



Turn your brand into
something that sticks

Our company

01. **Intro**

02. **Approach**

03. **Projects**

04. **Testimonials**

05. **Rates and Timelines**

06. **About**

07. **Let's talk**

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.**



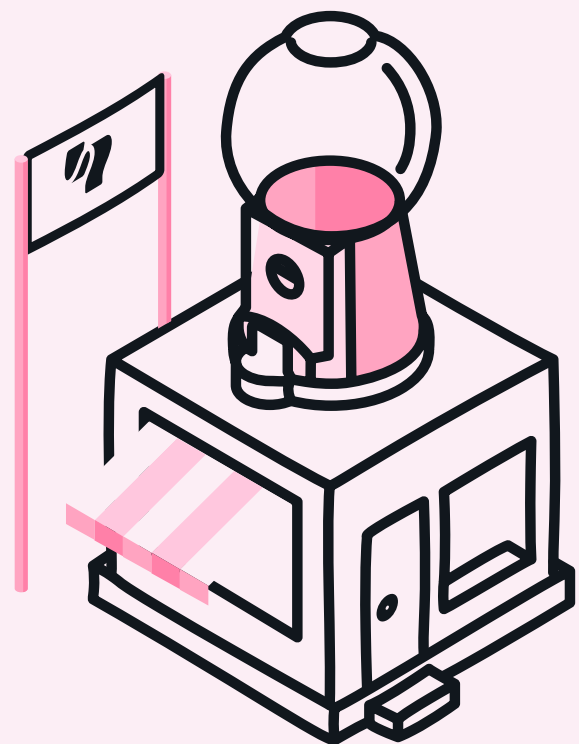
Vince



Leon

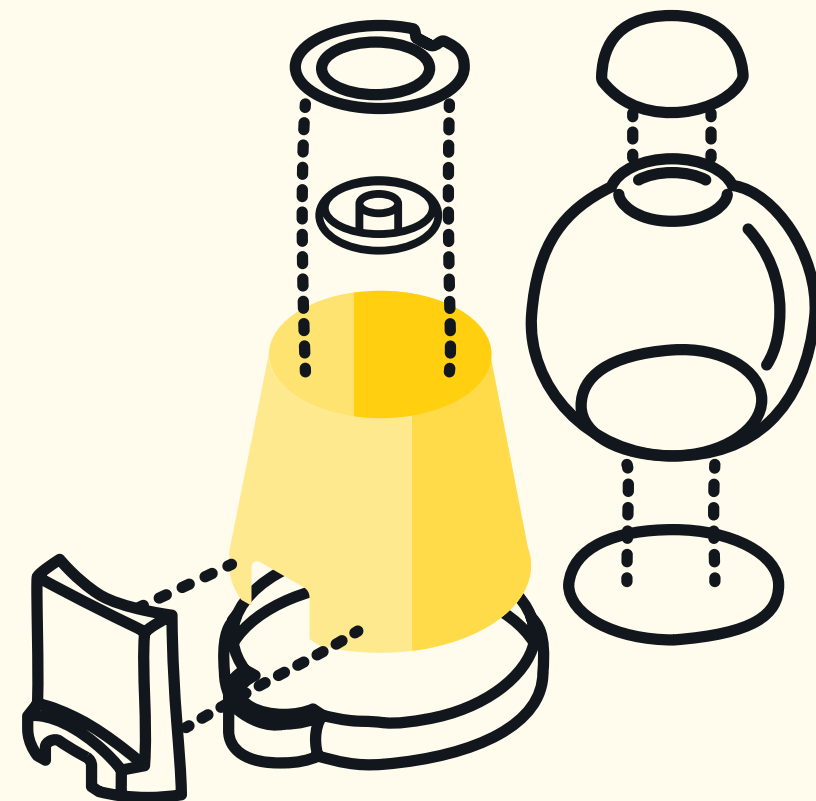
What we do

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.

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



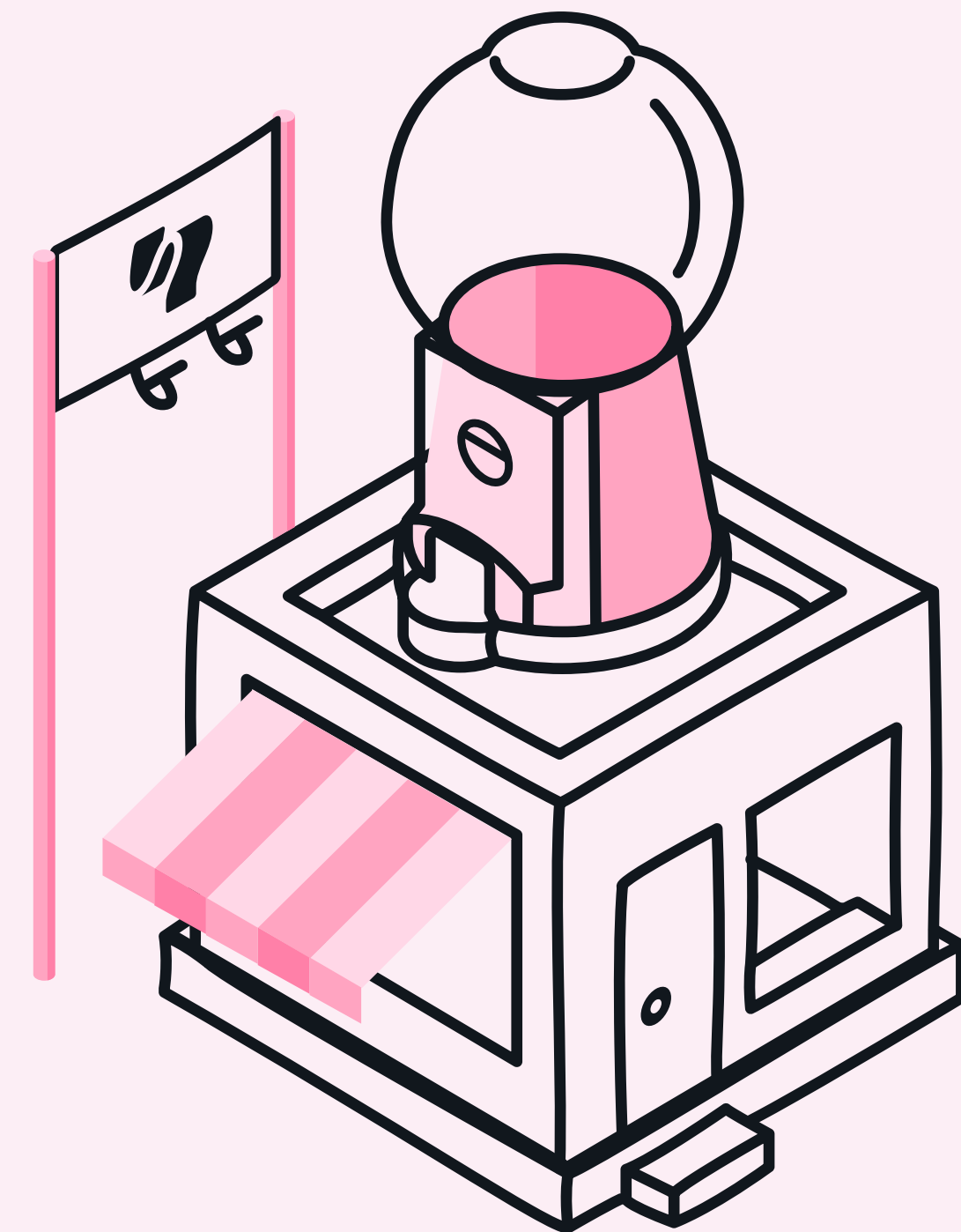
Illustrator



Notion



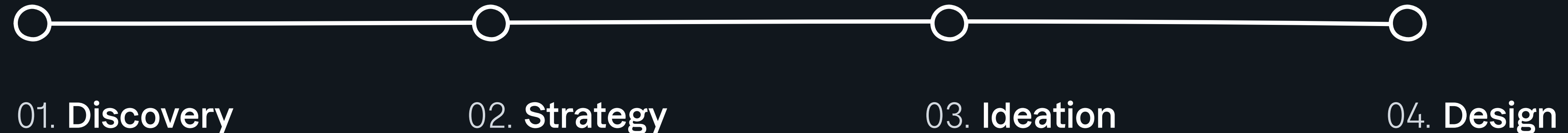
Slack



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

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

Strategy

Jacob van Lennepkade 334H
1053 NJ Amsterdam, the Netherlands
.com

What is a Brand Heart?

The Brand Heart is a document that contains all of the building blocks for a brand, the foundation. It's the starting point of all strategic decisions later on in the branding process.

The goal of the Brand Heart is twofold: not only does it function as a debrief of the input gathered from you, it also serves as a tool for your team internally to align on important matters and make sure it's a proper reflection of the answers to questions like: why does your company exist? What does its future look like? What are the brand values? Who do you care about?

Purpose

Why do we exist?

Helping our client by digitally transforming them into a leader in their industry.

Explanation

The vision is the long-term goal of your company, which sets out what the business wants to achieve.

Vision

What does the future look like?

Helping multinationals obtain high quality and future-proof software solutions.

01. Multinationals

Decision makers, such as CTO's, project owners and project managers, at large companies that operate in multiple countries.

02. MKB

Small and medium-sized enterprises (SMEs) and similar companies that don't have any mention-worthy technical expertise available within the company.

03. Software engineering/dev enthusiasts

Software engineering/dev enthusiasts are people who are passionate about building and developing software applications and/or solutions.

02. Messaging

Messaging refers to the way you talk about your brand, the contents and how that feels & sounds.

