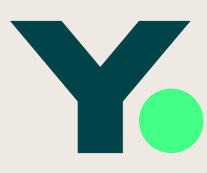


Brand Guidelines



Welcome

These guidelines describe basic elements of our identity system and explain how we use them to build our brand, and maintain a consistent and unforgettable experience of YouCanBookMe.



Mission

YouCanBookMe is made to deliver the most seamless and user friendly booking experience for your customers. Our mission is to consistently deliver intuitive, user-friendly programs with comprehensive options and best in class customer service to our users, so that your customers can have the best possible experience when booking.

We know that booking is your business - and your business relies on customers booking your schedule in the simplest way possible. Stand out from your competitors with a completely customized scheduling experience that simply works.



2. Logo



Our Logo

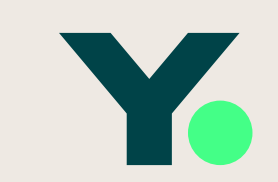
We like to think of the YouCanBookMe logo as an instantly recognisable symbol of our brand. That's why it's important for you to use the logo exactly as specified in these guidelines.

The Dot in the logo represents availability and being online. Which supports our product offering of finding a time to meet, and being available.

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

The logo features the text 'YOU CAN BOOK ME.' in a bold, dark teal, sans-serif font. The word 'YOU' is on the top line, 'CAN' is on the top line, 'BOOK' is on the bottom line, and 'ME.' is on the bottom line. A bright green dot is positioned at the end of the period. Below this, the text 'by capacity' is written in a smaller, dark teal, lowercase, sans-serif font.

**YOU CAN
BOOK ME.**
by capacity



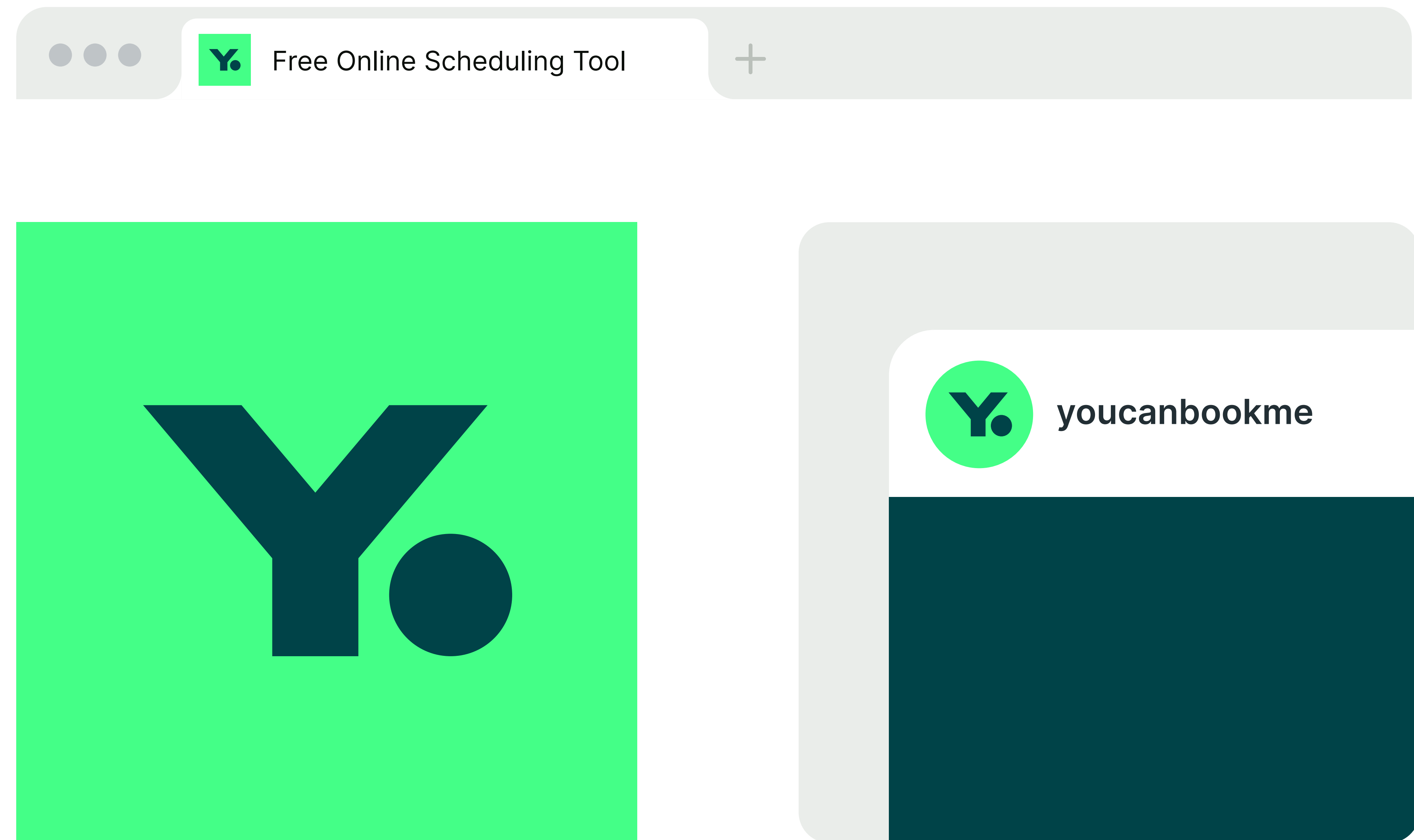
The ‘Y’

Use the ‘Y’ on it’s own for app icons, social icons, and favicons — especially when the YouCanBookMe name is already displayed alongside it for context.

When using the ‘Y’ as an avatar on social media it is important to contain the ‘Y’ on the YCBM Green background colour. This allows for consistency across all social platforms.

It should retain a consistent distance from the edge of the circle or square.

Alternatively, there will be situations in which we will want the 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.



Logo Colour

There are different variations of the logo to use depending on the background colour.

Use the elements in your piece of communication to determine the colour of the logo for maximum contrast and clarity.

1. Primary logo for light backgrounds
2. Inverted logo for dark backgrounds
3. Midnight Green when on Bright Green background
4. White logo over photography — but be sure it is clear and legible

1.

**YOU CAN
BOOK ME.**
by capacity

2.

**YOU CAN
BOOK ME.**
by capacity

3.

**YOU CAN
BOOK ME.**
by capacity

4.

**YOU CAN
BOOK ME.**
by capacity

Mono Logo

The use of the black logo is a last resort, and should only be used when no colours are available.

DO NOT USE without approval from the Design Team.

Special use case examples

Where contrast between the primary logo and the background cannot be achieved or where the use of colour is limited by production.

When printing in one colour, use our black or white logo, depending on the background.

1. Black logo — the value is 100% black.
2. White logo — the value is 100% white.

1.

**YOU CAN
BOOK ME.**
by capacity

2.

**YOU CAN
BOOK ME.**
by capacity

Clear space

Clear space is the area surrounding the logo that must be kept free of other graphic elements, to ensure legibility and impact.

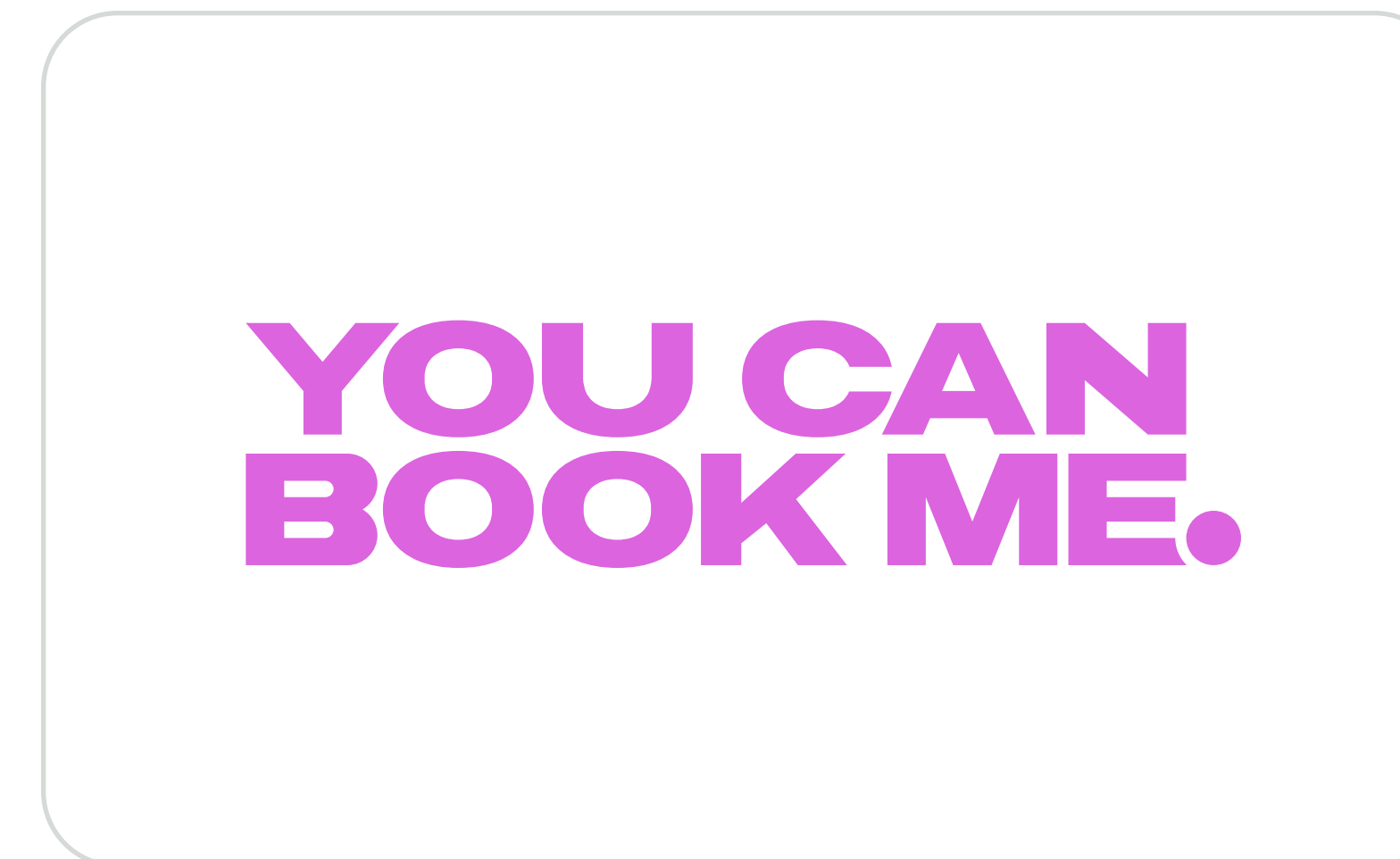
This space should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.



Logo Misuse

The examples on this page illustrate some, but not all, potential misuse of the logo.

These rules apply to all versions of the logo.



