Yummygum

Yummygum

Turn your idea into something that sticks

Yummygum

Our company

01. Intro

We're a digital agency with a taste for outstanding products

Yummygum has been delivering top notch digital solutions for over a decade. We work with amazing companies, ranging from small startups to heavy weight enterprises. We know we've done our jobs when someones day is a bit better just by using our products.

Our clients

We work with amazing people from these rad brands ranging from small startups to heavy weight enterprises. We enjoy being in close contact with C-level people who are passionate about their business, though we also love working with larger teams, convincing boards indirectly.

Pearson   Tiqets   Shutterfly   miro   lightspeed

Adobe   SAP   Spider Strategies   MARTIN GARRIX   Startpage

argyle   Vio.com   zerocopter.   Watermelon   9292

The founders

Yummygum was founded in 2009 by Vince & Leon. They wanted to make the world a little better through design while having fun doing so. Vince & Leon wanted to transfer the joy we got from creating digital products into a sense of delight for the people who'd end up using those designs. Fast forward to today and we're a full-fledged digital agency that still has that very same drive and motivation.

Until this day both co-founders are closely involved with clients and their needs while at the same time staying in tune with the team to ensure seamless communion and top quality results.
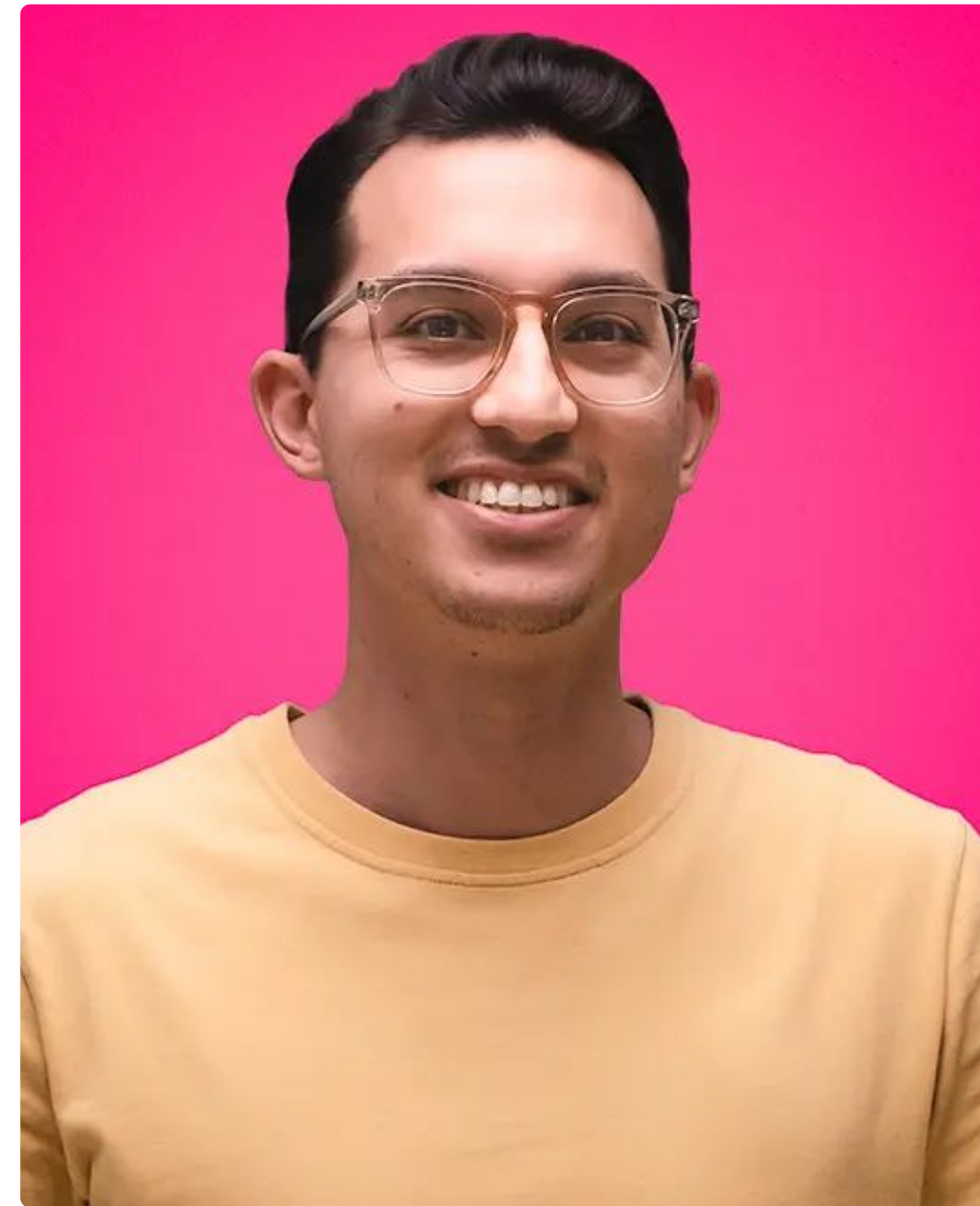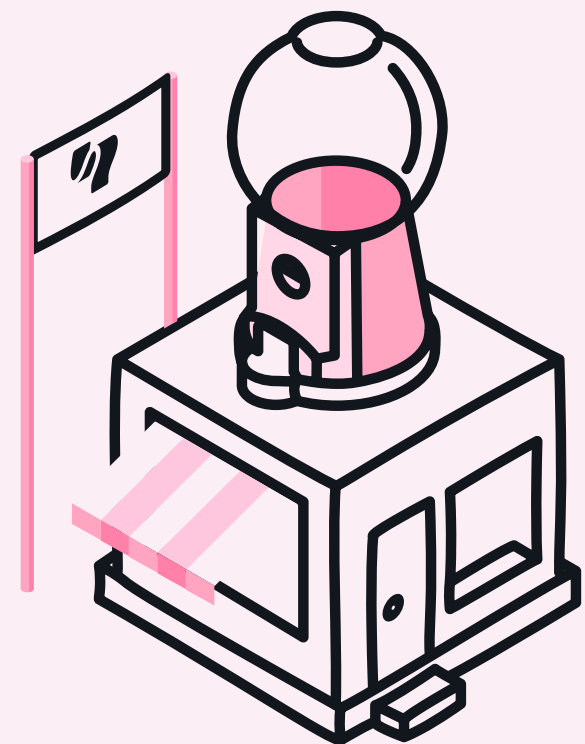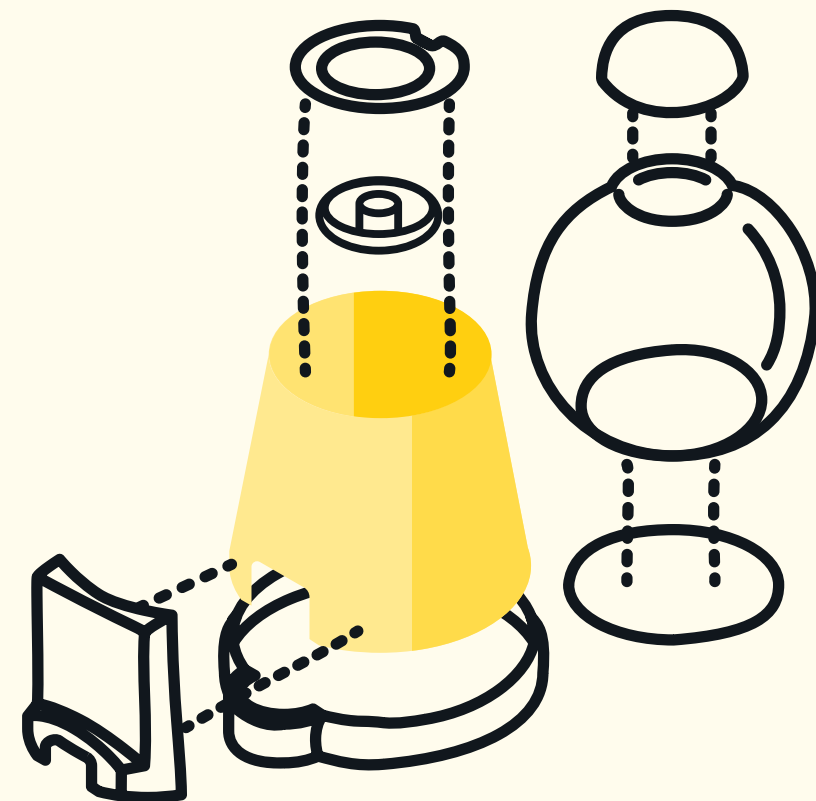

Vince

Leon

What we do

We're here to help you align, refine, design and build through the following services. We offer our services separately but we also love doing a project start-to-finish.

Branding

We create memorable brand identities that put the spotlight on what makes you special.

UX Design

We do user testing and market research to lay the foundation for any digital product.

Visual Design

We design the most gorgeous digital products using custom made design systems.

Development

We make products come to life using state-of-the-art tech stacks while writing neat code.

02. Projects

Yummygum

Projects

Projects

Amazing digital products, full stop.

At Yummygum we mix the beautiful with the usable. In our proven process we crystallize what's most important and help users find their way in an appealing User Interface or web experience. We could talk about this all day but we'd much rather show you.

Vio.com

Facilitating Findhotel's rebirth as Vio.com by suiting them up with a new brand identity that expresses their true 'self'.

Go to project ↗

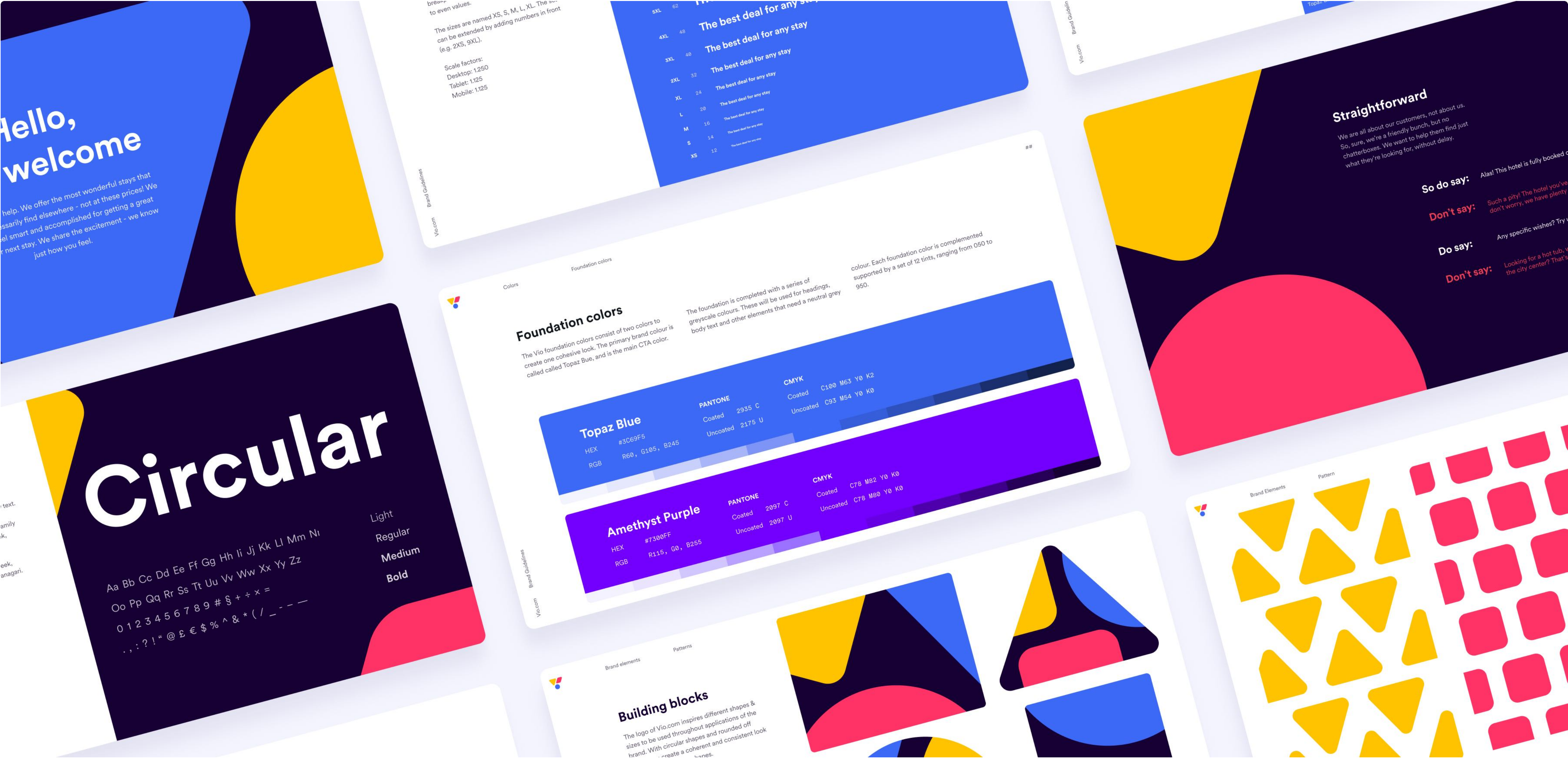|	
Website	vio.com ↗
Industry	Travel
Headquarters	The Netherlands
Company size	100 - 150
Our services	Branding • UX Design • Visual Design

