yugabyteDB

Logo Guideline

yugabyte.com

Feb 2023

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YugabyteDB Logomark

Logomark Introduction

Movement, data and the infinity symbol are the central metaphors of the YugabyteDB brand concept. The brand logomark stylizes the first letter ‘Y’ in a way that is unique and distinct to the brand.

Movement

Data Block

Infinity

Letter ‘Y’

Logomark Introduction

The YugabyteDB logomark should be used by itself only when there is not enough space to use the full version of the logo. The logomark can be used seperately as a userpic on social networks, as a favicon on websites, or in similar situations.

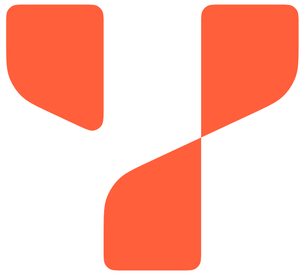
For maximum impact and legibility, do not use a logomark less than **20 px (0.2")** in height.

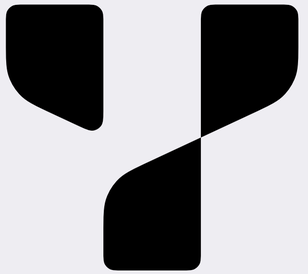
Use of Logomark

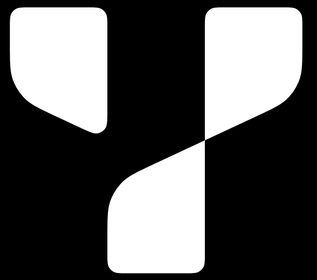
The logomark can either be colored or monochrome.

Please note, that the color compensation is applied for the colored logomark on dark backgrounds.

The monochrome versions are used when the logomark is placed on a photo background or there are some specific print or screen limitations.

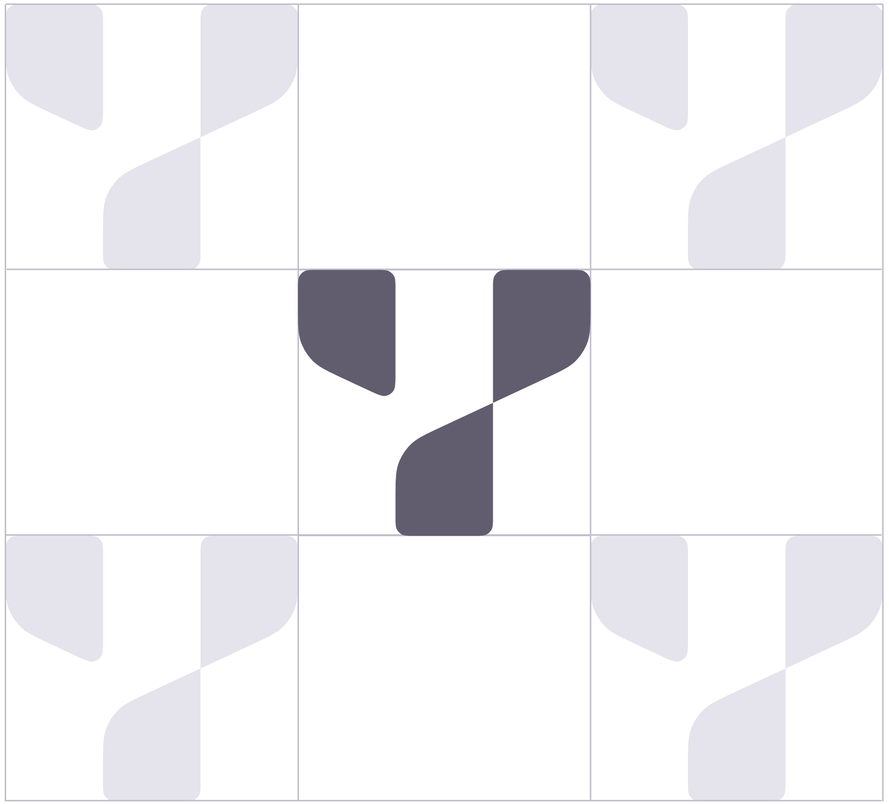






Logomark Clear Space

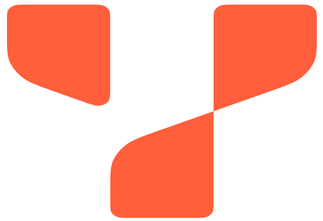
The YugabyteDB logomark is always positioned in clear space to maximize impact and legibility. A clearance space equal to the size of the logomark is applied around the logomark. This area should not have any other added elements.



