



Brand Guidelines

Version 1.0

Font & Typeface

Throughout all of our official Unify Holdings products and materials online and offline, the only font to be used is MADE Tommy Soft Light.

This font may be used in a variety of different font sizes to display hierarchy.

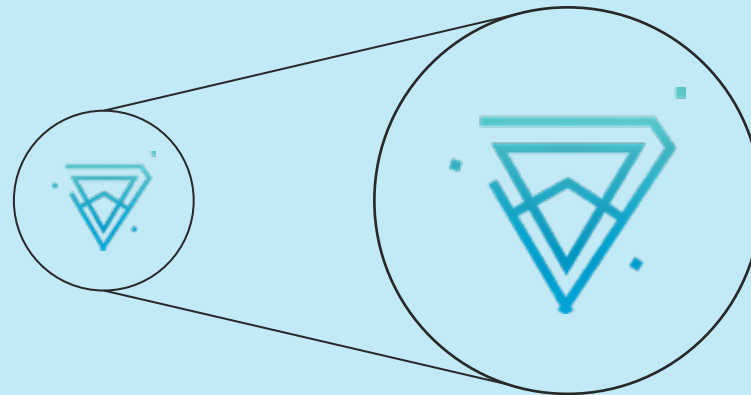
A stroke over the font may also be used within the branding to highlight our brands slogan **'Creating a meaningful impact'** and other principles of the business.

MADE Tommy Soft Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_ -

The Unify Icon

The Unify Holdings icon is the face of our business and must always be present within our logo.

The Unify Holdings icon is made of simple triangular lines. This simplicity not only allows the design to be appealing to the eye but also allows for it to be infinitely scaleable while still maintaining quality and recognition.



Using the Unify Icon

When using our Unify Icon you must always make sure there is a clear space around the logo of at least 20%. This will prevent clutter and keep our icon visible. This also applies to every variation of our logo.

If one of our logos is used with our name, 'Unify Holdings', there must be exactly 20% distance between the icon and text.



Colourways

Below you can see all of the acceptable colourways. Our blue logo should always be the first colourway you consider in any promotional or marketing materials and the black colourway for official documents. However, it will not be acceptable in every eventuality such as on a blue background the blue colourway would lack visibility. Please use common sense when deciding which colourway you wish to use.

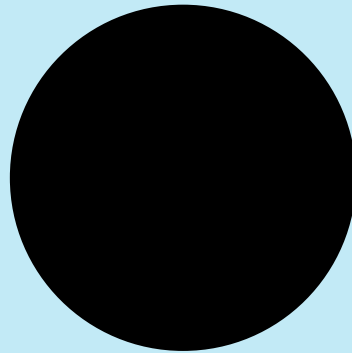
Please note our blue icon has a gradient effect with a satin overlay applied. This is not to be recreated within any other elements.



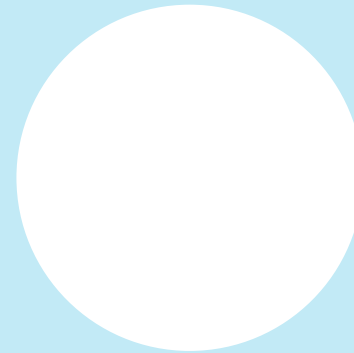
Colour Palette



Turquoise (primary)
RGB: 61, 225, 255
#3DE1FF



Black
RGB: 0,0,0
#000000



White
RGB: 255, 255, 255
#FFFFFF