Yummygum

Introduction

Vio.com (previously known as Findhotel) is an OTA. And we're not talking about "over the air" here. In this case it stands for Online Travel Agency.

It's Vio.com's purpose to find and uncover amazing deals for any sort of traveler. Their millions of existing users are testimony to their outstanding competence in achieving this.

Deals in all shapes & sizes

Hello, welcome

help. We offer the most wonderful stays that
essarily find elsewhere - not at these prices! We
feel smart and accomplished for getting a great
r next stay. We share the excitement - we know
just how you feel.

break.
to even values.

The sizes are named XS, S, M, L, XL. The s
can be extended by adding numbers in front
(e.g. 2XS, 9XL).

Scale factors:
Desktop: 1.250
Tablet: 1.125
Mobile: 1.125

5XL	62
4XL	48	The best deal for any stay
3XL	40	The best deal for any stay
2XL	32	The best deal for any stay
XL	24	The best deal for any stay
L	20	The best deal for any stay
M	16	The best deal for any stay
S	14	The best deal for any stay
XS	12	The best deal for any stay

Straightforward

We are all about our customers, not about us.
So, sure, we're a friendly bunch, but no
chatterboxes. We want to help them find just
what they're looking for, without delay.

So do say: Alas! This hotel is fully booked

Don't say: Such a pity! The hotel you've
don't worry, we have plenty

Do say: Any specific wishes? Try

Don't say: Looking for a hot tub,
the city center? That

Circular

Light
Regular
Medium
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 # § + ÷ × =
. , : ? ! " @ £ € $ % ^ & * ( ) _ - + /

Colors · Foundation colors

Foundation colors

The Vio foundation colors consist of two colors to
create one cohesive look. The primary brand colour is
called Topaz Bue, and is the main CTA color.

The foundation is completed with a series of
greyscale colours. These will be used for headings,
body text and other elements that need a neutral grey

colour. Each foundation color is complemented
supported by a set of 12 tints, ranging from 050 to
950.

Topaz Blue

	PANTONE		CMYK	
			Coated	C100 M63 Y0 K2
	Coated	2935 C	Uncoated	C93 M54 Y0 K0
	Uncoated	2175 U		
HEX	#3C69F5			
RGB	R60, G105, B245			

Amethyst Purple

	PANTONE		CMYK	
			Coated	C78 M82 Y0 K0
	Coated	2097 C	Uncoated	C78 M80 Y0 K0
	Uncoated	2097 U		
HEX	#7300FF			
RGB	R115, G0, B255			

Brand Elements · Pattern

Brand elements · Patterns

Building blocks

The logo of Vio.com inspires different shapes &
sizes to be used throughout applications of the
brand. With circular shapes and rounded off
create a coherent and consistent look

Challenge

Vio.com struggled with their former, more easily forgettable brand identity. Their new brand name called for a new and profound brand identity that would stand out and resonate with travelers who believe there are better deals out there. One that needed to trickle down all the way into the smallest details of their product. And one that needed to a high impact logo as a cherry on top.
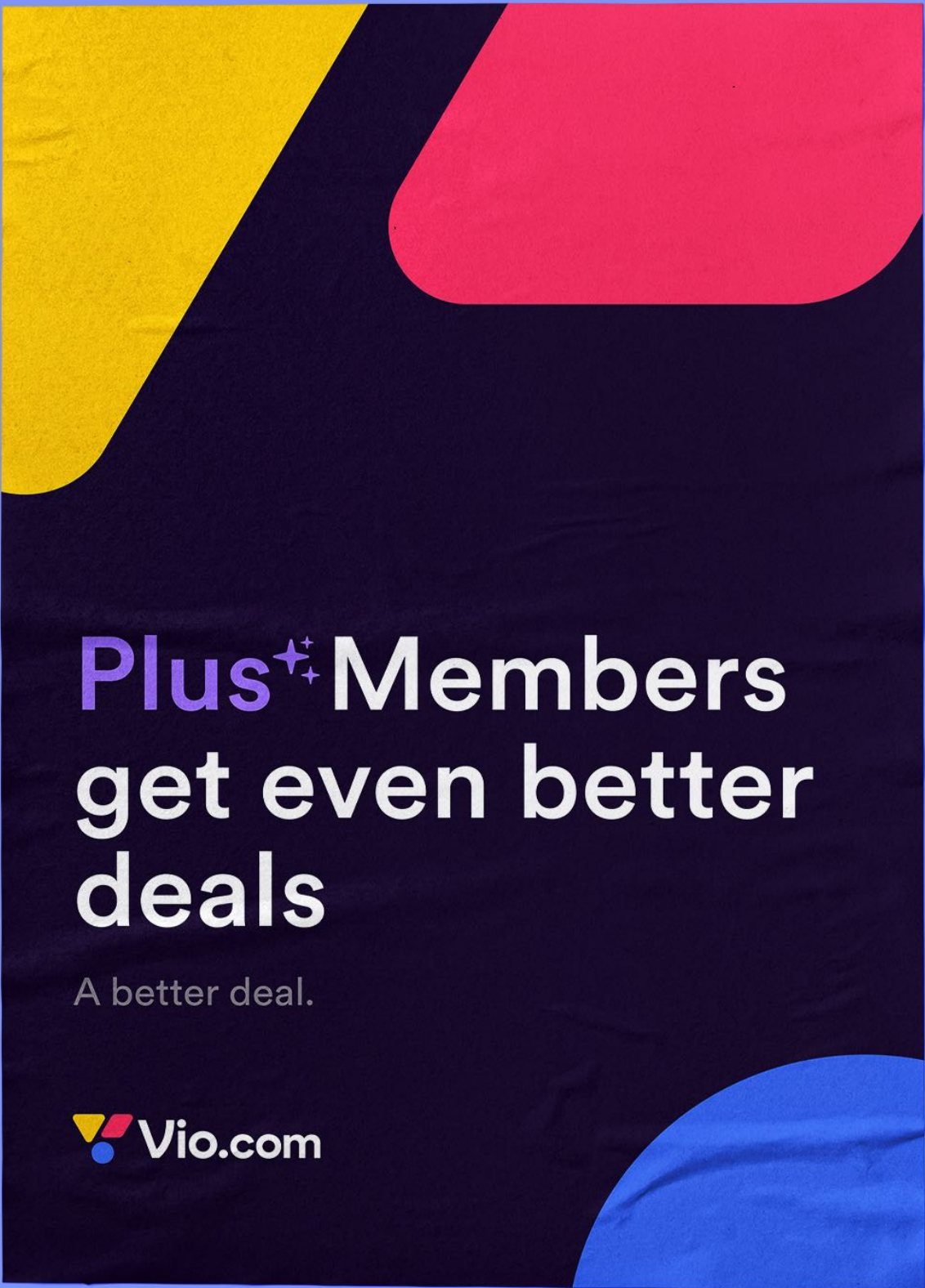
Deliverables

The project started by another agency but didn't work out in its first stages. We took over by starting an audit on their current work, and created 3 different brand concepts which accumulated into a brand guidelines document. Defining colors, typography, patterns, you name it.

We designed an articulate logo and logotype. After which we worked on the brands' expression in the form of digital, but also analog products.

Plus ✦ Members get even better deals

A better deal.

Vio.com

Vio.com

5624 Loma Vista Rd Ventura, California

+31 6 12345678

info@vio.com

Omri Amir
Chief Strategy Officer

+31 6 12345678

omri@vio.com

Vio.com

Vio.com

Barcelona | Nov 17 | Nov 24 | 2 Guests, 1 Room | Search

GBP | Sign in

Free cancellation | All | Hotels | Apartments | Features | Star rating | Price | Guest rating | Themes | All filters | Show map

★★★★★
Leonardo Royal Hotel
📍 Barcelona • 2.5 km to city center ›

9.2 | **Good**
4,197 Verified Reviews

| Vio.com $97 | Agoda $180 | More deals View all |

$41 / night
incl. taxes and fees

Booking.com

2-Bedroom Villa
✓ Free cancellation

View deal

Properties in Barcelona
Sort by Best match

★★★★★
Hotel Arts Barcelona
📍 Playa de la Barceloneta • 2.5 km to city center ›

9.2 | **Very good**
4,197 Verified Reviews

| Vio.com $97 | Agoda $241 | More deals View all |

$41 / night
incl. taxes and fees

Booking.com

2-Bedroom Villa
✓ Free cancellation

View deal

★★★★★
Petit Palace Boquería Garden

$41 / night

Location

VVio.com   Barcelona   Nov 17 ‹ ›   Nov 24 ‹ ›   2 Guests, 1 Room   🔍 Search   🇬🇧 GBP   👤 Sign in

Home / Barcelona / Ibis Styles Barcelona City Bogatell   ♡   ⬆

All photos (123)

★★★★★

Ibis Styles Barcelona City Bogatell

📍 Barcelona • 2.5 km to city center ›

9.2 | Good | Good for families | Perfect location
4,197 Verified Reviews

Popular facilities

🅿 Free parking   🐾 Pet friendly

📶 Free Wi-Fi   🍴 Restaurant

🍽 Breakfast in the Room   🏋 Fitness room

View all

Most popular

VVio.com   ~~$142~~

2-Bedroom Villa   **$160** / night
✓ Free cancellation until 7 Aug   incl. taxes and fees

