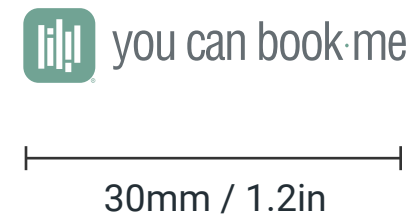
In any print communication, the Logo should never be reproduced smaller than 30mm.

Reproductions below these sizes are not recommended as it will compromise the legibility of the Logo.

Digital

144px

28px

Print

30mm / 1.2in

6mm / 0.24in

Logo Misuse
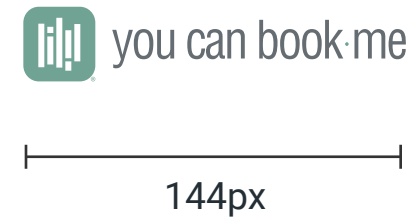
It is important that the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.
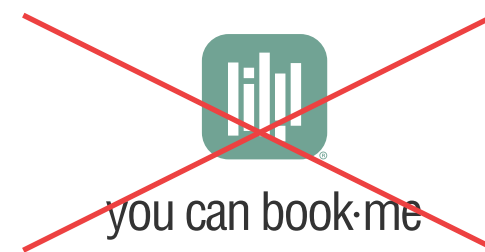
Do not use manipulate the relationship between the Wordmark and the Icon.
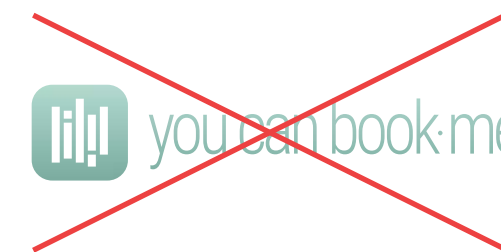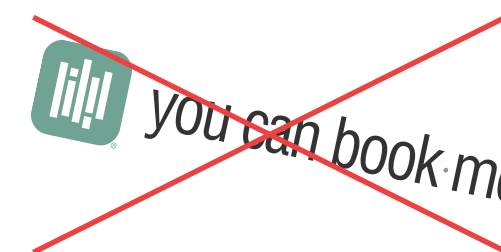
Do not apply a gradient to the Wordmark or Icon.

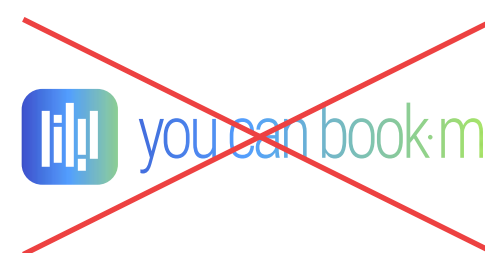Do not add visual effects, like a drop shadow.
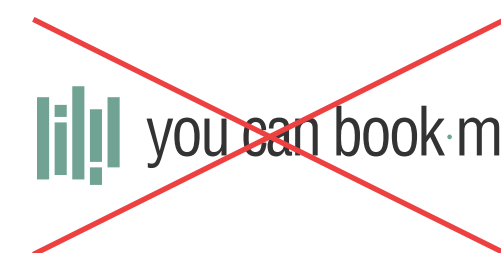
Do not distort or warp the logo in anyway.

Do not rotate the Logo.

Do not change the typeface nor recreate or manipulate the Wordmark and the Icon.

Do not change the Logo colour or tone outside the colours specified in the guidelines. Do not crop photos of patterns through the Logo.

Do not remove the rectangle from the Icon. The grid should never sit by itself.

