

BRAND GUIDELINES



Introduction

The name and basic identity elements of any brand are among its most valuable assets. For this reason, all aspects should always be treated carefully and conscientiously. The strength of the YUNA brand image relies on its consistent visual expression and deliberate application.

These brand guidelines were created to explain the basic principles for correct application of the YUNA identity. They are intended for anybody producing YUNA branded communications. It is essential that these brand guidelines are always adhered to in order to achieve a unified image that expresses the brand consistently and accurately. This will strengthen brand awareness wherever the YUNA brand appears.

Renato Molinari
Managing Director

Using the Guidelines

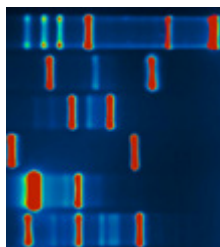
These guidelines have been designed for general purposes and are focused towards the great majority of cases in which YUNAs primary mark – the logotype – will be used, either on its own or in conjunction with the pattern or other graphic elements.

A logical and mindful approach should be taken when following the rules within these guidelines. There will be some specific and important situations in which the best application of the YUNA logotype and/or the pattern requires the development of a different approach, and this should be discussed with the YUNA brand team.

If viewing these guidelines on screen please use the interactive navigation menu shown at the top of each page. Clicking on any title will take you directly to the section you require.

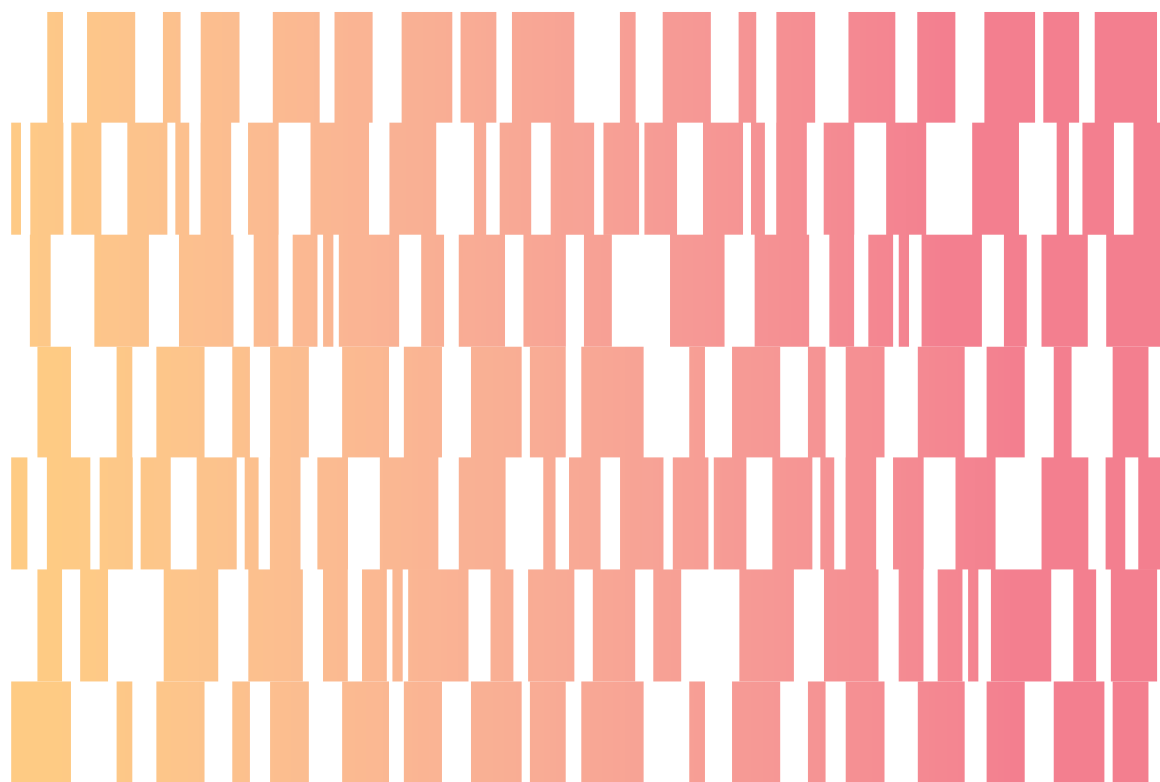
THE GENOME PATTERN

Because no human being is the same, we have adopted a concept of a human DNA genome to express our understanding of people's individuality and the commitment to treating everybody with ultimate care and attention.



