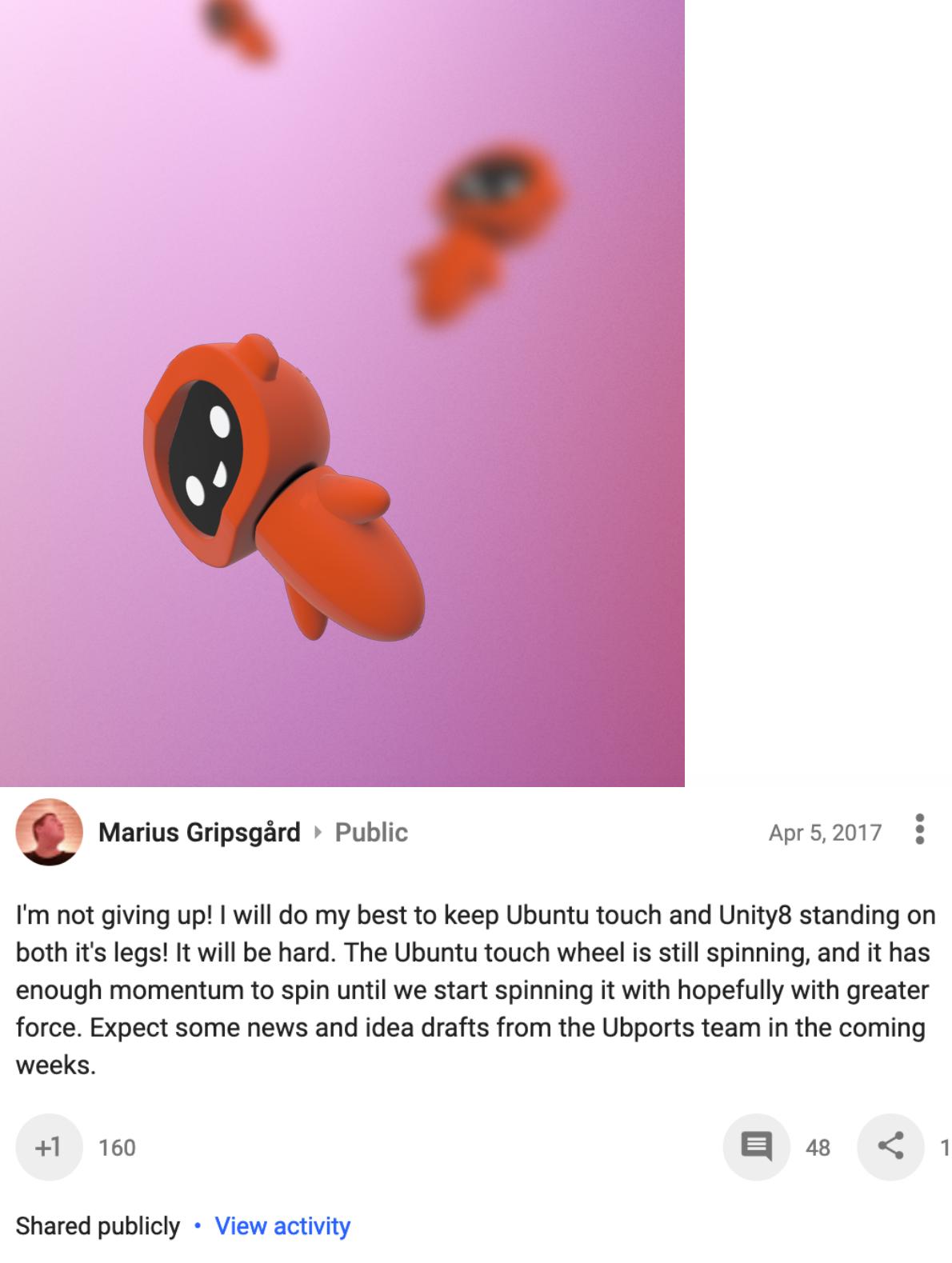




Ubuntu Touch Brand Book

Built on hope, resilience, and community.



The Story

Canonical developed Ubuntu Touch for a set number of devices. Development focused solely on those devices, many of which were hard to come by at the time.

Desiring to have Ubuntu Touch available on more devices, a young developer named Marius Gripsgård began a porting project for the device that he had - a OnePlus One.

Marius saw the need for improved documentation and community around porting Ubuntu Touch to new devices. This was the inception of the UBports (or "Ubuntu" Ports) community.

Others began to rally around this developer space, but Marius became more and more occupied with work and education. As a moonshot idea, Marius made a crowdfunding video asking for funds to support his Ubuntu Touch porting projects full time.

