BRAND STYLE GUIDE

UMBRA

THE NAME

—

How do you pronounce Umbra?
What does Umbra mean?

SOUNDS LIKE

UHM·BRUH

Similar to how you might say umbrella.

INCORRECT PRONUNCIATION

~~OOM·BRUH~~

UMBRA DEFINED

1. Shadow or darkness
2. The fully shaded inner region of a shadow cast by an opaque object
3. The very darkest part of a shadow, where the direct light from the source of illumination is completely cut off

LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain a business name, like a drawing or image that represents the business.

LOGOTYPE

—

A logotype, or wordmark, is a distinct text-only typographic treatment used for purposes of identification and branding.

UMBRA

LOGO

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.

UMBRA
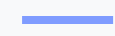
LOGOMARK   WORDMARK

MONO COLOR LOGO

The default representation of the UMBRA brand consists of a flat-single color logo.

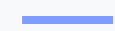Use of white, black or, the UMBRA Navy blue are acceptable.

LOGO COLOR VARIANTS

Alternative color combinations

UMBRA

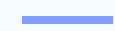

UMBRA

LOGO

LOGO COLOR VARIANTS

Alternative color combinations

UMBRA

UMBRA

LOGO COLOR VARIANTS

Alternative color combinations

UMBRA

UMBRA

LOGO

LOGO COLOR VARIANTS
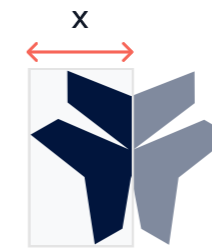
Alternative color combinations

UMBRA

UMBRA
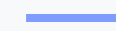
CLEARANCE SPACE

—

It's important to maintain proper spacing around the logo to avoid overcrowding.

Also, the use of whitespace keeps the brand feeling clean.

Maintain a clearance space around the logo equal to half the width of the logomark.

TEAM NAMES

___

In certain situations it may be beneficial to include the name of the team beneath the logo.