Brand story

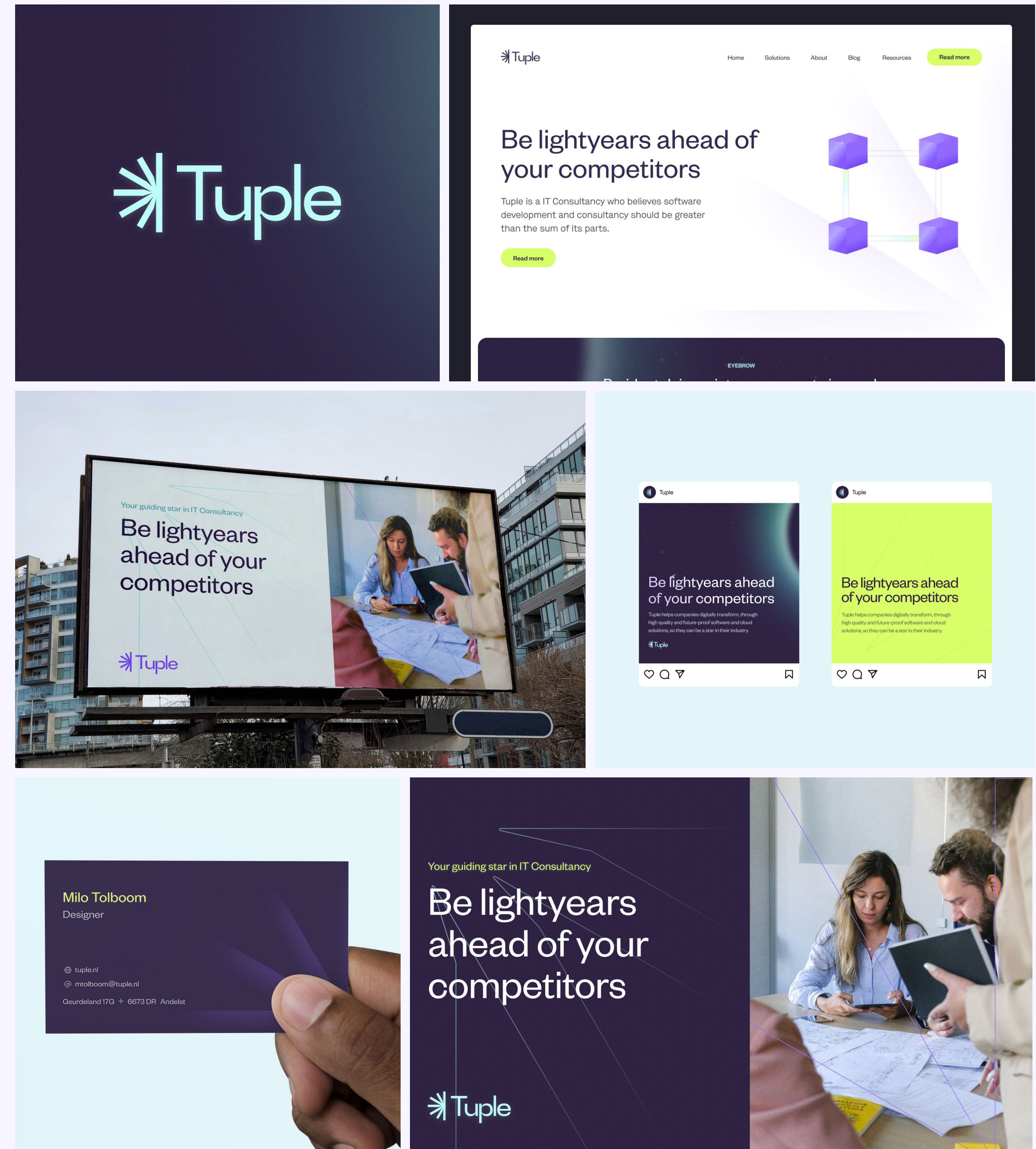
Multinationals have a certain status because they have found ways to stay ahead of

Because of this advantage, there is an ever-existing rat race to make sure the organization's ship is run. A large part of the

03. Ideation

In this phase we:

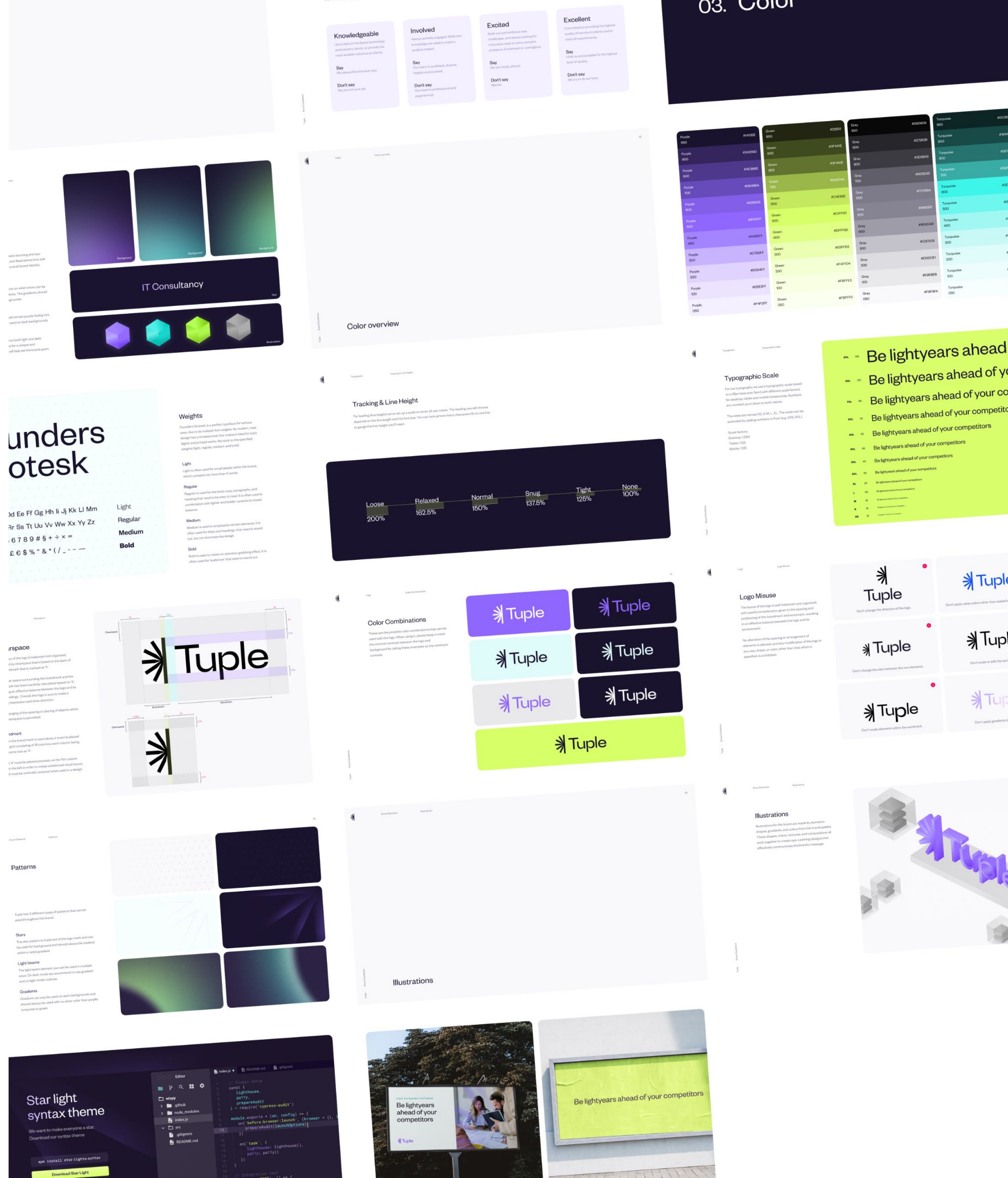
- Take the first visual and ‘vocal’ steps
- Brainstorm and conceptualize
- Create and present concepts
- Explore possible visual directions
- Get client input and preferences



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.

