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# Unify

**Diversity, inclusion & equality BRANDING & LOGO**



Brand Overview

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## Brand Overview

# Introducing Our Brand

Unify is a leading technology brand that provides innovative communication and collaboration solutions for businesses worldwide. With a strong focus on simplifying complex communication systems, Unify aims to unite people, information, and devices to enhance productivity, connectivity, and overall efficiency.



### About Company

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nunc tincidunt lorem vivamus anik lorema noto.



### Branding Values

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nunc tincidunt lorem vivamus anik lorema noto.



# Unify

Connecting people, beyond boundaries

## Brand Overview

# Our positional statement

Unify is a community-driven brand that values collaboration, communication, and shared purpose. We believe in building strong relationships with our customers, partners, and employees, and in creating a culture of trust, respect, and transparency. We are committed to providing exceptional products and services that reflect the diversity and richness of our community, and to upholding ethical standards in everything we do. Our brand is built on the belief that by working together, we can achieve more than we ever could alone, and we are dedicated to fostering a sense of belonging and empowerment among all members of our community. At Unify, we are passionate about creating positive change in the world, and we believe that through our commitment to excellence and innovation, we can make a lasting impact on the lives of those around us. our community's diversity and richness and

Brand Overview

# Our Vision statement

Unify's vision is to achieve  
more than they ever could  
alone.

# Our Mission statement

## 03.

At Unify, our mission is to create a world where diversity, inclusion, and equality are not just buzzwords but a way of life. We believe that every individual, regardless of their background, deserves to be treated with respect, dignity, and fairness. We are committed to creating a culture that celebrates differences and recognizes the unique strengths and perspectives that each person brings to the table. We strive to foster an environment of inclusivity where everyone feels welcome, valued, and supported, and where their contributions are acknowledged and appreciated. Through our dedication to diversity, inclusion, and equality, we aim to create positive change in the world and to be a model for others to follow. At [Brand Name], we believe that together we can create a more just and equitable society, and we are committed to doing our part to make that vision a

Brand Overview

# Our tag- line

## 04.

Connecting people, beyond  
boundaries

Logo formats

# Our logo formats

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## 01. PNG –Portable Network

### Graphics

For digital purposes, transparency, and useful for coloured backgrounds. Websites, blogs, and social media.

## 02. SVG – scalable Vector

### Graphics

Made up of lines and points to maintain quality and scale using Illustrator for print or labels



# Colour Breakdown

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## 01. blue

Blue: Often associated with trust, reliability, and communication, blue could be a prominent color in the Unify brand. Different shades of blue, such as navy, light blue, or teal, can be used to convey different emotions or to differentiate various elements of the brand.

## 02. Green

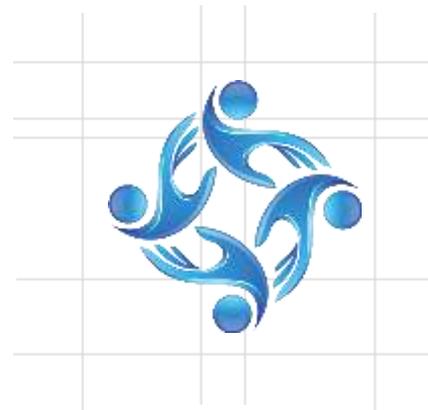
Green: Symbolizing growth, harmony, and balance, green could be another color to consider for Unify. It can represent a sense of community and sustainability, as well as a connection with nature and the environment.

## 03. Purple

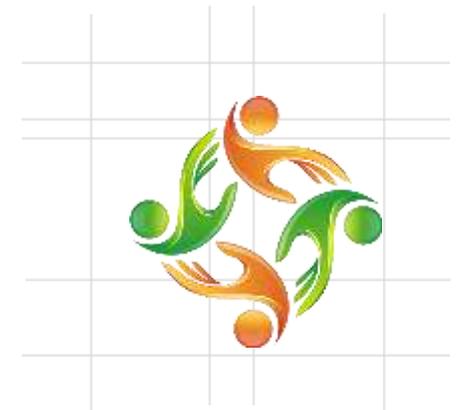
Purple: Often associated with creativity, imagination, and spirituality, purple can be used to add a touch of uniqueness and sophistication to the Unify brand. It can also be an expression of unity and inclusivity



Option 01



Option 02



Option 03



Logo & Usage

# Best Color Option



720px



560px



80px

## Option One

More to brand core values.



