YUMURTA №1
1976-cı ildən

Brand Guidelines

Yumurta Brand Guidelines

Table of Content

Light Background

Lookup

Light Background

Lockup is defined as a specific arrangement of the logo elements,logo mark and logotype. an the abstract Light Red color logo mark is "looked together" With Yumurta logotype.

Lookup

Dark Background

Lockup is defined as a specific arrangement of the logo elements,logo mark and logotype. an the abstract
Light Red color logo mark is "looked together" With Yumurta logotype.

Brand Color

Light Background

Yellow

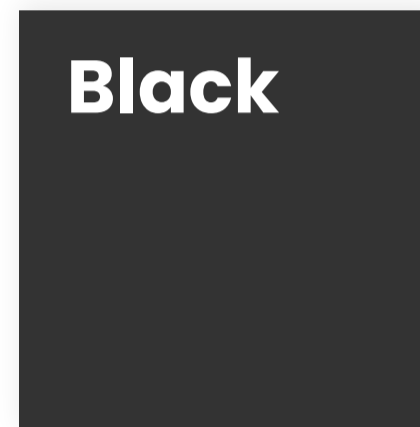This color means goes to
happiness, contentment, comfort
It is Egg yellow color that also represnt
the brand color

RGB 255 192 03
HEX ffc003

Black

This color means goes to
elegant, sleek and high-end
It is represnt a premium high-end brand

RGB 51 51 51
HEX 333333

Red

This color means goes to
Health, Hunger, appetite
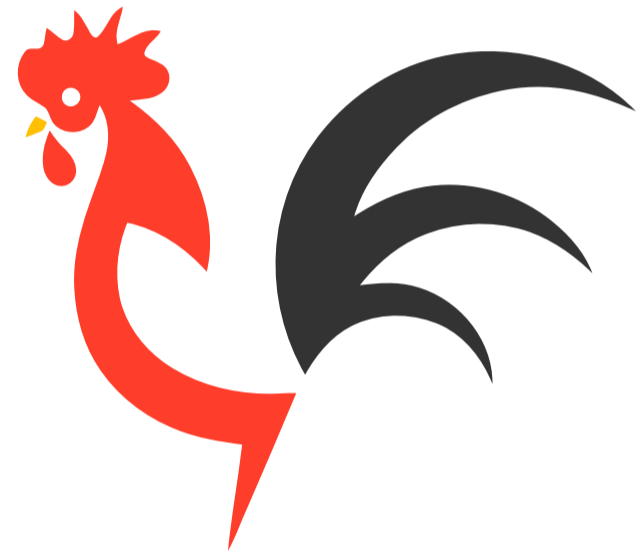It is Food color represnt brand

RGB 254 61 43
HEX fe3d2b

Mono Color

Light Background

Logo explanation

Light Background

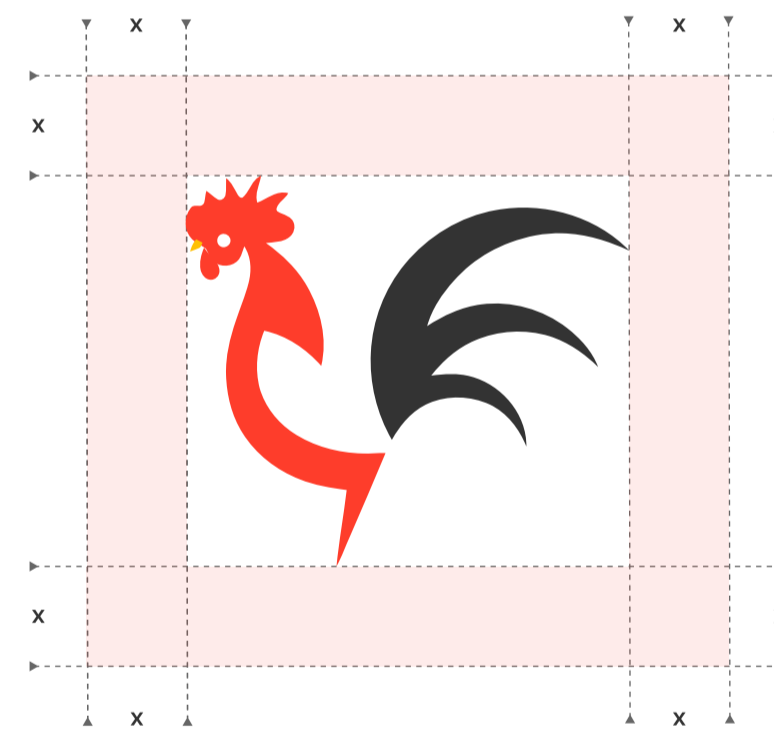It refers to a chicken brand that represents it as an icon and also used in favicon

