

**:: UNIGINE**

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**VISUAL IDENTITY GUIDELINES**

Version 2 | November 2020

Our logo is one of the most valuable brand assets. Please follow the design and usage guidelines provided in this brochure.

Feel free to use our logo for references to our website [unigine.com](http://unigine.com) or UNIGINE products.

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## Standard UNIGINE Logo

Our logo includes both the device and the unique wordmark. Wherever possible, use the horizontal logo arrangement – this is the standard logo variant.



## Vertical Arrangement

This logo variation is designed for square and vertical shape formats. Use this arrangement if the standard logo cannot be used (for example, on social media sites).



## Reversed Logo

Reversed version of the logo is provided for use on a dark-color background.



## Clear Space

A clear space must be kept around the logo. Other design elements should not be present in the clear space. The minimum clear space dimension is equal to the "U" letter height. If possible, make the clear space more than the minimum.



## Minimum Sizing

It is important that the logo is always legible. Therefore, there is a limitation for the minimum size. The minimum print width of the standard logo is 25 mm, the minimum digital width is 96 pixels.

For the vertical logo arrangement, the minimum print width is 21 mm, the minimum digital width is 80 pixels.

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Print: 25 mm  
Digital: 96 px

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Print: 21 mm  
Digital: 80 px

## Distance to Other Logos

If our logo neighbors other logos in vertical or horizontal space, please try to make all logos look visually equivalent and observe the corresponding recommended intervals.

The minimum distance to another logo depends on the logo size and is equal to 1.5 height of the letter U.



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## Backgrounds

1. Use the standard black-color (UNIGINE Black) logo on a white or light-color background.
2. Use an reversed logo on a dark-color background.
3. The logo can be used on a bright-color background in either the standard or reversed variant in the way that ensures the proper contrast.

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A scenic landscape featuring a valley with a river, surrounded by forested mountains under a cloudy sky. A helicopter is flying in the upper right corner.

## Legibility

1. If the logo is placed on a background image, it is crucial that all its elements are legible.
2. Depending on the image, choose the standard or inverted color variant to ensure a proper contrast, and try to place the logo in a uniform background area.
3. If the logo has to be placed on a visually busy background, ensure a one-color box behind the logo.



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A close-up view of a yellow and black robot's head and arms, set against a dark background.