720px



560px

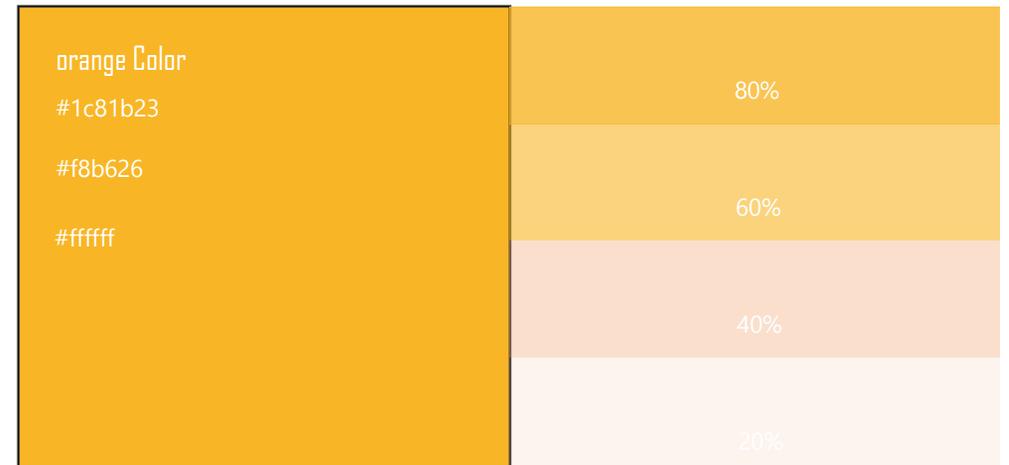
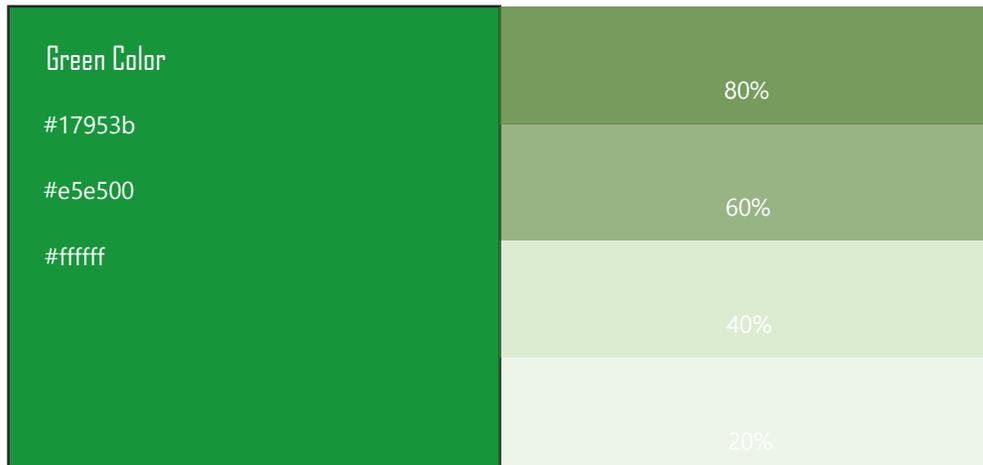
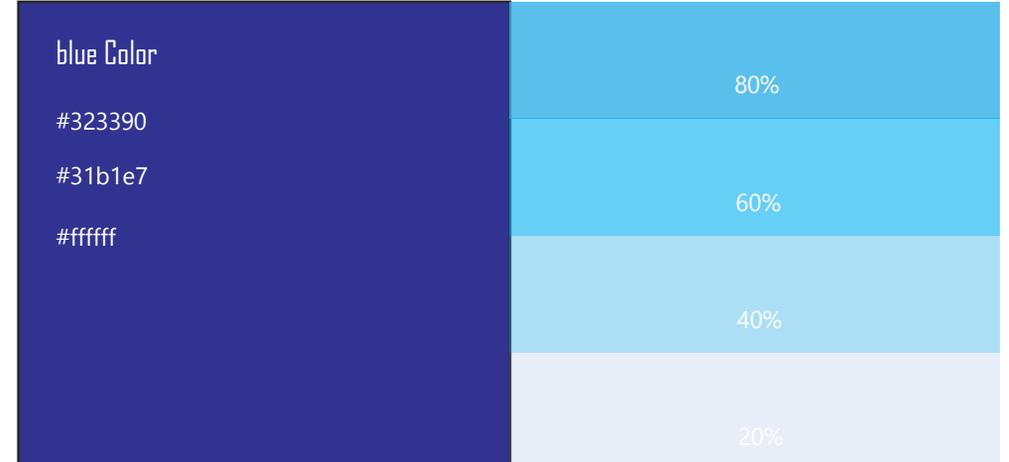
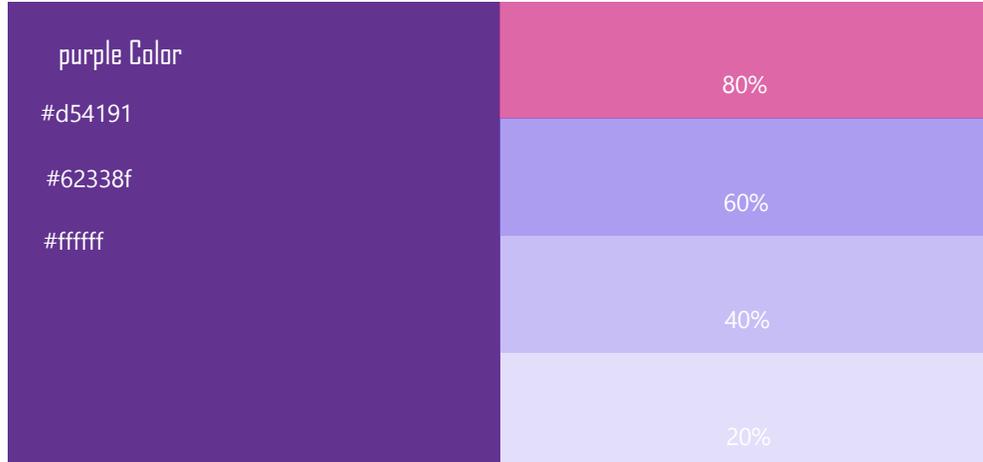