The logo name is Yumurta that means Chicken egg in the local language The use a chicken icon in the logo means it is a premium and chicken egg-related brand. The focus here is on the yellow icon text that represents the color of chicken eggs also used in two more color

White Space

Light Background

Make sure that text or other design element do not encroach on the logo. The marked space should always be given so logo can be free from any distraction.
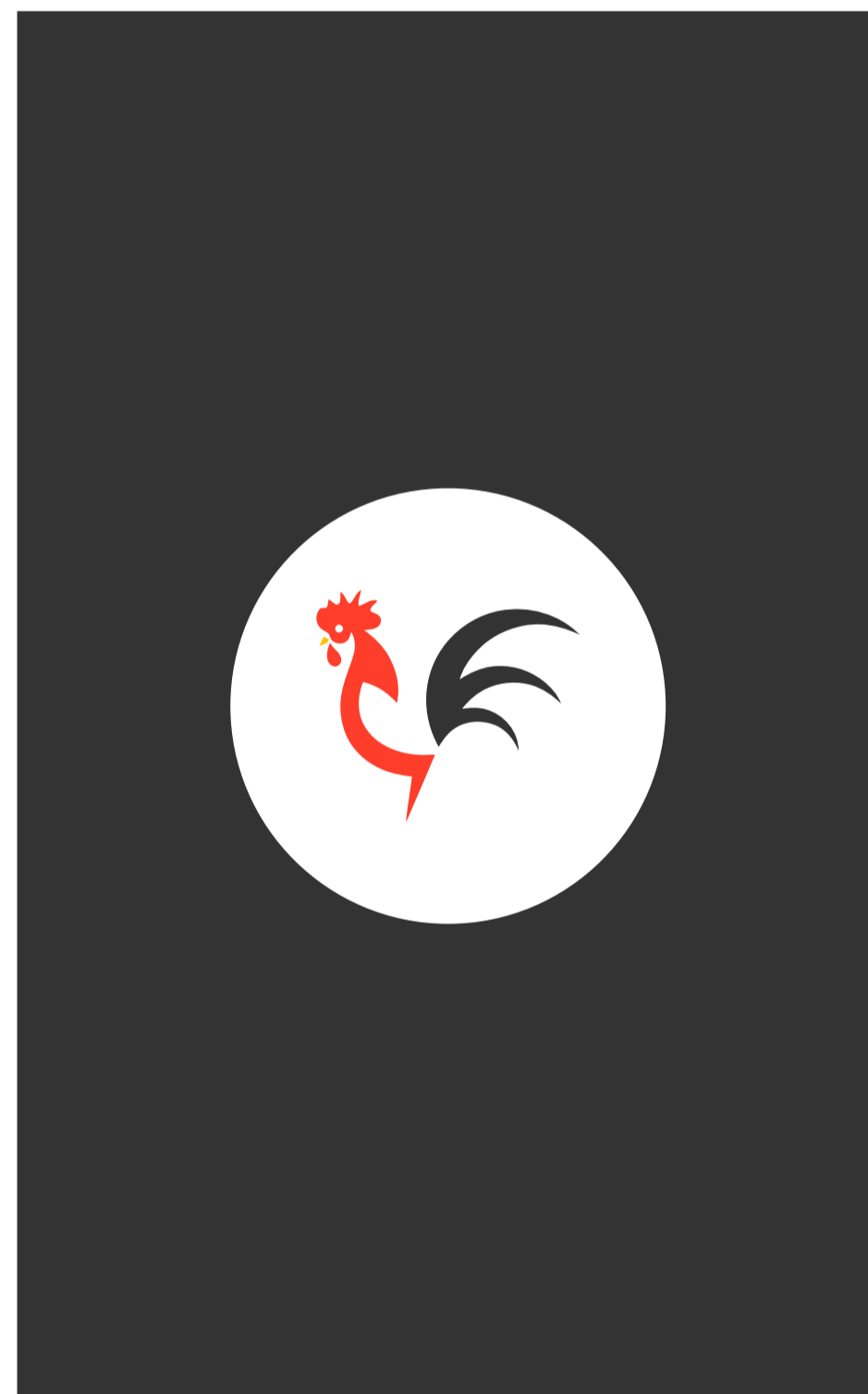
Color Variation

Light Background

Iconography

Light Background

Do's & Dont's

Light Background

Typography Font

Light Background

Primary

Reem Kufi

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Aa

A a	B b	C c	D d	E e	F f	G g	H h
I i	J j	K k	L l	M m	N n	O o	P p	Q q
R r	S s	T t	U u	V v	W w	X x	Y y	Z z
01	02	03	04	05	06	07	08	09

UMURTA №1
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eggs
packaging

Happy hens lay tasty eggs

YUMURTA №1
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Egg carton

HIGH QUALITY • PREMIUM • MINIMALISTIC
& PHOTO-REALISTIC MOCKUPS

UMURTA No1
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Brand Guidelines

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Egg carton