One ecosystem. A shared identity.

Umra
Ecosystem

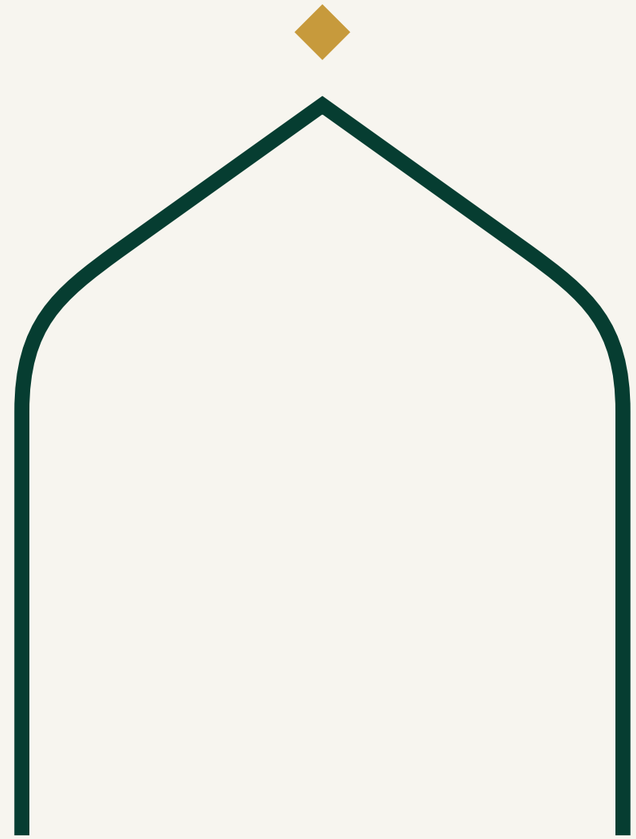
ECOSYSTEM BRAND GUIDELINES



01

Clear service.
Care for people.

Umra Ecosystem brings together products for travel agencies, their teams, partners and travelers. A shared identity makes the products recognisable and information easy to understand.



BRAND DIRECTION / PROPOSAL

A system, from logo to application.

01 Foundation 02-05

02 Visual language 06-16

03 Brand in use 17-24

04 Website & interface 25-36

05 Product identities 37-43

06 Applications and handoff 44-48

Clear. Calm. Connected.

01

Clarity

Make the next step easy to understand. Use clear names, a visible information hierarchy and specific wording.

02

Care

Respect the traveler and the meaning of the journey. Use warm materials, considerate language and respectful imagery.

03

Connection

Keep all products recognisable as one visual family while giving each product a clear role.

The identity serves travel agencies, teams, managers, partners and travelers. Each product keeps its own name and role within the ecosystem.

One ecosystem. Six products.

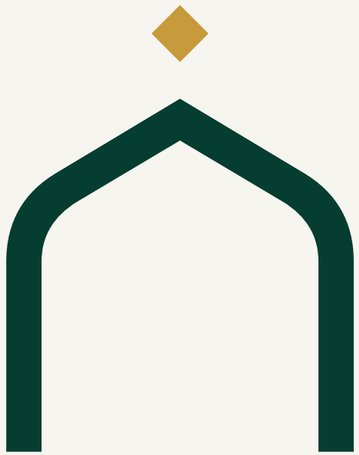
Umra

Ecosystem

THE COMMON BRAND

Umra OS	Umra Market	Umra CRM	Umra Dashboard	Umra Traveler	Umra Partner
B2B platform	Finding and choosing a tour	Customer relationships	Team and platform management	The journey companion	Connection & collaboration

Umra Ecosystem unites six products. CEO is merged into the CRM identity; Dashboard remains separate. Use the parent for ecosystem-wide communication and the product name for its own service. This is a brand architecture rule, not a claim that software has been merged.



Umra Ecosystem

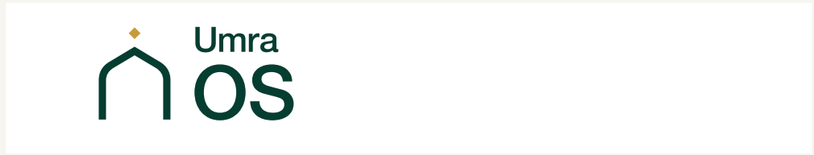
The parent pairs the existing Umra OS arch and gold diamond with Umra above a gold Ecosystem descriptor. The symbol is shared; use the full name to distinguish Ecosystem from OS. Use the supplied vector masters.

HELVETICA NEUE / OUTLINED MASTER

Different roles. One visual family.

Product name 60 / Umra endorsement 28. One shared scale, one text colour.

01 **OS**





02 **Market**





03 **CRM**





04 **Dashboard**





05 **Traveler**





06 **Partner**





PRODUCT NAME FIRST / UMRA ENDORSEMENT / ONE SHARED SCALE

Give the mark room.

Production rules for revision 19.



Primary: X is the U height in the small Umra endorsement. Horizontal: X is half the U height. Parent: X is the E height in Ecosystem. Keep at least X around the visible artwork. Scale the product family to a common height, never to a common width.

Parent / product

160 px W / 48 px H

Horizontal product

32 px H

Full / micro symbol

32 / 16 px

Below 32 px, use the dedicated micro artwork with the product name nearby. Check physical reproduction with the printer.

One logo. Several reproduction options.



Full colour



On dark backgrounds



Single colour



White

All seven identities - the parent and six products - have true vector masters in colour and one ink. Partner uses four interlaced bands inside the common arch. No logo contains a bitmap or depends on an installed font.

Emerald unites. Light backgrounds create space.

Ivory

#F7F5EF

Emerald

#063D31

Gold on light

#C79A3C

Gold on dark

#E2B65F

One palette for all six products. Gold is a brand accent and logo colour; use emerald or a tested text token for small interface text. The lighter gold is reserved for dark backgrounds. Functional status colours are defined separately in the website chapter.

Helvetica Neue

Aa

Clear headings.

Readable text.

DISPLAY / 64-96

HEADING / 32-48

BODY TEXT / 14-18

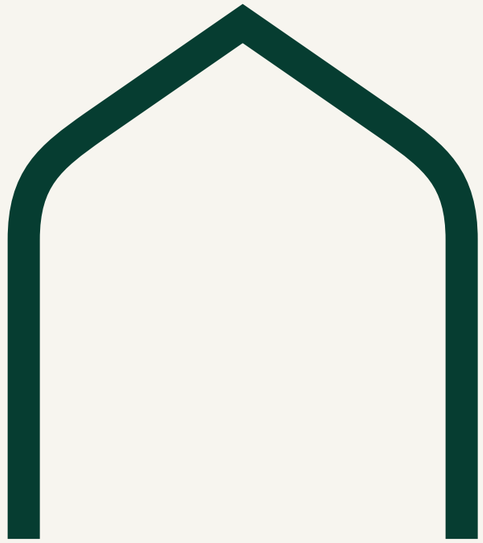
The journey

A meaningful connection

One clear thought at a time.