✗ Don't change the colour



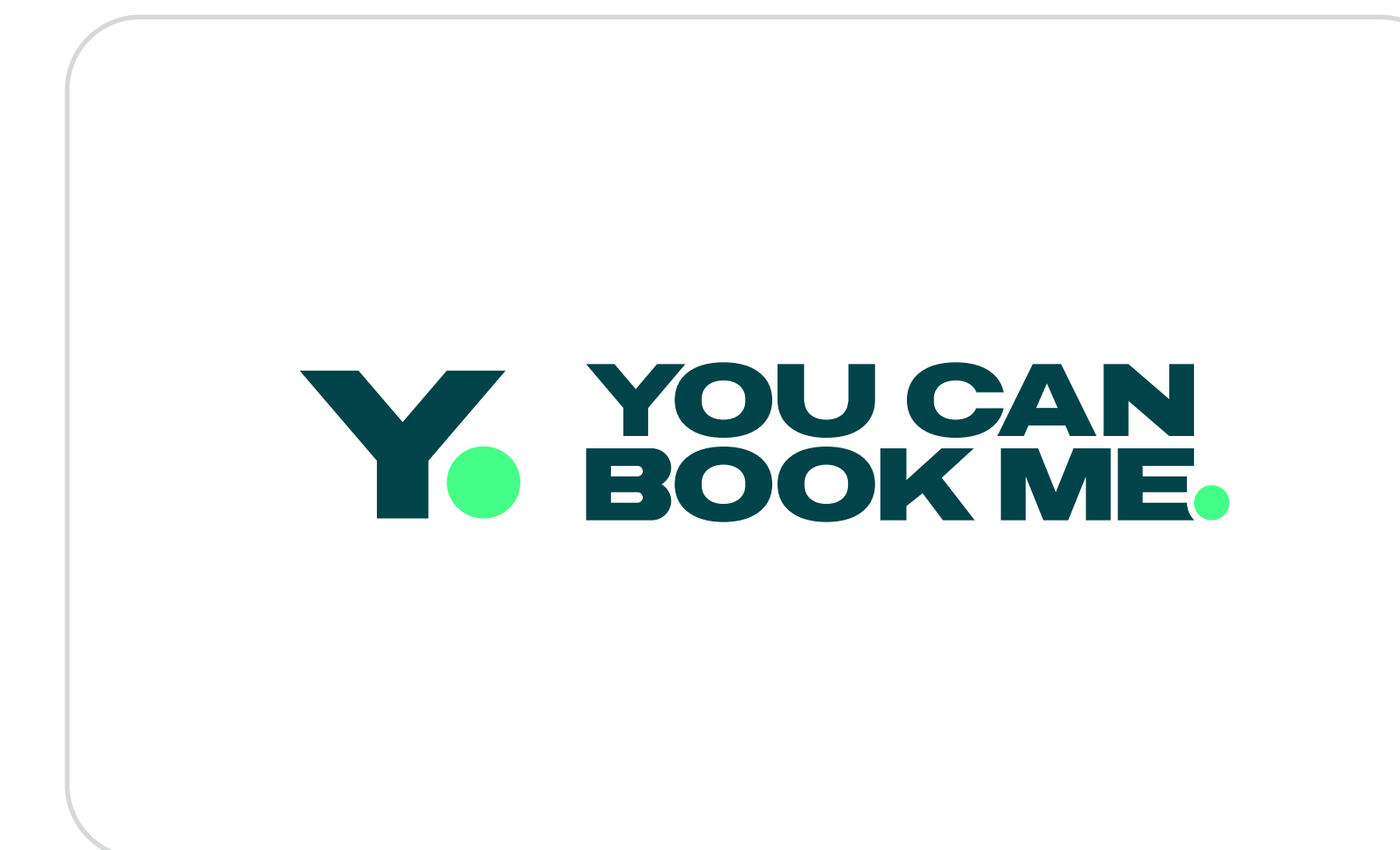
✗ Don't stretch, distort or warp



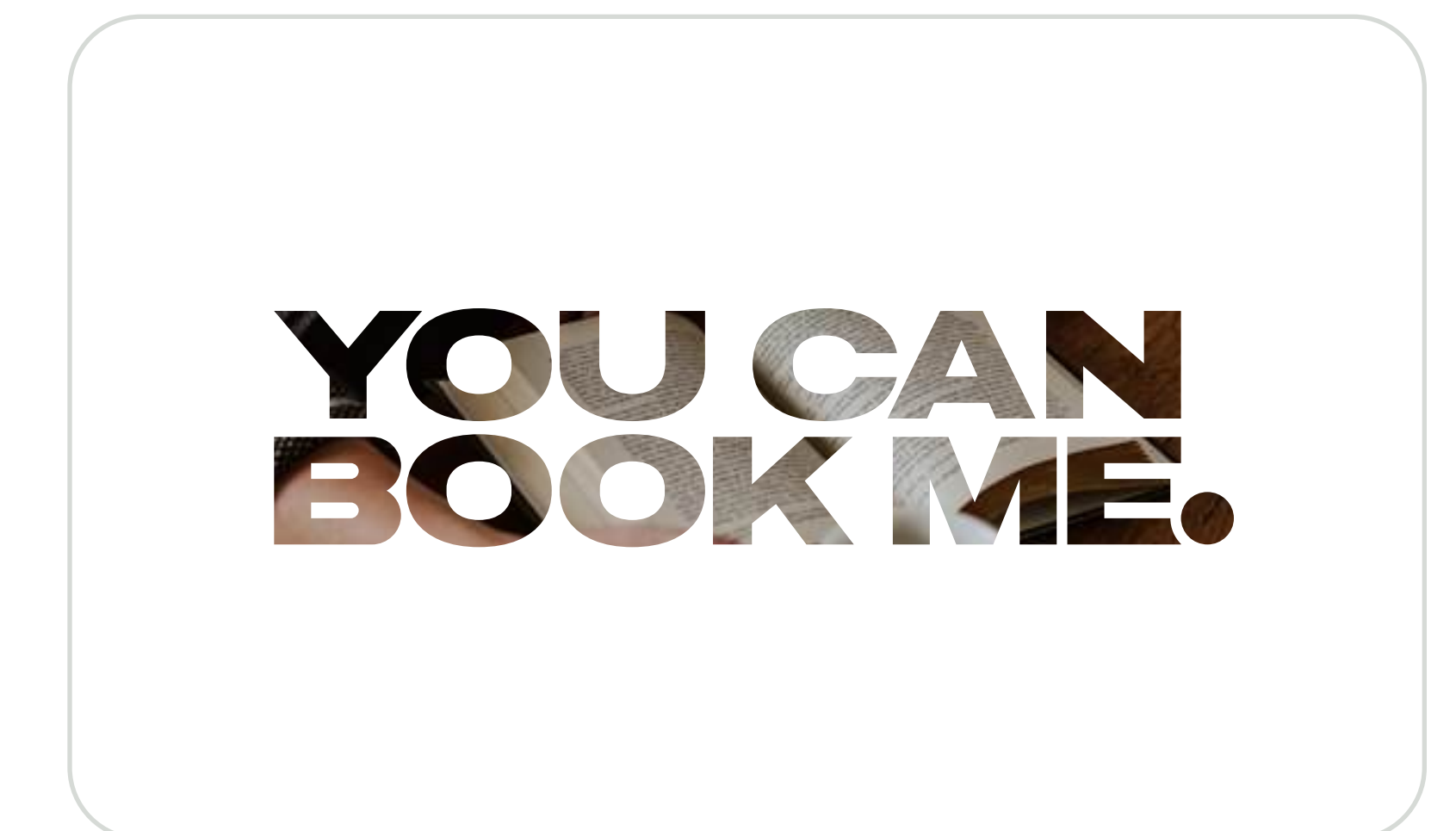
✗ Don't add shadow or effects



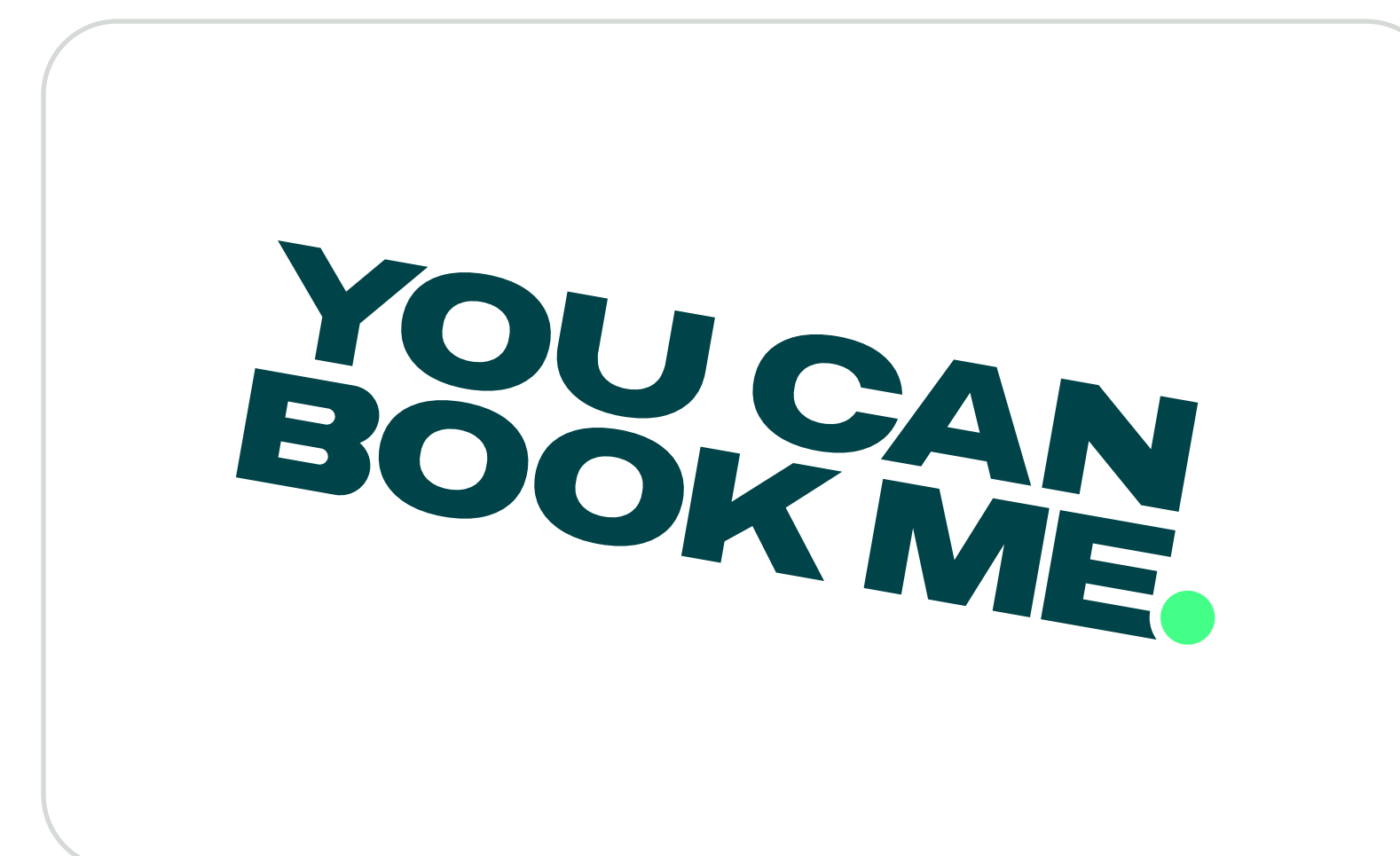
✗ Don't place over busy backgrounds



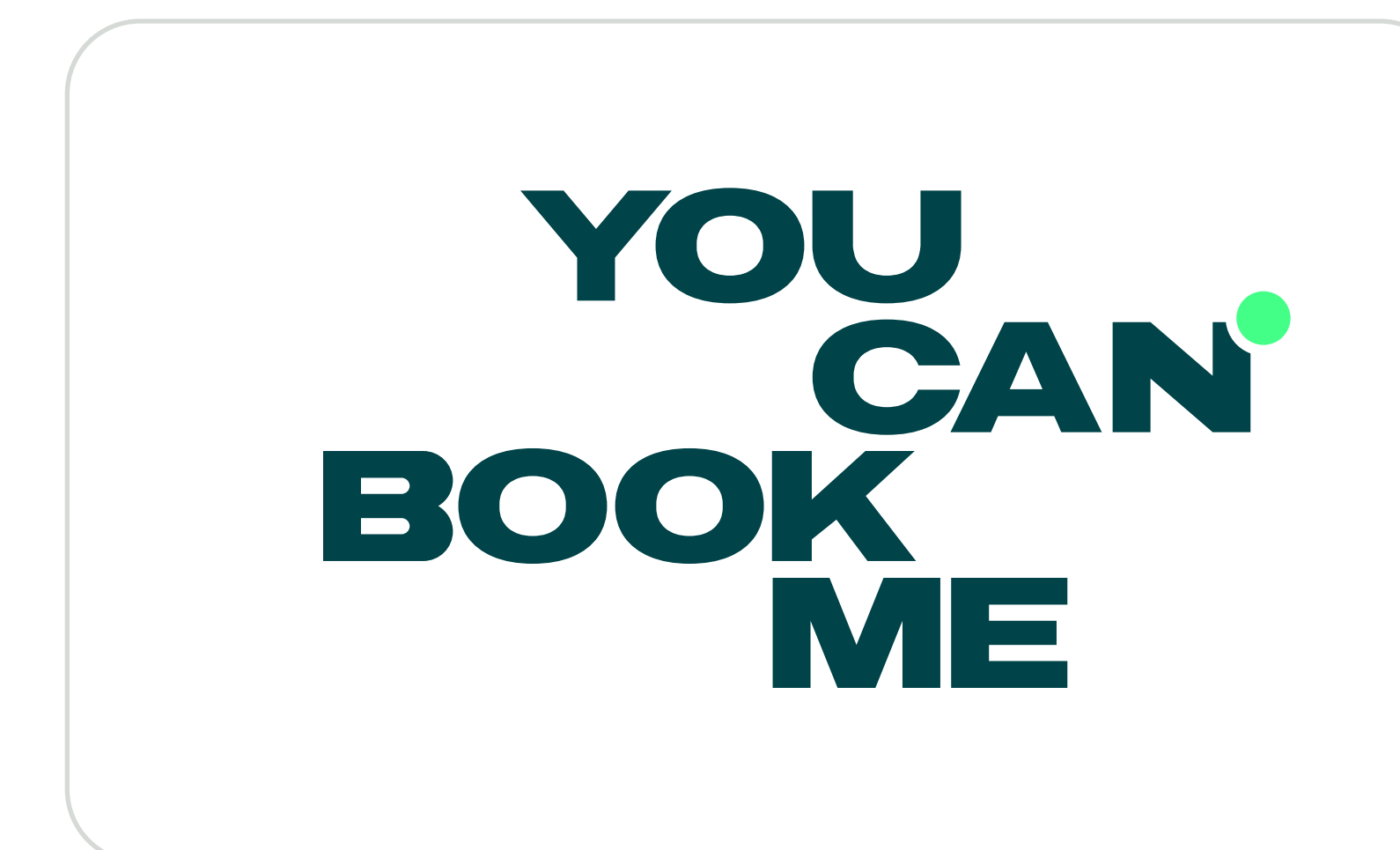
✗ Do not combine the Wordmark with the Y



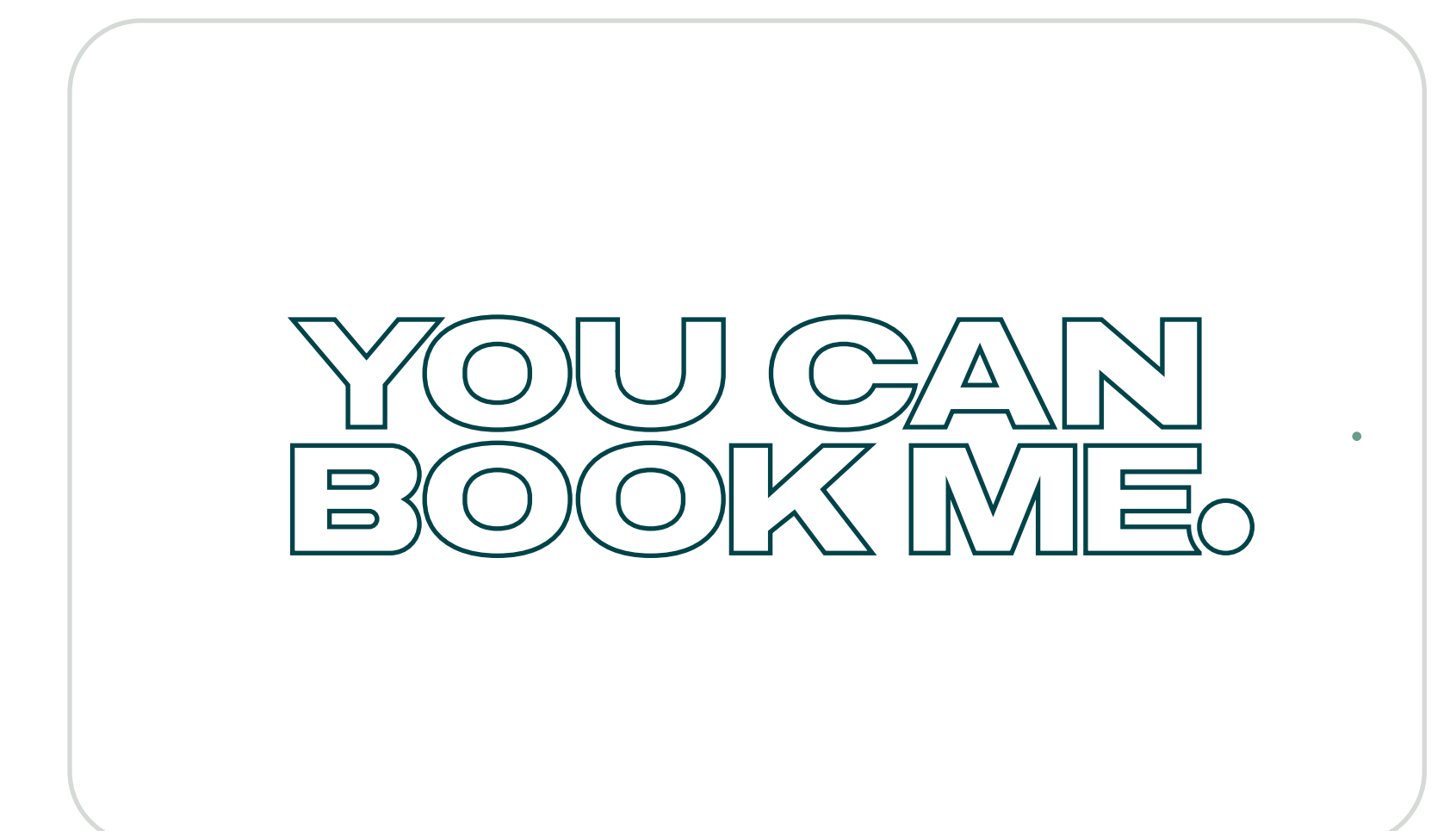
✗ Don't use the logo as a mask



✗ Don't rotate or flip



✗ Don't change the logo lockups



✗ Don't use the logo as a outline

Co-branding

When we need to use our logo with another business or partner, we separate them with a little dividing line.

It's simple and balanced so that both brands are represented well.

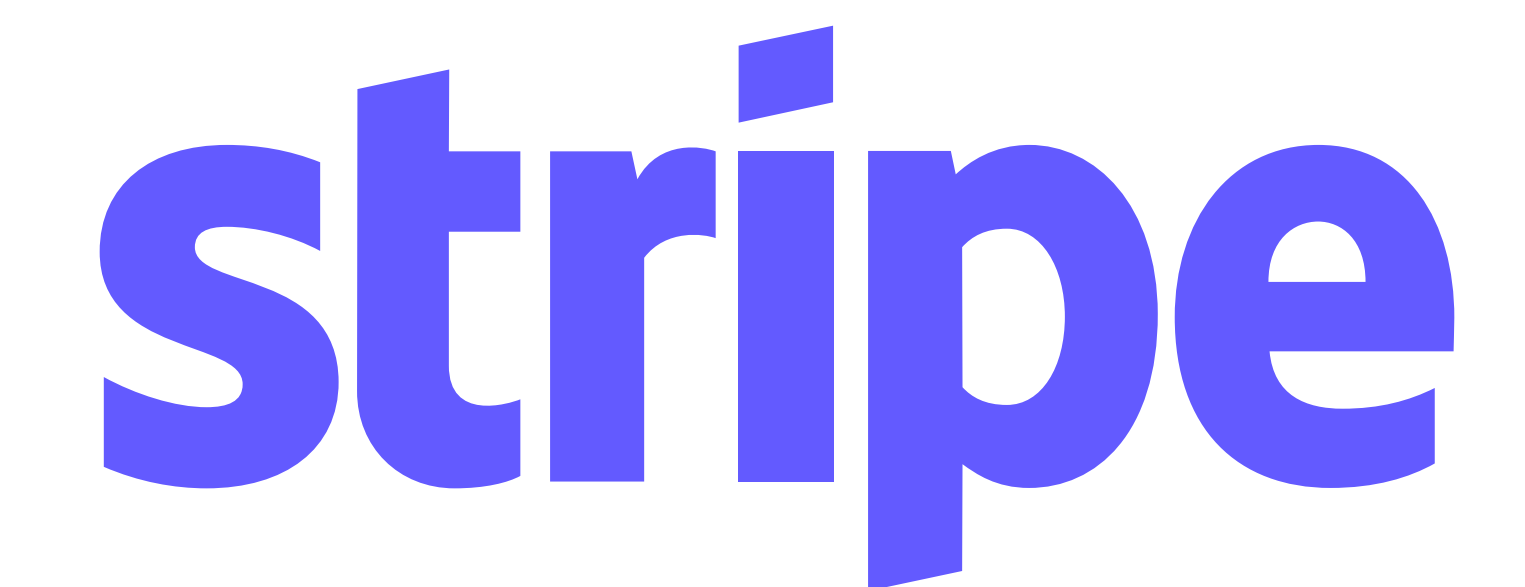
The partner logo should never be taller than our logo. There may be some exceptions. But consult with the design team if you have any questions.