80px

## Option Two

More corporate design.

# Brand Color Palette



## Font & Usage

# Fonts Used

### Hind Font Family

Hind is an Open Supply typeface supporting the Devanagari and Latin scripts. Created explicitly for use in User Interface design, the Hind font family consists of five designs. Hind's letterforms possess a humanist-style construction, which can be paired with seemingly monolinear strokes. The majority of these strokes have flat endings: they either terminate using a horizontal or maybe a vertical shear, instead of on a diagonal.

### Literata Font Family

Literata is a sophisticated serif font meticulously crafted by the esteemed design team at TypeTogether, under the direction of Vera Evstafieva along with Veronika Burian, Irene Vlachou, and José Scaglione. This exceptional typeface is classified as an "every-device font" due to its versatility and small file size, making it a popular choice for developers, mobile applications, and all manner of digital displays..

### Hind Font Family

Light

**Regular**

Medium

SemiBold

Aa.

### Literata Font

Light

Regular

Medium

**SemiBold**

Aa.

Font & Usage

# Hind Font Family

Lorem ipsum dolor sit amet, consectetur adipiscing elit wancari ani  
indea Sediniatin loreipusna viveranik loremnia orciniland dankeanm  
inmolae nsoain estuioen manual updateman indinamen.

---

## Inter Font Family

Light

Regular

Medium

SemiBold

Aa.

Aa.

Hind Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,"()/-?!\$&

Hind Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,"()/-?!\$&

Hind semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,"()/-?!\$&

Aa.

# Literata Font

Lorem ipsum dolor sit amet, consectetur adipiscing elit wancari ani  
indea Sediniatin loreipusna viveranik loremnia orciniland dankeanm  
inmolae nsoain estuioen manual updateman indinamen.

---

## Literata Font

Light

Regular

Medium

SemiBold

Aa.

---

Aa.

### Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,'()-?!\$&

Aa.

### Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,'()-?!\$&

Aa.

### Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,'()-?!\$&

Font & Usage

# Fonts **Combination**

Hind Font Family

**Heading 1**

36px Page Header

---

**Heading 2**

28px Page Header

---

**Heading 3**

20px Page Header

---

Literata Font

**Heading 1**

36px Page Header

---

**Heading 2**

28px Page Header

---

**Heading 3**

20px Page Header

---

## Brand do's & Don'ts

# Do's & Don'ts of

## Branding

### DO'S

1. Do have a clear and well-defined brand strategy that aligns with your business goals and target audience.

2. Do conduct thorough market research to understand your target audience and their needs, preferences, and behaviors.

3. Do create a consistent brand identity across all touchpoints, including logo, colors, typography, and messaging.

4. Do communicate your brand values and unique selling propositions clearly to differentiate yourself from competitors.

5. Do maintain consistency in brand messaging and visual elements across all marketing channels, including website, social media, and advertising.

6. Do regularly monitor and evaluate your brand's performance and make necessary adjustments to stay relevant and appealing to your audience.

7. Do engage and communicate with your audience effectively, building strong relationships and brand loyalty.

8. Do protect your brand by trademarking your logo

### DON'TS

1. Don't neglect the importance of a well-researched and targeted brand strategy. Failing to clearly define your brand can lead to confusion and inconsistency.

2. Don't rely solely on personal preferences when creating your brand. Instead, focus on what resonates with your target audience.

3. Don't blindly follow trends or mimic competitors' branding without considering your own unique identity and value proposition.

4. Don't deviate from your brand identity and messaging once established, as it can dilute your brand and confuse your audience.

5. Don't underestimate the power of consistent brand communication. Inconsistency can lead to confusion and a weakened brand presence.

6. Don't neglect customer feedback and perceptions. Regularly gather feedback and make necessary improvements to enhance your brand experience.

7. Don't engage in unethical or dishonest practices that can damage your brand reputation. Be transparent, honest, and responsible in all your brand communications.

8. Don't overlook the importance of protecting your brand

Visual Branding

# My Amazing Mockup



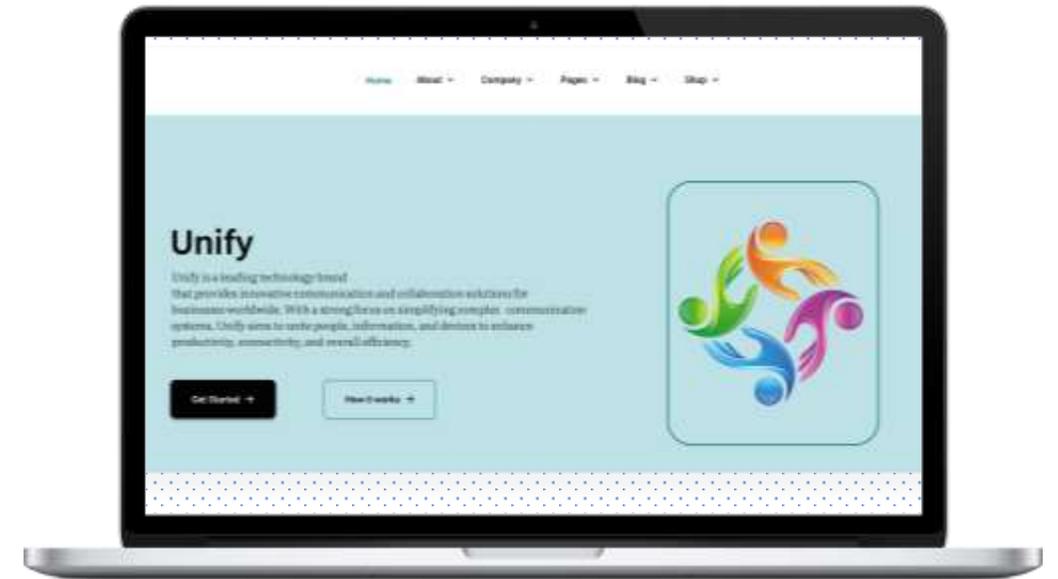
Your Text Here

lorema notortor, inani consequat sapien grada inalita mada accumsan euismod  
orciname sitamie ametrasu usena anaet doloren qongquenalfn qua pretium