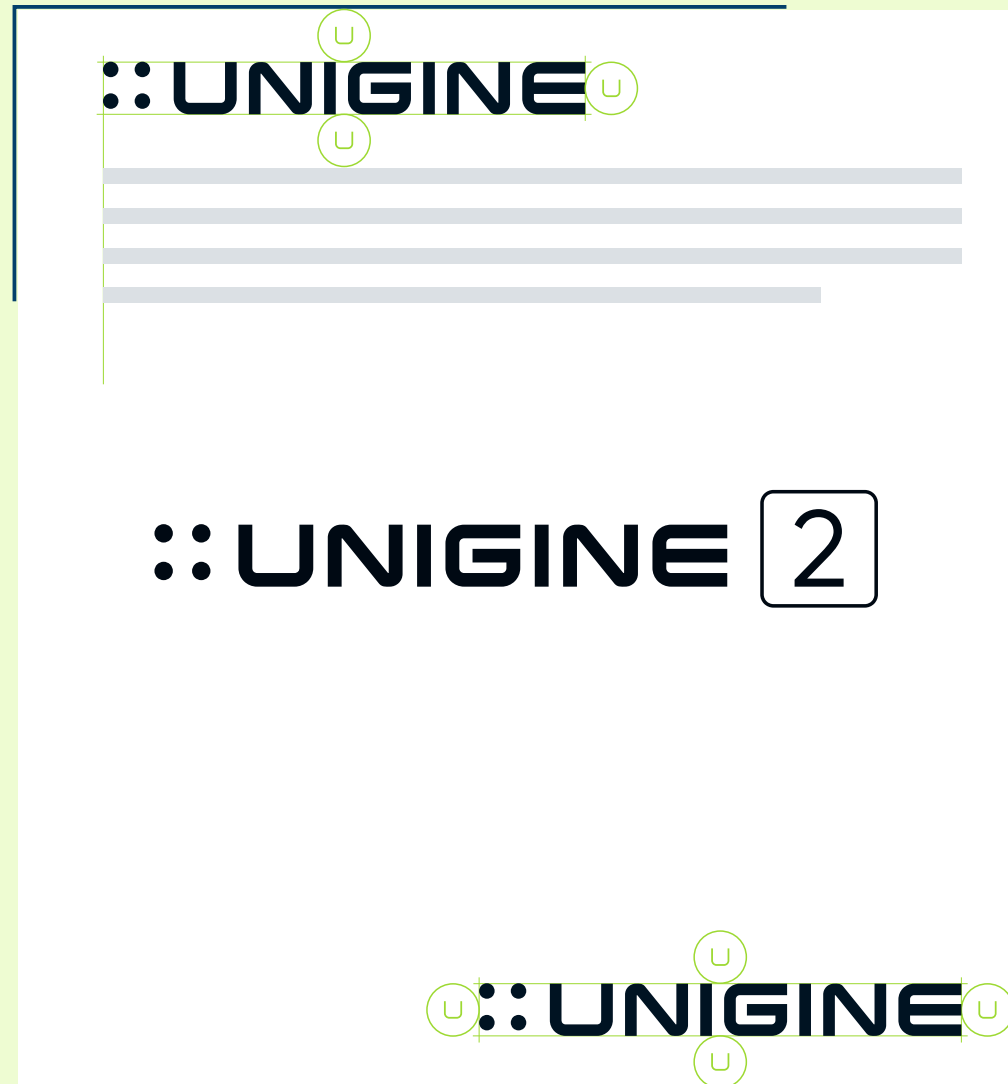


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A bedroom scene with a bed, a nightstand, and a table with a cup of coffee. The UNIGINE logo is overlaid on a dark blue semi-transparent box at the bottom.

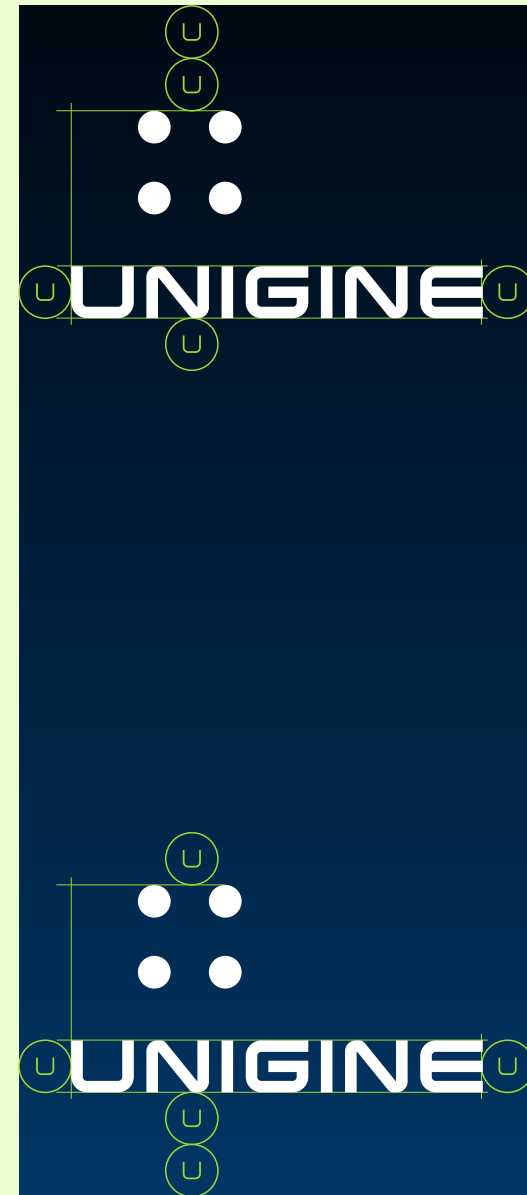
## Logo Placement

1. When placing the logo or marks on print or digital items, also keep in mind the guidelines provided in this document (clear space, color palette, minimum sizing).
2. If the logo is to be placed at any corner of the document, empty space should be kept between the logo and the edge of the page. The size of this empty space depends on the logo size and should at least be equal to the "U" letter size.
3. Align the logo with the text or other graphics of the mockup, where applicable.
4. If the logo is the only (or the key) element of the mockup, you can center align the logo and make it bigger.



## Placement on Vertical Modules

For square and narrow vertical modules, use the vertical arrangement of the logo.



## Unacceptable Usage

The company logo is integral, all its elements are arranged in the specific proportion and at the definite position relative to each other. It is strictly prohibited to modify the logo in any way to prevent losing the logo identity.

Here are the most common (but not all) cases of misusing the UNIGINE logo that should be avoided.



Don't add a stroke.



Don't use incorrect color or gradient for the logo or any of its elements.



Don't add shadows or any other creative effects.



Don't use the wordmark without the device.



Don't use the device without the wordmark.



Don't rearrange the elements of the logo other than designed.



Don't use the outdated logo version.



Don't rotate or deform the logo or any of its components.



Don't place the logo on a busy, complex, or insufficiently contrast background.

## Icon

The logo device placed in a box and shifted to its top left corner can be used as the icon.



