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We believe  
that everyone  
has the right  
to create; the  
right to craft  
the beautiful,  
the unique, the  
unexpected.



01 – Austin

02 – Berlin

03 – Brighton

04 – Bristol

05 – Copenhagen

06 – Helsinki

07 – Kaunas

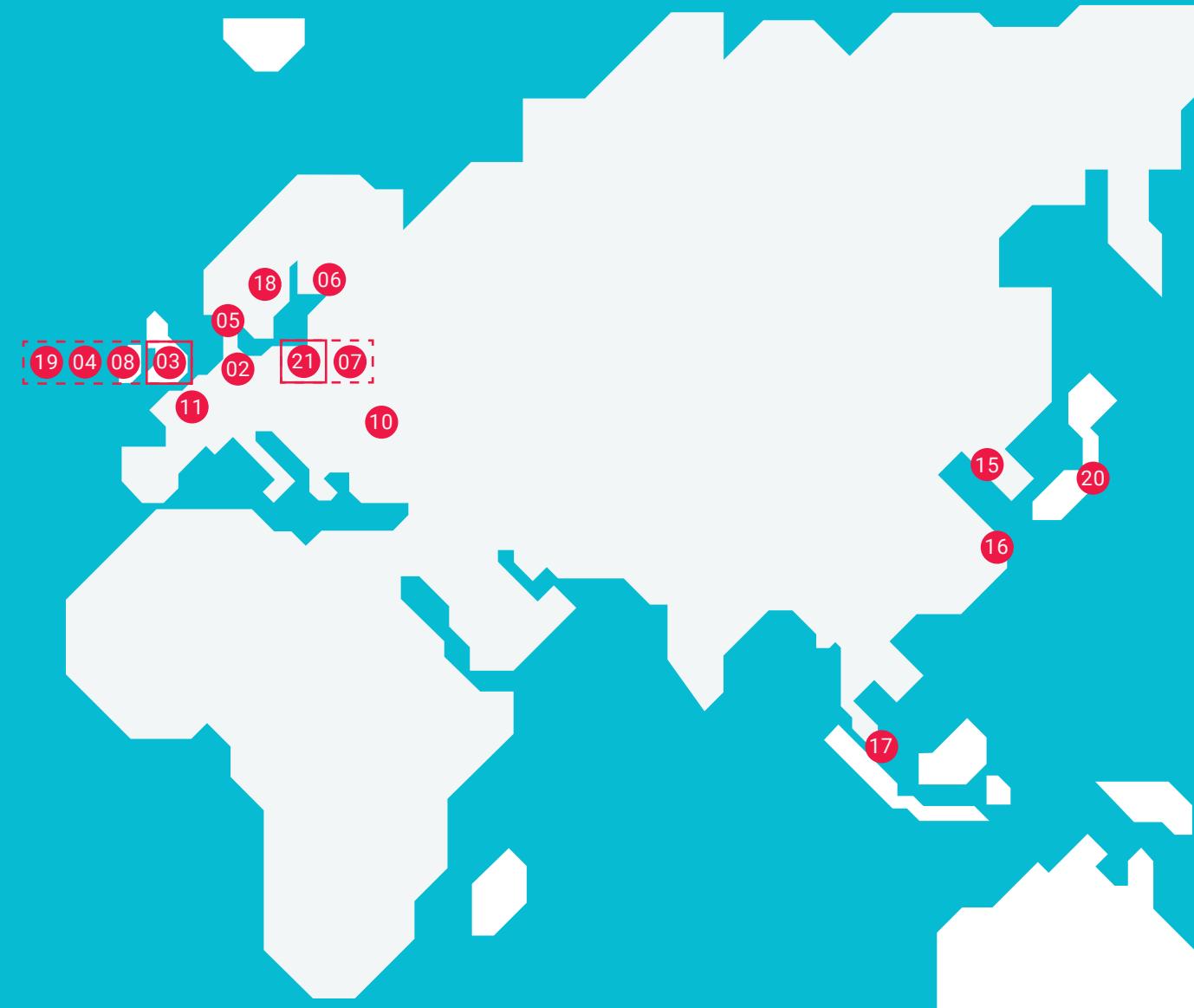
08 – London

09 – Montreal

10 – Odessa

11 – Paris

12 – Pereira



13 – San Francisco

14 – Seattle

15 – Seoul

16 – Shanghai

17 – Singapore

18 – Stockholm

19 – Stratford-upon-Avon

20 – Tokyo

21 – Vilnius

Unity Technologies offers a platform for creating beautiful and engaging 2D, 3D, VR, and AR games and apps. A powerful graphics engine and full-featured editor enable you to realize your creative vision fast, and deliver your content to virtually any media or device.

More than an engine, Unity helps you achieve ongoing success. It offers everything you need to develop quality content, boost your productivity, and connect with your audience. Tools and resources include the Unity Asset Store, Unity Cloud Build, Unity Analytics, Unity Ads and Unity Certification. Unity Technologies serves millions of registered developers including large publishers, indie studios, students and hobbyists around the globe.

ADAM

A Webby Award-winning short film created with the Unity game engine and rendered in real time.



Unity plays an important part in a booming global games market. More games are made with Unity than with any other game technology. More players play games made with Unity, and more developers rely on our tools and services to drive their business.

One such studio is ustwo Games, who rely on extensive user testing and rapid iteration within Unity to produce striking artwork. "We knew Unity would be a good fit because Monument Valley is all about creating beautiful places, and for that you need artists to be able to work directly with the world," says Peter Pashley, game lead developer at ustwo Games.

As a company, we're all about solving hard problems with technology that's easy to use. And we can all be proud of the fact that, together, we help so many talented people around the world focus on creating amazing content.

We aggressively reinvest in development to keep Unity moving and growing at a radical pace, expanding usability, power, and platform reach. We do the hard work so you don't have to, and take the pain out of development, so you don't have to deal with it.

#### Monument Valley II

In June 2017, ustwo Games released Monument Valley II, which was made with Unity.



We call it a game engine, but really it's an animation/interactive/lighting/physics/presence engine.

— John Riccitiello, CEO

A brand has some personality traits that never change. One could describe Unity's core personality characteristics as creative, human, humble and aspirational. However, just as people grow and their personalities become more mature and multi-faceted—so do companies—and their brands must reflect this.

Unity has a strong heritage, which we've built on successfully and rapidly. We now address a more varied audience with a much broader offering. While we haven't abandoned our audience of indie game developers living off of pizza in their garages, we do speak to a wider variety of creative audiences, which will continue to expand.

So, whether we're speaking to an indie developer building her first 2D game out of her parent's basement or a major studio developing a revolutionary VR experience, we want a brand that feels right and nurtures a long-lasting relationship. Our brand must not only continue to reflect our core values and goals of democratizing

development, solving hard problems and enabling success—it should resonate with all the relevant creators.

## Brand goals

**01** —

## Clarity &amp; consistency

As Unity continues to expand its tools and solutions via more avenues that reach a larger and more diverse group of users, our brand strength will become increasingly important. If we are not vigilant, we could come off as obscure and fractionalized. On the other hand, if we prioritize clarity and consistency, people will see us as sharp and confident. Everything we do should look and feel like it's coming from one company, not from individual departments within a company.

**02** —

## Stand out

Uniqueness is essential to developing a brand that is both memorable and identifiable. Whether making contact with users at an industry event, via an email in an inbox, in the form of a forgotten postcard at the bottom of a backpack or a web page promoting our features, Unity should stand out. Current and future users should think, "that's so Unity."

**04** —

## Ready for the unknown

The brand is designed to evolve in parallel with Unity. While there are elements like the logo, typography, color and tone of voice that remain constant, there is room for growth and change. As we add products, services, and solutions, the systems we've created allow for flexibility without sacrificing consistency.

**05** —

## Brand recognition

Like other global companies, we strive to build brand recognition across digital and physical mediums. In order to do so, we have to construct a brand, not just for what we once were or what we are today, but for what we will become—even if that is, by necessity, not completely defined.

**More than an engine**

We believe that everyone has the right to create; the right to craft the beautiful, the unique, the unexpected.

We believe that everyone has the right to pursue the dream of making a living doing what they love.

We think that everyone should have access to the best tools and see it as our mission to make it as easy as possible for you to create on your own terms, whether it's through art, code, sound, ideas, however you express yourself in stories, games, and experiences.

