



# 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.

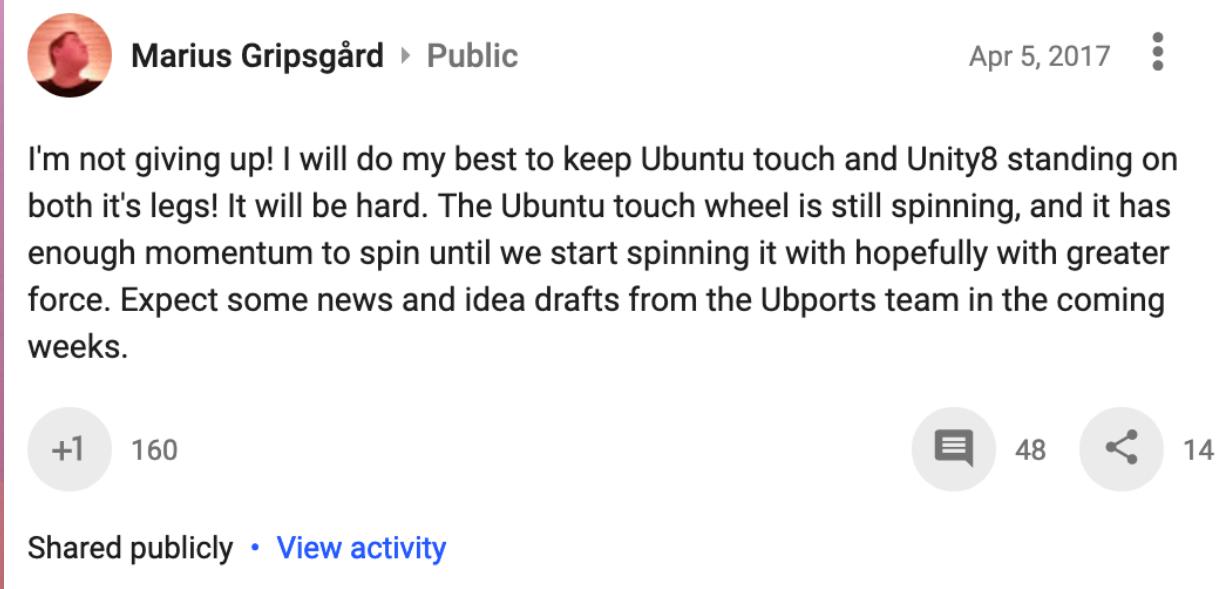
Marius saw the need for improved documentation and community around porting Ubuntu Touch to new devices. This was the inception of the UBports (or "Ubuntu" Ports) community.

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.**



A screenshot of a LinkedIn post from Marius Gripsgård. The post is public and dated April 5, 2017. It contains a message about Ubuntu Touch and Unity8, followed by engagement metrics (160 likes, 48 comments, 14 shares), and a link to view activity.

I'm not giving up! I will do my best to keep Ubuntu touch and Unity8 standing on both it's legs! It will be hard. The Ubuntu touch wheel is still spinning, and it has enough momentum to spin until we start spinning it with hopefully with greater force. Expect some news and idea drafts from the Ubports team in the coming weeks.

+1 160

48

14

Shared publicly • [View activity](#)

**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**<sup>®</sup> touch

Powered by UBports Foundation

**ubuntu**<sup>®</sup> touch  
Powered by UBports Foundation



## Solid & Gradients



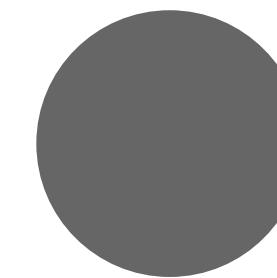
#8B3583

#E95420

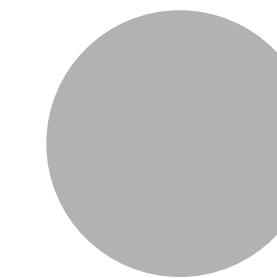


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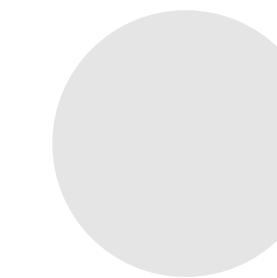
#8B3583