View deal

Agoda $107 ›
Free Cancellation • Breakfast included

Trip.com $112 ›
Free Cancellation

More deals   View all

---

s 14%   Groups 8%   Couples 11%

Bar   ▬▬▬▬▬   7.9
Food   ▬▬▬▬   6.9
Price value ▬▬▬▬   8

⛶ Open map

Check Out

July 2022

Tu	We	Th	Fr	Sa	Su
			1	2	3
5	6	7	8	9	10
12	13	14	15	16	17
19	20	21	22	23	24
26	27	28	29	30	31

Update

✕ **Location**

Barcelona

Recent searches

🕐 **Barcelona** City Centre — Area
Aug 2 2022 - Aug 9 2022, 2 Guests, 1 room

🕐 **Barcelona** — City
Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room

🕐 **Barcelona** El Prat Airport — Area
Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room

Places

📍 Province of **Barcelona** — Area
Spain

📍 **Barcelona** Cathedral — Area
Barcelona, Spain

Accommodations

🏨 **Barcelona** Airport Hotel — Property
Barcelona, Spain

Update

← 🔍 **Barcelona** Jul 08 - Jul 10 • 2 Guests ≡

� **Filters**   ≡ **Sort**   🗺 **Map**

🔵 Free cancellation

★★★★★
Leonardo Royal Hotel
📍 Barcelona
🚶 2.5 km to city center
8.4 **Very Good**
1,197 verified reviews

Booking.com
$112 / night
incl. taxes and fees

Tropical Room With Plunge
Pool And Private Garden -
Non-Refundable

Free cancellation
View deal

Vio.com	$112 ›
Agoda	$112 ›

★★★★★
Hotel Arts Barcelona
📍 Playa de la Barceloneta
🚶 2.5 km to city center
9.2 **Very Good**
4,197 verified reviews

Booking.com
$112 / night
incl. taxes and fees

Tropical Room With Plunge
Pool And Private Garden -
Non-Refundable

✕ **Location**

📍 Barcelona ✕

Recent searches

🕐 **Barcelona** City Centre — Area
Aug 2 2022 - Aug 9 2022, 2 Guests, 1 room

🕐 **Barcelona** — City
Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room

🕐 **Barcelona** El Prat Airport — Area
Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room

Places

📍 Province of **Barcelona** — Area
Spain

📍 **Barcelona** Cathedral — Area
Barcelona, Spain

Accommodations

🏨 **Barcelona** Airport Hotel — Property
Barcelona, Spain

Update

✕ **Room & Guests**

Room 1

👤 Adults   –

👤 Children   –

+ Add room

Update

Martin Garrix

From research to style direction to design and development; the whole nine yards. We created a brand new official artist website for dj and music producer Martin Garrix.

Go to project ↗

Website	martingarrix.com ↗
Industry	Artist management, branding and music production
Headquarter	Amsterdam, The Netherlands
Company size	<20
Our services	Branding • UX Design • Visual Design • Development

Introduction

With popular songs reaching close to a billion streams in total, DJ and music Dutch producer Martin Garrix' name and brand ring a bell to most people.

Although the official Martin Garrix website met the basic needs of its audience, the team over at STMPD RCRDS, Martin Garrix' very own record label, was aware of the opportunities they were missing out on.

They approached us to create a new website and bring it to the next level.

CONCEPT: LAYERS

#SYMBOLISM #DISTANT
ON STAGE

#FANS #ARTISTS #FRIENDS
OFFSTAGE

#PERSONAL #FAMILY #ESSENCE
Martijn

Challenge

After taking over the world with his music, it was time for his website to catch up with his success; To create an environment for music video releases, a glimps of the person behind the artist, all wrapped in an unforgettable website experience while staying true to his brand.

Desert · *Everyone needs a bit of Bali* · Angels · *"Fresh air for the creative vibes"* · I love this guy

VIBE

The first Layer is all about experiencing Garrix as if you were at his tour/show. He's in the zone and he is a living icon. The symbolism used as he's performing, stage symmetry and design play a large role. The perspective in this layer is as you're at a show watching Martin Garrix from afar.

TONES

As this first layer puts Garrix on the pedestal, tones should be neutral and cool. There is low saturation and monochromatic look. The white balance leans towards the blue end of the spectrum. This is reflected in blue tones visible in light beams or the + and × on stage.

TYPOGRAPHY

In this layer, we introduce Neue Plak, extended version of the typeface, which is is a little more loose and has more personality than the regular Neue Plak. Combining this extended typeface with the serif font Caslon 224 creates an a great transition into the next layer.

"Thank you Houston, last night was epic!!"

#FANS #ARTISTS #FRIENDS

OFFSTAGE

Layer 2: OffStage represents Martin Garrix from the moment he steps off stage. Martin Garrix becomes Martin, approachable and socializes with his friends/artists and fans.

VIBES

Layer 2 is about the experience of Martin as he gets off the stage, who is Martin when he becomes more accessible, yet still in his professional environment. This layer is about meeting other artists, friends, and fans. The perspective is still from a fan point of view, but it's closer to the artist.

TONES

Using plenty of white space and light and/or desatured background colors the photography really shines here. Because of the variety in photographs/videos the colors in these photos/videos paint a versatile picture of Martin.

#PERSONAL #FAMILY #ESSENCE

Martijn

Layer 3: The deepest layer is all about Martijn; the essence of the man that is the artist Martin Garrix. Stripped of all glitter, glamour you find Martijn in his purest form. A person who get's inspired by the world around him, having fun, being more vulnerable. This is what sparks and fuels his creativity.

Tones

The colors within this layer are warmer compared to the other two layers. The photos and videos are less orchestrated (no light shows) in their tones and composition. Since this adds to the feeling that these are personal moments.

Summer 2019

Typography

To emphasize the personal perspective and approachability,the serif typeface Caslon 224 plays the lead role in this layer. This gives a distinct look-and-feel compare to the the top layer. This can be enhanced by italics when Martijn is saying something, like the photo/video captions.

Vibes

This layer is all about the person behind the artist. This is captured by showing authentic moments in a genuine way. Everything you see is authentic and unorchestrated. Martijn almost kind of becomes the narrator, meaning the copy next to personal moments captured in video and photo can be captions by Martijn.

Deliverables

We delivered an awesome website where fans can get to know 3 sides to Martin Garrix, together with an environment to discover new releases and upcoming shows. Our codebase was setup flexible, with a CMS to give the Garrix team freedom to create their own content.

n Dean Lewis.

ve never seen anyone

th that kind of energy."

s on meeting with Martin Garrix. He'd been on tour playing

raight so his voice was almost gone. So we first started

#UN FACTS

✚✖ ☰ MENU

NEW RELEASE 02/15/2020

USED TO LOVE (ACOUSTIC)

—— Martin Garrix feat. Dean Lewis

READ THE STORY

MARTIN GARRIX & DEAN LEWIS
USED TO LOVE
ACOUSTIC VERSION
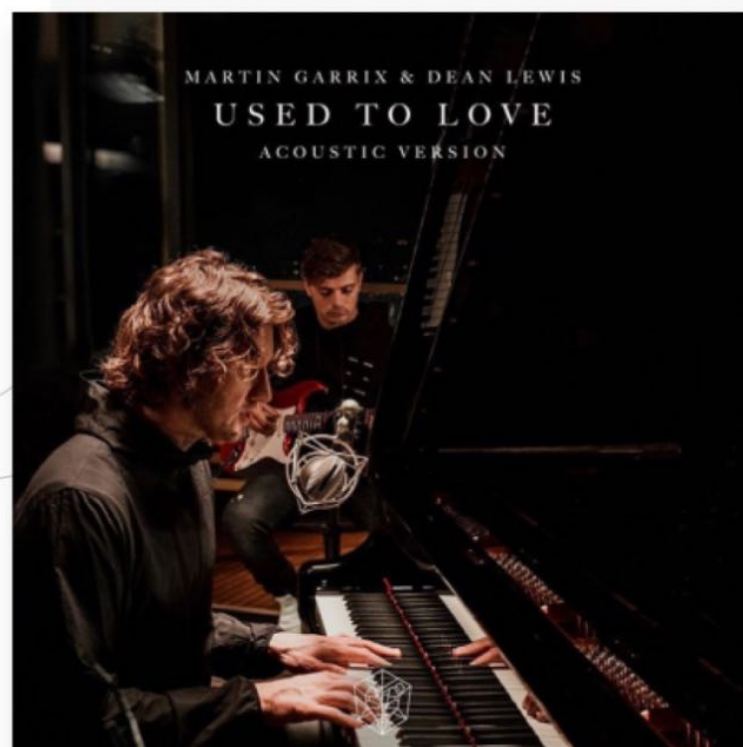
CHECK ALL LATEST RELEASES

All   2020   2019   2018   **FILTER BY YEAR** ▾

NEW RELEASE 02/14/2020

USED TO LOVE (ACOUSTIC)
—— Martin Garrix feat. Dean Lewis

More info →

NEW RELEASE 02/14/2020

HOLD ON
—— Martin Garrix, Matisse & Sadko feat. Michel Zitron – Hold On

More info →

02/14/2020

USED TO LOVE
—— Martin Garrix feat. Dean Lewis

More info →

08/16/2019

HOME
—— Martin Garrix feat. Bonn

"I've never seen anyone with that kind of energy."

——

- Dean Lewis on meeting with Martin Garrix. He'd been on tour playing live 3 days straight so his voice was almost gone. So we first started jamming at the STMPD studio, then recording the guitars and verses so we'd give him some rest.

FUN FACTS

——

In the end we recorded Used to Love in 3 days!

During an Amsterdam Canal Tour we wrote another song out of the blue!

Fyngo

A huge hurdle for organizations is growing pains and the overload inter-disciplinary communication brings. Fyngo (meaning to instruct) is the solution business leaders need to speak with their engineers.

[Go to project ↗]

Industry	SaaS, B2B, Business Rules Engine
Headquarter	Switzerland
Company size	<10
Our services	Branding • UX Design • Visual Design

Introduction

Fyngo is the brain-child of Charles; a former CTO for mid-size companies that constantly ran into the same challenges when it came to organizational communications.

Product managers, technical engineers and their executive stakeholders all vary in policy-making understanding and guiding principles in the enterprise. Be it office rules or entire product architecture.

Implementing new features is costly; especially when all live-changing decisions are communicated through a simple whiteboard drawing and thousands of corresponding e-mails with the entire company in the BCC/CC.

Challenge

A scalable, collaborative platform where enterprise decision-makers can express their entirety of business with (non-)technical people to better synchronize.

Deliverables

Through extensive UX Research we created an interactive prototype that is used for onboarding new users to Fyngo. We also created a full-fletched brand concept that aligns with the values of the client's client and communicates it's to be taken seriously. The web app was designed to deliberately stand-out from the crowd. So long e-mail clients, cloud soup, unsecured photo-sharing and losing your amazing ideas in piles of paper!

Yummygum

Medical Center Chicago

Menu | Builder | Table

Search | Filter ⌄ | Groups ⌄ | Sorting ⌄

Carl Yijong
Yummygum

All ⟩ Neuroscience ⟩ Actions

- ⌄ All
  - ⌄ Patients
    - ⌄ Neuroscience
      - Actions
      - Formulas +
  - ⌄ Operations
    - › Supplies

Selection

Pan

Table

Property

Icons

⠿ Actions

Location	State	
Coded	Pheonix	RDF
Not coded	Phoenix	RDF
Archive	Archive	
Pinbox	Chip Chip Chip	
Mailbox	Mailbox	

AND

⠿ Enter table title...