The video was a huge success. Not long after, though, Canonical stopped developing and supporting Ubuntu Touch. This is when Marius dug in his heels and announced, "I'm not giving up." He and the UBports community adopted the Ubuntu Touch brand and began to take over development.

The community grew and the UBports Foundation was formed. Today many supporters and volunteers maintain Ubuntu Touch and Marius' initial vision.

The UBports Foundation was built on hope, resilience, and community.

Ubuntu

Aa

bold

Aa

Light

Aa

Bold-Italic

Ubuntu Mono

Aa

bold

Aa

Regular

“

We dare to dream
about a future where
users, developers and
companies alike can
define smartphones
together.



ubuntu[®] touch

Powered by UBports Foundation

ubuntu[®] touch
Powered by UBports Foundation



Solid & Gradients



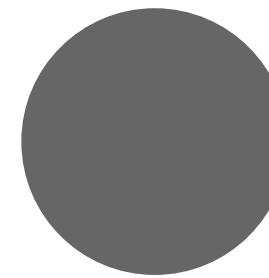
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#E95420

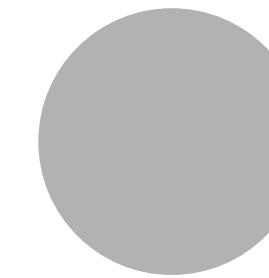


#3A0628

#8B3583



#666666
Dove Gray



#B2B2B2
Silver Chalice



#E5E5E5
Silver Chalice

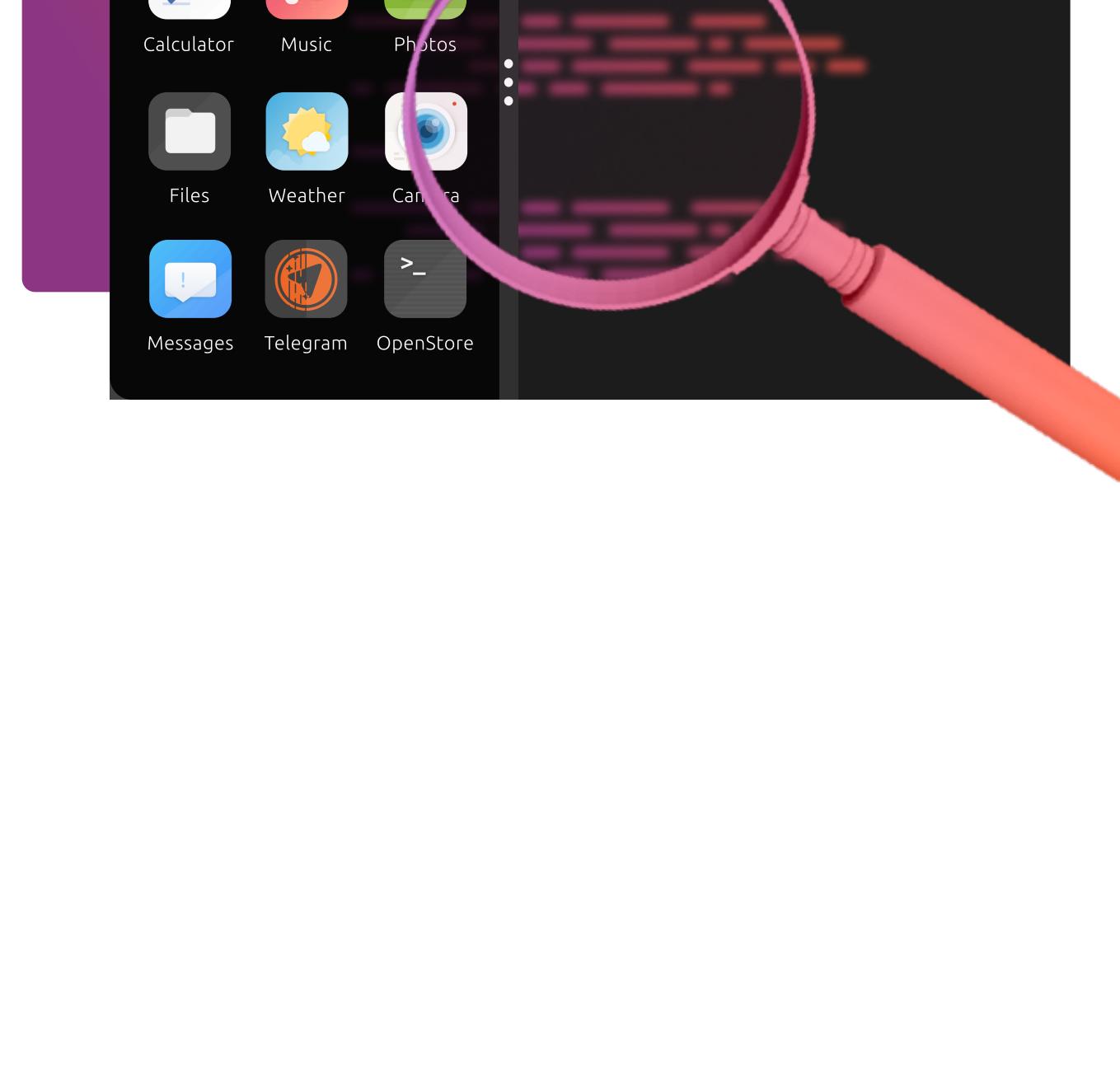


Illustrations



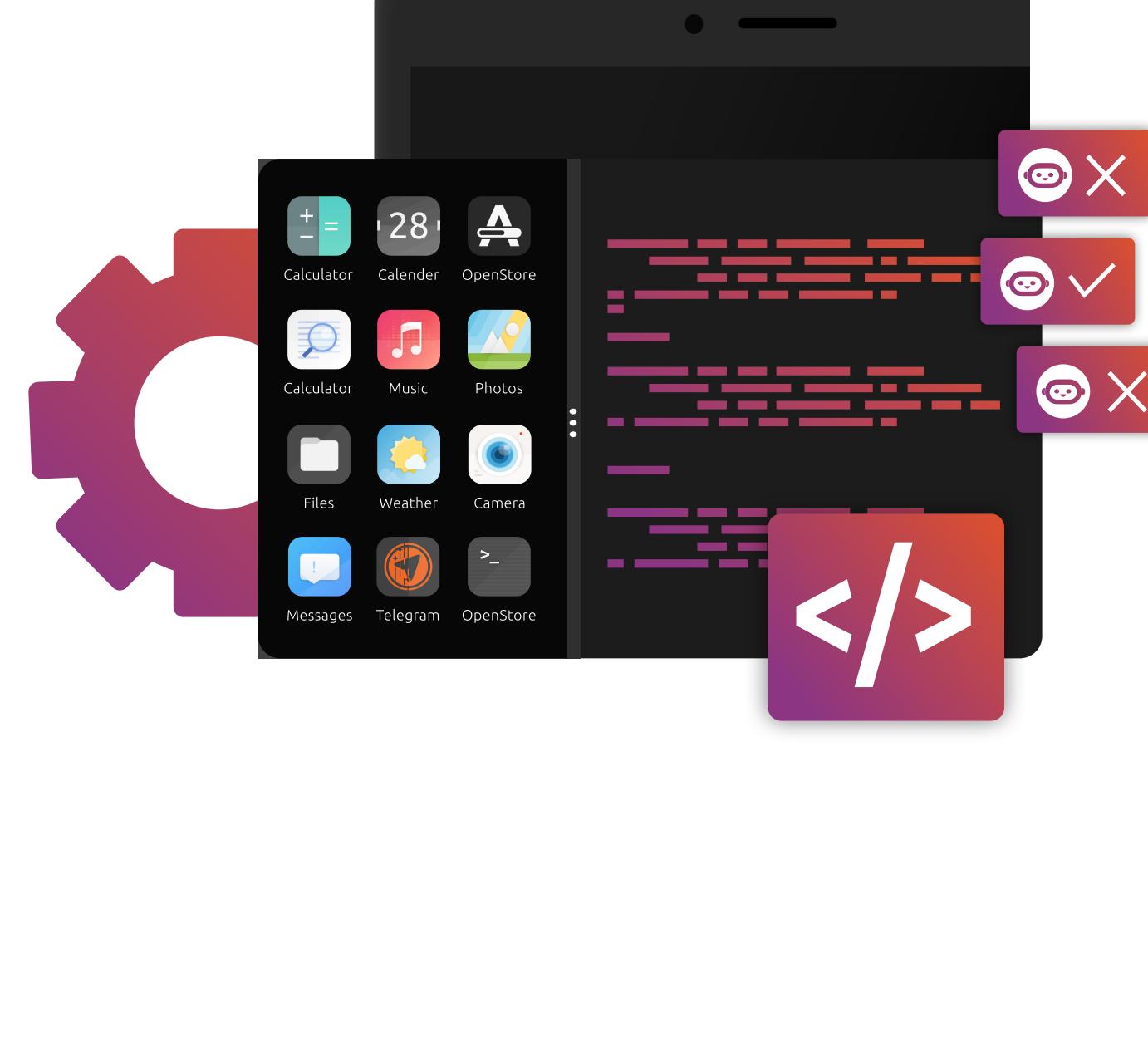
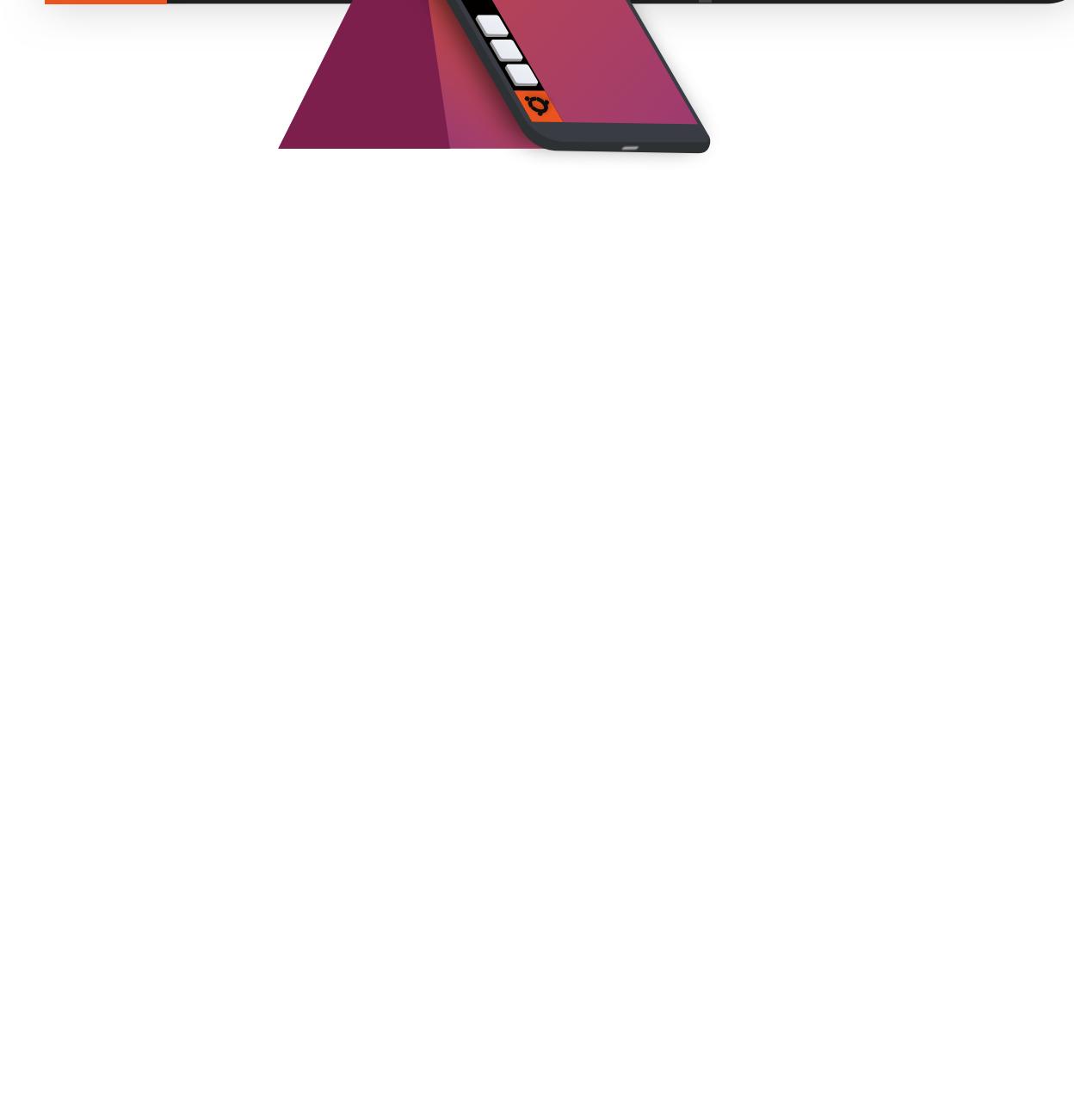
*Community
Comit Together.*