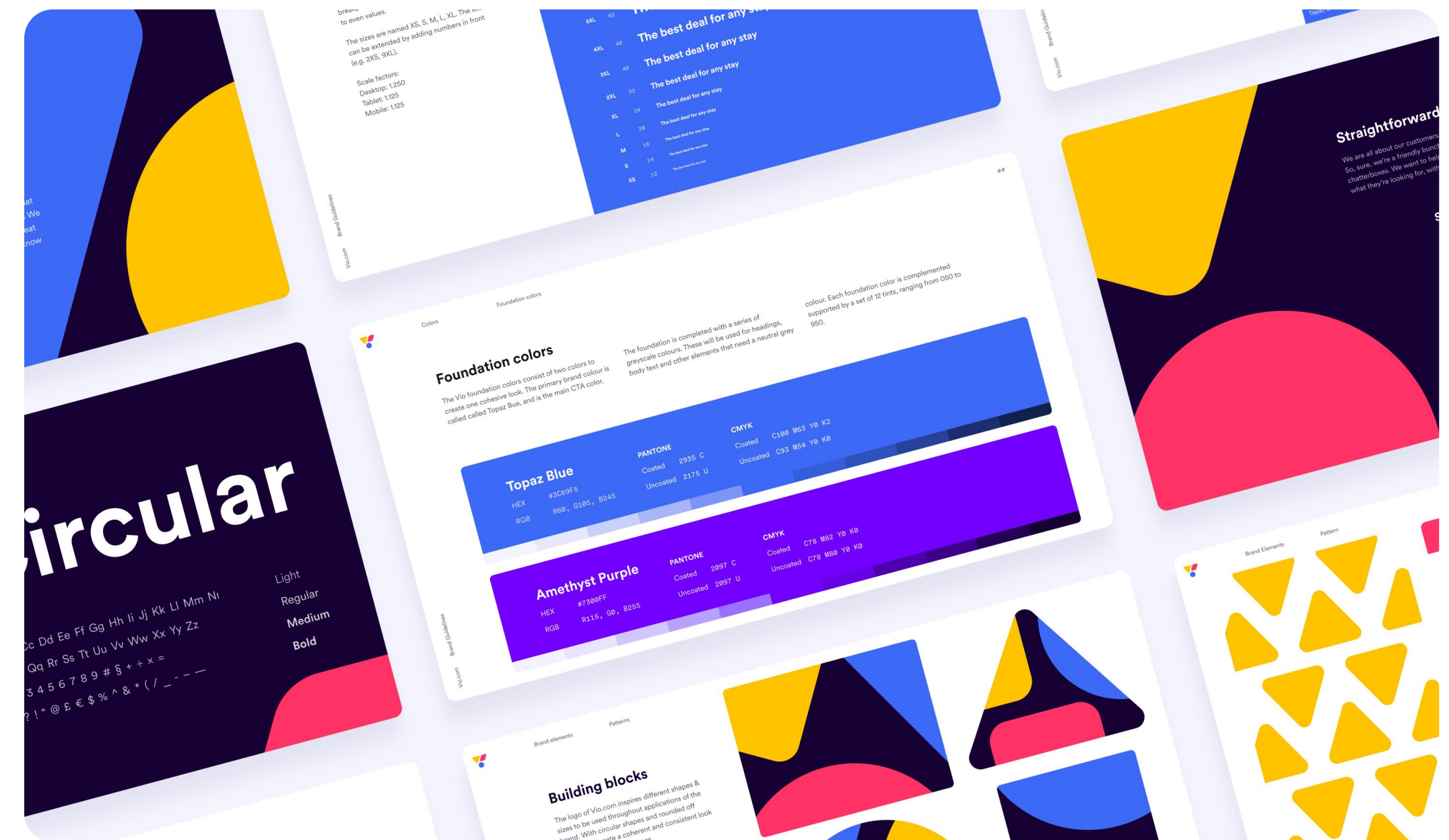


Breathing new life into the world of travel and stays

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



Deals in all shapes & sizes

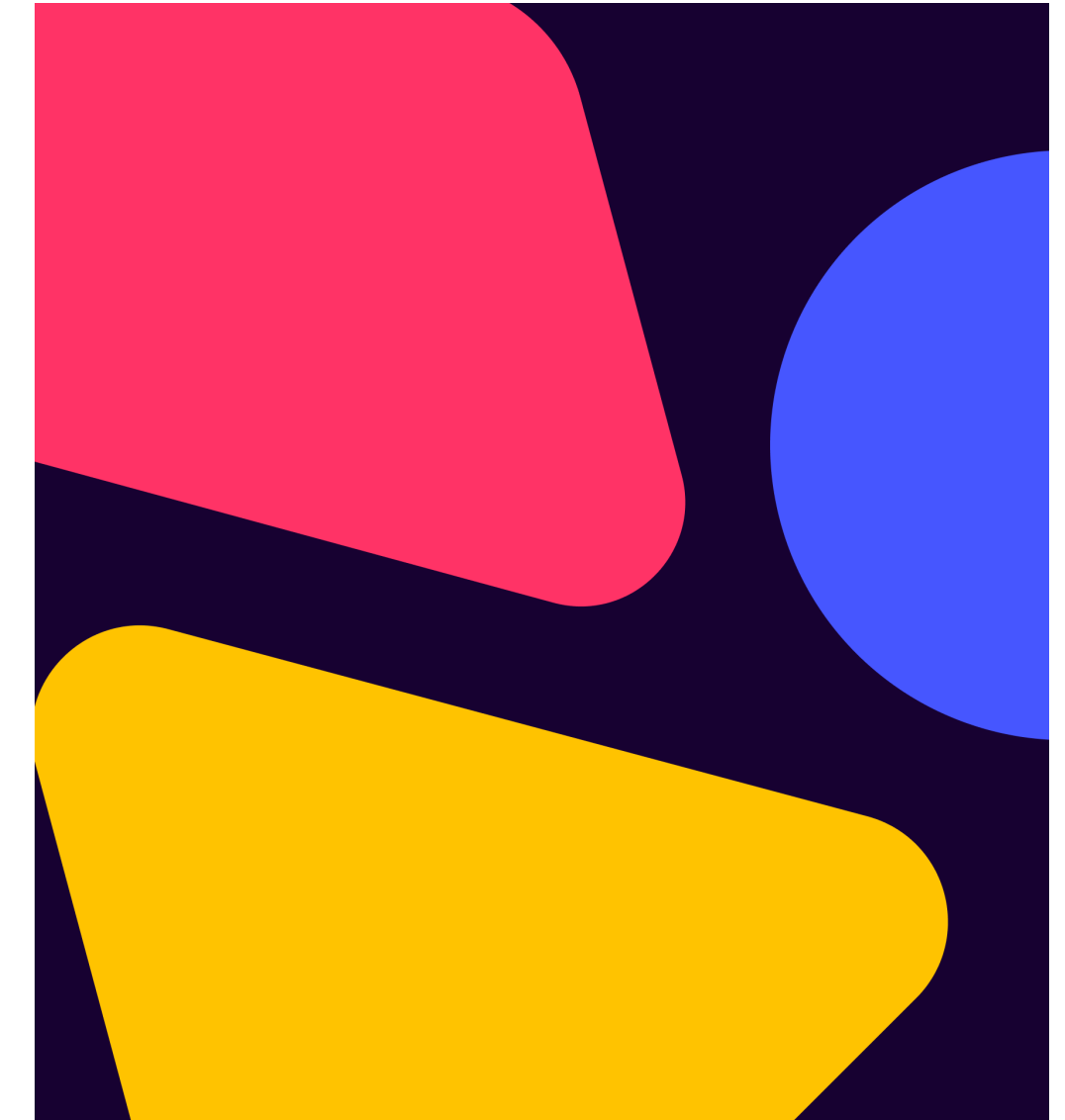
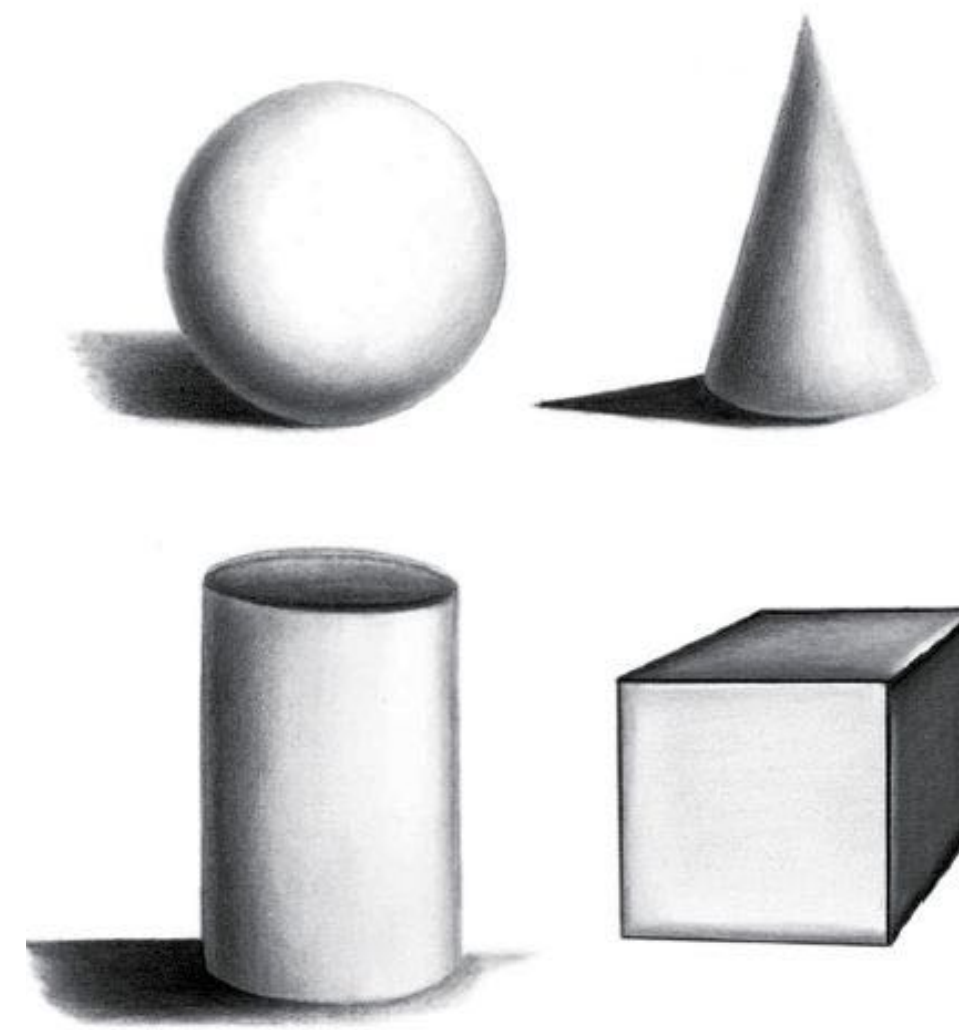


Concept:

Deals come in all shapes & sizes

There's a deal for everyone & for every type of traveler.

- Focus on deals
- Colorful
- Numerous possibilities

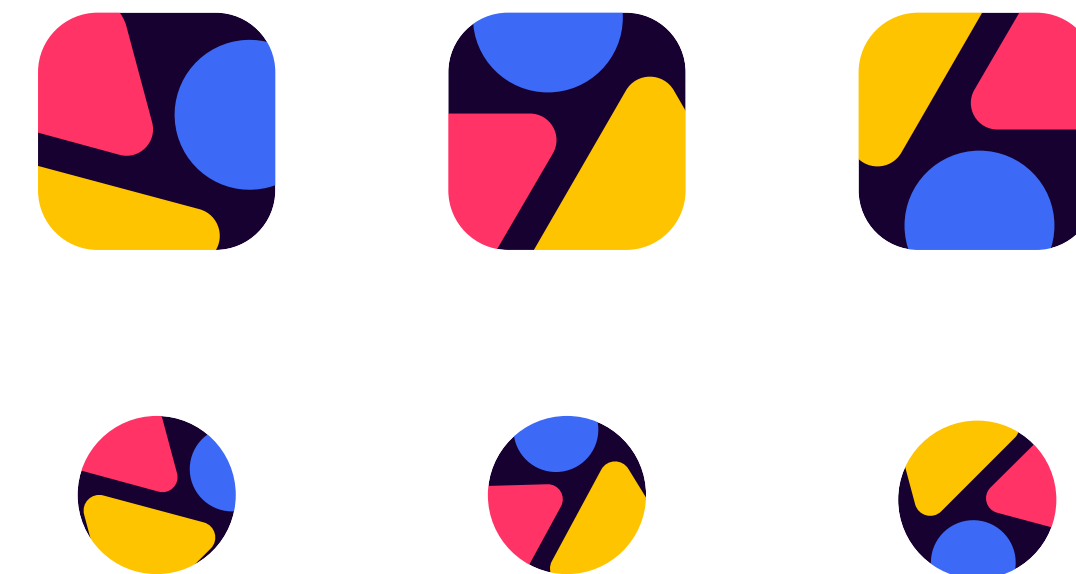


Circular

The quick brown fox
jumps over the lazy dog

\$324
€195

Gems Hotel
فندق الجوهرة
נפש רענן



Plus⁺Members
get even better
deals

a better deal.





ney.

- Friendly
- Straightforward
- At your service
- In the know

Friendly

We may have the best tech out there, but our voice is human and friendly. Above all, we're welcoming. Grateful that customers choose us over our competitors - now let's make sure their experience is as pleasant and smooth as possible. Make them feel smart for choosing Vio. But don't go overboard, we're all adults here.

So do say: Welcome back John, where would you like to go?

Don't say: What is your destination?

Do say: We're looking all over, just a second.

Don't say: Our search engine is browsing hundreds of websites, hold on of hassle.

Do say: Congratulations. You just saved yourself time, money and a lot of hassle.

Don't say: You're a rocket! The world is your oyster, go make some memos!

Weights

Circular has a lot of weights, we use Regular and Bold the most for the Vio brand.

Book

Usage: This is the default weight, used for body text, long paragraphs and any text that doesn't need to stand out.

Weight: 400

Style: body

Medium

Usage: Medium gets used for headings and buttons, as well as phrases that need to stand out.

Weight: 600

Style: heading

Effect

Morphing is the effect where two or more shapes seamlessly change/morph into another. This hints at the vast amount of deals and being able to change the parameters of a search in order to find the best deal for you.

Applied to digital brand touch point morphing home page.

Hello, and welcome

We are here to help. We offer the most wonderful stays that you won't necessarily find elsewhere - not at these prices! We make you feel smart and accomplished for getting a great deal on your next stay. We share the excitement - we know just how you feel.

Messaging

COMPANY DESCRIPTION

Vio.com is a booking service where travellers can find the best possible deal for any stay.

BRAND ROLE

Be everyone's gateway to the best possible deal for any stay.

BELIEF

There's a better deal for everyone.

COMPANY VALUE PROPOSITION

For travellers who know what they want only Vio.com is the gateway to the best possible deal for any stay because we open those doors that others don't.

BRAND TAGLINE

The best deal for any stay.

Foundation colors

The Vio foundation colors consist of two colors to create one cohesive look. The primary brand colour is called Topaz Blue, 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 by a set of 12 tints, ranging from 050 to 950.