Do not use the Wordmark without the Icon.
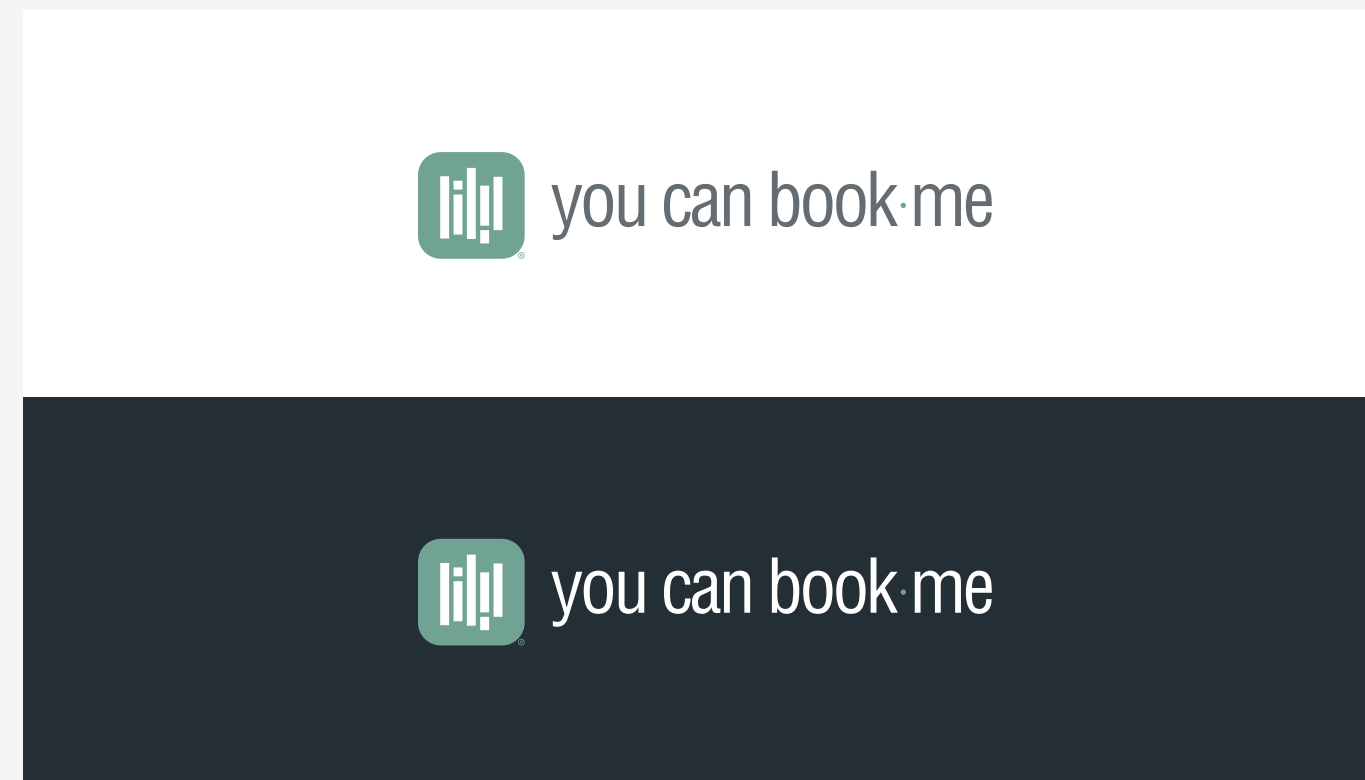
Logo Colour Options