Tag	Influence
Coding Coded	Visible, greyed out, inivisble

Product   Solutions   Industries   About   Sign in   **Download**

Your business rules
with Fyngo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.

Price displayed in webshop

Wholesale price + 20%

Wholesale price + 20% –
disount

Order status

OR

Preliminary

Cancelled

Commissioned

Price displayed in acounting

03.. Testimonials

"Yummygum helped us tell the Watermelon tale through a brand new branding. Besides, they also walked the walk with a professional design process, a dedicated team and open communication. No nonsense, just hard work! They show that they care. As a result: we've got an outstanding new conversational website!"

Marieke Mutsaerts
Marketing at Watermelon

Hey!

How can I help you?

11:27
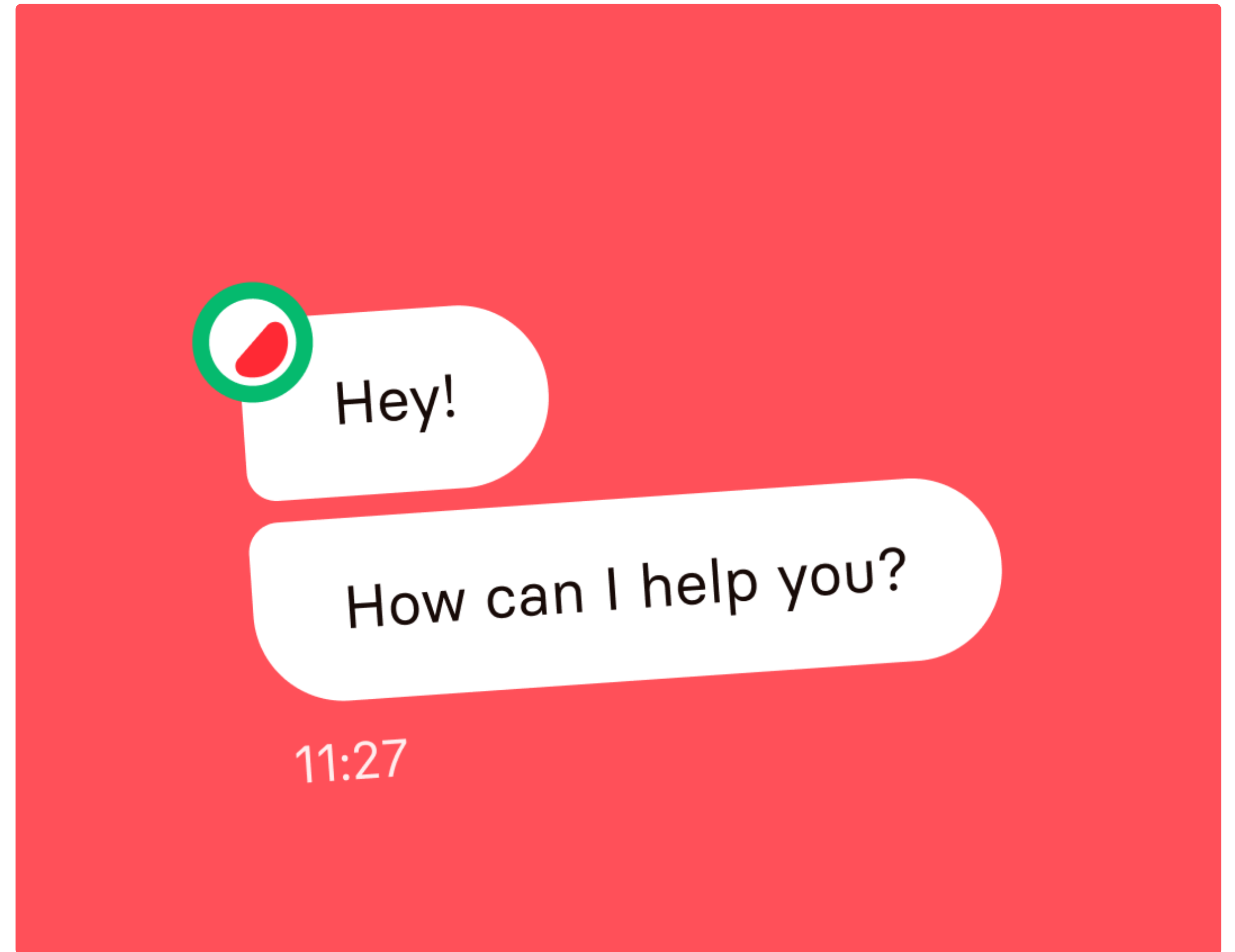
Watermelon

We helped Watermelon with a reimagined brand, an easily extensible design system and gorgeous new website.

Branding • UX Design • Visual Design • Development

Go to project ↗

Yummygum

"Yummygum makes things that look amazing, but their ability to really dig into the underlying problem is what impresses me."

Scott O'reilly
Owner at Spider Strategies
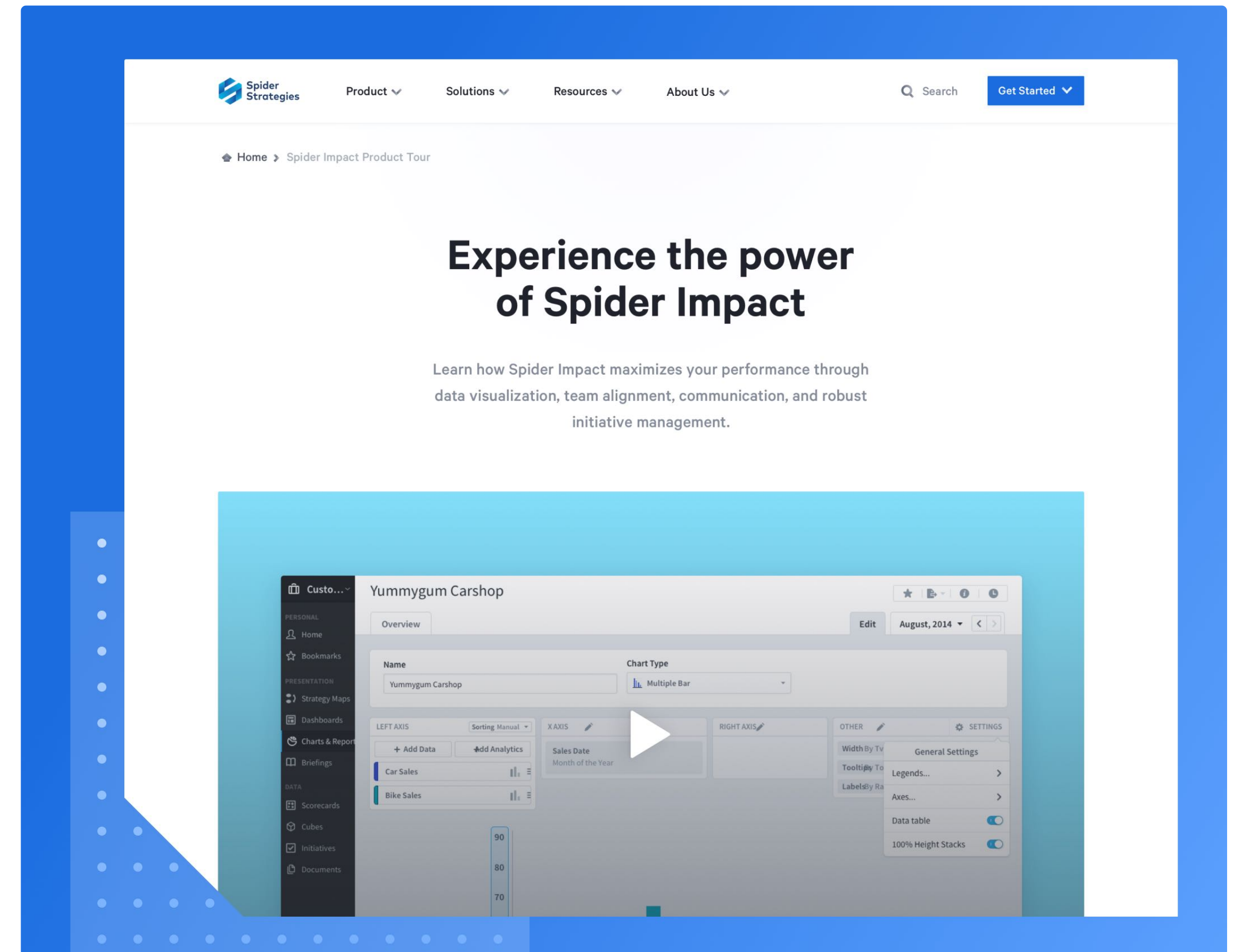
Spider Strategies

The Spider Strategies marketing website leveled up after we applied our research driven process.

Branding • UX Design • Visual Design • Development

Go to project ↗

"We were very much impressed by the thorough approach in combination with a quick way of communicating."

Rob Kroezen
Founder at Employes
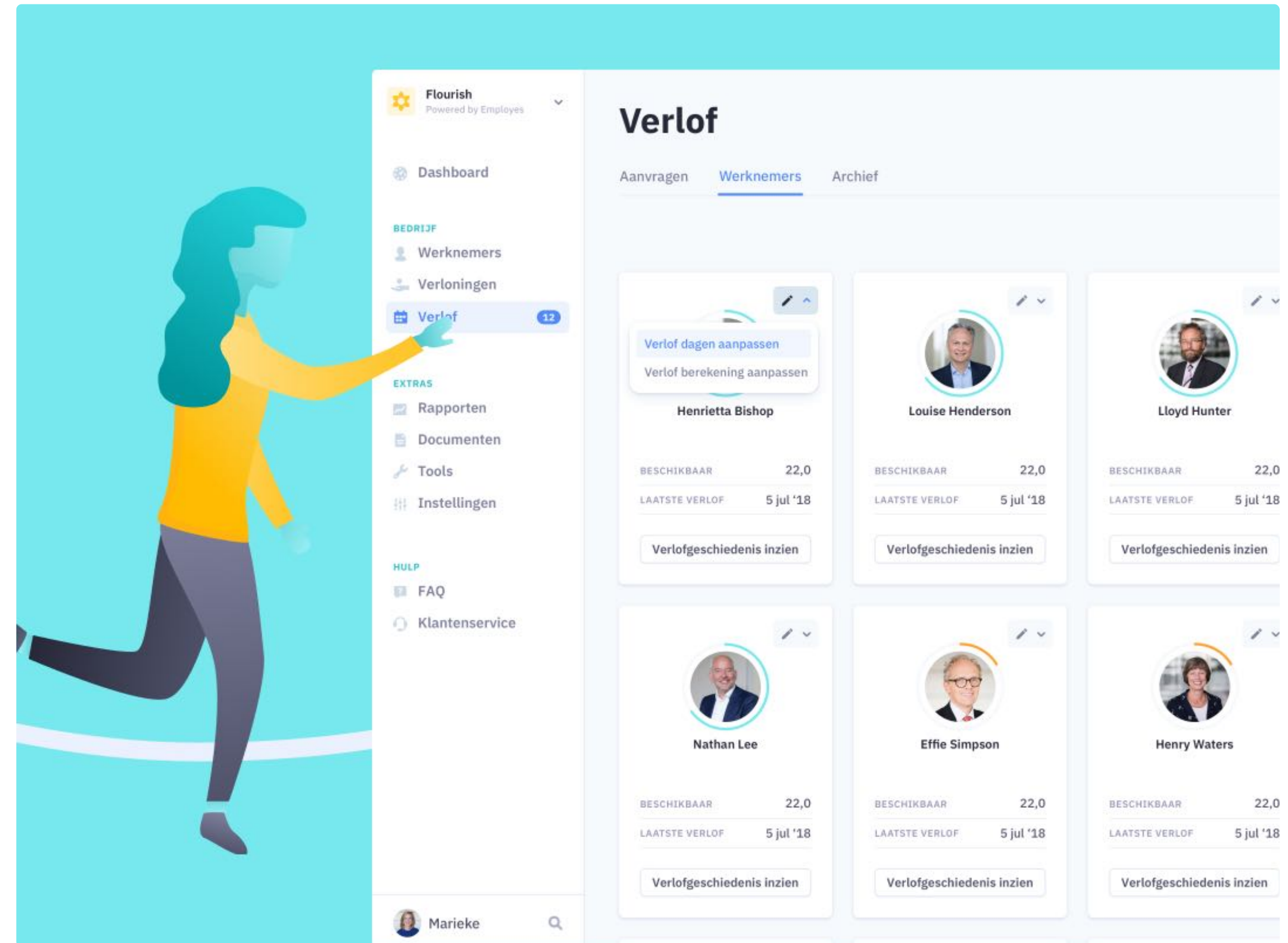
Employes

Small to medium sized business owners should be able to easily manage their payroll and HR activities. Together with Employes we've made it happen for the European market.