Topaz Blue

HEX #3059F5
RGB 48, 89, 245

PANTONE

Coated 2935 C
Uncoated 2175 U

CMYK

Coated C100 M63 Y0 K0
Uncoated C93 M64 Y0 K0

Color overview

We open doors others can't

through them

Accent colors

Besides the foundation colors the Vio brand also has a selection of accent colors. These are used to compliment the foundation colors, or to be used on their own. Each of these colours are used in roughly equal amounts throughout the brand.

Ruby Red

HEX #FF3366
RGB 255, 51, 102

PANTONE

Coated 191 C
Uncoated 192 U

CMYK

Coated C0 M85 Y00 K0
Uncoated C0 M97 Y64 K0

Amethyst Purple

HEX #7300FF
RGB 115, 0, 255

PANTONE

Coated 2697 C
Uncoated 2697 U

CMYK

Coated C78 M02 Y0 K0
Uncoated C78 M00 Y0 K0

Amber Yellow

HEX #FFC000
RGB 255, 192, 0

PANTONE

Coated 3514 C
Uncoated 121 U

CMYK

Coated C0 M20 Y100
Uncoated C0 M5 Y77 K0

Color combinations

These are the possible color combinations that can be used with the logo. When using it, please keep in mind the minimal contrast between the logo and background by taking these examples as the minimum contrast.

The best deal for any stay
The best deal for any stay
The best deal for any stay
The best deal for any stay
The best deal for any stay
The best deal for any stay
The best deal for any stay
The best deal for any stay
The best deal for any stay
The best deal for any stay

Typographic scale

For our typography we use a typographic scale based on a 16px base size (text) with different scale factors for desktop, tablet and mobile breakpoints. Numbers are rounded up or down to even values.

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

Scale factors:

Desktop: 1250
Tablet: 1125
Mobile: 1125

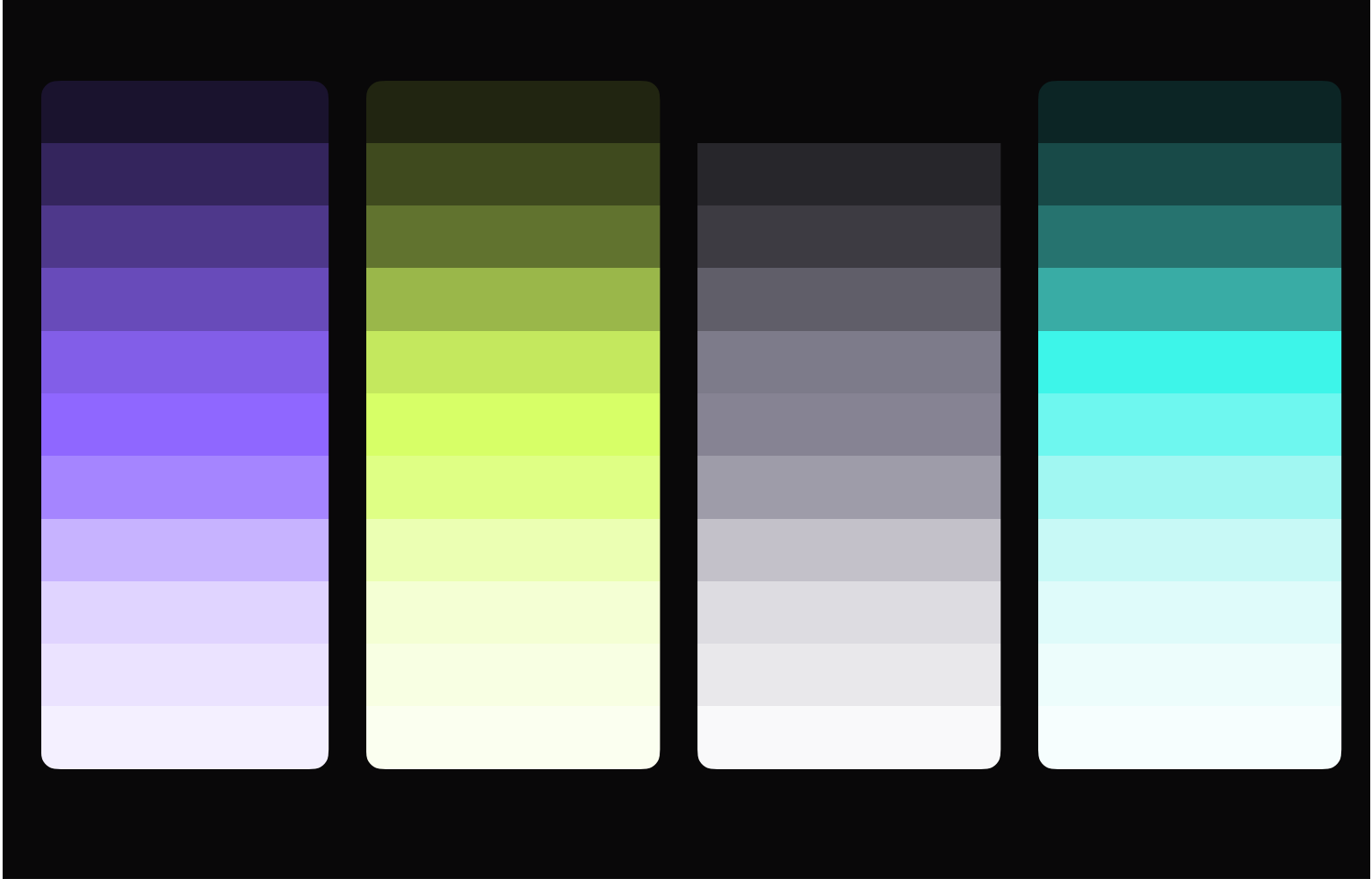
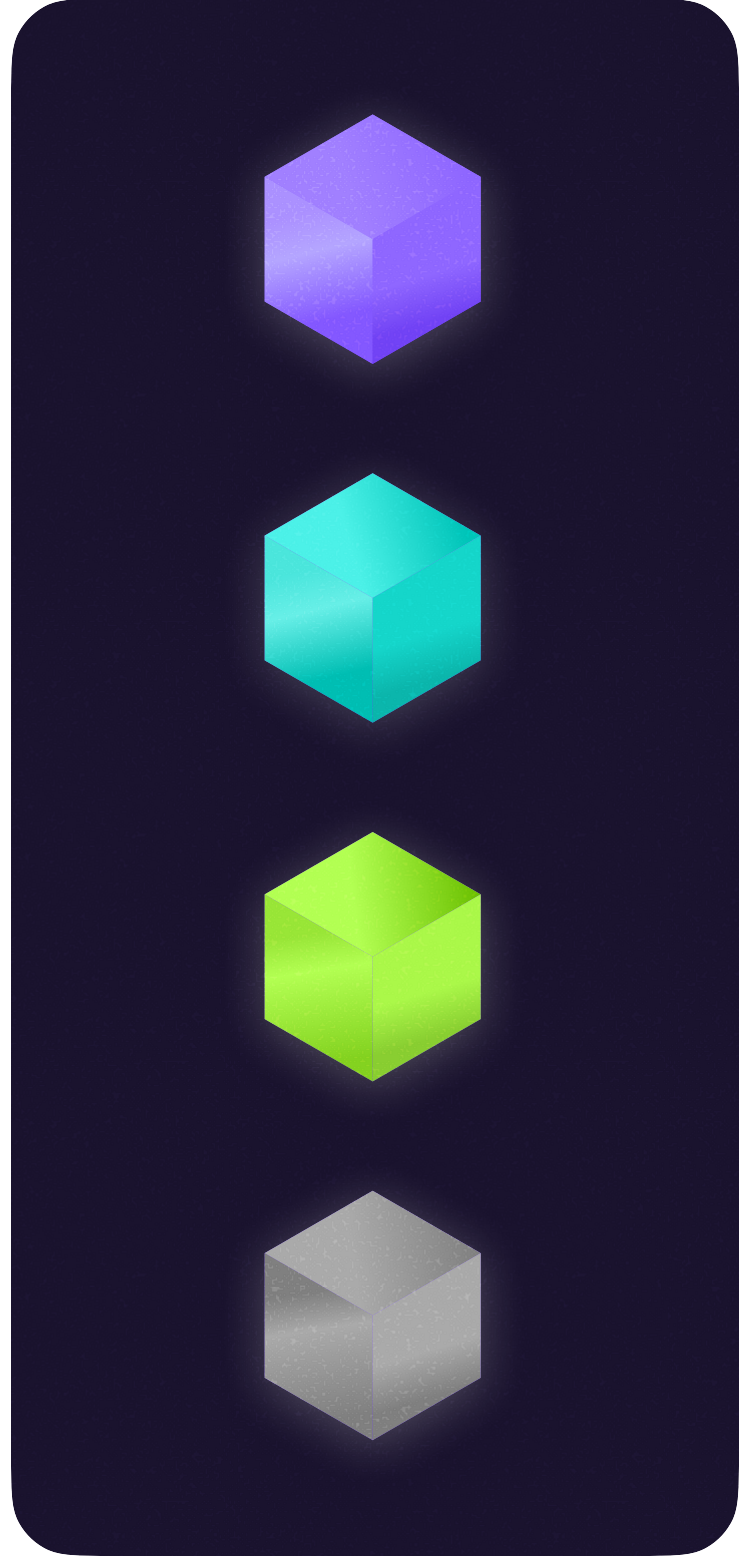
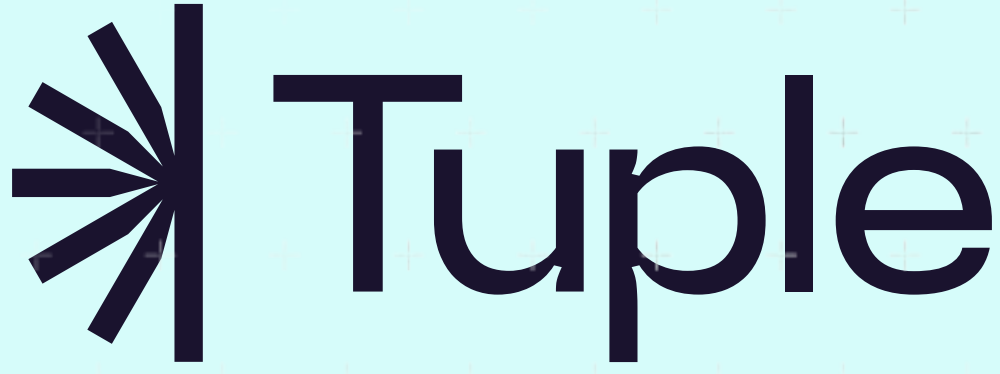
Building blocks

The logo of Vio.com inspires different shapes & sizes to be used throughout application brand. With circular shapes, edges you create a sense of movement.



