Turn your brand into something that sticks
Our company

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01. Intro
We're a digital agency with a taste for memorable brands and outstanding products

Yummygum has been delivering top notch digital solutions for over 15 years. We work with amazing companies, ranging from small startups to heavy weight enterprises.

From our office in Amsterdam we deliver memorable brands, and design and build amazing digital products.
A selection of our clients

We enjoy being in close contact with decision makers who are passionate about their business or projects.
Story & leadership

In 2009 — almost 15 years ago — both Vince and Leon set out together to make the digital world a more enjoyable place by getting really good design into the hands of users. Tasty design, delicious experiences and interestingly flavored codebases. Yummygum was born.

Fast forward to today and we're a full-fledged digital agency that still has that very same drive and motivation.

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 communication and high quality results.
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.
Branding

Go by one dresscode; wear your heart on your sleeve

Some of the things we excel at

- Logo Design
- Brand Strategy
- Brand Book
- 3hrs Brand Sprints
- Brand Collateral
- Visual Identity
- Co-creative Workshops

Our tools of choice for branding

- Figma
- Illustrator
- Notion
- Slack
02. Approach
Our proven process

To be able to build the most memorable and amazing brands that stick, we rely on our trusty four step process. By following this process we help all of your stakeholders align, and make everyone on your team wear the new brand identity with pride.

01. Discovery
02. Strategy
03. Ideation
04. Design
01. Discovery

In this phase we:

- Understand the goals of the (re)brand
- Conduct a brand audit
- Understand the brand’s current position
- Research the brand’s audience
- Research the brand’s competitors
- Learn about the brand’s core values
- Understand the brand’s what, how, why
02. Strategy

In this phase we:

- Draw conclusions of discover phase
- Define the brand core/essence
- Pinpoint the brand value proposition
- Write the brand story to tie it together
- Settle on the brand personality
- Specify the messaging
03. Ideation

In this phase we:

- Take the first visual and 'vocal' steps
- Brainstorm and conceptualize
- Create and present concepts
- Explore possible visual directions
- Get client input and preferences
04. Design

In this phase we:

- Further develop the brand identity
- Lock in the final brand's look and feel
- Apply visual identity to brand touch points
- Design digital collateral
- Define rules & guidelines of brand id
- Handoff project & deliverables to client
03. Projects
Projects

Memorable brands, full stop.

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.
Breathing new life into the world of travel and stays

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

Vio.com
Deals in all shapes & sizes
Concept:
Deals come in all shapes & sizes
There’s a deal for everyone & for every type of traveler.
Focus on deals
Colorful
Numerous possibilities

Circular
The quick brown fox jumps over the lazy dog

Gems Hotel
$324
€195

فندق الجوهرة
 предостrazil
$324
€195

The quick brown fox jumps over the lazy dog.
Plus Members get even better deals

a better deal.

Vio.com
Rethinking an IT consultancy firm brand to be out of this world

We helped Tuple reach for the stars with a redesigned, expressive brand to match their ambitions for years to come.
Be lightyears ahead of your competitors
// Plugin setup
const {
  'lighthouse',
  'pa11y',
  prepareAudit
} = require('cypress-audit')

module.exports = (on, config) => {
  on('before:browser:launch', prepareAudit(lighthouse, pa11y, { format: 'minimal' }));

  on('task', {
    lighthouse: lighthouse,
    pa11y: pa11y
  });

  // Integration test
  it('Audits PAGE', () => {
    cy.visit('/')
    cy.lighthouse({
      performance: 90,
      accessibility: 100,
      'best-practices': 100,
      seo: 100,
      pwa: 100
    });
  });
}
Colors
The colors used in our designs are:
- Purple
- Gray
- Blue
- Green

Grayscale
- Bright Purple
- Dark Purple
- Light Purple
- Bright Gray
- Dark Gray
- Light Gray
- Bright Blue
- Dark Blue
- Light Blue
- Bright Green
- Dark Green
- Light Green

Gradients
- Purple gradient
- Gray gradient
- Blue gradient
- Green gradient

Typeface
- Founders Grotesk
- Poppins

Tracking & Line Height
- Loose
- Tight
- Normal
- Sug
- None

Logo Mark
- Position
- Alignment
- Spacing
- Size

Clearspace
- Background
- Foreground

IT Consultancy
- Development
- Design
- Marketing
Strengthening an educational software brand with sprinkles of fun

We helped Classroomscreen reach a new level with their brand alongside an extensive set of guidelines on how to express that brand visually on any platform or product.
Classroom management made easy

Gather around, class is about to start

Classroomscreen sees eye to eye with teachers

Teach your students with a smile

Vote remotely to the poll with any device
Getting started guide

Support your class activities, stimulate engagement and help your students.

