

cucumber[®]

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.

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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.





EXCLUSION ZONE

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

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

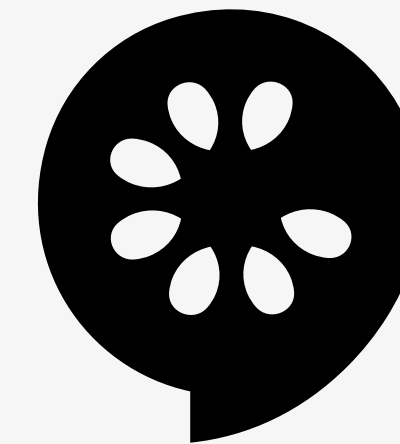
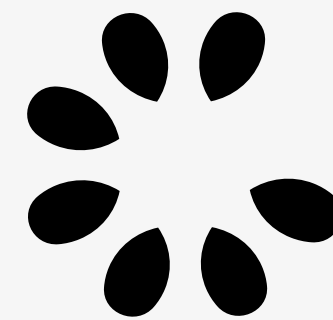




THE LOGO MARK USAGE

The logo mark can be used on it's 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.



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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.

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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.



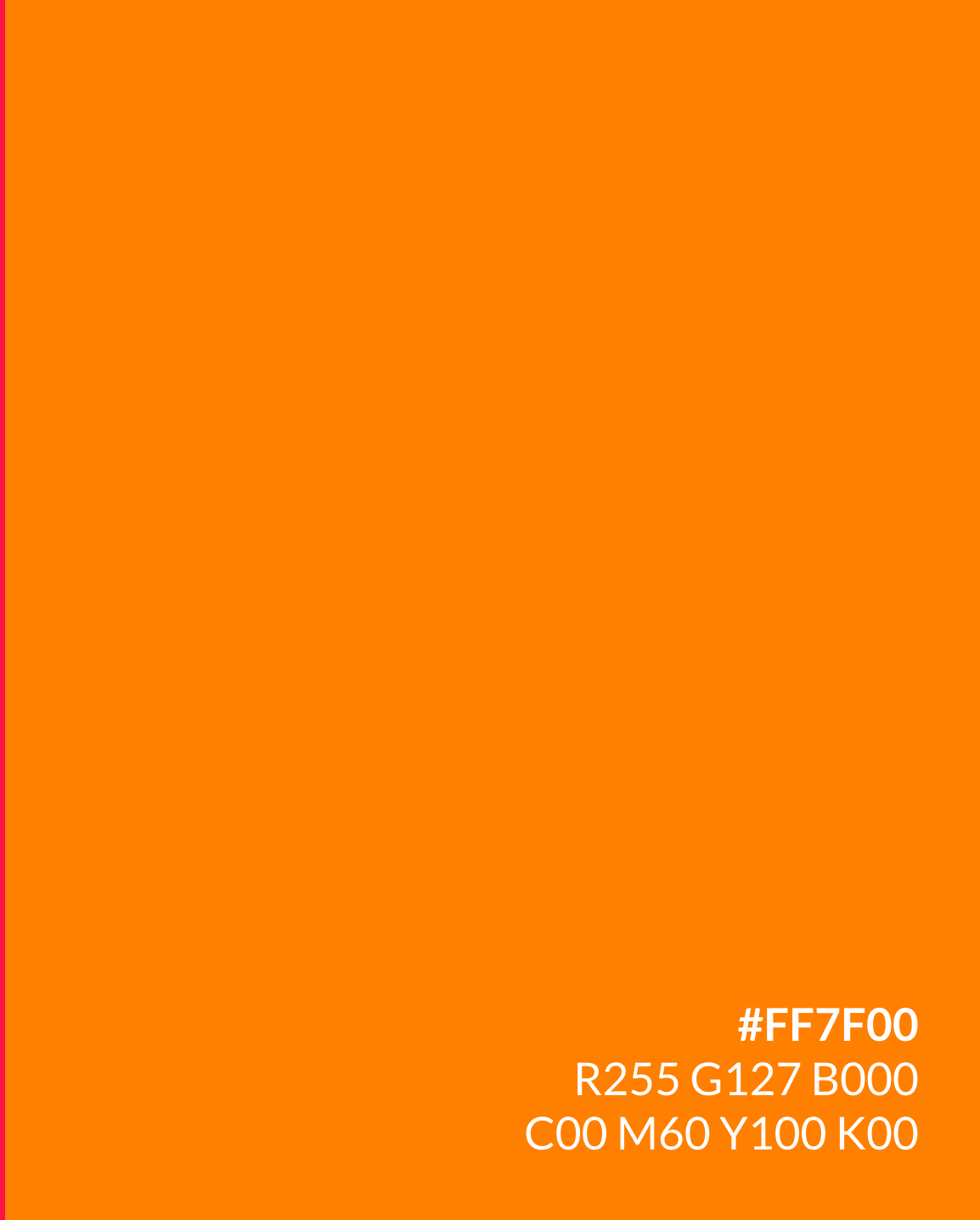


BRAND COLOURS

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



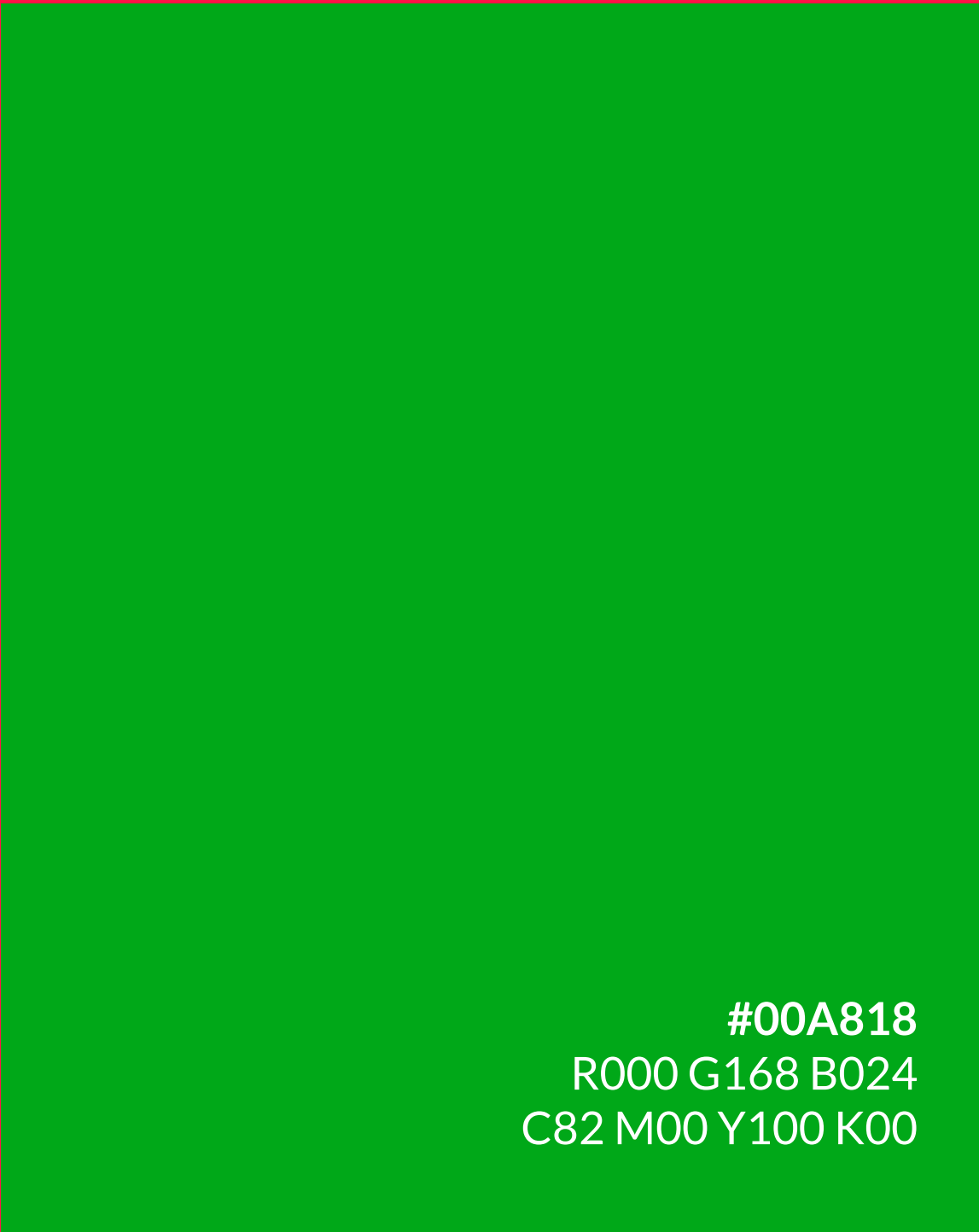
#FF1245
R255 G018 B069
C00 M98 Y70 K00



#FF7F00
R255 G127 B000
C00 M60 Y100 K00



#FFDA00
R255 G218 B000
C00 M60 Y100 K00



#00A818
R000 G168 B024
C82 M00 Y100 K00



#FF7F00
R255 G127 B000
C00 M60 Y100 K00



#1B1D1E
R027 G029 B030
C75 M66 Y66 K75



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.

