

UMA Brand Design









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Urban Mobile Actor (都会行者)

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概念

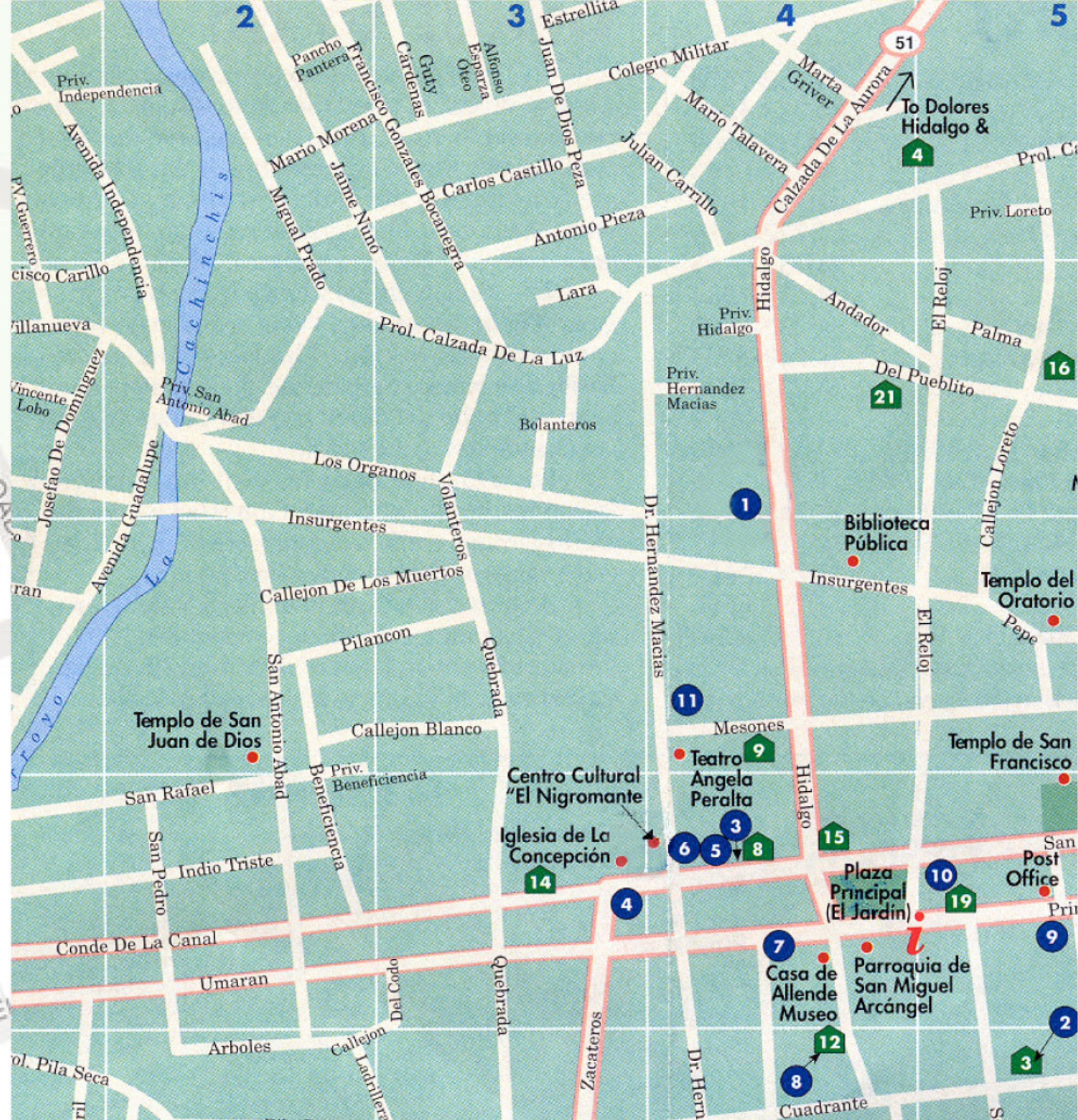
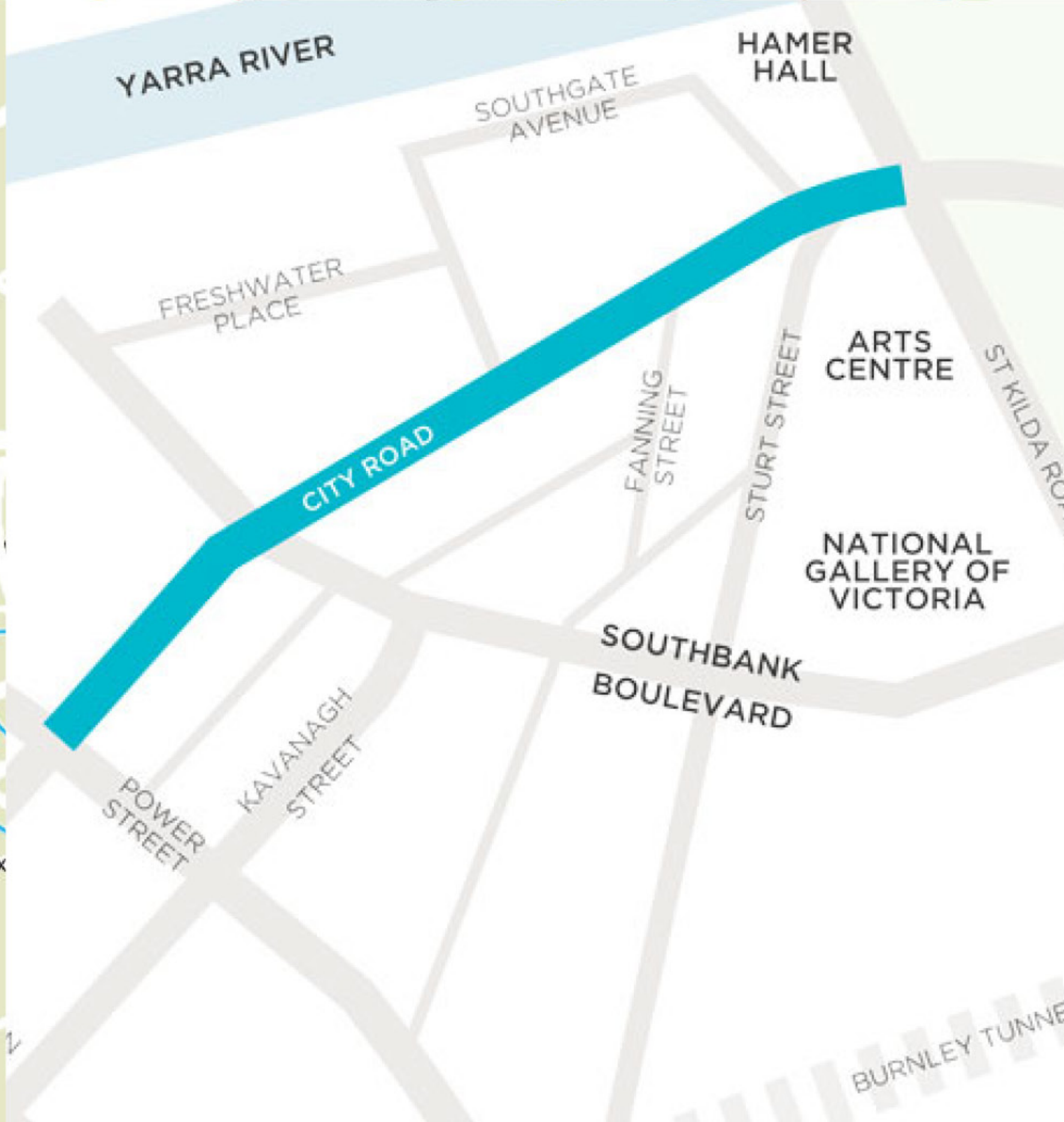
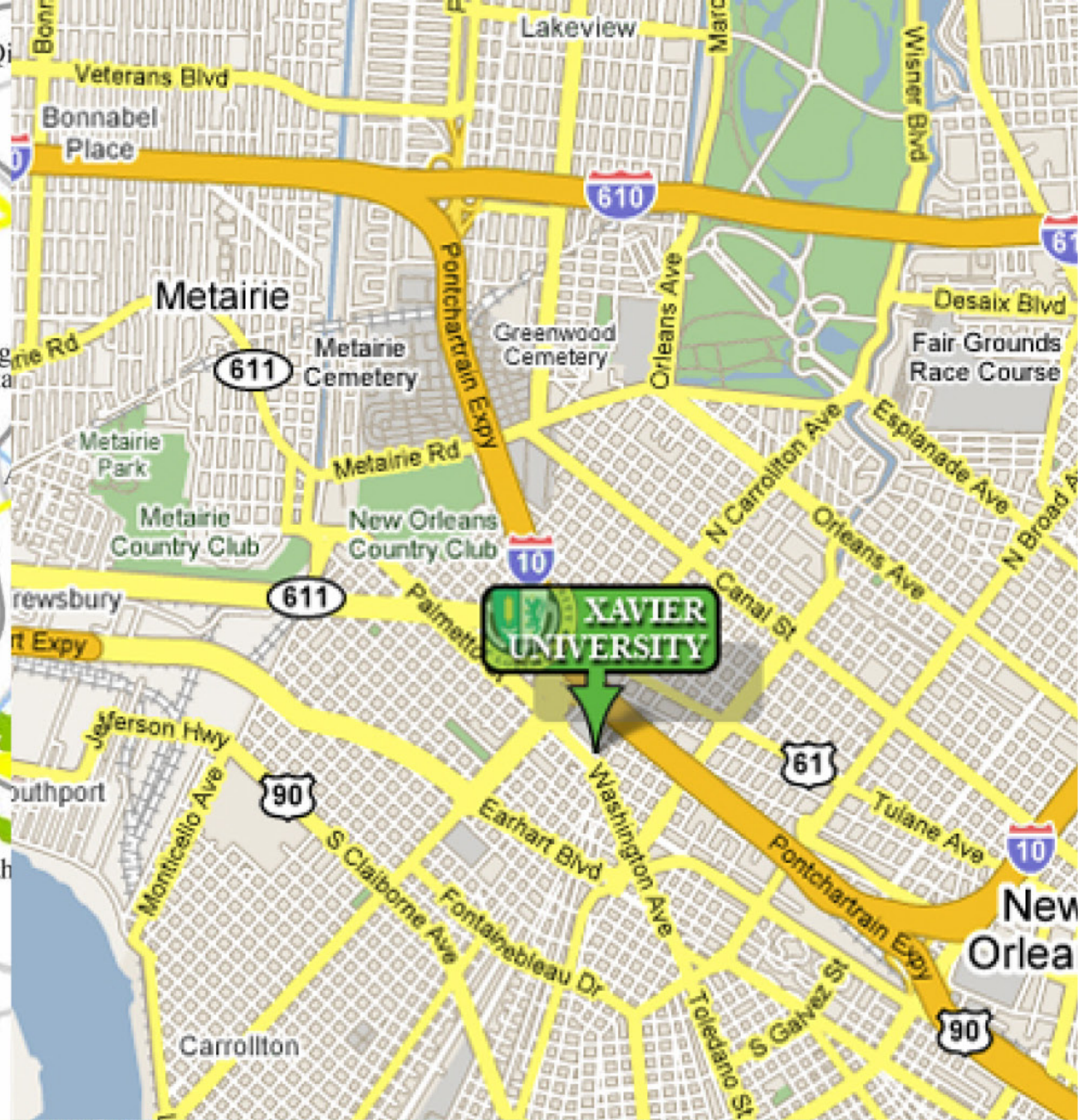
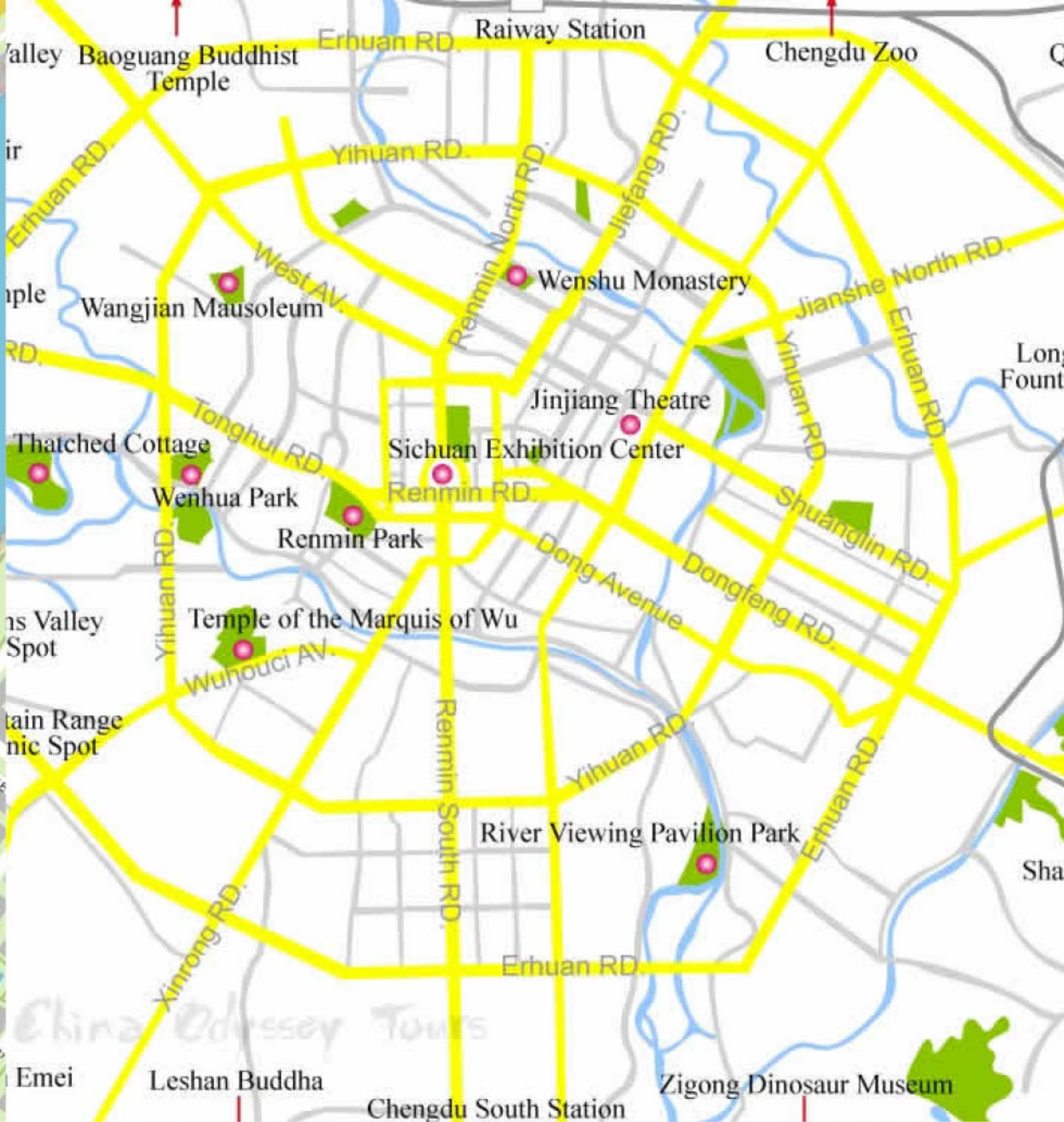
城市 生活 路线