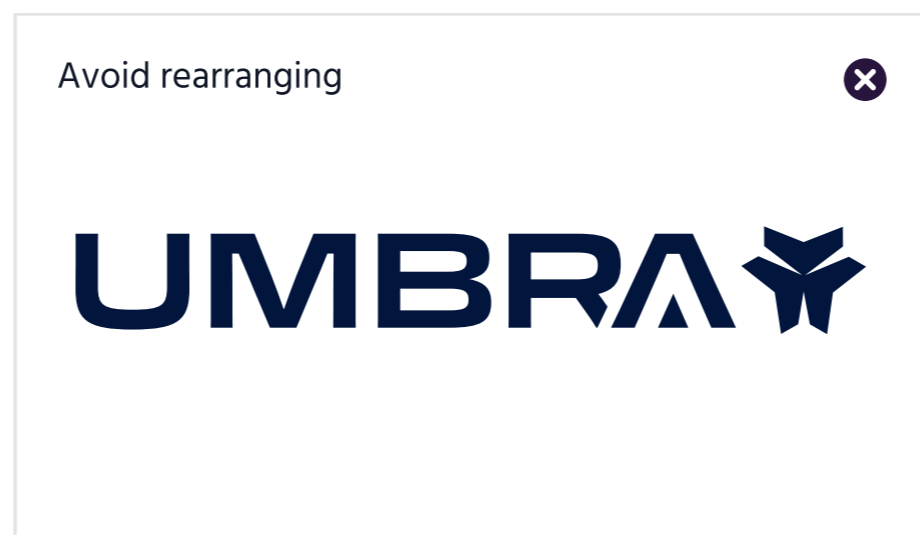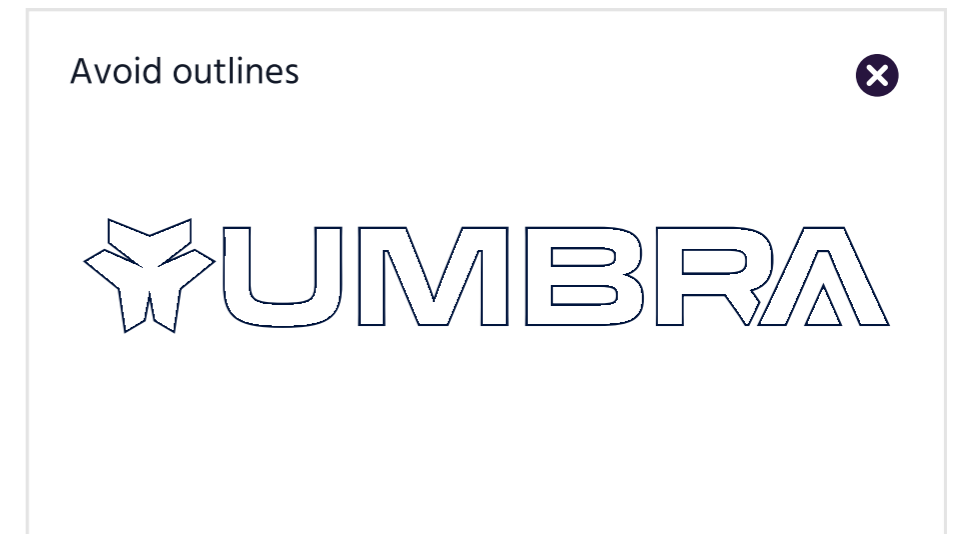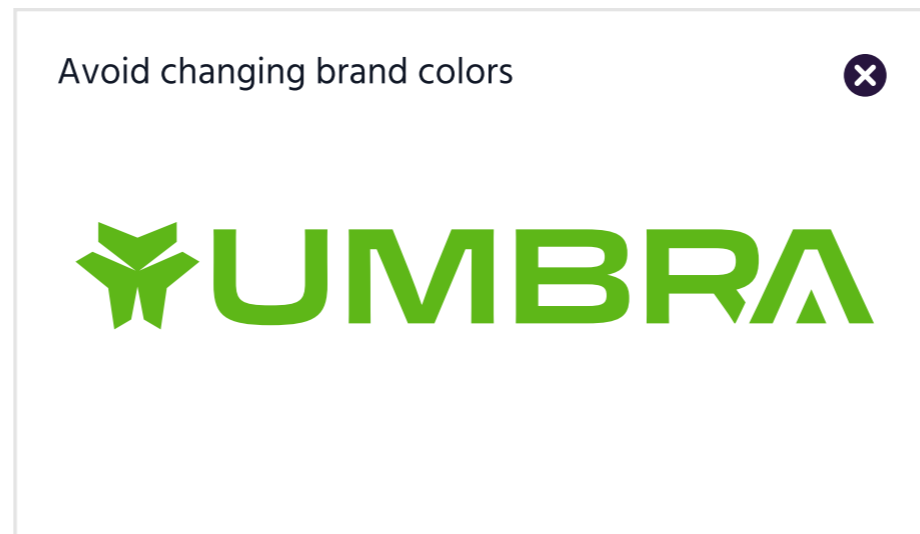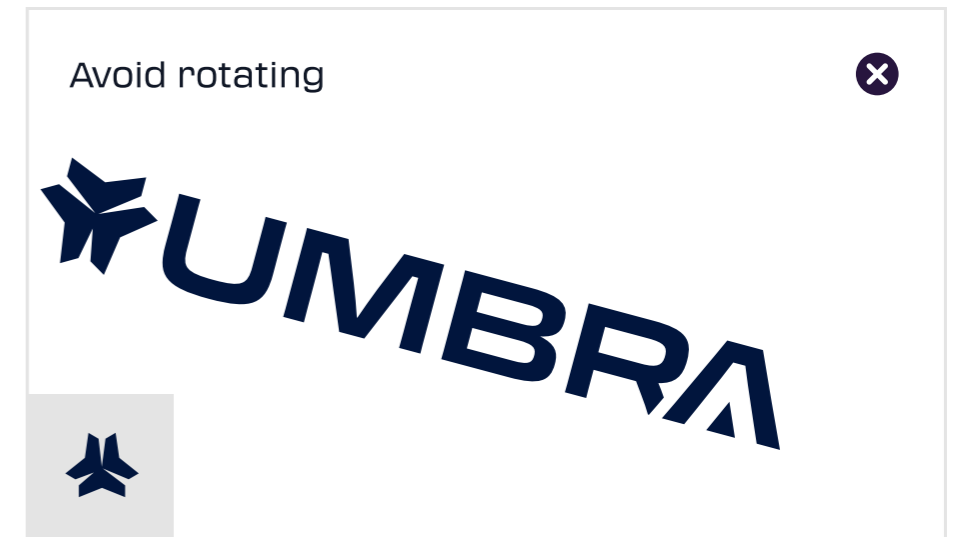