Branding • UX Design • Visual Design • Development

Go to project ↗

04.. Services

Yummygum

Services

04.1 **Intro**

What we do on the daily and how it aligns with your company's needs

04.2 **Branding**

Creating memorable brands that put the spotlight on who what makes you special

04.3 **UX Design**

We do user testing and market research to lay the foundation for any digital product

04.4 **Visual Design**

Using custom made design systems to design the most gorgeous digital products

04.5 **Development**

Making products come to life using state-of-the-art tech stacks while writing neat code

Services

What we do on the daily

No matter how big your company is, as you expand and reach new highs you'll want an agency to have your back. One with a process that has proven itself over and over again. That's us. We're here to help you align, refine, design and build through **Branding**, **UX Design**, **Visual Design** and **Development**.

Branding

We create memorable brand identities that put the spotlight on who what makes you special.

Branding

Go by one dresscode; wear your heart on your sleeve

As new industries surface and existing ones saturate you'll want to stand out. Cue 'brand'. We help you build a memorable brand. One that tells your story. One that set expectations. One that helps you create relations with your audience and keep them strong.

Some of the things we excel at

— Logo Design   — Brand Collateral

— Brand Strategy   — Visual Identity

— Brand Book   — Co-creative Workshops

— 3hrs Brand Sprints
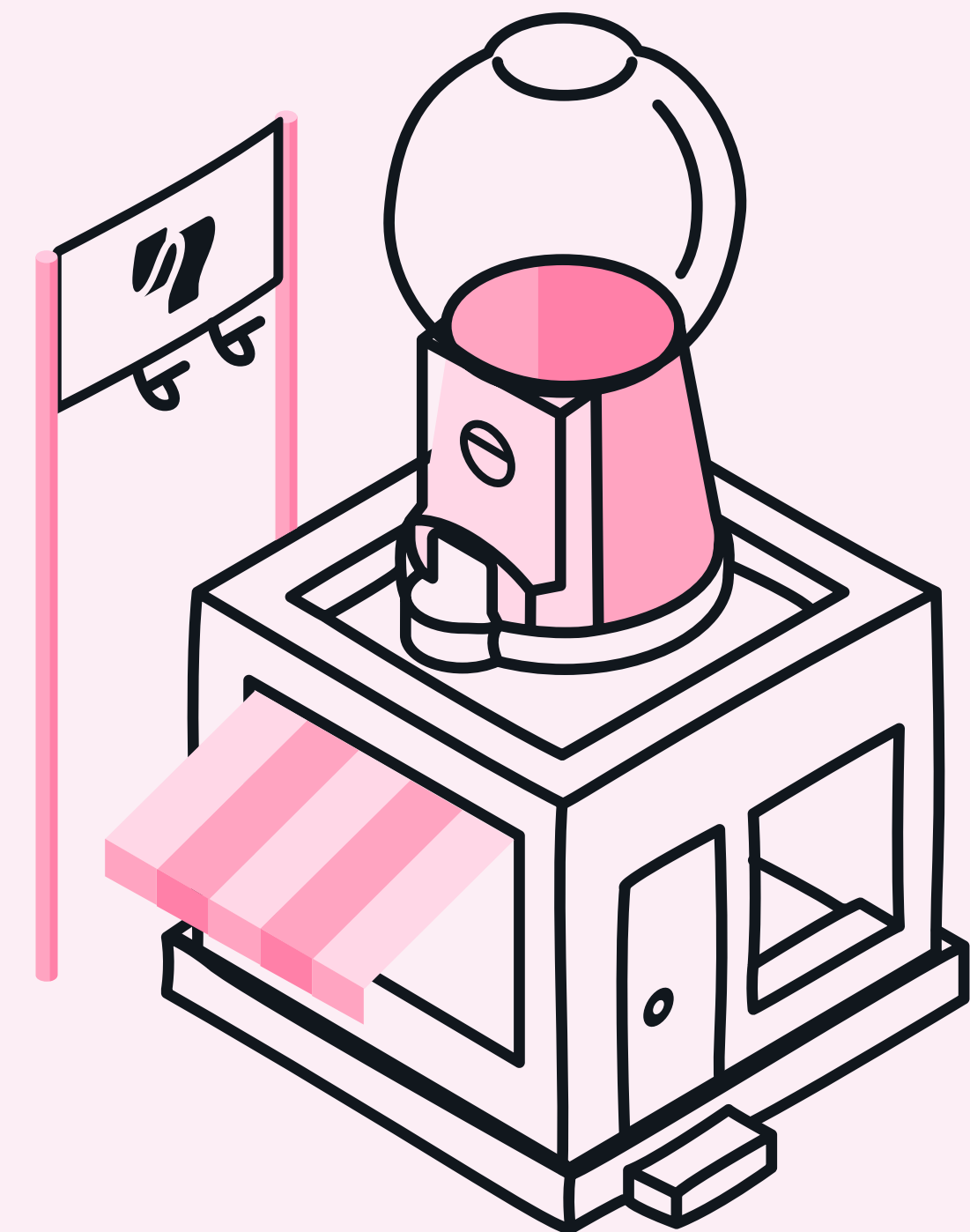
Meet our Branding team

These are the folks who can't wait to help you build a one-of-a-kind brand.

Leon

Mohammed
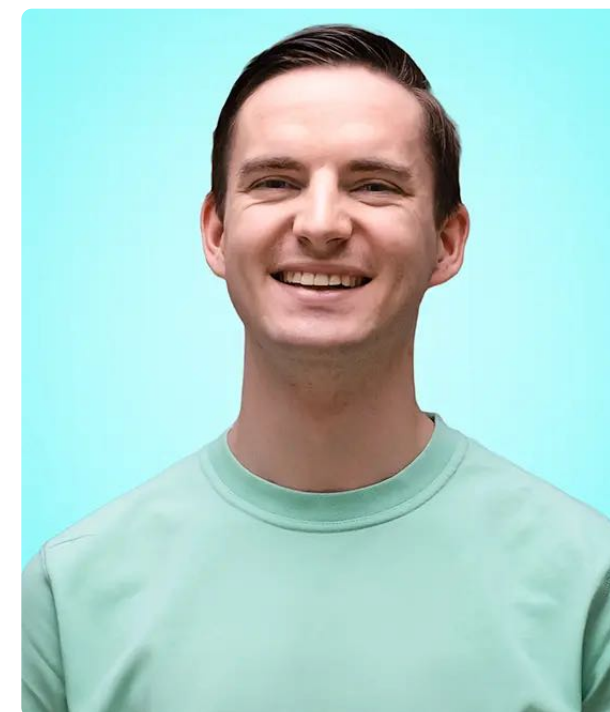
Hessel

Maxime

Vince

Our tools of choice

When using these tools our Visual Design is at its best. But we're also very experienced with other design tools that aren't part of our default 'stack'.
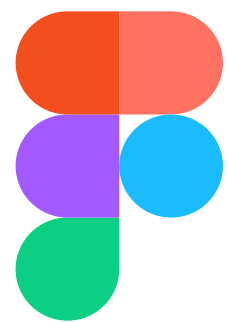
Figma	Linear	Illustrator	Slack	Notion

UX Design

We do user testing and market research to lay the foundation for any digital product.

Yummygum

UX Design

We research, we analyze, we design. And then do it again.

The world of creating digital products is filled with options, crossroads, stake holder interest and feature creep. But at the very heart, there's the people who use your product. We help you see clearly. Data helps us make informed decisions in a world full of assumptions.

Some of the things we excel at

— User Research
— Behaviour Analytics
— A/B Testing
— Usability Interviews
— Information Architecture

— Wireframing
— Co-creative Workshops
— Psychology & Heuristics
— SEO Keywords
— Customer Journey
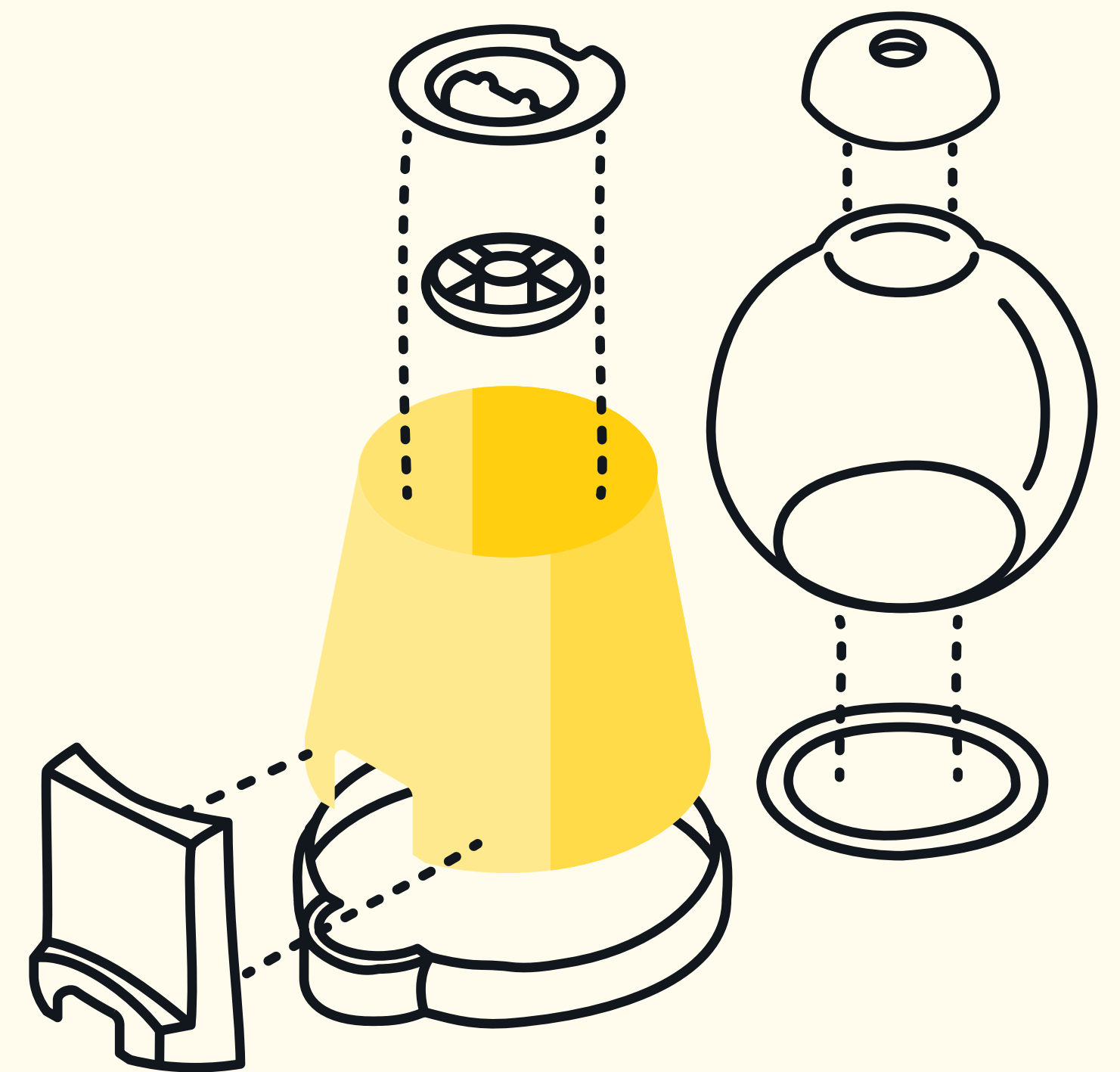
Say hi to our UX Design team