Logomark Misuses

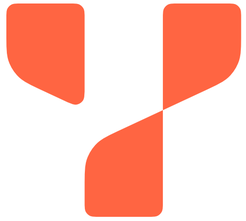
The YugabyteDB logomark can’t be transformed, reshaped, or changed in any way. No effects can be applied to the logomark. Also, the logomark should always be positioned on a high contrast background to ensure its legibility. Some examples of improper logomark use are shown on this page.

Do not place the logomark at an angle.

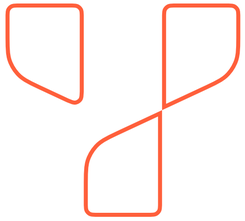


Do not distort the logomark.

Do not apply any other colors than those specified in the use of the logomark section.



Do not use the version for dark backgrounds on light backgrounds and vice versa.

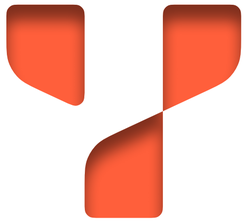


Do not outline.

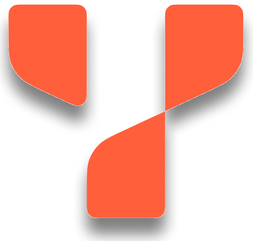
Do not apply transparency.

Logomark Misuses

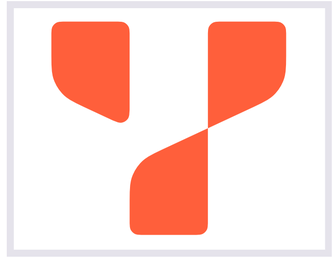
The YugabyteDB logomark can’t be transformed, reshaped, or changed in any way. No effects can be applied to the logomark. Also, the logomark should always be positioned on a high contrast background to ensure its legibility. Some examples of improper logomark use are shown on this page.



Do not apply any effects.



Do not apply drop shadow.



Do not place the logomark in the shape and follow the logomark’s clear space.

Always make sure there is enough contrast between the logomark and the background.

Use only Indigo or YugabyteDB Black as a dark background for the colored logomark.

Do not use the colored version of the logomark on photo backgrounds.

YugabyteDB Logo

Logo Introduction

The logo is a combination of the logomark and wordmark. The wordmark has a distinct character thanks to its geometric letterforms.

For most cases the wordmark and logomark should always be together and not separated. However, in some designs that require more creative freedom (e.g. merch), using a wordmark without a logomark is acceptable if the design layout already contains other distinct elements of the brand identity.

For maximum impact and legibility, do not use a logo less than **20 px (0.2")** in height.

Use of Logo

The logo can either be colored or monochrome.

Please note, that the color compensation is applied for the colored logo on dark backgrounds.

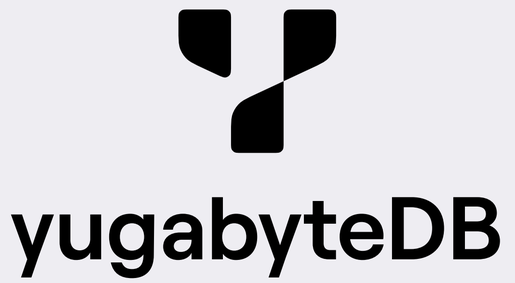
The monochrome versions are used when the logo is placed on a photo background or there are some specific print or screen limitations.

