



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.

AΔΛBÇDEËËRFGHI±J

KLMNŃOQΘQΘPR\$

TĤHUVWΣYZ

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
- Curious
- 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

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

LOGO VARIATIONS

01



02



03



04



05



THE LOGO

01 Minimum Size
Digital: 70px width
Print: 3cm width

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

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 'i' is drawn around the logo to create the invisible boundary of the area of isolation.

CLEAR SPACE, SIZE MANAGEMENT AND PLACEMENT

01



02



THE LOGO

LOGO USAGE DON'TS

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.

01 ✘



02 Don't rotate it

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

02 ✘



03 Don't distort it

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

03 ✘



04 Don't stylize it

Do not add effects like drop-shadows, embossing etc. to the logo.

04 ✘



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

05 ✘



THE LOGO

EMBLEM VS. FULL LOGO

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

01

01 Full Logo

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

02

02 Emblem

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



THE COLORS

PRIMARY 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

FFFFFFFF

GRAY

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

333333

THE COLORS

SECONDARY COLORS

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

BCBECO

BLUE

Pantone 2925 C

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

009ADE

DARK BLUE

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

2F4050

YELLOW

C 2 R 249
M 20 G 203
Y 76 B 155
K 0

F9CB59

RED

Pantone 1925 C

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

E7004C

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

01

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
Tahoma Regular for sub header
Tahoma Regular for text body

02

شيفيرتك للتواصل
شيفيرتك للتواصل
شيفيرتك للتواصل
شيفيرتك للتواصل
شيفيرتك 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

01

Your Communication Code
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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
Tahoma Regular for sub header
Tahoma Regular for text body

02

شيفيرتك للتواصل
شيفيرتك للتواصل
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شيفيرتك للتواصل

IMAGE GUIDELINES

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.

ILLUSTRATIONS



PLACING LOGO AND TEXT ON IMAGES

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

USING ILLUSTRATIONS






unifonic
Your Communication Code

**Lorem ipsum dolor sitamt,
consectetur adipiscing**
rutrum mi pellentesque interdum jkusce
aliquet sit amet mauris id placerao

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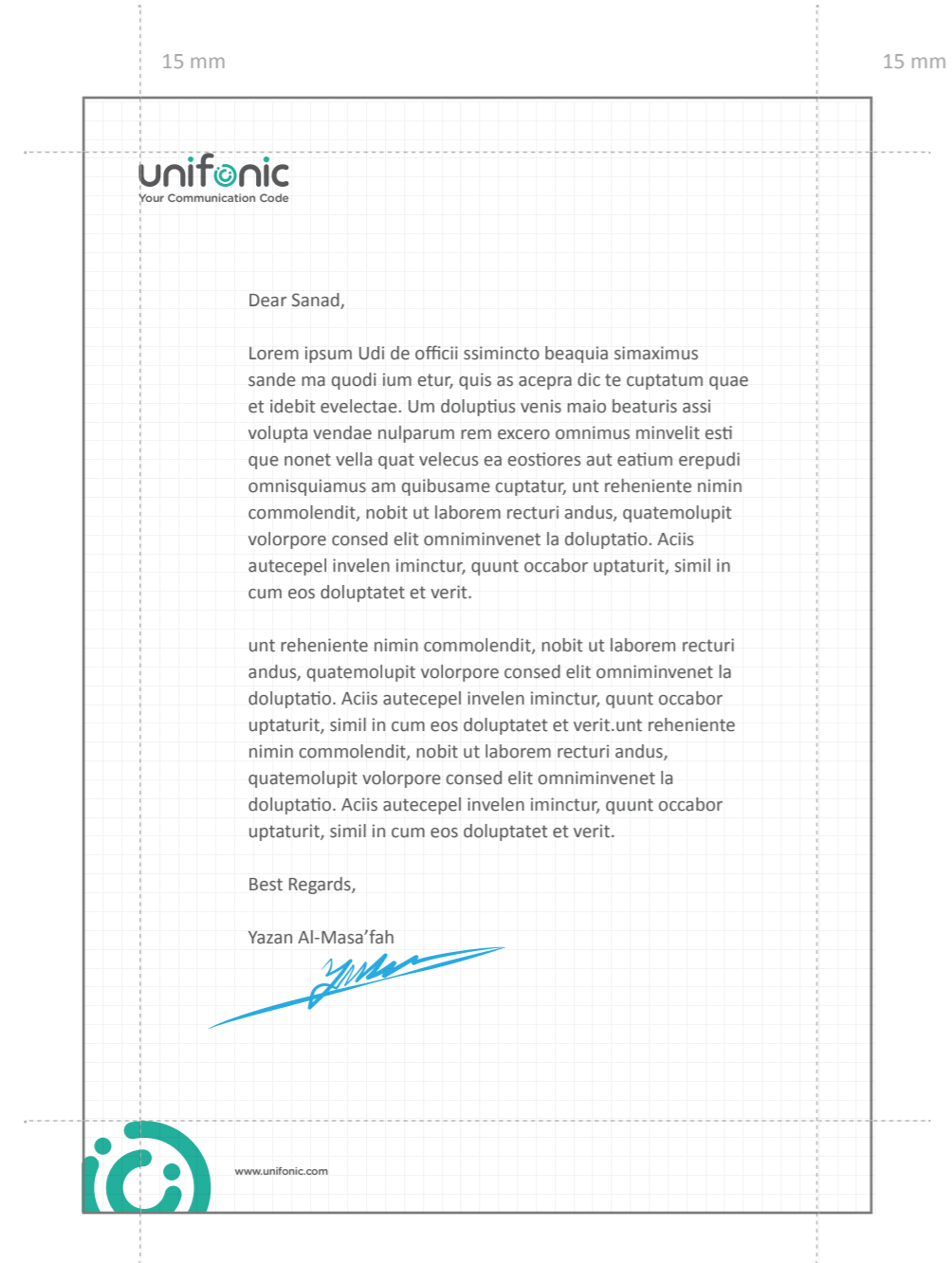
**Lorem ipsum dolor sitamt,
consectetur adipiscing**
rutrum mi pellentesque interdum jkusce
aliquet sit amet mauris id placerao