## Respect the creator

It's easy to rely on Made with Unity (MwU) art to stand out in the crowd. The work is incredible, beautiful, and sets us apart from the competition. However, we have not always been mindful about giving credit to the creators. MwU art is our strongest proof point and for that reason we will continue to implement it as part of our branding toolkit. However, we need to do so with increased mindfulness and intentionality so that we honor the creators and our role in the creation process is not misunderstood as 'Unity being the creator.'

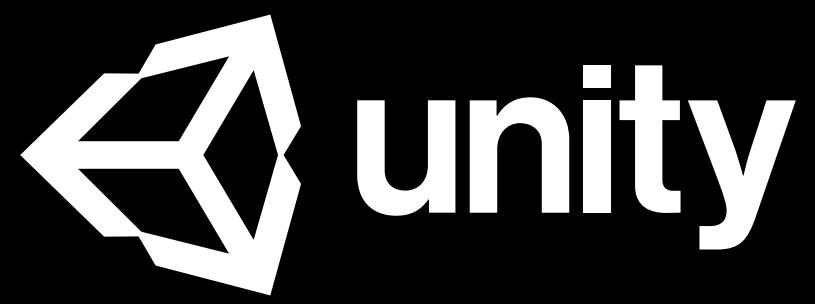
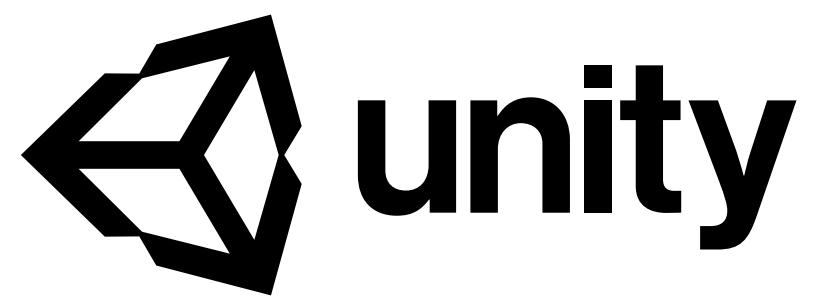
We are committed to the idea that Unity is more than an engine.

**It is the kinship you feel with other creators, the sense of accomplishment you feel when you see people immersed in a world you helped shape out of nothing.**

Unity, more than an engine.

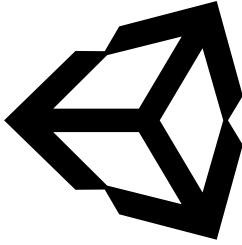


# Identity



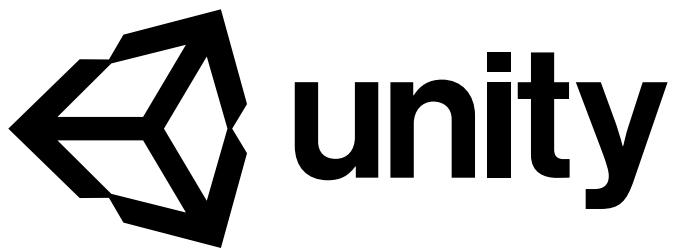
## The Cube

The Cube is an artistic realization that represents the perspective achieved when using any 3D software, playing with the different axes (x, y & z) and exploring all the possible views. It is also an abstract representation of all the facets of creativity that could be built with Unity. Its stand-alone utilization is only for social media assets or in-house designs.



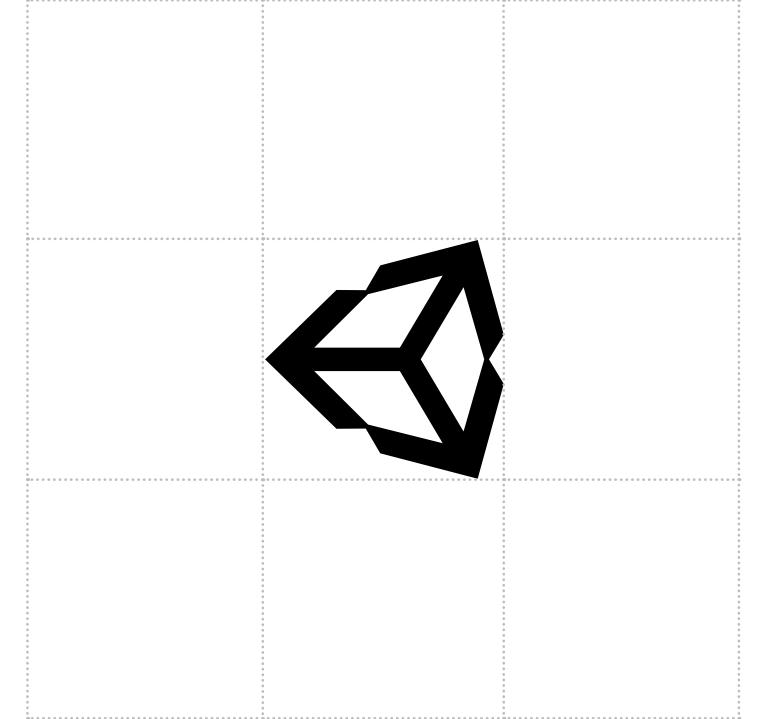
## Masterbrand

The word mark uses a slightly modified version of Neue Haas Grotesk: a friendly, mature and timeless san-serif. It's strong and reliable, yet at the same time, approachable.



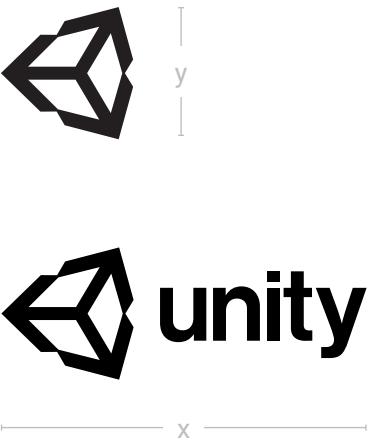
## Clear space

The clear space around the logo is set to be even to its own height ( $a$ ). In practical usage, these distances should be maintained between the logo and other graphic elements.



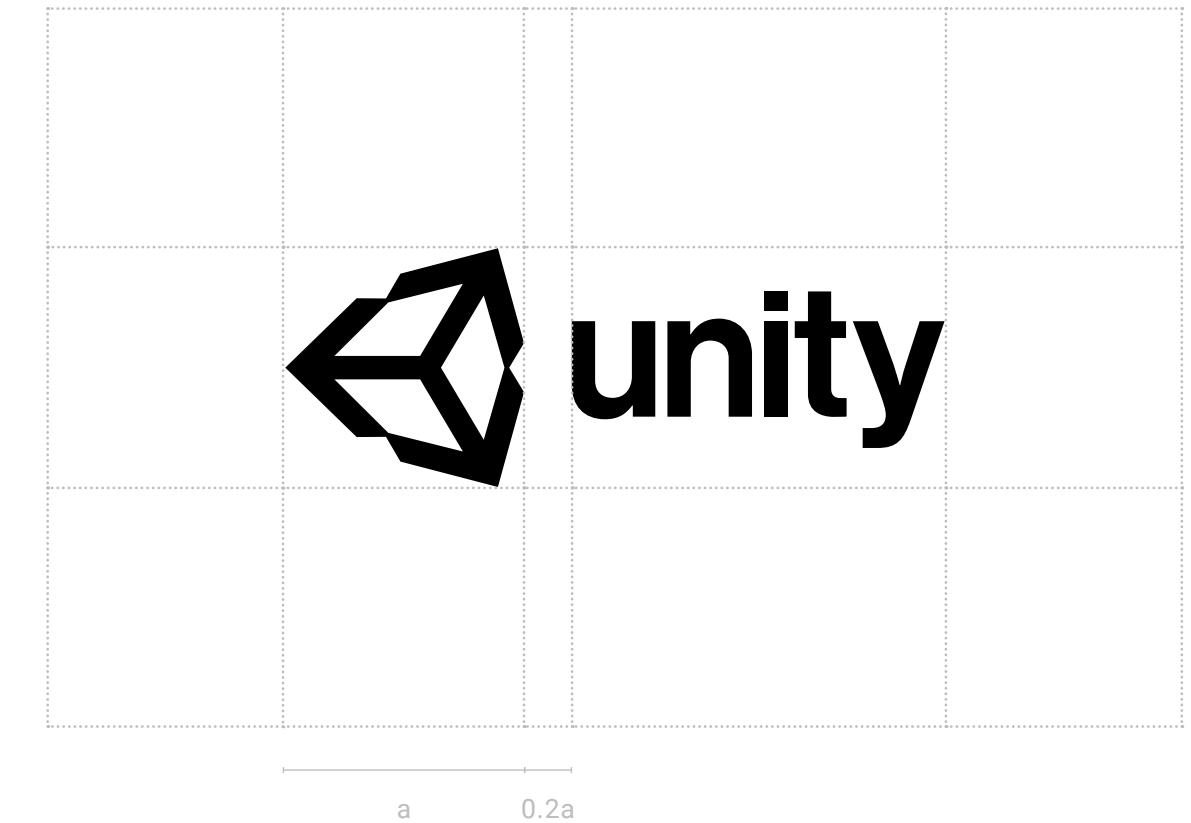
## Legibility

To ensure legibility, the logo and the cube should not be used in any size smaller than the width and height ( $x & y$ ) defined below:



Print:  
 $x = 0.625"$   
 $y = 0.25"$

Digital:  
 $x = 63px$   
 $y = 30px$



## Sub-brands

### Made with Unity

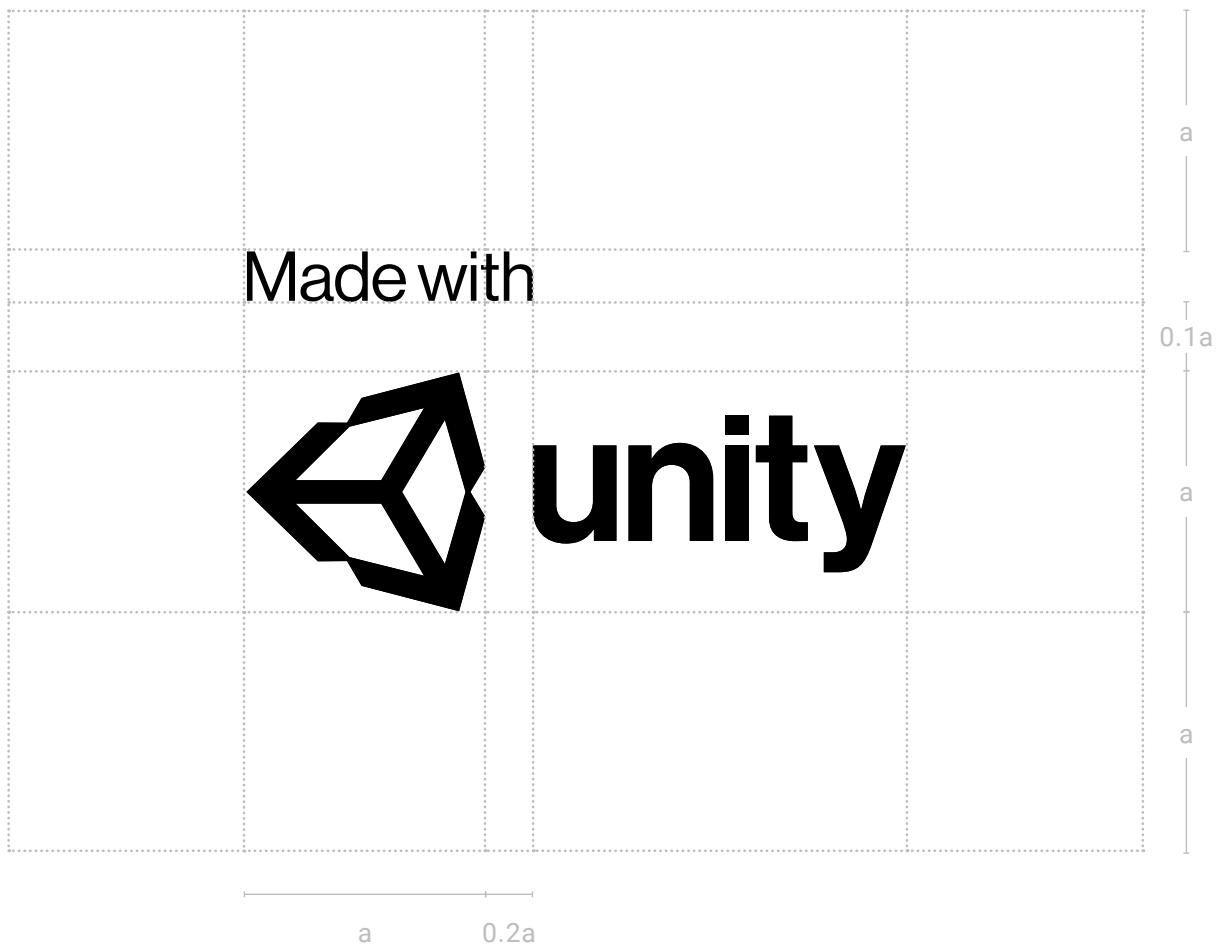
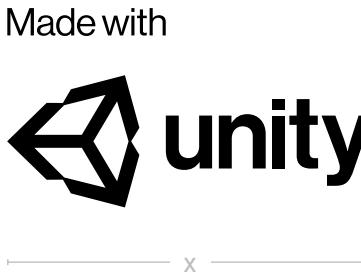
The Made with Unity logo may be used by any person or organization to indicate that they use Unity as their development tool. The logo can be used in social media posts, promotional material or in the splash screen at the beginning of a video game, which was built with Unity.

### Legibility

To ensure legibility, the logo should not be used in any smaller widths (x) than the ones defined below:

Print:  
x = 0.875"

Digital:  
x = 180px



## Sub-brands

### Hosted events

Throughout the year, a number of events are organized by the Unity team for artists, developers, researchers, storytellers and other Unity creators. Logos for such events are mainly used in advertising collateral, social media posts, on-site roll ups, banners and gear.



**Hackweek  
2017  
Denmark**



**Unite  
Asia  
2018**

### Proportions

For these particular sub-brands, the type size is 1.7 times the logo height in pixel

Example:  
42 pixel logo equates to 72 pixel type size



## Sub-brands

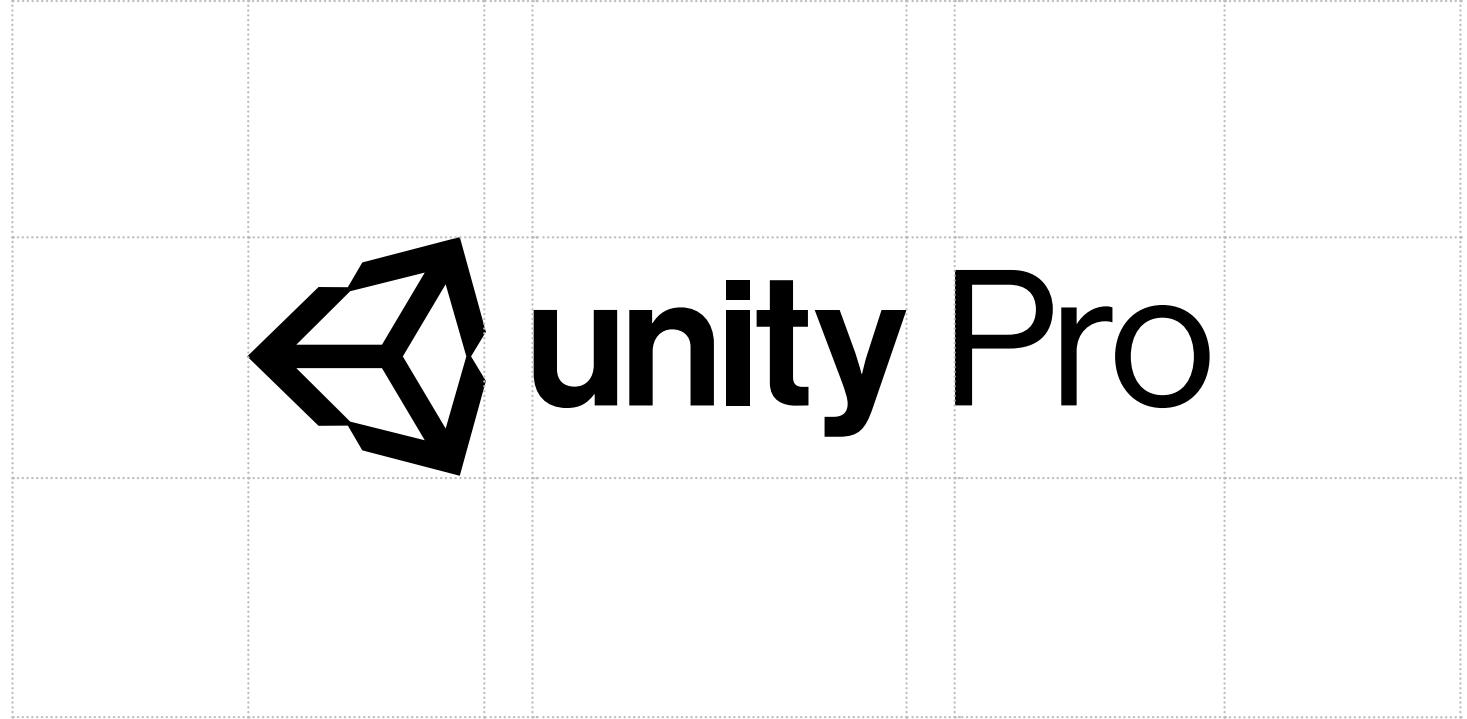
### Unity products

All the products developed by Unity can be represented visually by the lockups seen below. The lockups combine the logo and sub-brand names written in Neue Haas Grotesk Display Roman.



