

The logo features the word "UNIX" in a bold, white, sans-serif font. The letter "N" is uniquely styled with a blue outline and a solid blue fill. To the right of "UNIX" is a graphic element consisting of three horizontal white bars of decreasing length, stacked vertically. Below this graphic is the word "PECTICA" in a bold, white, sans-serif font.

UNIX PECTICA

BRAND GUIDELINES

WELCOME

INTRODUCTION

This set of branding guidelines is designed to ensure a consistent look and tone across all communications. Unxpectica Media strives to be a consistent, committed, and dependable media agency for all your needs.

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INTRODUCTION

INTRODUCTION

Unxpectica is a digital media agency providing creative services. Every new idea starts with an imagination into the mind and goes through a process to become reality. Unxpectica works at the heart of the process to turn your imagination into reality. Unxpectica strives to provide services satisfying your need and accelerate the growth potential of your brand .



INTRODUCTION

ABOUT

Our Media Agency goes by the name [UnXpectica](#). We are a group of 6 passionate and hardworking students in the media design field. We are a consistent, committed, and dependable group, which will do their best to come with the best solution for our chosen case. we at [Unxpectica](#) believe that speed and precision are one of the most important rules when it comes to successful projects. Since we have sheer indefatigability, each task will be worked on as soon as possible in a high-quality manner, so that in the end we have more time saved, for the development and other improvements.

MISSION & VISION

Mission

Our Mission is to be an agency that both existing and prospective clients look to as an agile and transparent partner that can deliver success.

INTRODUCTION

Vision

Our Vision is "To bring inspiration and innovation to everyone in the world."



OUR LOGO

OUR LOGO



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo no graphic elements should encroach the border around the logomark.

OUR LOGO

LOGO VARIATION



Dark logo on light background



Light logo on dark background



Color Logo

Our logo is the face of Unxpectitca the primary visual expression that we use to identify ourselves. meaning that we need to be careful to use it correctly and to do so consisently.

here is how our logo should be used on diffrent backgrounds.

UNACCEPTABLE LOGO USE

Mission

1. Do not distort horizontally
2. Do not distort vertically
3. Do not add a drop shadow
4. Do not outline
5. Do not change the logo colors
6. Do not change typeface


OUR LOGO




COLOR

COLOR


Primary colors




Oxford Blue
HEX #001848
CMYK 100, 07, 0, 72
RGB: 0, 24, 72



Blue Crayola
HEX #4F80FF
CMYK 69, 50, 0, 0
RGB 79, 128, 255



Platinum
HEX #EBEBEB
CMYK 0, 0, 0, 8
RGB 235, 235, 235



Black
HEX #0000
CMYK 0, 0, 0, 0
RGB 0, 0, 0

TYPOGRAPHY

TYPOGRAPHY

PRIMARY FONT

The primary font is Brand bold this typeface should be used for headings and call to actions.

BRANDBOLD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?

SECONDARY FONT

The secondary font is Montserrat and should be used for sub-headings and body text.

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

MONTERRAT LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?

MOCKUPS

MOCKUPS