Visual Branding

# Our Official Web

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## Brand card



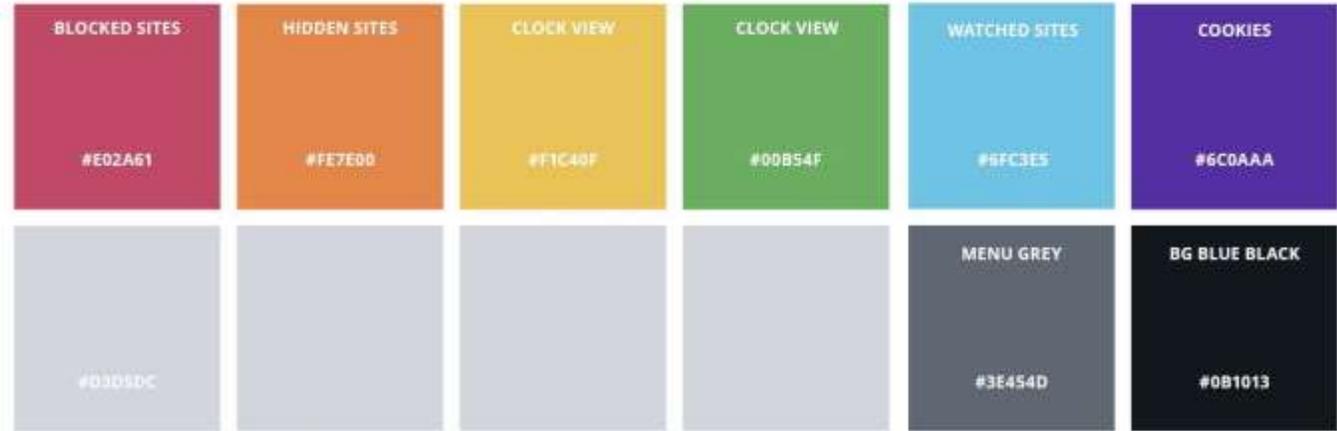
## Visual Branding

# My Amazing business card

## Business Card

Lorem ipsum dolor sit amet, consectetur onumai adipiscing elit Sediniatin loreipusna viverani kani loremnia notortor, inani nal eni Praesent euism kons orciniland danke enjalki intman.

# Brand Color schemes



\* Indicates color should be used on large text only. Large text is defined as 14 point (typically 18pt) and bold or larger or 12 point (typically 24pt) or larger.  
\*\* Indicates color does not pass WCAG AA compliance for large text, but does pass WCAG AA compliance for large text, low with contrast.



Brand Gallery

# Brand touch-ups

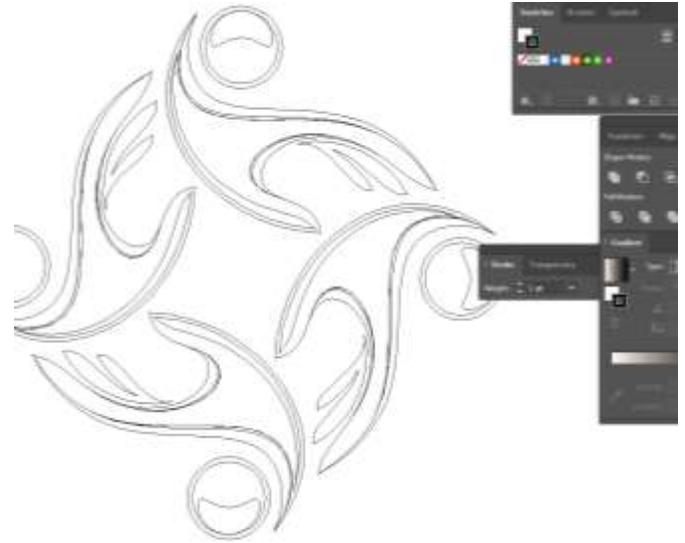
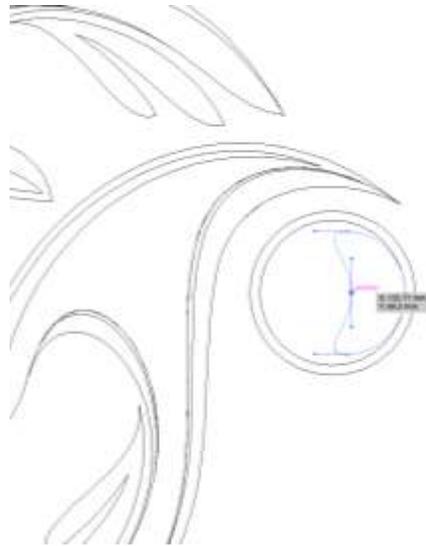
Alternate logo version



Alternate colors version



Horizontal logo version



# The end

Brand manual by Jason Melia 2024

