

# brand guidelines

For best view in mobile, use landscape orientation.

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## BRAND DEVELOPMENT

This is a standard guide that serve as a roadmap for you to follow when interacting with a variety of brand elements on a daily basis.

A great amount of time and thought was put into process and that were many considerations when developing the identity including: customers, competitors, the industry, the people, the environment, the specialities, the ability to cross-sell, the past and the future.

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# 01

## introduction

A black and white photograph of a construction worker from the back. The worker is wearing a white hard hat, a dark shirt, and a bright yellow-green safety vest with red reflective stripes. They are standing in front of a large, multi-story building that appears to be under construction or renovation, with scaffolding visible.

**SAFETY**

**INTEGRITY**

**QUALITY**

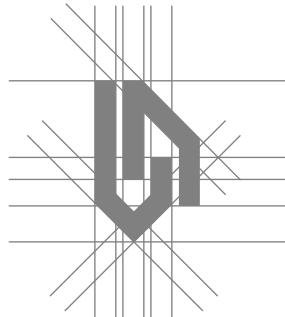
**INNOVATION**

**TEAMWORK**

02

logo

# Logo construction



An abstract image of a roof, a minimalistic, rising arrow and the brand initial and last letter "U" and "N".

The abstract image of a roof represent the brand as a real estate brand, while the rising arrow represent innovation progress, success, growth, and excellence.



Our logo consists of two primary components: the wordmark and the iconmark. The ultimate vision for our brand identity is to transition towards recognition solely through the unique icon mark, eliminating the need for the wordmark over time.

To achieve this, both elements must coexist harmoniously while maintaining the flexibility to stand independently when necessary.

# Primary Logo.

The proportions and colours always need to be respected

The logo can be used in a positive and negative version, depending on the background.

The positive version of our logo is in orange and yellow.



# Negative Logo.

The negative version of our logo is in white.  
We always use this version on a dark background.



# Positive & negative usage.

On a white or light background  
always use the positive version of the logo



On a black background always use  
the negative (white) version of the logo



On a purple background always use  
the negative (dark) version of the logo



# Logo on Images

We can also use our logo on images. depending on the image, we chose the right version of the logo: the negative logo on dark image and the positive logo on lighter images.



# The exception

Only for documents & touch points that can only support black and white or the icon only, we use a black & white version of our logo.



# Logo variation

Our brand logo comes in three variations to ensure versatility across different applications:

- Combination mark • Wordmark • Icon

When the combination mark does not fit well within a design or space, the wordmark or icon should be used as appropriate.



# Clear spacing



# Logo mis-use



Don't adjust the length of height separately.



Don't rotate the logo



Don't switch the logo colour.

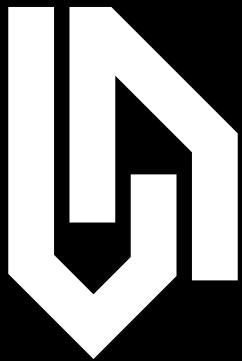
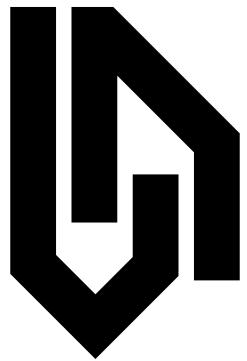


Don't give the logo any shadow.









03

colour

**Primary  
colour.**

**blue**

**blue**

**blue**

# Colours be like.



Midnight navy

**RGB**  
0,15,34

**CMYK**  
80,70,60,84

**HEX**  
#000F22

**Pantone**  
296 C



Fiery orange

**RGB**  
245, 71, 8

**CMYK**  
0, 90, 100, 0

**HEX**  
#F54708

**Pantone**  
1655 C



Crystal white

**RGB**  
255, 255, 255

**CMYK**  
0, 0, 0, 0

**HEX**  
#FFFFFF

**Pantone**  
white

# Secondary colours.

## Green

- Green represents sustainability.
- Green of the construction jacket

CMYK 42, 18, 100, 1

RGB 163, 177, 69

HEX #A3B145



# Secondary colours.

## Green

- Green represents sustainability.
- Green of the construction jacket

CMYK 40, 38, 38, 2

RGB 160, 151, 150

HEX #A09796





# 04

## typography

# Primary font.

visby is the primary font of **unikan**

We use the visby cf heavy in small cap for the big titles, top headers, campaignables copylines and all first line communications.  
Exceptionally, we can also put short copy in visby bold or visby regular as long as it remains edible.