Our skilled and experienced team of UX designers can't wait to help you create an engaging experience.
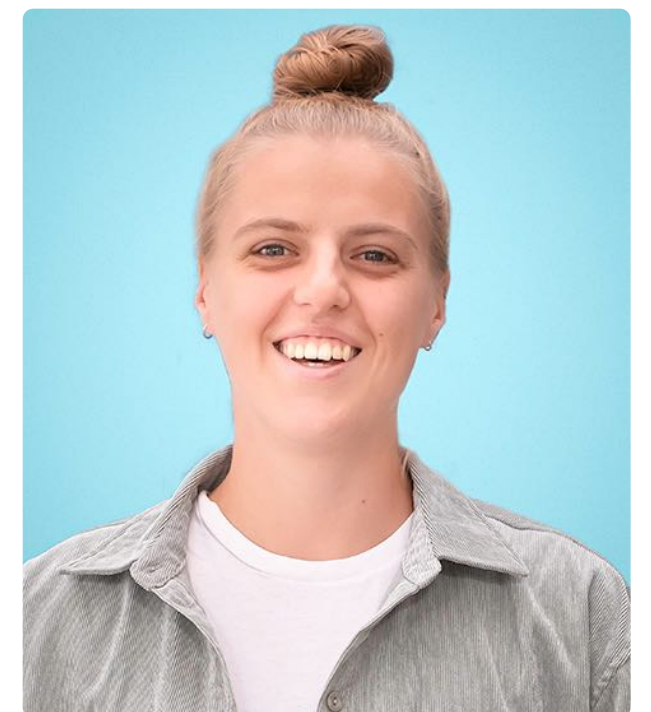
Maxime
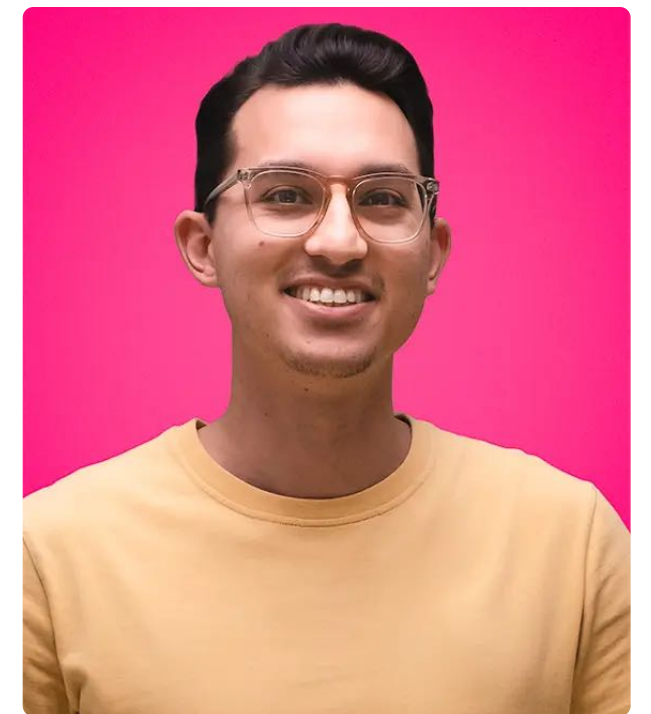
Vince

Micky-Puck

Nick
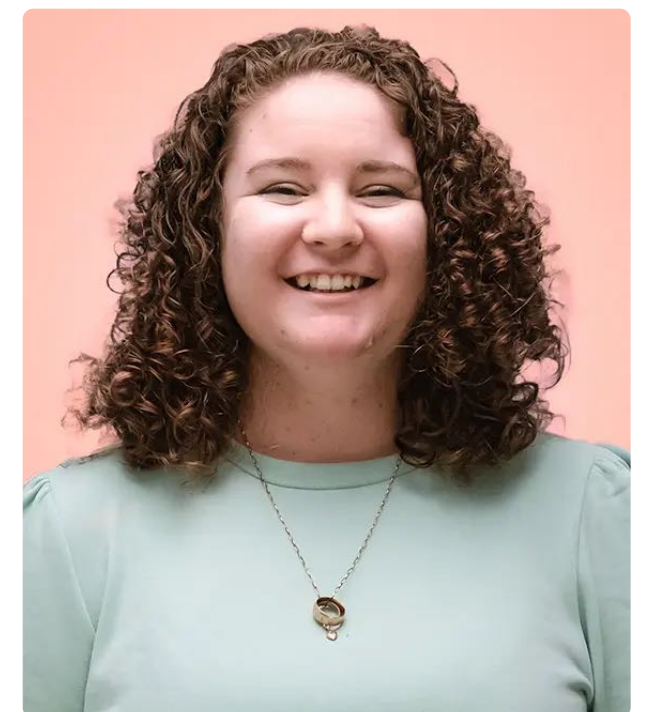
Cerys

Our tools of choice

When using these tools our Visual Design is at its best. But we're also very experienced with other design tools that aren't part of our default 'stack'.

|				
Whimsical	**Tag Manager**	**Miro**	**Notion**	**Slack**
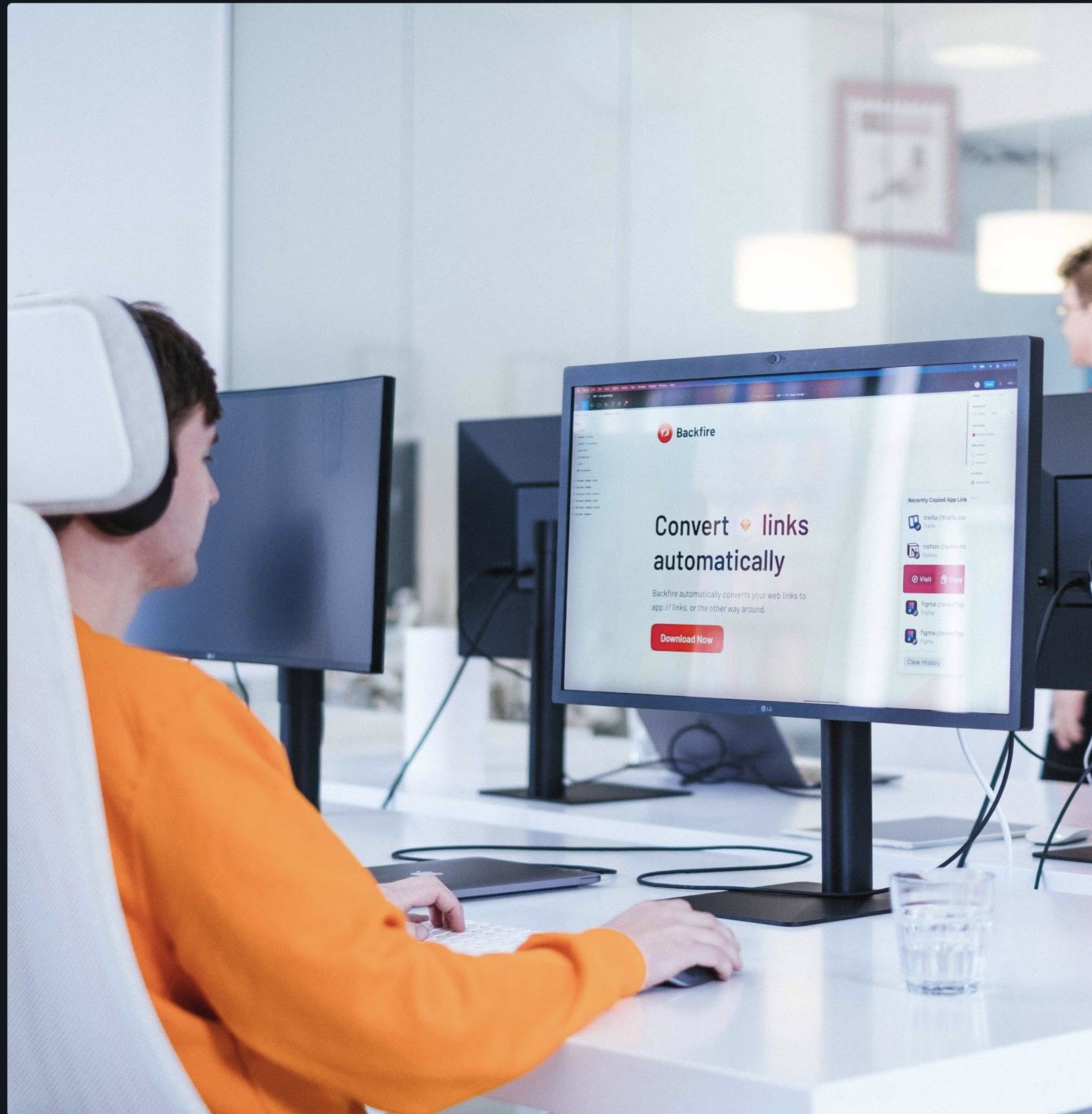
Visual Design

We design the most gorgeous digital products using custom made design systems.

Visual Design

Let's make this world a little prettier. We'll go first.

Sometimes it can be challenging for clients to pinpoint what they want. Luckily our visual design team knows how to read between the lines. We bring the creativity, you bring the vision. Together we make exceptional design happen.

Some of the things we excel at

— Websites

— Web Apps

— Mobile Apps

— Design Systems

— Company Decks

— Iconography

— Illustrations

— Motion Design

— Clickable Prototypes

— HTML Email Design

Say hi to our Visual Design team

These are the people who'll be making the design magic happen.