*Fully
Transparent OS*

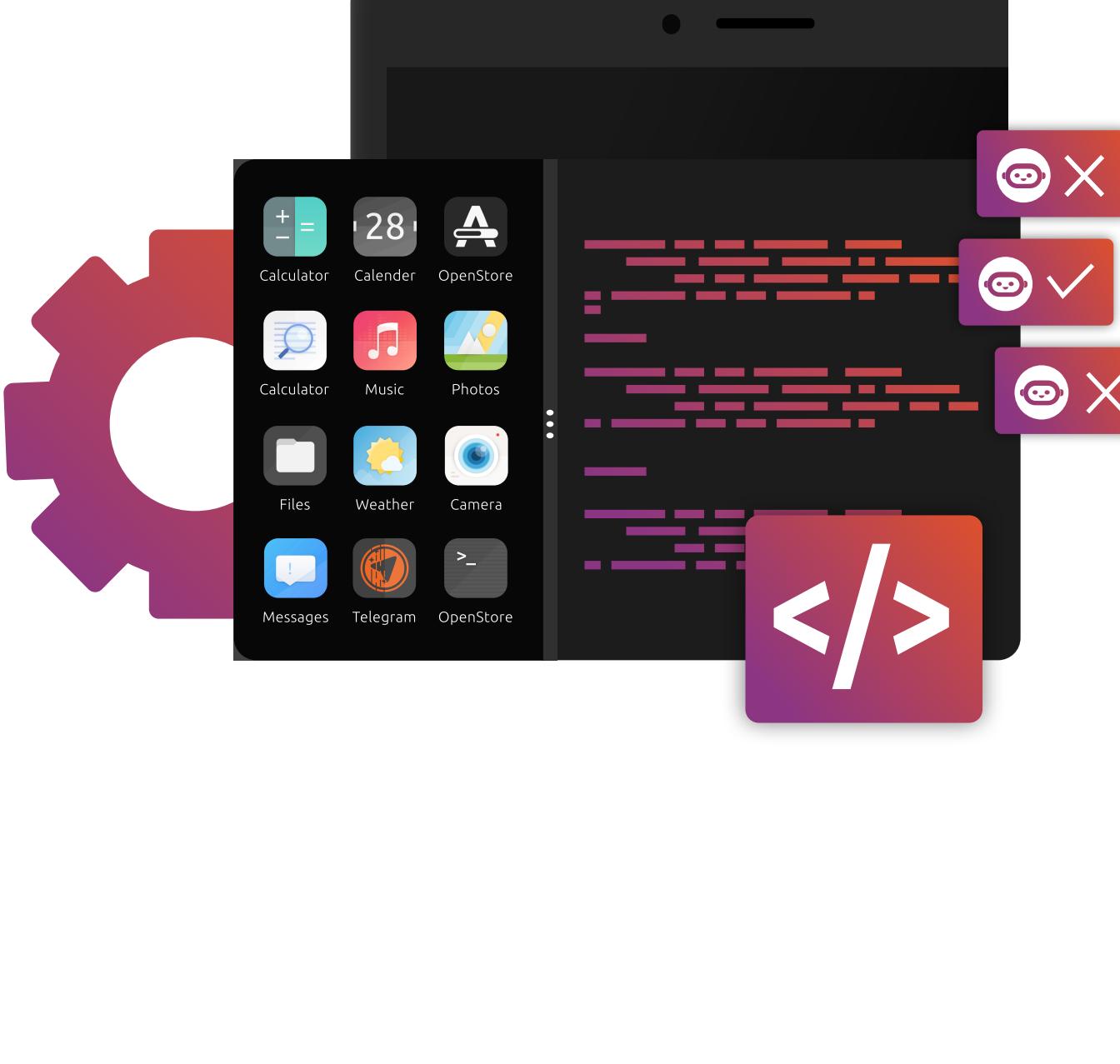


Linux Phone

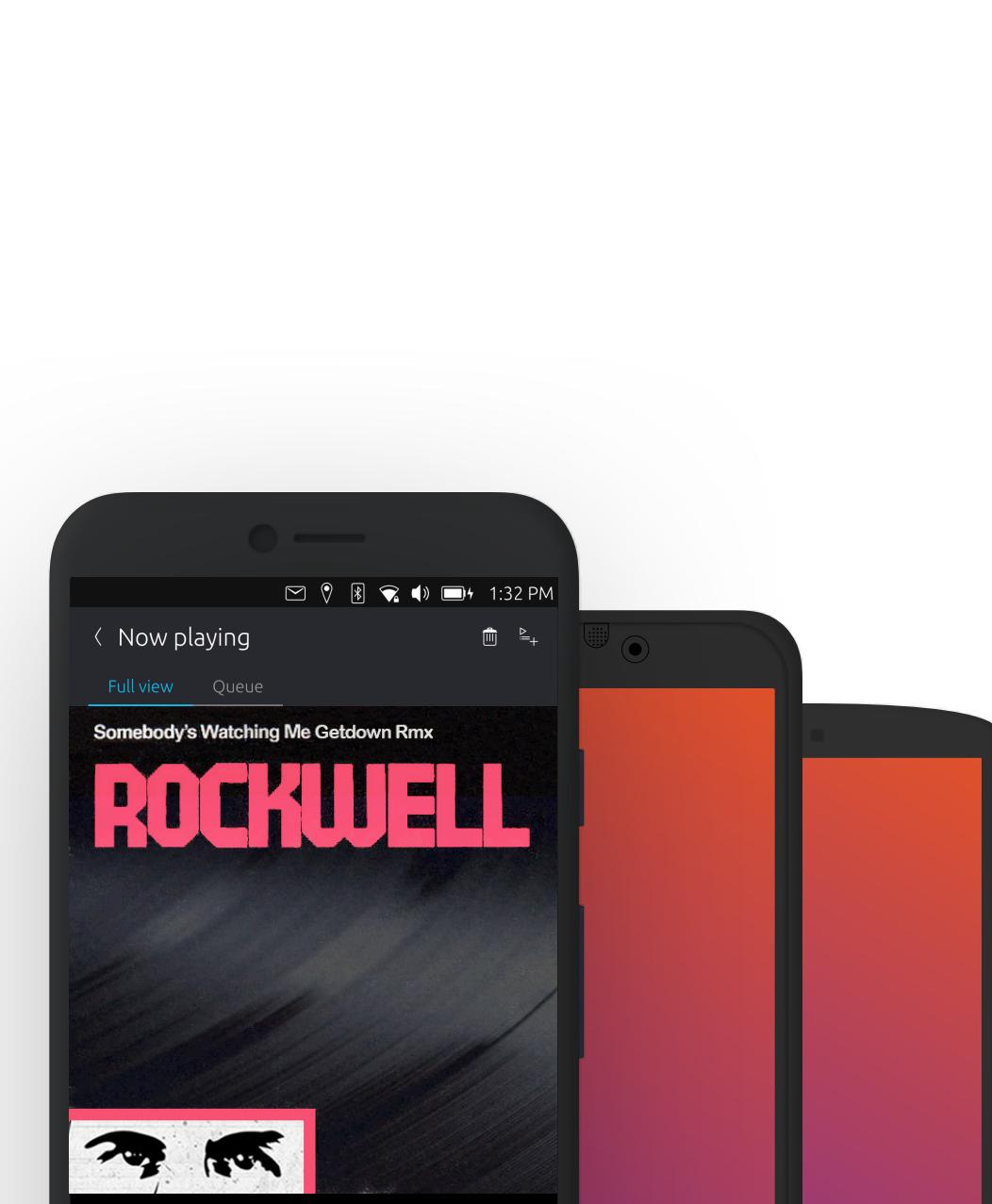
Convergance



Test & Report



Devices



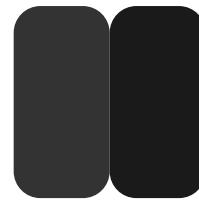


Pronouced "Yoo-Mee",
as "You and me".