Depending on where the logos are used, use the appropriate colours for best contrast. For example, if the full colour logo doesn't work, use a single colour variation.

**YOU CAN
BOOK ME.**
by capacity



**YOU CAN
BOOK ME.**
by capacity



**YOU CAN
BOOK ME.**
by capacity





Wordmark

It is important that the format of the Wordmark remains consistent when writing internally and externally.

The main format we use is YouCanBookMe, especially where there is low awareness for our company.

When there is higher awareness of the brand, we can also use the acronym YCBM capitalised.

Do not use the logo in a phrase or sentence.



YouCanBookMe



YCBM



youcanbook.me



YouCanBook.me



ycbm



YOUCANBOOKME



YOUCANBOOK.ME



Ycbm



Youcanbookme



Youcanbook.me



YouCanBook.Me



YCB.me



youcanbookme



I love **YOU CAN BOOK ME.** tool



3. Colours



Core Colours

Colour is a vital asset that distinguishes our brand. When using our colour palette, it is important to consider accessibility.

The Bright Green should be used wisely and sparingly within all communication to reinforce the YouCanBookMe brand.

Primary palette

Bright Green

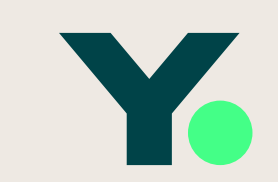
Hex: #44FF87
RGB: 68 / 255 / 135
Pantone: 7480 M

Midnight Green

#004349
RGB: 0 / 67 / 73
Pantone: 548 M

Linon

Hex: #EFE9E4
RGB: 239 / 233 / 135



Content Colours

Our content colours are a handful of neutral greys, with a small hint of green. They create an accessible visual hierarchy, and are used across our products.

The text colours are meant for text to optimise for readability.

The product colours are mainly for the UI of the product, such as borders, and backgrounds.

Text colours

Black

Hex: #0C0F0C
RGB: 12 / 15 / 12

Grey 80

Hex: #444644
RGB: 68 / 70 / 68

Grey 60

Hex: #696B69
RGB: 105 / 107 / 105

Link

Hex: #004349
RGB: 0 / 67 / 73

Product colours

Grey 40

Hex: #BBC1BB
RGB: 187 / 193 / 187

Grey 20

Hex: #D6DBD6
RGB: 214 / 219 / 214

Grey 10

Hex: #EAEDEA
RGB: 234 / 237 / 234

Grey 5

Hex: #F4F5F4
RGB: 244 / 245 / 245

Green Palette

We have an extended green palette. This is to be used when creating illustrative elements or charts, where more than one colour is needed to create dimension.

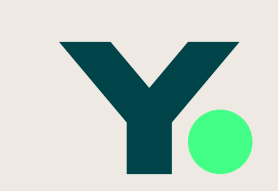
They should not be combined and used for text colours. If you have questions about usage of the green palette, contact the design team.

Green Palette

Midnight Green Hex: #004349 RGB: 0 / 67 / 73	Pine Green Hex: #047C70 RGB: 4 / 124 / 112	Persian Green Hex: #32B19E RGB: 50 / 177 / 158	Bright Green Hex: #44FF87 RGB: 68 / 255 / 135	Tea Green Hex: #C7FFC6 RGB: 199 / 255 / 198
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4. Typography



Primary Type

Our headline typeface is Archivo. We use this in 1 weight — Semi Bold (600), and Expanded (125).

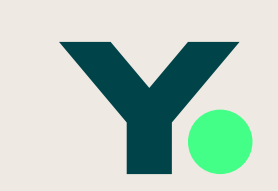
Archivo should be used for big headlines, and grabbing attention. It should not be used as body copy, or for long paragraphs of text, or in small sizes.

Archivo by Omnibus-Type

AaBbCc

Expanded (125), Semi Bold (600)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*



Secondary Type

Our secondary typeface is Inter.

We use this in 2 weights — Semibold (600) and Regular (400).

It is used across all body copy when we need to be a bit more clear and digestible versus expressive. We use Inter Regular for the most part, but will occasionally highlight key words or phrases in Inter Semi Bold.

Inter by Rasmus Andersson

AaBbCc

Semi Bold (600)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#%^&*

Regular (400)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#%^&*

Type Hierarchy

These examples show the guidance for type hierarchy when writing or designing copy communications.

Headline: Archivo Semi Bold Expanded

It starts with you

Subline: Inter Semi Bold

It starts with you

Body copy: Inter Semi Bold

YouCanBookMe is the most personalized meeting scheduler you can use to build your business.

Button: Inter Semi Bold

Book meeting

Typography Misuse

These are examples that illustrate some, but not all, potential misuses of typography.

Thisisanexampleofsometxt

This is an example
of some text

✗ Don't adjust the kerning or tracking

This is an example of some text

This is an example of some text

✗ Do not use a font that is not in our guidelines

This is an example of some text

✗ Do not use a font weight that is not in our guidelines

This is an example of some
text that goes onto multiple
lines and takes up a lot of
room

✗ Do not use too loose leading

This is an example of some
text that goes onto multiple
lines and takes up a lot of
room

✗ Do not use too tight leading

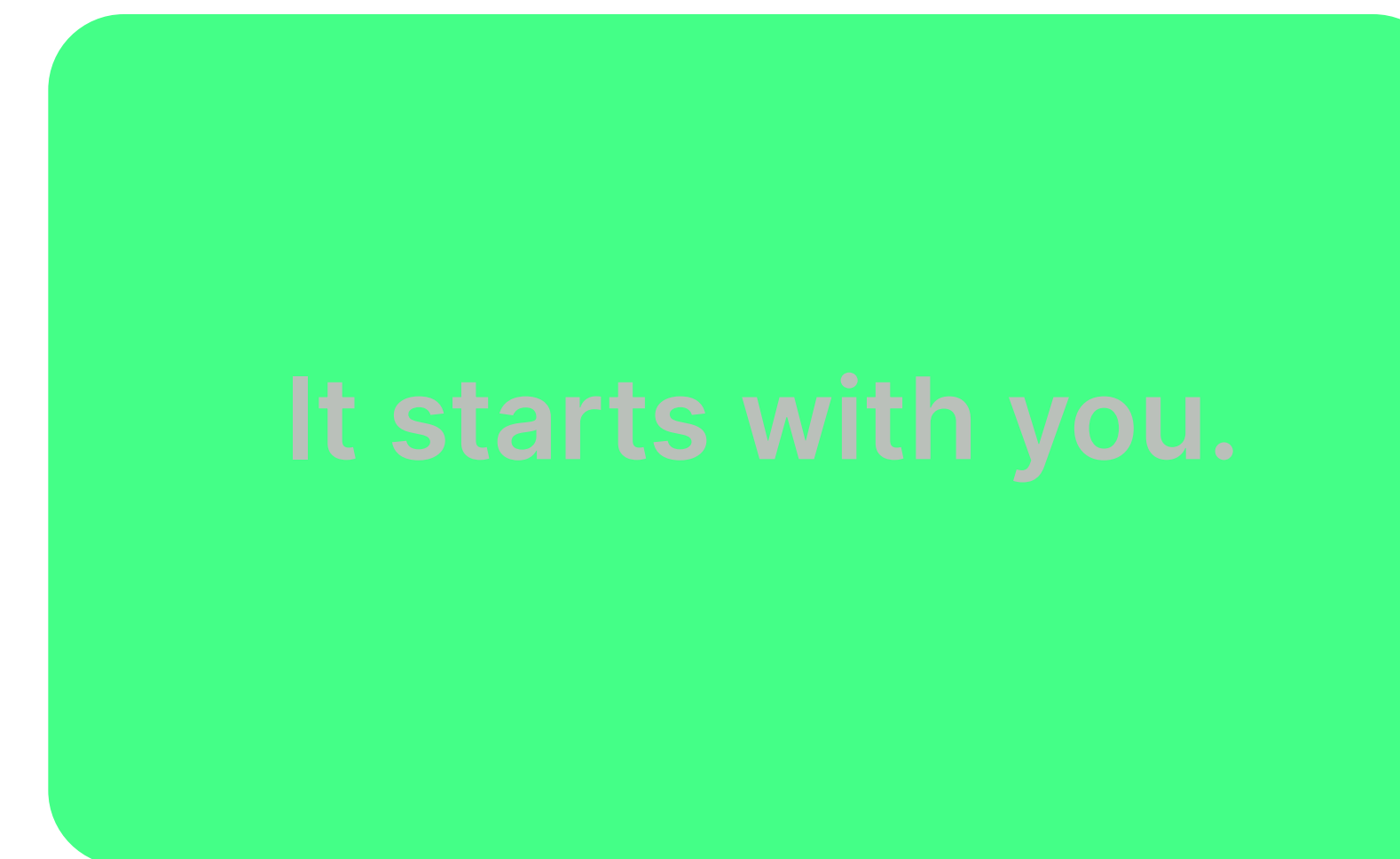
THIS IS AN EXAMPLE OF
SOME TEXT

✗ Don't use all uppercase

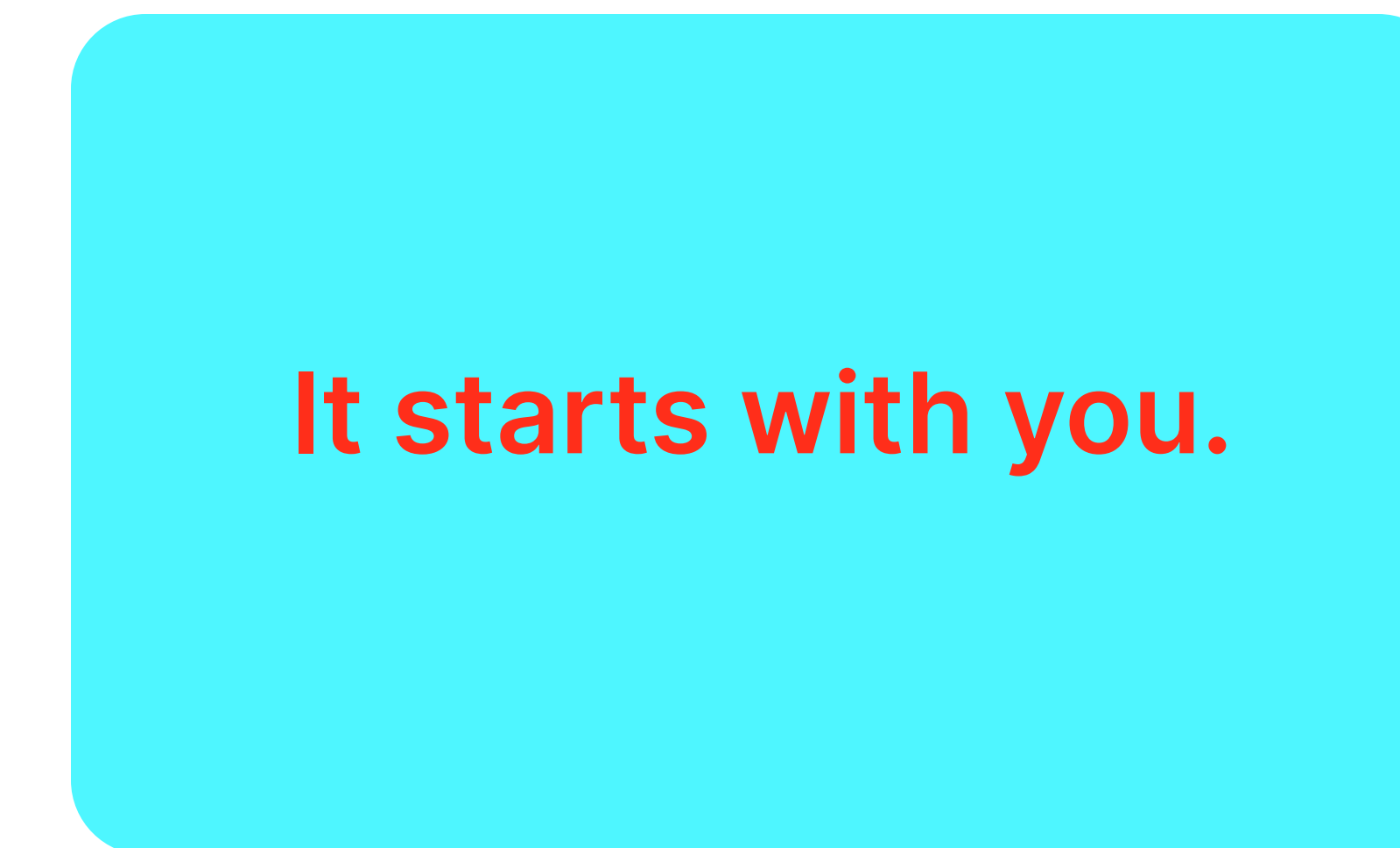
Type and Colour

When using text on a background, ensure that the contrast is high to enhance readability.

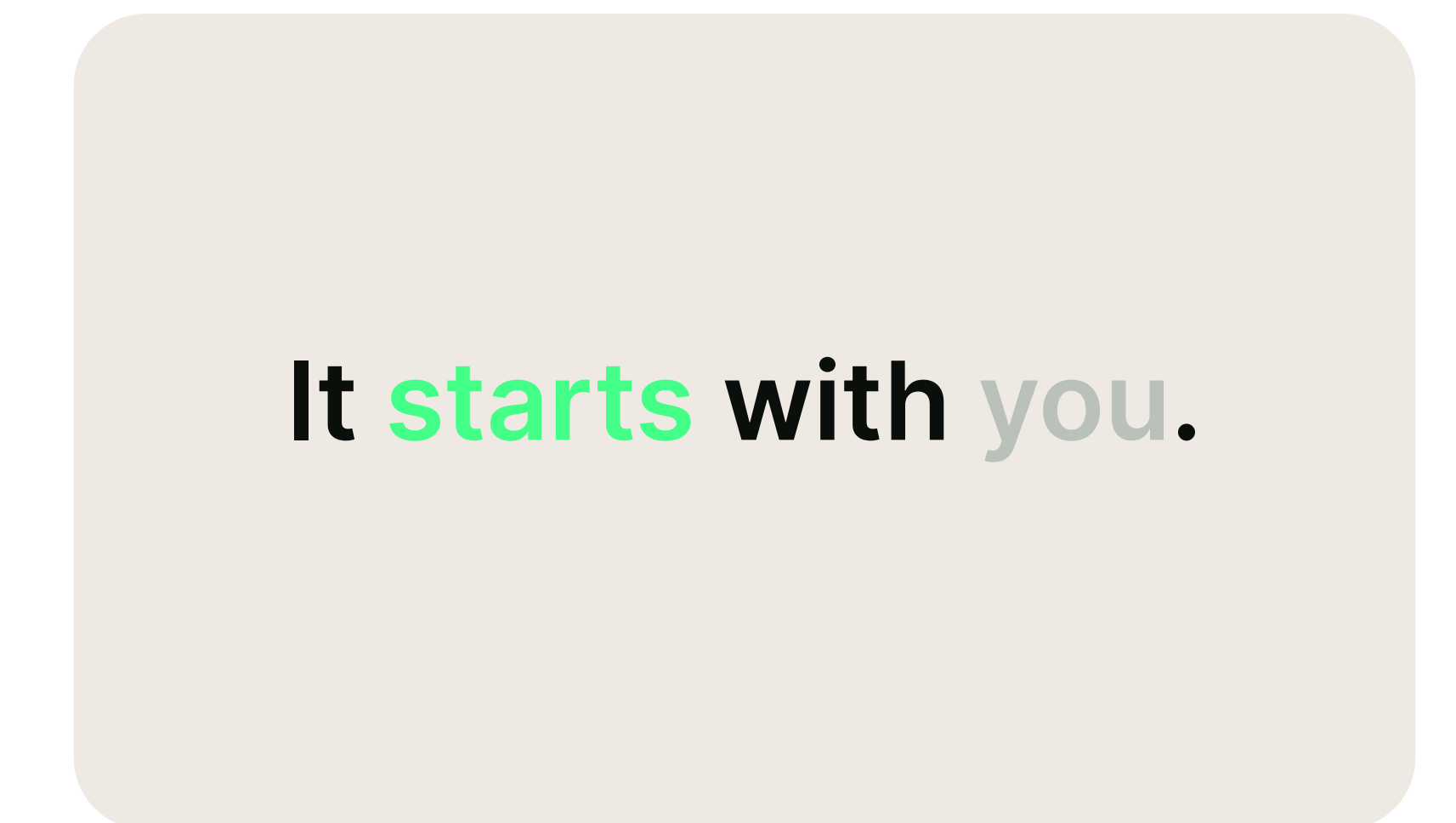
These are some examples to show things to avoid when choosing type colour and background colours.