These examples show the correct application of the Logo on different solid backgrounds.
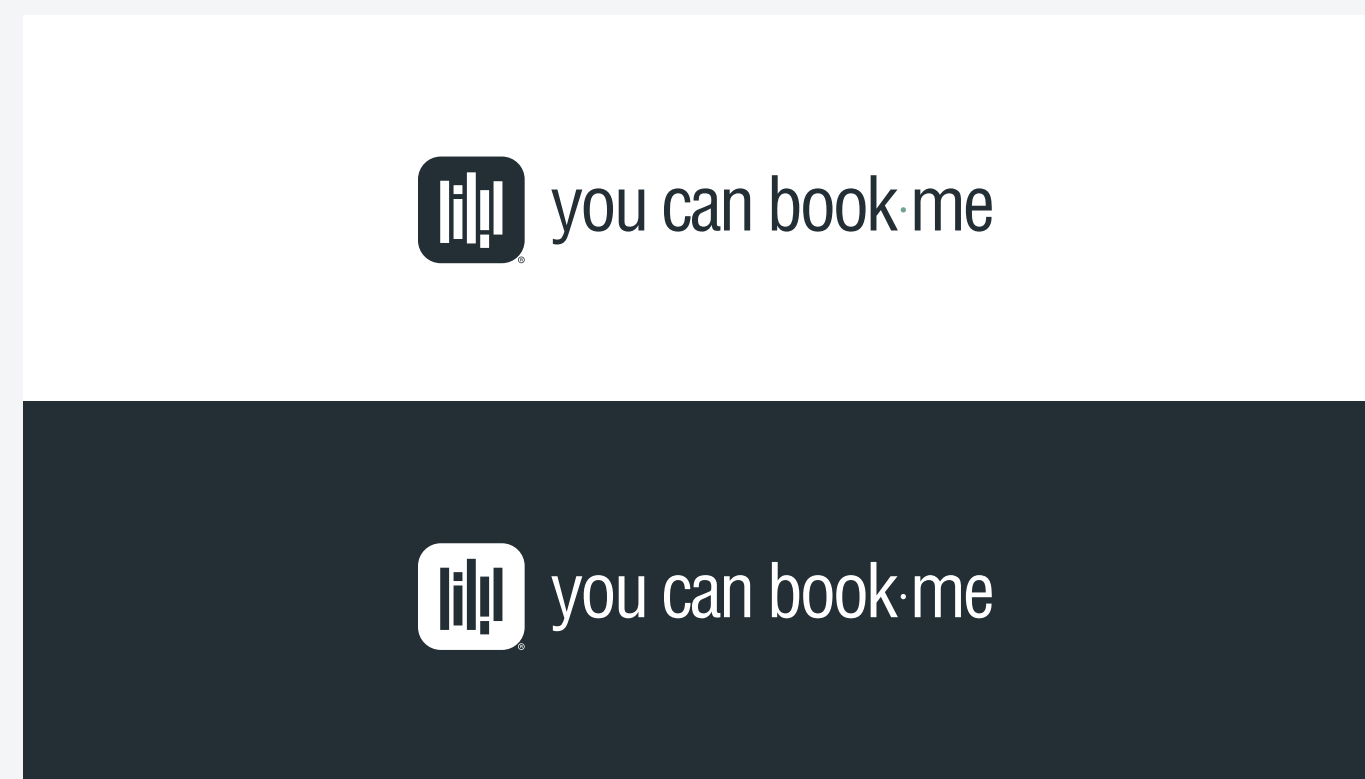
There are two versions of the full-colour Logo, black and white – but the grid in the Icon should always be white.

We use the full-colour Logo and reversed version of the Logo when applying the Logo against solid backgrounds.

Full-colour Logo Options

Mono Logo Options

These examples show the correct application of the Logo on photographic backgrounds.