Yumi colors

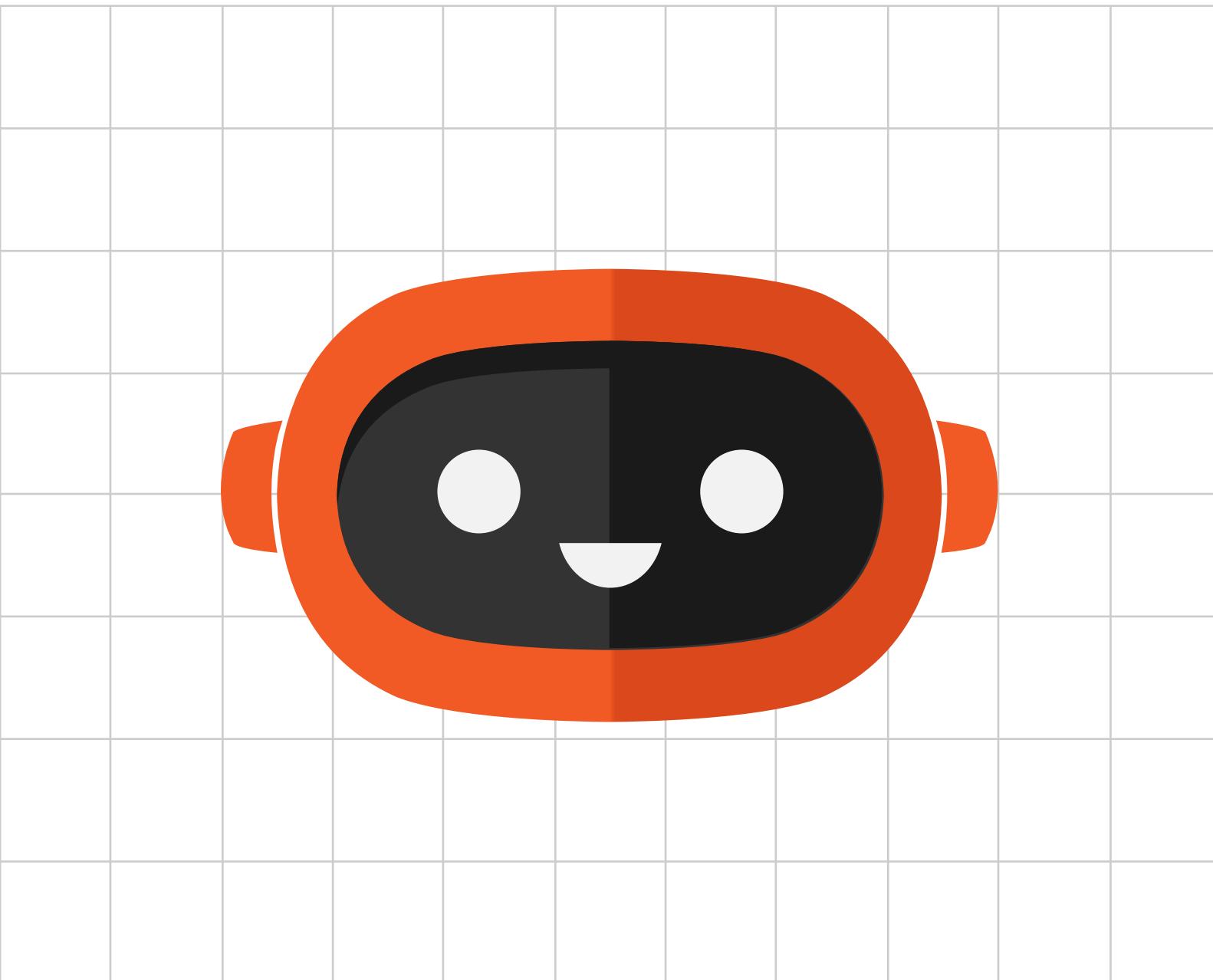
#E95420 #DB481B



Yumi face colors

#333333 #1A1A1A

Logo Mark



Yumi Full Color Logo.

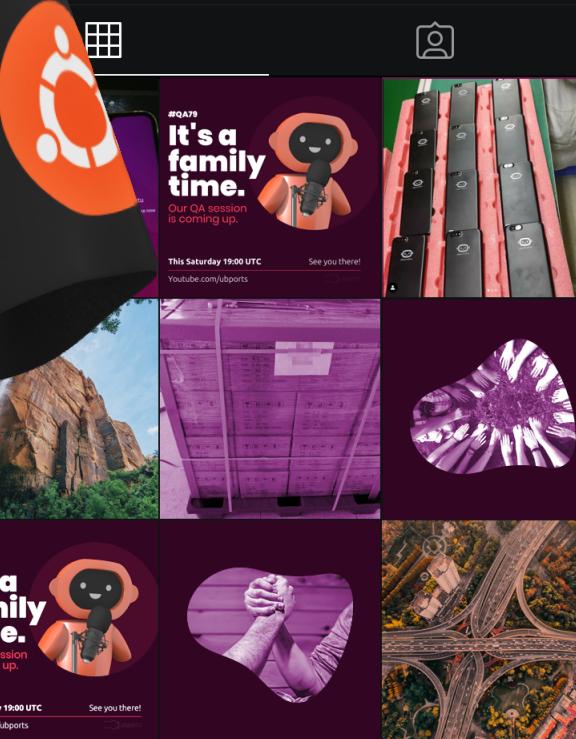
Swag / Digital



UBports
Product/Service
UBports is the online community behind the all new Ubuntu Touch. the privacy-friendly, no-nonsense mobile OS.
ubports.com

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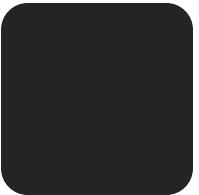
PinePhone Community Europe USA