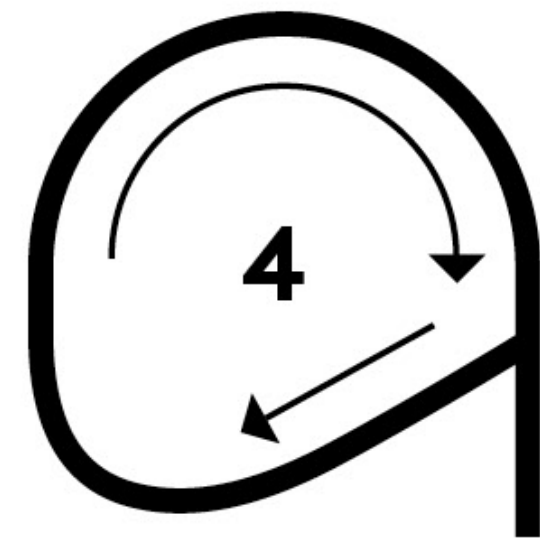
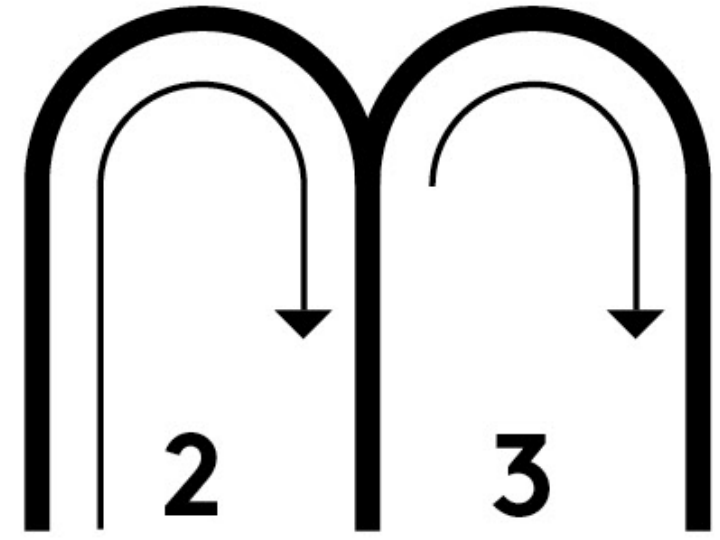
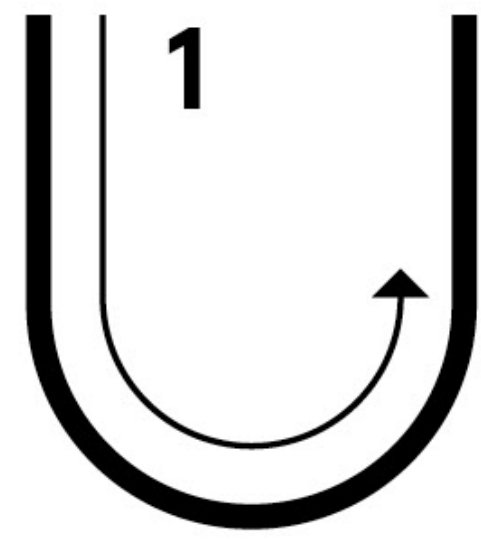