The stylised version of the genome pattern is shown here, and it helps us be unique and recognisable, not only as a business but also as a brand.

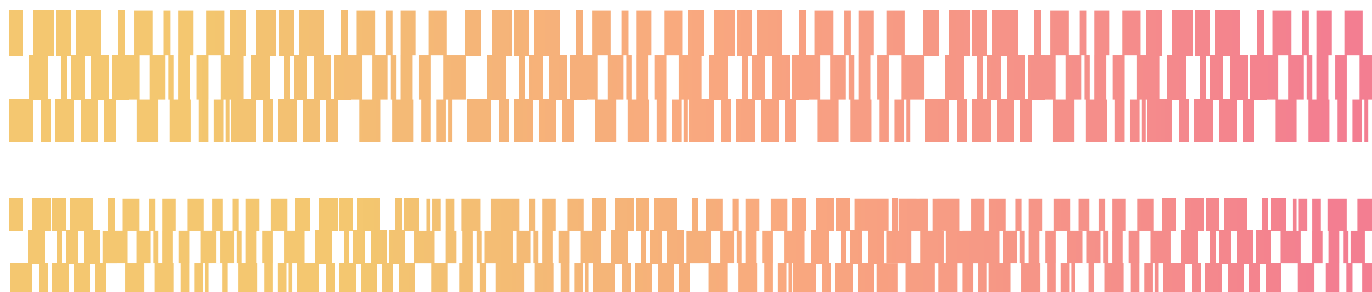
The pattern is used in most flexible ways, by either cropping, deconstructing and extending the 'genomes' to create dynamic and different compositions. This will give our applications a unique character whilst being consistently 'on brand'.



USING THE GENOME PATTERN

Sometimes is not necessary or practical to use the full version of the genome pattern. For situations like this, we have created few simple and practical variations.

Stripes



Blocks



Bars



COLOUR PALETTE

The gradient is the primary colour content and is a strong brand signifier and fundamental to our identity. It must be used carefully on core items so that they remain powerful and effective brand elements.

Our secondary colour is dark blue PMS 295
The supporting colour is a warm neutral grey
Pantone 9100 and is mainly used to balance the core identity colours. The grey gives additional warmth to backgrounds and must be used carefully to complement and enrich our brand identity.

In situations where it is difficult or impossible to apply the graduation, we can use flat versions of the constituent colours.

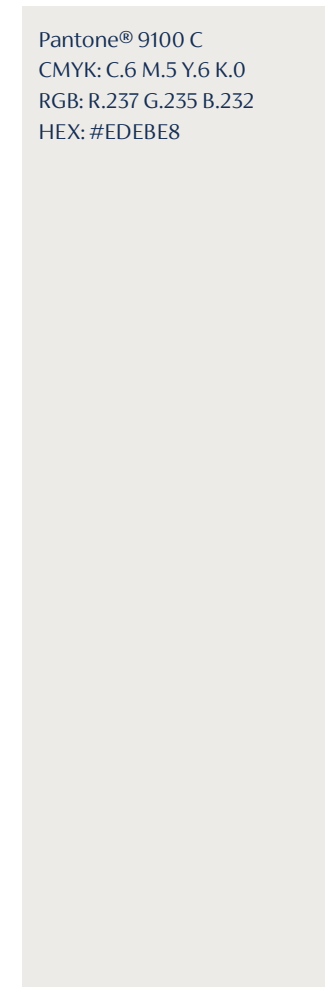
Print: Pantone®, CMYK
Digital: RGB, HEX
Paints: RAL
Paints: RAL

