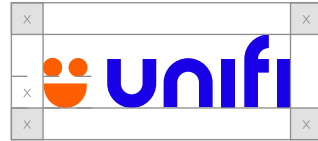# QUICK REFERENCE TO BRAND GUIDELINES

Unifi

PRIMARY LOGO

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

CLEAR SPACE & MINIMUM SIZE
The minimum clear space is equal to 'X' as shown.
The minimum size for print is 20mm and 56px for digital.

IN WRITTEN FORM
Unifi (Upper and lower case)

YOUR NEXT IS NOW | **Unifi**

VERTICAL LOGO APPLICATION

Unifi HOME   Unifi MOBILE   Unifi TV

HORIZONTAL LOGO APPLICATION

Unifi HOME   Unifi MOBILE   Unifi TV

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.
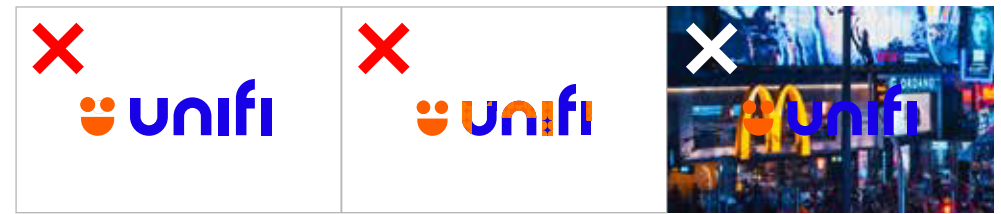
DO'S

DONT'S

TYPOGRAPHY

HEADLINE - HK GROTESK WIDE

ABCDEFGHIJK123456789abcdefghijk!@

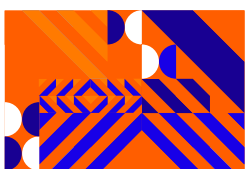### SUBHEADLINE - ROBOTO BOLD

ABCDEFGHIJK123456789abcdefg

BODYCOPY - ROBOTO LIGHT
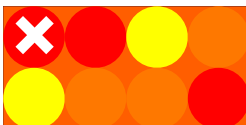
ABCDEFGHIJK123456789abcdefg

PATTERNS

Our Unifi pattern depicts the 'Transformative' and 'Empowering' personalities of the brand. We are distinctively dynamic, energetic and readily supporting the needs of everyday live moments.

PATTERNS DONT'S

Do not use colours other than those specified.

Do not distort the patterns.

Do not rotate the patterns.

COLOUR CHOICE

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

2 COLOURS

3 COLOURS

COLOURS

Our primary colours consist of different shades of orange while our palette of secondary colours contrast refreshingly with our primary brand colours.

	Red	Accent Orange	Orange	Light Orange	Black	White	Cobalt Blue	Navy Blue	Dark Blue	Light Blue
R	216	255	255	247	255	255	24	24	6	153
G	46	94	122	185	255	255	0	0	1	182
B	0	0	0	134	255	255	231	146	58	255
C	0	0	0	0	0	0	100	100	100	39
M	90	65	47	31	0	0	67	78	82	21
Y	93	100	78	46	0	0	0	0	0	0
K	0	0	0	0	100	0	0	10	40	0
HEX	D82E00	FF5E00	FF7A00	F7B986	000000	FFFFFF	1800E7	180092	06013A	99B6FF

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