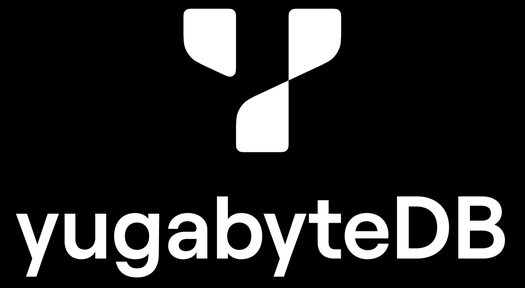
Stacked Logo

There is also a stacked version of the logo that is used as a secondary option when the horizontal space is limited or the specific central alignment is needed.

Please note, that the color compensation is also applied for the colored stacked logo on dark backgrounds.

Stacked version of the logo also has monochrome versions.





YugabyteDB Logo

Logo Clear Space

The YugabyteDB logo is always positioned in clear space for impact and legibility. A clearance space equal to the size of the logomark is applied around the logo. This area should not have any other added elements.

Same rules apply for the stacked version of the logo.

Logo Misuses

The YugabyteDB logo can’t be transformed, reshaped, or changed in any way. No effects can be applied to the logo. Also, the logo should always be positioned on a high contrast background to ensure its legibility. Some examples of improper logo use are shown on this page.

Same rules apply for the stacked version of the logo.

Do not place the logo at an angle.

Do not distort the logo.

Do not apply any other colors than those specified in the use of the logo section.

Do not use the logomark version for dark backgrounds on light backgrounds and vice versa.

Do not outline.

Do not apply transparency.

Logo Misuses

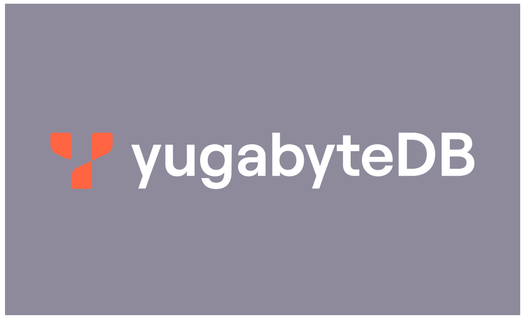
The YugabyteDB logo can’t be transformed, reshaped, or changed in any way. No effects can be applied to the logo. Also, the logo should always be positioned on a high contrast background to ensure its legibility. Some examples of improper logo use are shown on this page.

Same rules apply for the stacked version of the logo.

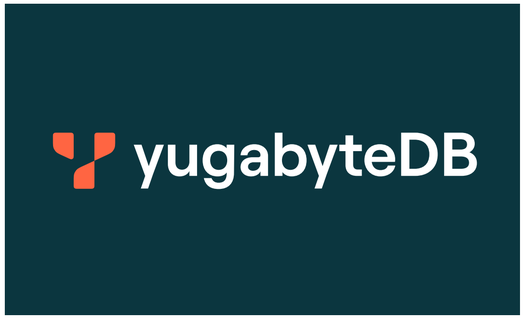
Do not apply any effects.

Do not apply drop shadow.

Do not place the logo in the shape and follow the logo’s clear space.



Always make sure there is enough contrast between the logo and the background.



Use only Indigo or YugabyteDB Black as a dark background for the colored logo.

Do not use the colored version of the logo on photo backgrounds.

Typography

Typography

YugabyteDB has brand typefaces which should be used in all communications.

Roobert is a headline font for YugabyteDB. Roobert is used for headlines to give the brand a strong and bold identity.

Inter is used only for the body text.

This typography should be used across all products and applications.

The fallback typeface for Roobert is Inter. If it is impossible to install Inter, use the system sans serif font both for the headlines and for the body text.

Roobert

AaBb

Inter

AaBbCcDdEeFfGgHhIiJjKkL

displaay.net
fonts.google.com

Roobert

Roobert is a mono-linear geometrical sans-serif font family. It is a versatile sans-serif with a recognizable pattern and geometry. It has a distinct character thanks to the unconventional forms of some of its letters.

Roobert is used as the display font. It immediately stands out and improves brand recognition.

Roobert

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 0123456789

$ € £ ¥ !@#%’”^&*()[]–+/=

Inter

Inter is a variable font family carefully crafted and designed for computer screens.