Pantone® 1345 C
CMYK: C.0 M.13 Y.50 K.0
RGB: R.253 G.208 B.134
HEX: #FDD086

Pantone® 1777 U
CMYK: C.0 M.64 Y.30 K.0
RGB: R.255 G.128 B.145
HEX: #FF8091

Pantone® 295 C / 295 U
CMYK: C.100 M.63 Y.0 K.67
RGB: R.0 G.40 B.85
HEX: #002855

Pantone® 9100 C
CMYK: C.6 M.5 Y.6 K.0
RGB: R.237 G.235 B.232
HEX: #EDEBE8



YUNA LOGOTYPE

A logotype can express more credibility for a brand than any letter of recommendation could. Therefore, we designed the YUNA logotype with great care, passion and attention to detail, just as we do with our services.

The logotype can be used as a confident mark that can proudly stand alone, without the use of an accompanying symbol.

YUNA

NB: Ensure that the logo is always reproduced from original artwork. Never recreate or alter it.

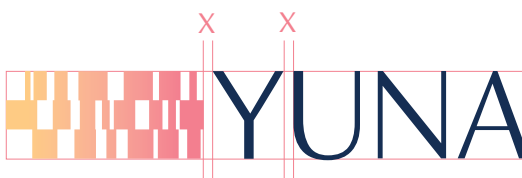
MASTER LOGO

Our logo is composed of the genome block and the logotype. We have two versions of the logo - horizontal and vertical.

Following the previously described use of the genome pattern, we can have few variations of the symbol but always the same logotype.

The composition and relationship between the elements are carefully composed. Please make sure that the construction is always consistent and as instructed here.

Horizontal



Horizontal variations



Vertical



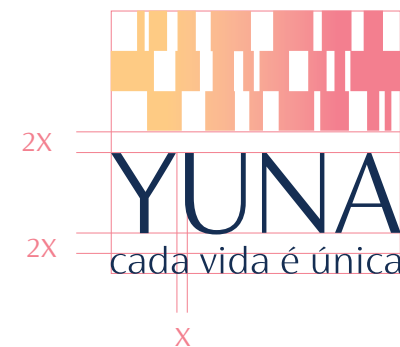
Vertical variations



NB: Ensure that the logo is always reproduced from original artwork. Never recreate or alter it.

SECONDARY LOGO

On occasion when space allows and it seems appropriate to include, the secondary logotype with descriptor may be used.



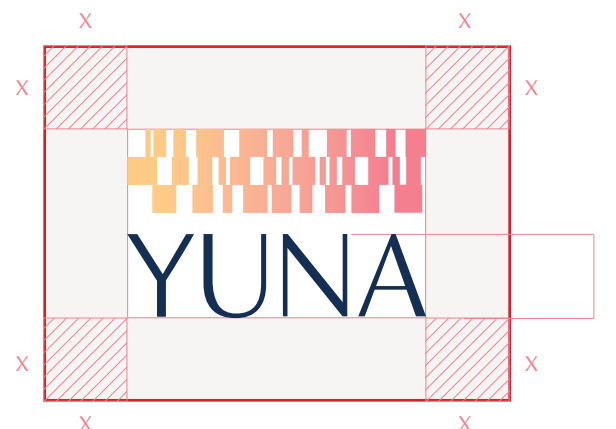
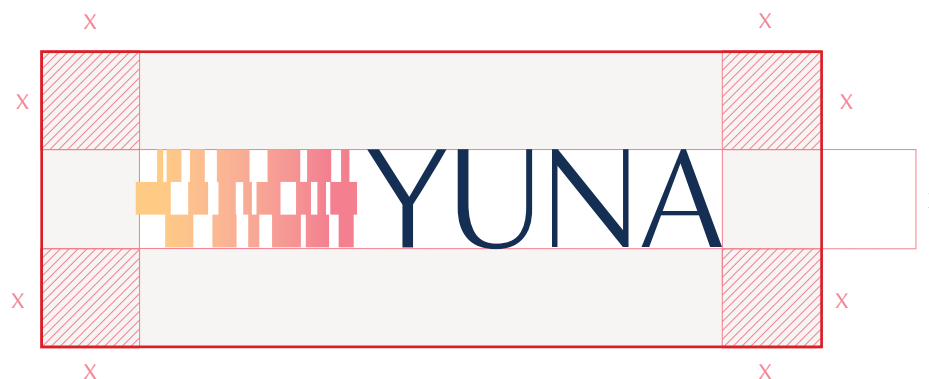
NB: Ensure that the logo is always reproduced from original artwork. Never recreate or alter it.

