

Brand Guidelines

Your Communication Code



unifonic THE BRAND

uni adj. universal/fonic n. voice

unifonic stands for a universal and united means of communication.

unifonic is derived from Unifon, which is a tool that helps humans acquire the basic communication skills of writing and reading.

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KLMNVOQ000PRS\$

THHUUVWSYZ

unifonic CONCEPT











Communication

united

Communicate through the world

unifonic

is a cloud communications platform that empowers businesses to engage with people through a portfolio of business applications and a single API for SMS, voice, and messaging apps.

unifonic VISION

To become the emerging market's pioneer in b2b cloud communications

unifonic VALUES

- Commitment
- Passion
- Customer Focus
- Flexibility
- Integrity



Commitment

When you are committed to something you accept no excuses only RESULTS!



Customer Focus

If we don't take care of our customers someone else will!



Integrity

With integrity you have nothing to fear since you have nothing to hide. With integrity you will do the right thing so you will have no guilt.



Passion

People with great passion can make the impossible happen!



Flexibility

Flexibility requires an open mind and a welcoming of new alternatives.

unifonic TONE OF VOICE

- Respectful
- Curios
- Friendly
- Accessible
- Reliable
- Client Centric
- Clear
- Straightforward
- Professional
- Simple

THE TAGLINE

Your Communication Code

unifonic PROMISE

Empower your business to engage with people on SMS, Voice and WhatsApp

DESIGN ELEMENTS

The Logo

The Colors

The Typeface

Image guidelines

Placing logo and text on images

Brand Implementations

THE LOGO

LOGO VARIATIONS

The logo is the main representation of the brand, it has been designed carefully to give off a minimal, modern look.

- 01 Against white
- 02 Against gray
- 03 Against green
- 04 Against blue
- 05 Black and white logo

01

03



Unifonic
Your Communication Code





05



02

04

THE LOGO

CLEAR SPACE, SIZE MANAGEMENT AND PLACEMENT

01 Minimum Size Digital: 70px width

Print: 3cm width

The logo should never be used in a smaller size than these.

0



02 Clear Space

This is established to create a safe space between the logo and other objects and to keep it legible at all times.

A margin of clear space equivalent to the height of the ' (' is drawn around the logo to create the invisible boundary of the area of isolation.

02



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THE LOGO

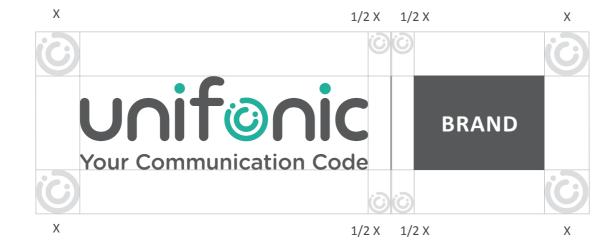
CO-BRANDING

Co-Branding may appear on marketing materials that are developed with and official unifonic business partner. All logo standards and guidelines apply.

Co-Branding with Integrated Logos:

Certain layout require a co-branding solution.

- Make all of the logos visually in size.
- Center align the unifonic logo vertically with other company logos.
- Make sure that there is sufficient clear space and equal distance between the logos.
- Create a 1pt vertical stroke gray line (C:0 M:0 Y:0 K:50) between the logos with the spacing guidelines shown.



THE LOGO

The grid gives our communicators a foundation for aligning copy and other elements together on a page or screen. It is a helpful tool in the creation of applications where our graphic elements can be modified and adapted.

Our basic grid is made up of units that form columns and rows. We have created standard grid sizes for our most often used formats. These include U.S Standard 8.5 x11 and A4 paper as well as standard presentation sizes for regular and widescreen PowerPoint.

Our U.S. Standard 8.5 x 11 paper size, regular and widescreen PowerPoint and A4 grids are created using horizontal rows and vertical columns placed 0.5 from one another.