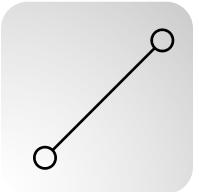
COF color

#E95420



Typeface color

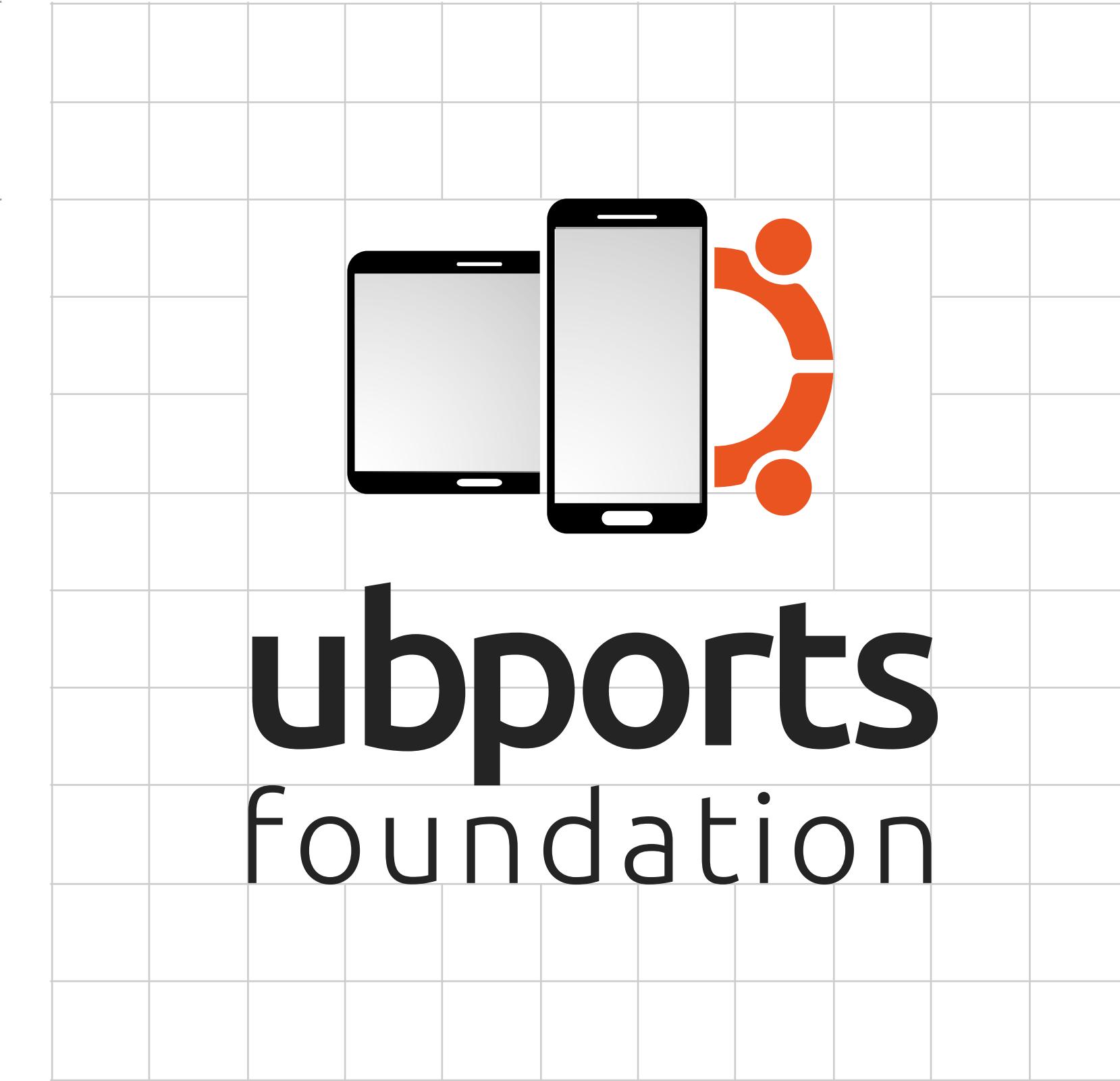
#242424



Screen Gradient

#DFDFDF - #C5C5C5

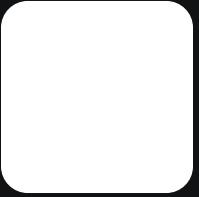
Fair margins





COF color

#E95420



Typeface color

#FFFFFF



Screen Gradient

#DFDFDF - #C5C5C5

Fair margins



Foundation level message

**Free your soul
and save your
mind**



Foundation level message

Collaborative Community