Use the black full-colour Logo on a light background. Use the white full-colour Logo on a dark background.
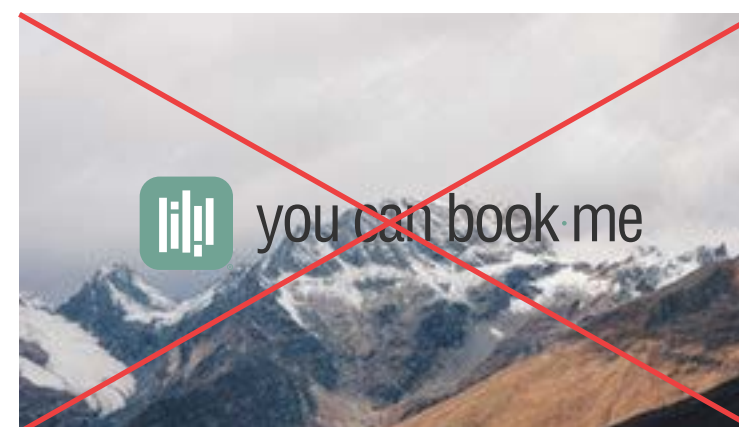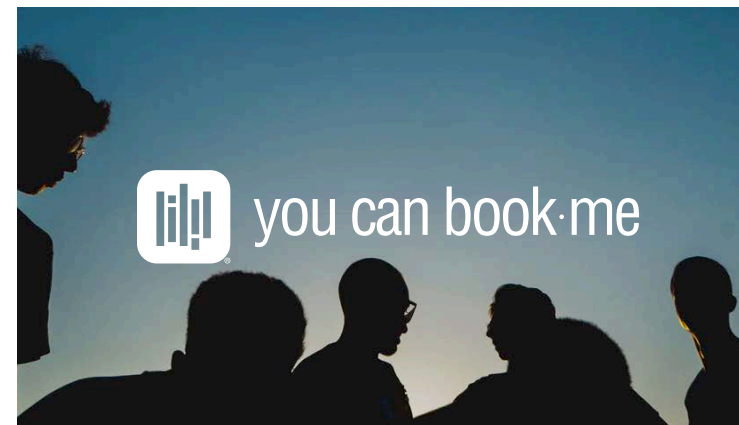
If a background colour makes the full-colour Logo hard to see, you should use a Mono Logo instead.

The white Mono Logo has a no-fill grid. It should be used on dark multi-coloured images.
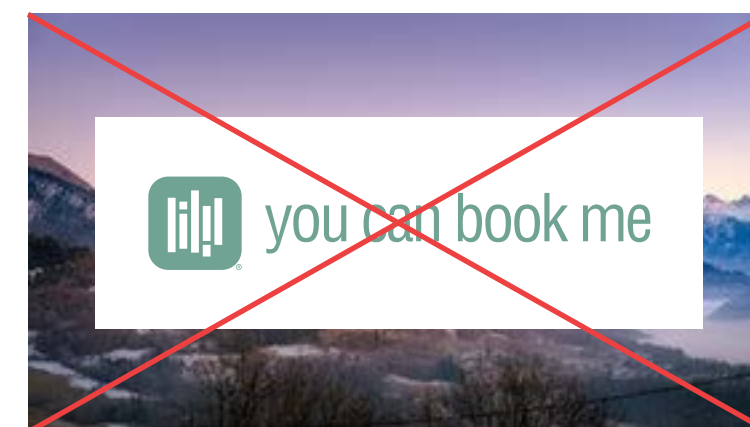
Full-colour Logo
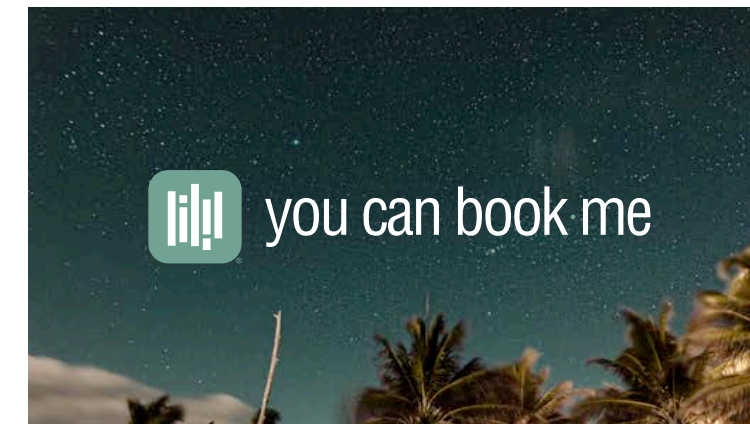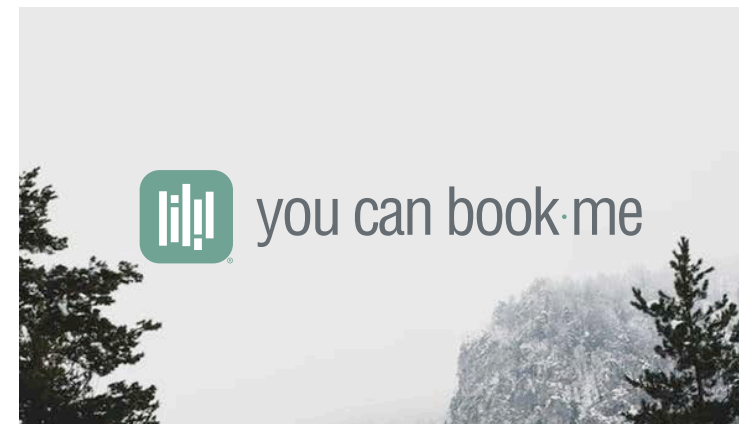
Mono Logo