#666666  
Dove Gray



#B2B2B2  
Silver Chalice



#E5E5E5  
Silver Chalice

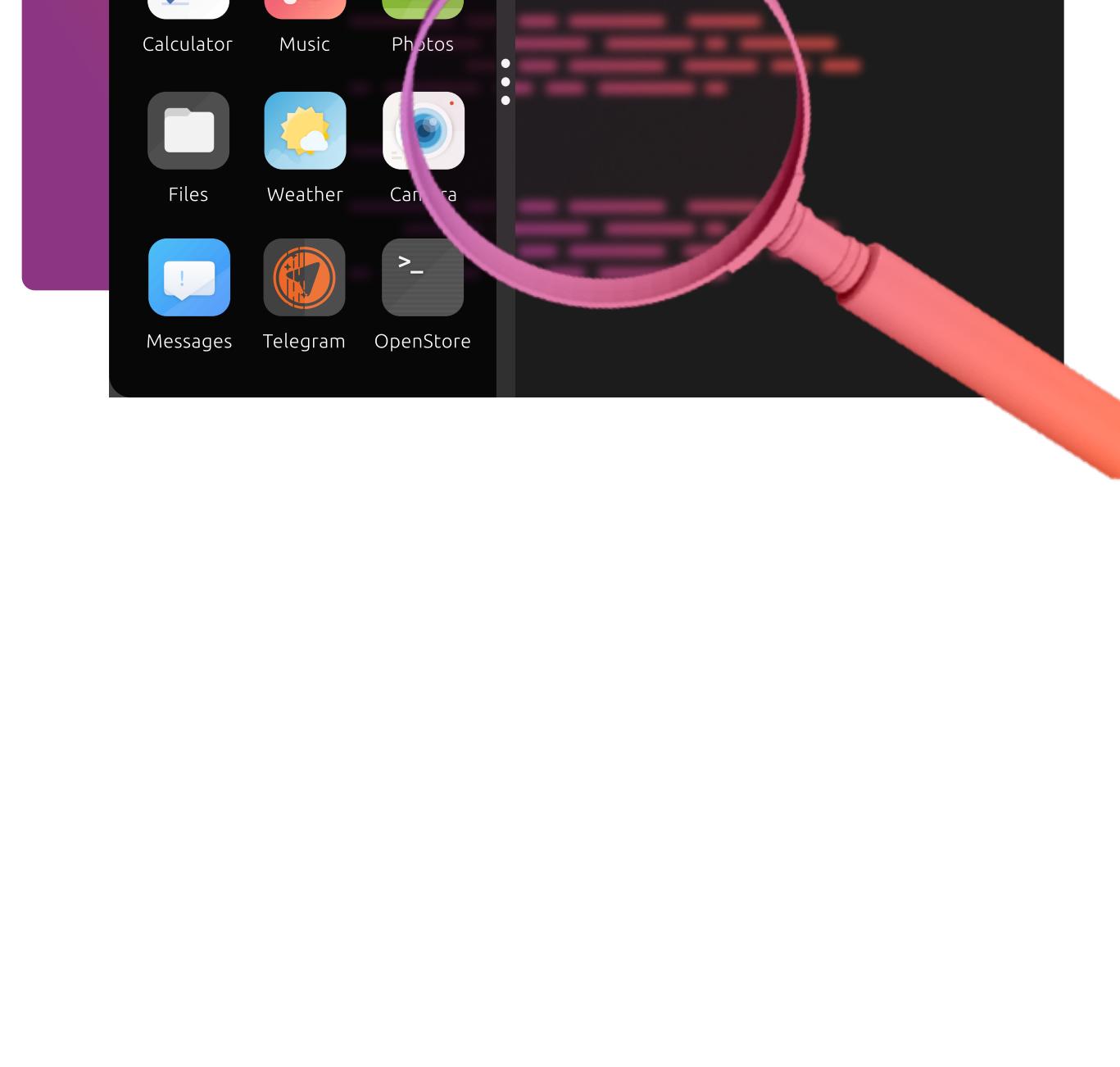