PROTECTING THE LOGO

The logotype is the 'hero' and its integrity and legibility must never be compromised.

Protective Zones

To maximise the visibility and impact of the logo, a protective clear zone must always exist around it. No other graphic elements should be allowed within this zone. It is established using the cap-height of the logotype (X).



MINIMUM SIZES

Without descriptor

When using the logo in small sizes extra care is needed to ensure reproduction is clean, clear and of the highest possible quality. For this reason the logo should never be reproduced below the minimum size as specified.

YUNA

20mm


YUNA

20mm

 YUNA

35mm

With descriptor

When using the logo with descriptor, the logo should never be reproduced smaller than the minimum size specified.

YUNA
cada vida é única

25mm


YUNA
cada vida é única

25mm

 YUNA
cada vida é única

45mm

MISUSE OF THE LOGO-A

Here are some examples of incorrect usage which should be avoided when applying the YUNA logotype. Recognising these common pitfalls will help us to be as effective as possible in communicating and protecting the YUNA brand.



Do not alter the hues or values of our corporate colours



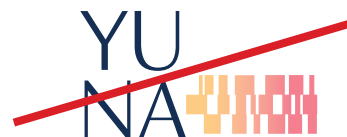
Do not recreate the logotype with another typeface



Do not apply special effects



Do not fill the logotype with patterns or effects



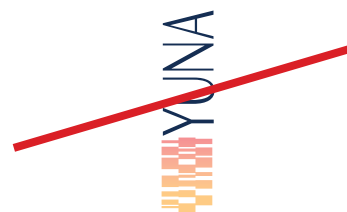
Do not rearrange the logotype and/or its composition



Do not distort or stretch the logotype



Do not change the letter spacing within the logotype



Do not rotate the logotype



Do not intrude on the specified clear zone

NB: Remember always to reproduce the logotype from high quality original artwork. Do not attempt to redraw the logotype.

MISUSE OF THE LOGO-B

Great care should be taken when reversing the logotype on a background colour. By following these few examples, we can ensure that the logotype will always remain legible.

Above all, be sure that there is a strong contrast between the logotype and the background on which it is placed, thus ensuring the visibility of the logotype is not compromised in any way.



Do not fill the 'YUNA' wordmark with any colours



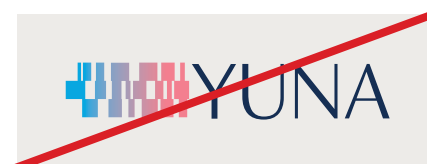
Do not use secondary accent colours as background fills



Do not alter the logotype with tints or greys



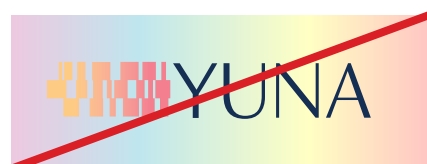
Do not alter the background colour with tints or greys



Do not alter the tints or values of accent colours



Do not use any colour that is not specified as an official accent colour



Do not apply effects or graphical elements to the background fill



Do not apply busy background images behind the logotype



Do not apply the pattern behind the logotype

BRAND TYPEFACE

Typography is fundamental to YUNA's distinctive brand identity. It is a subtle and more complex element than the logo or colour palette. It is also a powerful brand signifier in its own right, bringing personality and consistency to all communications and infusing everything it touches with the YUNA look and feel.