Grid System

0.5 Grid

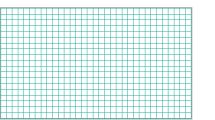
8.5 X 11

d age or our ed

Standard PPT

A4

Widescreen PPT



THE LOGO

LOGO USAGE DON'TS

01 **X**

02 🗶

There are certain rules that must not be broken.

01 No colors

The logo should never be used in any solid colors other than white if on a non-brand color.

O2 Don't rotate it

Do not rotate the logo, always keep
the logo upright.

O3 Don't distort it

The logo should never be stretched, cropped or distorted in any other way.

04 Don't stylize it Do not add effects like dropshadows, embossing etc. to the logo.

05 Don't place the logo directly on the images like this.

unifonic

04 🗙





05 🗙

03 🗙



THE LOGO

In certain cases the emblem can be used instead of the full logo.

O1 Full Logo
The full logo is used across all stationery and most branded material.

O2 Emblem
The emblem can be used for the visual language and throughout the office interior as a design element.

EMBLEM VS. FULL LOGO

01



02



THE COLORS

PRIMARY COLORS

THE COLORS

SECONDARY COLORS

There are three main brand colors: green, white and gray.

GREEN
Pantone 3268 U

C 75 R 35
M 5 G 176
Y 49 B 155
K 0
23B09B

WHITE

C 0 R 255

M 0 G 255

Y 0 B 255

K 0

FFFFFF

GRAY

C 0 R 51
M 0 G 51
Y 0 B 51
K 80
333333

These could be used as supporting colors for any visuals created. However, they may never be used for the logo.

LIGHT GREY

C 0 R 188 M 0 G 190 Y 0 B 192 K 30 C 2 R 249 M 20 G 203 Y 76 B 155

YELLOW

K 0

F9CB59

BLUE

Pantone 2925 C

C 77 R 0 M 25 G 154 Y 0 B 222

009ADE

Pantone 1925 C

RED

C 3 R 231 M 100 G 0 Y 62 B 76 K 0

E7004C

DARK BLUE

C 83 R 47 M 67 G 64 Y 48 B 80 K 38 # 2F4050

THE TYPEFACE

PRINT

THE TYPEFACE

Web

01 (English) Gotham Rounded Light, book, medium, bold and italic.

Calibri Regular, bold and italic.

Gotham Rounded for header Calibri Regular for sub header Calibri Regular for text body

Your Communication Code Your Communication Code

Your Communication Code Your Communication Code

Your Communication Code

Your Communication Code Your Communication Code

Your Communication Code

Your Communication Code

02 (Arabic) GE SS Two, Light and medium

> Tahoma Regular and bold.

GE SS Two for header

02

شفيرتك للتواصل

شغيرتك للتواصل

شيفرتك للتواصل

شيفرتك للتواصل

01 (English) Gotham Rounded Light, book, medium, bold and italic.

Calibri

Regular, bold and italic.

Gotham Rounded for header Calibri Regular for sub header Calibri Regular for text body

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شيفرتك للتواصل

شيفرتك للتواصل

IMAGE GUIDELINES

ILLUSTRATIONS

To keep continuity across the unifonic brand the visual style needs to be consistent. When commissioning other elements, Please bear mind the points below:

- 01 You must own the artwork copyrights.
- 02 Don't use clipart.
- 03 Use the brand color palette.
- 04 The illustrations need to be as simple as we can.









PLACING LOGO AND TEXT ON IMAGES

Place the logo and text on images according to the examples on the right.

USING ILLUSTRATIONS



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Please refer to the provided templates when creating any letterheads.



Dear Sanad,

Lorem ipsum Udi de officii ssimincto beaquia simaximus sande ma quodi ium etur, quis as acepra dic te cuptatum quae et idebit evelectae. Um doluptius venis maio beaturis assi volupta vendae nulparum rem excero omnimus minvelit esti que nonet vella quat velecus ea eostiores aut eatium erepudi omnisquiamus am quibusame cuptatur, unt reheniente nimin commolendit, nobit ut laborem recturi andus, quatemolupit volorpore consed elit omniminvenet la doluptatio. Aciis autecepel invelen iminctur, quunt occabor uptaturit, simil in cum eos doluptatet et verit.

