

UNICITY

Brand guide

DECEMBER 2022 | VERSION 1.2

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Why do brands matter?

When brands form an emotional connection with consumers, they create an intangible value that's bigger than the products themselves. Because our brand isn't just what we say it is—it's how our customers feel.

The vocabulary of a brand is created to protect every step of the consumer experience, from the first glimpse of the logo to the user experience on the web.

A detailed style guide ensures a clear and consistent voice and maintains the integrity of the brand. As we grow, the style guide accommodates the demands of a bigger audience, and is a tool to help you understand, implement, and extend the Unicity brand.

The way our brand looks is as deliberate as how it sounds.

The Brand Visuals include every touchpoint our audiences see—from our packaging, to our website, social media, and advertisements.

Collectively, our visuals present a consistent story, build trust and meaning for the brand, and convey the Unicity personality without saying a word.

It's the difference 
between telling the
world who we are
and showing it.

Brand visuals





VISUAL FORMULA

Our signature Unicity visuals can be described in 3 key themes. These combine to create our Visual Formula.

UNICITY BRAND VISUALS ARE:

Friendly

+

Trustworthy

+

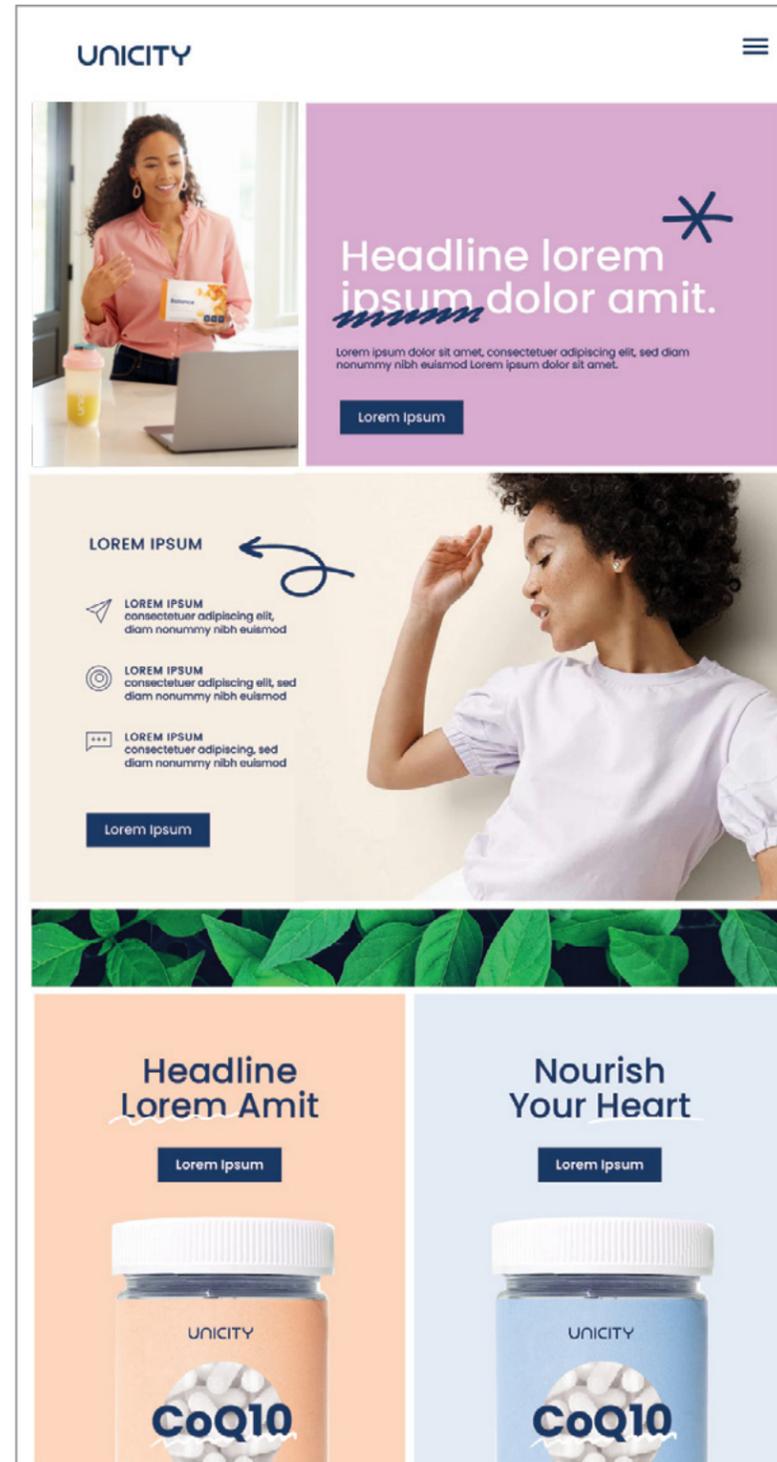
Impactful

The Visual Formula summarizes Unicity's approach to design and photography. They should always be used to inform and evaluate any print, web or advertising pieces. However, all three of these characteristics need not and cannot be present in every brand visual. If there's ever a conflict with any attribute, the visual should be reevaluated.



HOW TO SHOW FRIENDLY

- Vibrant brand colors
- Doodles add emphasis and meaning
- Tonal backgrounds add energy to product photography
- Conversational headlines (i.e. Sentence Case with punctuation)
- Show people interacting with and using the product
- Choose compositions that feel organic yet intentional



HOW TO SHOW TRUSTWORTHY

- When we are talking about science and want to look more trustworthy, use grid lines and pencil doodles to annotate copy
- Highlight statistics and numbers in a way that feels approachable and easy to understand
- Show photography of manufacturing and product development processes



HOW TO SHOW IMPACTFUL

- Bold typography and large headlines
- Brand navy is always present
- Striking imagery with simple backgrounds and strong shadows to focus on product
- Highlighter accents on events and opportunities visuals
- Geometric compositions using the “U” and other shapes





LOGOS

A brand is someone's perception of a company product or person. A logo is a symbol of the brand.

Primary logo

When used in isolation, the Unicity logomark acts as an icon for the brand. Do not use it as a flexible design element, but as an iconic, unchanging symbol. The logo may only be used in brand navy, black, and white.

Reversed out

The logo may be used in white, reversed out of a solid or simple background. Use the recommended clear space (shown on page 15) as the minimum size for the box from which to reverse the logo.



UNICITY



UNICITY

Clear space

Clear space is the recommended free space around a logo. Clear space ensures the logo feels important and iconic, separate from other design elements.

Here are the appropriate clear spaces for the Unicity secondary logo, using parts of the logos as measurement guides.



Logo misuse

A. Never distort the proportions of the logo by stretching or compressing.

B. Don't alter any part of the logo, add elements, or use any part by itself.

C. Don't place the logo on a background/color that does not offer sufficient contrast or is too complex.

D. Don't use more than one color within one logo or unapproved colors.

E. Don't use drop shadows, glows, strokes, or any effects on the logo.

F. Do not create a wordmark by typing Unicity in another typeface.

G. Don't violate the clearspace of the logo by placing elements too close or cropping part of it off.



Make Life Better logo

When used in isolation, the Make Life Better logomark acts as an icon for the brand. Do not use it as a flexible design element, but as an iconic, unchanging symbol.

Reversed out

The logo may be used in white, reversed out of a solid or simple background. Use the recommended clear space (shown on page 18) as the minimum size for the box from which to reverse the logo.



Clear space

Clear space is the recommended free space around a logo. Clear space ensures the logo feels important and iconic, separate from other design elements.

Here are the appropriate clear spaces for the Unicity secondary logo, using parts of the logos as measurement guides.



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F. Do not create a wordmark by typing Unicity in another typeface.

G. Don't violate the clearspace of the logo by placing elements too close or cropping part of it off.

A.



B.



C.



D.



E.



F.



F.



TYPOGRAPHY

Typography carries subtle but vital visual impact. Each typeface selected helps give a consistent expression of the brand voice with enough variety in style to allow for seasonal flexibility.



Poppins

The primary typeface, Poppins, is geometric sans serif, echoing the circular quality of the logo.

Poppins Semibold and Medium should be used for headers, or large text in banners or ads. Poppins Regular should be used in medium to dense body copy.

POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!0@#%^&*()?=

POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!0@#%^&*()?=

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!0@#%^&*()?=

Type in use

- A . Headlines: Poppins Semibold
 - Use sentence case when possible, but only if the copy is written as a sentence.
- B . Headlines: Poppins Medium
 - Example of Title Case headline
- C . Subhead: Poppins Bold or Medium ALL CAPS
- D . Body: Poppins Medium or Regular
- E . Small Body: Poppins Regular
 - Poppins may be used smaller sizes than other typefaces, because it has a tall x-height. Don't be afraid to make it smaller as needed.

A . Say
yes
more
than
no.

B . Health
in a cup

C . **LOREM IPSUM DOLOR**

D . Num as quasperes natem a
aut est quas quis ditaepudit
ullanih icipisciur as rernam,
cone porenissunt voloreseque
volupta pereprate nostis et
doluptat ut verum.

E . Borit molorere nitae optaquiam fugia consedis serferes
maximinciis et et apiet et quis audio dolor ariatib erspel
maxim eostrum endunt magnimin etus ipsapedi nihit.

Type in use

A. Headlines:

CORRECT: Make feeling great
part of your routine

INCORRECT: For a Limited Time,
Get \$5 Off

B. Titles: Capitalize Unicity titles and ranks.

C. Product names: Capitalize all product names.

A. **Make
feeling
great
part of
your
routine**

B. **Carrie became a Member
so she could get product
discounts.**

**After a few months as
a Distributor, John rank
advanced to Director.**

C. **Bone Fortify**

**Complete Chocolate Meal
Replacement**



COLOR PALETTE

As a secondary communicator, color defines a strong emotional connection to the brand (think Tiffany blue). Iconic and seasonal palettes strengthen the flexibility of a brand while still working within a set of constraints.

Primary brand color

Navy is our signature brand color. It is the foundation for all printed and digital brand materials.

Pantone colors are shown with CM YK values for printed applications (when spot applications are not possible) and RGB values for web and digital applications.

NAVY

R 0 G 55 B 100

C 100 M 83 Y 35 K 24

#003764

PMS 2955 C

WHITE

R 0 G 0 B 0

Secondary palette

This secondary color palette is designed as a foundation for all printed and digital brand materials. They should be always present to set the tone for brand visuals.

Pantone colors are shown with CMYK values for printed applications (when spot applications are not possible) and RGB values for web and digital applications.

BLUE

R 153 G 188 B 223
C 43 M 17 Y 0 K 0
#99BCDF
PMS 278C

PURPLE

R 186 G 113 B 174
C 26 M 66 Y 0 K
#BA71AE
PMS 2352C

GREEN

R 71 G 136 B 137
C 70 M 0 Y 30 K 10
#478889
PMS 2461C

Tertiary palette

This tertiary color palette is designed as an accent for all printed and digital brand materials. They should be used for accents, actions and backgrounds.

Pantone colors are shown with CMYK values for printed applications (when spot applications are not possible) and RGB values for web and digital applications.