unifonic.com

BRAND APPLICATIONS

LETTERHEADS

Please refer to the provided templates when creating any letterheads.



BRAND APPLICATIONS

LETTERHEADS



15 mm

15 mm

15 mm

15 mm

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www.unifonic.com

unifonic
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www.unifonic.com

BRAND APPLICATIONS

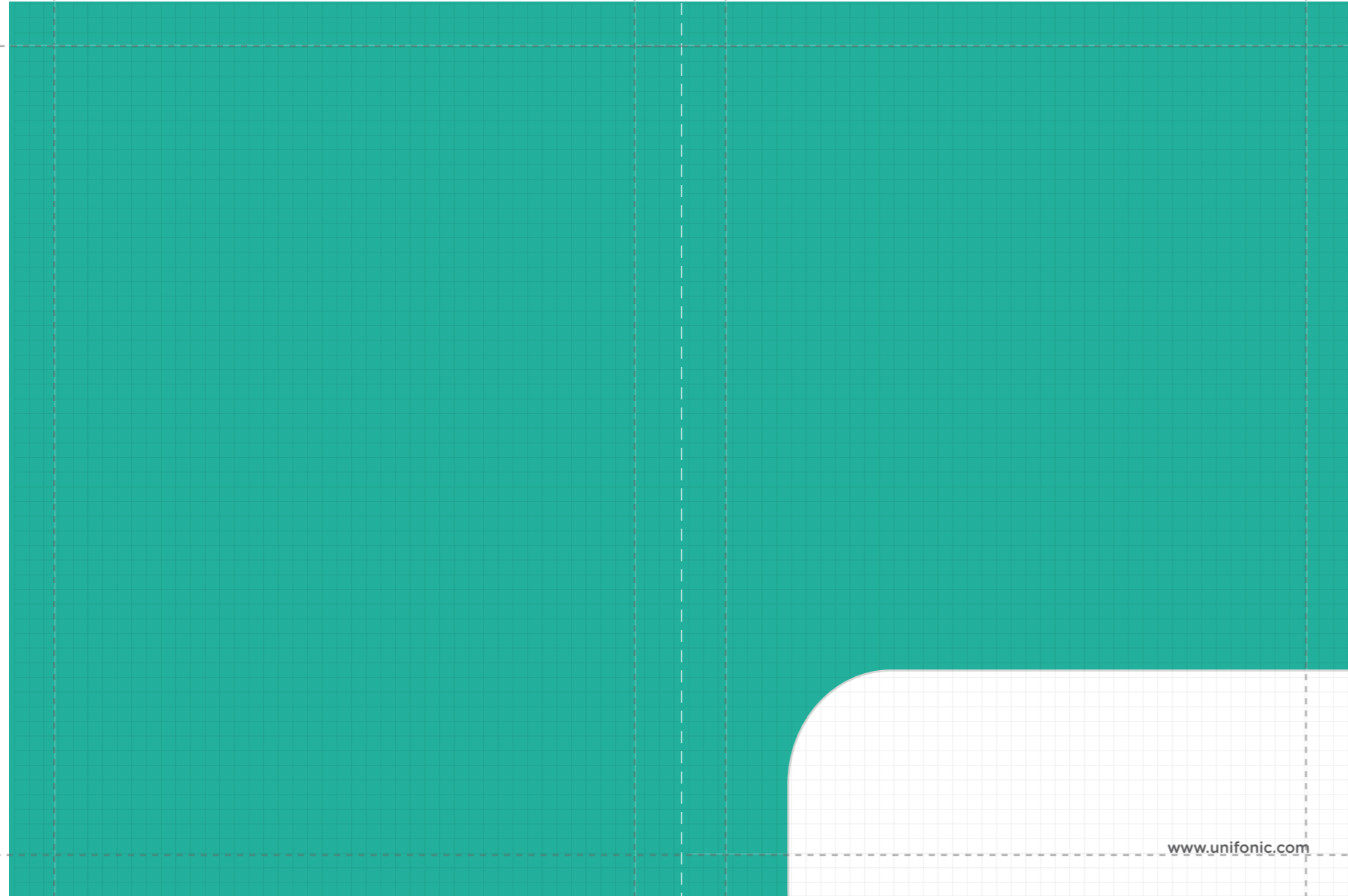
FOLDER

15 mm

15 mm

15 mm

15 mm



BRAND APPLICATIONS

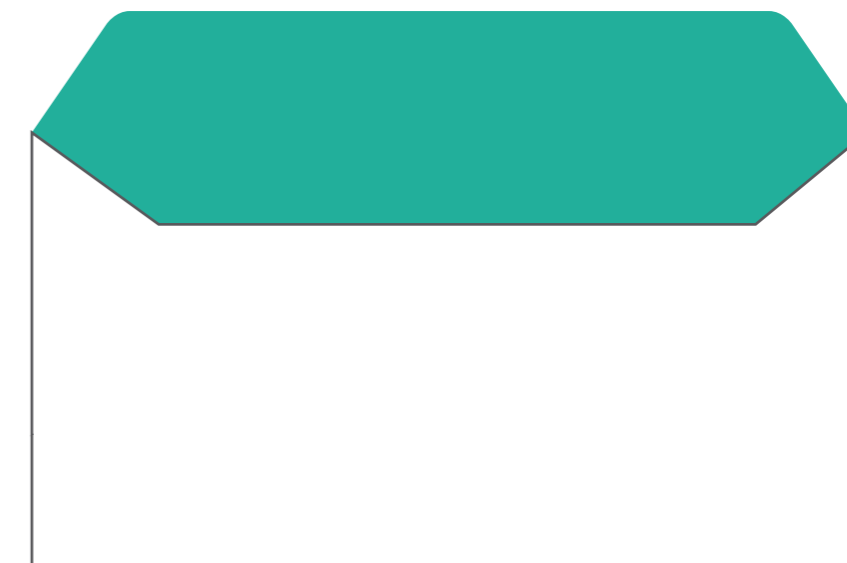
FOLDER



Please refer to the provided templates when creating any Envelopes.



