UnLock

Brand Guidelines

UnLock

Brand Mark Usage

Brand Mark

To allow for maximum flexibility, the Brand Mark can be applied in both full colour and reversed versions. Always choose the option with the greatest legibility.

For lighter backgrounds use the Full Colour Brand Mark, for darker backgrounds use the Reversed Brand Mark. The Reversed Brand Mark is only to be used against dark backgrounds.

For situations when it is necessary to tie marketing collateral

Note: Do not adjust the Brand Mark colours to anything other than the options illustrated. Always use the approved Brand Mark files supplied.

Full Colour

Lockup Full Colour

Reversed

Lockup Reversed

Brand Mark Clear Space

The UnLock Brand Mark is always surrounded by a minimum clear space area which must remain free from other elements (type, graphics, borders etc.).

The minimum clear space area for all edges is equal to the height of the 'U' in the Brand Mark. To maintain proportional clearance space, the 'U' must range off the top and bottom of the text in the mark.

The clear space for the 'powered by Marketlend' version of the logo are the same as the standard logo.

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Brand Mark Sizing

The measurements of the UnLock Brand Mark are always specified across their full horizontal width. When sizing the Brand Mark, keep clear space ruling in mind. The Brand Mark has no maximum size but should not be displayed at sizes lower than 25mm to avoid affecting legibility. The same sizing rules apply to the 'powered by Marketlend' version of the logo as well.

Note: Sizing is recommended for print only. For online, please ensure best resolution.

No maximum size

25mm minimum size
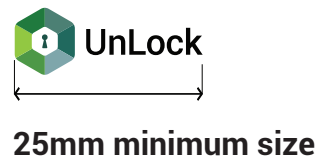
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Visual Language

Primary Colour Palette

The primary colour palette is derived from the colours used in the UnLock logo and is used across all brand touch points.

It is important when producing content for UnLock that the appropriate colours for on-screen or print versions are utilised.

Online
Use RGB or Screen Hexadecimal values. Please ensure accurate colour reproduction throughout all forms of use.

Print and press
Use the CMYK 4 colour process equivalent.

Dark Green

CMYK	76 - 33 - 55 - 13
RGB	95 - 126 - 112
#	5f7e70

Blue Green

CMYK	58 - 23 - 31 - 0
RGB	137 - 166 - 172
#	89a6ac

Bright Green

CMYK	53 - 0 - 97 - 0
RGB	168 - 213 - 42
#	a8d52a

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Secondary Colour Palette

The secondary palette serves to support the primary palette without overwhelming it. They are best used for copy and backgrounds.

Black

CMYK	77 - 62 - 61 - 69
RGB	38 - 36 - 36
#	262424

White

CMYK	0 - 0 - 0 - 0
RGB	255 - 255 - 255
#	ffffff

Grey

CMYK	15 - 5 - 8 - 0
RGB	228 - 235 - 235
#	e4ebeb

Dark Grey

CMYK	69 - 62 - 58 - 48
RGB	61 - 62 - 64
#	3d3e40

Dark Blue Grey

CMYK	75 - 62 - 51 - 37
RGB	62 - 71 - 81
#	3e4751

Blue Grey

CMYK	71 - 55 - 47 - 23
RGB	78 - 92 - 101
#	4e5c65

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Gradient

A gradient can be used for occasions when visual elements such as buttons or graphs require further differentiation. The gradient should always flow dark-light from left to right and top to bottom as presented here.

Horizontal Gradient

Vertical Gradient

	CMYK	82 - 27 - 100 - 14		CMYK	42 - 0 - 100 - 0
	RGB	69 - 124 - 67		RGB	171 - 206 - 78
	#	457c43		#	abce4e

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The 'UnLock hexagon shape' can be used for instances when content needs extra decorative flair. The shape is derived from the UnLock logo and should always feature rounded corners.

The hexagon can be used in a multitude of ways but should only feature colours from the UnLock palette (except when using photo images).

Primary Typeface
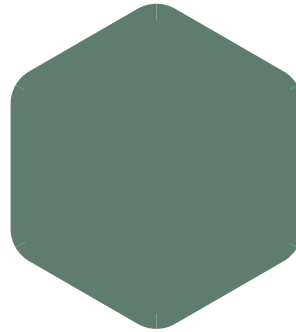
Roboto is the primary font used by UnLock. It was designed with natural reading rhythm in mind, helping to make all UnLock copy clear and understandable.

As a Google-created font, Roboto is free to download and is compatible with a range of web and print-based tools.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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There may be situations where 'Roboto' is not available to be used as the main typeface (i.e. edm platforms). In these situations **'Arial'** is the second font of choice.

'Arial Bold' is to be used for headings or important callouts, while **'Arial Regular'** should be used for standard copy.

Note: This typeface must never be used for external advertising or marketing materials.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789