LIGHT BLUE

R 215 G 236 B 235
C 20 M 0 Y 10 K 0
#D7ECEB
PMS 7457C

LIGHT PURPLE

R 207 G 172 B 209
C 18 M 38 Y 0 K 0
#CFACD1
PMS 2563C

LIGHT GREEN

R 157 G 203 B 160
C 40 M 0 Y 30 K 0
#9DCBA0
PMS 558C

LIGHT ORANGE

R 251 G 190 B 152
C 0 M 29 Y 40 K 0
#FBBE98
PMS 1555C

LIGHT YELLOW

R 245 G 232 B 156
C 1 M 0 Y 44 K 0
#F5E89C
PMS 600C



DOODLES

A signature visual element makes a brand more iconic and recognizable. Ours is the doodle.

Doodles

Doodles are an iconic and recognizable part of the Unicity brand. Doodles are added to brand visuals to add emphasis and meaning—not as decoration.

Our doodle types fall into 3 categories:

A. PEN: for main brand applications

B. PENCIL: for science specific applications

C. HIGHLIGHT: for events and opportunities

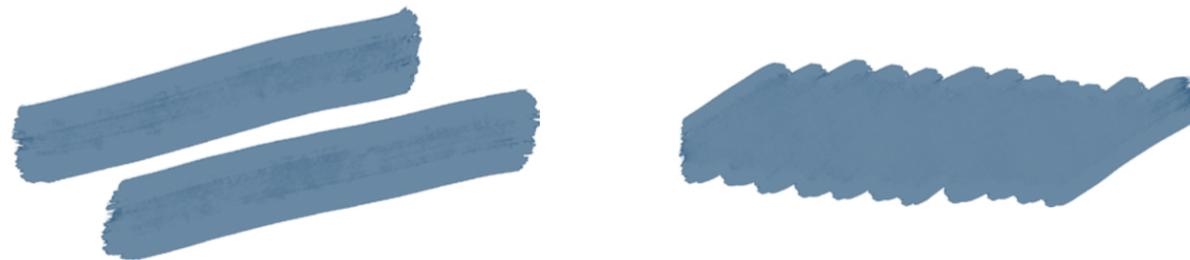
A. PEN



B. PENCIL

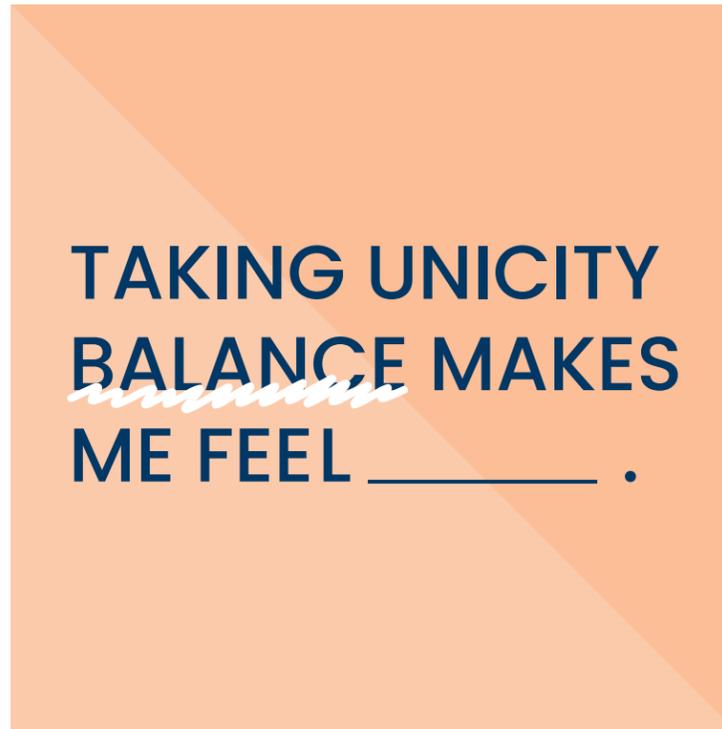


C. HIGHLIGHT



Uses

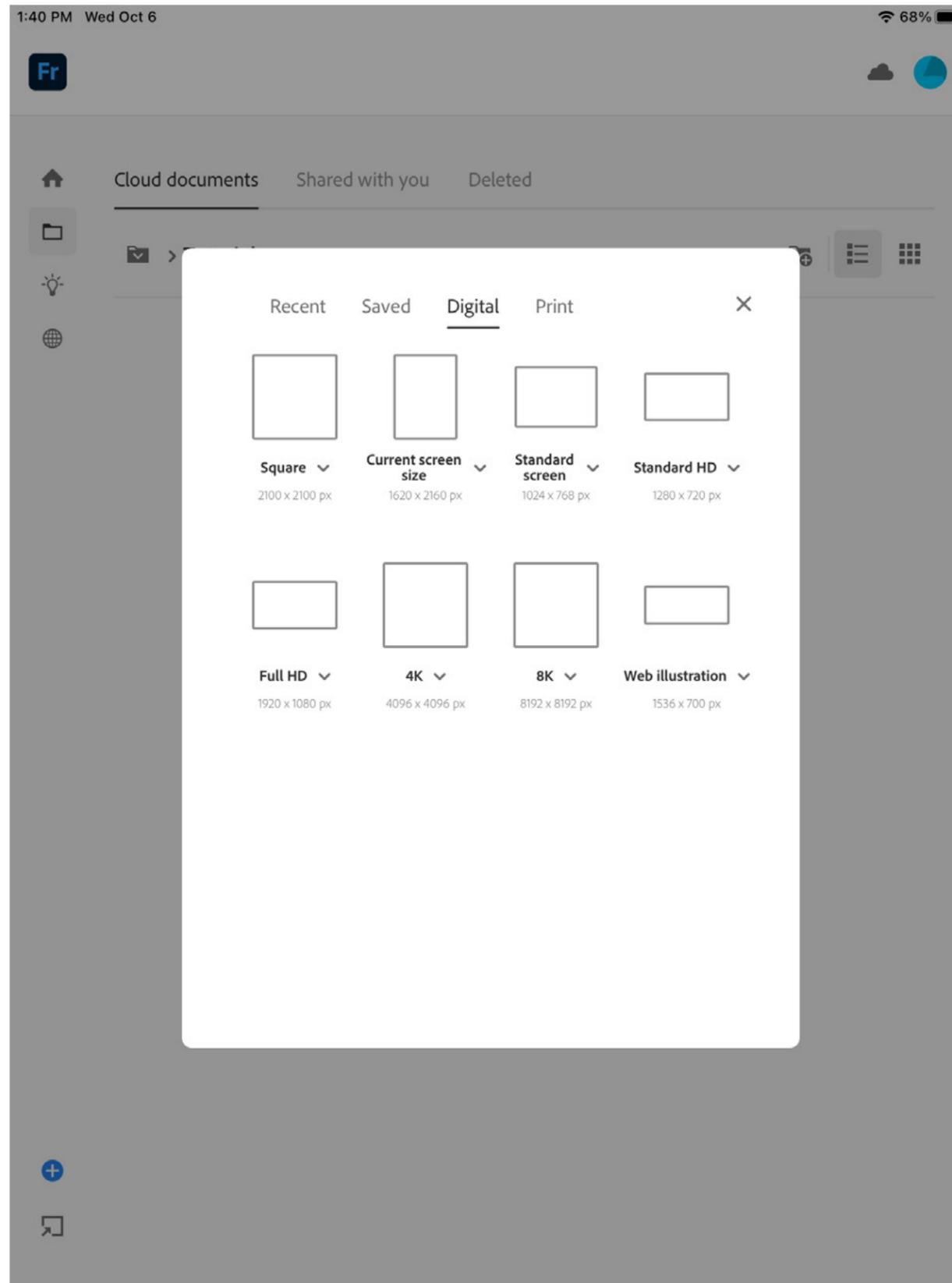
Doodles do not need to be present on every brand visual, but can be thoughtfully applied to any brand graphics, including social media posts and website layouts.



Creating doodles

ARTBOARD SIZE

Before creating your artwork, select an artboard size that will yield high definition doodles. Do not use an artboard size that is less than the final image size. As a rule, do not go below 1080x1080 pixels.



Creating doodles

BRUSHES

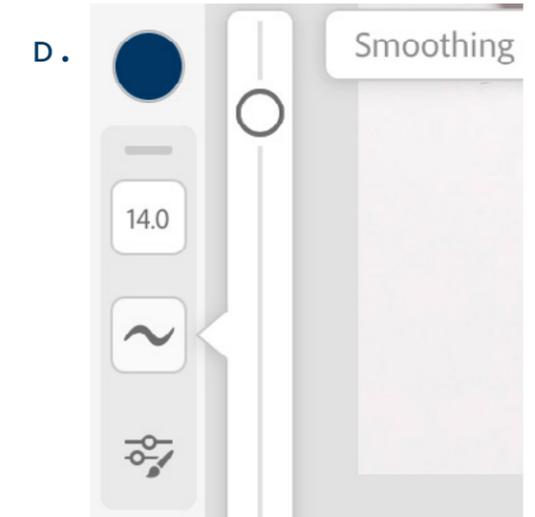
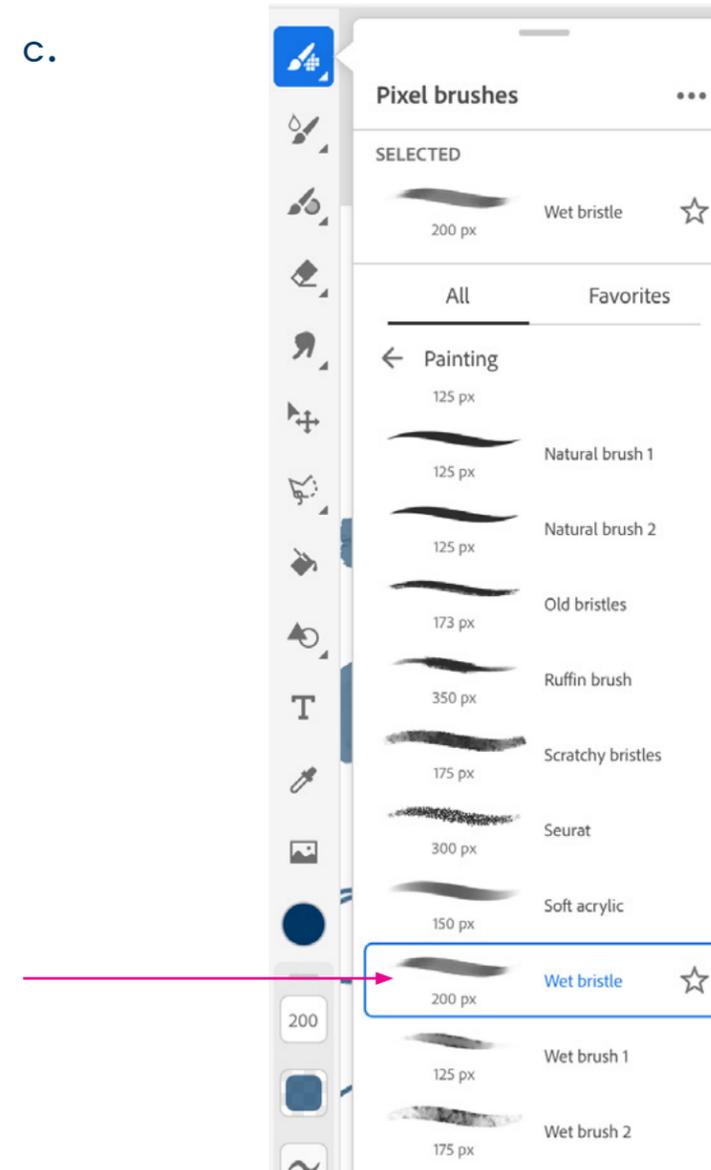
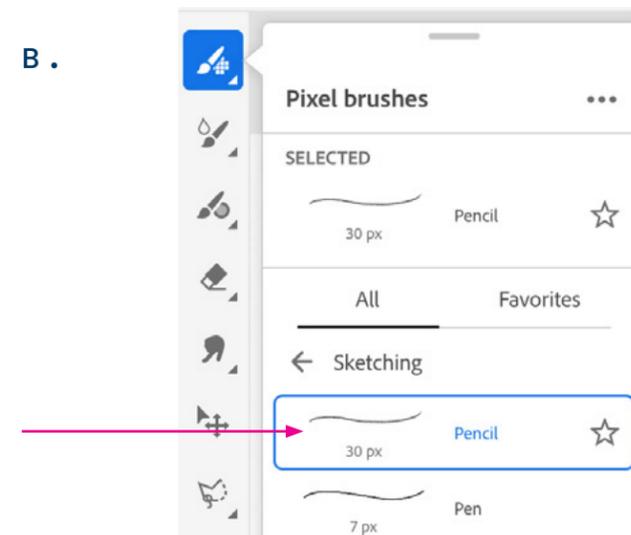
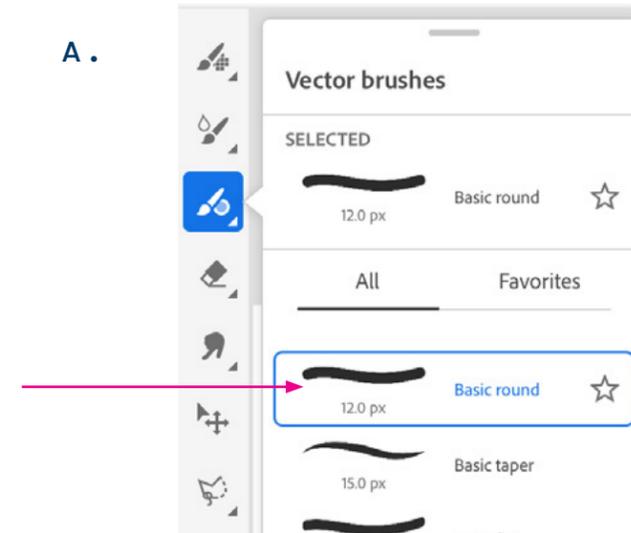
Use the following brushes to draw doodles. Px size of brushes may vary depending on artboard size.