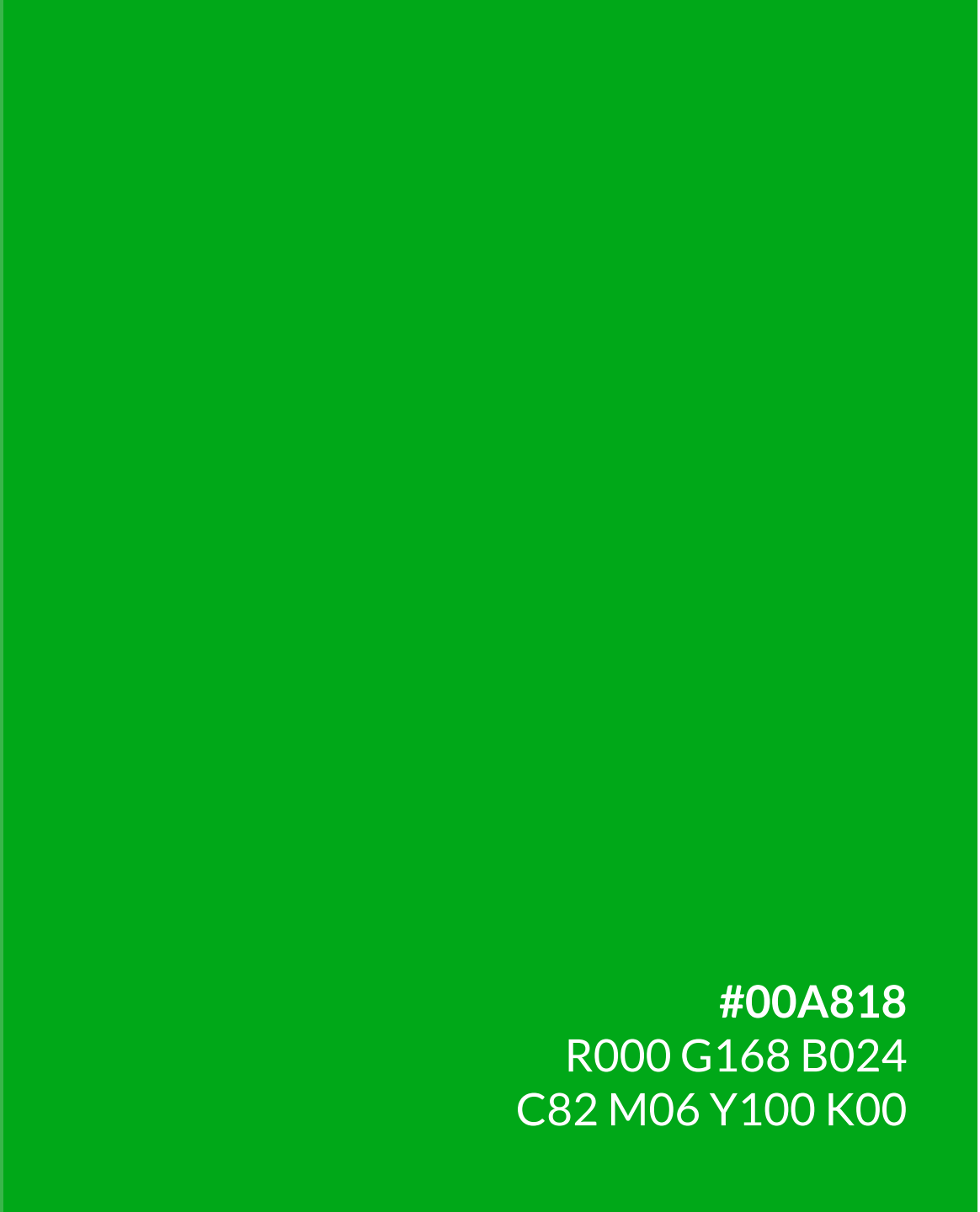
The colours represent both the
conversational nature of Cucumber and
passing tests.



#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.



#337DFF
R051 G125 B255
C75 M50 Y00 K00

#004FFF
R000 G079 B255
C84 M68 Y00 K00

#FF7F00
R255 G127 B000
C00 M60 Y100 K00

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THANK
YOU

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