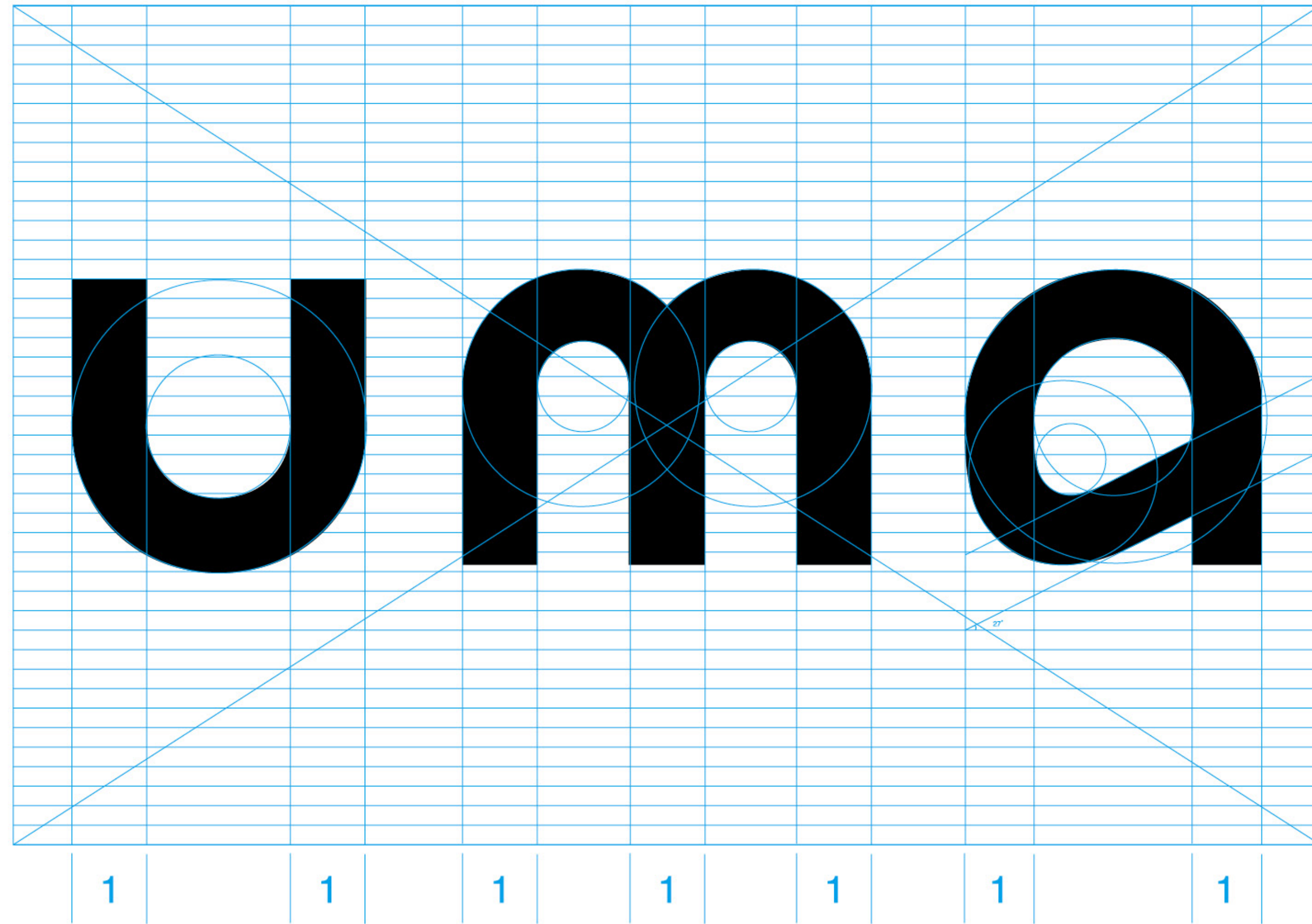


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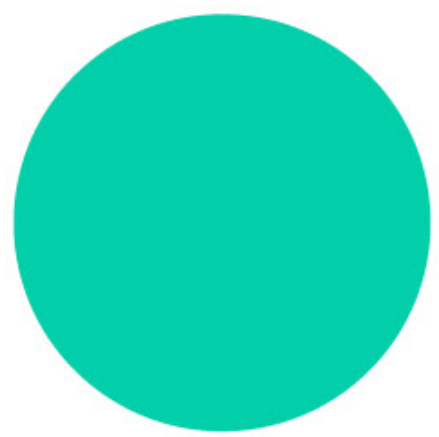
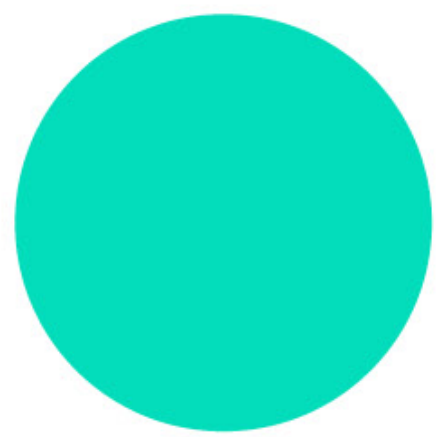
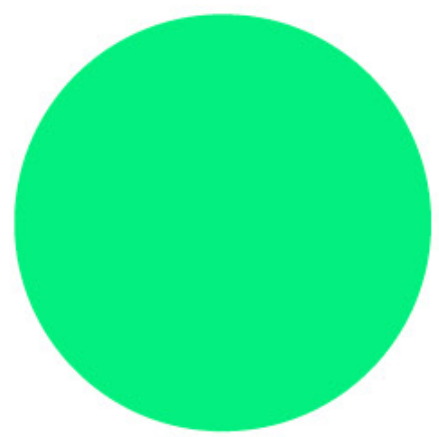
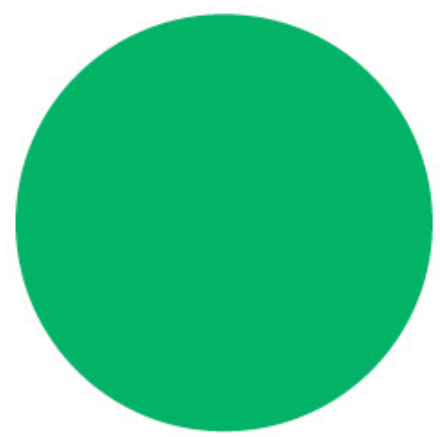
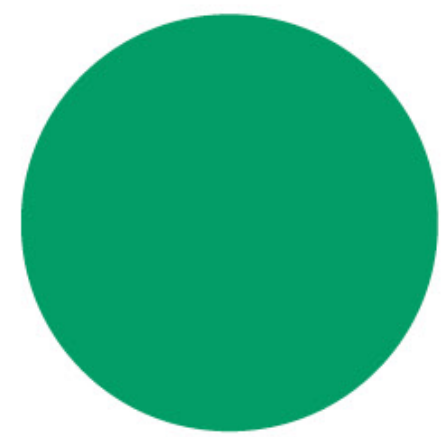
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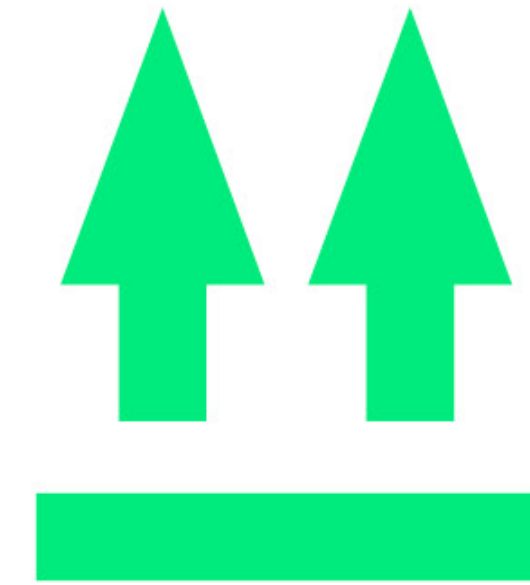
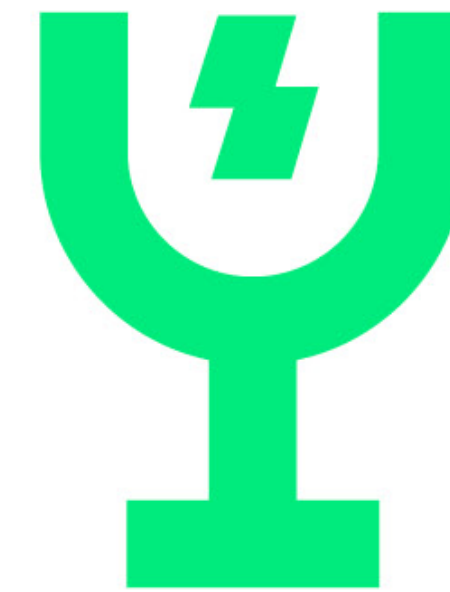
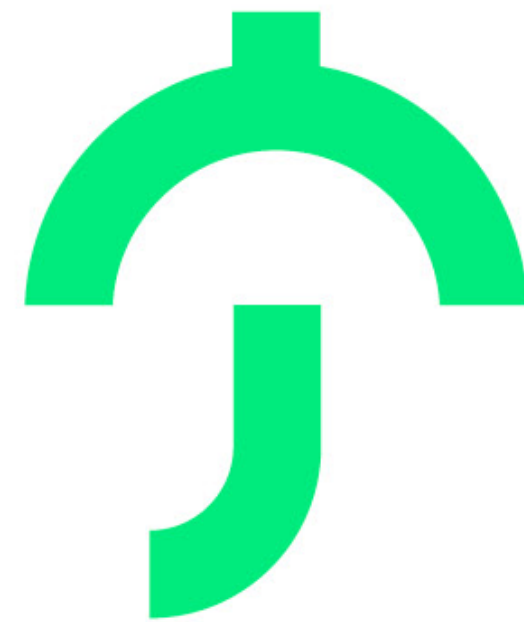