Inter features a tall x-height that improves the legibility of mixed case and lower case texts. Several OpenType features are provided as well, such as contextual alternates, ligatures and tabular figures. All these features make Inter an ideal font for large sections of text.

Inter

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 0123456789

$ € £ ¥ !@#%”’^&*()[]-+/=

Typography Hierarchy

Roobert SemiBold is used for headlines. Inter Regular is used for the body text and captions. Keep the leading at 105% for headlines, 120% for the second level headlines and 125% for the body text. The letter spacing should always be set to default.

H1 Roobert SemiBold
Leading 105%

The Cloud Native Database

H2 Roobert SemiBold
Leading 120%

Yugabyte Raises $188 Million Series C to Make Distributed SQL Ubiquitous

B1 Inter Regular
Leading 125%

Sapphire Ventures led the round with participation from Alkeon Capital, Meritech Capital, and Wells Fargo Strategic Capital, as well as existing investors.

B2 Inter Regular
Leading 125%

Modern applications need a cloud native database that eliminates tradeoffs and silos. The world's leading enterprises are modernizing from Oracle, SQL Server, DB2 and other legacy RDBMSs to YugabyteDB for mission-critical applications.

C1 Inter Regular
Leading 125%

Business Critical Microservices

Colors

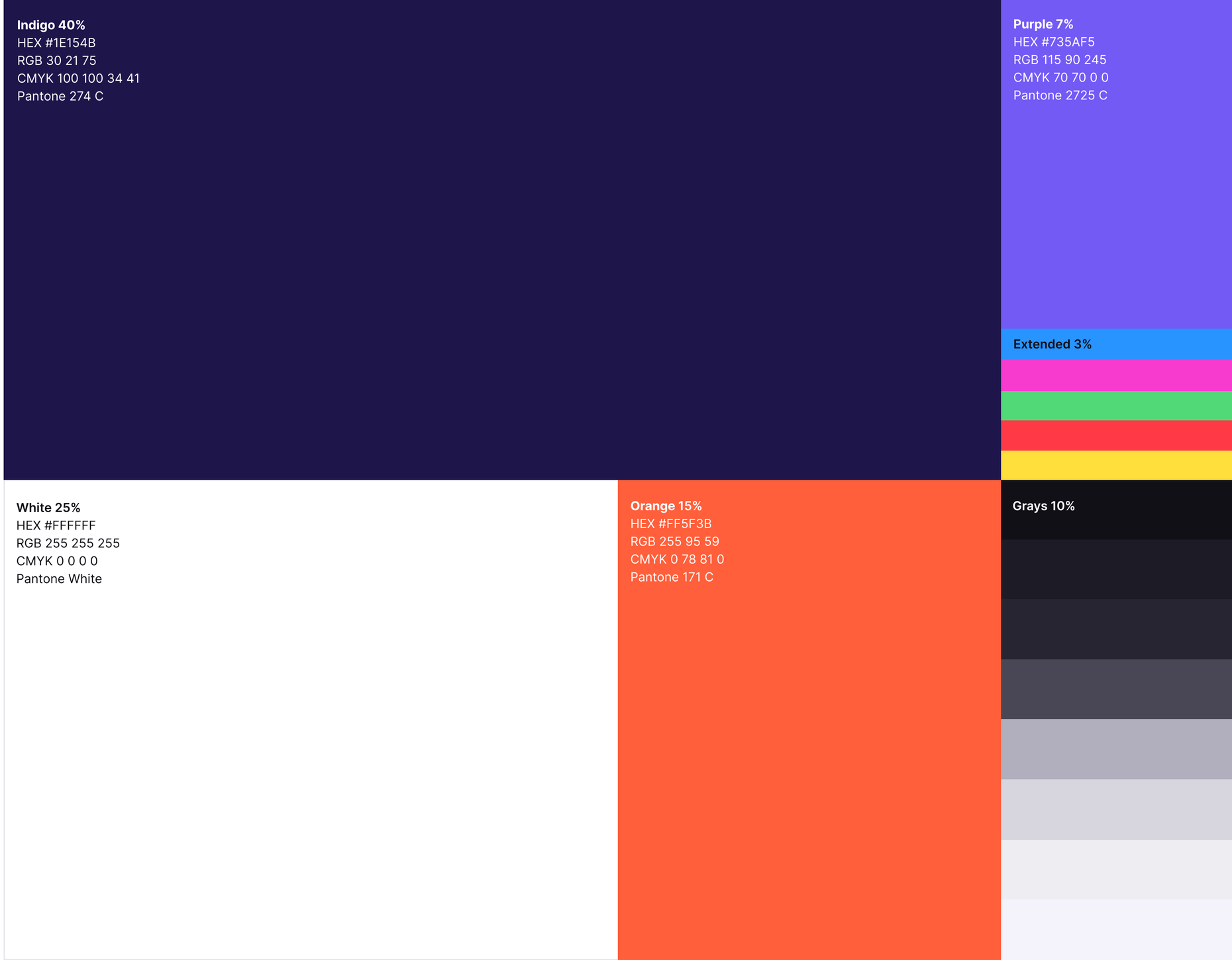
Colors

Use of Color

YugabyteDB primary colors are used to express the essence of the brand in most communications. The primary color palette helps maintain brand recognition and enhances familiarity.