### Spacing

The space between the word mark logo and its sub-brand is equal to the distance between the cube and unity.



## Sub-brands

### Unity offices

All of Unity's 24 offices can be represented visually by the lockups seen below. The lockups combine the logo and city names written in Neue Haas Grotesk Display Roman.



### Spacing

The space between the word mark logo and the city is equal to the distance between the cube and unity.



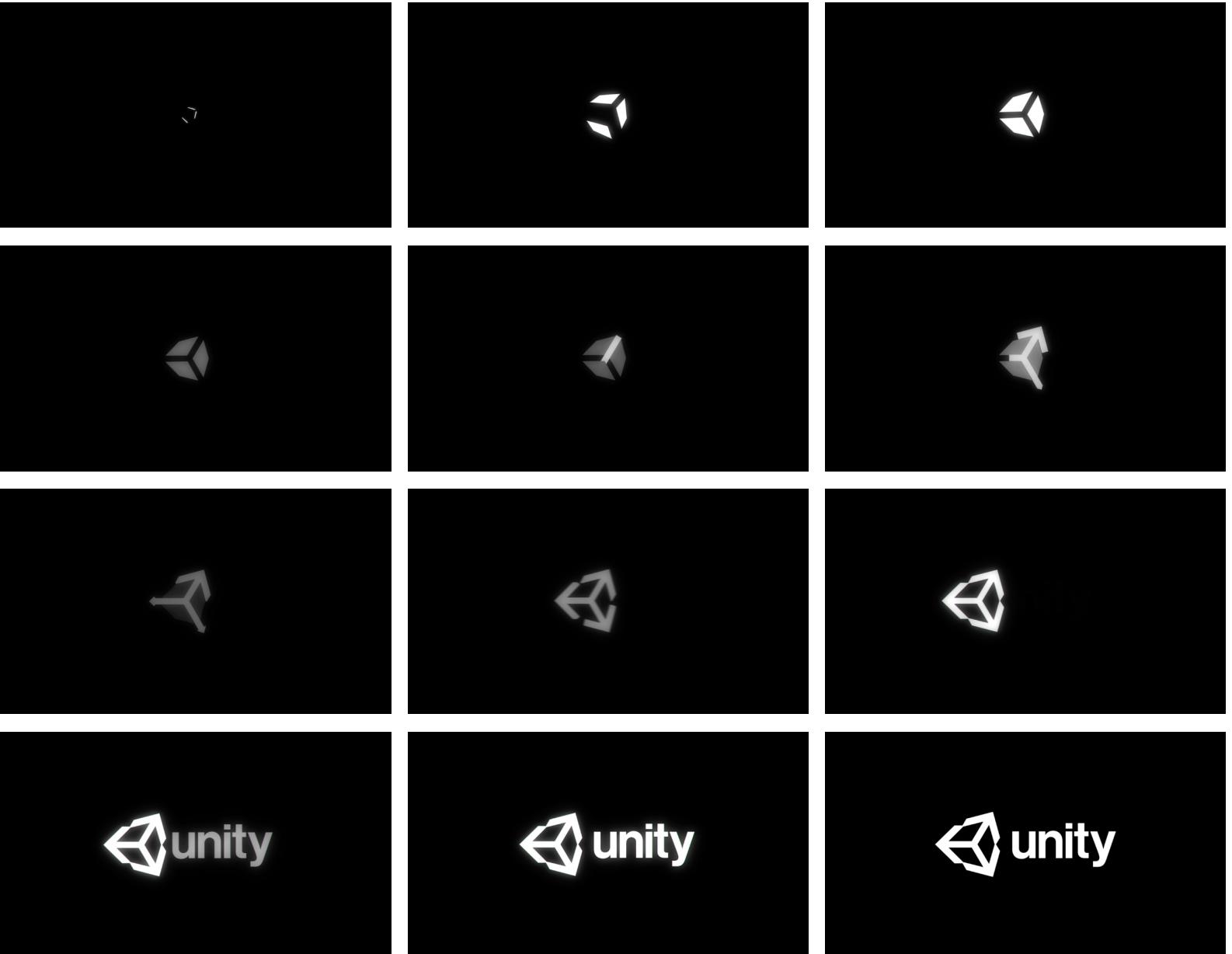
## Logo animation

### Masterbrand logo

For every product developed with or presented by Unity, a five-second animation of the logo appears as part of the splash screen while the game is loading.

### Background color

Depending on the product, either black or white is used for the background color.



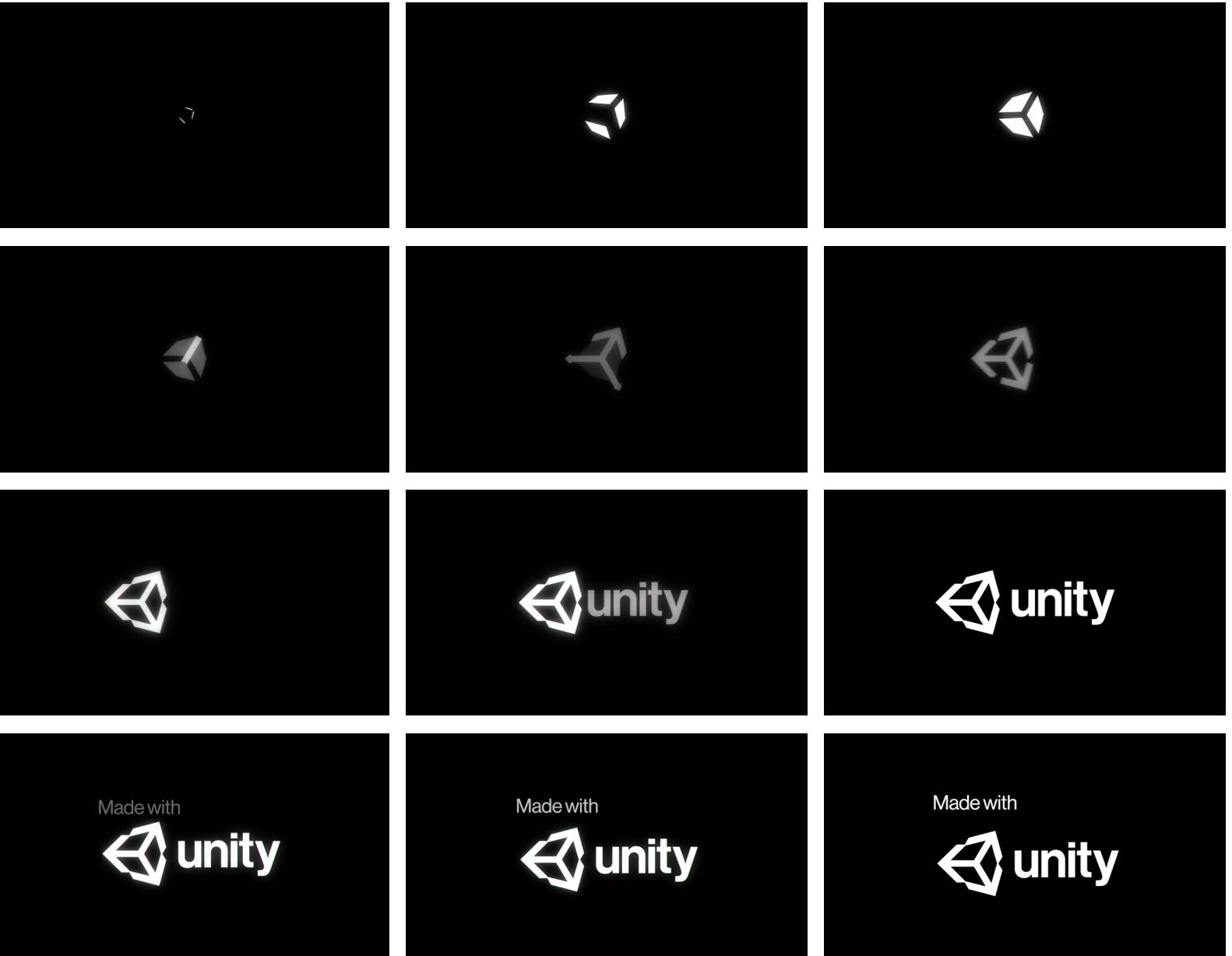
## Logo animation

Made with Unity logo

For every game built with Unity, a five-second animation of the MwU logo appears as a splash screen while the game is launching.