FS Siena is the official typeface for the YUNA brand. FS Siena Thin or Light should be used on headlines and shorter top level paragraphs whilst the Semibold should be reserved for body copy. The weights of FS Siena we use are detailed on the next page.

FS Siena is our primary, functional typeface. Its flexibility means that it can be used for sub-headlines and body copy.

FS Siena Thin

FS Siena

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FS Siena Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FS Siena Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

TYPOGRAPHY

Weights

The potential use of different weights of FS Siena can be seen on this page. The flexibility between the different versions can establish intuitive hierarchy levels, from large headlines to small body copy.

Proportions

Different sizes allocated to various functions within a text can significantly contribute to a better reading experience. Always ensure there is a noticeable and significant difference between different text sizes.

Headings / Sub-headings

FS Siena Thin

Headings

Title

FS Siena Thin

Title typeface styling

Subtitle

FS Siena Semibold

Subtitle typeface styling

Body Copy

FS Siena Light

Body copy stylings Henienis in nullabo. Nequibusam voloresti dolupta tendit quam que sediam verciate provitatqui quidel ilitemp editiis sinctus ius, tempedis dici que sundam aut endae ea deruptaesto evelestio. Iberrorae. Lit evel est moloris ventur? Obit, tem audae dolendebis saerescid et volore, unt volum velesti busam, suntotatia quo volorepel est que labor ad eatiorp ossum, cus.

| **NB:** Do not use any other versions of these fonts.