A precise and controlled use of this color palette is the key to creating a sense of visual consistency across the YugabyteDB identity system.

Please note that while following the color ratio is applicable to the whole brand, it may not be appropriate to apply to each and every individual design layout.



Colors

Grayscale Palette

Gray colors are mainly used for illustrations, UI backgrounds, interfaces, infographics, and other elements. In addition, they make the brand identity more flexible.

This grayscale palette is tinted in cold colors to complement the primary color palette.

YugabyteDB Black
HEX #121017
RGB 18 16 32
CMYK 0 0 0 100
PANTONE Black 6C

Gray 12
HEX #1D1B26
RGB 29 27 38
CMYK 0 0 0 92
PANTONE 4287

Gray 11
HEX #282532
RGB 40 37 50
CMYK 0 0 0 85
PANTONE Cool Gray 11

Gray 10
HEX #494655
RGB 73 70 85
CMYK 0 0 0 78
PANTONE Cool Gray 10

Gray 9
HEX #615D6E
RGB 97 93 110
CMYK 0 0 0 70
PANTONE Cool Gray 9

Gray 8
HEX #797587
RGB 121 117 135
CMYK 0 0 0 62
PANTONE Cool Gray 8

Gray 7
HEX #8E8A9C
RGB 142 138 156
CMYK 0 0 0 55
PANTONE Cool Gray 7

Gray 6
HEX #B1AEBD
RGB 177 174 189
CMYK 0 0 0 47
PANTONE Cool Gray 6

Gray 5
HEX #C2C0CC
RGB 194 192 204
CMYK 0 0 0 40
PANTONE Cool Gray 5

Gray 4
HEX #D7D5DE
RGB 215 213 222
CMYK 0 0 0 33
PANTONE Cool Gray 4

Gray 3
HEX #E5E4EB
RGB 229 228 235
CMYK 0 0 0 25
PANTONE Cool Gray 3

Gray 2
HEX #EEEDF2
RGB 238 237 242
CMYK 0 0 0 18
PANTONE Cool Gray 2

Gray 1
HEX #F5F5F7
RGB 245 245 247
CMYK 0 0 0 10
PANTONE Cool Gray 1

White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
PANTONE White

Colors

Extended Palette

YugabyteDB has an extended color palette with a set of tinted colors to be used across design applications.