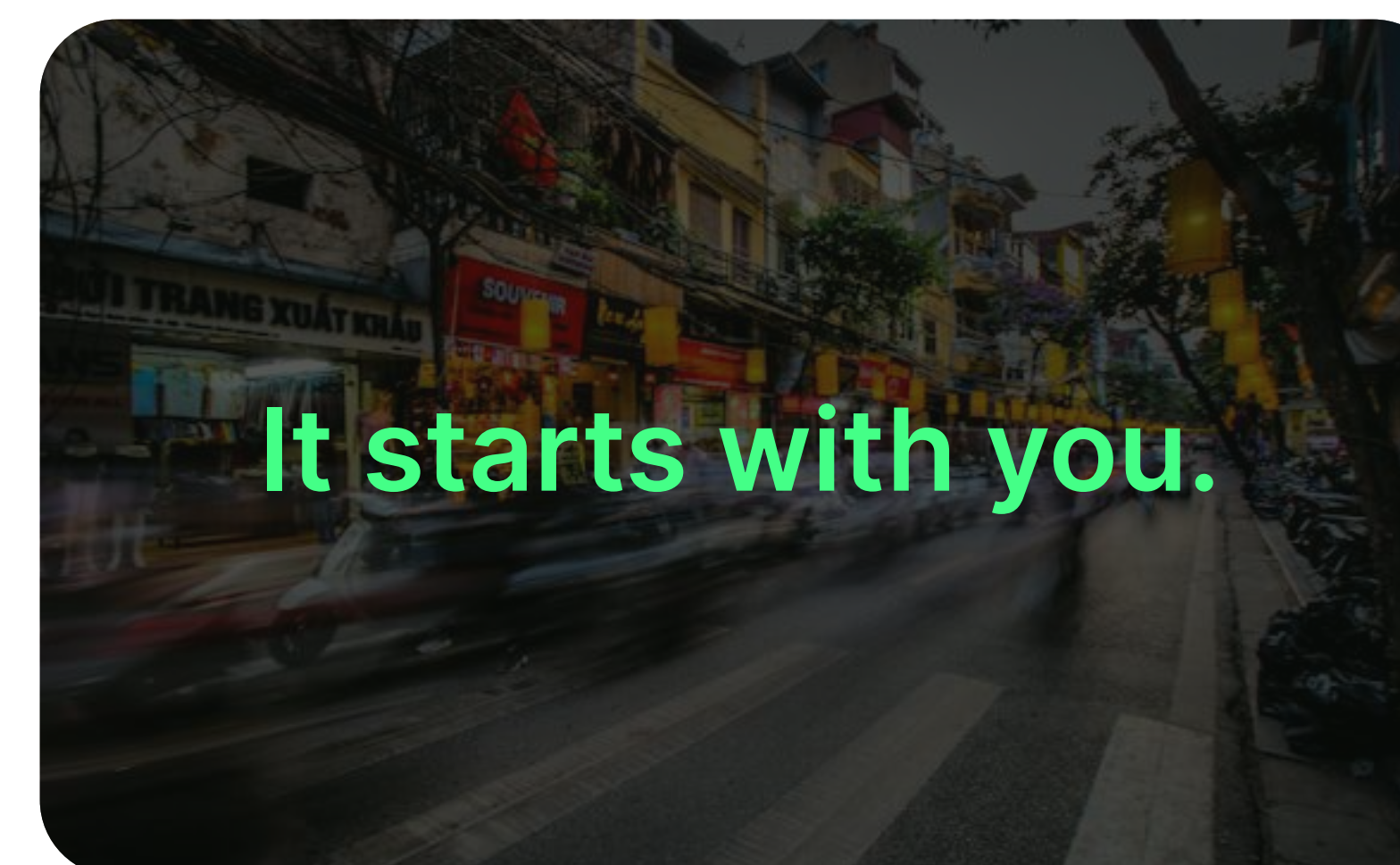
✗ Don't use colour combinations that don't have enough contrast



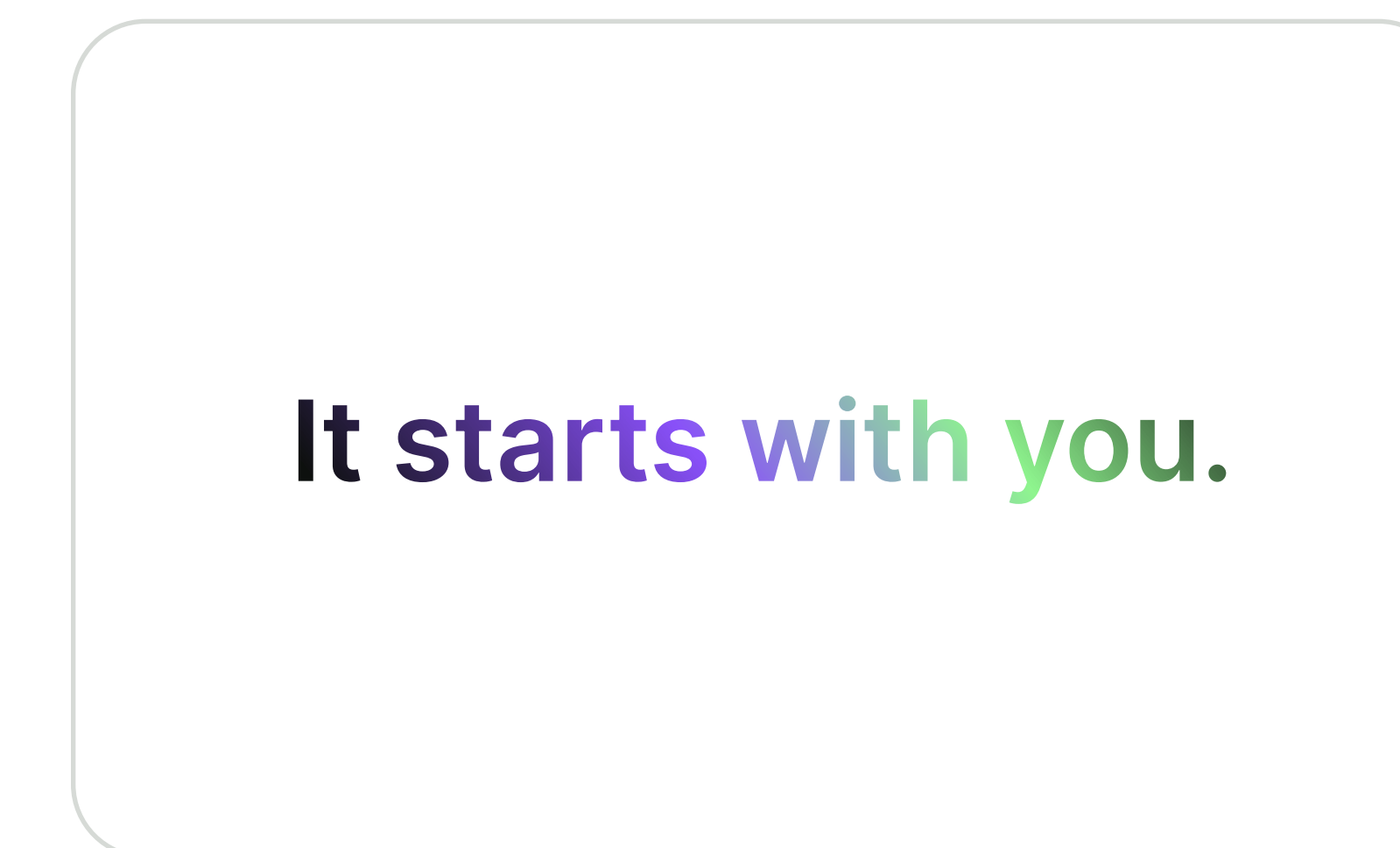
✗ Don't use colours that are not part of our guidelines



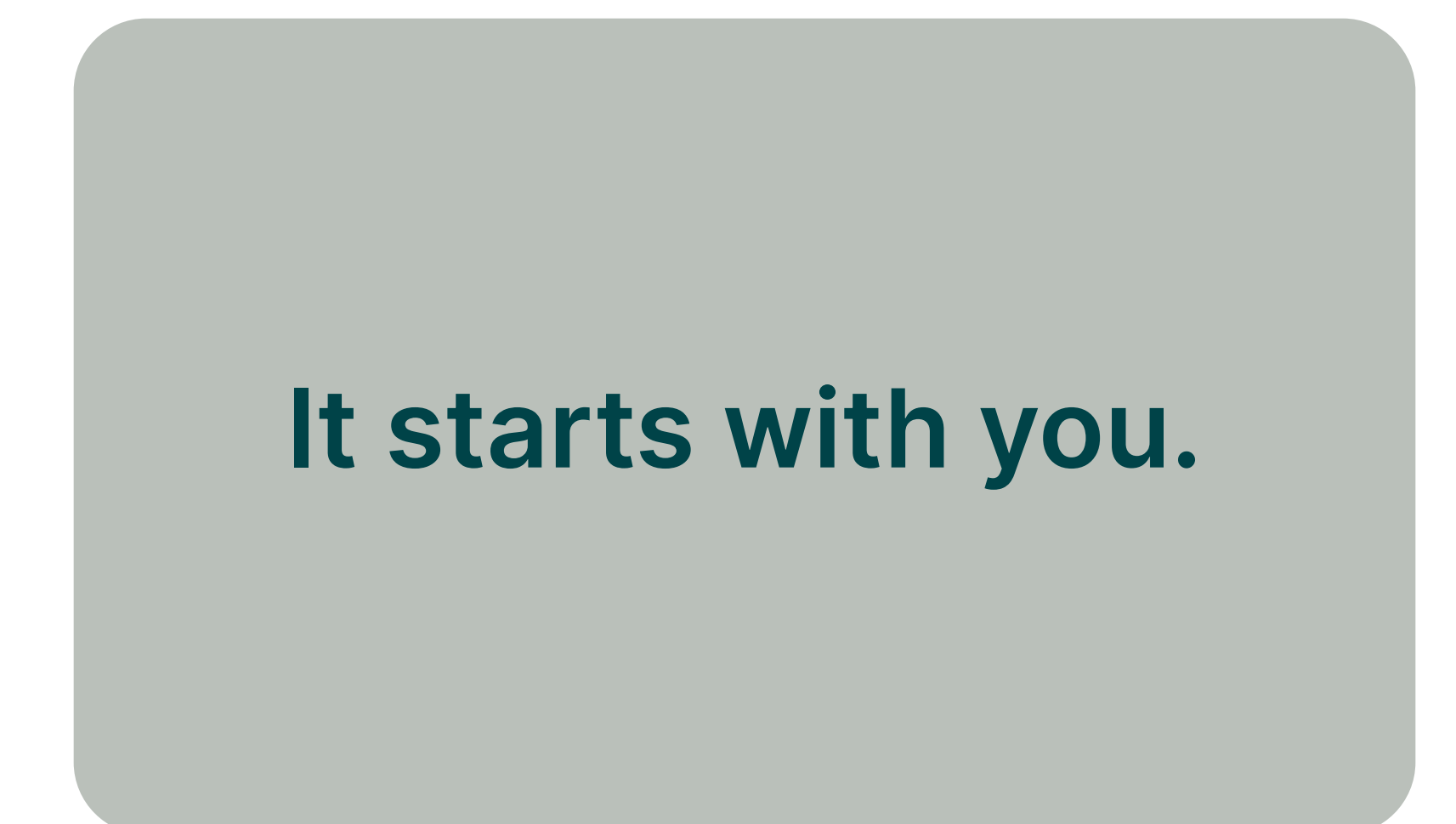
✗ Don't combine more than two colours



✗ Don't use very dark overlays on top of images



✗ Don't use gradients



✗ Don't use supporting colours as the main background colour

The Dot

The Dot represents availability, and is a key part of our brand awareness.

It appears in our logo — however there may be situations in communications where we want to create brand awareness.

Here are some examples of how to use it, and how not to.

Use it for punchy and short headlines. Don't force it into assets if it doesn't need it.

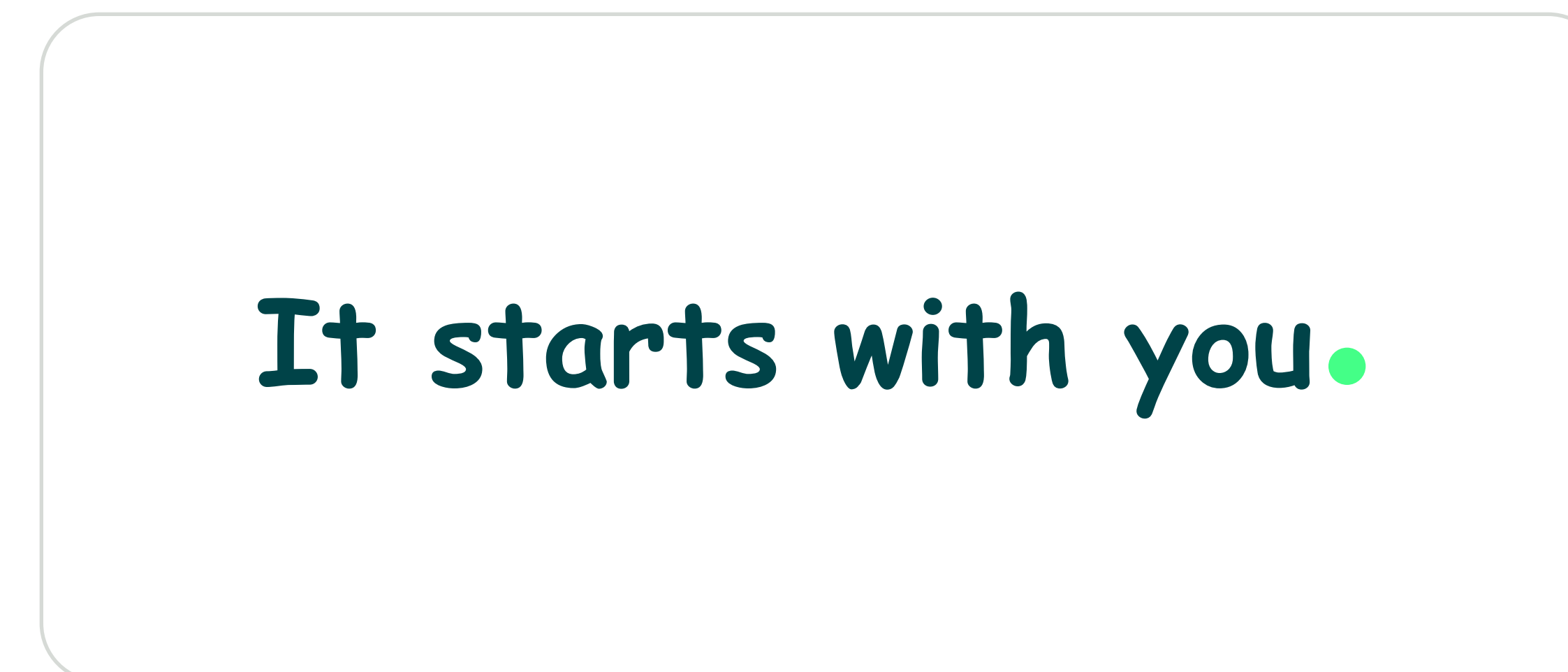
Any questions about the usage, please contact the design team.