Check out one of our many payment options.

My workspaces:
- 4th grade
- 5th grade
- 6th grade
- 7th grade

Fourth Grade:
- Isabella
- Jacob
- Jayden
- Mason
- Natalie
- Tom

Let's get started.
 Vote remotely to the poll with any device

Classroom management made easy
**Classroom management made easy**

**Branding values**
- Helpful
- Sincere
- Kind
- Accessible
- Together

**Branding combo**
Colors can be used together. These are the combinations that can be made for your patterns.

**Branding values**
These words represent the core values of ClassroomScreen. Here are the colors we want to stick to in the brand as well.

**Typography**
The brand consists of two typefaces: QuickSand as a heading typeface, once it is above 20px, and Nunito Sans as a complementary typeface used as a body font.

**Branding**
ClassroomScreen brand is an online tool that allows you to display the instructions for your lesson in a clear and visually attractive way. Choose from over 15 widgets to support your class activities and help students get to work.

**Typography**
The patterns are constructed using a single shape. The size of the patterns is based on the size of the text. As an example, a little with a 30px font is higher and smaller than one with a 20px font.

**Graph**

---

**Graph**

---

**Chart**

---
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
“We’d been trying to figure out how to position ourselves in a competing market. Through various workshop Yummygum guided us and delivered a beautiful brand identity that’s inspired us ever since. Thanks to Yummygum not only did we find the direction, we found our identity and have never been as motivated as we are now.”

Sefa Şentürk
“We were looking for an agency with lots of experience in branding and detailed icon design. Yummygum matched that criteria. We're very happy both with the results as well as with their entire process. The team listened to our needs and pro-actively helped us make decisions.”

Laurens Koppers
Founder at Classroomscreen
05. Rates and Timelines
<table>
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<tr>
<th>Plan</th>
<th>Price</th>
<th>Services Provided</th>
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| **Standard** | € 9.200 | - Branding intro (video)  
- Brand Sprint (Speedrun + Follow up call)  
- Brand Strategy  
  core (purpose, vision, mission, values, audience), positioning (brand story)  
- Visual Ingredients Workshop (Speedrun)  
- Brand Draft  
  2 concepts, each with: 1 overview slide, logo concept, color palette, typography, 3 mockups, graphic element  
- Brand Identity Guidelines  
  core (mission, story, values), logo, colors (incl. hex values), typography, graphical elements, photography |
| **Premium** | € 17.400 | - Branding intro (workshop)  
- Brand Sprint Workshop (3hrs + Follow up call)  
- Brand Strategy  
  core (purpose, vision, mission, values, audience), positioning (brand story, brand archetype)  
- Visual Ingredients Workshop (Full)  
- Brand Draft  
  3 concepts, each with: 1 overview slide, logo concept, color palette, typography, 5 mockups, graphic element, brand motion  
- Brand Identity Guidelines  
  core (mission, story, values, tone of voice), logo (incl monochrome & color version), colors (incl digital + print color values), typography (extended), graphical elements, photography, brand visualization (core idea explanation), applications (social media, website, stationary mockups), dos and donts |
Average timelines

Usually our projects take about 1-3 months to complete.

On each project you will have a dedicated Project Manager that owns the process and keeps you in the loop. Through milestone planning we work our way — in an agile manner — to successful completion.

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<th>Standard</th>
<th>Premium</th>
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<tr>
<td></td>
<td>6 - 10 weeks</td>
<td>8 - 12 weeks</td>
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06. 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 with 4 core values which 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!
Your new team of experts
Results in the numbers

Many successful projects lie in the past, are you next?

150+ Happy clients we worked with on amazing projects.

4.7☆ High client satisfaction rating with 4.7 out of 5.

25m+ Monthly views on projects we designed or built.

450m$ Funding secured by a selection of our clients.

80% Of our clients return for another project.

14+ Years of experience on digital products.
07. Let’s talk
We’re ready!
Now you know who we are, and what we do really well. Shall we talk about your next project?

Brand Identity
A new and memorable brand that sticks. Let’s research, get creative and create it for you.

UX Insights
Make informed decisions and understand and tailor your market and users properly.

Product Design
Gorgeous design is essential to get happy users and successful products.

Build Products
Ready to bring your idea to life, or take your product to the next level?
Vince loves to hear your ideas

*I enjoy translating your thoughts to our diversely skilled team for the best results*

— Vince

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