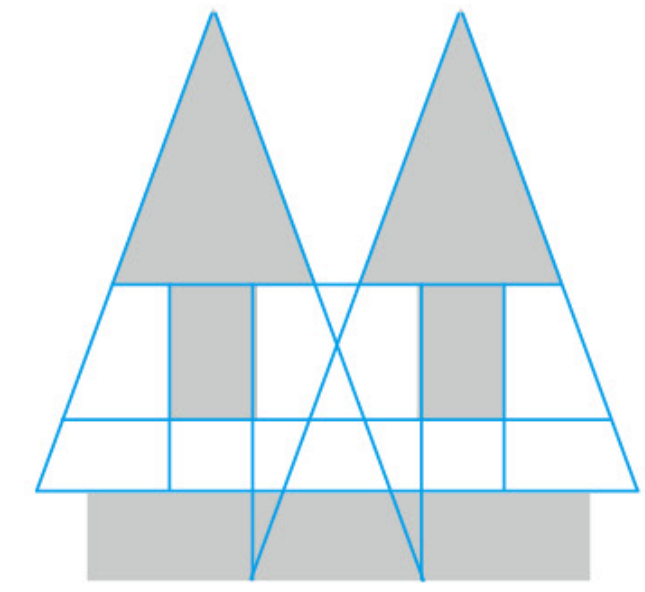
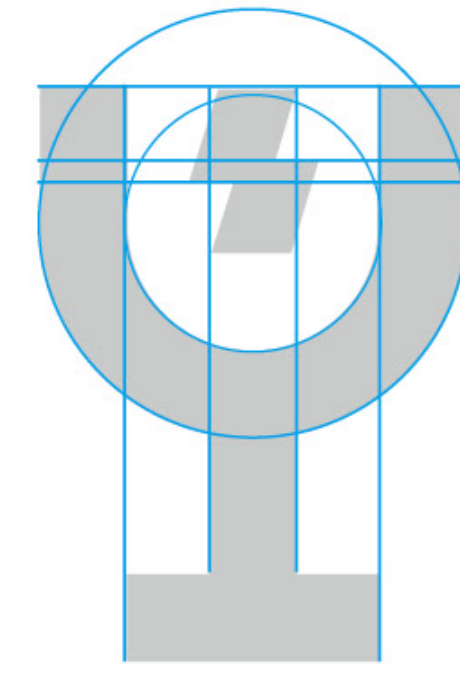
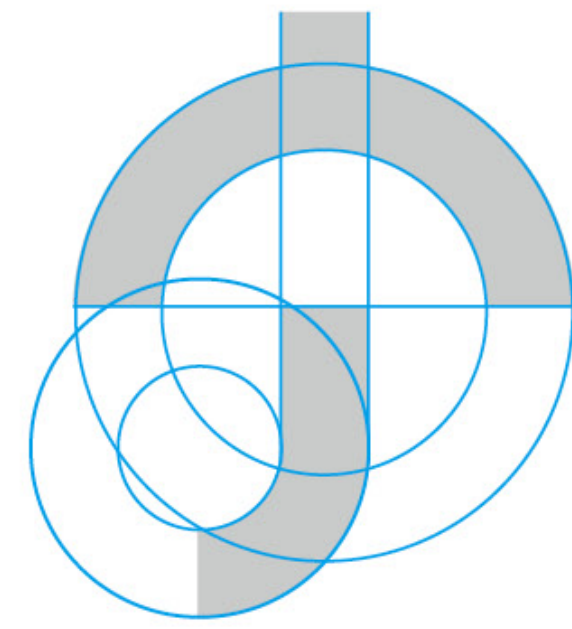
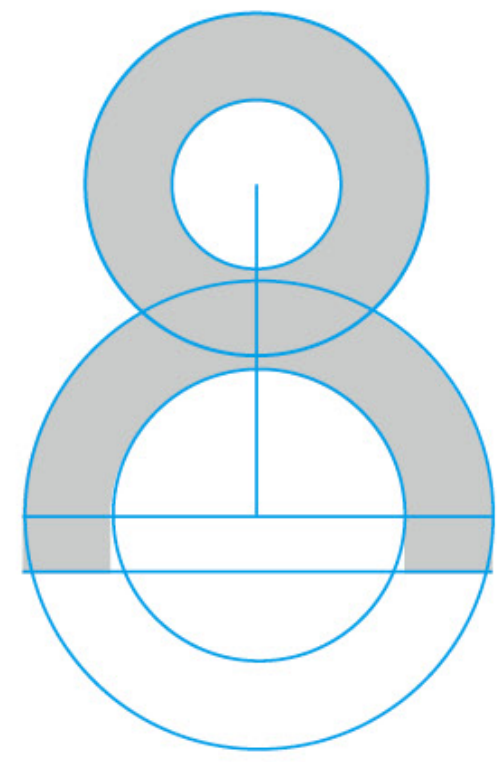
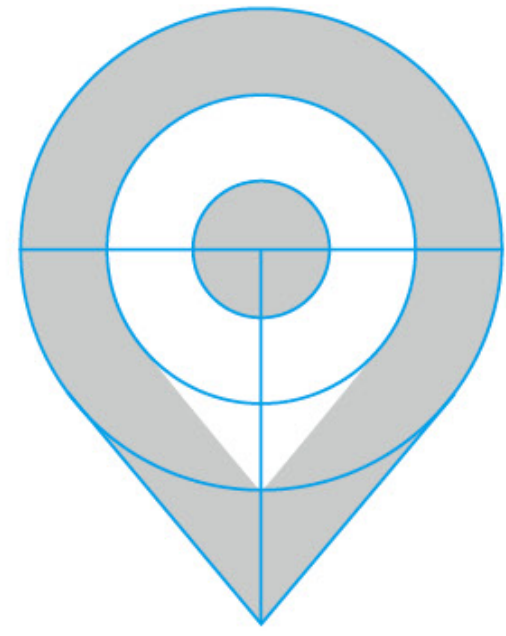
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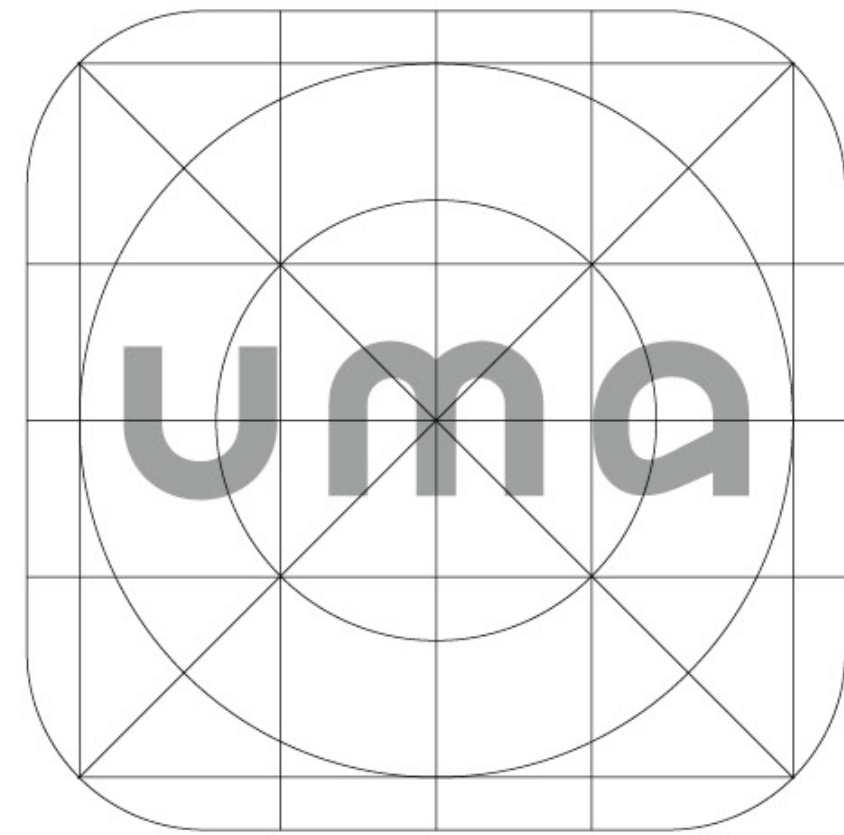