Leon
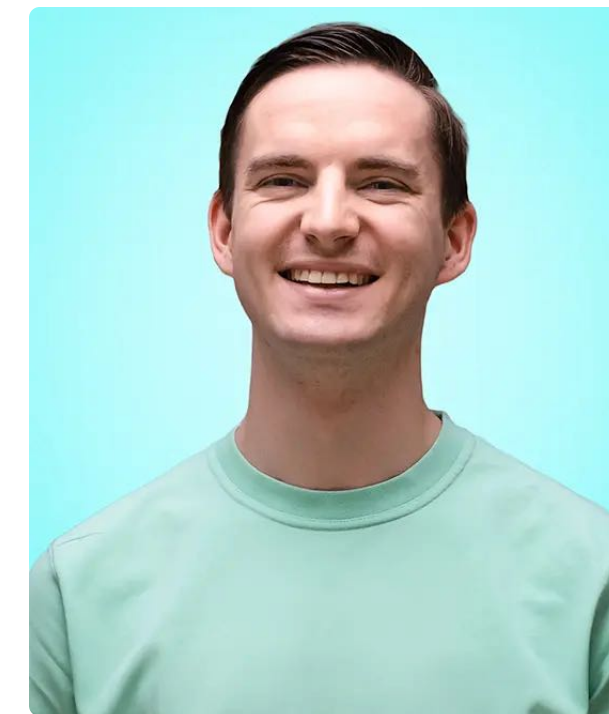
Hessel
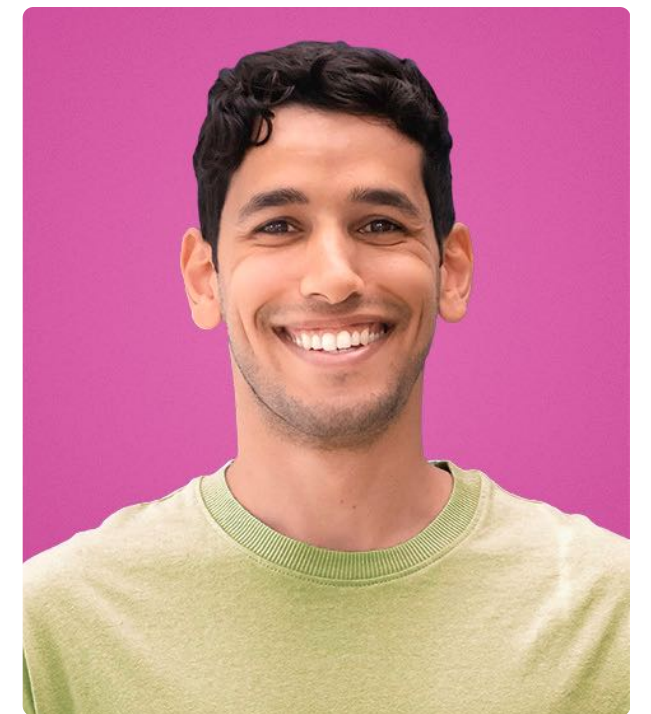
Mohammed

Sandro
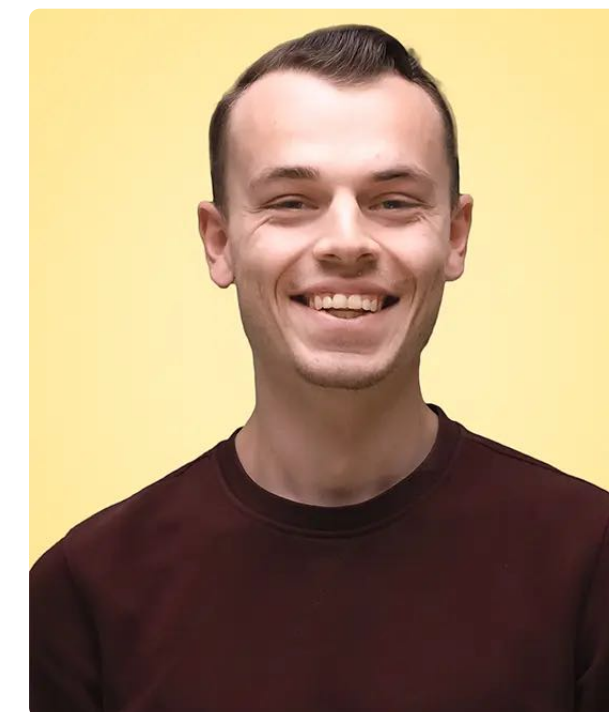
Ruben

Emma

Our tools of choice

When using these tools our Visual Design is at its best. But we're also very experienced with other design tools that aren't part of our default 'stack'.
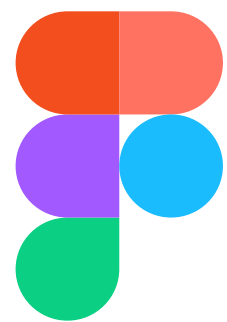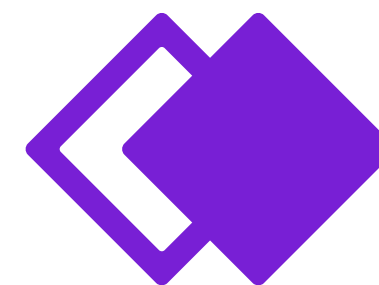
| Figma | Linear | Whimsical | Slack | Notion |

Development

We make products come to life using state-of-the-art tech stacks while writing neat code.
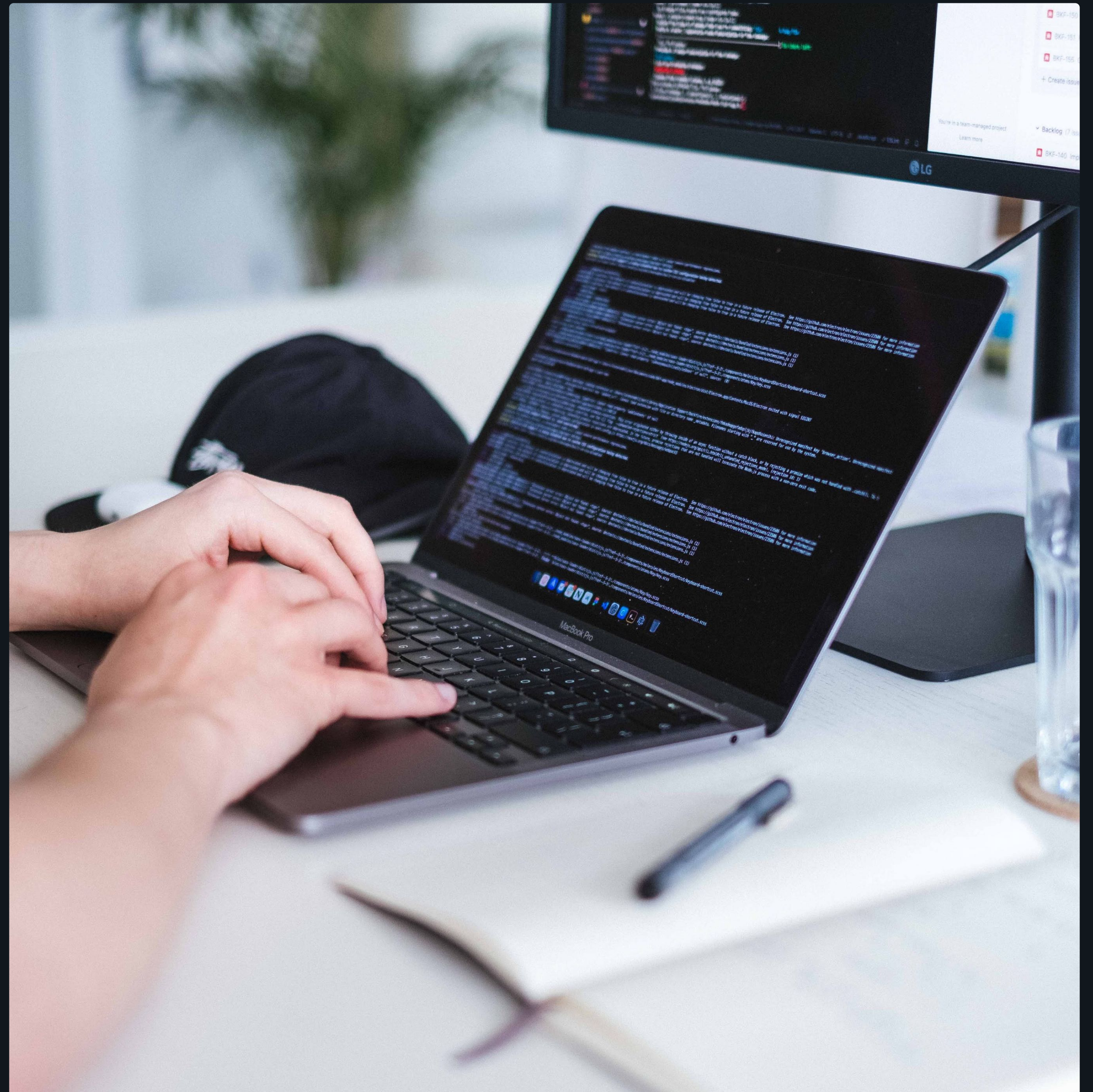
Development

A heart for code, an eye for detail and a nose for improvement

Your target audience expects nothing less than a fast performing, smooth running and stunning app or web experience. Good thing we love making great design come to life through code.

Some of the things we excel at

— Websites

— Web Apps

— Mobile Apps

— CSS & JS Animations

— Continuous Integration

— Performance Improvement

— Design Systems

— (Headless) CMS Integration

— SEO Optimization

— Design Tool Plugins
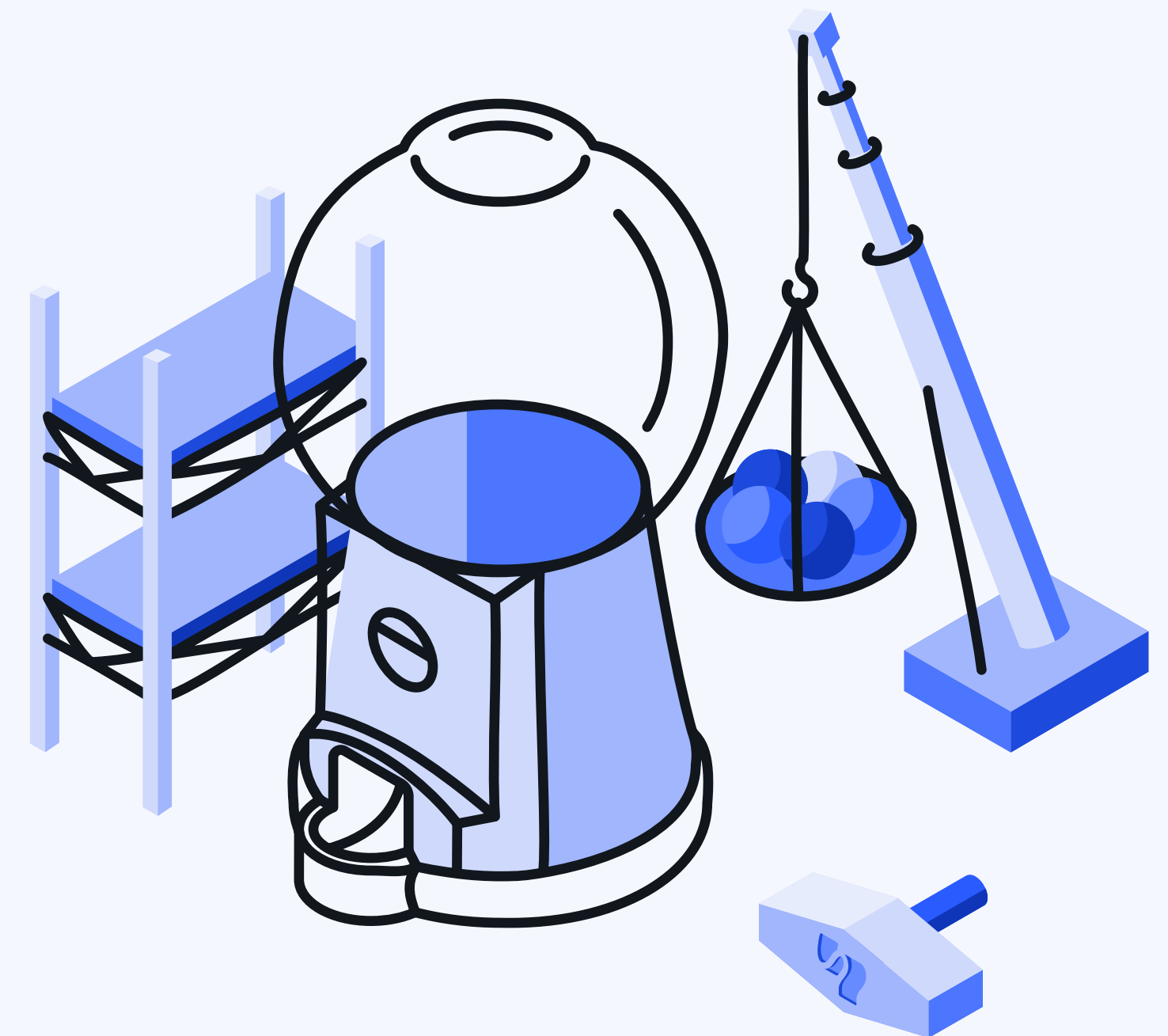
Wave at our Development team