A . Pen: Vector brushes > Basic Round

B . Pencil: Pixel brushes > Sketching > Pencil

C . Highlighter: Pixel brushes > Painting > Wet bristle

D . Use smoothing settings to create clean lines.

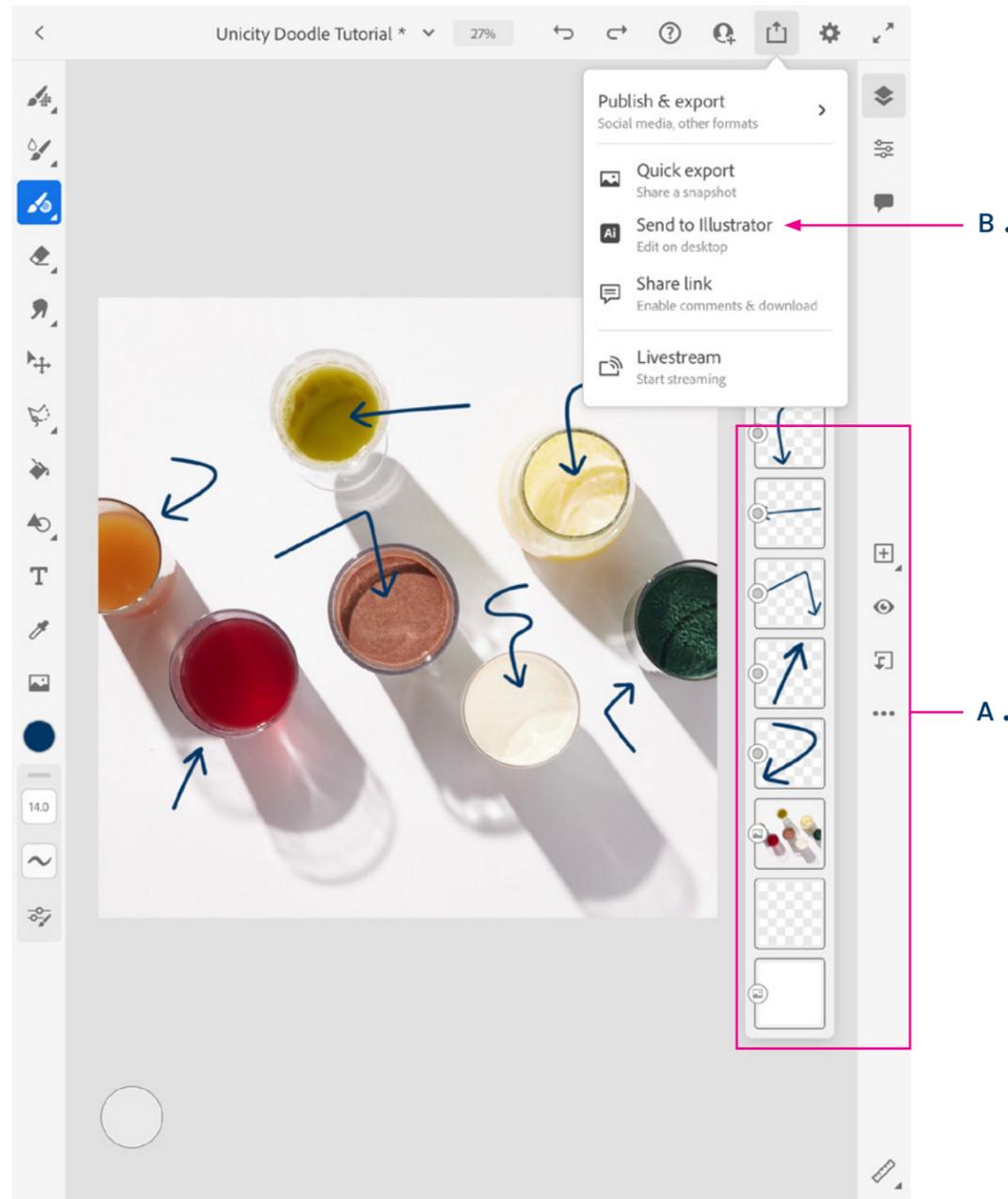


Creating doodles

PEN DOODLES

A. Create a new layer (separate from image or background) to draw graphics.

B. Save file and send to Illustrator to edit on desktop.

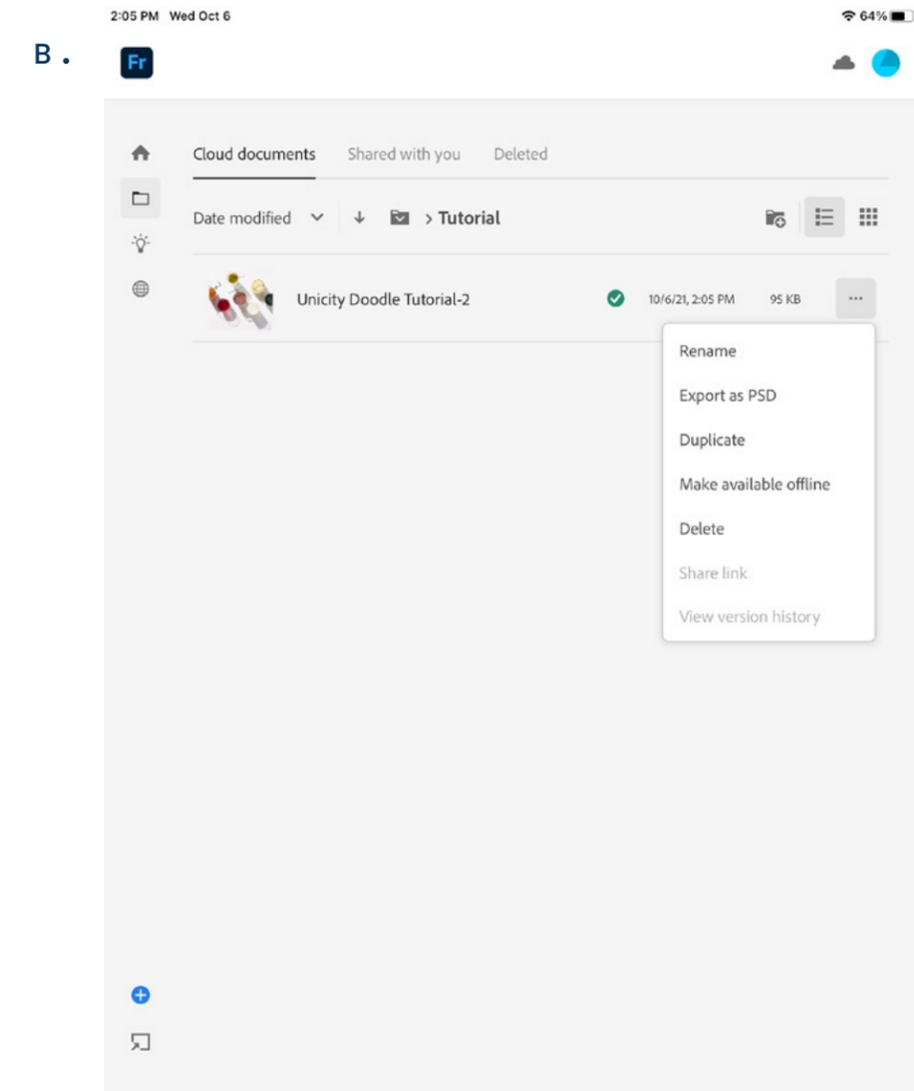
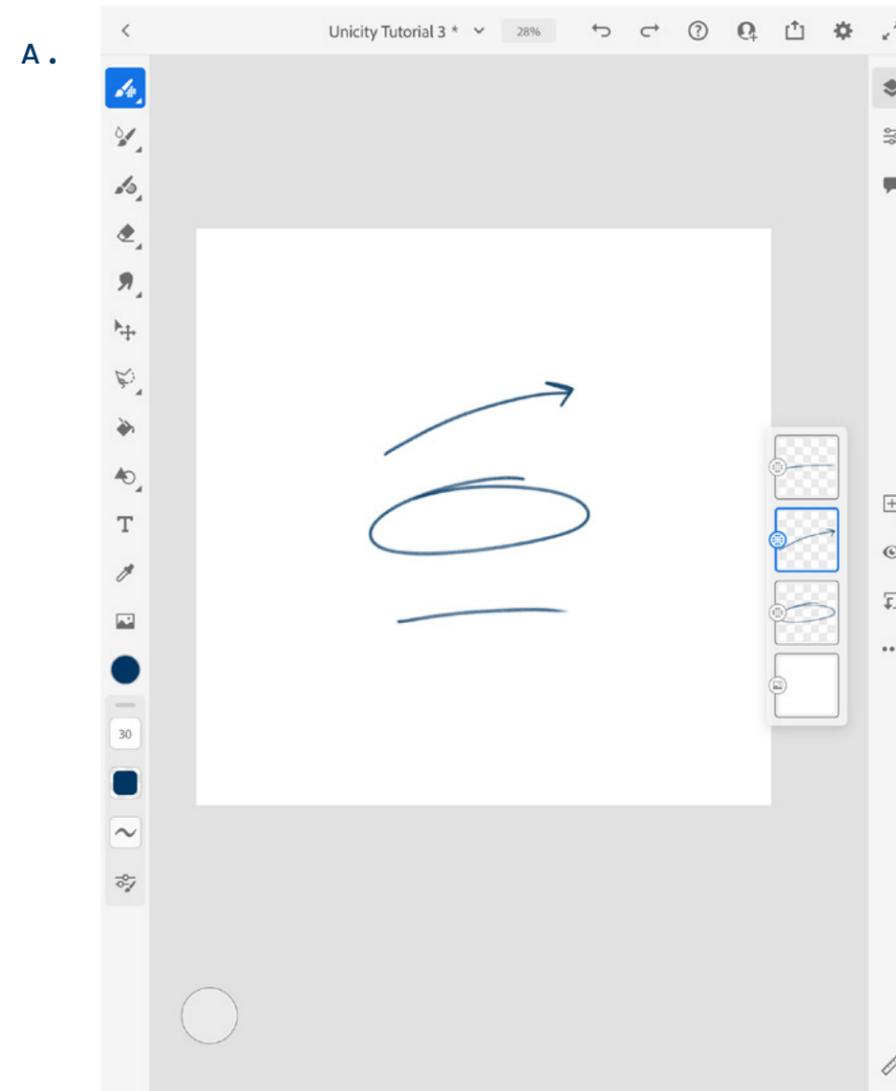