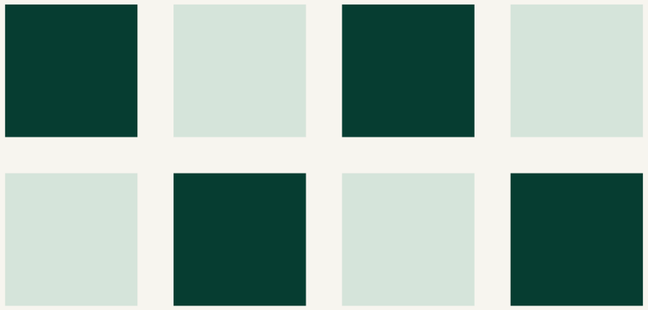
HELVETICA NEUE / REGULAR 400 + MEDIUM 500 / 0123456789

Three elements. One visual language.



01 / Arch

Use the arch as a frame or enlarge and crop it as a background shape. Keep the product logo itself intact.



02 / Modules

The modular grid structures content and repeated surfaces without adding decoration to the logo.

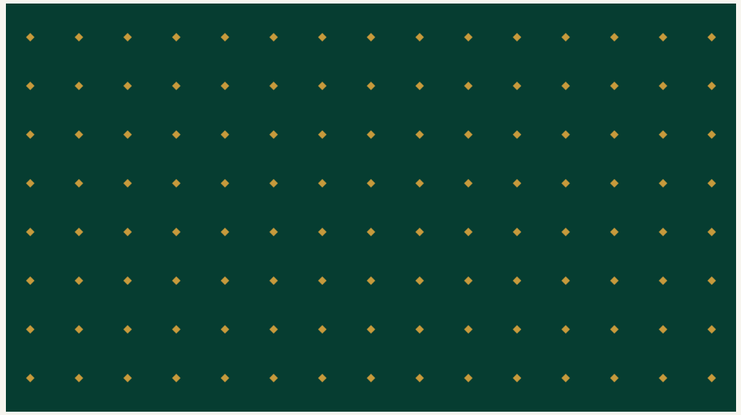


03 / Diamond

Use the diamond to highlight a destination, a milestone or a key detail.

Repeat with restraint.

Use the repeating arch pattern on covers, envelopes and backgrounds. Keep body text and small data on a clear surface. Use one pattern in each composition.



VECTOR PATTERN / 150-UNIT MODULE

Light.
Texture.
Depth.

Choose natural light, visible material texture and spaces shown at a human scale. For published communications, prefer photographs of real journeys, teams and situations.

Avoid staged displays of luxury and generic stock imagery. Treat sacred places and texts respectfully; do not use sacred text as decoration.

AI CONCEPT / ILLUSTRATIVE LOCATION

A grid for clear layouts.



12

columns

For editorial spreads and presentations, use a 12-column grid with 6% outer margins. Website containers and gutters follow the specific rules on page 28.

Spacing scale: 8 / 16 / 24 / 32 / 48 / 64 units. Keep decorative elements outside text areas.

Speak clearly.
Show care.

USE

Choose a tour that fits your plans.

AVOID

We guarantee the best trip in the world.

Use short sentences and explain the next step. Promise only what can be delivered. The slogans in this book are proposed brand copy, not proof of product features or results.

Identity in every detail.

The ecosystem signs common corporate communication. Products sign their own material.

Umra
Ecosystem

02 NOV 2026 / UMRA 001

Umra Ecosystem overview

For the project team

Umra Team

Umra Ecosystem
Travel services and business tools

Website



Umra Team

Partner relations

team@example.com
+998 XX XXX XX XX

Website

Designed for everyday use.