Aa Bb

Primary font

**Visby CF Heavy**

abcdefghijklmnopqrstuvwxyz  
123

# Secondary font.

It's important to use the right weight & size of the argisto fonts and use a good line spacing.

- **Visby Extra Bold**: always use this font in small caps for big or small titles.
- **Arimo**: always use the regular/light for body copy.

To emphasize words, you can use the bold, italic and bold italic.

Aa Bb

Secondary font

ARIMO

abcdefghijklmnopqrstuvwxyz

123

# Typography combination

**This is a  
fictional  
headline.**

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.  
at vero eos et accusa.

**This is a  
fictional  
headline.**

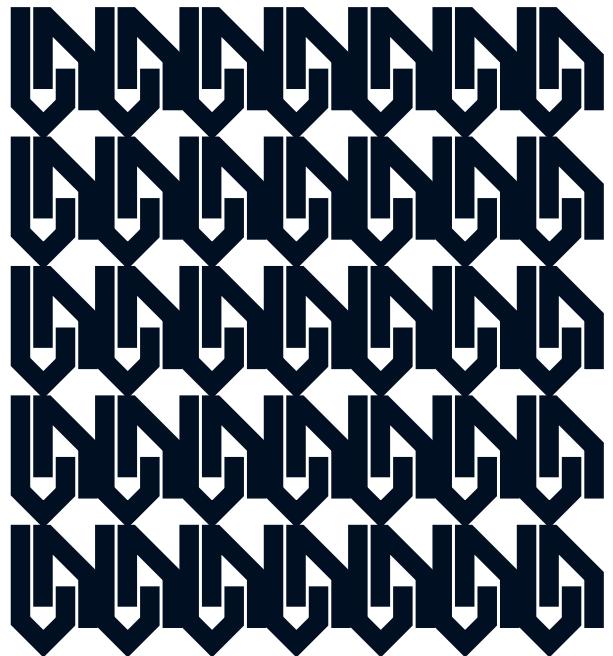
lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.  
at vero eos et accusa.

**This is a  
fictional  
headline.**

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.  
at vero eos et accusa.