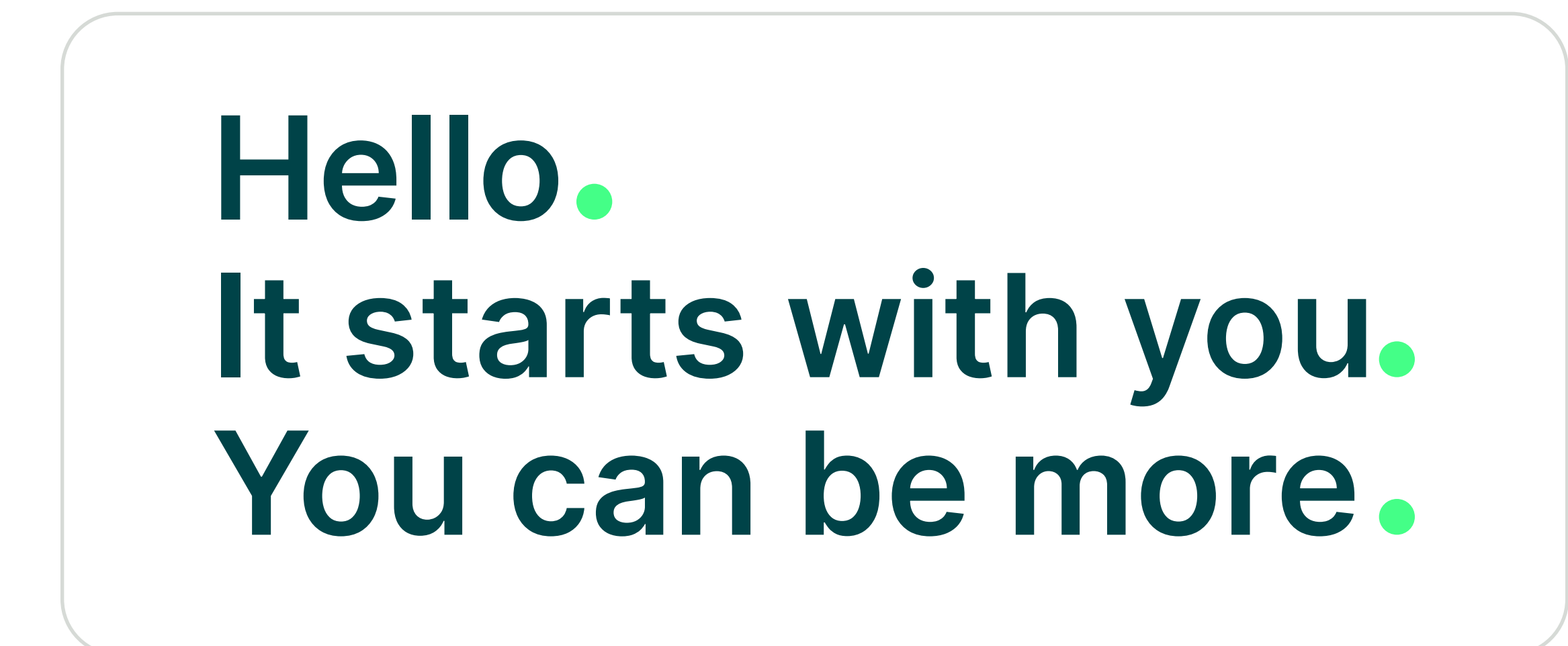
- ✓ Align it the the base line of the typography, and always at the end of a sentence



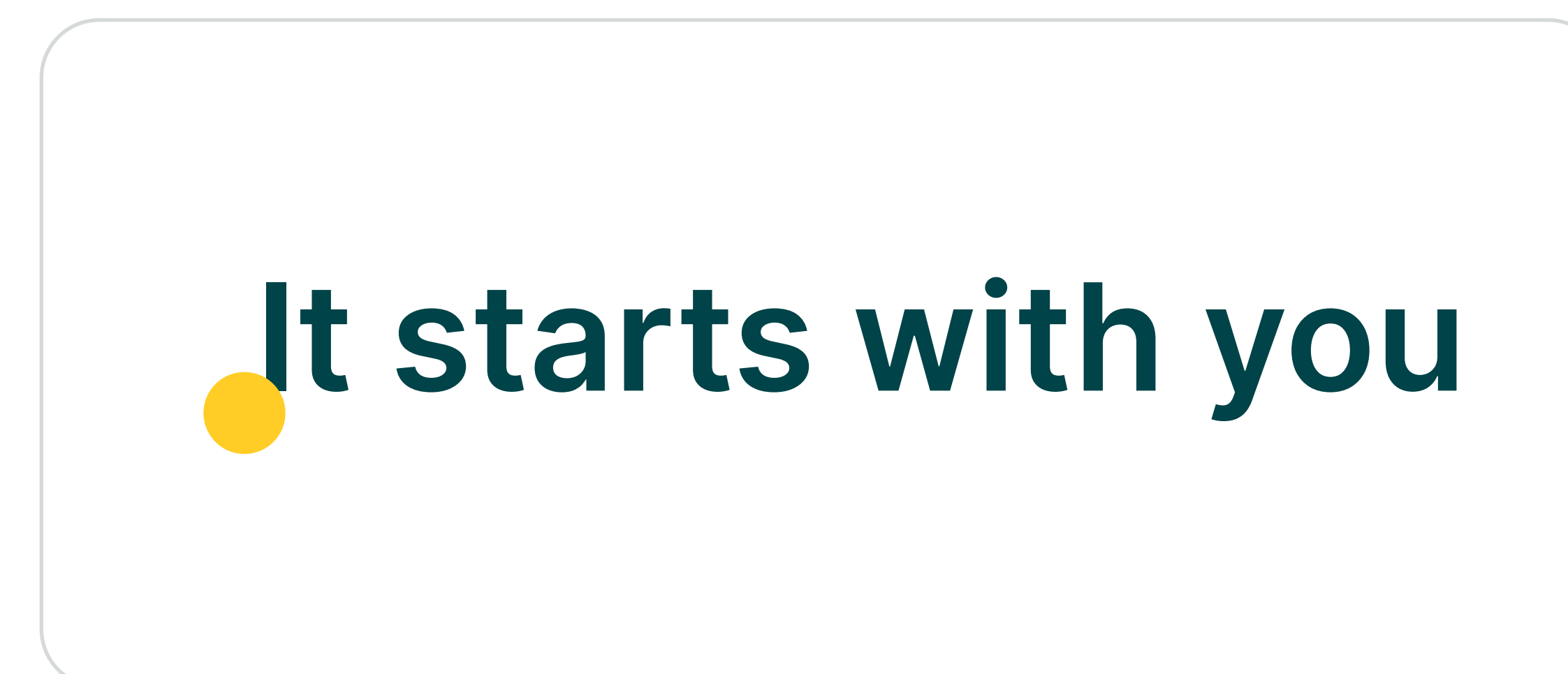
- ✓ It should be based on half the x-height



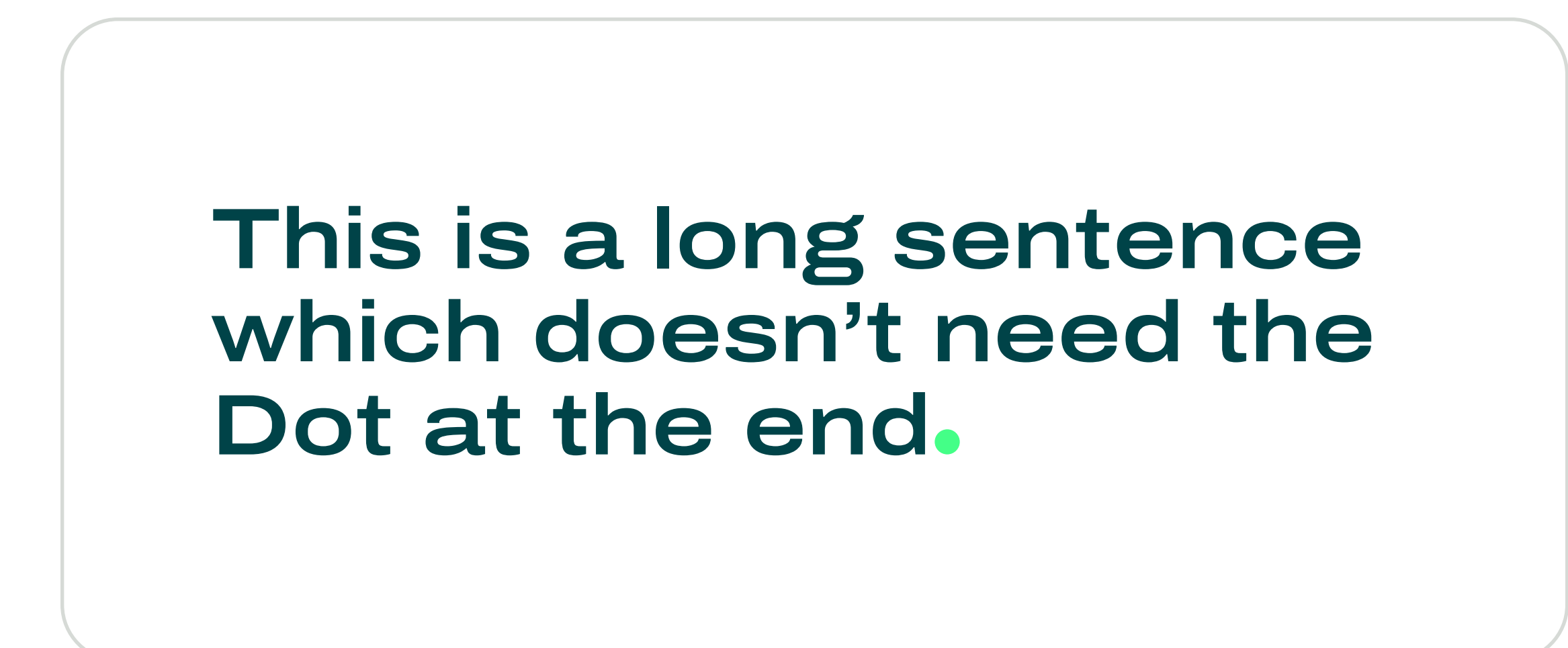
- ✗ Don't use it with fonts other than Archivo



- ✗ Don't overdo the usage.



- ✗ Don't alter the size, colour or position



- ✗ Don't use with long sentences



5. Icons, Images & Video

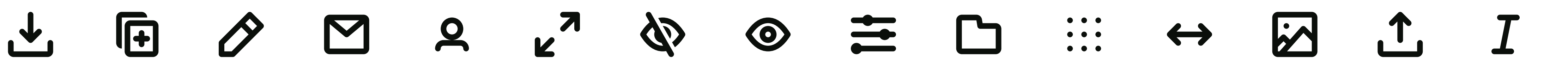
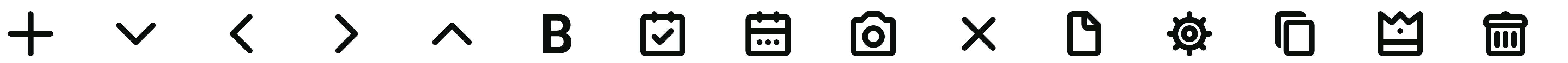
Icons

We have a set of handcrafted icons. These are used throughout our app to enhance understanding and convey meaning.

Where necessary we can also use them on our website and for marketing.

If there is a need for alternative icons, please contact the design team first before outsourcing icons from somewhere else.

When using icons on a background, ensure that the contrast is high to enhance readability.