# Illustrations



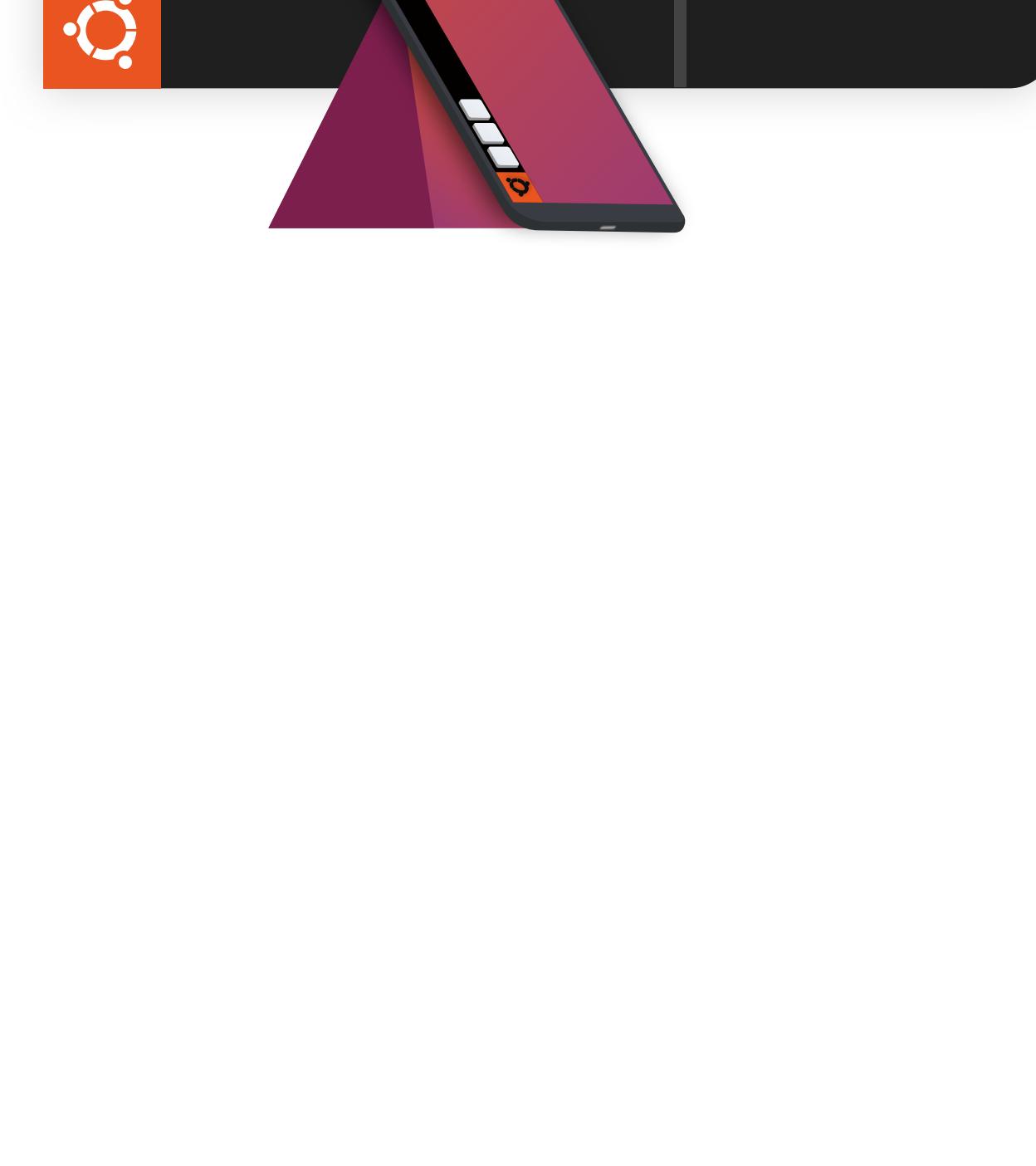
*Community  
Comit Together.*

*Fully  
Transparent OS*

