

# *Brand Style Guide*

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**The Unico System®**



A photograph of a modern living room. In the background, there is a fireplace with a large glass door. To the right of the fireplace is a sofa with beige cushions and two red and white patterned armchairs. A glass coffee table is in front of the sofa. The room has large windows and a wooden floor. The ceiling has several recessed lights. The overall atmosphere is warm and contemporary.

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## *About this Guide*

The purpose of this document is to communicate the guidelines pertaining to usage of The Unico System logo. It will also cover the color pallet, usage of fonts for print and digital instances. The contents of this document will also address any questions of how the logo and it's brand shall be adhered to.

## *Primary Logo Usage*

The Unico logo has four primary versions. The first being the positive 4-color (A), the second being the negative 4-color (B), the third being 100% percent black (C), and the fourth being all white reversed (D).

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A)



B)



C)



D)



## *Secondary Logo Usage (Extended Piping)*

The secondary Unico logo has four primary versions as well and is intended to be used in instances where it bleeds off the side of the page. The first being the positive 4-color (A), the second being the negative 4-color (B), the third being 100% percent black (C), and the fourth being all white reversed (D).

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A)



The Unico System®

B)



The Unico System®

C)



The Unico System®

D)



The Unico System®

## *Logo Safe Zone*

In order to maintain the integrity of The Unico System brand, all artwork and copy should not intrude upon the logo. Below demonstrates the height of the capital “T” should be used as the measure to keep clear of the logo.

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## *Minimum Logo Sizing*

The smallest size that the logo should be sized to is 1.75" as illustrated below.

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# Colors

Below are the Pantone® swatches as well as the CMYK and RGB color mixes to be used for print and digital usage.

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0C	0M	0Y	100K
0R	0G	0B	



0C	90M	76Y	0K
238R	51G	66B	



100C	87M	27Y	13K
40R	49G	126B	

# Font Usage for Print

**Cochin** is the preferred font to be used for body copy in print applications.

**Gill Sans** is the preferred font to be used for body copy in print applications.

## Cochin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Cochin Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Cochin Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Cochin Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Gill Sans Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Gill Sans Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gill Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Gill Sans SemiBold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Gill Sans Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Font Usage for Digital

**Roboto** is the preferred font to be used for digital applications.

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## Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Roboto Thin Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Roboto Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Roboto Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Roboto Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Roboto Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Roboto Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Roboto Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Improper Logo Usage



Below displays the logo being misused.

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DO NOT ever stretch or distort the logo.



DO NOT ever place a black logo on a dark background.



DO NOT ever place a white logo on a light background.



DO NOT ever doctor or change the font used in the logo.



DO NOT ever place the logo on a background making the type illegible or difficult to read.

# *Guidelines for Use of the Unico System Logo and Trademark*

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## **1) Advertising, Promotional, and Sales Materials:**

Only Unico and its authorized resellers and licensees may use the Unico System Logo in advertising, promotional, and sales materials. Such authorized parties may use the Unico System Logo only as specified in their agreement with Unico, Inc. and any associated Guidelines and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Unico, Inc. For example:

- Unico Preferred Contractors
- Unico Independent Sales Representatives

## **2) Publications, Seminars, and Conferences:**

You may use the Unico System and Unico, Inc. word mark in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:

- a. The use reflects favorably on Unico, Inc. and the Unico System.
- b. The Unico System logo or any other Unico-owned graphic symbol, logo, icon or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from Unico, Inc.
- c. A disclaimer of sponsorship, affiliation, or endorsement by Unico, Inc., similar to the following, is included on the publication and on all related printed materials: “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Unico, Inc.”
- d. A trademark attribution notice is included in the credit section giving notice of Unico’s ownership of its trademark(s).

## **3) Merchandise Items:**

You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing the Unico, Inc./The Unico System trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from Unico, Inc.