✔ Correct color combinations



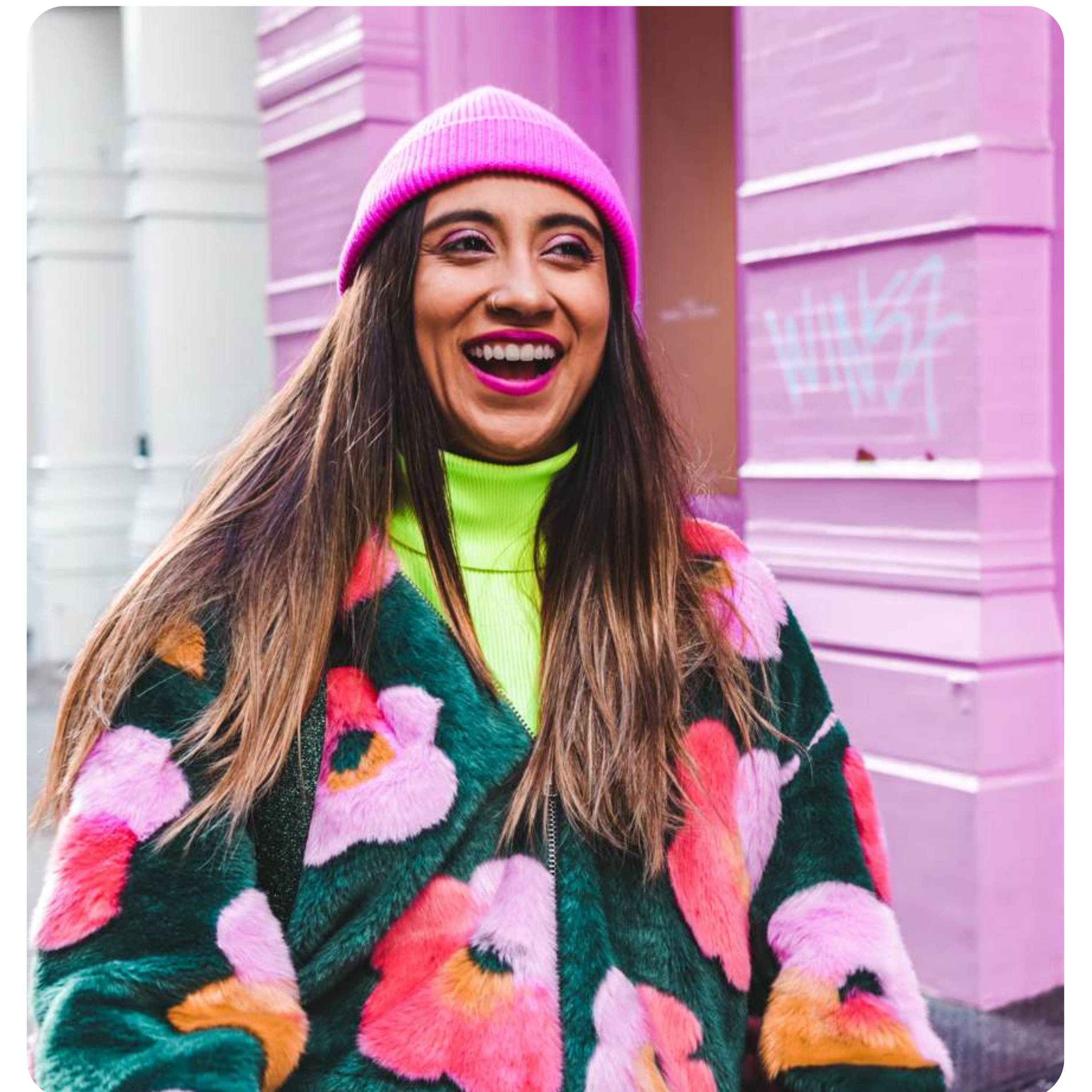
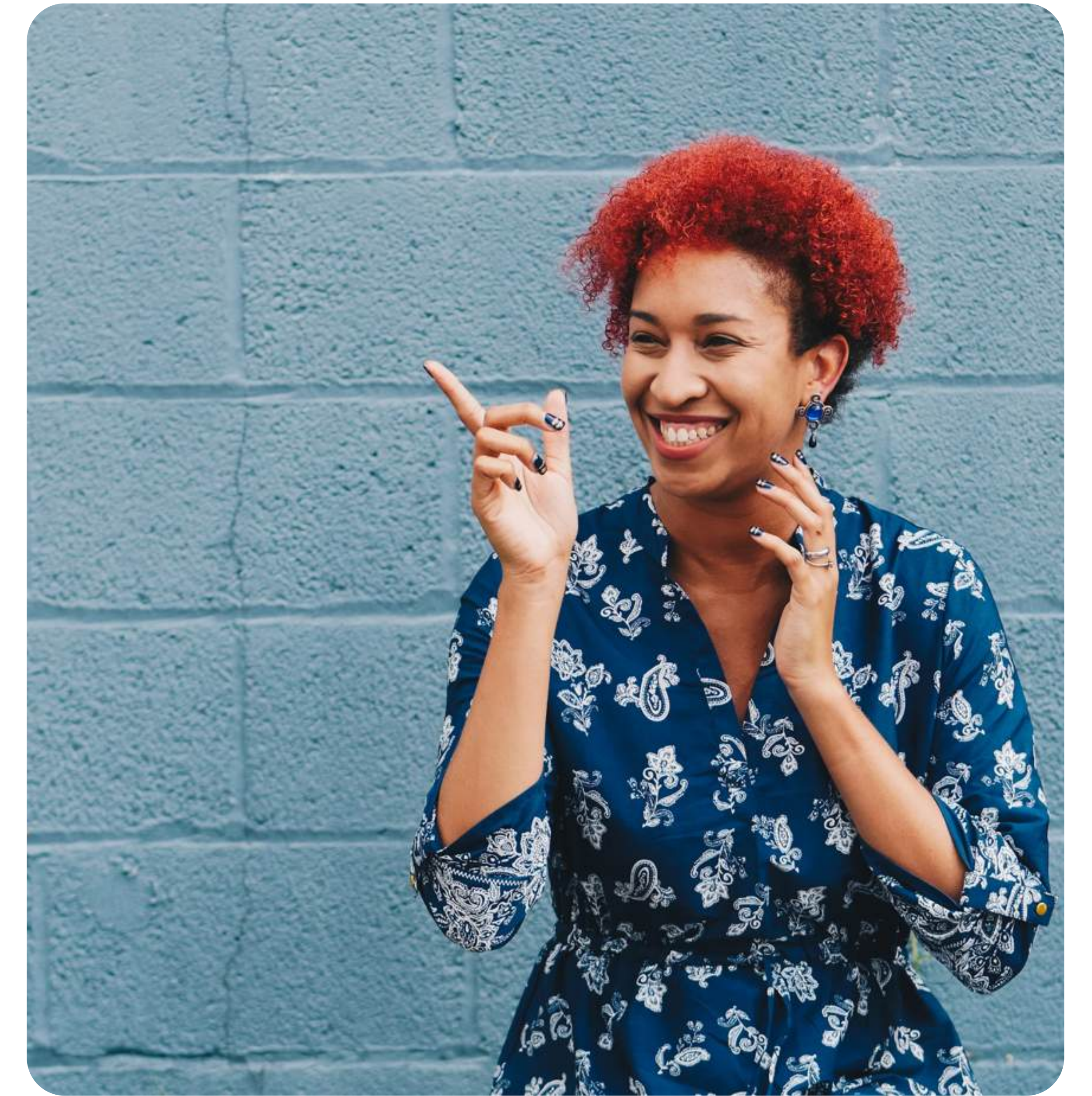
✘ Incorrect color combinations



Photography

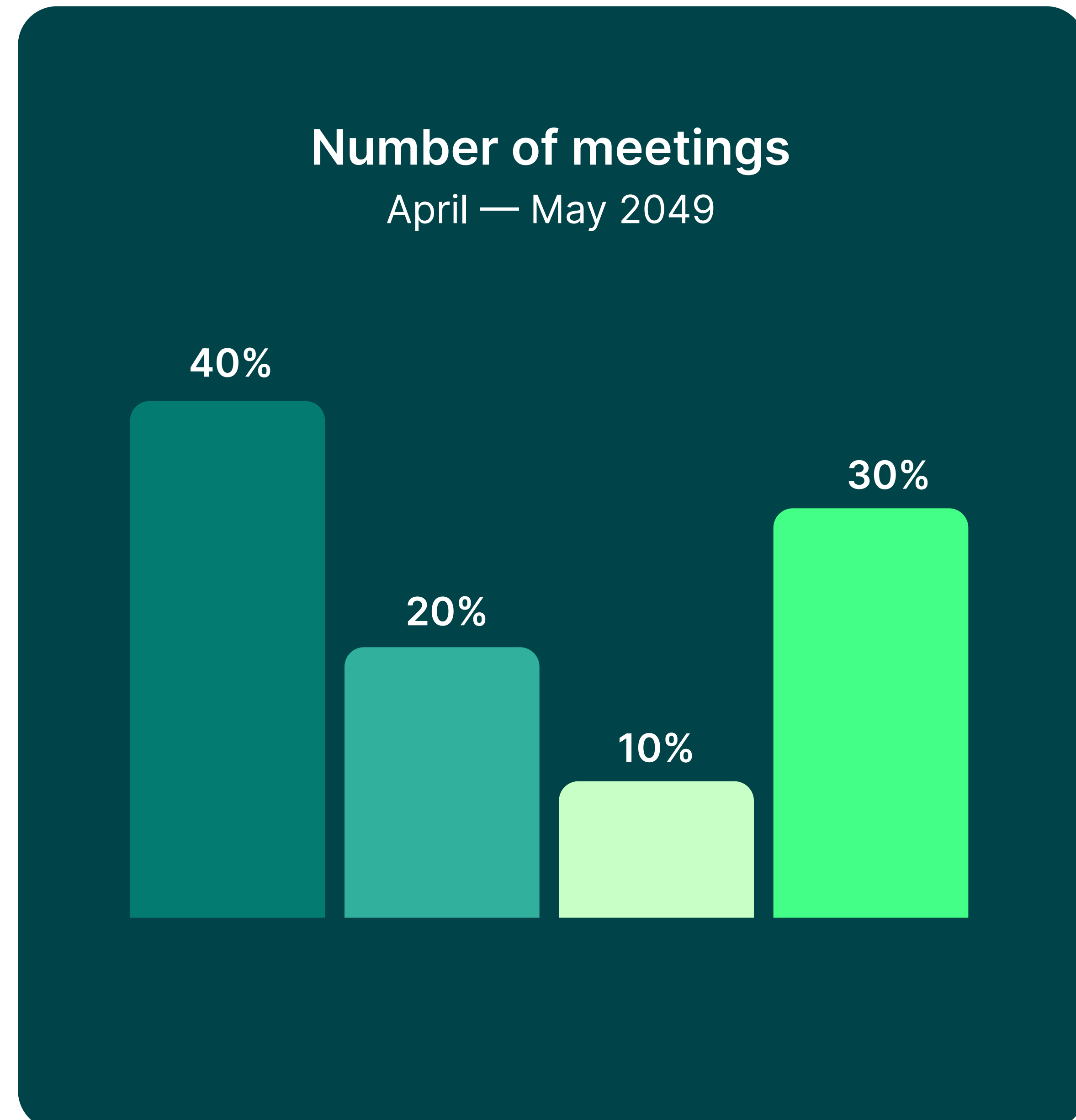
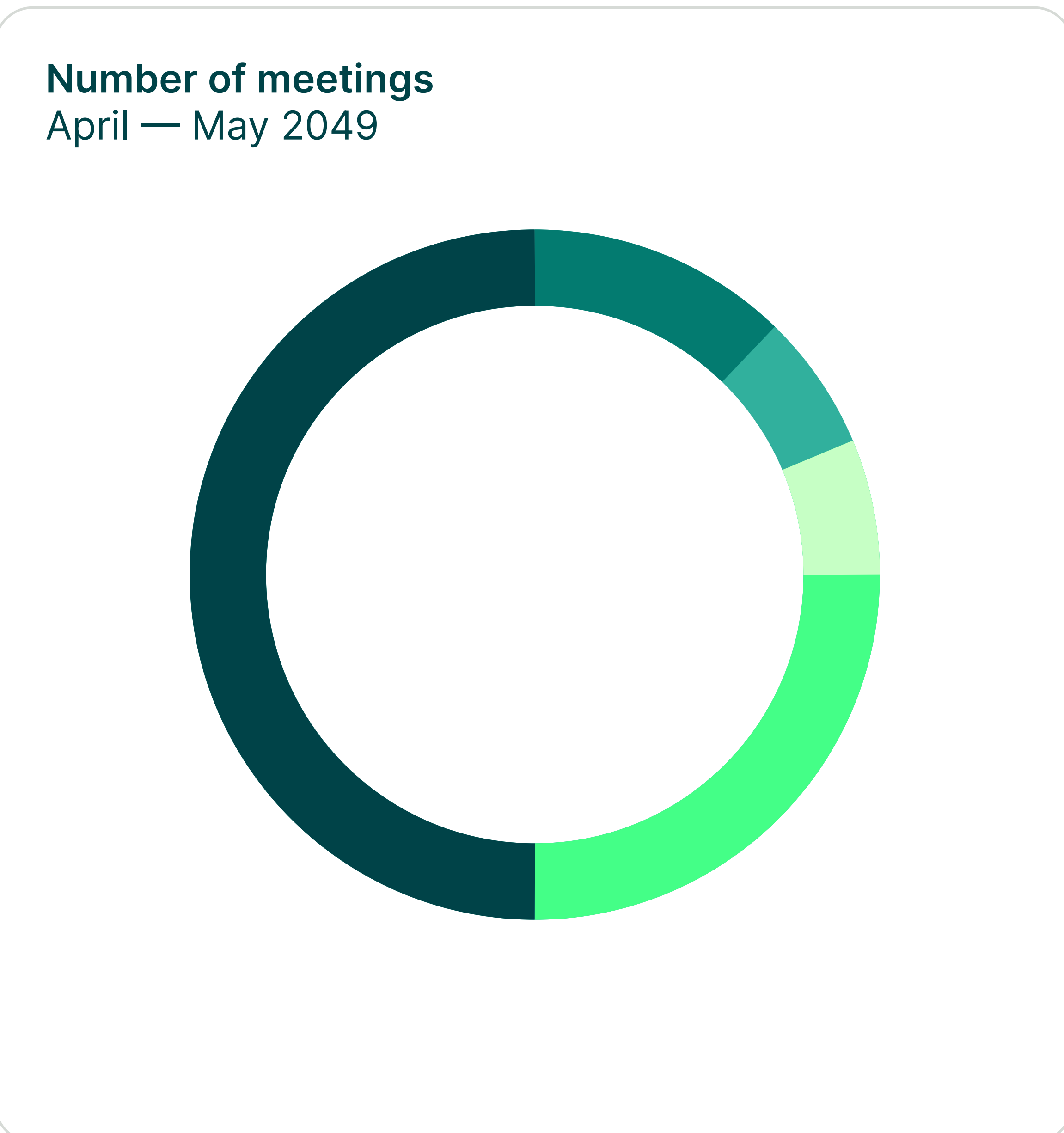
Images should be joyful and bright. We want to avoid imagery that is too staged. Our imagery should be reflective of our ideal customer persona — entrepreneurs actively running their booking-dependent companies.

For example, a person running a cake shop, someone recording their podcast, or an individual teaching a yoga class. Diversity is essential.



Data and Illustrations

Some examples of how to use our green extended colour palette to add dimensions when creating visualising data or creating illustrations.



Video

Watermarked logos

Watermarked logos should be placed in the upper right corner, white, and at 60% opacity.

Lower thirds

Design should be clean and clear. Names should be set in Inter Semi Bold, roles in Inter Regular, and background set to Midnight Green, with the Bright Green status dot.



Things to avoid

Icons

Avoid cartoonish and unprofessional icons. Don't use random icons found on the internet.

Illustrations

Avoid using a mismatch of styles. Avoid cartoonish, cheesy, and unprofessional illustrations that devalue our brand. Contact the design team first if an illustration is needed.

Images and Video

Avoid low quality images or video, and unprofessional stock photography or video.

Copyright

Check if the image or video is being used elsewhere on the internet before sharing it, and check for any copyright or licensing issues.



✗ Don't use cartoonish or unprofessional icons



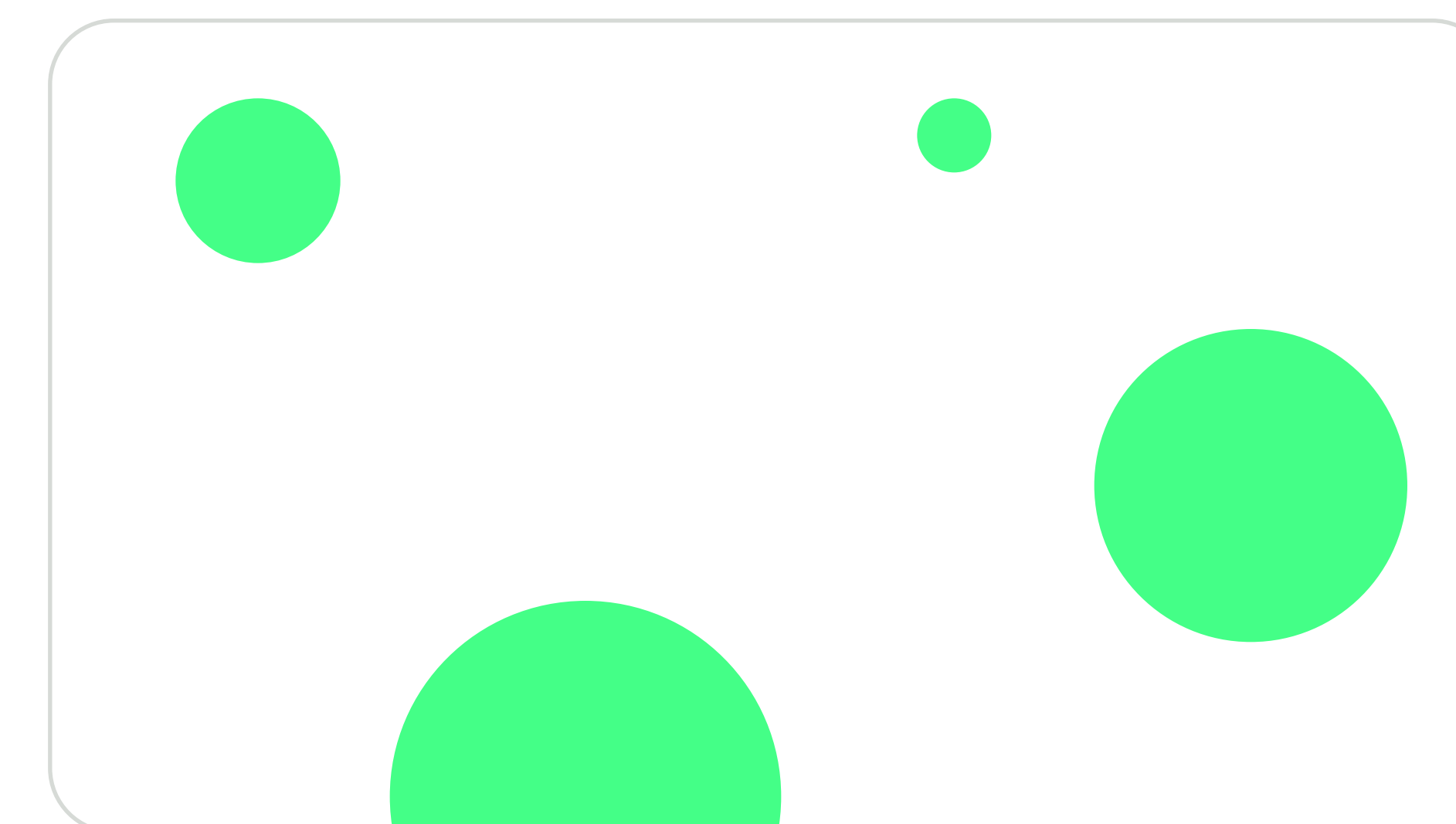
✗ Don't use unprofessional, and cliché photography or video