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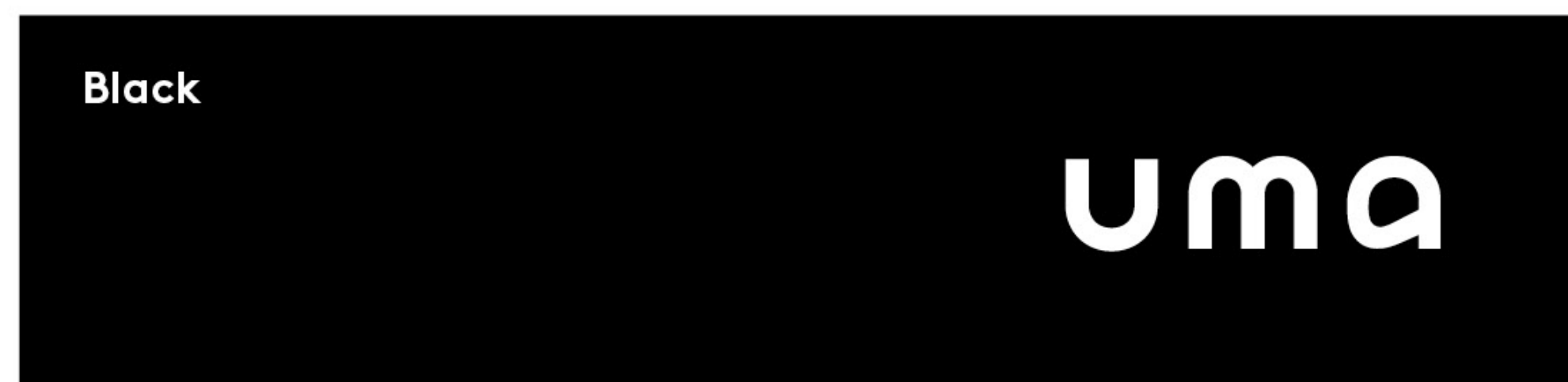
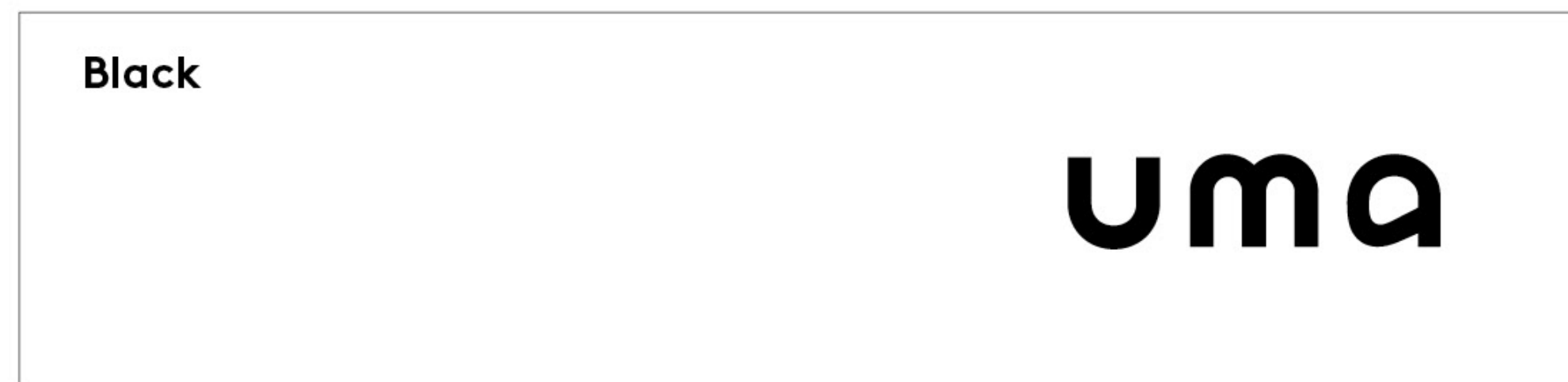
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 - Calendar
 - Photos
 - Camera
 - Weather
 - Clock
 - Maps
 - Videos
 - Wallet
 - Notes
 - uma
 - Stocks
 - iTunes Store
 - App Store
 - iBooks
 - News
 - Health
 - Settings
- Phone Safari Mail Music



