Brand Book made by Pomelli

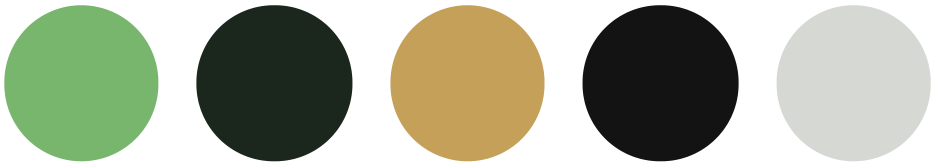
Ummah Core Apps

BRAND BOOK

01 Brand Overview

Ummah Core Apps is an independent technology ecosystem that creates focused, privacy-conscious applications for Muslims. The brand provides digital tools for worship, productivity, and relationships, designed to help users organize their everyday lives around faith and meaningful connection without distraction or intrusive data practices.

"Thoughtful tools for everyday Muslim life."



02 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%

SECONDARY TYPEFACE

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%

03. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Spearmint Green

Hex #79B66D
RGB 121, 182, 109
CMYK 34%, 0%, 40%, 29%
HSL 110, 33%, 57%

Obsidian Black

Hex #1B261D
RGB 27, 38, 29
CMYK 29%, 0%, 24%, 85%
HSL 131, 17%, 13%

Doe Brown

Hex #C5A059
RGB 197, 160, 89
CMYK 0%, 19%, 55%, 23%
HSL 39, 48%, 56%



Obsidian Black

Hex #121312
RGB 18, 19, 18
CMYK 5%, 0%, 5%, 93%
HSL 120, 3%, 7%

Silver Gray

Hex #D5D8D3
RGB 213, 216, 211
CMYK 1%, 0%, 2%, 15%
HSL 96, 6%, 84%

VALUES

"Privacy, Clarity, Respect, Accessibility, Trust"

AESTHETIC

Minimalist

Privacy-First

Structured

Thoughtful

Faith-centred

TONE OF VOICE

Calm

Warm

Informed

Respectful

Confident