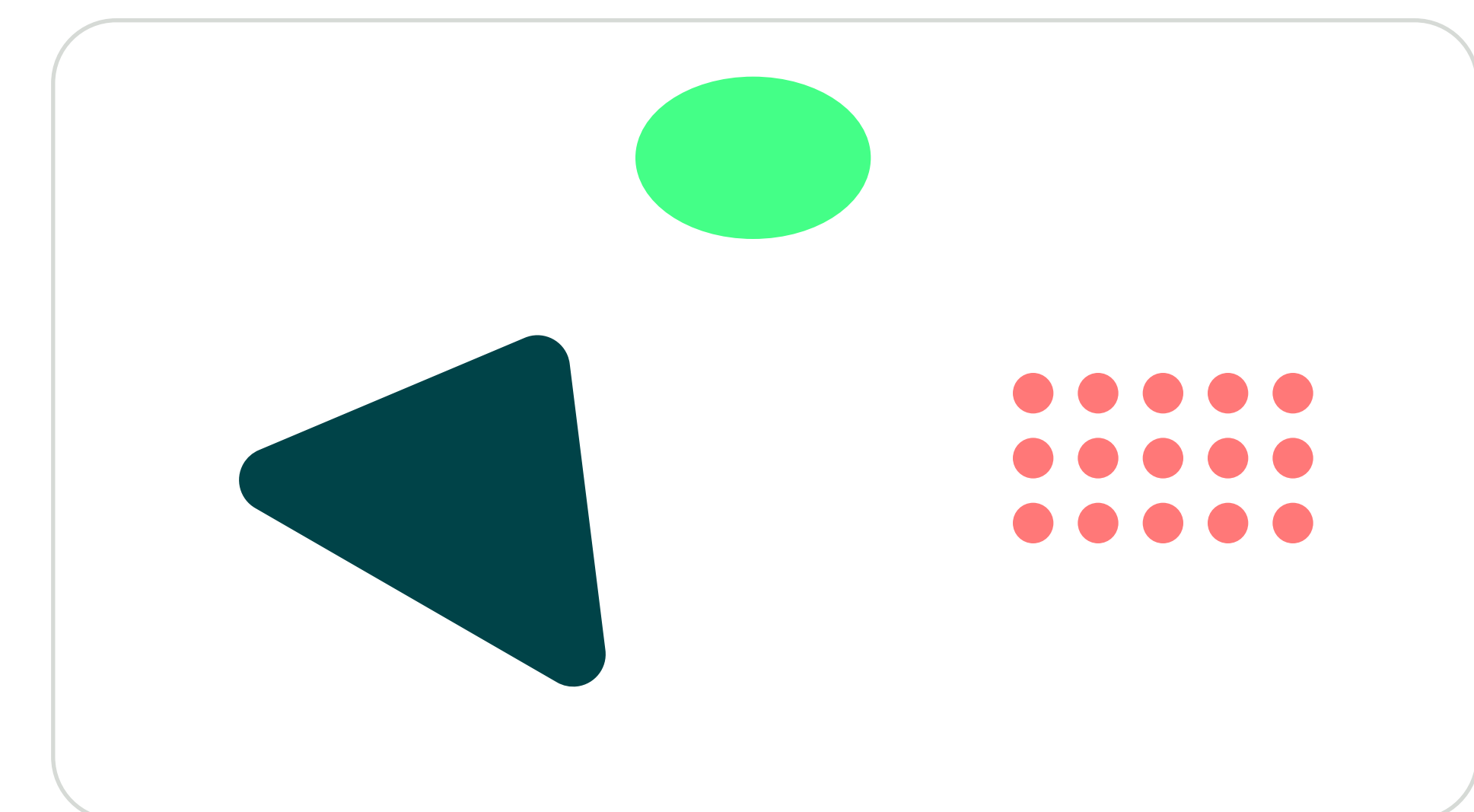
✗ Don't use random icons found on the internet with different styles



✗ Don't use cartoonish illustrations that don't match our brand.



✗ Don't create crazy patterns with the Dot, or overuse it



✗ Don't use shapes, patterns or colours, that are not in our guidelines, or change the Dot shape



6. Applications

Digital

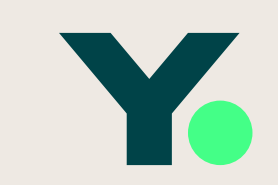
Desktop Home landing page.



Digital

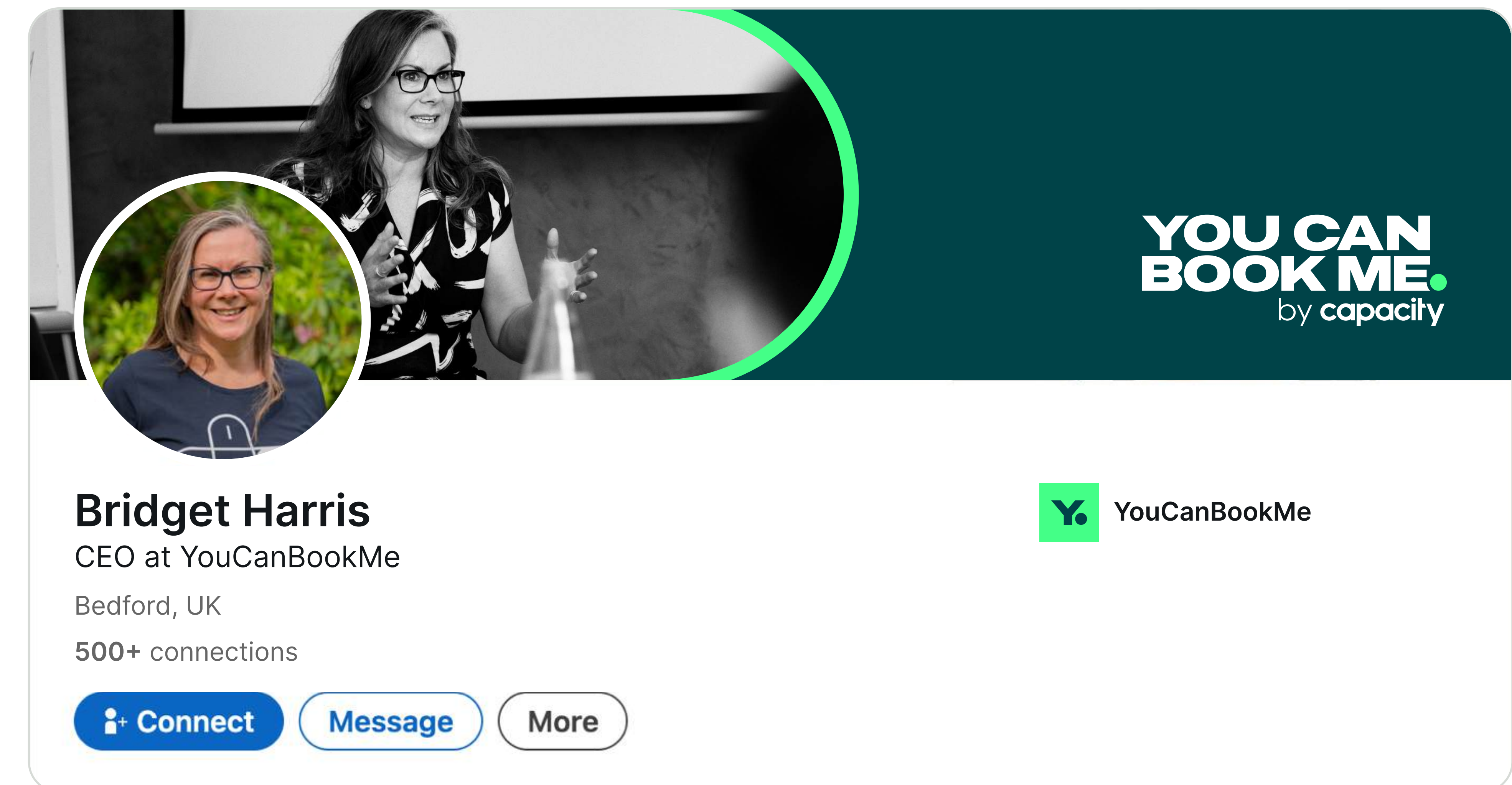
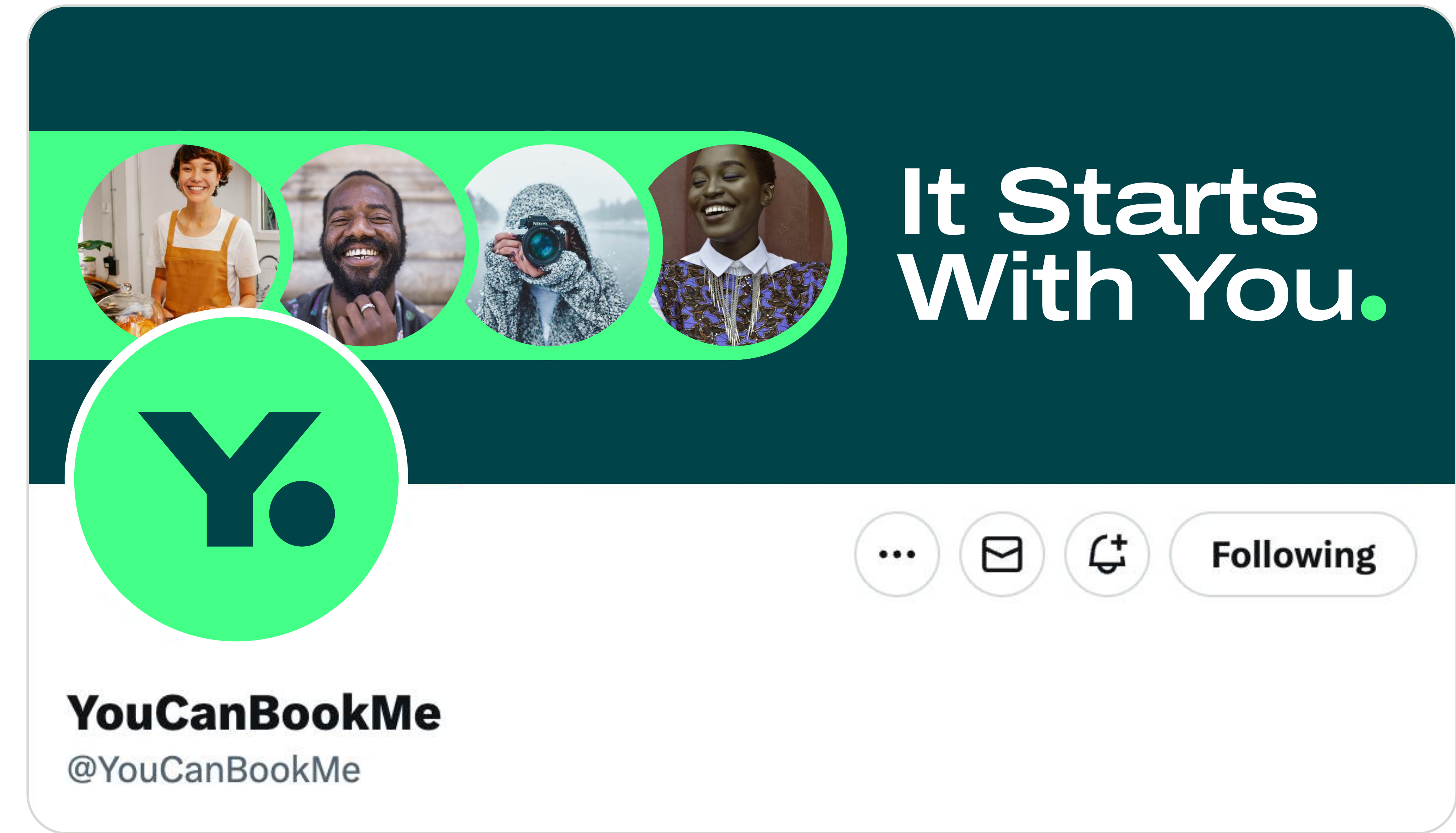
App icon.

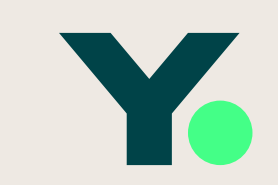




Digital

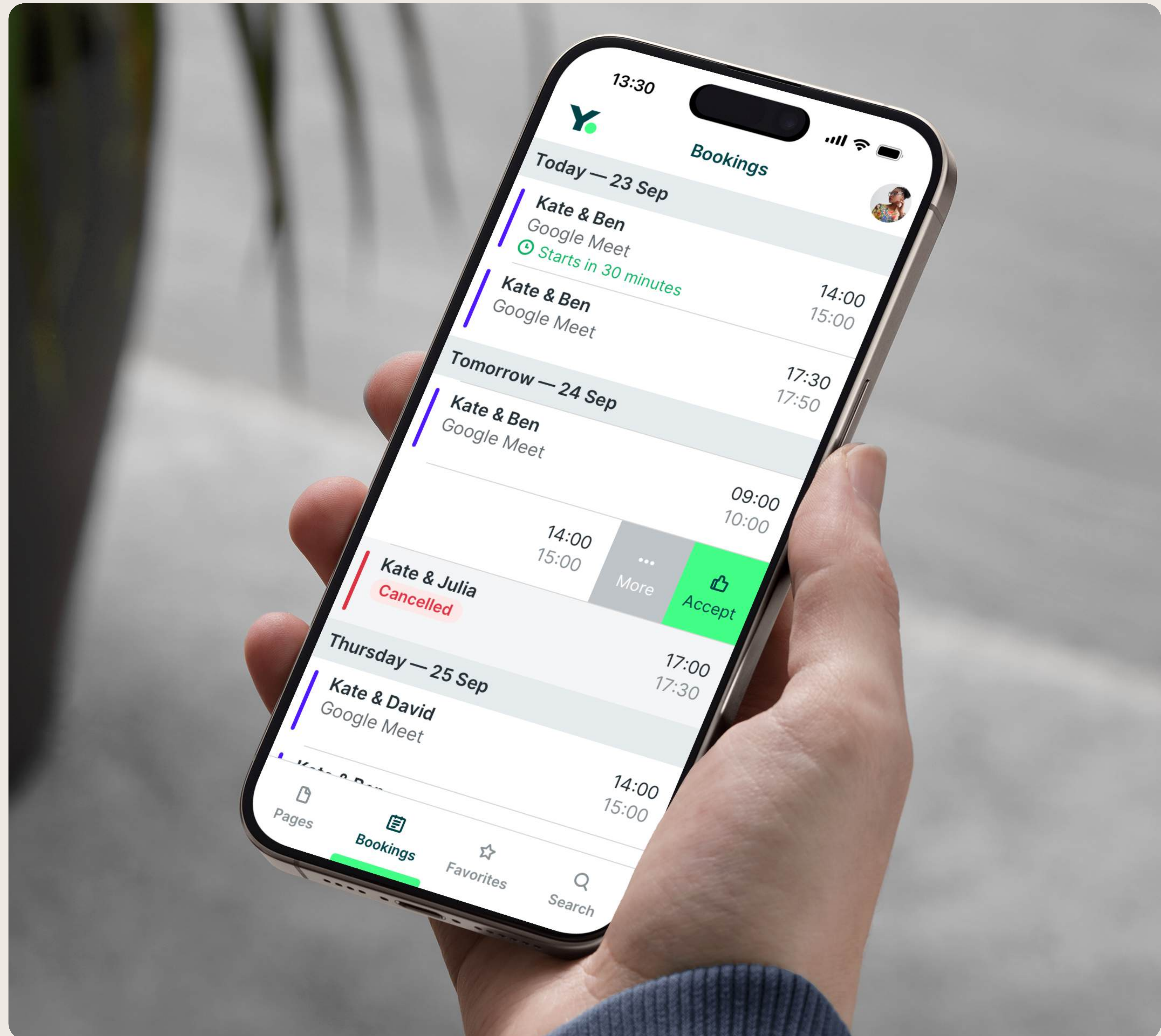
Social media profile icon and banner image.