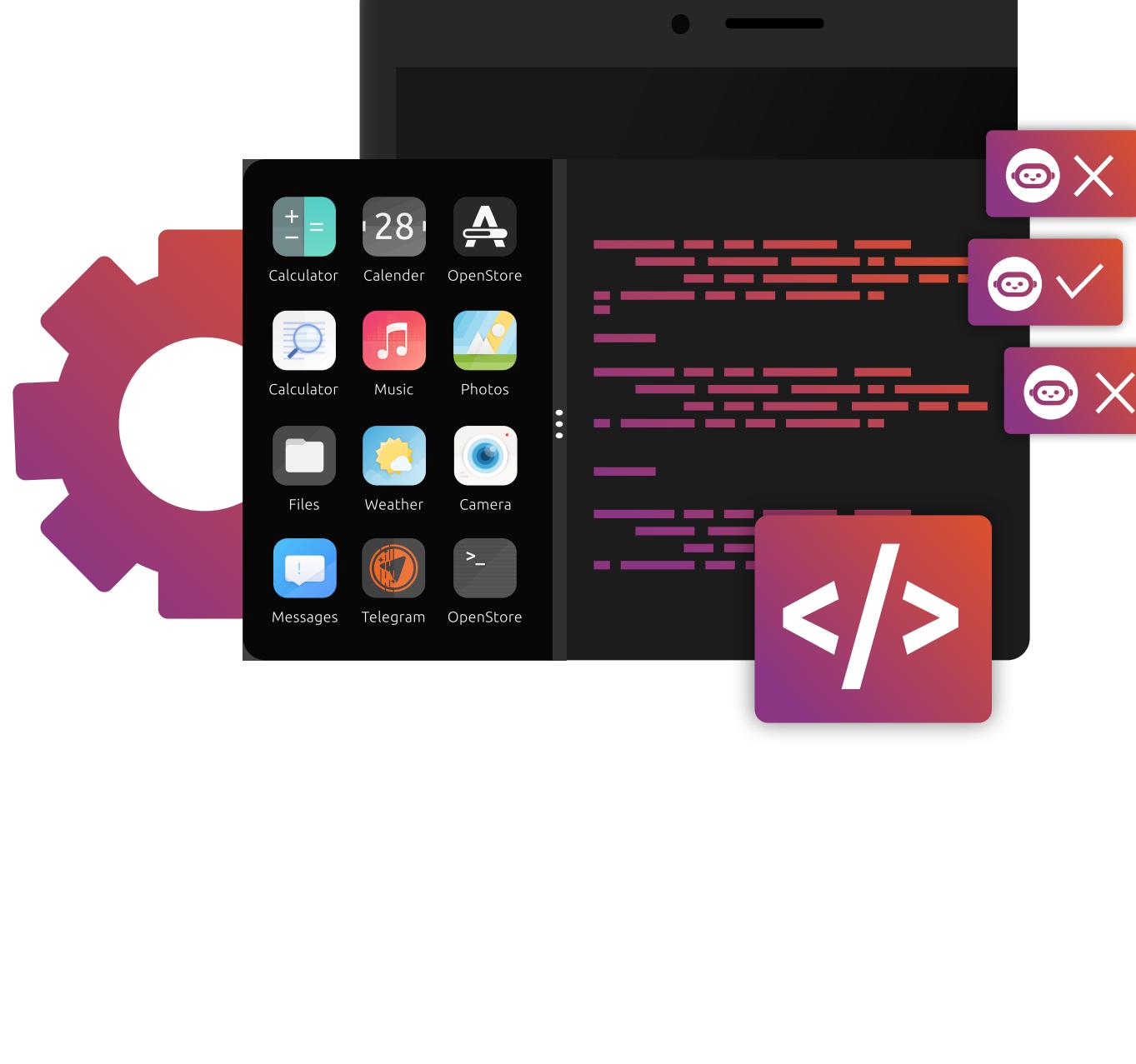


*Linux Phone*

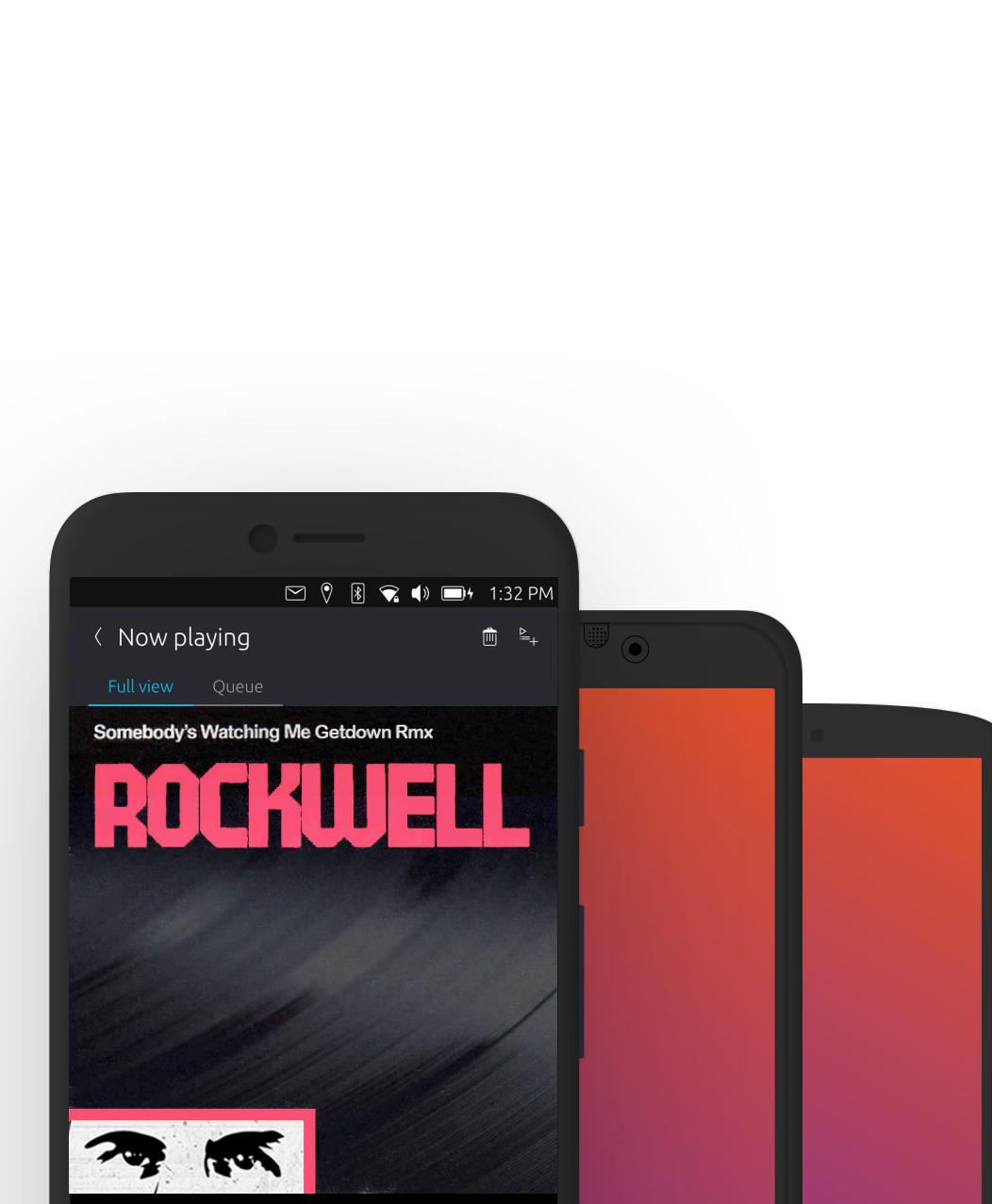
*Convergance*



*Test & Report*



*Devices*



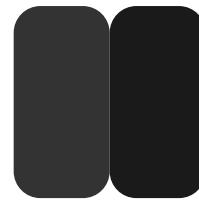


Pronouced "Yoo-Mee",  
as "You and me".