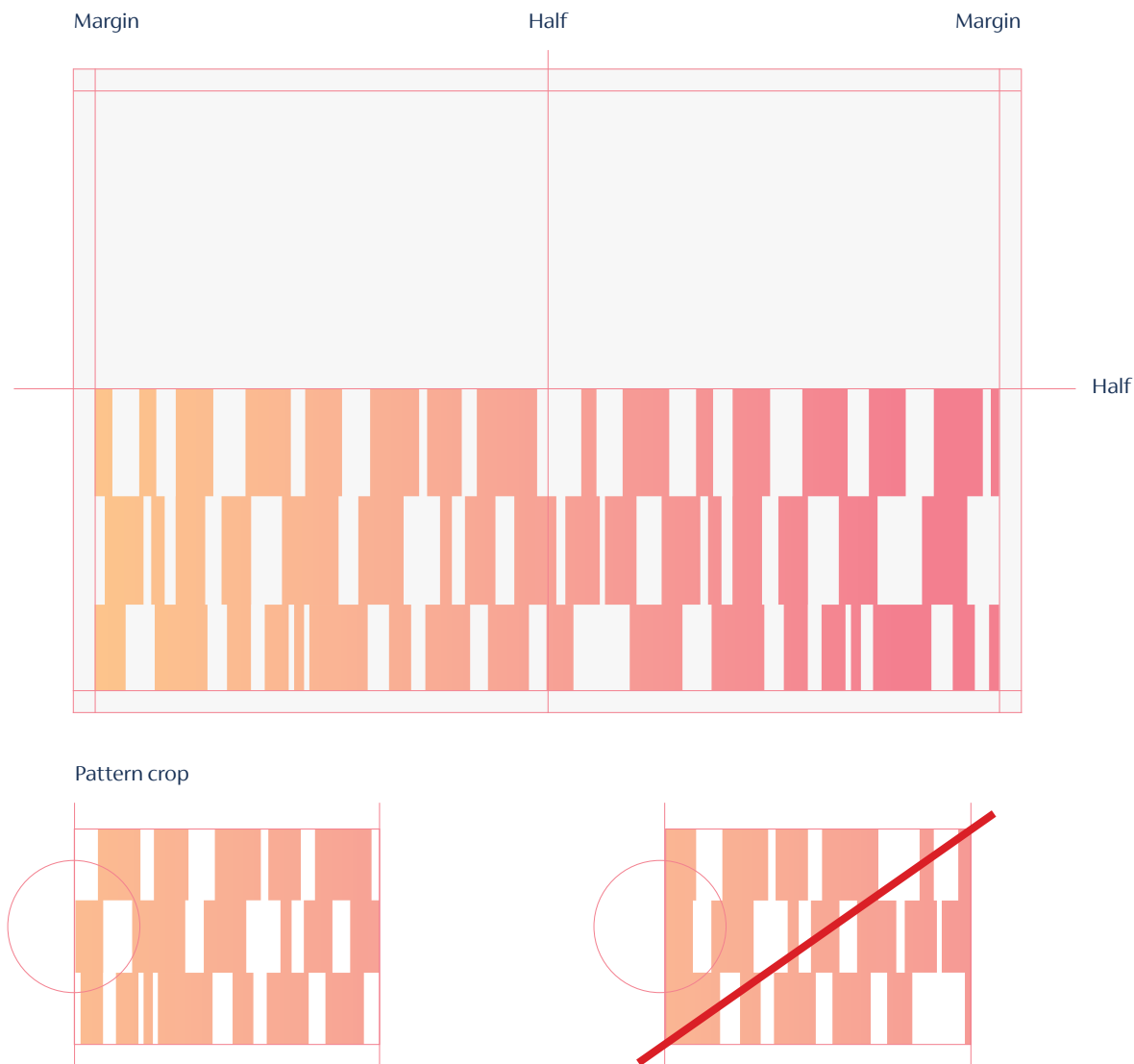
APPLYING THE PATTERN

When using the pattern for YUNA it is important to balance any given composition with adequate 'white space' making sure the pattern is applied on the lower half of the composition. The pattern must never be applied over the entire composition.

For standard applications the primary identity graduation must be used when applying the pattern, and on occasions may be applied as white.

Whilst applying the pattern to any composition the pattern must end as a ragged edge on the left and right crop off points to avoid forming a straight line, (refer to pattern crop).

Refer to (page 19) to ensure correct application of the pattern.



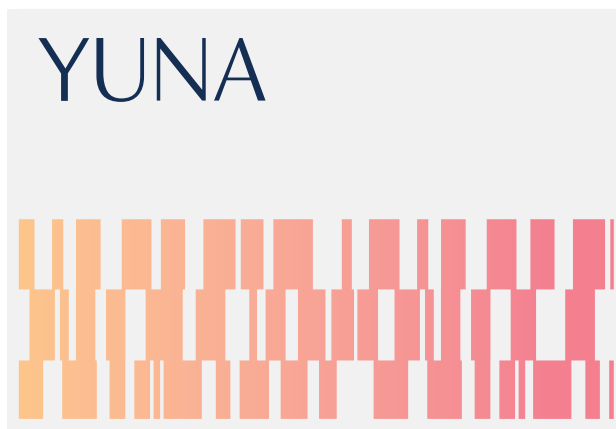
LOGOTYPE AND PATTERN

If you are using the logotype in conjunction with the pattern then its optimal position is in a clear white space above or to the sides of the pattern.

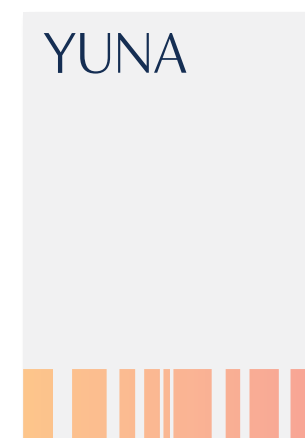
The scale and composition should be considered when pairing the two elements.

The pattern should not encroach the protective clear zones of the logotype.