Creating doodles

PENCIL + HIGHLIGHTER DOODLES

A. Create a new layer (separate from image/background) for each doodle.

B. Save file and export as PSD to edit on desktop.



Exporting doodles

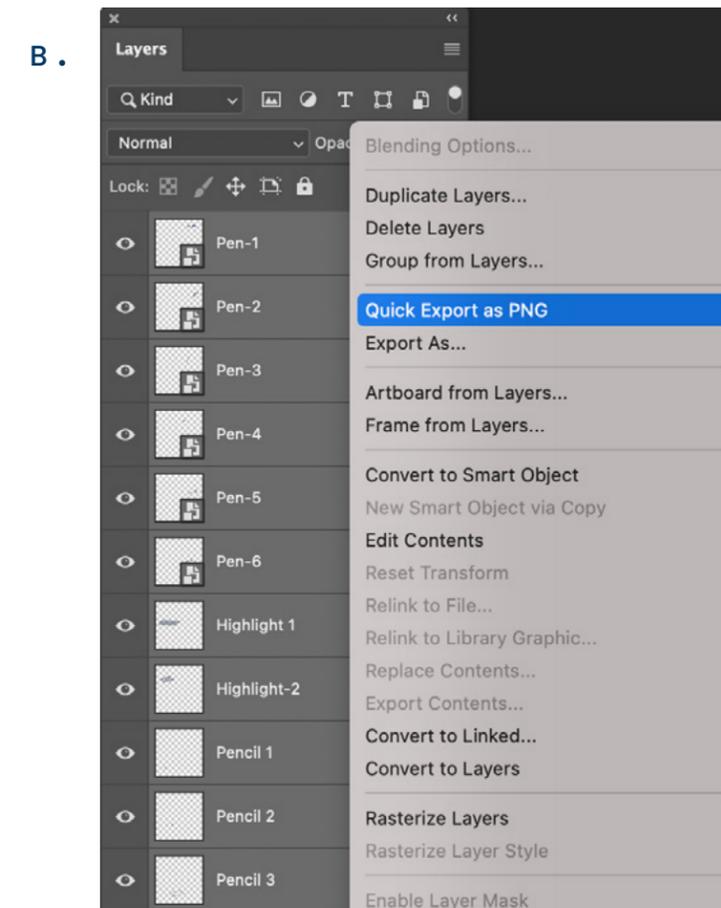
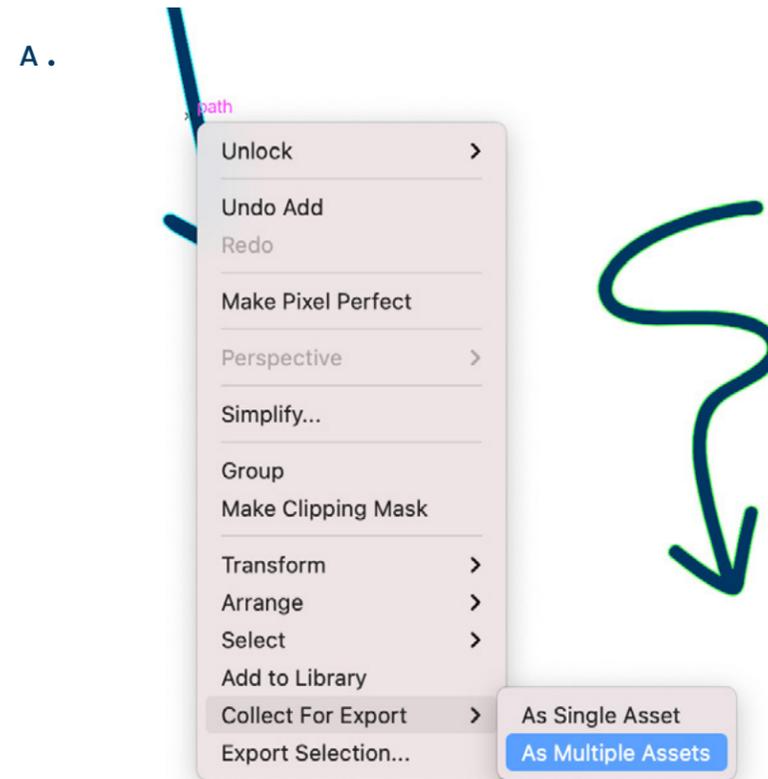
A . FROM ILLUSTRATOR

Save vector artwork in an illustrator file for future edits.

To export to PNG: right click > collect for export > Export

B . FROM PHOTOSHOP

To export to PNG: right click > collect for export > Export



U SHAPES

Derived from the geometric shapes in the Unicity Logo, shapes can add graphic interest to simple layouts.



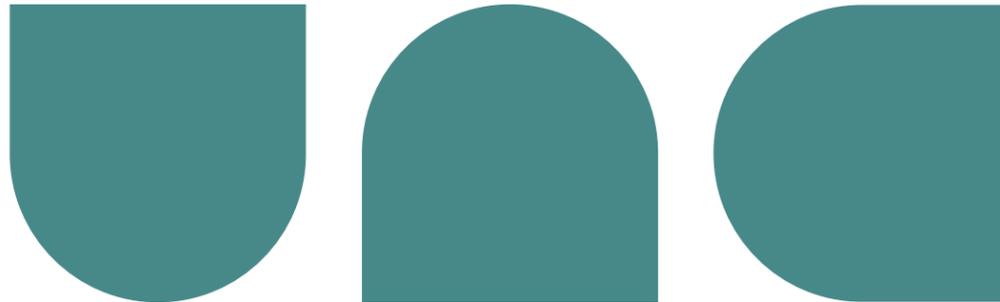
U shapes

These simplified geometric shapes are derived from the U, N, and C shapes in the Unicity logo. They may be added to brand visuals to add graphic and compositional interest and texture.

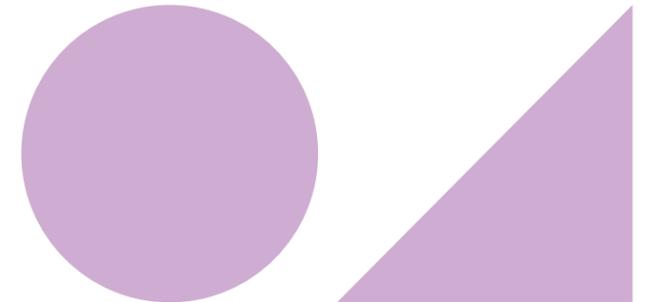
Use one shape at a time, as a singular element.

Shapes may be used in a frame, with tone on tone colors, or cropped out of the frame.

LOGO SHAPES



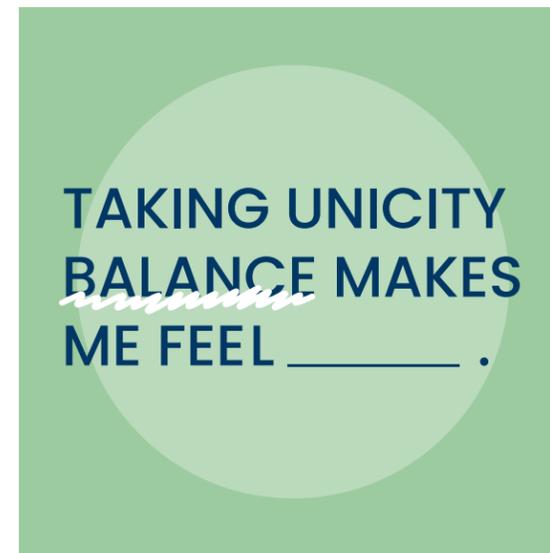
GEOMETRIC SHAPES



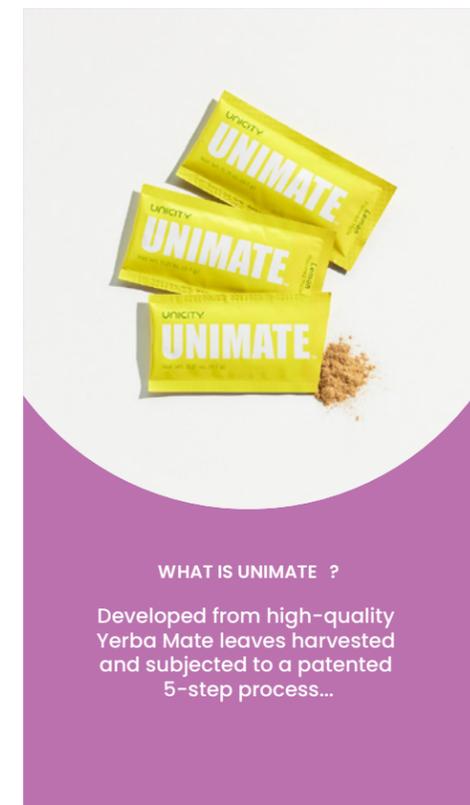
IN A FRAME



TONE ON TONE



CROPPED

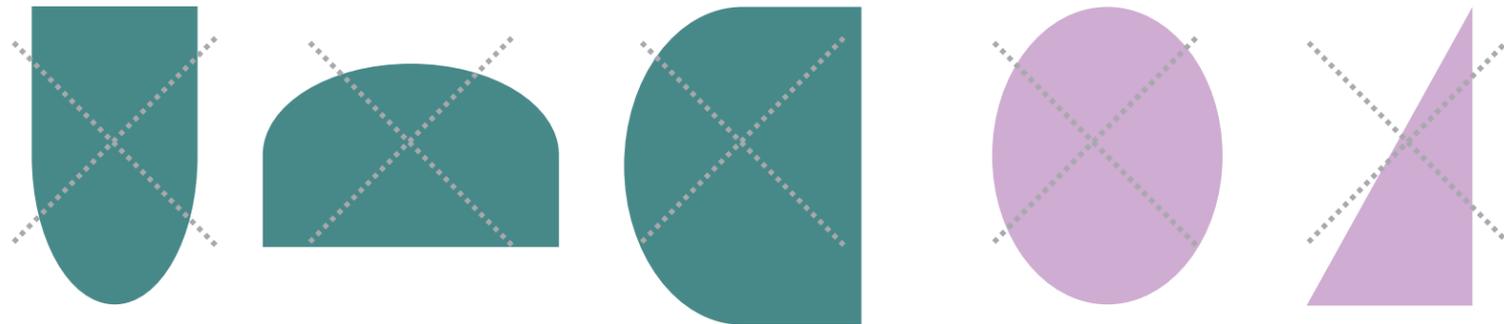


Shape misuse

A. Never distort the proportions of the shapes.

B. Never use multiple shapes combined.

A.