### Background color

Depending on the product, either black or white is used for the background color.



Please make sure  
you never...

Our logo is one of our most valuable assets. Use it clearly and consistently and do not alter it in any way. Do not use our logos in such a manner as to imply that the content was authored or sponsored by Unity Technologies. Additionally, be careful not to place the identity elements over complicated imagery or patterns. Please refer to the predefined animated version of the logos if needed.



# Typefaces & text usage

## Pairing typefaces

### Neue Haas Grotesk Display

Neue Haas Grotesk Display is a sans-serif typeface, which is a modern restoration of the well-known typeface Helvetica. It conveys warmth, precision, timeliness and maturity. Neue Haas Grotesk Display should be used only for all sub-brand logos.

### Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 %&?!@;./\*-

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 %&?!@;./\*-

### Products & world offices

Roman weight should be used for sub-brand products and city logos. The tracking is set at -30 pts to balance with the tracking of the logo.

## Unity Technologies



### Hosted events

Bold weight should be used for all events hosted by Unity. The tracking is set at -10 pts to balance with the tracking of the logo.



**Unite  
Europe  
2018**



**Hackweek  
2017  
Denmark**

## Pairing typefaces

### Roboto

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system, Android. It feels modern, yet approachable and emotional. It should be used for all paragraphs, stats, quotes and body text.

When using Roboto Regular, leading size is equal to the type size divided by 0.75.

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 %&?!@;./\*-

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 %&?!@;./\*-

#### Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 %&?!@;./\*-

### Subtitles & body text

Regular weight should be used for body text and Bold weight for subtitles. The tracking is set at 10 pts.

### Highlighting important numbers

Bold weight should be used for highlighting any stats. The tracking is set at 10 pts.

### Quotes

Regular weight should be used for the quote and its source. The quote part is double the size of the source. The tracking for both is set at 10 pts.

**Twelve point type paired with sixteen leading, ten points tracking and aligned left, using the Bold weight.**

Twelve point type paired with sixteen leading, ten points tracking and left aligned, using the Regular weight.

# 2.4 Billion

Unique mobile devices running with Made with Unity

“This is twenty-four point type paired with thirty-two leading, zero tracking and aligned left, using the Regular weight. Unity Analytics lets you understand the audiences you are serving, and that can help you make smarter decisions about your games”

— Qasim Meher Assad, Head of Products, *Mindstorm*

## Pairing typefaces

### Roboto

When headlines are needed, black weight is used to stand out alone on simple and basic environments, like light imagery or solid colors. Headlines are mainly used as advertising and social media posts for artist promotion or brand statement.

Because, headlines are always used together with the logo, it is mandatory that they have the same color, either rich black or white.

When using Roboto Black, leading size is equal to the type size divided by 1 and the tracking is set at zero.

Headlines paired with Unity

The master brand logo should always be placed on top.



**Headlines are short, direct and have four lines max.**

Headlines paired with MwU

The MwU logo should always be placed at the bottom.

**Penguins of the North by Owlnight**

Made with



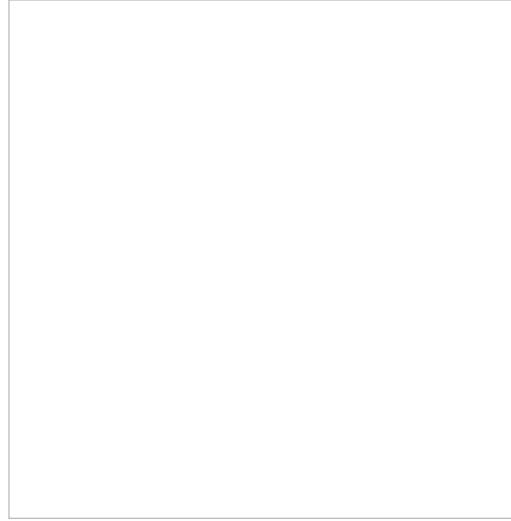
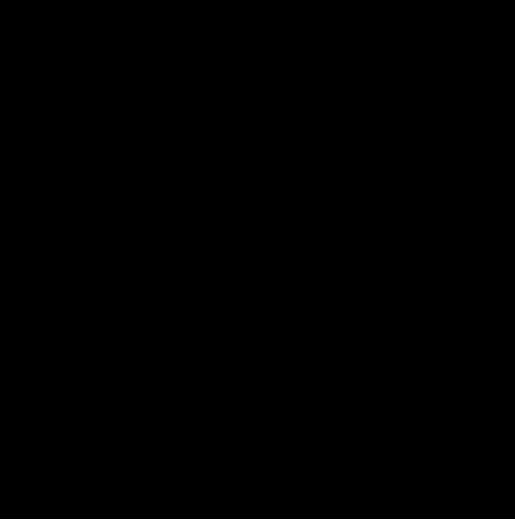
# Color system

## Primary colors

Our primary colors are Magenta, Cyan and Lime. These should always be used with a healthy amount of white space.

### Brand & sub-brands

When using the logo and its sub-brands, it is mandatory to use them as either black or white.



Rich Black

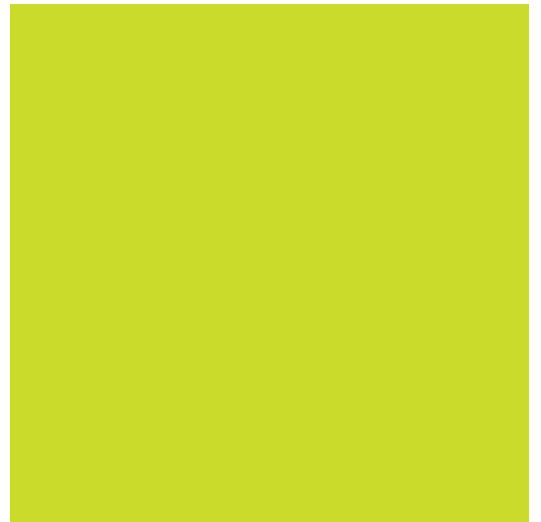
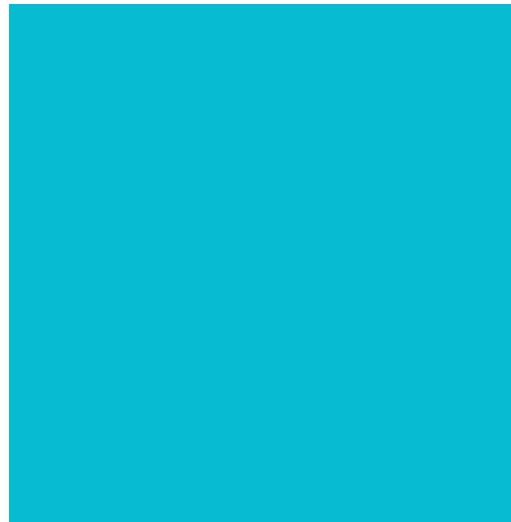
C 50 M 50 Y 50 K 100  
R 0 G 0 B 0  
Pantone Hexachrome C  
# 000000

White

C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
# ffffff

### Brand accents

When using the logo on diverse brand application, Magenta, Cyan and Lime are the main colors.