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




Involved

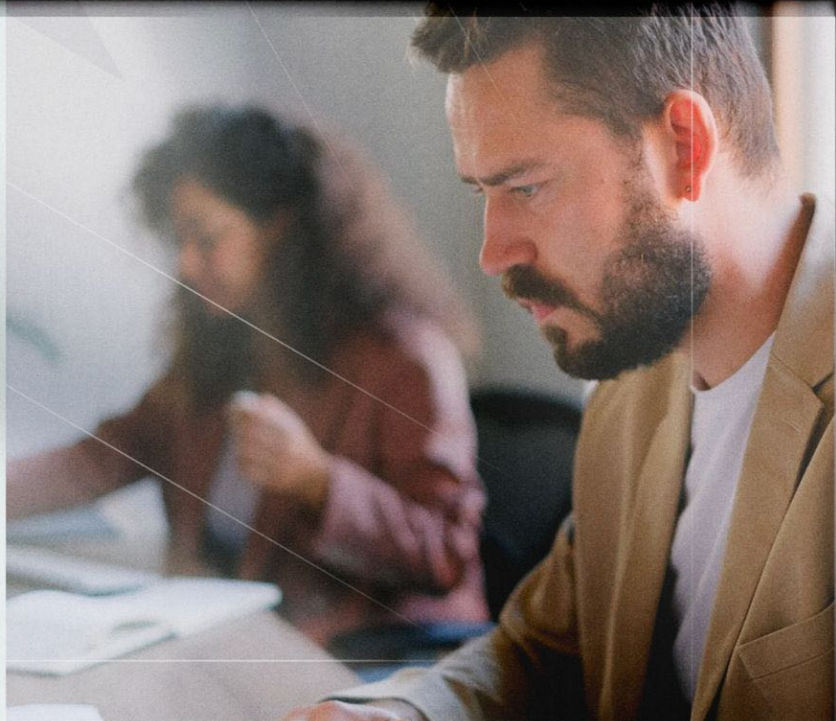
ABCDE
GHIJKL
MNOPQ
RSTUV
WXYZ

0123456789
!@#\$%^&
() / _ + ? ! :

Unlock Your Business's True Potential

Be lightyears ahead of your competitors


 Tuple



Milo Tolboom
Designer

🌐 tuple.nl
@ mtolboom@tuple.nl
Geurdeland 17G + 6673 DR Andelst

Founders Grotesk


 Tuple

Home Solutions About Blog Resources

About us

Tuple is a IT Consultancy who believes software development and consultancy should be greater than the sum of its parts.

[Read more](#)