UMRA ECOSYSTEM / 85 × 55 MM / 3 MM BLEED



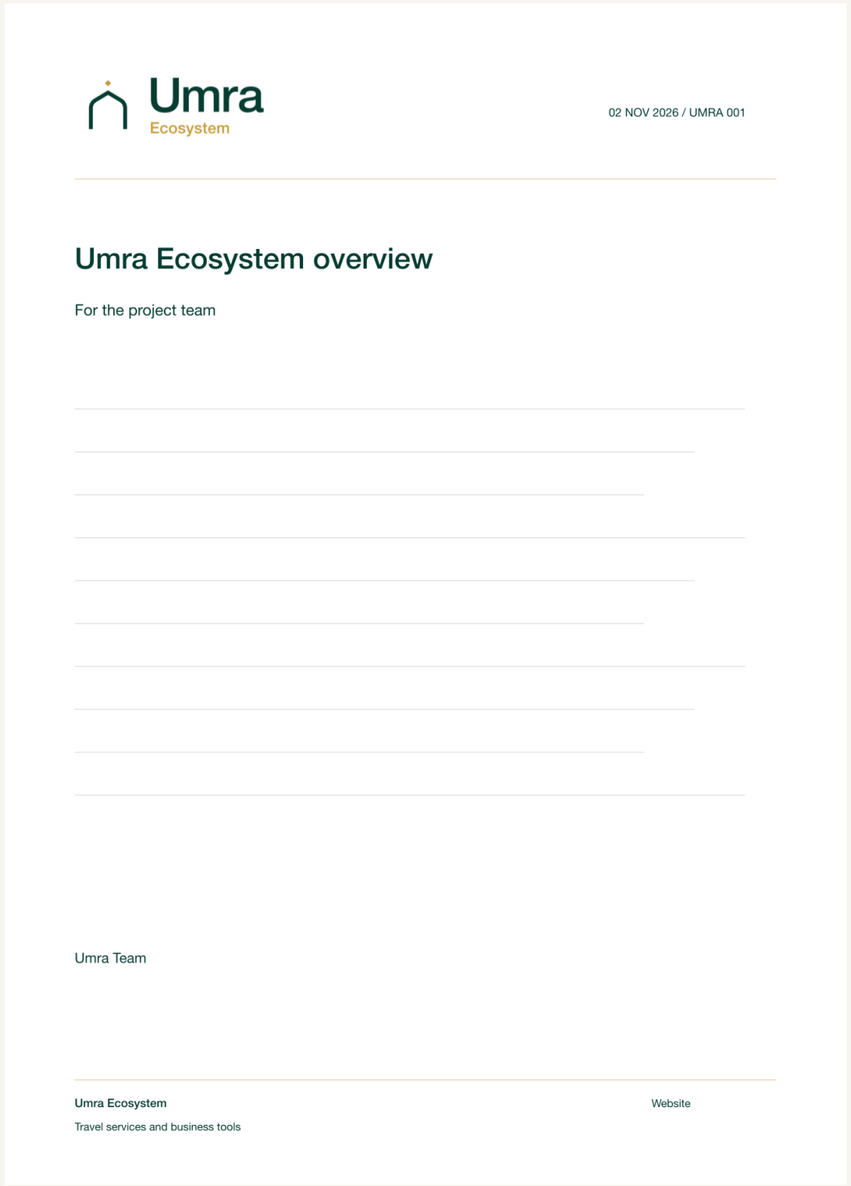
Umra Team

Partner relations

team@example.com
+998 XX XXX XX XX

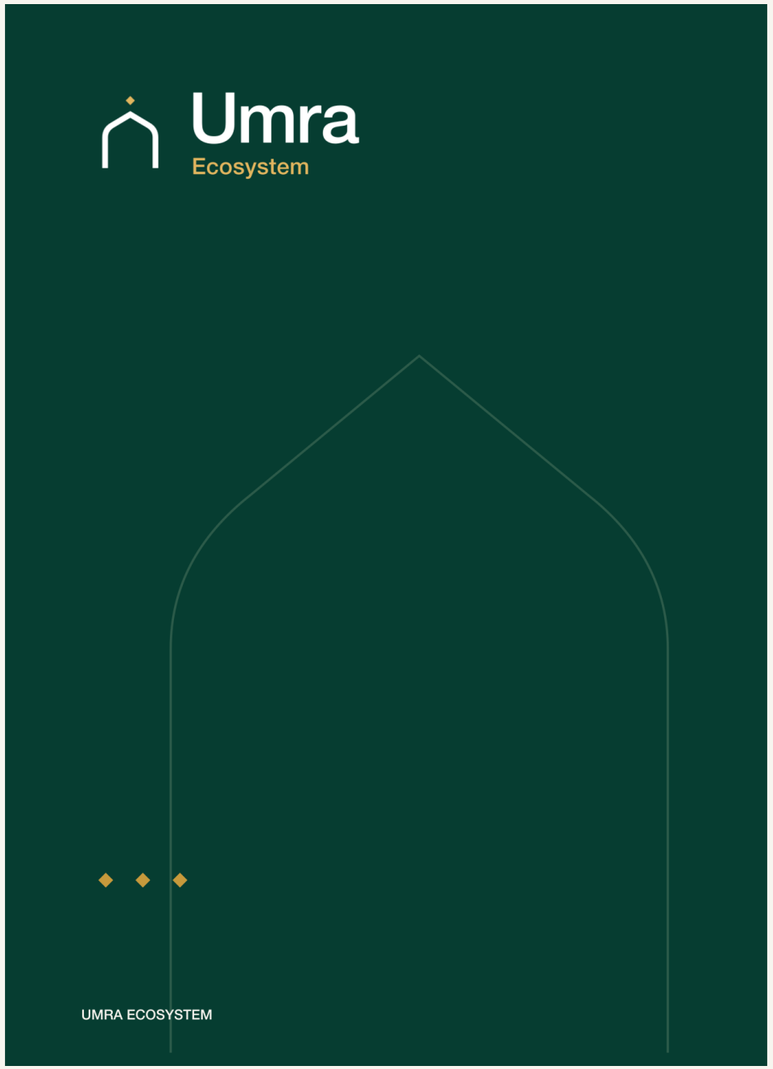
Website

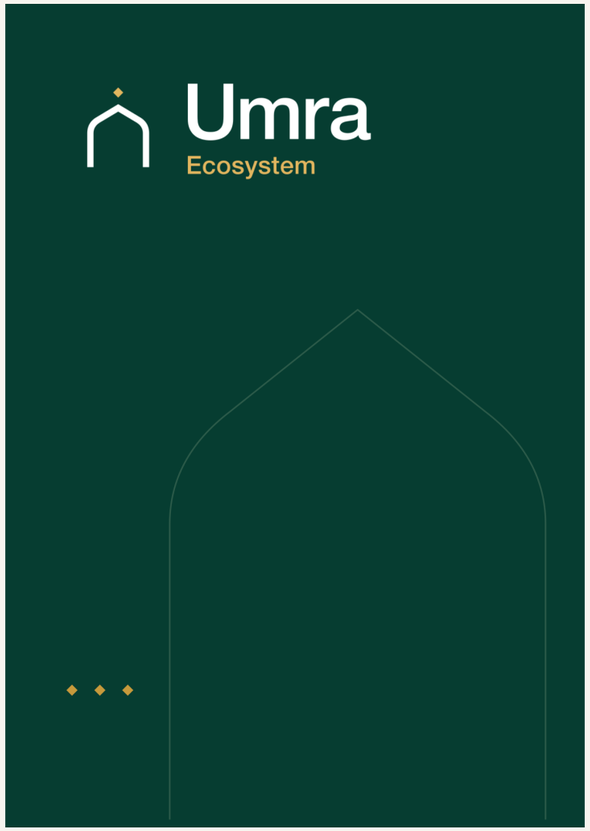
UMRA ECOSYSTEM / A4 / 210 × 297 MM / 3 MM BLEED



Paper. Foil. Debossing.

UMRA ECOSYSTEM / CORPORATE STATIONERY





Recommended finish

Uncoated ivory paper, deep emerald stock or ink. Use gold foil for the diamond, internal symbol details or the parent Ecosystem descriptor. Product wordmarks stay in a single ink. Use the large arch for tone-on-tone debossing.

Before production, agree paper stock, minimum line thickness, foil artwork and cutting outlines with the printer. Confirm the finish on a physical sample.

Ready for the journey.

Umra
Traveler

Umra
Traveler

Traveler name

Contact details

UMRA TRAVELER

EXACT ARTWORK / TRAVELER APPLICATION

Small items. A recognisable brand.





Umra Team

Operations team

TEAM / 001

Luggage tag

Finished size: 60 × 110 mm. Place the name and contact details on the back or beneath a privacy flap. Keep the logo on the front.

Team badge

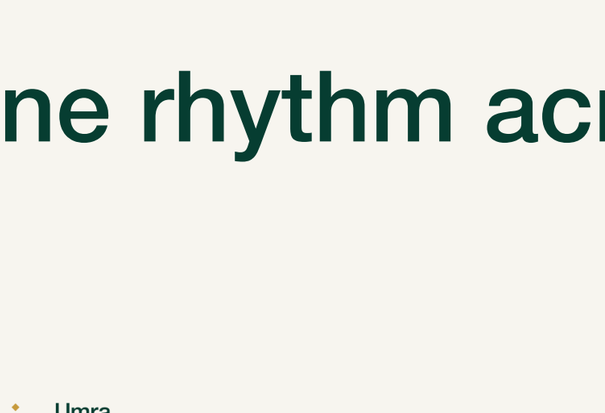
Finished size: 60 × 90 mm. Use one photograph, one name and one role. Keep access details distinct from decorative elements.

