

Uable Brand Identity

Brand Note

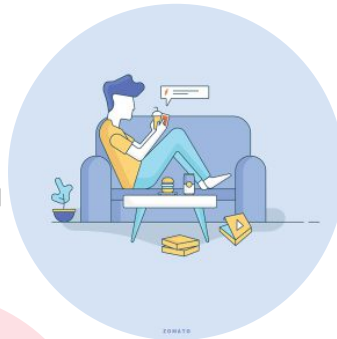
Imagination has no limits.
And so does **learning**.

The elements and the colours embody the many possibilities that stem from imagination. They are simple yet dynamic, playful and vibrant. The overall colour scheme depicts the childlike playfulness. The rounded edges of the elements blend in together with ease encapsulating the spirit of **togetherness in learning**.

Tucked in between is a thought bubble –
the origin of curiosity, one that
leads to exploration, discovery,
the happy consequence –
learning through play.

Mood board

create



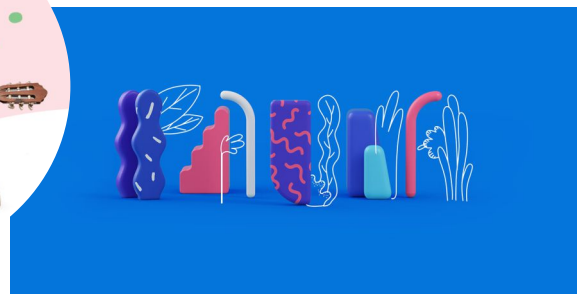
play



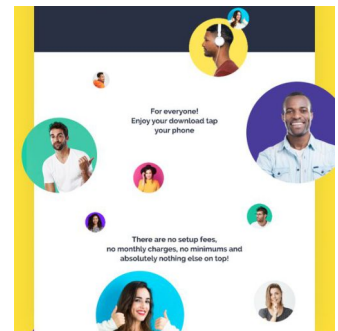
talent



learn



discover



(R G B)

Master Logo



MASTER LOGO WITH TAGLINE



MASTER LOGO WITH TAGLINE (VARIATION)





LOGO - GREYSCALE

Uable™

LOGO - SINGLE COLOUR

Uable™

Uable™

Uable™

USAGE OF LOGO ON A LIGHT AND DARK IMAGE BACKGROUND



(Imagery used is for internal reference only)

WEB/DIGITAL AND PRINT (COLOURS)

(R G B)

Uable™

(C M Y K)

Uable™

Logo Symbol



Colour



Black and white



Greyscale



Logo Usage



Do not interchange the colours of the letters.



Do not mirror the letter U.



Do not tamper with the letters.



Do not change the size of the letters.



Do not squeeze or stretch the logo.



Do not change the spacing of the logo.



Do not use the logo as an outline.



Do not give the logo any unnecessary effects.

PRIMARY COLOURS

Colour Palette



R:255 G:204 B:0



R:255 G:170 B:68



R:71 G:112 B:254



R:63 G:201 B:168



R:255 G:84 B:25



R:41 G:48 B:67

Colour Palette

SECONDARY COLOURS

(R G B)

	R:255 G:204 B:0
	R:255 G:171 B:68
	R:63 G:201 B:168
	R:44 G:165 B:122
	R:1 G:211 B:246
	R:71 G:112 B:254
	R:106 G:95 B:185
	R:252 G:129 B:68
	R:255 G:84 B:25
	R:41 G:48 B:67

(C M Y K)

C:3 M:20 Y:91 K:0
C:0 M:39 Y:87 K:0
C:68 M:0 Y:47 K:0
C:82 M:11 Y:71 K:0
C:64 M:0 Y:5 K:0
C:82 M:650 Y:0 K:0
C:67 M:71 Y:0 K:0
C:0 M:60 Y:80 K:0
C:0 M:85 Y:100 K:0
C:85 M:75 Y:47 K:45



PRINT

Typography

Rubik

The quick brown fox
jumps over the lazy dog.
1234567890

Rubik Medium

The quick brown fox
jumps over the lazy dog.
1234567890

Rubik

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Typography

Poppins

The quick brown fox
jumps over the lazy dog.
1234567890

Poppins Bold

**The quick brown fox
jumps over the lazy dog.
1234567890**

Roboto

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Web Buttons

FONT: POPPINS BOLD

KNOW MORE

LET'S EXPLORE

BUSINESS CARD



ID CARD