## **Yumi colors**

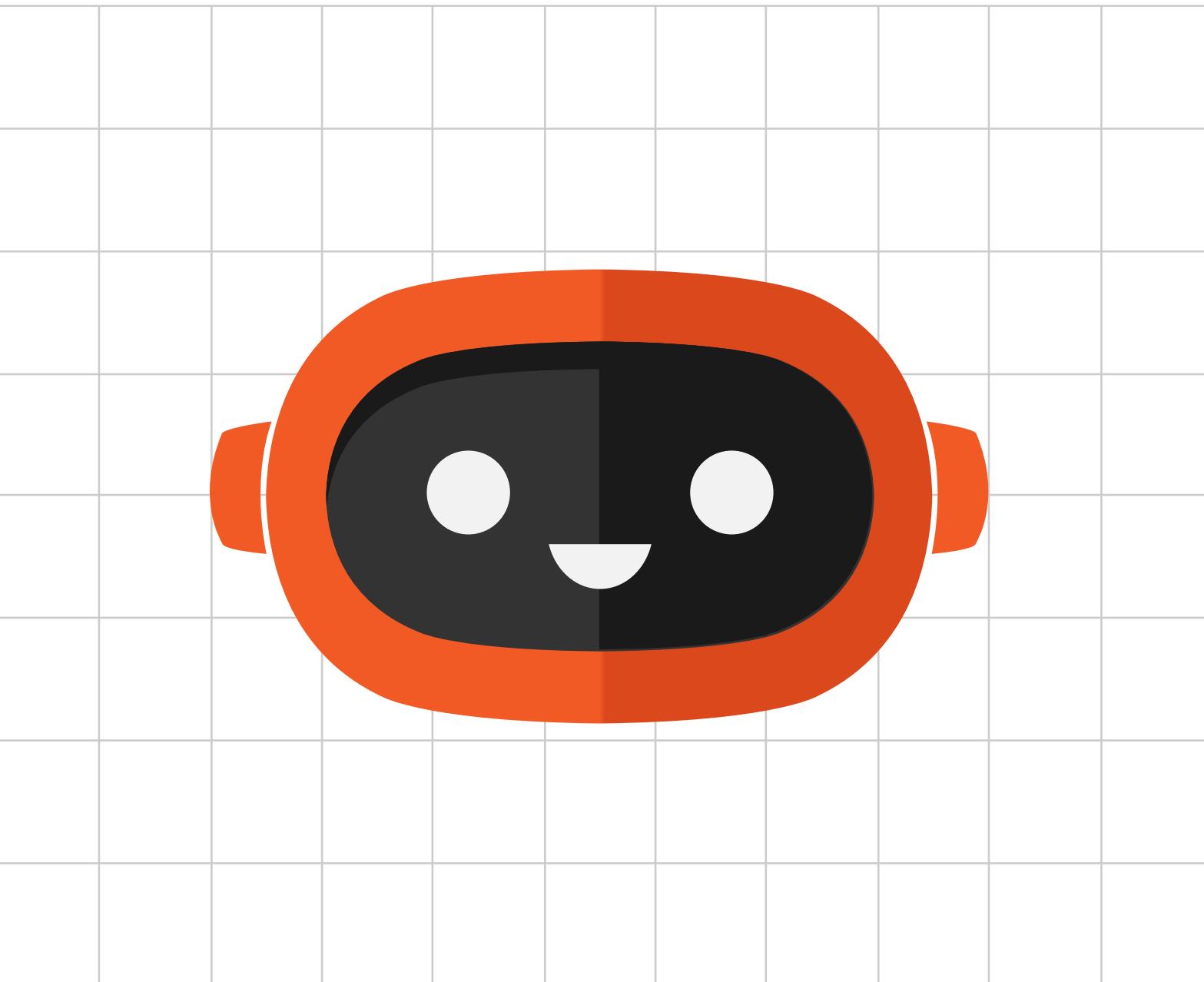
#E95420   #DB481B



## **Yumi face