Magenta

C 0 M 100 Y 70 K 0  
R 237 G 24 B 71  
Pantone 1925 C  
# ed1847

Cyan

C 74 M 0 Y 17 K 0  
R 0 G 188 B 211  
Pantone 311 C  
# 05bbd3

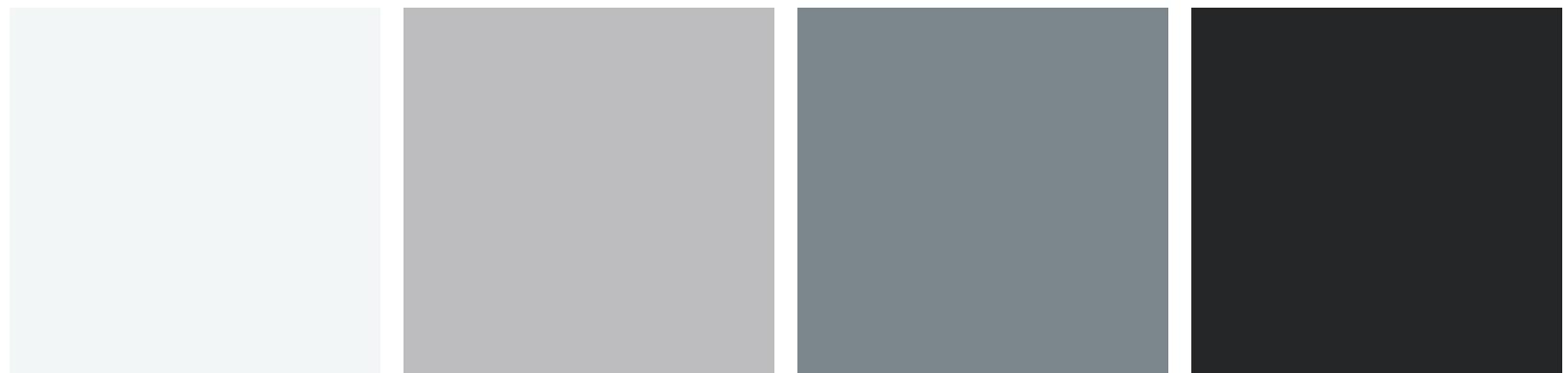
Lime

C 25 M 0 Y 100 K 0  
R 203 G 219 B 42  
Pantone 382 C  
# cbdb2a

## Secondary colors

The primary palette can be supported by a range of cool grays.

In addition to the primary and gray palette, the secondary colors can be used to add variety within layouts, charts and graphs, icons and advertisements.



Pale Grey

C 4 M 2 Y 2 K 0  
R 241 G 243 B 244  
# f2f3f4

Stone

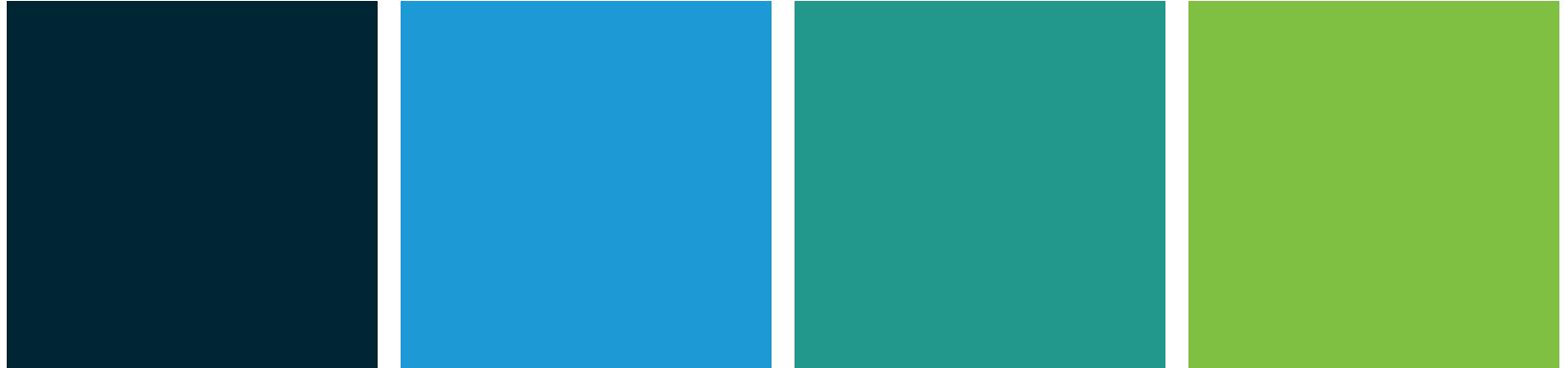
C 26 M 21 Y 19 K 0  
R 189 G 189 B 192  
Pantone 427 C  
# bdccc0

Dark Grey

C 65 M 66 Y 53 K 0  
R 114 G 115 B 118  
Pantone 430 C  
# 7d888d

Charcoal

C 73 M 66 Y 62 K 67  
R 38 G 39 B 41  
Pantone 430 C  
# 262729



Dark Blue

C 100 M 70 Y 55 K 60  
R 0 G 40 B 53  
Pantone 546 C  
# 0c292f

Sky Blue

C 75 M 25 Y 0 K 0  
R 28 G 154 B 214  
Pantone 299 C  
# 1d9ad6

Blue Green

C 80 M 20 Y 52 K 2  
R 33 G 151 B 138  
Pantone 7473 C  
# 21978a

Sweet Pea

C 55 M 2 Y 100 K 0  
R 129 G 190 B 65  
Pantone 376 C  
# 81bf41



Yellow

C 4 M 5 Y 100 K 0  
R 250 G 226 B 0  
Pantone 102 C  
# f7e409

Tangerine

C 0 M 50 Y 100 K 0  
R 247 G 148 B 30  
Pantone 1375 C  
# f7931e

Dark Salmon

C 0 M 84 Y 82 K 0  
R 240 G 81 B 60  
Pantone Warm Red C  
# f0513c

Mauve

C 50 M 90 Y 0 K 0  
R 144 G 63 B 152  
Pantone 253 C  
# 904098

# Imagery

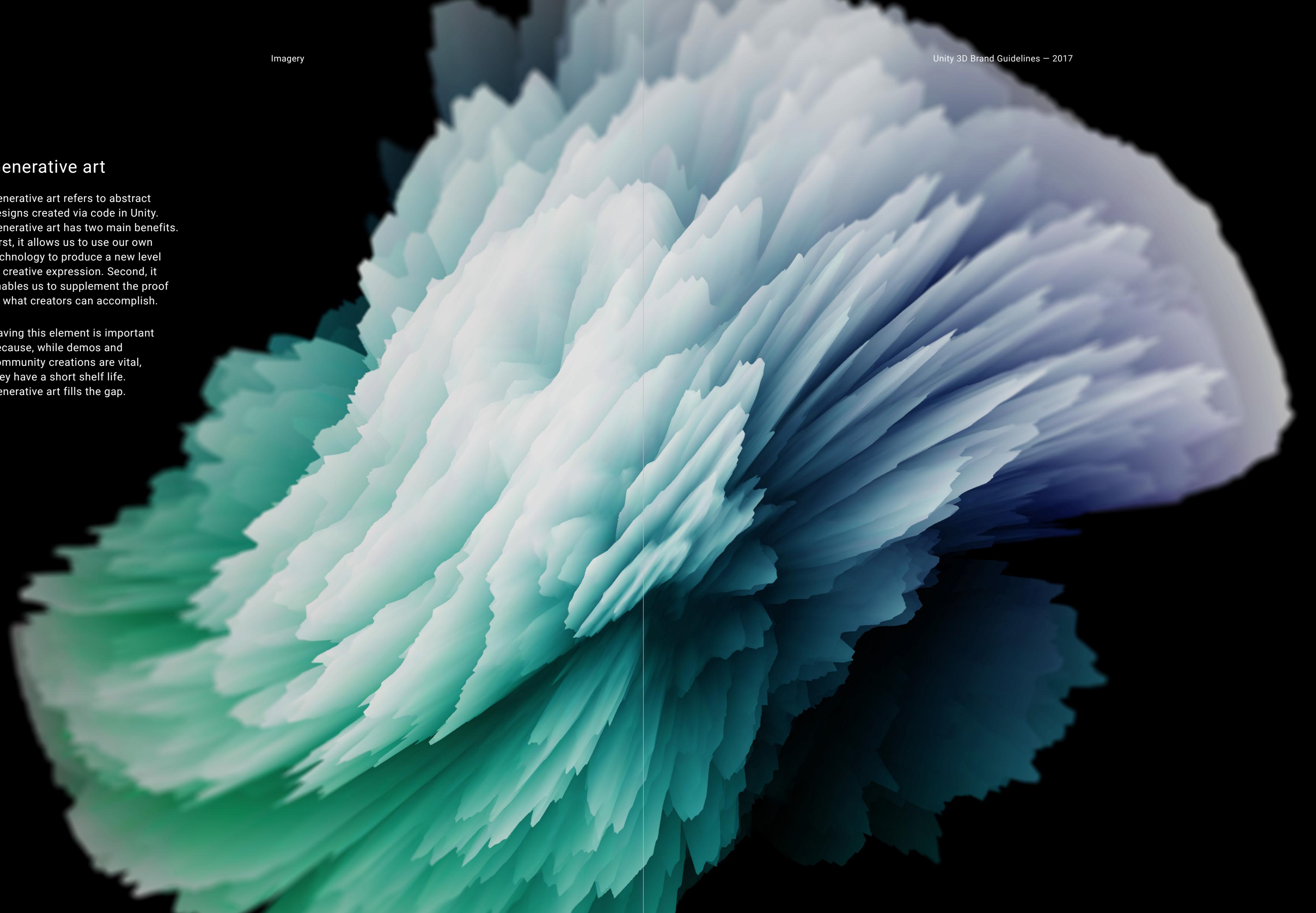
## Generative art

Generative art refers to abstract designs created via code in Unity.