Editor

JS index.js • MD README.md

wispy

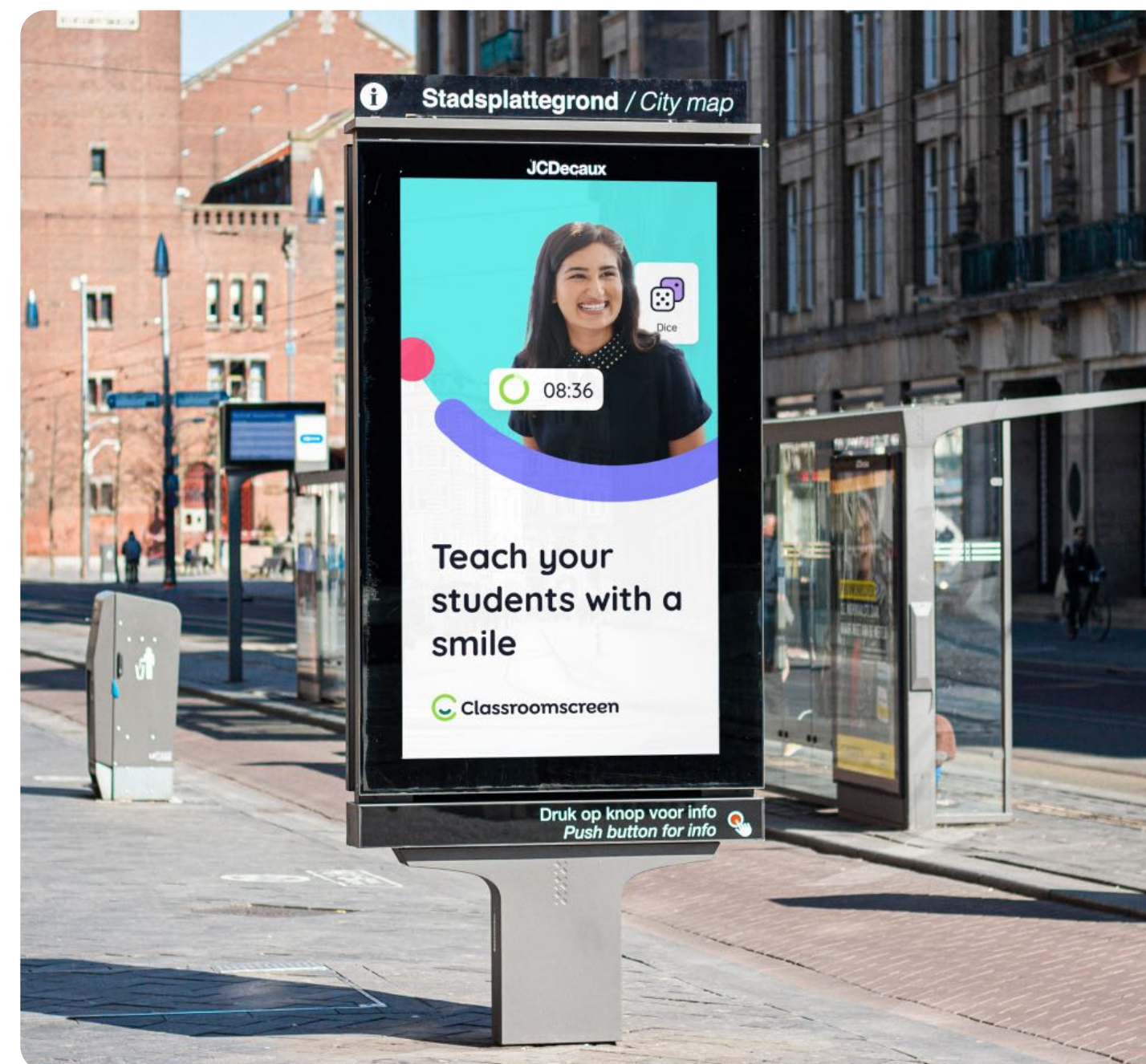
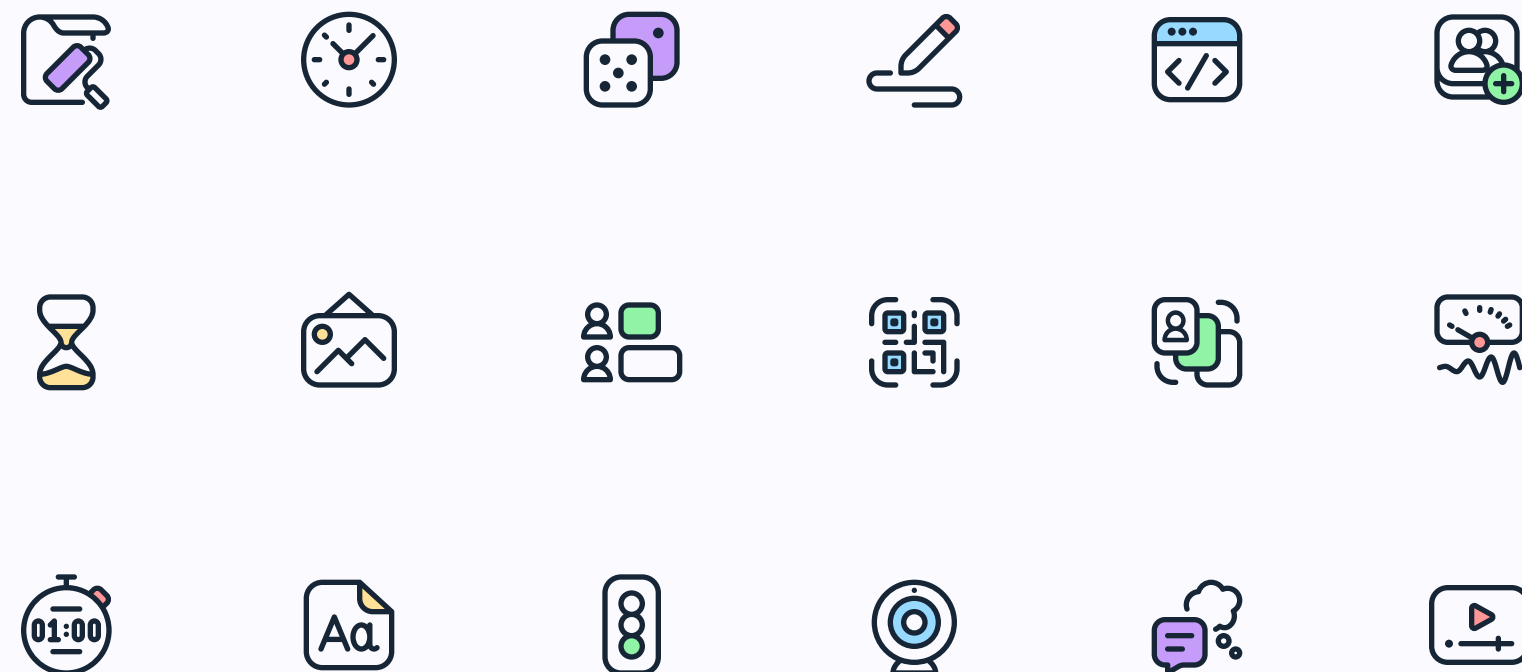
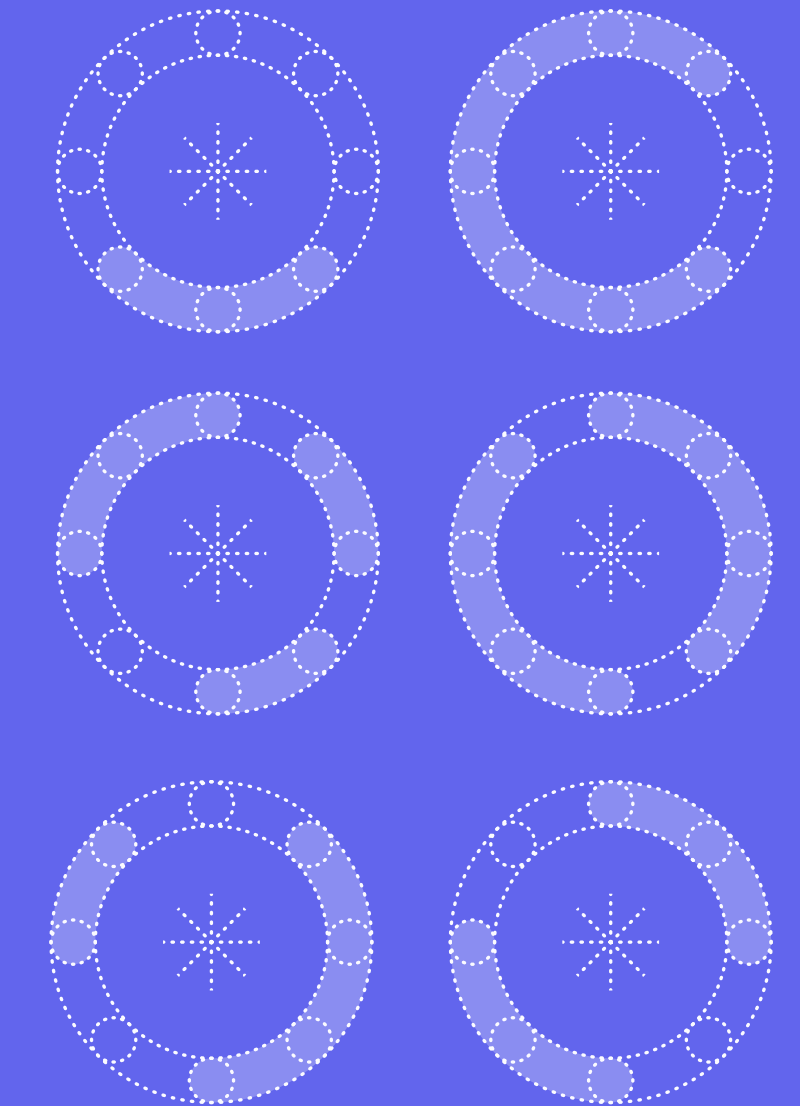
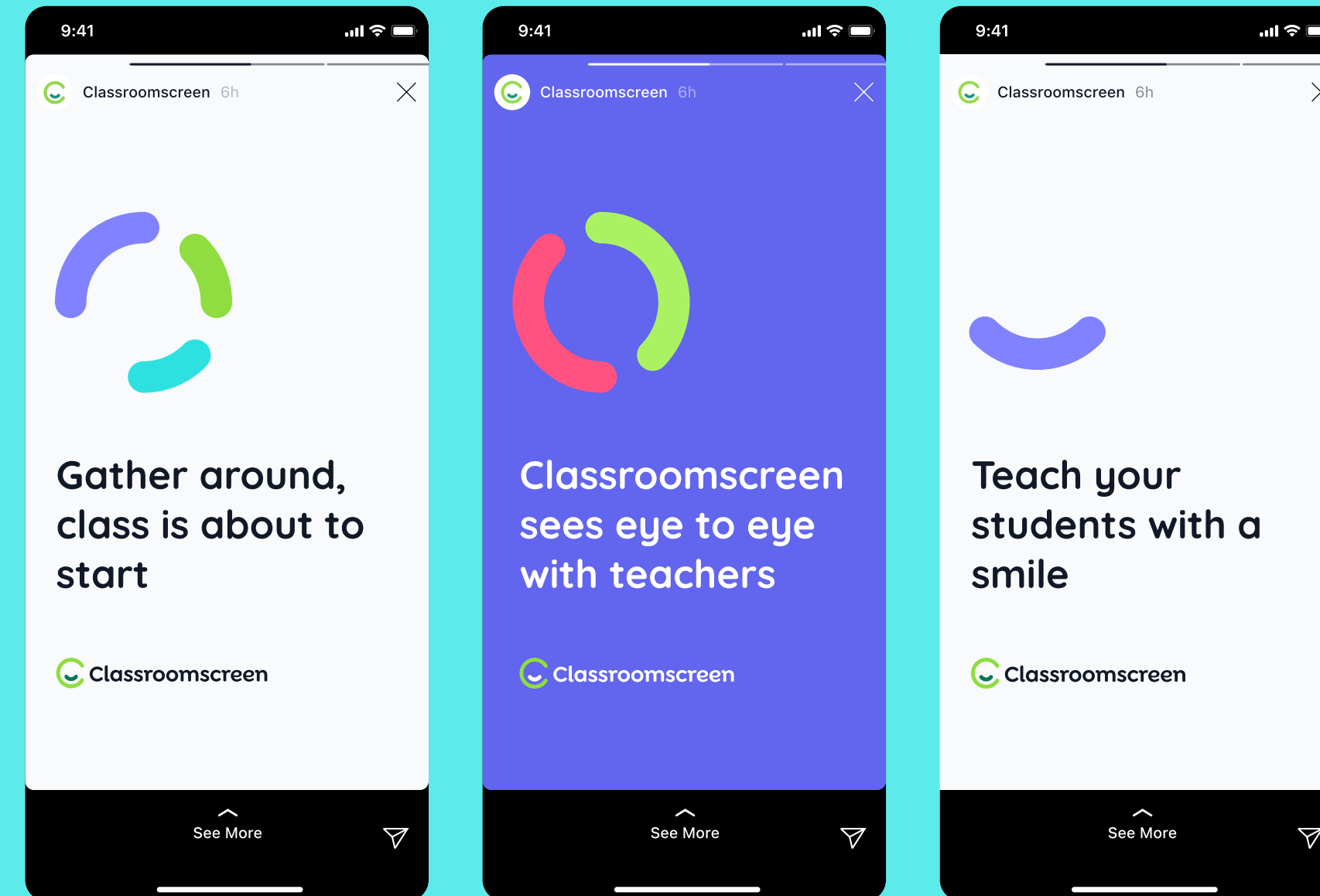
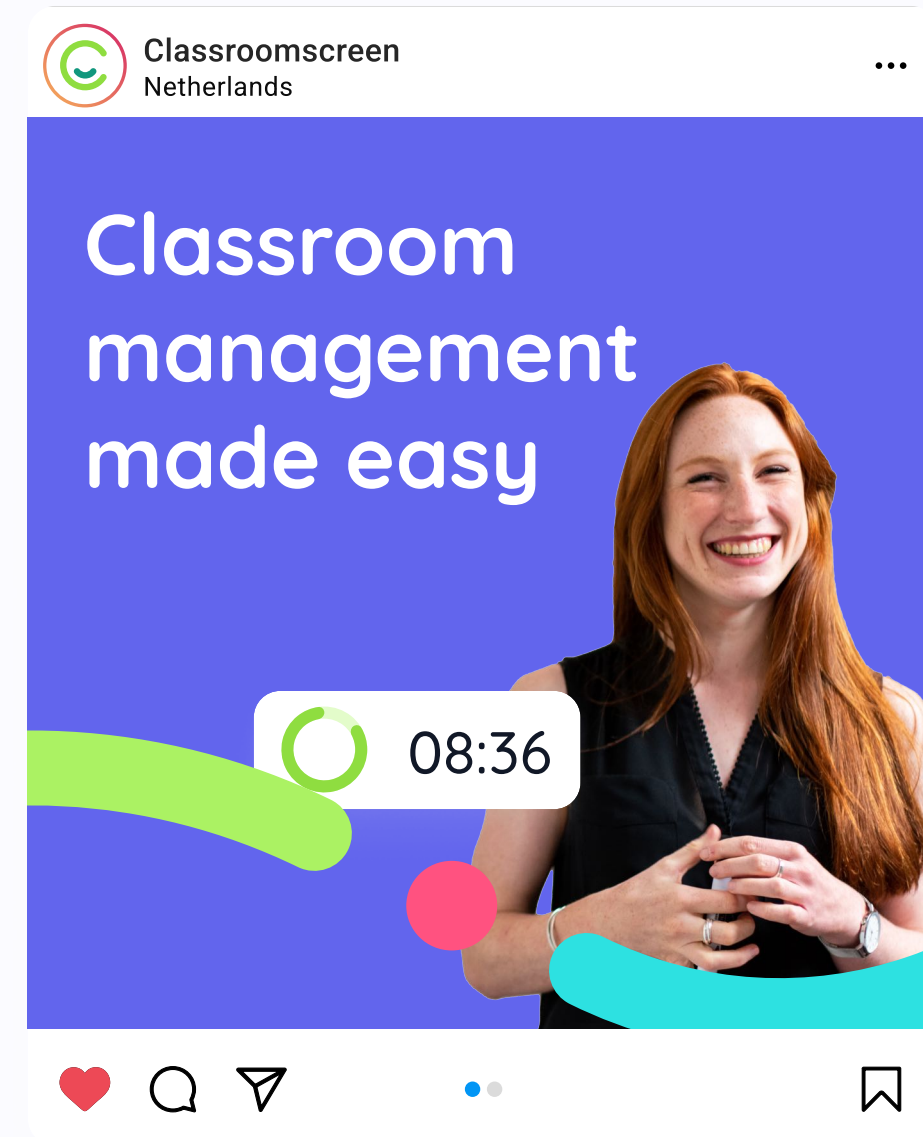
- > .github
- > node_modules
- index.js
- src
 - .gitignore
 - README.md

```
1 // Plugin setup
2 const {
3   lighthouse,
4   pa11y,
5   prepareAudit
6 } = require('cypress-aud
7
8 module.exports = (on, co
9   on('before:browser:la
10     prepareAudit(laun
11   })
12
13   on('task', {
14     lighthouse: light
15     pa11y: pa11y()
16   })
17 }
18
19 // Integration test
20 it('Audits PAGE', () =>
21   cy.visit('/')
22   cy.lighthouse({
23     performance: 90,
24     accessibility: 100
25     'best-practices':
26     seo: 100,
27     pwa: 100
28   })
29 })
```




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.