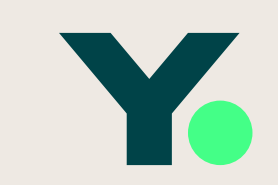




Digital

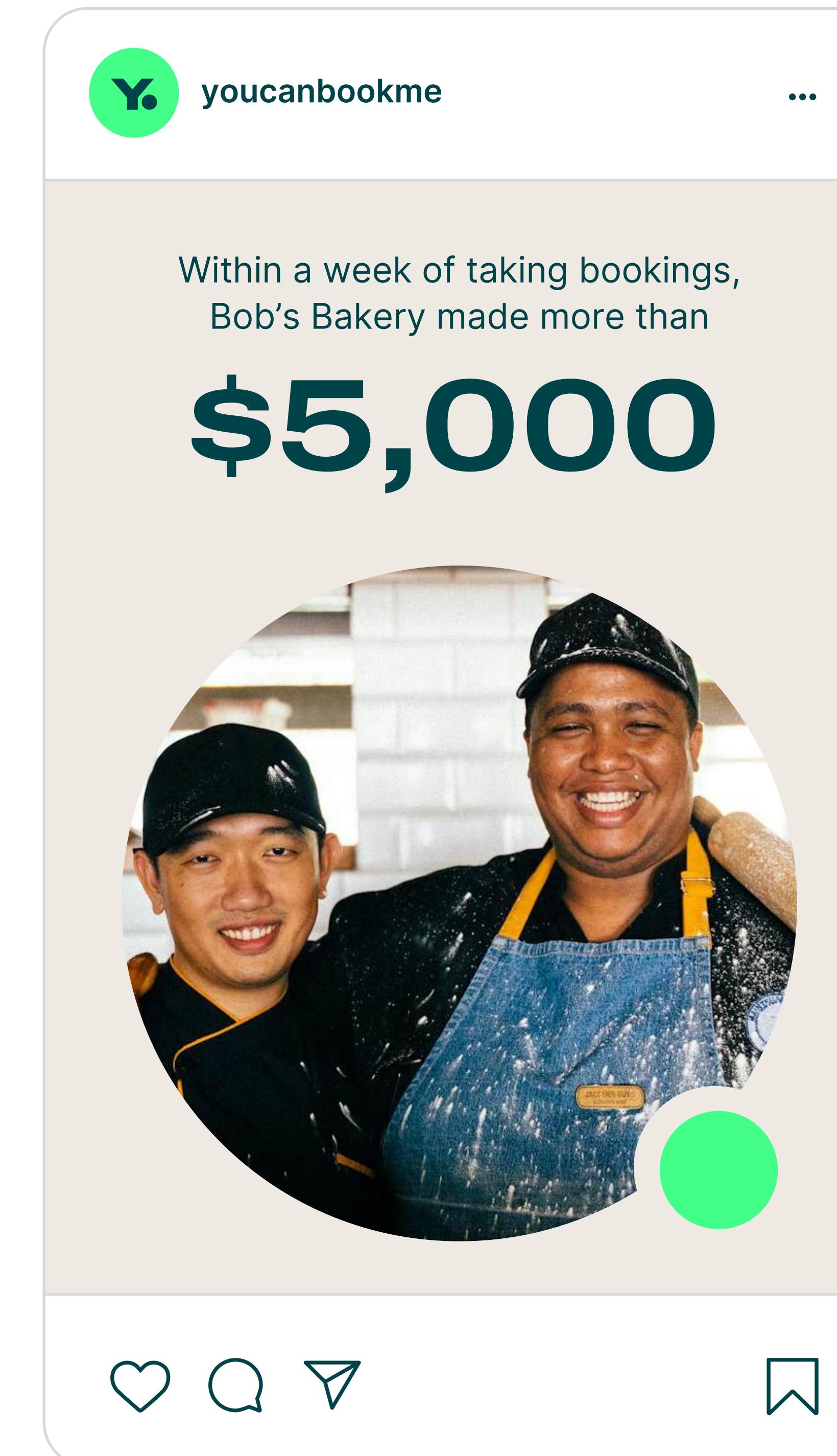
Product App on Mobile.





Digital

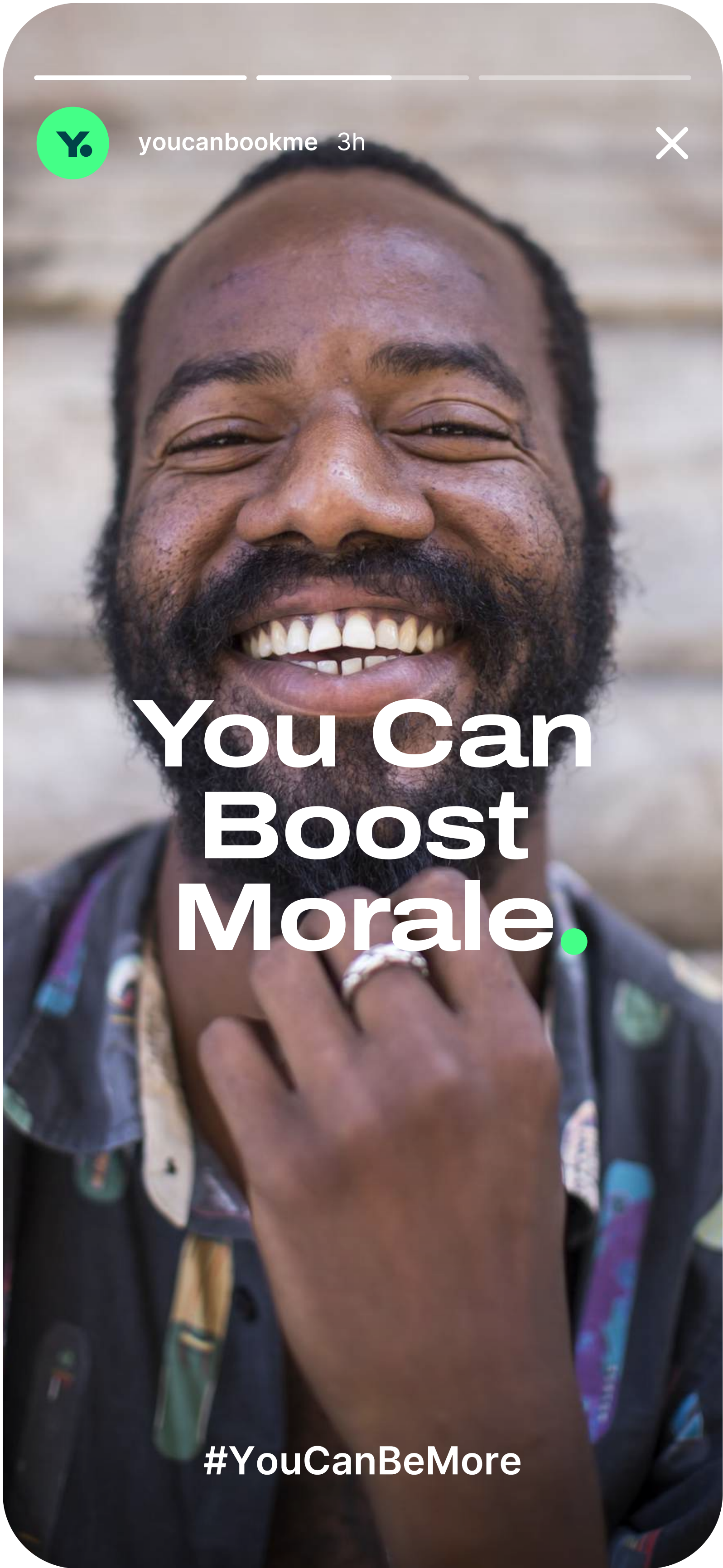
Social Media Posts.

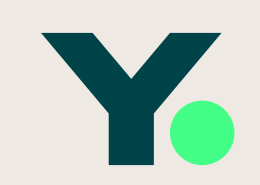




Digital

Social Media Stories.





Out of home

Horizontal Billboard

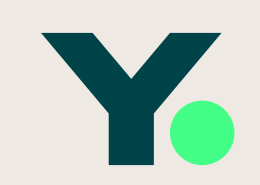




Out of home

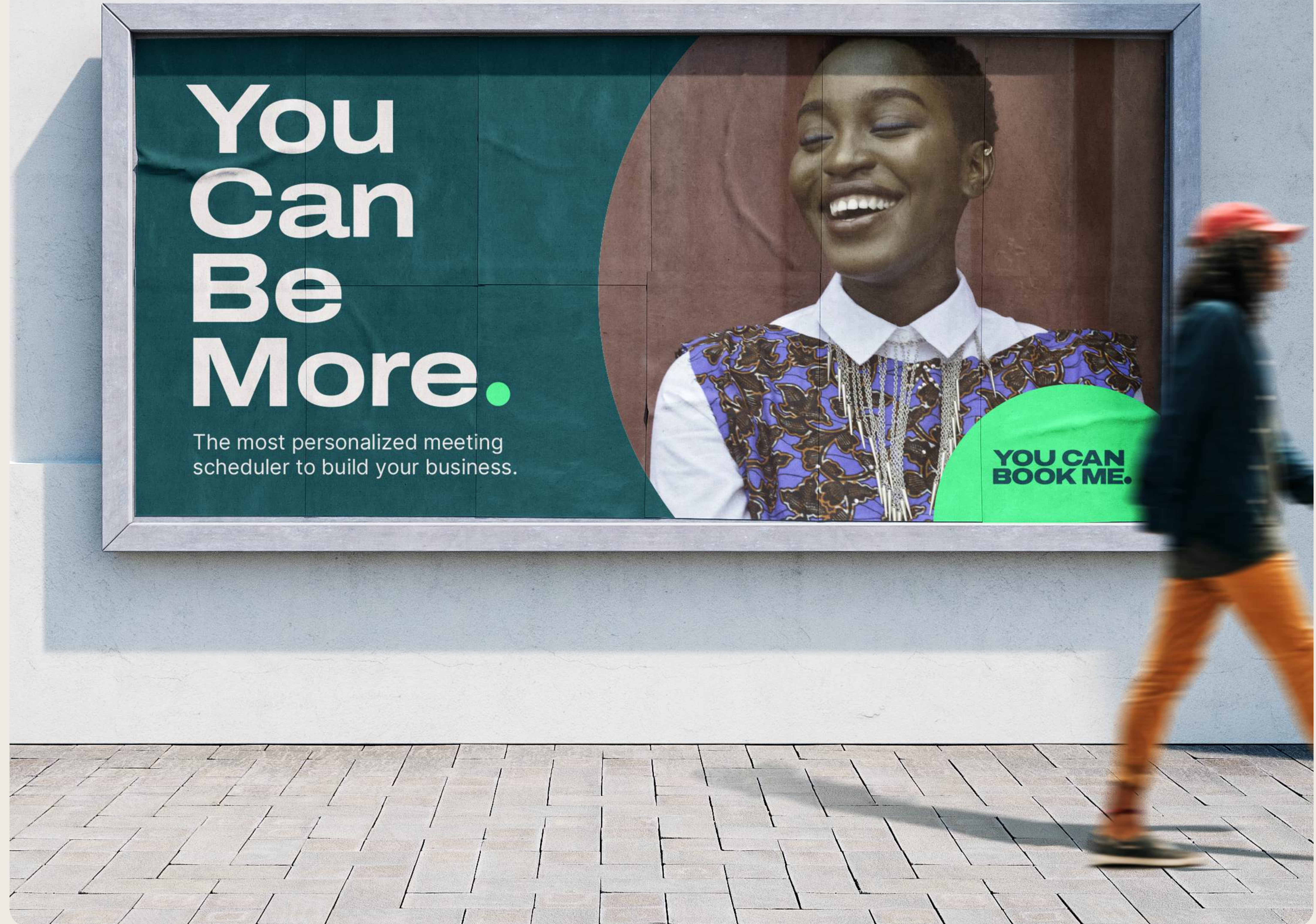
Triple Posters





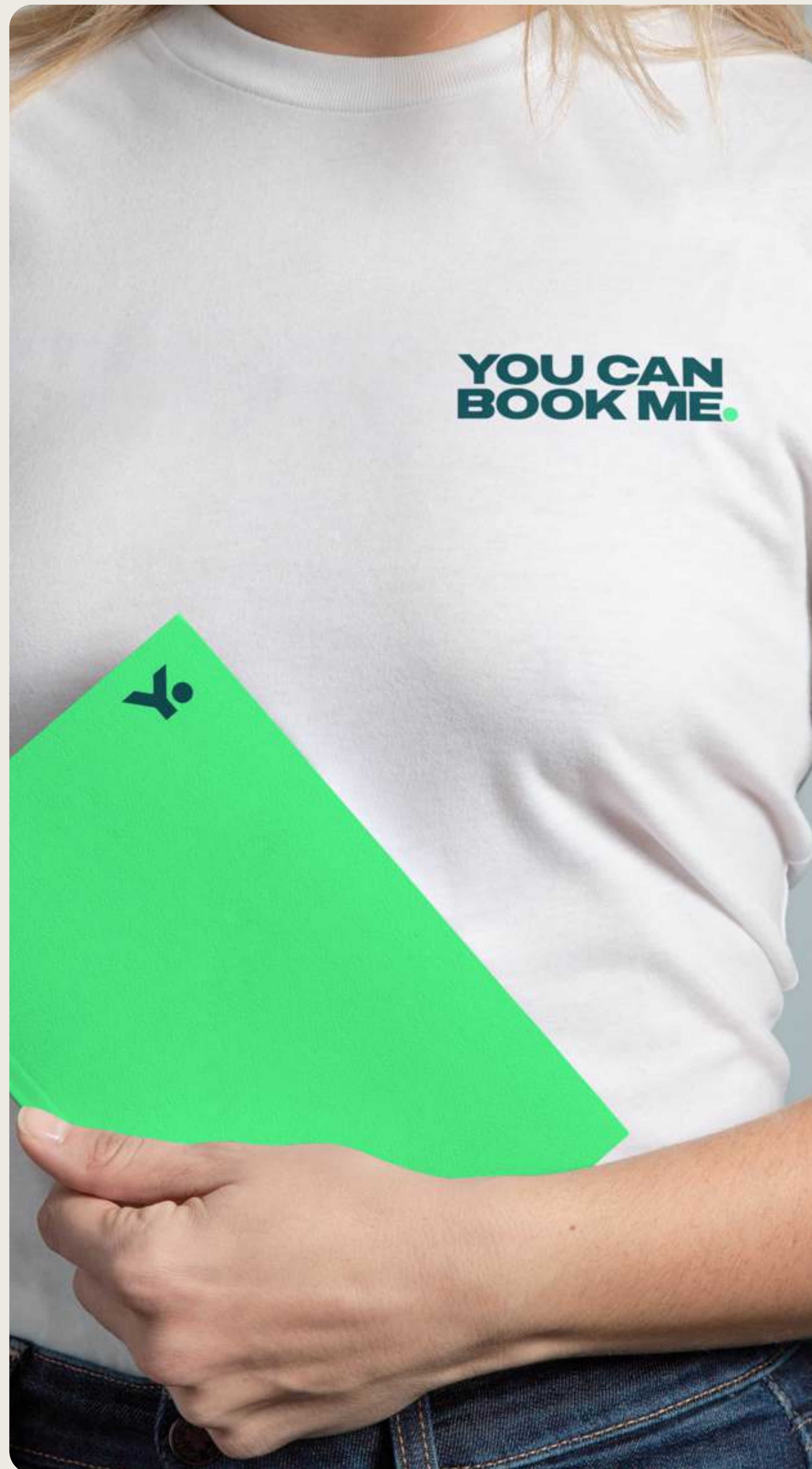
Out of home

Horizontal Billboard



Merchandise

T-Shirt, diary and tote bag.



Questions

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

youcanbookme.com