



Brand Guidelines

Last updated: June 4, 2026

Quick Facts

- Name: The Yum Pandemic
- Category: Recipe, food culture, and culinary community platform
- Website: <https://theyumpandemic.com>
- Press contact: team@email.theyumpandemic.com

Short Description

The Yum Pandemic is a food platform for discovering, sharing, and publishing recipes with cultural context, practical cooking tools, and a community layer for home cooks, chefs, and food storytellers.

Approved Logos

Use the approved logo files from the live press kit:

- All-white logo
- All-black logo
- Primary terracotta mark
- White text mark
- Square colour icon
- Square white icon

Use terracotta or colour assets on light and warm neutral backgrounds. Use white versions on dark, busy, or photographic backgrounds with enough contrast.

Logo Guidelines

- Leave clear space around the logo equal to at least the height of the icon bowl/cloud mark. Do not crowd it with text, partner marks, borders, or UI chrome.
- Keep the full wordmark at 140px wide or larger on screen. Use the square icon when the available width is smaller or when the logo must sit inside an avatar field.
- Use terracotta or colour assets on light and warm neutral backgrounds. Use white versions on dark, busy, or photographic backgrounds with enough contrast.
- Do not stretch, recolour, rotate, crop, add effects, place inside a new shape, alter the text, or separate the wordmark from its symbol.

Brand Palette

COLOUR	HEX	CSS	USAGE
Terracotta	#C07A65	--terracotta	Primary brand accent, logo colour, key actions.
Terracotta Dark	#A66350	--terracotta-dark	Hover states, deep accents, emphasis.

COLOUR	HEX	CSS	USAGE
Yump Gold	#D8B878	--yump-gold	Premium accents, ratings, dark-theme highlights.
Stone Light	#F5F2EE	--stone-light	Light page background and warm whitespace.
Stone Medium	#E6DED5	--stone-medium	Subtle borders, dividers, and neutral panels.
Dark Background	#1A1A1A	--dark-bg	Deep surfaces and brand contrast fields.
Olive Green	#235800	--olive-green	Secondary culinary accent used sparingly.

Editorial

Write the name as **The Yum Pandemic**. Do not shorten it to Yump in formal press materials unless referring to a specific in-product feature that uses that wording.

Describe the platform as practical, culturally curious, community-minded, and food-first. Avoid implying medical, pandemic-related health claims, or crisis messaging.