One rhythm across formats.

Umra Market

UMRA / MARKET

A journey starts with choice.

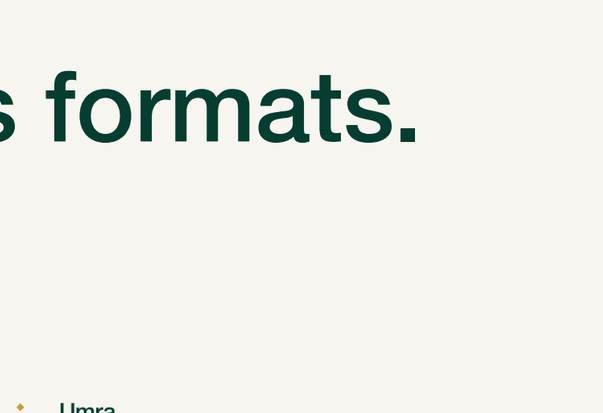


1080 × 1350 / 4:5

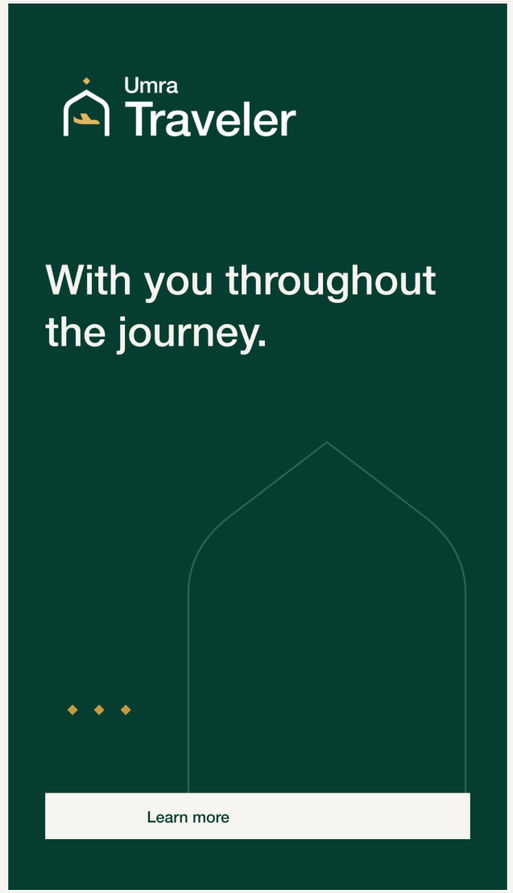
Umra CRM

UMRA / CRM

Clarity at every step.



SIX PRODUCT TEMPLATES



1080 × 1920 / 9:16

Keep headings and logos at least 6% of the width away from the sides. In 1080 × 1920 stories, reserve 250 px at the top and bottom for interface controls. Use one message, one focal point and one action.

A clear structure for every presentation.

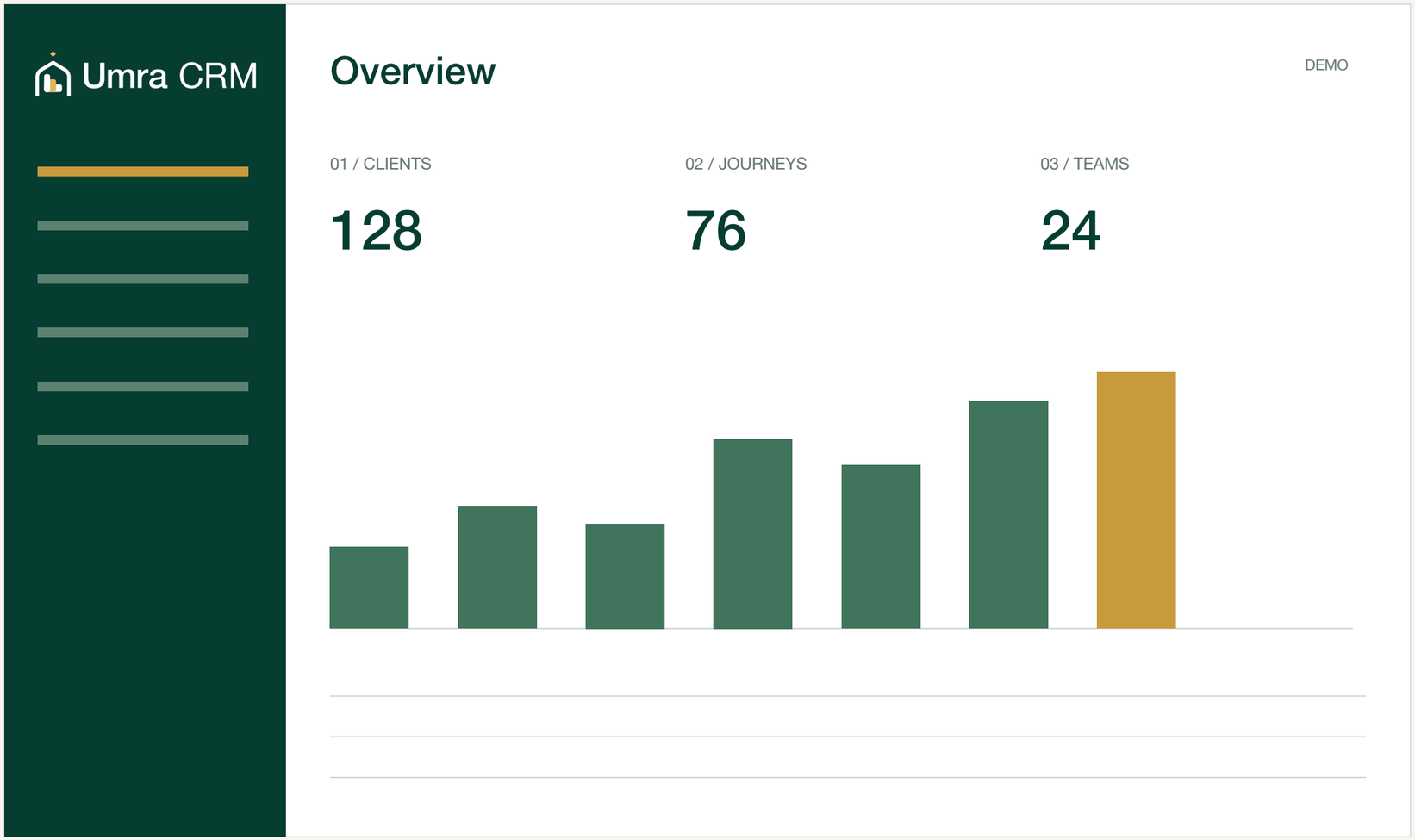
UMRA ECOSYSTEM / PRESENTATION EXAMPLE



Start with a clear main message. Follow with information slides and support key points with data or examples. Keep a consistent grid and reserve cover-style compositions for section openings.

