

cucumber<sup>®</sup>

# BRAND GUIDELINES

V 1.0

August 2014



# CONTENT

This document is divided into three parts, Cucumber logos and its usage, brand typography and secondary fonts, brand colours and how to use it.

This is a living document and a work in progress.

---

## LOGO

03

---

## TYPOGRAPHY

08

---

## COLOURS

12

cucumber



LOGO

03



## LOGO MARK AND LOGO TYPE

The Cucumber logo comprises of the logo mark and the logo type.

The logo mark represents sharing component of the brand, the Cucumber slice as a speech bubble.

The logo type is a geometric font 'Insignia' that reflects Cucumber's friendly but trustworthy nature.





## MONOCHROME

When only black and white or paper is available the same monotone version as the previous page should be used.

On black the logo should be white or paper, on white or paper the logo should be black.

The white version is slightly modified for optimised legibility.





## GEOMETRY

The exclusion zone is the space around the logo in which no other elements should be placed.

The space between the mark and type should be half 'c'.

It is recommend that you give at least this much space around the logo.

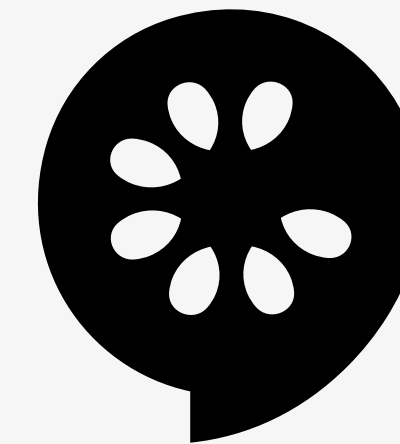
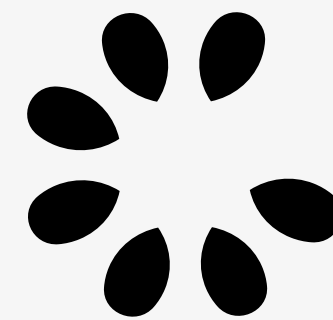




## THE LOGO MARK USAGE

The logo mark can be used on its own as it is very identifiable, but should be reserved for when size is a constraint.

Examples of justified uses of the logo mark alone include favicons or app icons.



cucumber 

---

## TYPOGRAPHY

08





## TYPEFACE

Cucumber's typeface is Lato which complements the logo well.

This is the recommended font to use on website and print.

# Lato

Light

*Light italic*

Regular

*Italic*

**Bold**

***Bold italic***

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 0123456789 #£\$&@

Cucumber lets software development teams describe how software should behave in plain text.

Body copy. Lato Light



## HEADERS & BODY COPY

You can use any weight of Lato how you like, but as a suggestion, headers could be Lato Bold while body copy could be Lato Light.

I am your header, **Lato Bold**

Hello header, I am your body.

My vital statistics are; Lato Light.

Sometimes I'm **Lato Regular** when I want to make a point.

cucumber



COLOURS



## BRAND COLOURS

This is the Cucumber colour pallet.  
The inner 'c' is the main utilitarian  
colours, while the branches are the  
specific brand colours for Cucumber  
Ltd, Cucumber Pro and open source  
Cucumber.





# BRAND COLOURS

These are the main brand colours including the sub-brand specific colours.





CUCUMBER LTD

The Cucumber Ltd brand is the main brand of the Cucumber company. Represented in black and grey.





# CUCUMBER WEBSITE

Branding of open source Cucumber  
uses shades of green.