Generative art has two main benefits.

First, it allows us to use our own technology to produce a new level of creative expression. Second, it enables us to supplement the proof of what creators can accomplish.

Having this element is important because, while demos and community creations are vital, they have a short shelf life. Generative art fills the gap.



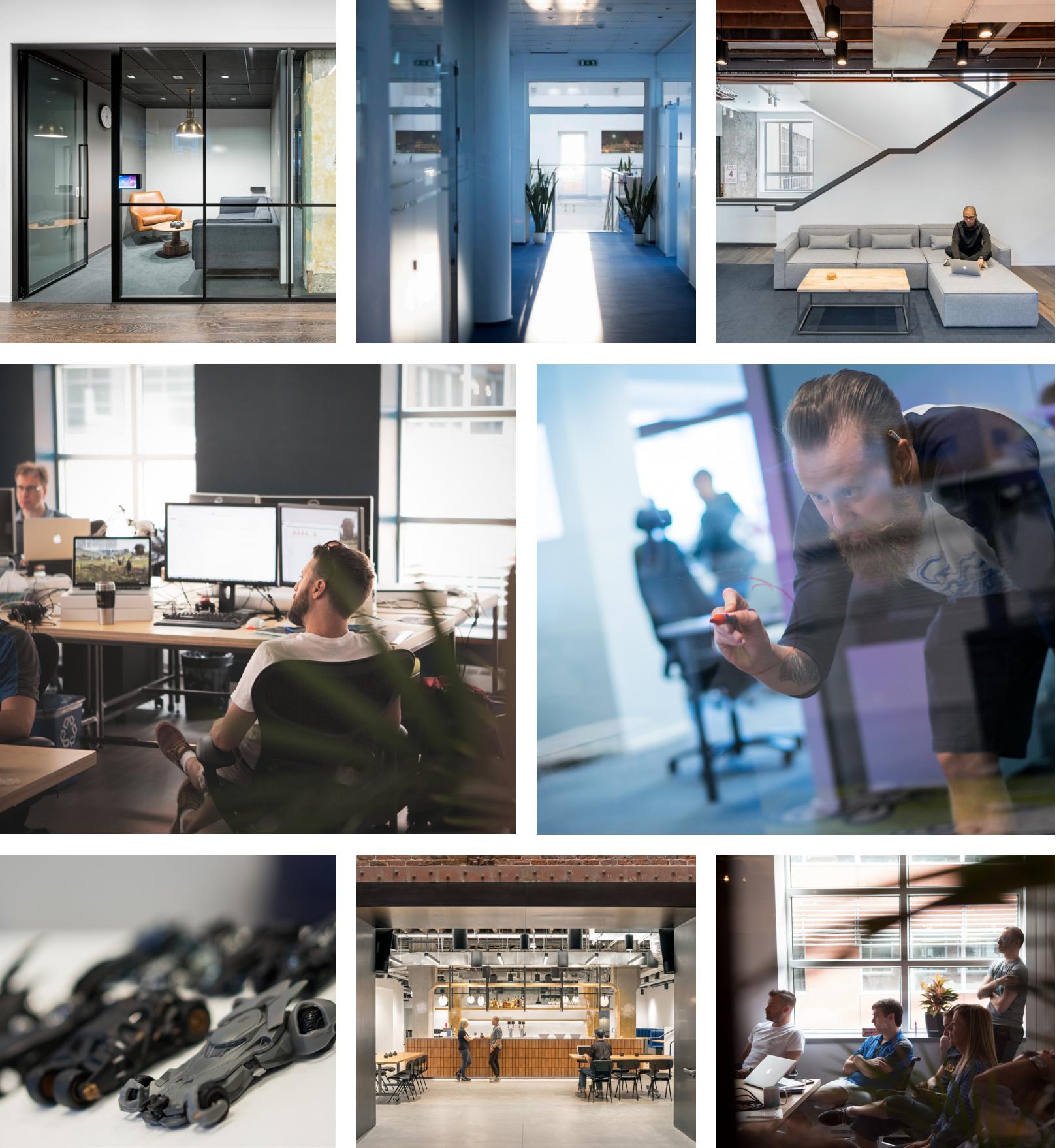
## In-house

In-house pictures should be used to promote and share a common, positive work atmosphere at all Unity offices. They should convey warmth, be inviting, creative and simply show some passionate employees in cool environments.

When selecting or taking photos, consideration should be made for a balance of bright white with contrasting color, taking advantage of natural light when possible. Additionally, using depth-of-field is recommended to maintain focus and composition.

### Subjects

The subjects of in-house photography can vary between office spaces, common areas, people working, desk collectibles, brainstorming sessions and much more.



## Games & production content

Images used to promote artists' work should be in high resolution and selected carefully to embrace the main feeling of the game. When they are not used for advertising campaigns, credits should be applied on the bottom left – name of the game and name of the studio/owner.

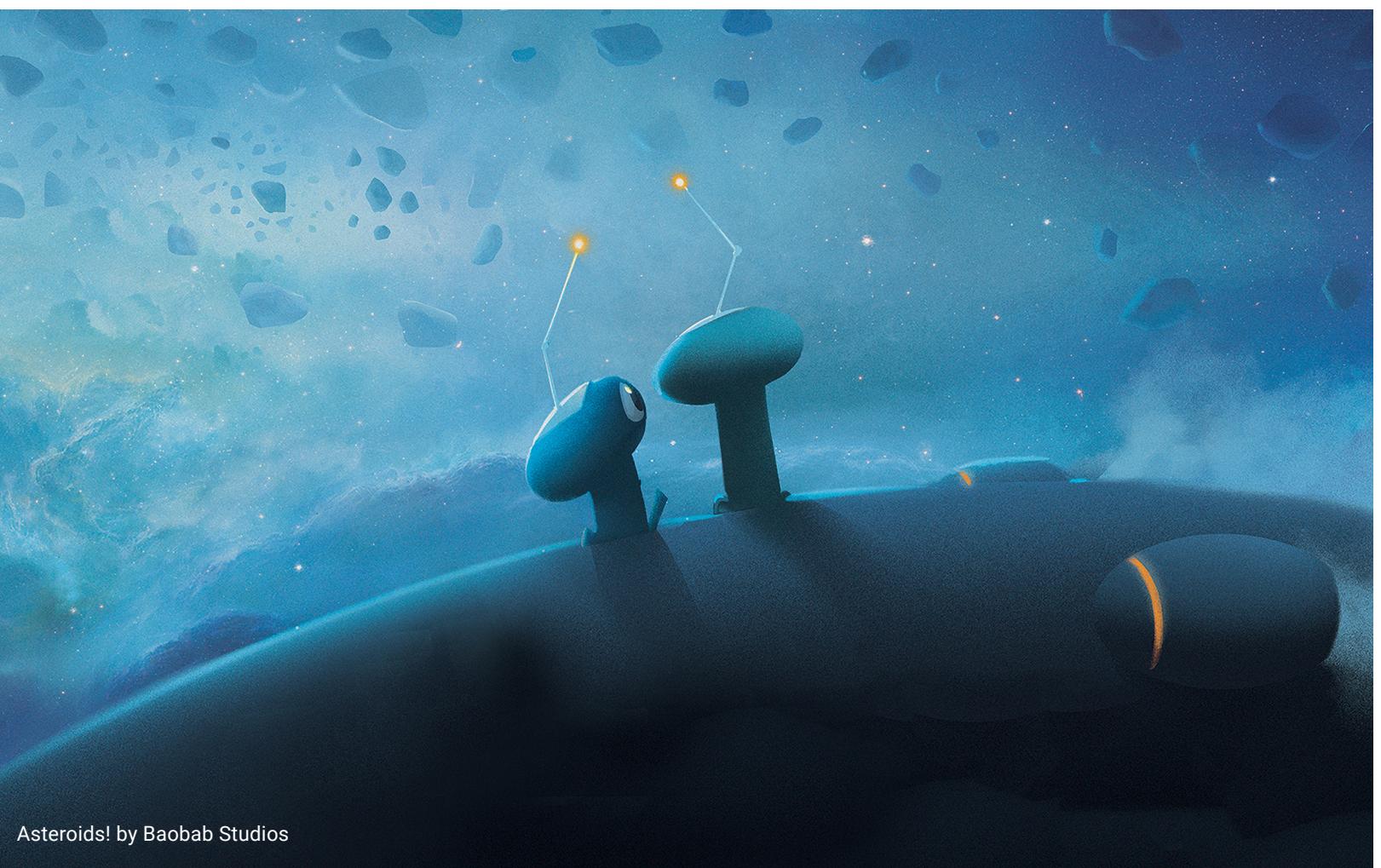
Low quality images or screenshots are not recommended. Images should not be modified or altered in any way—for example, by changing coloration or adding textures or graphic effects.