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Best Regards,

Yazan Al-Masa'fah



BRAND APPLICATIONS

LETTERHEADS



Dear Sanad,

Lorem ipsum Udi de officii ssimincto beaquia simaximus sande ma quodi ium etur, quis as acepra dic te cuptatum quae et idebit evelectae. Um doluptius venis maio beaturis assi volupta vendae nulparum rem excero omnimus minvelit esti que nonet vella quat velecus ea eostiores aut eatium erepudi omnisquiamus am quibusame cuptatur, unt reheniente nimin commolendit, nobit ut laborem recturi andus, quatemolupit volorpore consed elit omniminvenet la doluptatio. Aciis autecepel invelen iminctur, quunt occabor uptaturit, simil in cum eos doluptatet et verit.

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Best Regards,

Yazan Al-Masa'fah





BRAND APPLICATIONS FOLDER 15 mm 15 mm 15 mm 15 mm

BRAND APPLICATIONS

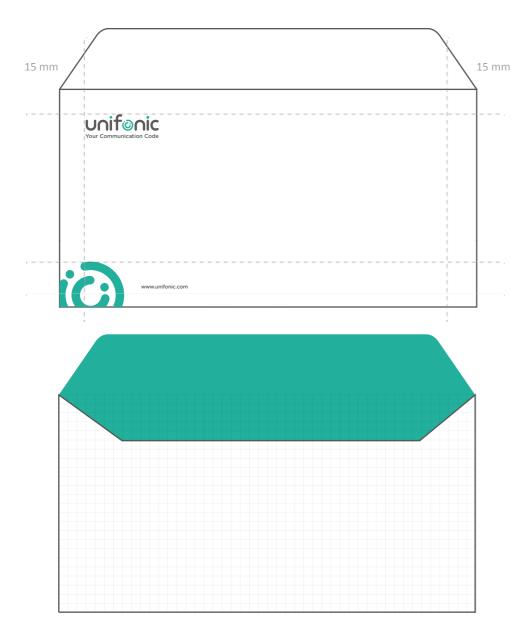
FOLDER

Unifonic



www.unifonic.com

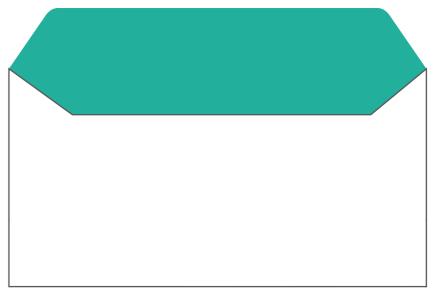
BRAND APPLICATIONS FOLDER **BRAND APPLICATIONS** FOLDER 15 mm 15 mm 15 mm 15 mm www.unifonic.com Envelopes.



Please refer to the provided templates when creating any Envelopes.

ENVELOPES

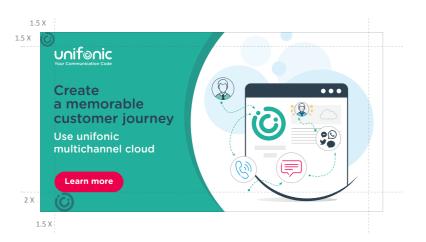




BRAND APPLICATIONS

ONLINE BANNER (PROMOTED)

Please refer to the provided templates when creating the promoted banners.





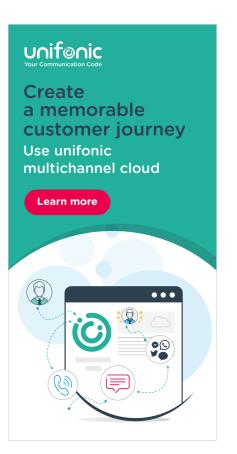
BRAND APPLICATIONS

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For more information please contact us: info@unifonic.com www.unifonic.com