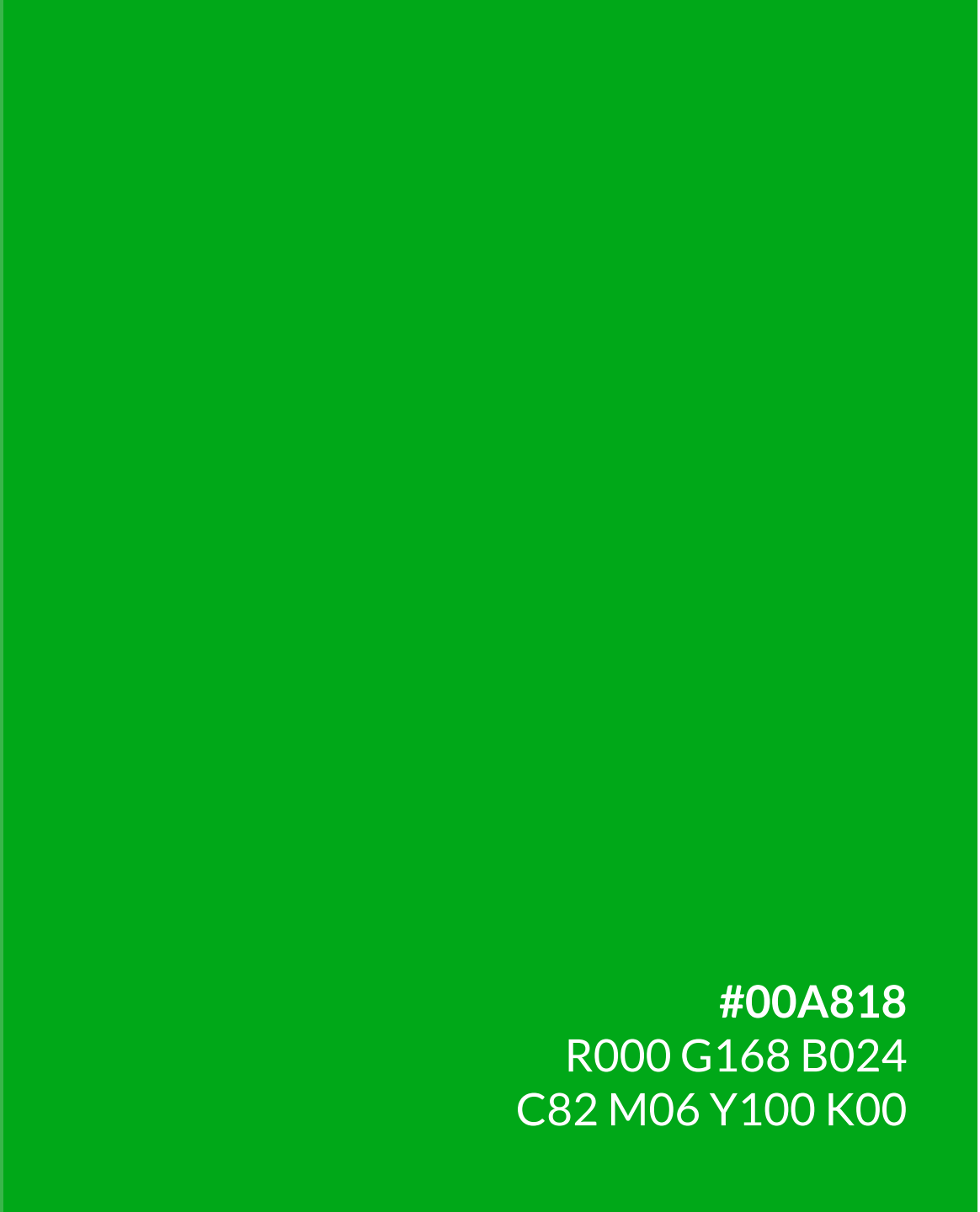
The colours represent both the  
conversational nature of Cucumber and  
passing tests.



#CEF257  
R206 G242 B087  
C23 M00 Y80 K00



#39B54A  
R057 G181 B074  
C75 M00 Y100 K00



#00A818  
R000 G168 B024  
C82 M06 Y100 K00



## CUCUMBER PRO

Cucumber Pro complements Cucumber by providing a collaborative environment that is designed for product owners, business analysts, testers and programmers.

It works with this fresh purple/blue pallet.





cucumber<sup>®</sup>

THANK  
YOU

more info:

[hello@cucumber.pro](mailto:hello@cucumber.pro)