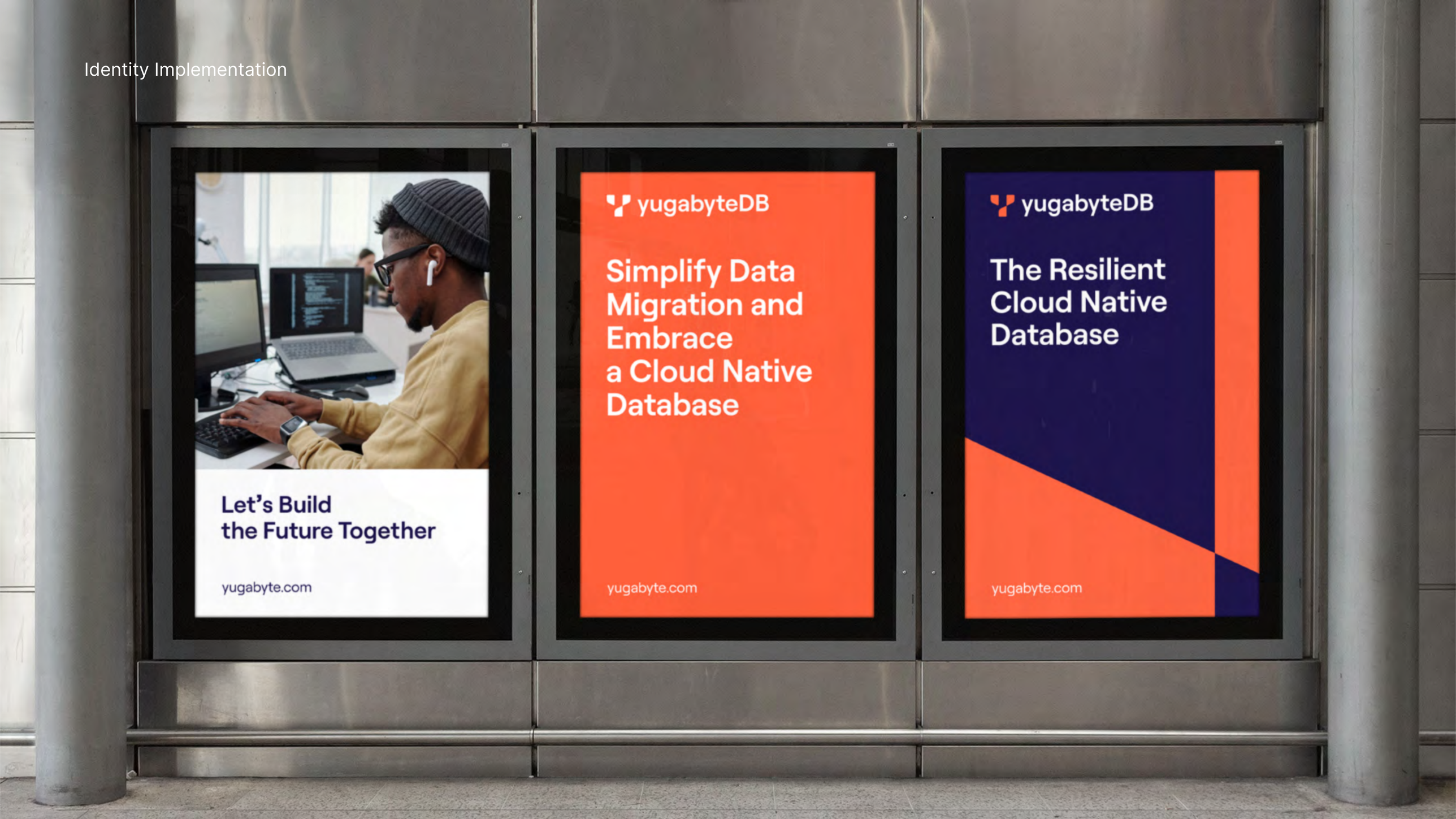
Please note, that tinted colors should never be used in primary applications and are mainly intended for use in illustrations, on data charts, infographics and interface elements.