Our talented team of developers is excitingly waiting to build your next product.

Donovan

Nils

Daan

Teun

Zoey

Our tools of choice

When using these tools our Visual Design is at its best. But we're also very experienced with other design tools that aren't part of our default 'stack'.
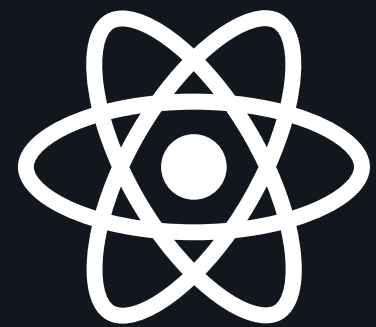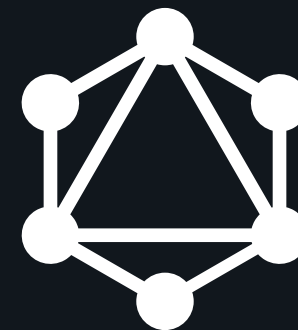
| React | Typescript | GraphQL | Framer Motion | Bit.dev |

05. **About**

Yummygum

About

Our approach

Adding delight

At Yummygum we want to create helpful, intuitive **delightful** experiences for people. People who (briefly) touch base with your brand. People who hear of your company for the first time. People who use your digital product.

We believe the best way to do this is by approaching projects as a collaboration. You know everything about your business, we know what it takes to turn an idea into an impactful brand or digital product that leaves a lasting impression. In the blink of an eye.
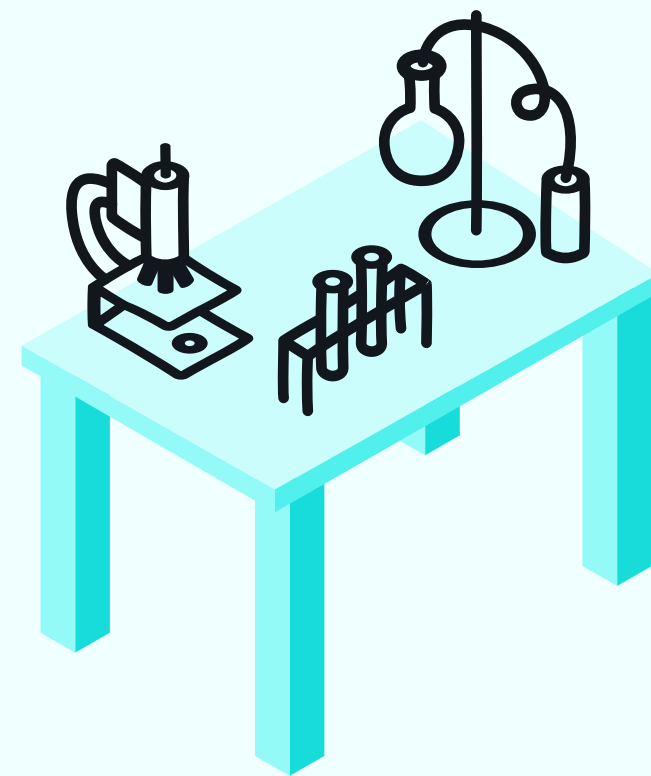
Our Core Values

Our DNA is shaped around 4 core values: craft, eagerness, excellence and enjoyment.
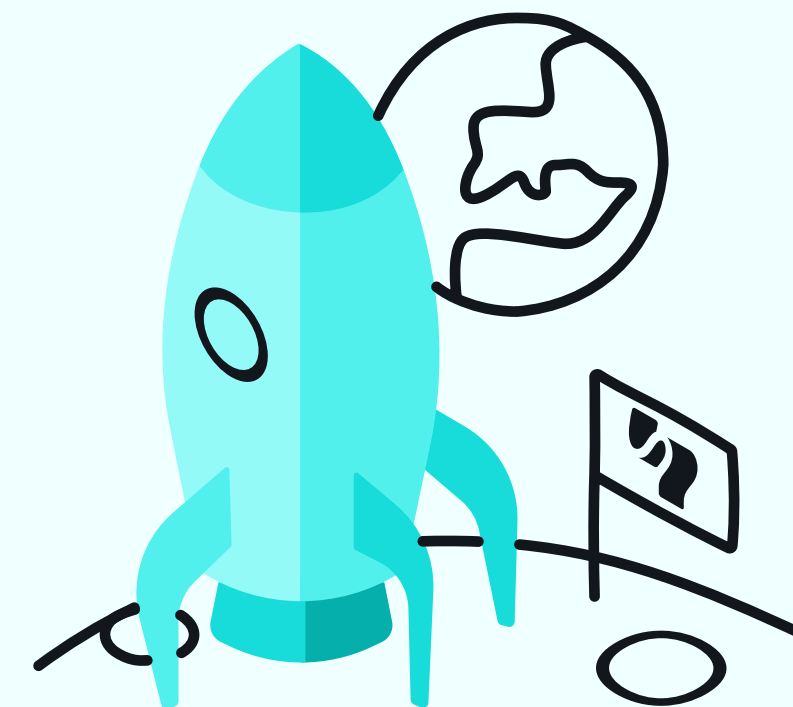These values is what we breathe every day and put into our work.
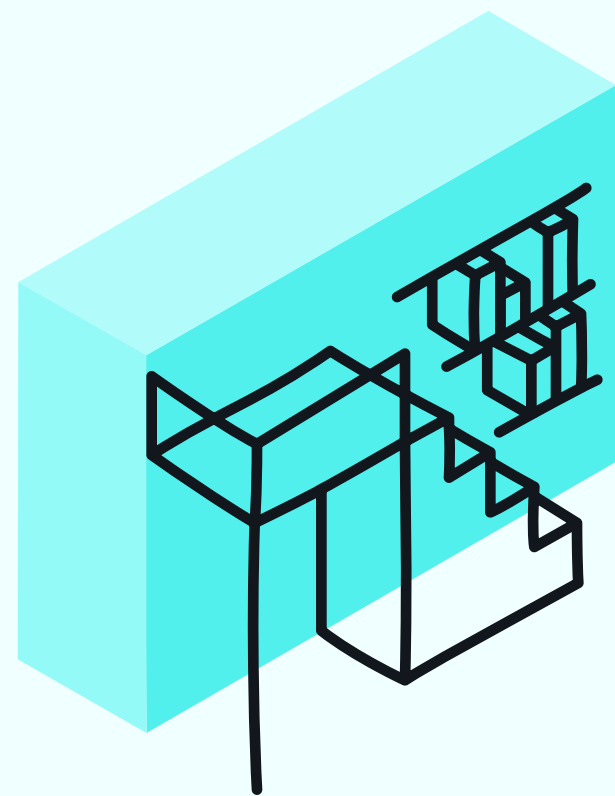
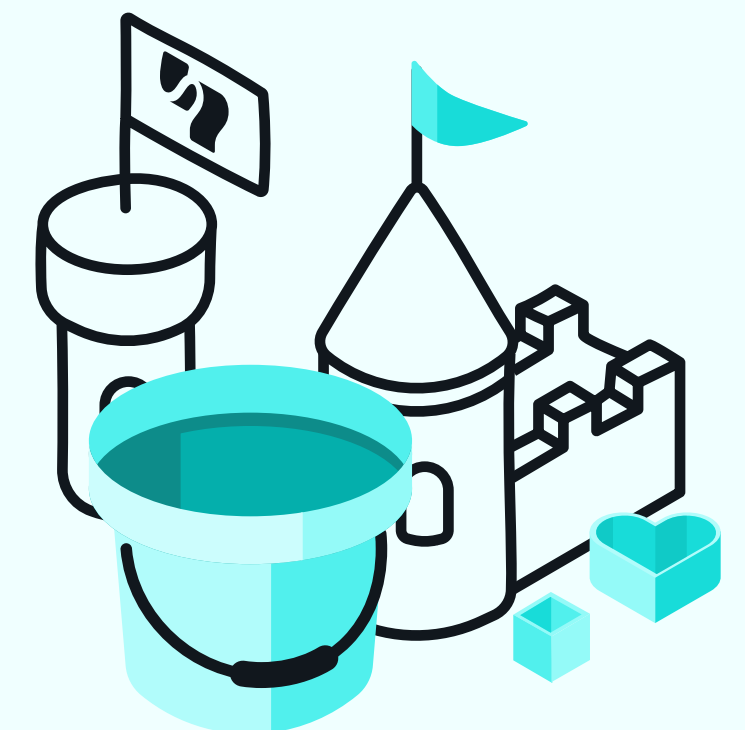**Advance**

Never stop learning

Eager

Grasp every opportunity

Excellence

Add the cherry on top

Joy

Let's make something!

Meet the team

Our team is jam packed with creative, smart and bubbly people. We inspire each other to improve daily, and be the best and happiest we can be.

Stats

Since Yummygum was founded we have worked so many amazing people and rad brands it's hard to keep count. But fortunately we're good at keeping count.

150+
Happy clients served
with amazing projects

$200M+
Funding received by
our clients

14+
Years of agency
experience

06.. Contact

Yummygum office

Rozengracht

Anne Frank house

Kinkerstraat

Overtoom

Amsterdam Centraal

Vondelpark

Rijksmuseum

Wibautstraat

Artis Zoo

Sarphatipark

Oosterpark

Rembrantpark

Our office lies beside the canals of Amsterdam

Our minimal and functional approach in aesthetic is felt in our office too. Feel free to visit our office by boat.

Our address

Jacob van Lennepkade 334H
1053 NJ Amsterdam
The Netherlands