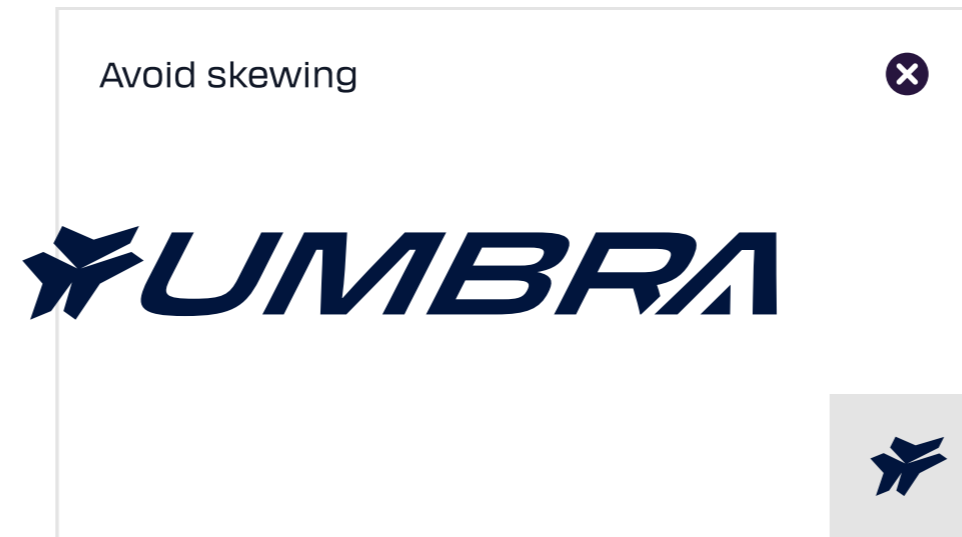The team name should be nested closely to the logo and is one of the few circumstances where the clearance space rule is broken.

