QUICK REFERENCE TO BRAND GUIDELINES

PRIMARY LOGO

Our logo consists of 2 distinct elements: our logotype and a smile graphic. Together, they are the visual representation of the Unifi Business brand.

CLEAR SPACE & MINIMUM SIZE

The minimum clear space is equal to 'X' as shown.

IN WRITTEN FORM

Unifi Business

The minimum size for print is 20mm and 56px for digital.

20mm
(print)

56px
(digital)

YOUR NEXT IS NOW

BACKGROUND

We always use our blue logotype on white background wherever possible. For the reversed white version of our logo, the whole logo will be in white to ensure full visibility. The logo is preferably presented on a white or single color light and calm background.

DO'S

DONT'S

TYPOGRAPHY

HEADLINE - HK GROTESK WIDE

ABCDEFGHIJK123456789abcdefghijk!@

SUBHEADLINE - ROBOTO BOLD

ABCDEFGHIJK123456789abcdefg

BODYCOPY - ROBOTO LIGHT

ABCDEFGHIJK123456789abcdefg

PATTERNS

Unifi Business patterns depicts the movement and progression of the bold chevrons and have flexibility and can easily be adapted for different formats of communications.

COLOUR CHOICE

To create consistency, a minimum of 2 and a maximum of 3 colours is allowed per unit of our pattern.

PATTERNS DONT'S

Do not use colours other than those specified.

Do not rotate the patterns.

Do not add any effects to the existing patterns.

2 COLOURS

3 COLOURS

COLOURS

Our primary colours consist of two shades of oranges and grey while our palette of secondary colours contrast refreshingly with our primary brand colours.

	Accent Orange	Salmon Orange	White	Grey	Black	Cobalt Blue	Navy Blue	Dark Blue	Light Blue
R	255	255	255	230	0	24	24	6	153
G	94	200	255	230	0	0	0	1	182
B	0	179	255	230	0	231	146	58	255
C	0	0	0	15	0	100	100	100	39
M	65	26	0	10	0	67	78	82	21
Y	100	28	0	11	0	0	0	00	0
K	0	0	0	4	100	0	0	40	0
HEX	FF5E00	FFC8B3	FFFFFF	E6E6E6	000000	1800E7	180092	06013A	99B6FF

PRIMARY COLOURS

SECONDARY COLOURS

For more information, please contact Brand & Partnership, GCXM, TM or email askbrand@tm.com.my