B.





PHOTOGRAPHY

Photography is one of the primary ways Unicity visuals connect emotionally with our audience. It carries significant visual weight, and great care should be taken to keep the overall feeling, art direction, lighting and composition in line with Unicity's visual attributes.

Angle

IS GRAPHIC

Graphic angles: straight on, directly overhead, or angled 45 degrees feel more intentional, iconic, bold and simple. The horizon line of an image should always run horizontal.

IS SIMPLE

Strong imagery often has a distinct focal point. It's best not to clutter the background or surrounding edges with extra elements that can distract the focus.

Composition

IS GRAPHIC

Graphic compositions are compositions that may be centered, may use the Rule of Thirds leaving a nice visual pause to the side or above the main element, may make use of repetition and pattern, or may be very tightly cropped in.

Lighting

CREATES SHADOWS

Cast shadows are a signature element of Unicity photography, both lifestyle and product. The shadows should not be too sharp or harsh, however. Use morning or evening light filtering through windows, or recreate the effect with studio lights.

IS FROM A SINGLE SOURCE

Light from a single, large light source using a passive bounce to fill shadows, if necessary. Do not over fill. Lighting from too many directions can feel unnatural and "stage" lit.

IS FROM A HIGH OR SIDE SOURCE

The most flattering and natural angle for light is typically from 45 degrees above and 45 degrees to the side of the subject.

IS MEDIUM KEY

All imagery should feel bright and cheerful rather than moody and low key. However, being too high key will wash out and feel unnatural. Find a middle range where shadows and highlights balance comfortably.

Wardrobe & props

ARE SOPHISTICATED

Unicity strives for a professional appearance, while staying fresh and current with trends. Step up basic outfits with pieces that have special details, for a more elevated look. For props, nods to minimalist design are always a good choice.

ARE SIMPLE

Strive for an overall classic modern style with clean, simple shapes and silhouettes. Accent with items that are current and trendy, but don't overdo the trends.

Color

IS BRIGHT

Color should not be too dark or too moody.

IS NATURAL

Color in photos should not be exaggerated and overly saturated.

IS SIMPLE + INTENTIONAL

Typically, it is best to keep to a limited color palette in images, using 2-3 main colors. Use colors from the brand palette to make the photo more signature.

Talent

IS ASPIRATIONAL

+ APPROACHABLE

When casting talent, make sure they feel like someone the audience would aspire to be like, as well as someone they would want to be friends with. Focus on bright smiles, and people who are comfortable and expressive in front of the camera.

IS DIVERSE

In order to communicate Unicity's universal appeal, look for talent in diverse ages and races. Target age ranges that fit our audience personas: young families, fitness couples, and empty nesters.

Stories

ARE EVERYDAY

In lifestyle photography, or still life with props, choose subject matter that tells stories about the everyday lives of our members and distributors. Capture authentic moments and genuine expressions.

In an average day, families experience joy, fun, quiet moments, working moments, moments of frustration, and moments of triumph. In single moments, we see people that are tired, determined, dedicated, and focused. We see people who are loving and trying to make healthier choices.









Brand applications





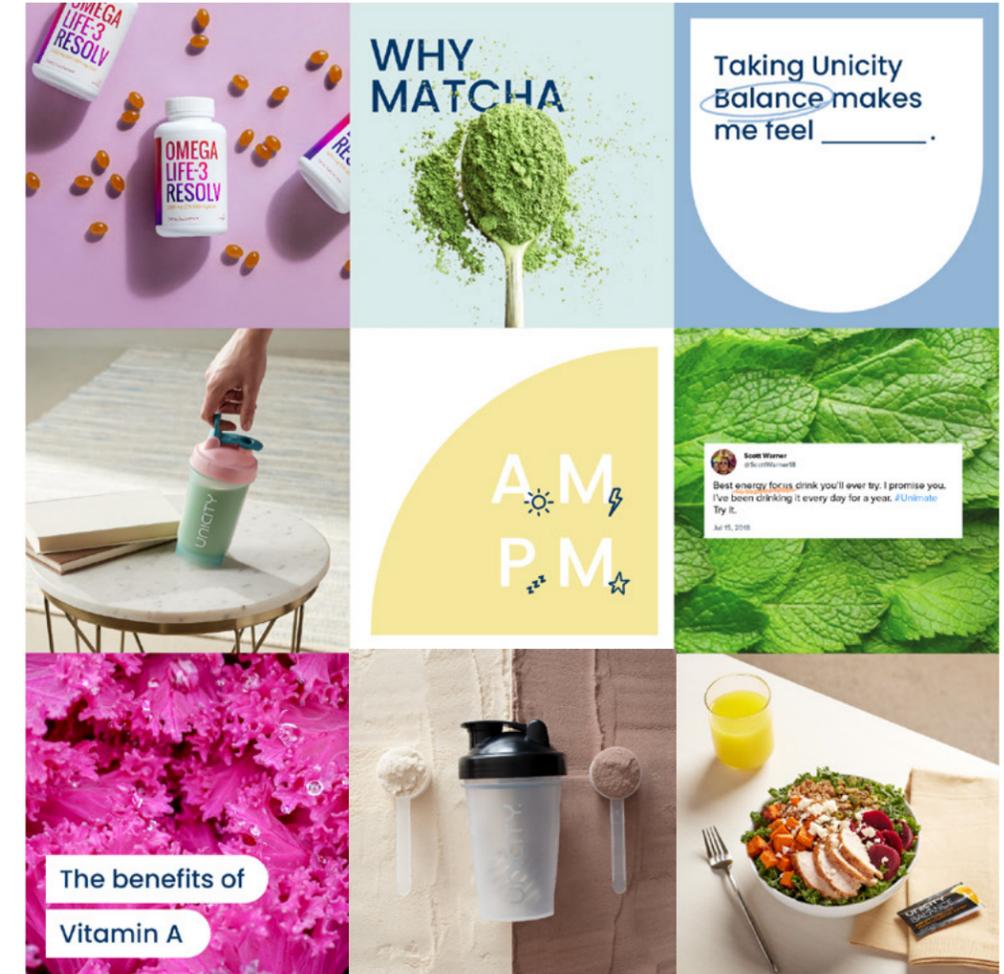
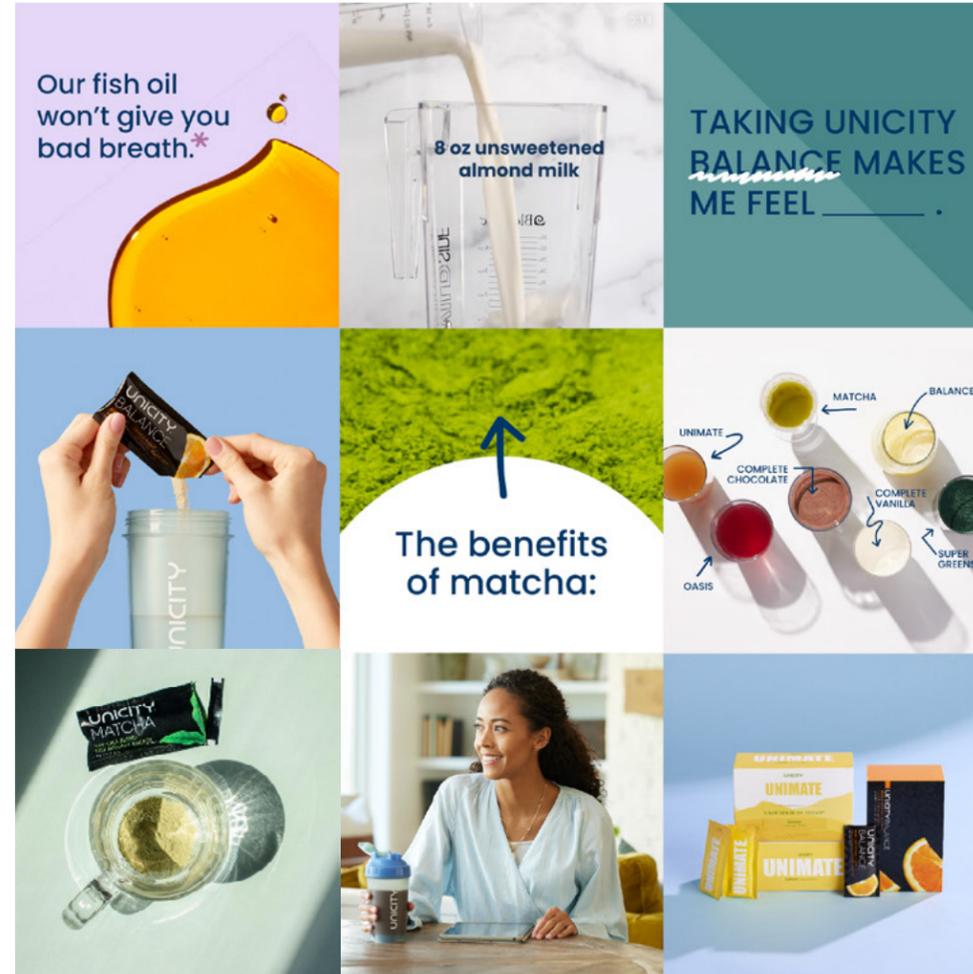
SOCIAL MEDIA

Social media is an important part of Unicity brand communication. Our voice and visuals combine to create a signature experience that is consistent across all channels.

The social feed

Using Instagram as a standard, let's walk through the different types of posts that make up our social presence:

- 1. Product education
- 2. Product visuals
- 3. Lifestyle + UGC



1. Product education

Product Education posts will generally be a combination of photography and typography. Follow these general guidelines:

Use Poppins Medium only.

Background options include solid color, tone on tone color, or photo textures.

Only use doodles to add emphasis or meaning.

Simplify content:

- The first photo should always have only one sentence.
- Any additional content may be contained in a second photo.