UMBRA
GOVERNMENT PROGRAMS

INCORRECT USAGE

Avoid skewing	⊗

Avoid rotating	⊗

Avoid changing brand colors	⊗

Avoid outlines	⊗

Avoid rearranging	⊗

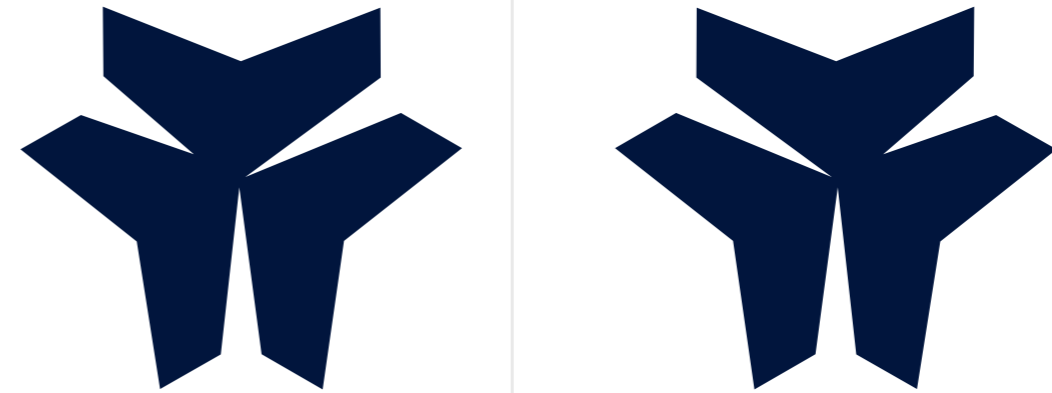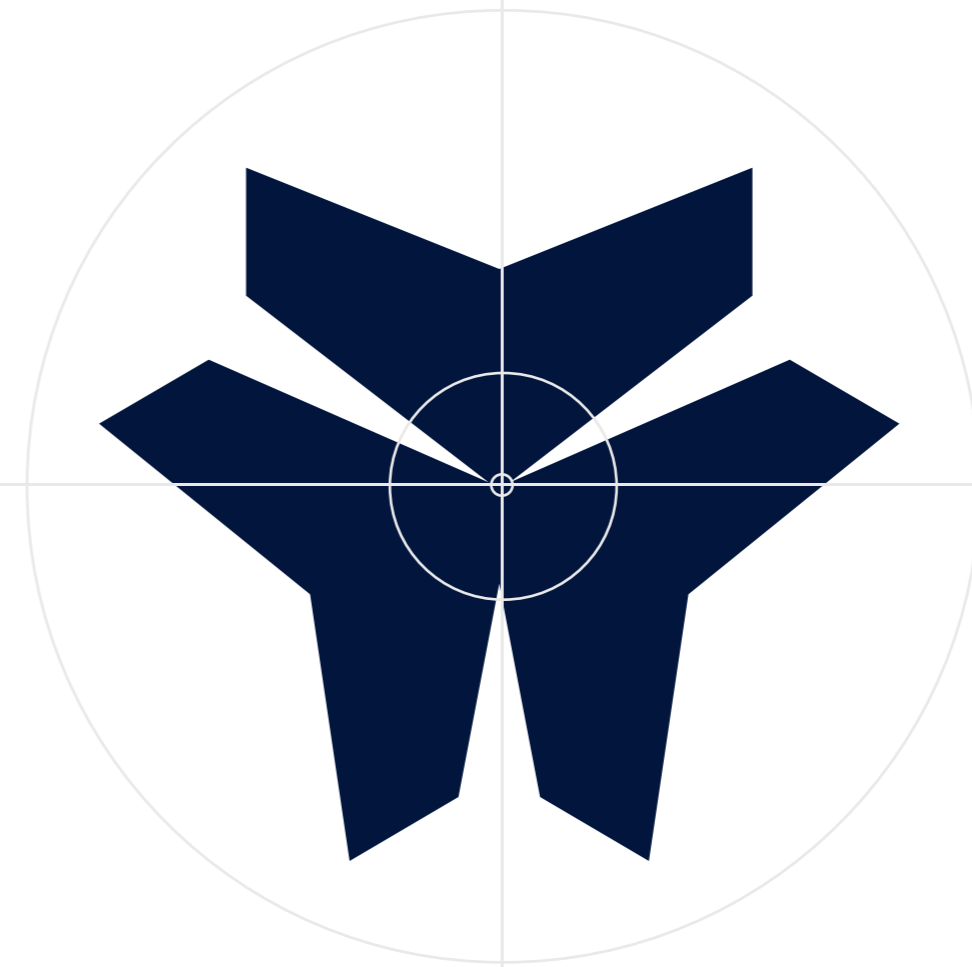| Avoid stacking	⊗

LOGOMARK ORIENTATION

At first glance the mark seems to be perfectly, rotationally symmetrical, however, this is not the case.