Do not overlay the Logo onto a complex image where there is low contrast and the Logo is difficult to read.

Do not contain the Logo within a box on top of an image.

Regardless of the communication size, the Logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo Exclusion Zone when placing the Logo in a corner.

In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centered
4. Bottom left corner
5. Bottom right corner

When typography is present in a communication, and both the type and Logo are placed to the left hand side, they should left align (positions 1 or 4).

1   2

3

4   5

Simple online scheduling for your team
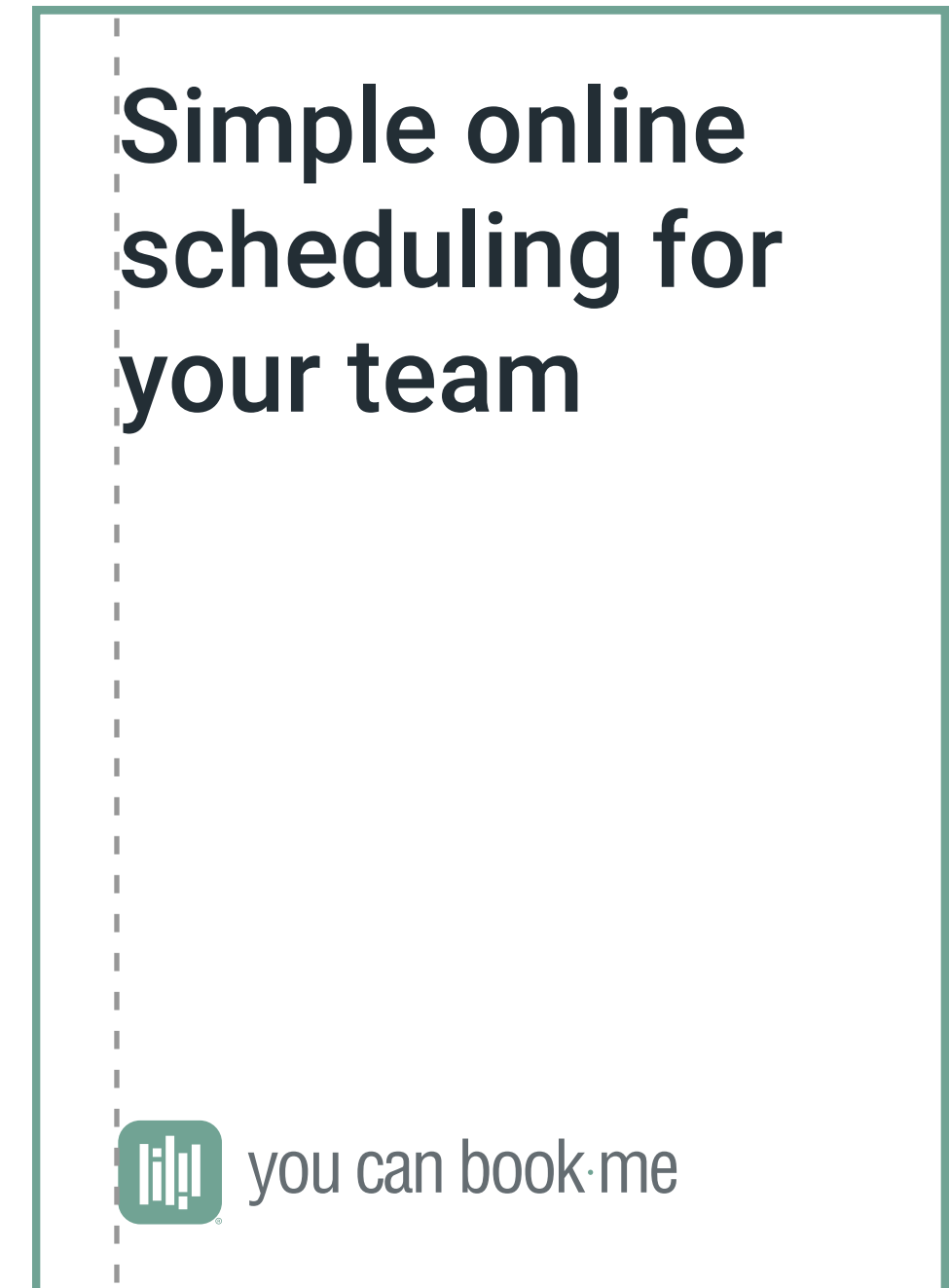
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It is important that the format of the Wordmark remains consistent when used in copy internally and externally.