Primary pattern use



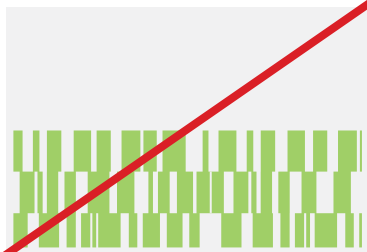
Secondary pattern use



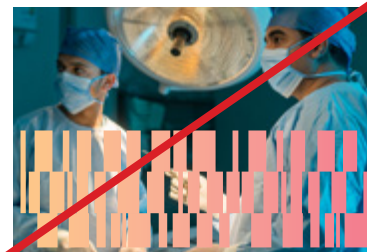
MISUSE OF THE PATTERN

Customers will come to recognise the pattern as belonging to YUNA. Do not dilute its strength by introducing any confusing use of typography, photography or illustration.

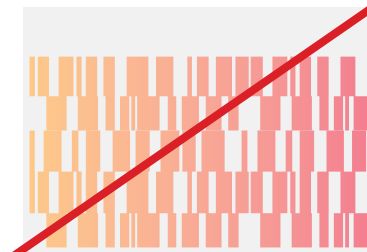
Always use the pattern within a square shape.



Do not apply any colours or gradients to the pattern



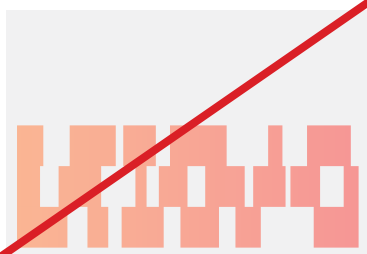
Do not place the pattern on visually noisy backgrounds



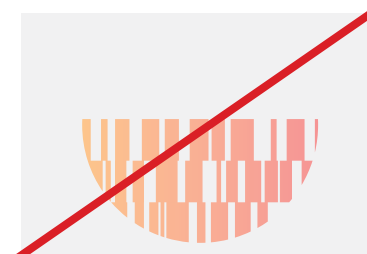
Do not use the pattern more than 50% of the background.



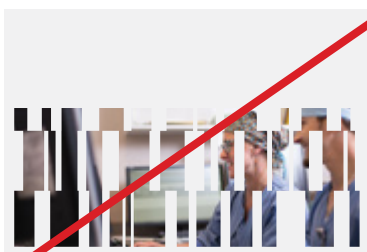
Do not rotate the pattern



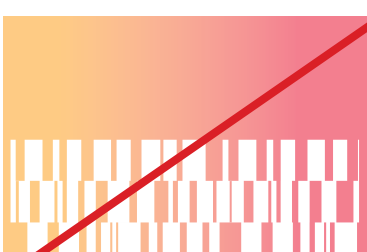
Do not stretch or distort the pattern



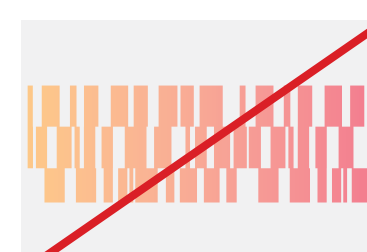
Do not crop the pattern within other shapes



Do not fill the pattern with images or other graphical elements



Do not reverse out the colours



Do not centre the pattern

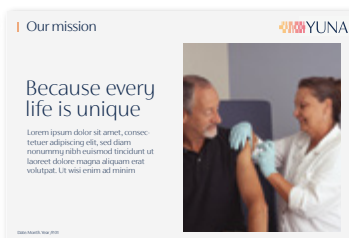
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APPLICATIONS

Here are some examples of applications that show the YUNA brand being applied correctly. The consistent positioning of the logo, colours, use of typography etc create a cohesive look and feel. The guidelines are intended to maintain brand's integrity and recognition without stifling the limits of creativity.

The pattern can be used in many ways:

- with or without the logo
- with the logotype in varying positions
- with or without type overlaid
- in YUNA approved primary colours
- using debossing, etching or other techniques suitable for the material with which you are working



Contact details

Thank you for taking the time to read our brand guidelines and inform yourself about the key elements and principles. This is a work in progress, and there will be regular updates as we grow our brand. We hope you now have the brand knowledge you need, but there is always more help on hand. Please contact us if you are unsure about anything.

YUNA Brand Team

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