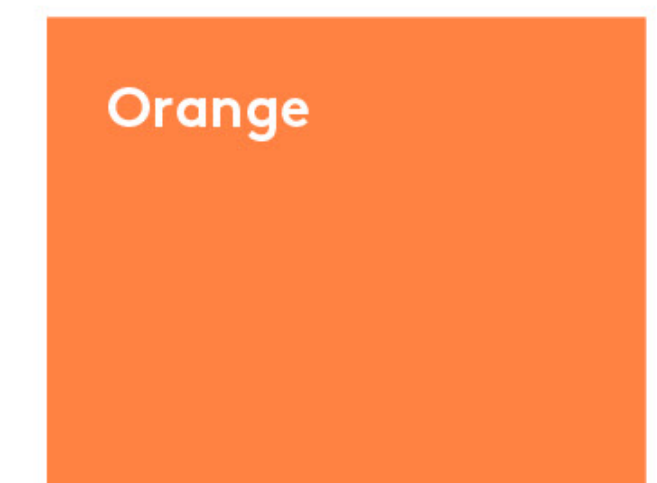
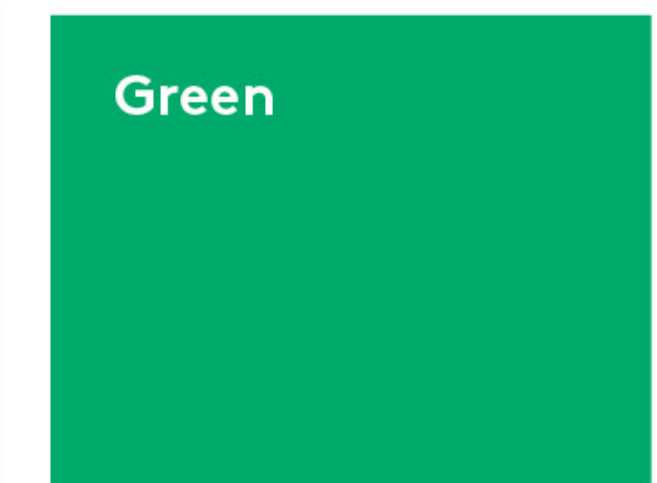
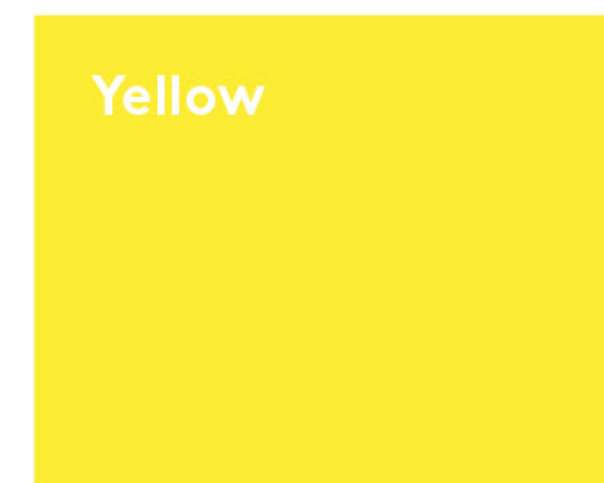


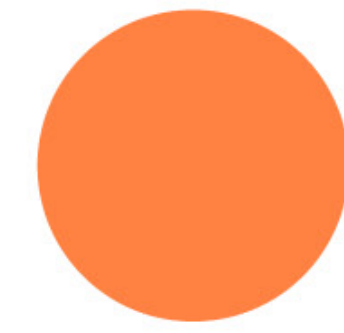
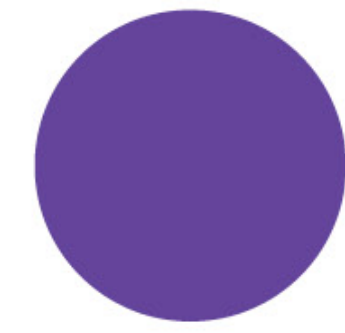
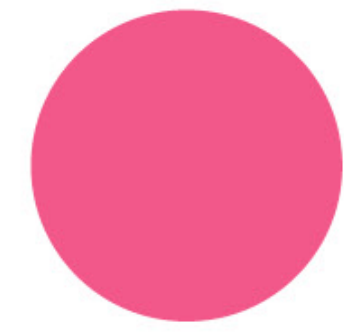
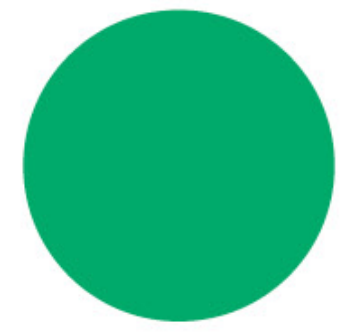
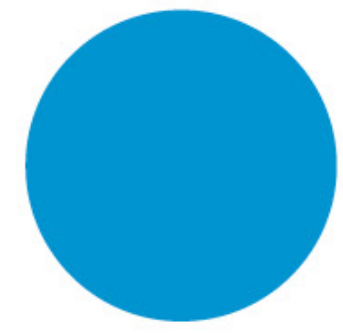
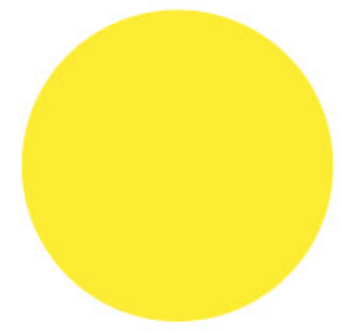
Colour – 2

Colours

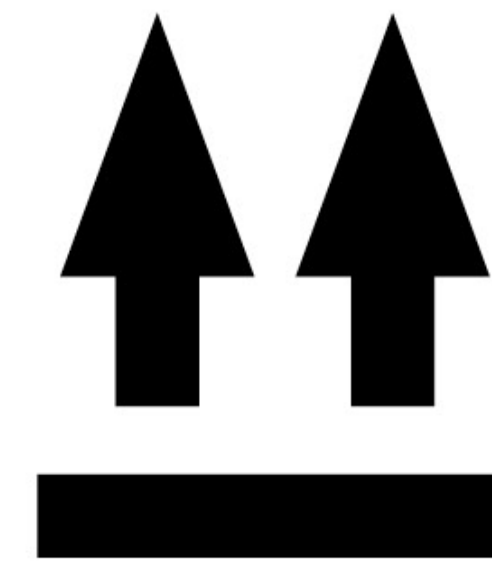
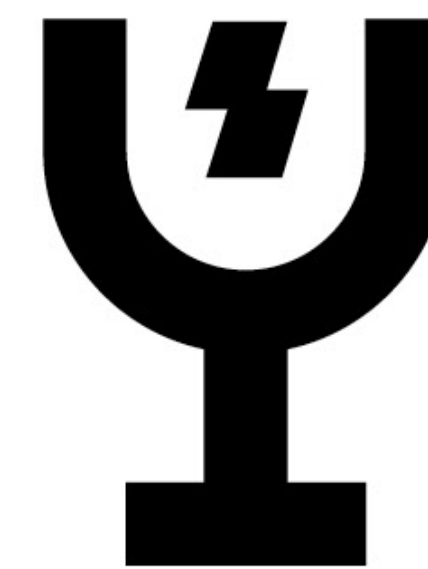
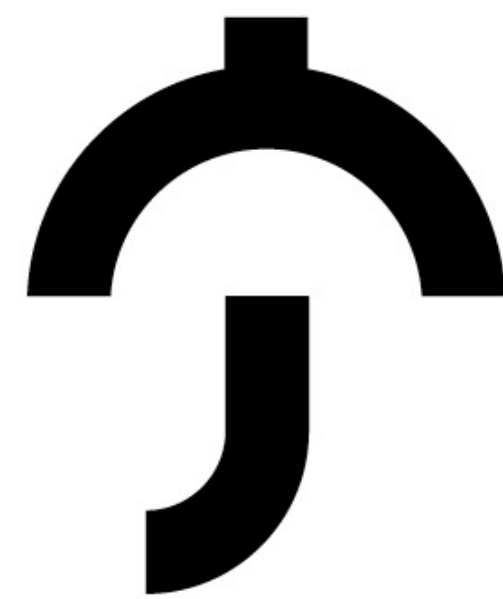
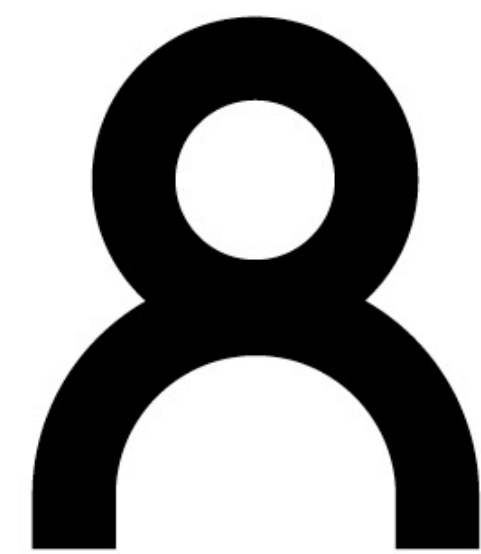