1920 × 1080 / 16:9 / EDITABLE SVG

The brand supports the task.



Use brand colour to frame the task and keep data legible. The next chapter defines the website and interface rules: tokens, grids, components, states and migration priorities. Preserve existing product behaviour during visual changes.

Keep status colours consistent: the same colour must retain the same meaning. Use familiar action icons rather than product logos for interface controls.

From identity to interface

A shared visual language; layouts follow the task.

Umra Ecosystem

Products About Explore

One ecosystem.
A shared identity.

Travel services and tools for connected work.

View products



Umra Ecosystem

One ecosystem.

A shared identity.

Products

This is a visual direction, not a functional redesign. Preserve working journeys, permissions and content while changing their presentation.

Colour becomes a role

LIGHT

Page	#F7F5EF
Surface	#FFFFFF
Text	#101B16
Secondary text	#53675C
Action	#063D31
Field boundary	#7D8D82
Keyboard focus	#08795A
Brand accent	#C79A3C

DARK

Page	#092C22
Surface	#103C2F
Text	#F7F5EF
Secondary text	#B6CCBE
Action	#9DD7BC
Field boundary	#7FA08B
Keyboard focus	#E2B65F
Brand accent	#E2B65F

Normal text: 4.5:1. Meaningful control boundaries and focus: 3:1 against adjacent surfaces. Gold logo text is not a body-text token.

digital/tokens.json + contrast-check.json / WCAG 2.2: 1.4.3, 1.4.11

One typeface. Clear hierarchy.

Helvetica Neue

Regular 400 / Medium 500

	DESKTOP / PX	MOBILE / PX	
Display	64 / 72	40 / 44	**A clear next step**
Page heading	40 / 48	32 / 40	**A clear next step**
Section	32 / 40	24 / 32	**A clear next step**
Body	16 / 24	16 / 24	A clear next step
Label	14 / 20	14 / 20	A clear next step

SIZE / LINE HEIGHT: DESKTOP, THEN MOBILE

Test Cyrillic, O‘/G‘ and numbers in the actual webfont. Allow text to wrap; never shrink a translated label until it becomes unreadable. Webfont files are a delivery dependency.

A responsive structure

1200+ / 12

768-1199 / 8

320-767 / 4

Container

Maximum 1280 px. Side gutters: 24 px on wide screens, 16 px on mobile.

Spacing

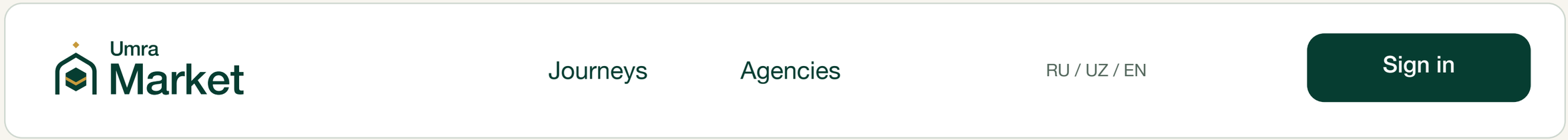
4 / 8 / 12 / 16 / 24 / 32 / 48 / 64 / 96 px

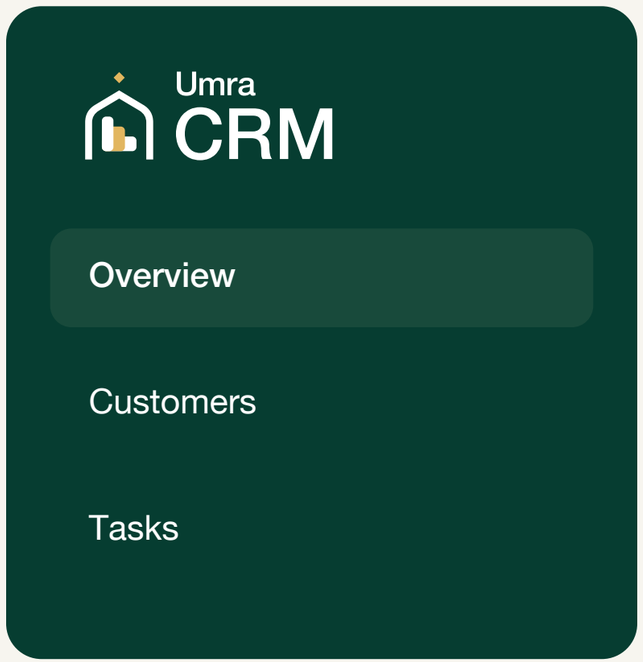
Reflow

No page-wide horizontal scroll at 320 CSS px. Wide tables may scroll within their own region.

WCAG 2.2 / 1.4.10

Navigation identifies the place





Use the current product logo in its own service. The ecosystem wordmark belongs to shared navigation and corporate pages.

Visible active item. Named icon buttons. Keyboard focus and a stable back path. Product symbols are never action icons.

Umra control target: at least 44 × 44 px on touch screens. This is the product standard; WCAG 2.2 AA specifies 24 × 24 px with defined exceptions.

Actions have a hierarchy

STATE	PRIMARY	SECONDARY
Default	Save	Cancel
Hover	Save	Cancel
Pressed	Save	Cancel
Focus	Save	Cancel
Loading	Saving…	Cancel
Disabled	Save	Cancel

One primary action per task area. Use a 48 px control height, 12 px radius and a 2 px visible focus ring. Loading prevents duplicate submission; disabled controls need an explanation.

Forms explain the next step

Default

Email address



We will use this address for replies.

Focused

Email address



We will use this address for replies.

Error

Email address



Enter a complete email address.

Persistent label

A placeholder is an example, not a replacement for the field label.

Recoverable error

Name the problem and its correction. Keep the entered data. Focus the first invalid field after submission.

Responsive form

One column on mobile. Group related fields; avoid a separate card around every input.

Cards organise information



Journey overview

Dates, duration and what is included.

View details

Requests

24

In progress

16

One card, one entity

Use a 16 px radius and 24 px padding. Keep the title, key facts and next action in a stable order. Use borders before shadows. Do not decorate operational cards with arches or gold gradients.

ILLUSTRATIVE DATA / NOT A LIVE OFFER

Data stays legible

Request	Product	Status	Count
UM-104	Market	Complete	24
UM-105	CRM	Pending	8
UM-106	Traveler	Needs attention	12
UM-107	Partner	In progress	3

Status = text + colour. Numbers align right. Keep column headers visible and row actions predictable. Use a local scroll region for wide data; the page itself must reflow.