The main format we use is YouCanBook.me. Occasionally we will use the abbreviation YCBM capitalised.

Do not use the Logo in a phrase or sentence.

✓ **YouCanBook.me**

✓ **YCBM**

✗ **Youcanbookme**

✗ **YouCanBookMe**

✗ **ycbm**

✗ **YOUCANBOOKME**

✗ **YOUCANBOOK.ME**

✗ **Ycbm**

✗ **youcanbook.me**

✗ **Youcanbook.me**

✗ **YouCanBook.Me**

✗ **I love** you can book·me **software**

Colour Palette

We use three main colours in our colour palette, although we are not restricted to these colours. The YCBM Green should be used wisely within all communication to reinforce the YCBM brand.

YCBM Green

#71a394
RGB (113, 163, 148)
CMYK (33, 0, 9, 36)

Black

#232E35
RGB (35, 46, 53)
CMYK (83, 65, 54, 63)

White

#FFFFFF
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

Our primary typeface for the YCBM brand is Roboto, which is a Google font.

Roboto is a geometric font, as well as featuring friendly and open curves. Roboto allows letters to be settled into their natural width, which makes for a more natural reading rhythm.

We use Roboto in the following weights: Medium (500) and Regular (400).

Roboto

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdđefghijklmnopqrsšt uvwxyoucanbookmezžАБВГГЃДЂЕЁЄЖЗЅИІЇЙЈКЛЉЬМНЊОПРСТЋУЎ ФХЦЧЏШЩЪЫЬЭЮЯабвгѓђеёєжзѕиіїйјклљмнњопрстћуўфхцчџшщ ъыьэюяАВГΔEZHΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψ ωάΆέΕέΗίϊΐΊΙόΌύϋΰΎΥΫΏΑÂÊÔΟϒΰãâêôσʊ1234567890'?'"!"(%)[#]{@}/&\<- +÷×=>®©$€£¥¢:;,.*