Light Orange HEX #FF7D60 RGB 255 125 96 CMYK 0 60 60 0 PANTONE 1635 C	**Light Red** HEX #FF5C67 RGB 255 92 103 CMYK 0 80 50 0 PANTONE 178 C	**Light Magenta** HEX #FF6DDF RGB 255 109 223 CMYK 10 65 0 0 PANTONE 231 C	**Light Purple** HEX #836BFF RGB 131 107 255 CMYK 60 60 0 0 PANTONE 2715 C	**Light Blue** HEX #59ACFF RGB 89 172 255 CMYK 55 25 0 0 PANTONE 292 C	**Light Green** HEX #6EEA91 RGB 110 234 145 CMYK 50 0 60 0 PANTONE 353 C	**Light Yellow** HEX #FFEB82 RGB 255 235 130 CMYK 0 0 60 0 PANTONE 393 C
Orange HEX #FF5F3B RGB 255 95 59 CMYK 0 78 81 0 Pantone 171 C	**Red** HEX #FF3A46 RGB 255 58 70 CMYK 0 90 70 0 PANTONE 1787 C	**Magenta** HEX #F73BCF RGB 247 59 207 CMYK 15 80 0 0 PANTONE 806 C	**Purple** HEX #735AF5 RGB 115 90 245 CMYK 70 70 0 0 Pantone 2725 C	**Blue** HEX #2894FF RGB 40 148 255 CMYK 70 40 0 0 PANTONE 2727 C	**Green** HEX #50D976 RGB 80 217 118 CMYK 60 0 75 0 PANTONE 7479 C	**Yellow** HEX #FFDF3B RGB 225 223 59 CMYK 0 10 90 0 PANTONE 101 C
Middle Orange HEX #C5472A RGB 197 71 42 CMYK 15 90 100 0 PANTONE 7580 C	**Middle Red** HEX #BF2933 RGB 191 41 51 CMYK 20 100 90 0 PANTONE 7620 C	**Middle Magenta** HEX #BF2AA0 RGB 191 42 60 CMYK 30 90 0 0 PANTONE 240 C	**Middle Purple** HEX #5542B9 RGB 85 66 185 CMYK 80 80 0 0 PANTONE 7670 C	**Middle Blue** HEX #2273C3 RGB 34 115 195 CMYK 85 55 0 0 PANTONE Process Blue C	**Middle Green** HEX #3CAA5C RGB 60 170 92 CMYK 75 10 85 0 PANTONE 7739 C	**Middle Yellow** HEX #C5AC2A RGB 197 172 42 CMYK 25 25 100 0 PANTONE 7752 C
Dark Orange HEX #8A2E1A RGB 138 46 26 CMYK 30 90 100 30 PANTONE 1685 C	**Dark Red** HEX #881920 RGB 136 25 32 CMYK 30 100 90 30 PANTONE 7622 C	**Dark Magenta** HEX #881A70 RGB 136 26 112 CMYK 50 100 25 0 PANTONE 249 C	**Dark Purple** HEX #3A2B82 RGB 58 43 130 CMYK 100 100 10 0 PANTONE 7672 C	**Dark Blue** HEX #144E87 RGB 20 78 135 CMYK 100 75 20 0 PANTONE 7686 C	**Dark Green** HEX #297A41 RGB 41 122 65 CMYK 85 30 100 20 PANTONE 554 C	**Dark Yellow** HEX #8A781A RGB 138 120 26 CMYK 45 40 100 15 PANTONE 105 C
Umber HEX #501609 RGB 80 22 9 CMYK 40 90 90 60 PANTONE 4975 C	**Ruby** HEX #50090E RGB 80 9 14 CMYK 40 90 80 65 PANTONE 490 C	**Plum** HEX #510740 RGB 81 7 64 CMYK 60 100 40 40 PANTONE 690 C	**Indigo** HEX #1E154B RGB 30 21 75 CMYK 100 100 34 41 Pantone 274 C	**Ocean** HEX #112E4B RGB 17 46 75 CMYK 100 80 40 40 PANTONE 2767 C	**Phthalo** HEX #154B27 RGB 21 75 39 CMYK 90 40 100 50 PANTONE 3435 C	**Golden** HEX #504409 RGB 80 68 9 CMYK 55 55 100 50 PANTONE 7553 C

Identity Implementation

05

Identity Implementation



yugabyteDB
Let’s Build
the Future Together
yugabyte.com

Identity Implementation

Let’s Build the Future Together

For information and guidance on proper use
of these guidelines, contact the YugabyteDB marketing team.

created by clay.global