DEMONSTRATION ROWS

Design every state

No requests yet

New requests will appear here.

Loading

Keep the layout stable while data arrives.

Could not load data

Try again. Your changes are preserved.

Try again

Access required

Contact your administrator.

Use recovery copy only when the product actually preserves input. Distinguish no results, no data, no permission and server failure. Respect reduced-motion preferences.

Two themes. One hierarchy.

Umra CRM

Team overview

Today

24

Continue

Umra CRM

Team overview

Today

24

Continue

Switch semantic values, not opacity. Keep the dark background emerald, with distinct surface layers. A focus indicator remains visible in both themes. Save user choice and respect system preference.

From the current code to V11

Implementation plan; code observations are from the 1 November 2026 snapshot.

P0	**Old typography**	Inter / JetBrains > Helvetica Neue 400 / 500. Test language coverage and line breaks.
P0	**Old logo rendering**	Replace legacy artwork with V19 SVG masters. Use the six-product architecture and recalculate wrappers.
P0	**Different palettes**	Map existing aliases to semantic V11 tokens. Preserve agency branding and status meaning.
P1	**Theme selectors**	Adapt .dark, data-theme and data-tema without changing saved preferences.
P1	**Component migration**	Headers > buttons and fields > cards and tables > templates and edge states.
QA	**Acceptance**	Three languages, two themes, 320-1440 px, keyboard use, zoom and existing business flows.

digital/source-audit.json / digital/tokens.json / digital/tokens.css

One scale. Six identities.

Align the frames and wordmarks; preserve the width of each name.

01

Umra OS

02

Umra Market

03

Umra CRM

04

Umra Dashboard

05

Umra Traveler

06

Umra Partner

Use the same artwork height across a product family. The arch, diamond and Umra line share fixed positions. Long names keep their natural width; never stretch or compress a logo.

Umra OS

B2B PLATFORM

Work in one system.

The open arch

Use restrained layouts for the B2B platform. OS now shares its arch and diamond with Umra Ecosystem. Use the full Umra OS name in standalone communication; the bare symbol alone does not distinguish the product from the parent.

MAIN APPLICATIONS

Product presentation / stationery / platform

Umra
Market

FINDING AND CHOOSING A TOUR

A journey starts with choice.

The horizon

Use wide photographs and make the available choices easy to compare. Keep the Kaaba within the product symbol; do not repeat it as a background pattern.

MAIN APPLICATIONS

Campaign / tour offer / agency profile



Your journey starts here.

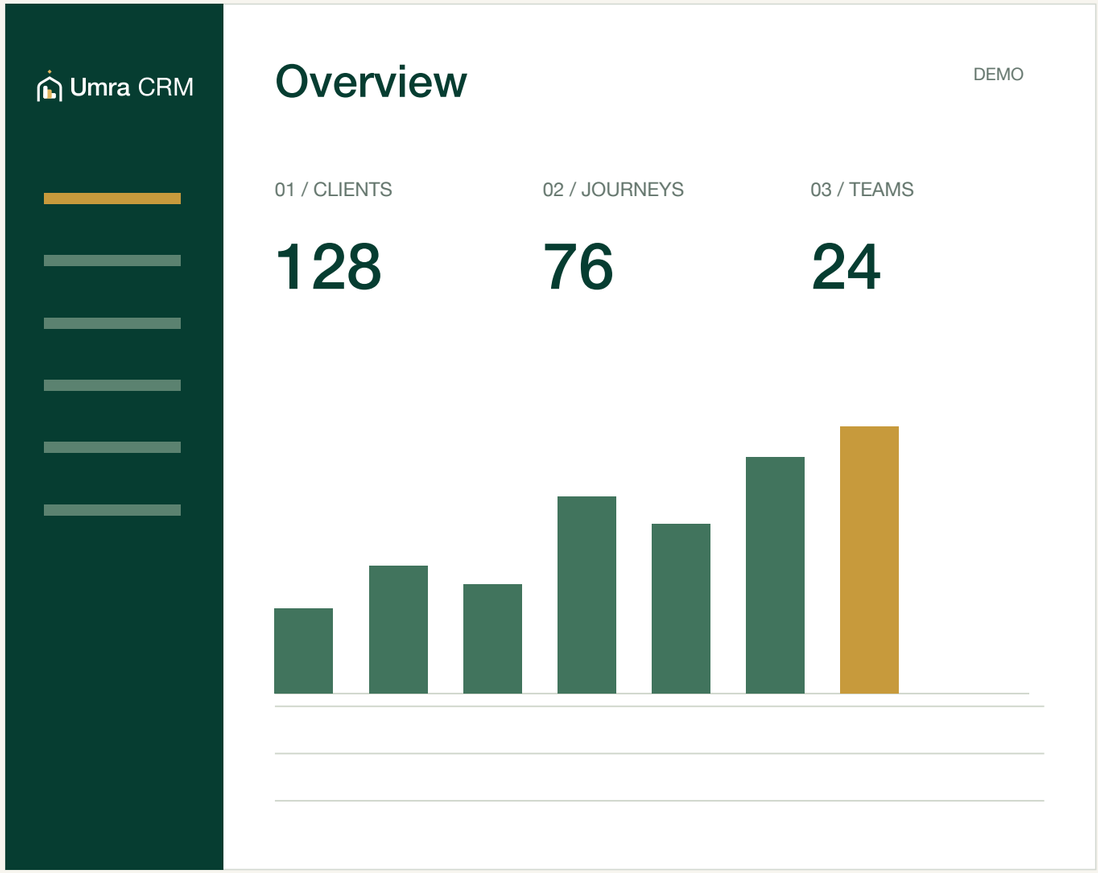
TASHKENT / MAKKAH / MADINAH

Explore tours

Umra CRM

CUSTOMER RELATIONSHIPS

Clarity at every step.



The vertical rhythm

Three overlapping layers share a baseline inside the arch. The interior is 15% smaller than V14; the outer frame and lettering are unchanged. Use clear groups and direct language. The CEO identity is consolidated here.

MAIN APPLICATIONS

Work dashboard / report / getting-started guide

Umra Dashboard

TEAM AND PLATFORM MANAGEMENT

Organised teamwork.



A structured workspace

Four solid rounded modules form a compact interior. Use flat fills, without hollow outlines. Keep the modules separate and the outer arch at the common family size.