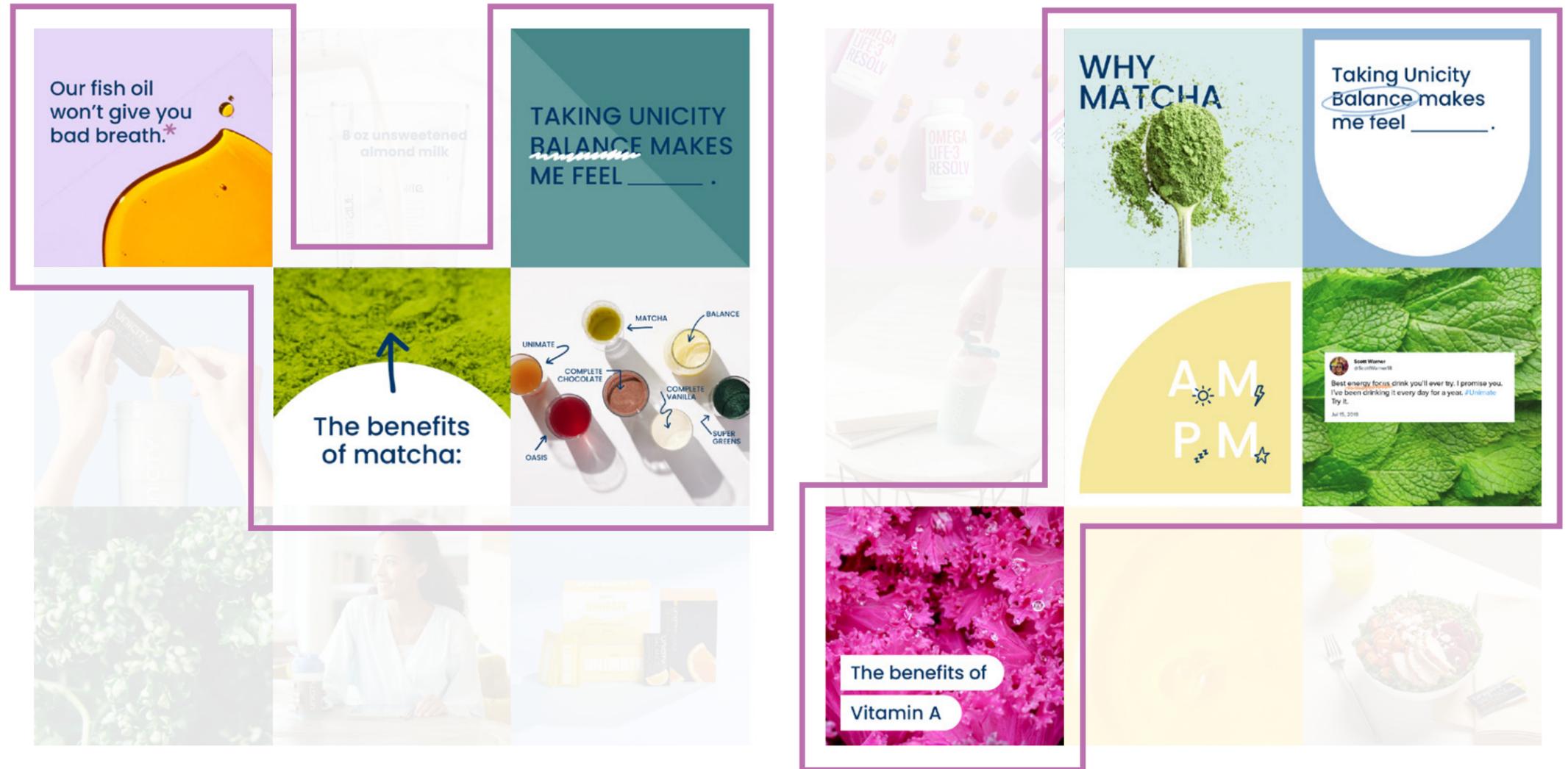


PHOTO 1



PHOTO 2

BENEFITS OF MATCHA

Contains L-theanine to help provide mental clarity

Excellent source of antioxidants

Ceremonial grade matcha tea leaves

Contains B-vitamins that support energy conversion

2. Product visuals

Product Visual posts will be photo-only posts, with engaging imagery that sparks interest in our followers. Follow these general guidelines:

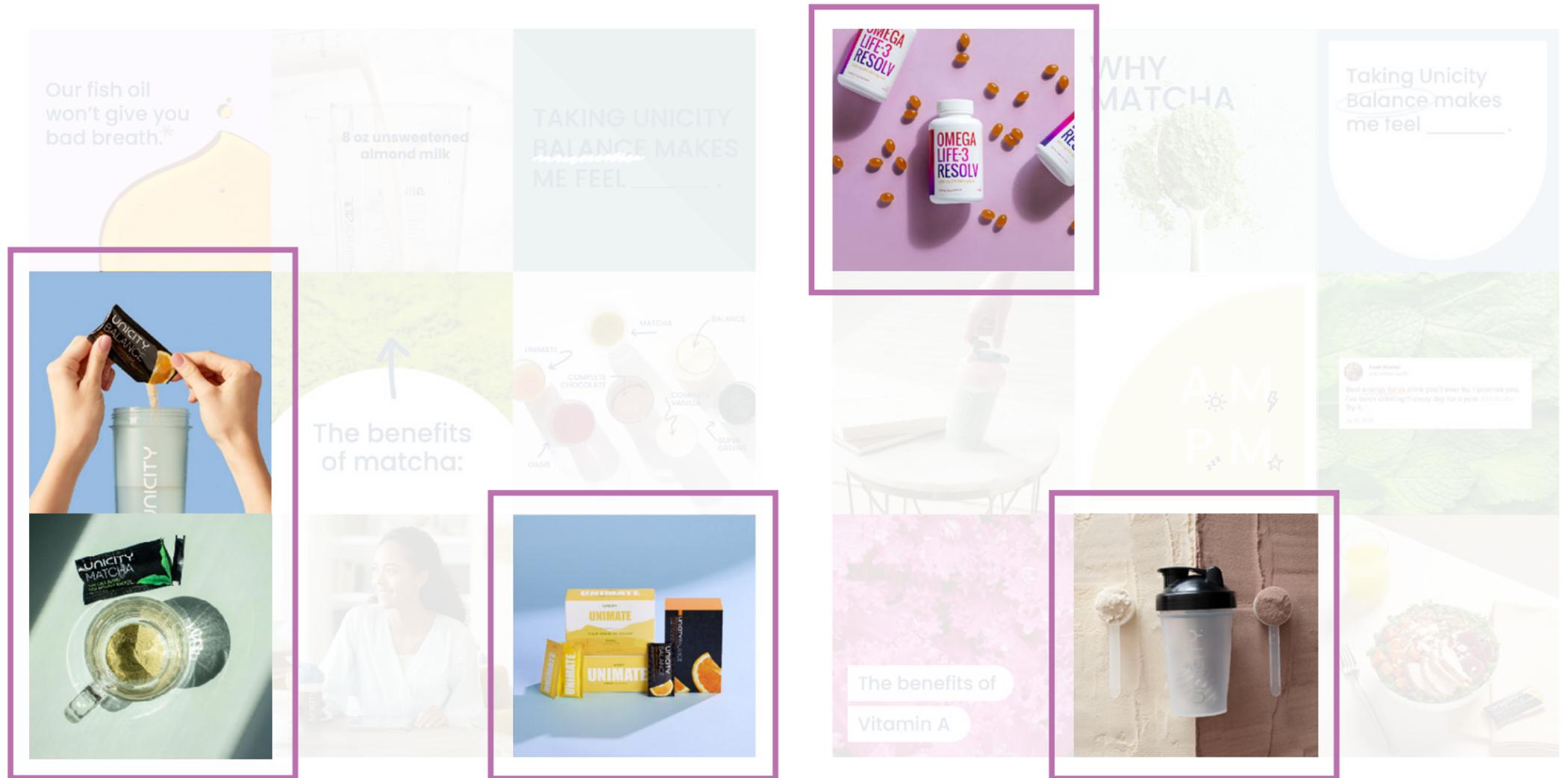
Be sure to use imagery that is on-brand, using our photography guidelines on Page 38.

Look for variety in the types of photography, adding in ingredient and product textures.

Look for bright textures in our brand colors, in either or these two categories:

A. Organic depth

B. Geometric + arranged



A.



B.



3. Lifestyle + UGC

Lifestyle + UGC give our feed a more approachable social media feel. Follow these general guidelines:

Look for creative ways to share tips and recipes using Unicity products.

Lifestyle and still life sets should follow our photography guidelines on Page 38.

Lifestyle content should not have any frames or graphics. Doodles may be added, but only if they add meaning or emphasis.

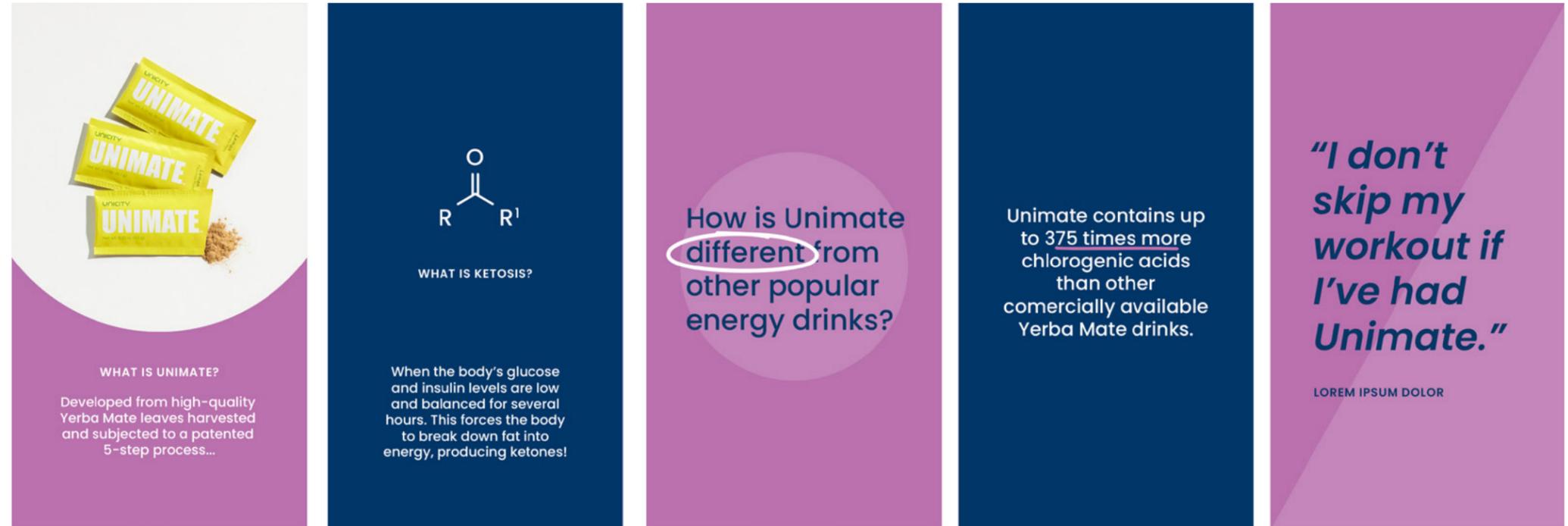


Stories

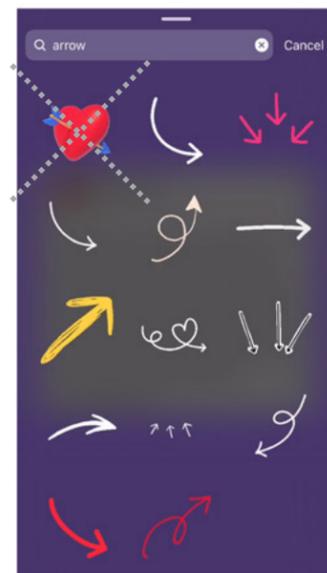
Instagram and other platforms have a “Stories” functionality that give us the opportunity to use the vertical space of the screen. Follow these general guidelines:

When creating branded graphics, use a standard grid from slide to slide, and limit type sizes to 3 or 4.