New

Vote remotely to the poll with any device





Getting started guide

Support your class activities, stimulate engagement and help your students

Checkout

Choose one of our many payment options

I B A N

PayPal

My workspaces

4th grade

5th grade

6th grade

7th grade

Fourth Grade

Isabella

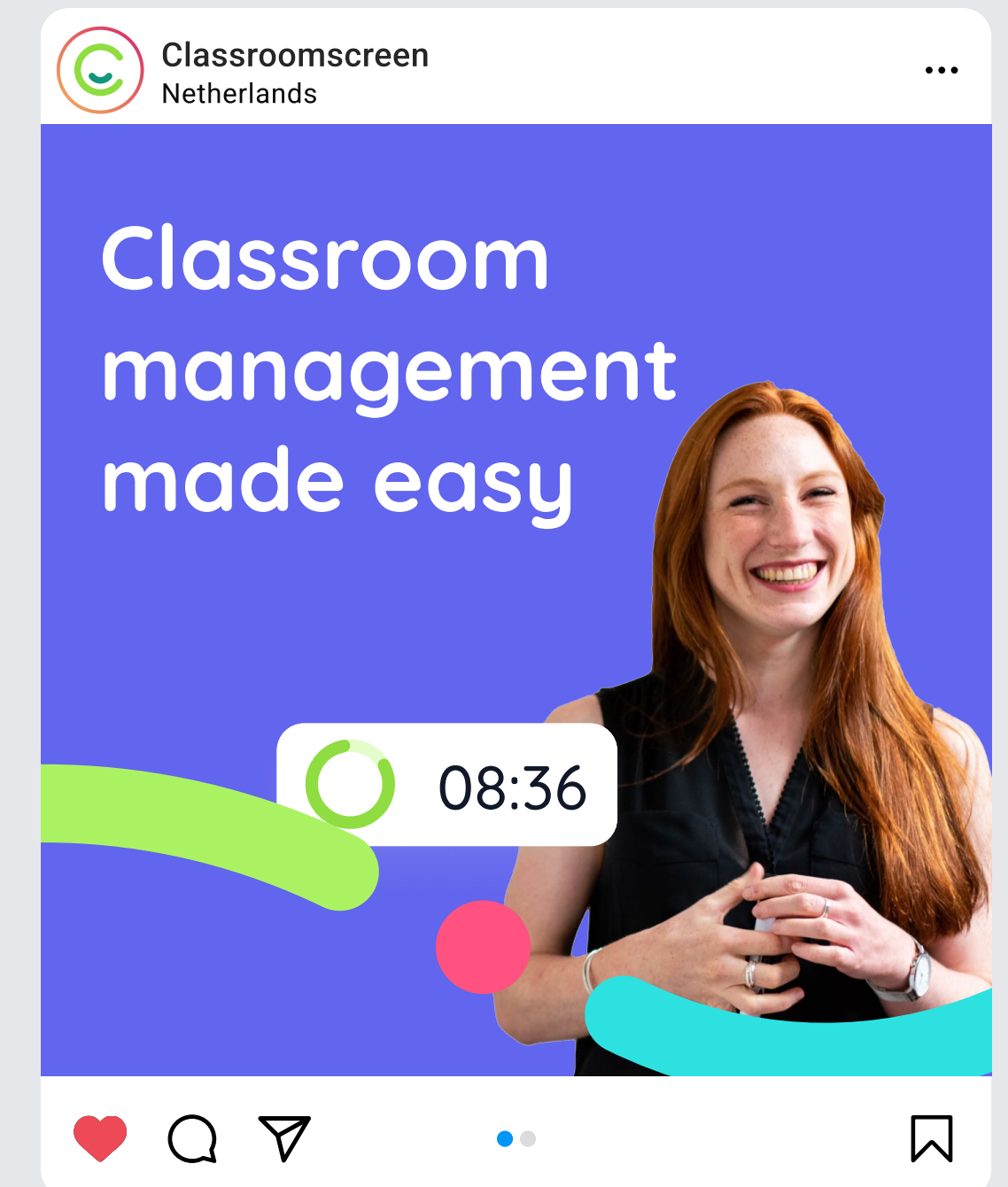
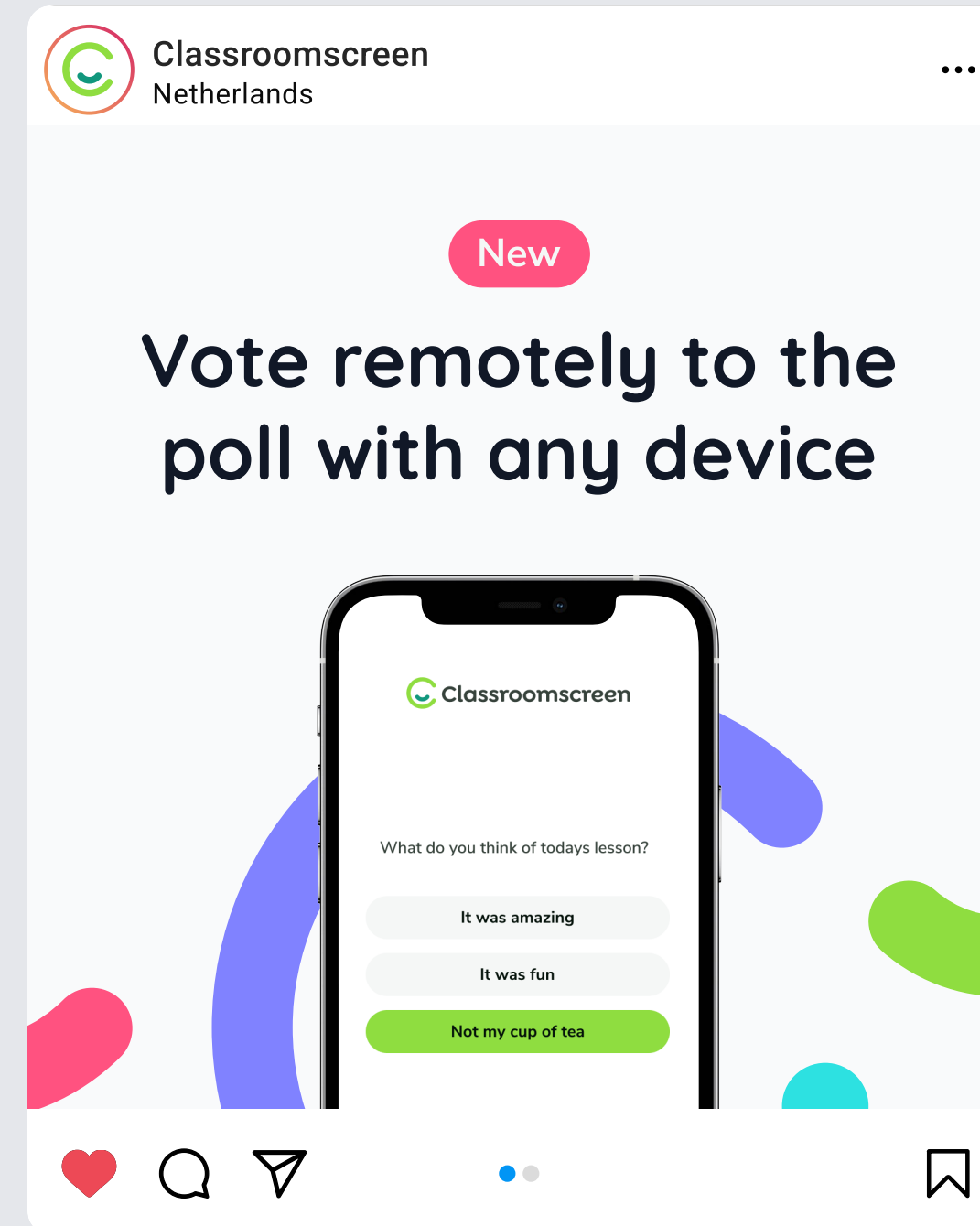
Jacob

Jayden

Mason

Natalie

Let's get started



Values

Classroom management
made easy

Brand book

Classroomscreen

Colors

Color combination

Colors can be used together. These are the combinations that can be made for each background, especially for the patterns.

500 500 500 500

500 500

500 500 500 500

500 400 500 500

Brand book

Classroomscreen

Values

Brand values

These words represent the core values of Classroomscreen. These are things we want to embody in the brand as well.

Helpful
Sincere
Kind
Accessible
Together

Brand book

Classroomscreen

Typography

Typography

The brand consists of two typefaces: Quicksand and Nunito Sans. Quicksand is the main brand typeface. Nunito Sans is a complimentary typeface used as a body font.

Geometric

Rounded

Quicksand

Family

Light
Regular

SemiBold
Bold

Characters

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

Nunito Sans

Family

ExtraLight
Light
Regular
Medium

SemiBold
Bold
ExtraBold
Black

Characters

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

Brand book

Classroomscreen

Typography

Typographic scale

For our typography we use a typographic scale based on a 16px base size (1em) with different scale factors for desktop, tablet and mobile breakpoints. Numbers are rounded up or down to even values.

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

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

9XL 148

8XL 120

7XL 96

6XL 76

5XL 62

4XL 48

3XL 40

2XL 32

XL 24

L 20

M 16

S 14

XS 12

Classroom manager

Classroom management

Classroom management made

Classroom management made easy

Classroom management made easy

Classroom management made easy

Classroom management made easy

Classroom management made easy

Classroom management made easy

Classroom management made easy

Classroom management made easy

Classroom management made easy

Brand book

Classroomscreen

Typography

Pairing example

For the Classroomscreen brand we use Quicksand as a heading text, once it is above 20px's and Nunito Sans as a body text. We also use Nunito Sans as a eyebrow.

LEARN

What is Classroomscreen?

Classroomscreen is an online tool that allows you to display the instructions for your lesson in a clear and visually attractive way. Choose from over 13 widgets to support your class activities and help students get to work.

Brand book

Classroomscreen

Patterns

Anatomy

The patterns are constructed using a torus shape. The ratio of the stroke to the radius is 8:21. Or 4:25 if you measure the radius to the center of the stroke.

As an example, a cricle with a 150px radius will have an 48px radius.

Shapes can be made by connecting two or more dots together.

Ratios

4 8 25 21 150px 48px

Brand book

Classroomscreen

Patterns

32

Brand book

Classroomscreen

Patterns

35

Brand book

Classroomscreen

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

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

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.