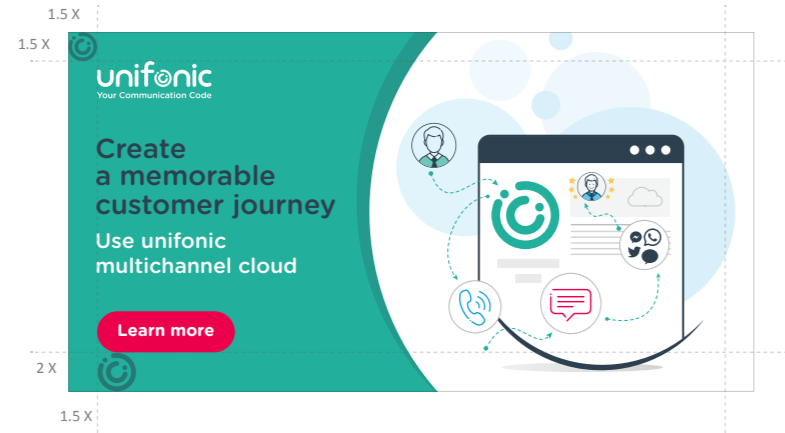
Please refer to the provided templates when creating any Envelopes.



BRAND APPLICATIONS

ONLINE BANNER (PROMOTED)

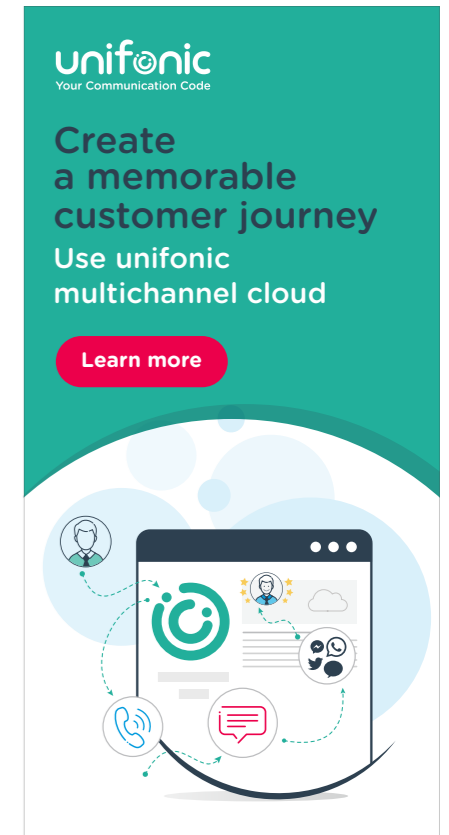
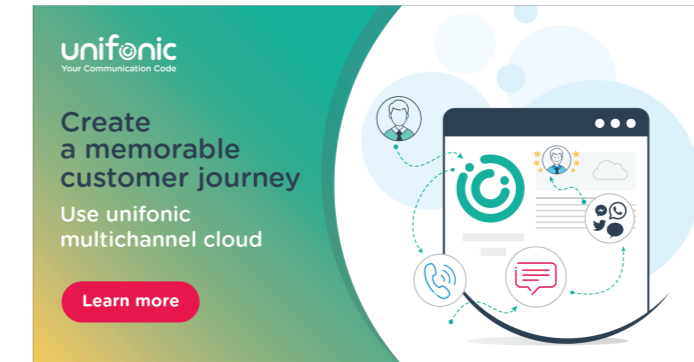
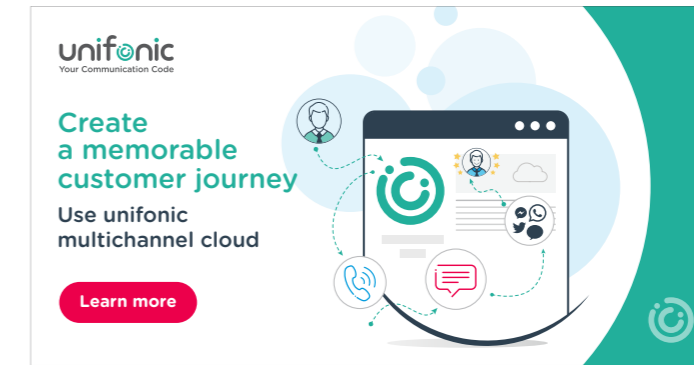
Please refer to the provided templates when creating the promoted banners.



BRAND APPLICATIONS

ONLINE BANNER (PROMOTED)

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



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