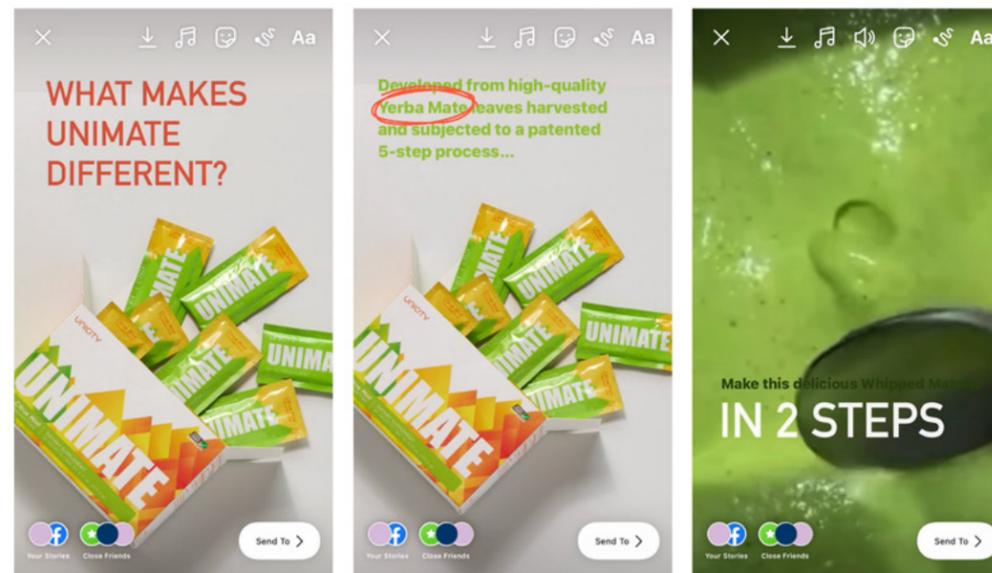
Simplify Content:
Each slide should be limited to 1-2 short sentences.



STICKERS



ANIMATED TEXT



Look for opportunities to use built-in text, sticker, and animation features that feel on-brand.

Text and background colors may be sampled from photos.

Custom animated stickers may be submitted through GIPHY.

VIDEO CAN BE VIEWED HERE:

[INSERT SERVER LOCATION]

PHYSICAL SPACES

Buildings, offices, and distributor centers are major touchpoints for Unicity. When making decisions it's important to maintain brand consistency even in the spaces we work in.



Interior elements

There are different elements that make up a good space and it's important to follow some key guidelines to make those spaces feel like Unicity.

Whether you're in Provo, Utah or Bangkok, Thailand distributors can feel at home when brand is applied throughout all touchpoints to achieve consistency and trust.

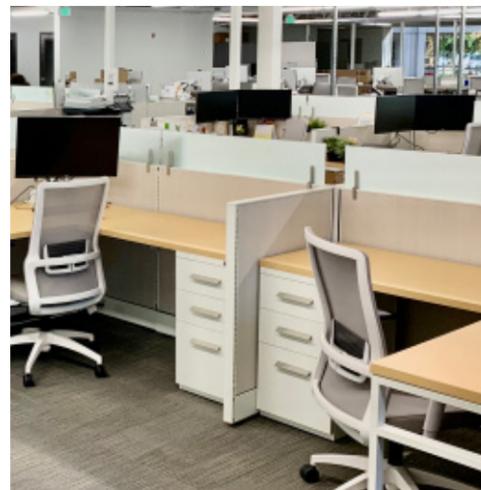
FLOORING



WOOD SURFACES



FURNITURE

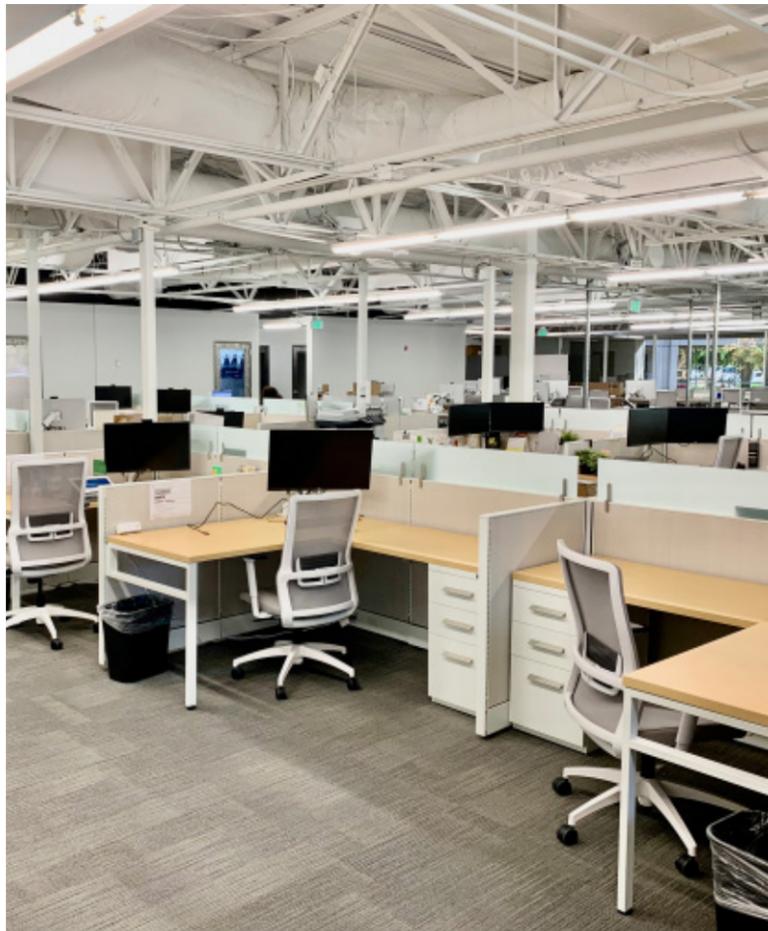
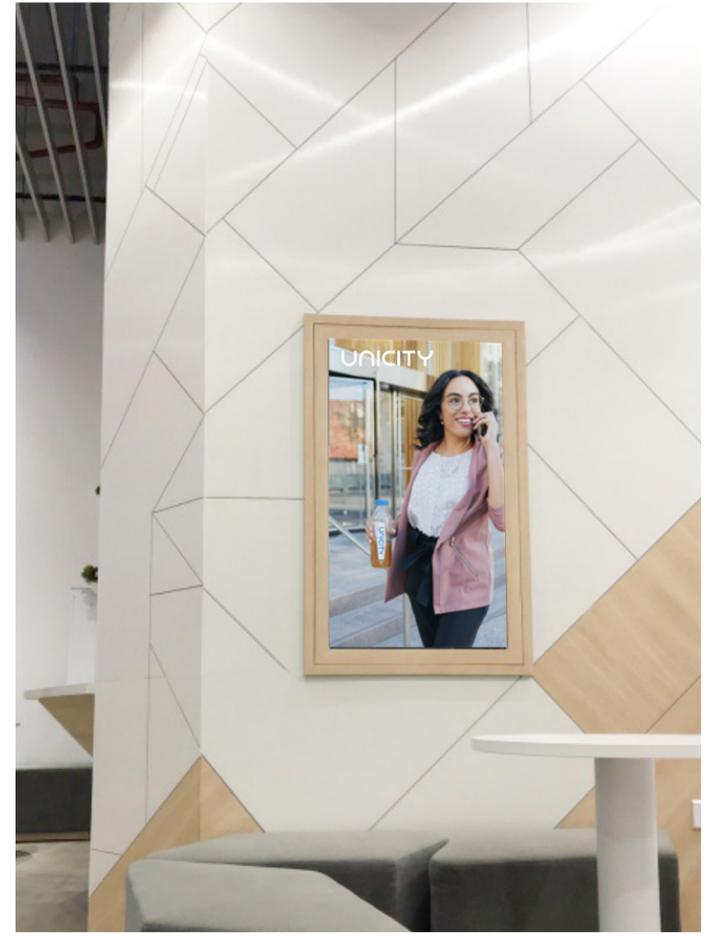


LIGHTING



COLOR





Color

Navy is our signature brand color. It should be used in small amounts or it can feel very heavy in a space.

The majority of painted surfaces should be white. We want our space to feel clean and bright.

Textured wall coverings add some depth and interest on accent walls.

NOTE: Our secondary and tertiary palette should not be used for wall paint, or floor color. They can be used for graphics, signage, and wayfinding.

SECONDARY TERTIARY



NAVY
PANTONE 2955 C



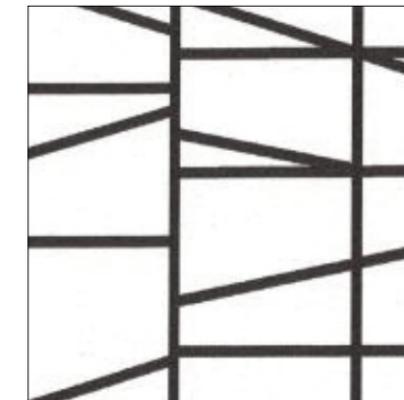
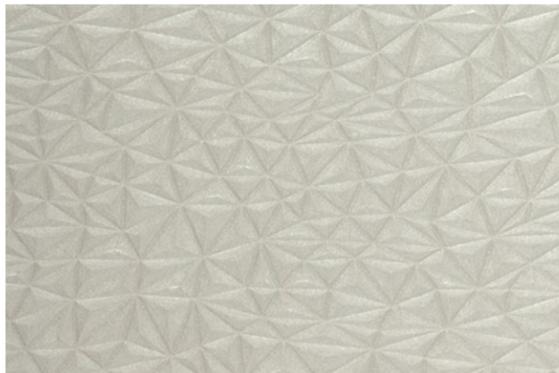
WHITE
PANTONE P 1-1 C



WALLCOVERING 1:
MDC, ROXY, STERLING



WALLCOVERING 2:
LANARK, ANNEX 2.0, POLAR

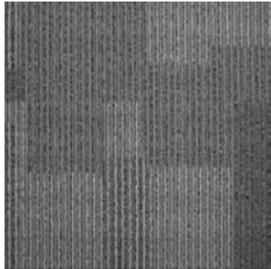
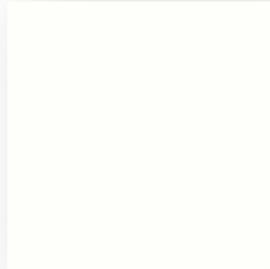
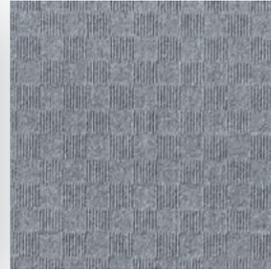


DETAIL IMAGE



INSTALL IMAGE

Flooring

	 F1 SELF LEVELING CONCRETETEXTURE VINYL TILES	 F2 PLANKED VINYL SHAW SOLITUDE COTTONWOOD	 F3 DARK GREY EPOXY PAINT FINISH W GLOSS PRIMER Pantone Cool Gray 6 CP	 F4 MIDTONE GREY POLYESTER FIBRE NEEDLE PUNCH CARPET TILES	 F5 WHITE SOLID SURFACE TREAD Pantone P 1-1 C	 F6 MIDTONE GREY POLYESTER FIBRE NEEDLE PUNCH CARPET TILES
Reception	●	●			●	
Lounge	●	●				
Storage			●			
Meeting Room				●		
Office Room				●		
Server Room			●			
Seminar Room						●
Janitor's Closet			●			