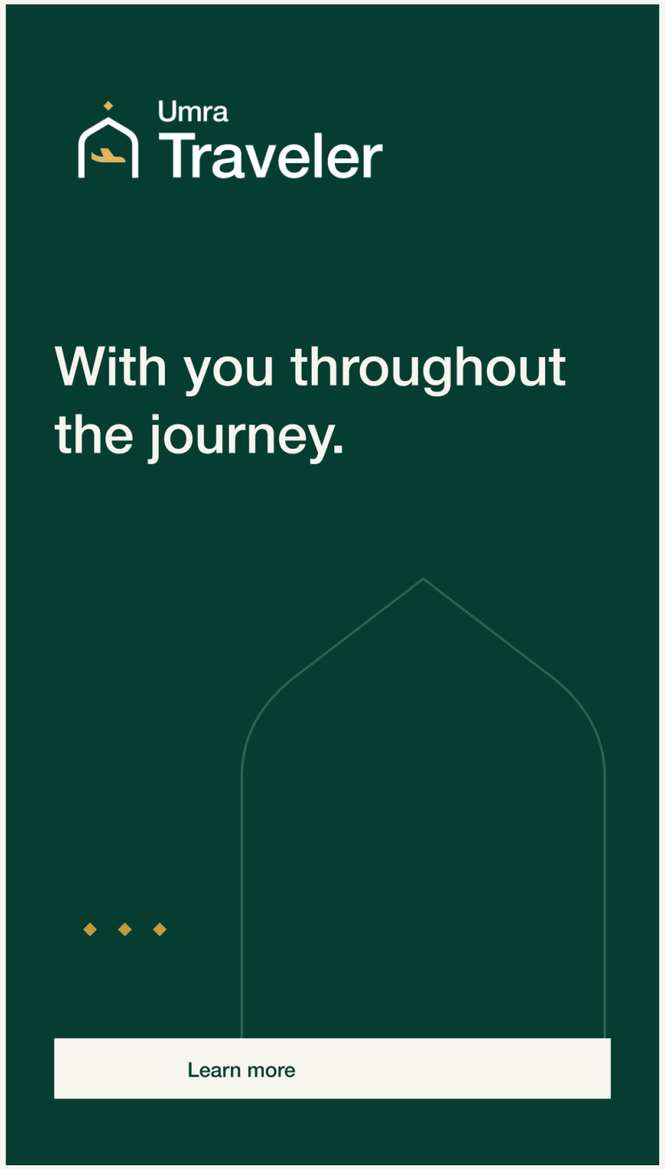
MAIN APPLICATIONS

Team badge / organisation / admin tools

Umra
Traveler

THE JOURNEY COMPANION

With you throughout the journey.



A clear flight silhouette

A side-view aircraft points right inside the common Umra arch. The rounded nose and raised wing follow reference 9, Flyrn. Keep the supplied contour, gold colour and clear space. Do not add the reference tile or a flight trail.

MAIN APPLICATIONS

Travel folder / itinerary / luggage tag

Umra
Partner

CONNECTION & COLLABORATION

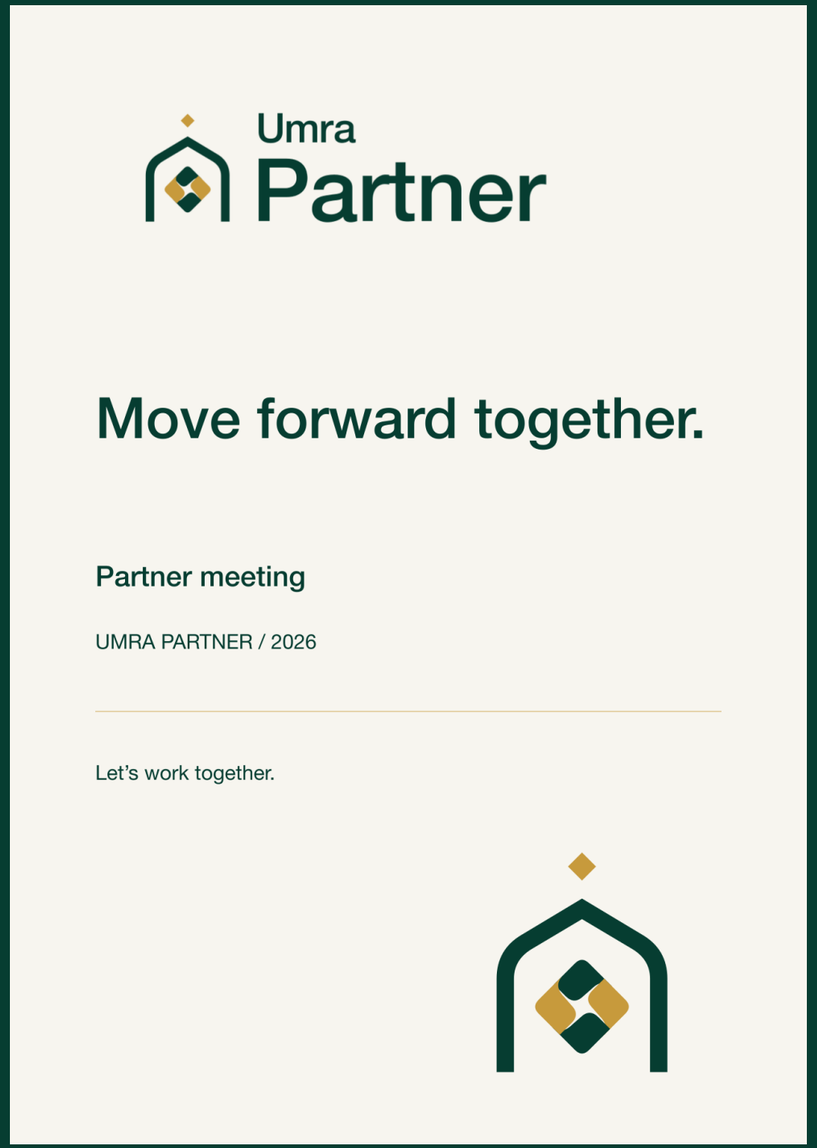
Move forward together.

A shared connection

Four interlaced bands surround an open centre inside the arch. The interior is 15% smaller than V14. Preserve the central opening and clear space around the knot. Give partner information equal visual weight.

MAIN APPLICATIONS

Invitation / partner profile / joint materials



A recognisable entrance.

Umra
Ecosystem

Team office

Floor 1 / Room 01

Use the mono vector master for cut lettering, engraving or a single ink. Confirm material, mounting, minimum strokes and a physical proof before production.