# 04

pattern







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of the Old  
and Young.**

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05

application











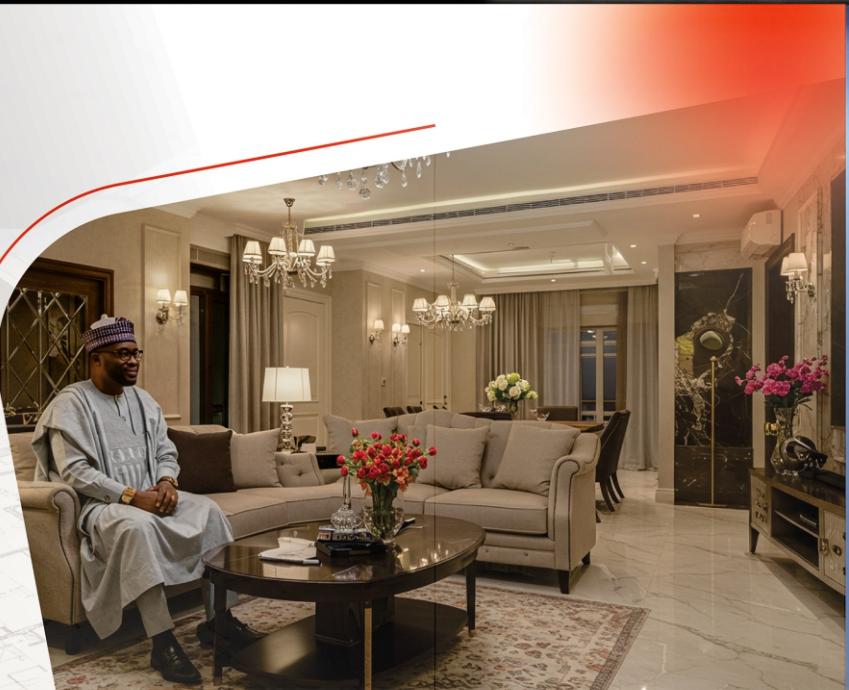


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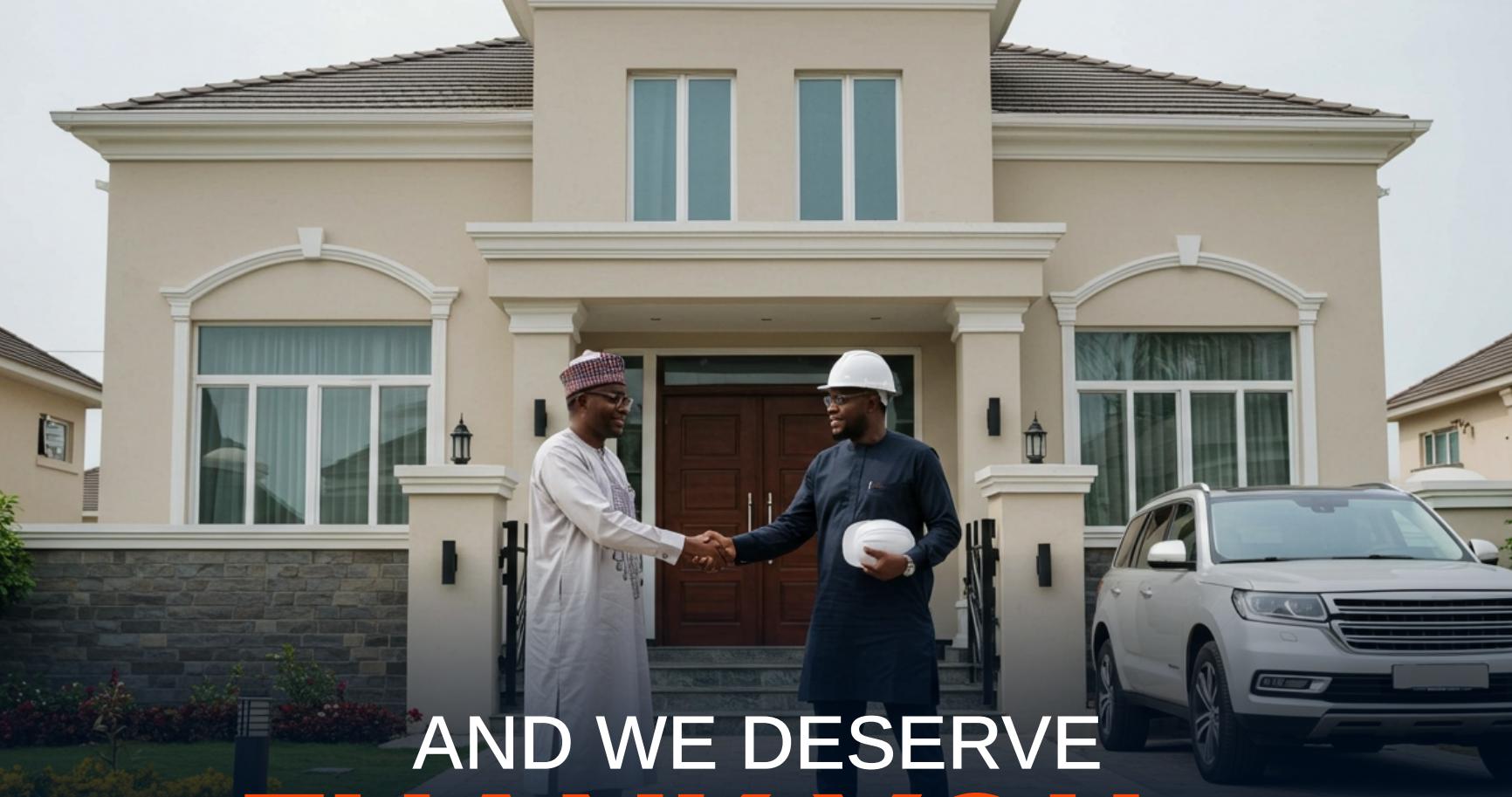








WE OWN YOU  
**CONGRATULATION**



AND WE DESERVE  
**THANK YOU!!!**

# **Do You Want To Work on your Brand?**

**Let work together! Send me a 'DM'**

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