colors**

#333333   #1A1A1A

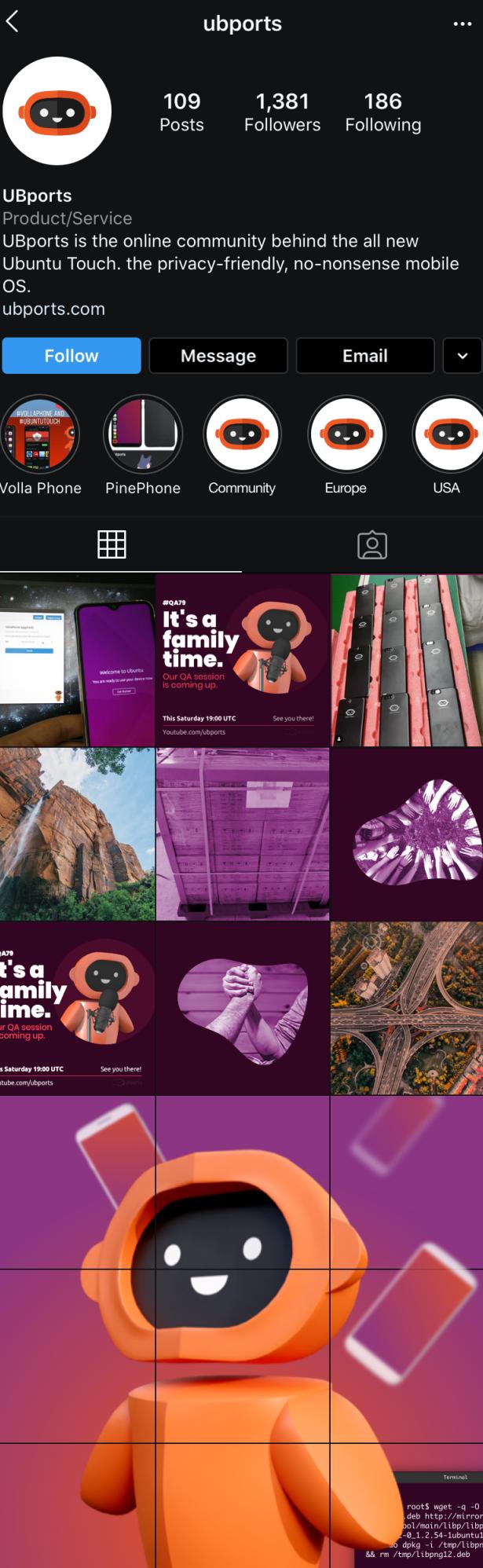
Logo Mark



Yumi Full Color Logo.