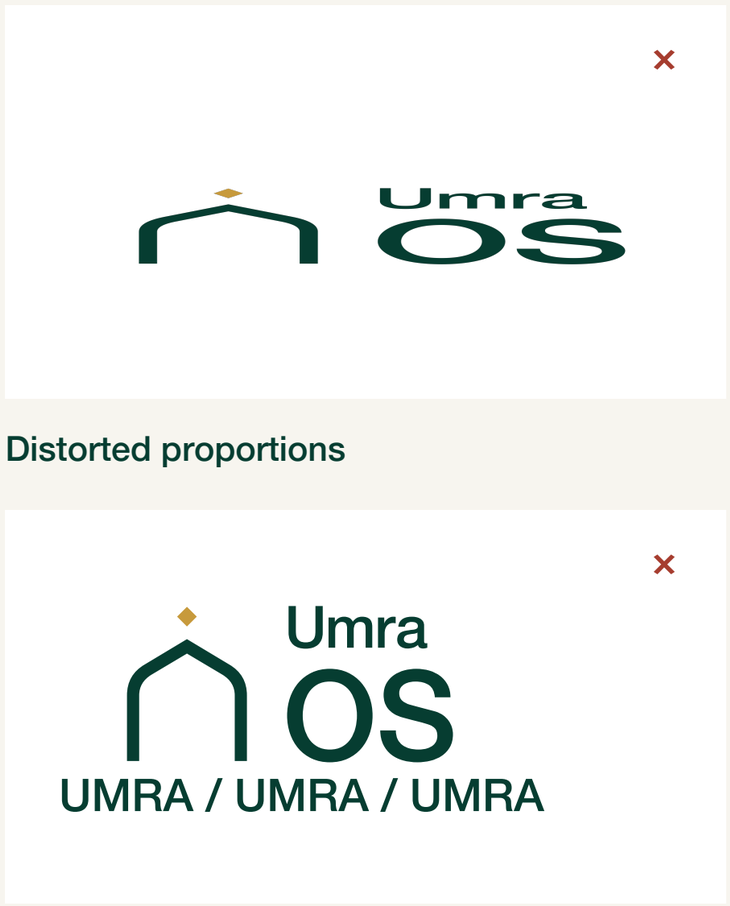
Give both brands their own space.



Balance the logos by their apparent visual size, separate them with a neutral line and preserve each clear space. Keep the agency logo outside the Umra symbol and retain its original colours.

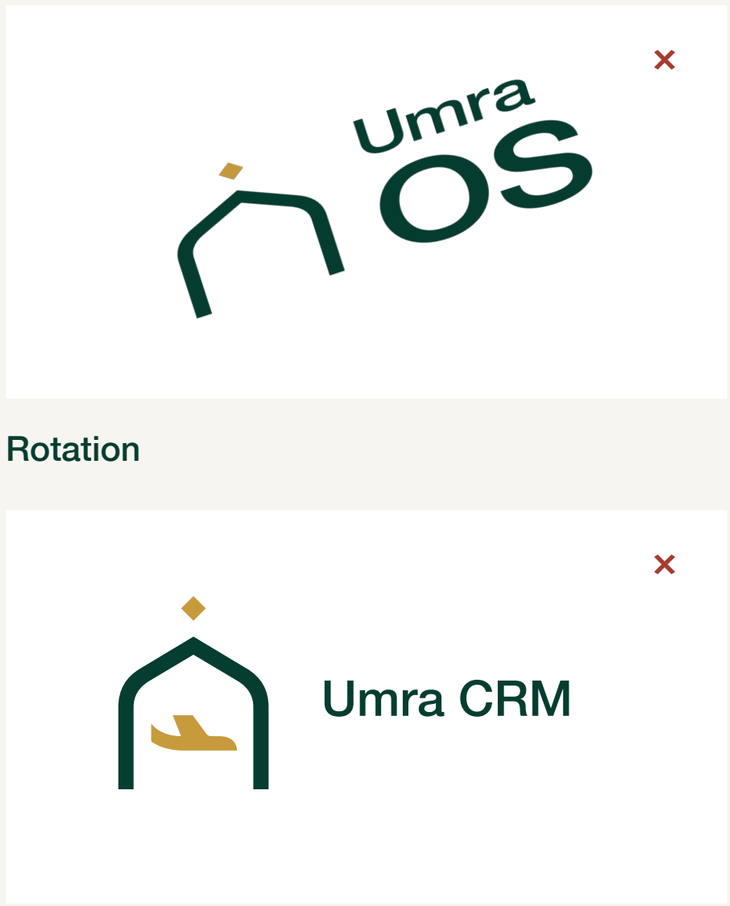
Choose the Umra product involved in the communication. Use the parent brand for ecosystem-wide materials. Add certification or partnership wording only when the stated relationship is confirmed.

Six uses to avoid.



Distorted proportions

Obstructed clear space



Rotation

Mismatched symbol and name



Insufficient contrast

Busy backgrounds

Ready for the next stage.

01 / LOGOS

Seven identity folders: Ecosystem and six products. 140 SVG masters, 392 transparent PNGs, colour and one-ink variants, full and dedicated micro symbols. Use the V19 masters supplied with this book.

02 / GRAPHICS

Arch lattice, modular grid, diamond pattern and arch supergraphic in SVG. Website tokens, colour-contrast checks and a source-based migration list are in digital/.

03 / TEMPLATES

Editable business cards, letterhead, covers, tags, badges, invitations, social posts, stories, slides and signs. RU, UZ and EN versions are included.

04 / TYPEFACE

Helvetica Neue Regular 400 and Medium 500 throughout. Logo lettering is outlined. Website delivery needs the corresponding licensed webfont files; they are not included in this kit.

Before printing, confirm trim size and bleed, convert final text to outlines and prepare separate foil artwork. Approve a physical proof. The supplied SVGs use RGB; the printer must prepare the required print colour separations.

Built for Umra.

The owner selected reference 9, Flyrn by Robiul Mahdi Awal. Traveler adapts the side-view aircraft as vector geometry inside the common Umra arch. The reference tile, Flyrn lettering and green palette are omitted. The reference image is not reproduced.

01 / Traveler / Flyrn reference dribbble.com/shots/25823484

02 / WCAG 2.2 / Text contrast https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html

03 / WCAG 2.2 / UI contrast https://www.w3.org/WAI/WCAG22/Understanding/non-text-contrast.html

04 / WCAG 2.2 / Target size https://www.w3.org/WAI/WCAG22/Understanding/target-size-minimum.html

05 / WCAG 2.2 / Reflow https://www.w3.org/WAI/WCAG22/Understanding/reflow.html

Edition V11 / 2 November 2026. This 48-page manual integrates logo revision V19. At the owner’s direction, the existing Umra OS arch and diamond now also represent Umra Ecosystem. The six product identities retain V18 artwork. The website chapter is a design handoff; the architectural image is AI-generated atmosphere.

Ecosystem and OS intentionally share the same symbol. Their names and signature hierarchy identify the parent and product. Application code, business logic and deployed websites are outside this edition.