UNIGINE Engine



UNIGINE 2

## Made with UNIGINE Mark

Made with UNIGINE or Made with UNIGINE 2 mark is to be used in promotional, informational, and advertising materials (screenshots, videos, etc.).

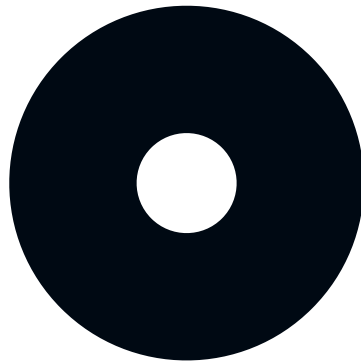
When using the marks, also keep in mind the logo usage guidelines provided in this document.

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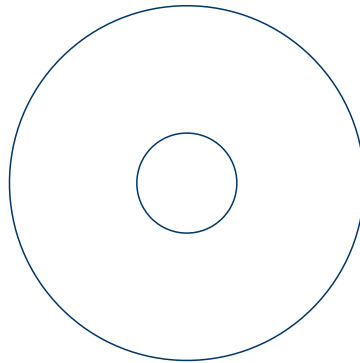
## Color Palette (Primary)

The primary palette is UNIGINE Black, White and UNIGINE Green.



**UNIGINE Black**

Pantone: Black 6 C  
CMYK: 60, 0, 0, 100  
RGB: 0, 9, 19  
Hex: #000913



**White**

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #ffffff



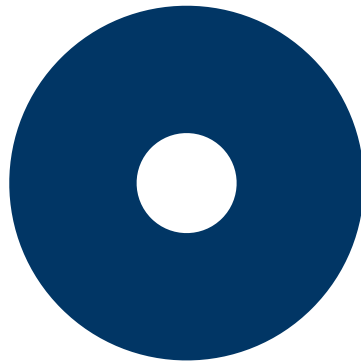
**UNIGINE Green**

Pantone: 2299 C  
CMYK: 40, 0, 80, 0  
RGB: 157, 217, 50  
Hex: #9DD932



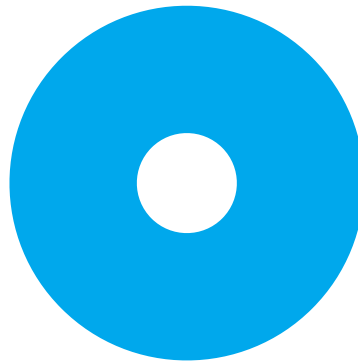
## Color Palette (Secondary)

The secondary palette is UNIGINE Dark Blue, UNIGINE Blue, UNIGINE orange and UNIGINE Purple.



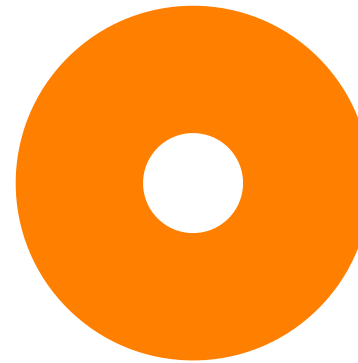
**UNIGINE Dark Blue**

Pantone: 2955 C  
CMYK: 100, 50, 0, 60  
RGB: 1, 54, 101  
Hex: #013665



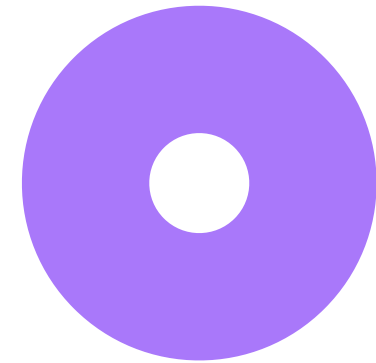
**UNIGINE Blue**

Pantone: 2202 C  
CMYK: 100, 0, 0, 0  
RGB: 0, 168, 236  
Hex: #00A8ec



**UNIGINE Orange**

Pantone: 151 C  
CMYK: 0, 50, 100, 0  
RGB: 255, 127, 0  
Hex: #ff7f00



**UNIGINE Purple**

Pantone: 265 C  
CMYK: 55, 60, 0, 0  
RGB: 169, 120, 250  
Hex: #a978fa

## Typeface

The base font is **Roboto**. It is used for documents, news, corporate and advertising materials.

Aabc Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
( “!«»@#%\$&<>;<sup>1</sup>/<sub>2</sub>\*?) 0123456789

Light	AaBbCcDdEe123
Regular	AaBbCcDdEe123
Medium	<b>AaBbCcDdEe123</b>
Bold	<b>AaBbCcDdEe123</b>
Black	<b>AaBbCcDdEe123</b>



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