# Swag

# Follow Yumi



# Swag



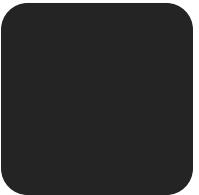
# Merch





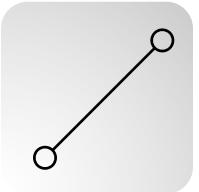
**COF color**

#E95420



**Typeface color**

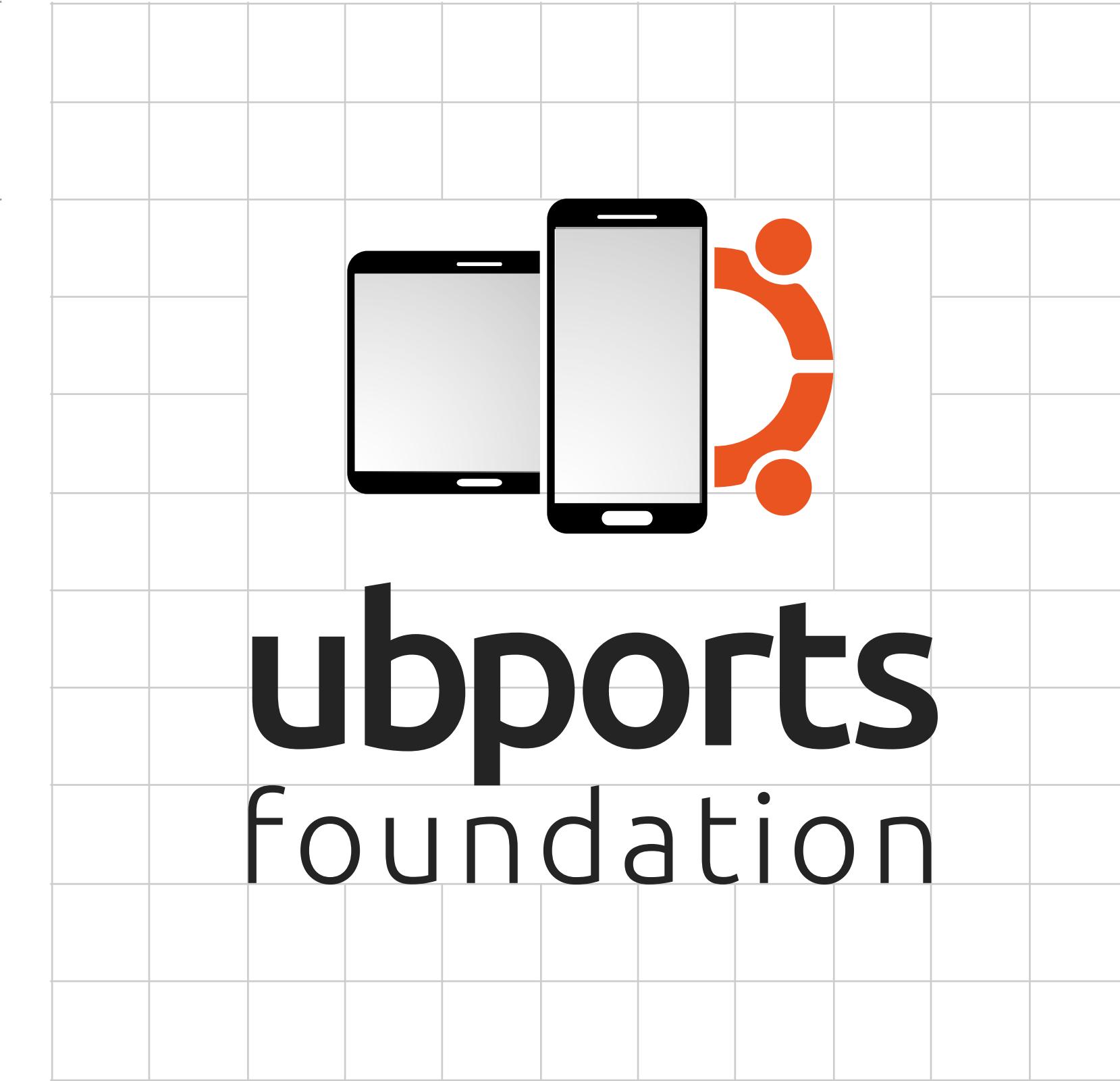
#242424



**Screen Gradient**

#DFDFDF - #C5C5C5

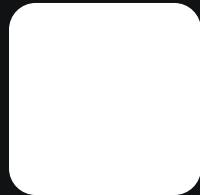
Fair margins





**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