The bottom cut of the chevrons does not extend as deeply into the center of the mark.
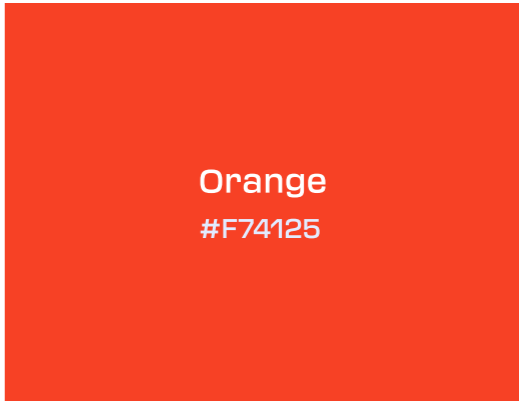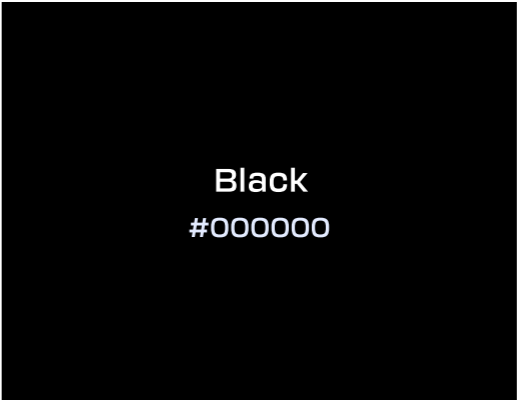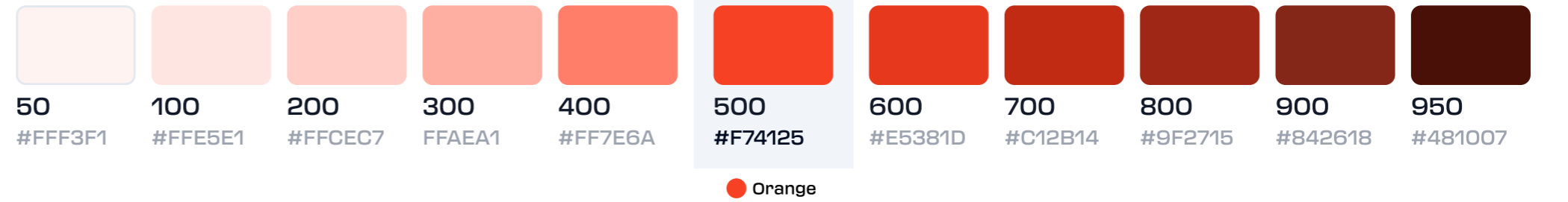
INCORRECT

CORRECT

COLORS

UMBRA COLORS

Blueish
#6688FF

Orange
#F74125

White
#FFFFFF

Navy
#01153D

Black
#000000

COLOR SCALES

Blue

50	100	200	300	400	500	600	700	800	900	950
#E3EBFF	#BBCAFF	#A4B8FF	#7F9CFF	#6688FF	#4D74FE	#1E4DFD	#0733E3	#0128B2	#001D80	#01153D

● Blueish   ● Navy

Orange

50	100	200	300	400	500	600	700	800	900	950
#FFF3F1	#FFE5E1	#FFCEC7	FFAEA1	#FF7E6A	#F74125	#E5381D	#C12B14	#9F2715	#842618	#481007

● Orange

Slate

50	100	200	300	400	500	600	700	800	900	950
#FFFFFF	#F1F5F9	#E2E8F0	#C1CCDA	#9EA8BD	#626984	#4C5370	#353E5E	#1D294C	#01153D	#000B21

○ White

UMBRA FONT FAMILY

UMBRA uses the Transducer and Transducer Extended font-family across all media.

Transducer is a paid font made available from Adobe Fonts or JTD Type.

Transducer

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+[]\;',./{}|:"<>?`

Transducer Extended

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+[]\;',./{}|:"<>?`