Standard

6 - 10 weeks

Premium

8 - 12 weeks

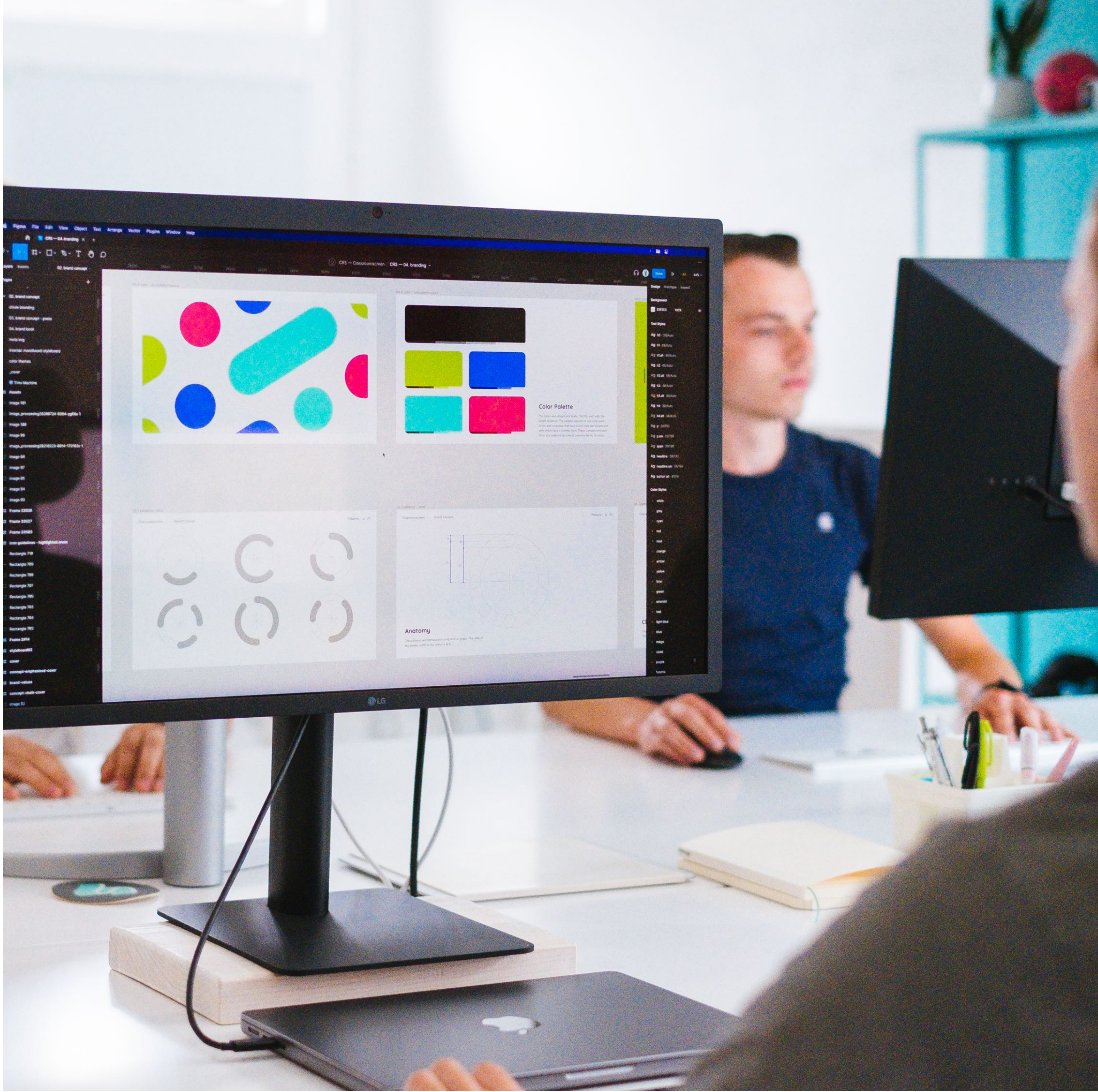
06. About

Our approach

Adding delight

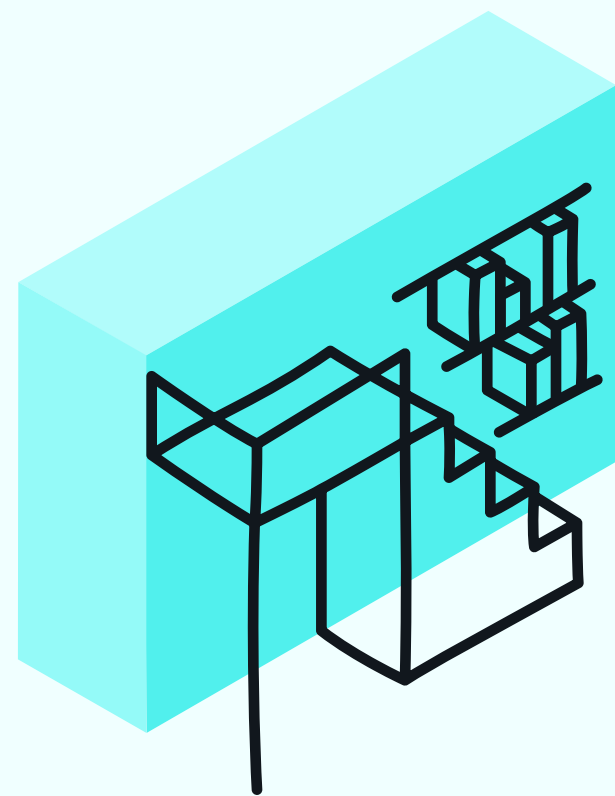
At Yummygum we want to create helpful, intuitive delightful experiences for people. People who (briefly) touch base with your brand. People who hear of your company for the first time. People who use your digital product.

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.



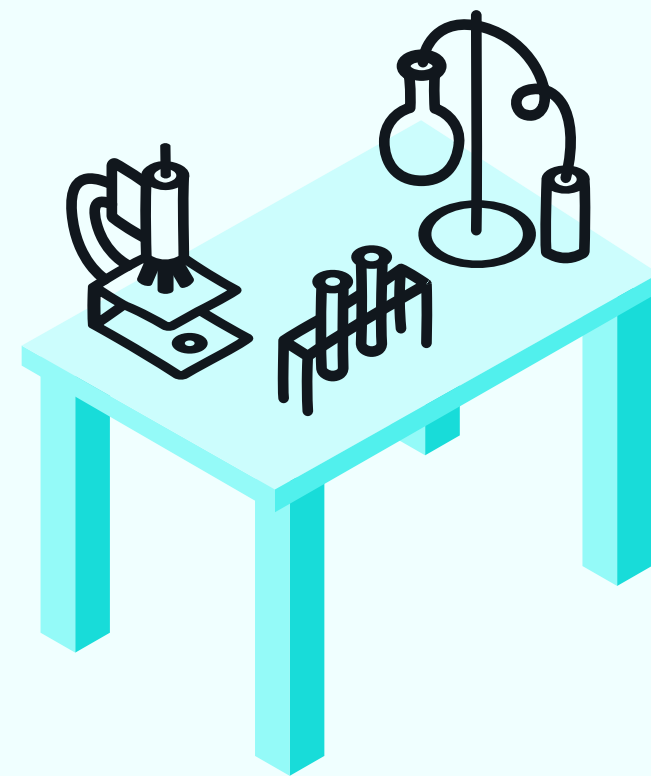
Our Core Values

Our DNA is shaped with 4 core values which we breathe every day and put into our work.



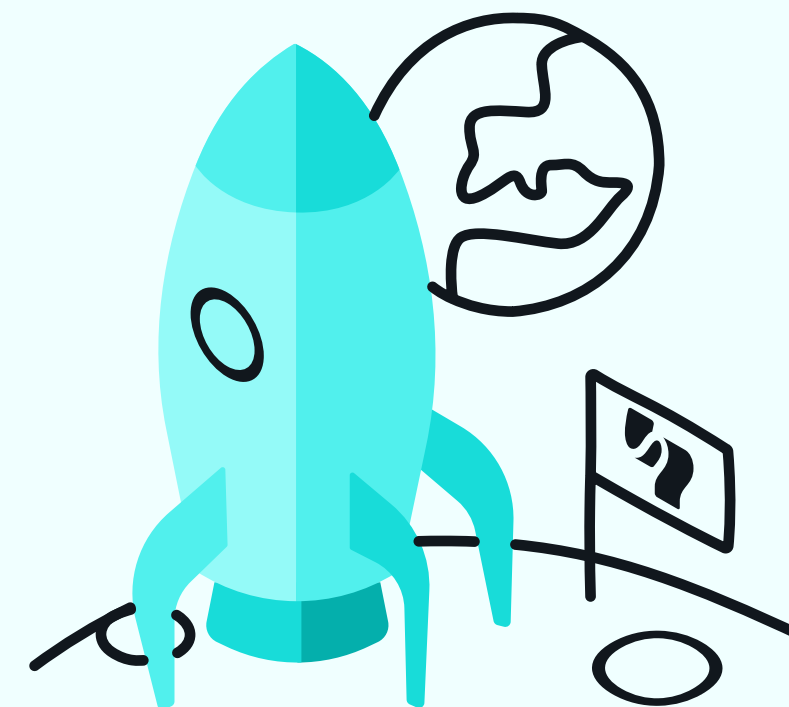
Advance

**Never stop
learning**



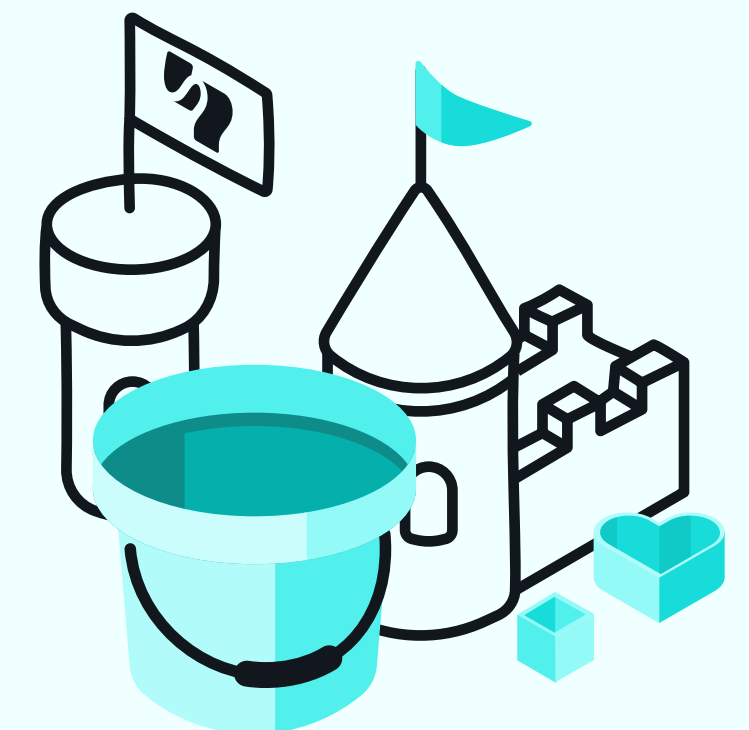
Eager

**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.

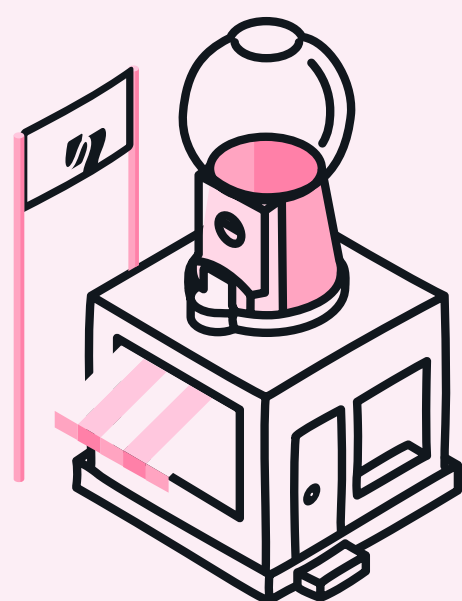
14⁺

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.

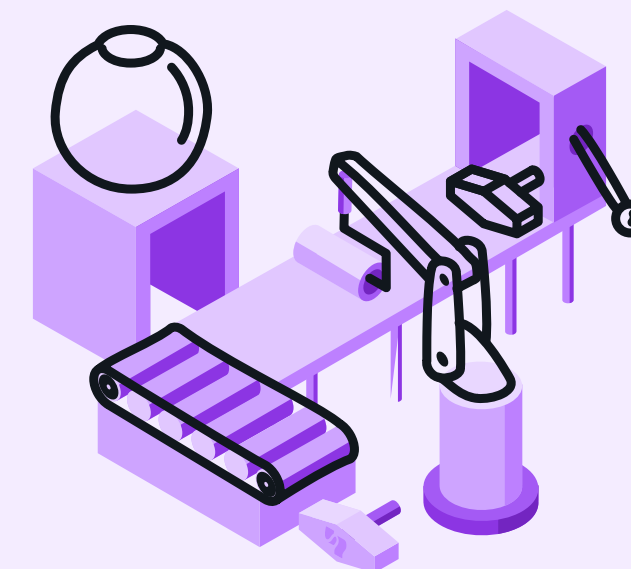
[Start a project](#) ↗



UX Insights

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

[Get started now](#) ↗



Product Design

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

[Email us directly](#) ↗



Build Products

Ready to bring your idea to life, or take your product to the next level?

[Get in touch](#) ↗



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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🌐 www.yummygum.com