Furniture



C1
TARA ARM CHAIR
WHITE PP PLASTIC CHAIR
TOP WITH PLYWOOD LEGS



C2
OFF WHITE LINEN OFFICE
CHAIR WITH WHEELS



C3
ABOUT A STOOL AAS32
WHITE CHAIR TOP WITH MATT
LACQUERED OAK LEGS



C4
STACKABLE CHAIRS
WHITE PP PLASTIC CHAIR TOP
WITH CHROME PLATED LEGS

Reception

Lounge

Pantry

Meeting Room

Seminar Room



T1
WHITE LAMINATED OP ROUND
TABLE WITH WHITE BASE



T2
WHITE PP PLASTIC TABLE TOP
WITH PLYWOOD LEGS



T3
CHROME OVAL TABLE
TOP WITH PLYWOOD LEGS

Lounge

Meeting Room

Lighting

	Reception	Lounge	Hallway	Meeting Room	Seminar Room
 <p>C1 - TYPE 1 CEILING LED STRIP LIGHT INLAY W ALUMINIUM SLING MOUNTING CHANNEL</p> 	●	●	●		
 <p>C1 - TYPE 2 FALSE CEILING W RECESSED PATTERN C/W INSIDE COVE LIGHTING</p>					
 <p>C2 WALL / CEILING LED STRIP INLAY W ALUMINIUM SLIM MOUNTING CHANNEL</p>				●	●

Hanging Lights



L1
PENDANT LIGHT
DESIGN TO SELECT
FOR MEETING ROOM



Seminar/ meeting space



Side Wall Elevation

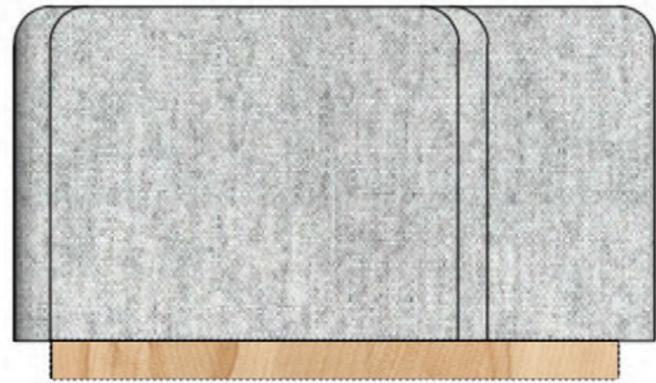


Solid Blue Paint Finished
LED Light Strip Recessed Lighting
C/W Frosted Lens Capping.



75mm Extruding Textured White
Laminate Wall Panel Finished
with 75mm U-Channel Wall Base.

Custom modular furniture



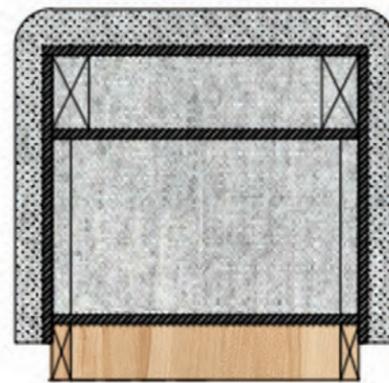
TYPE 1



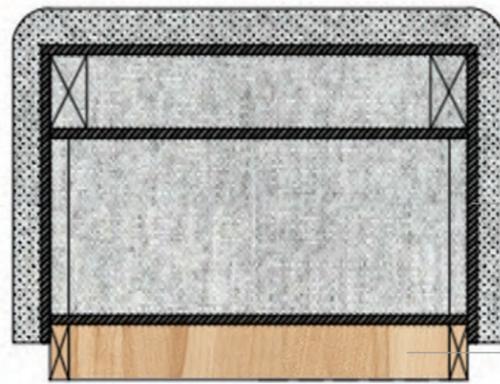
M1
LIGHT GREY
RAW LINEN
BURLAP FABRIC



M2
LIGHT WOOD
50MM SOLID SEAT TOP

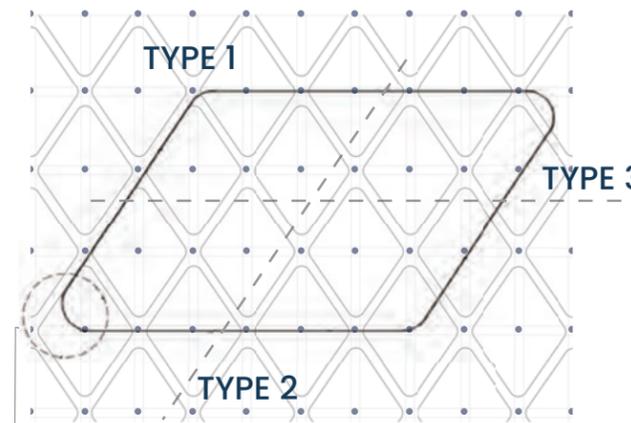


TYPE 2



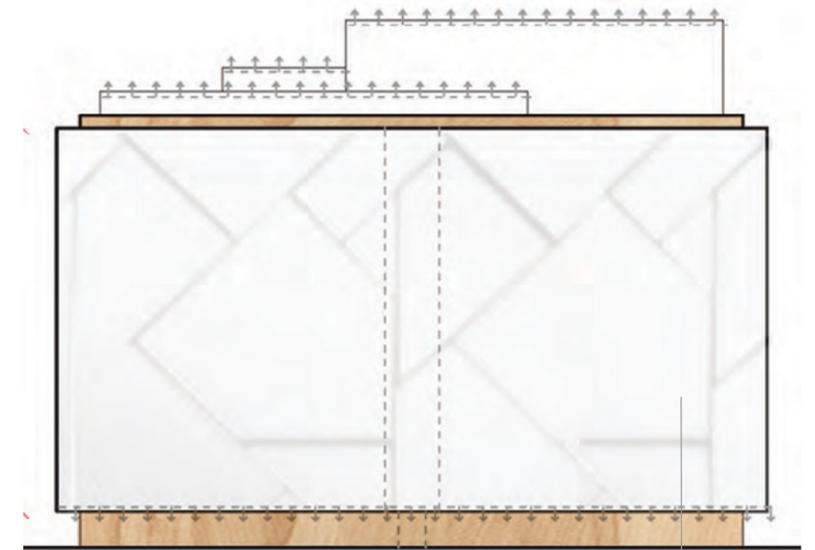
TYPE 3

Panels Cut-Out Guidelines



Fillet Radius 48

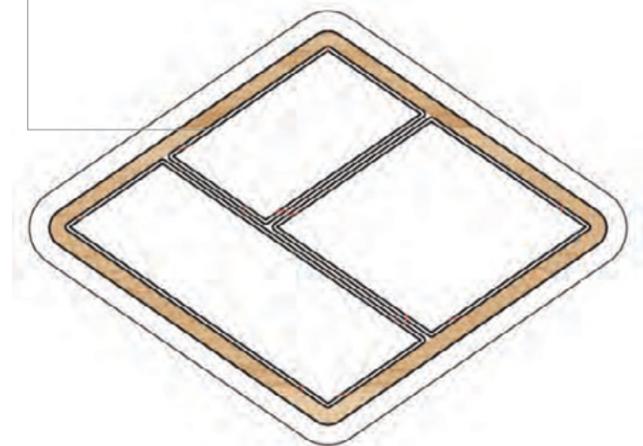
- Wooden Carcass
- Selected Fabric Wrap (M1)
- Solid Wood Weighted Base (M2)



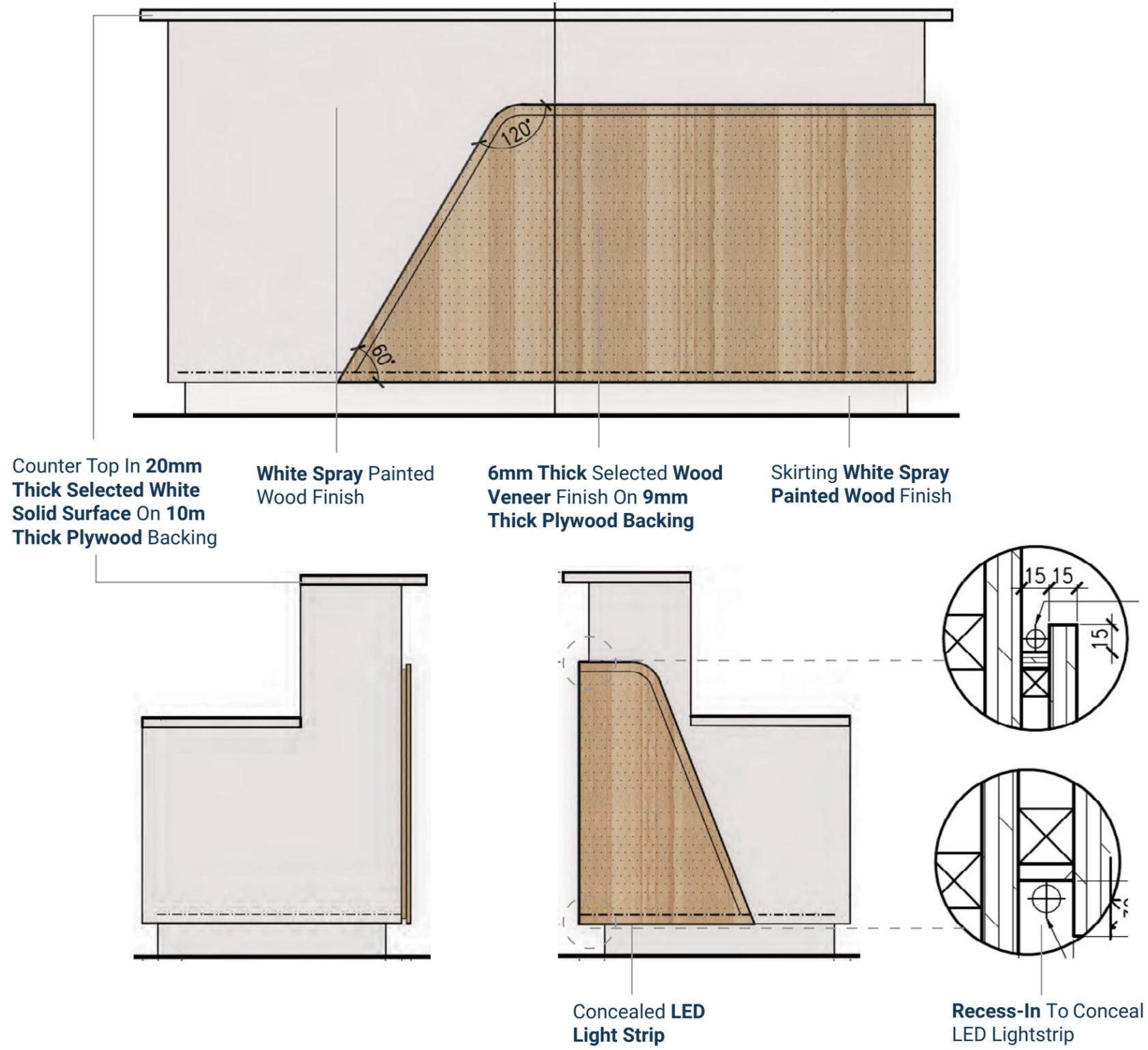
M3
PATTERNED
WHITE PAINT
FINISH



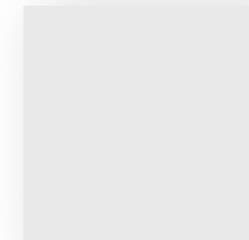
M4
CLEAR ACRYLIC
GLASS PANEL
W LIGHTBOX



Custom reception counter



C1
VENEER WOOD
PANEL



C2
SOLID WHITE
PAINT FINISH
Pantone
11 - 4800 TPC

UNICITY

Thank you.