Medium 500
Regular 400

Avatars

When using the Icon as an avatar on social media it is important to contain the Icon on the YCBM Green background colour. This allows for consistency across all social platforms, such as Twitter who changed their avatar shape from a square to a circle.
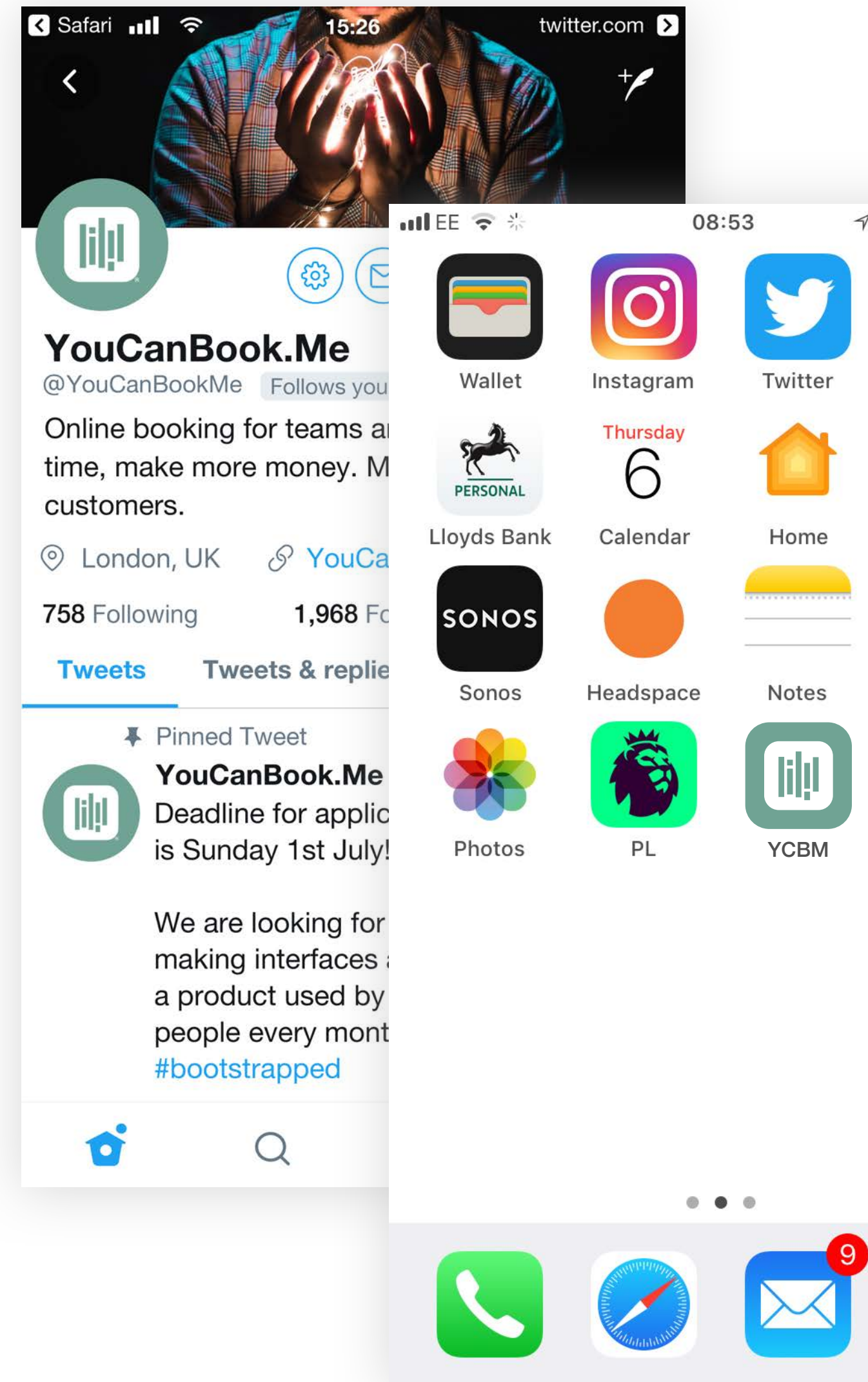
Contained Square

Contained Circle

Icon in social media context (contained)

Icon in social media context (isolated)

If you are having trouble with anything in this guide, or you are unsure if your communication best represents the YCBM Brand, please contact us.