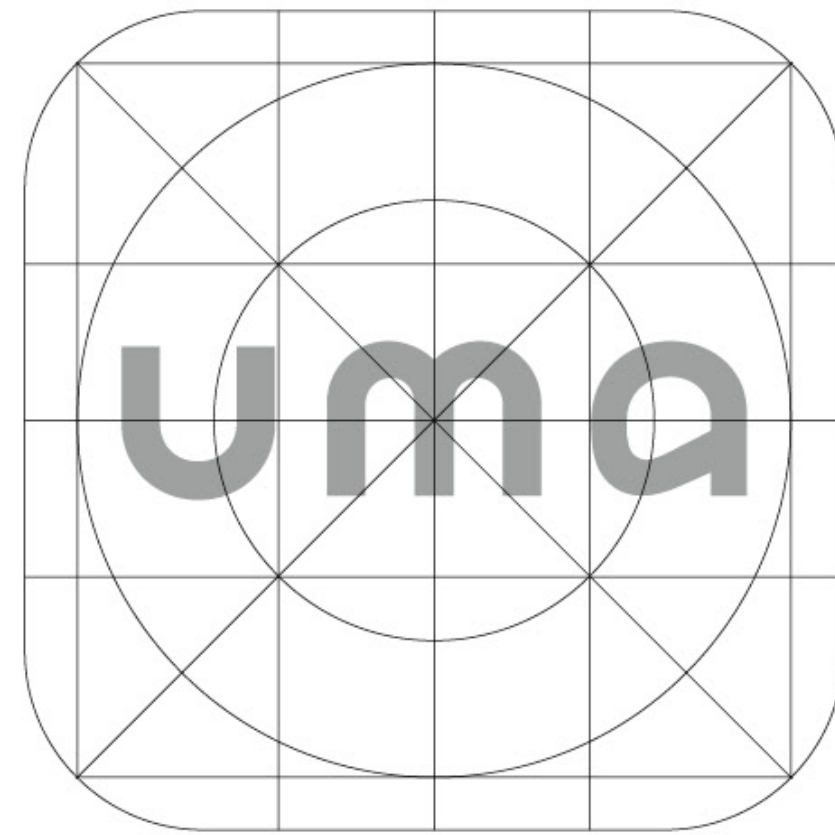
Additional colours





城市、生活、气候、时尚、设计、科技









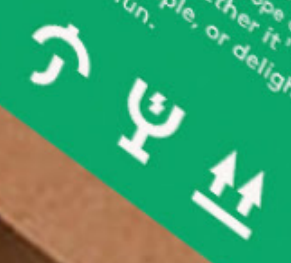
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Hangzhou
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www.uma.com

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Urban.
Mobile.
Actor.

Type tells a story. The right typeface, used consistently, builds character. The new Brown font fuses modern foundational forms with universal functionality.

With its broad range of weights, a clear hierarchy of information can be established to expand the typographical scope of UMA's brand — whether it's a clean and simple, or delightful and fun.

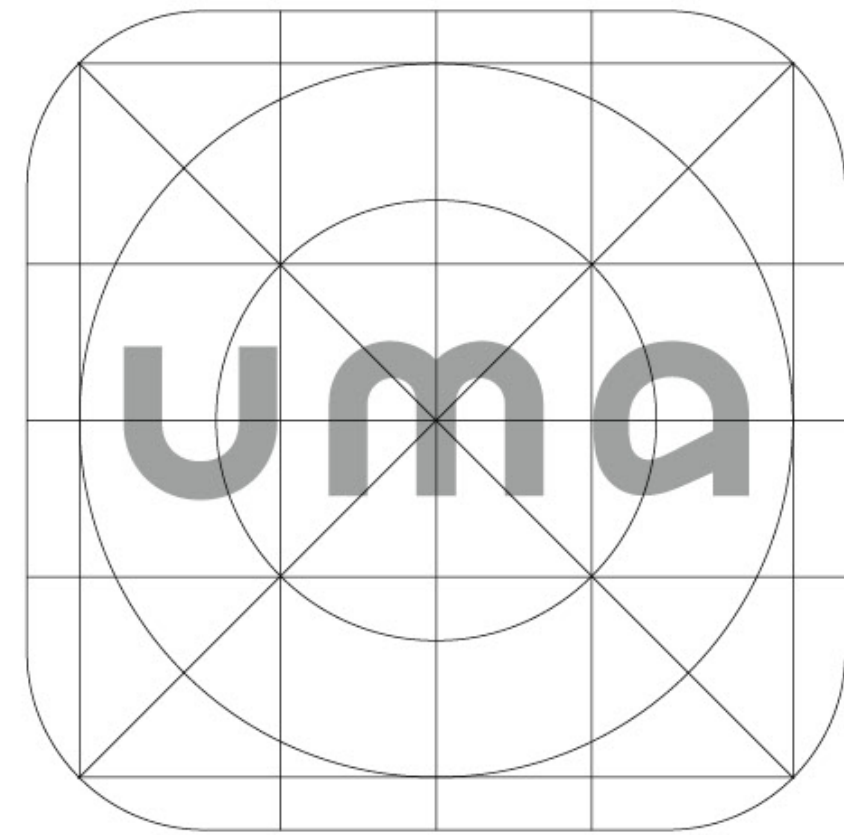


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