UNX PECTICA

Brandguidelines
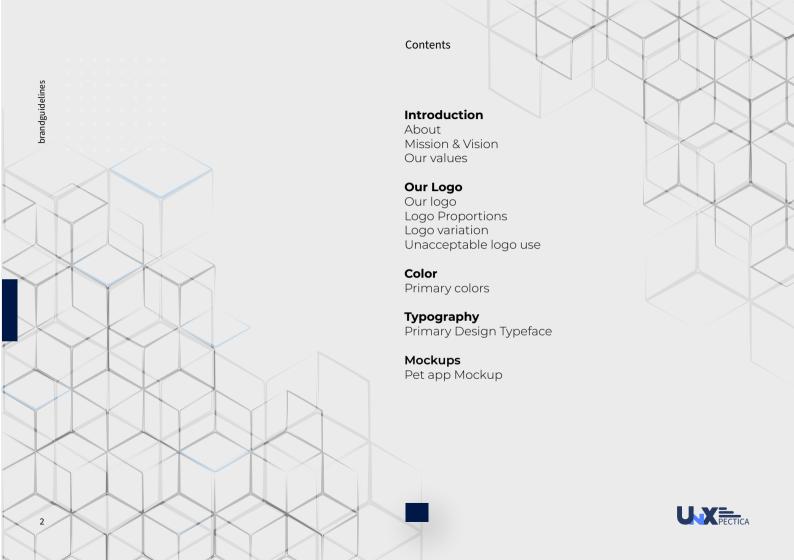
welcome

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.

UNX PECTICA

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UNXPECTICA

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 Unxpecitca 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.

UNX PECTICA

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.

Vision

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

UNXPECTICA

Our Logo

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

brandguidelines

Logo variation

Dark logo on light background

Light logo on dark background

Color Logo

Our logo is the face of Unxpecitca 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 consisyenly.

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

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
CM YK 0, 0, 0, 8
RGB 235, 235, 235

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

UNX PECTICA

typograhpy

PRIMARY FONT

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

BRANDBOLD REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?

SECONDARY FONT

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

MONTSERRAT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

MONTSERRAT LIGHT
abcdefghi jk lmnopqr s tuvwxyz
ABCDEFGH I JKLMNOPQRS TUVWXYZ
0123456789! ?

UNXPECTICA

Mockups

UnXPECTICA

brandguidelines

Mockups