### Credits

Roboto Regular should be used for credits. The tracking is set at 10 pts.



Ghost of a Tale by SeithCG



Asteroids! by Baobab Studios

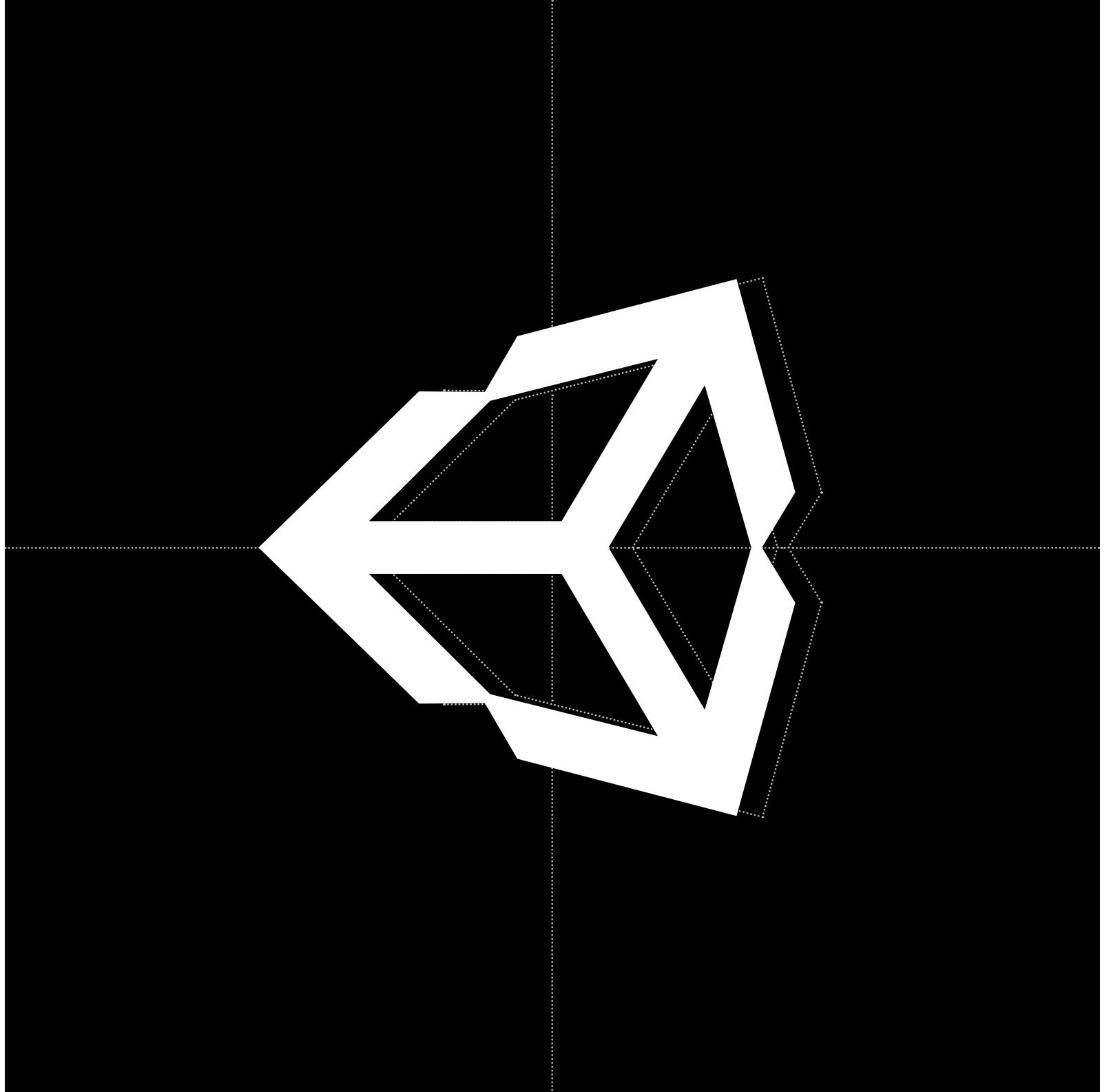
# Social assets

## Profile pictures

### The Cube

On every social media platform, the Cube can be used by itself, as long as the word "Unity" is present on the same page.

When the cube is perfectly centered in a square shape, it creates an optical discomfort and looks non-centered. To resolve that illusion, it is slightly moved to the left until it feels right.



## Facebook, Twitter & LinkedIn

### Profile image

Even if the header image changes frequently in connection with announcements or hosted events, the profile image should remain the same to maintain brand consistency.

### Generic example

Updates on the header images could be recent games, inspiring textures or a teaser for an upcoming project.



### Header images

Header images should be used as an opportunity to show the brand personality through high-level and HD images that are inspiring, dynamic and respect Unity quality standards. Low quality images or screenshots are not recommended.

Facebook size: 852px X 315px

Twitter size: 1500px X 500px

LinkedIn size: 4000px X 1470px

### Special announcements

In connection with the announcement of an event, use images created especially for the given event. Once the event is over, those images should no longer be used.



## YouTube & Google +

### Profile image

Even if the header image is changing more frequently based on announcements or hosted events, the profile image stays the same to maintain brand consistency.

Because these two platforms have the profile image placed directly on the header image, some rules need to be defined.

### Light header image

When the header image has a light contrast, the profile picture features a Rich Black background and a white logo.



### Header images

Header images should be utilized as an opportunity to show the brand personality through high-level and HD images that are inspiring, dynamic and respect Unity quality standards. It is not recommended to use low quality images or screen shots.

YouTube size: 2560px X 1440px

Google + size is: 1080px X 608px

### Dark header image

When the header image has a dark contrast, the profile picture features a Pale Grey background (from the Unity color palette) and a Rich Black logo.



# Brand collateral & gear

## Business cards & stationery

Neue Haas Grotesk Display Roman is used for all the information on the personal and generic business cards, letterhead and envelopes.

### Personal business card

On every personal business cards, the name and job title are highlighted in one of the three primary colors.



David Helgason  
Founder

David@unity3d.com  
+0 000 000 000

30 3rd Street  
San Francisco, CA 94103



30 3<sup>rd</sup> Street  
San Francisco, CA 94103

+1438 381-6537  
unity3d.com

**Object : Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

This is nine point type paired with twelve leading, ten points tracking and left aligned, using Roboto Regular weight. Integer a ex posuere, dapibus libero ac, bibendum tortor. Ut risus ligula, dictum sed nunc quis, ultrices placerat sapien. Sed porttitor risus sapien, eget laoreet diam tempus non. Aliquam erat tellus, luctus vitae erat eget, consequat tincidunt odio. Aliquam erat volutpat. Fusce malesuada lacus non diam rhoncus vestibulum. Integer dignissim dolor non odio tincidunt mollis. Aenean eget sem vel lacus pulvinar auctor. Morbi fermentum maximus purus sed porta. Proin mattis sollicitudin sollicitudin.

Sed quis purus vitae dolor tristique egestas ac vitae odio. Mauris magna elit, convallis at nunc sed, ornare rutrum nibh. Etiam eget risus commodo, finibus ligula hendrerit, interdum ante. Nulla dapibus, diam id porta dictum, purus est cursus odio, ut commodo massa purus a lorem. Sed lacinia tristique ultrices. Proin in magna sed eros auctor tristique non eu sapien. Nunc consectetur lacus vel dolor commodo, non dapibus neque consectetur. Phasellus iaculis maximus arcu, vel rhoncus metus.

Curabitur sed congue augue, sit amet vehicula urna. Proin in luctus ante, nec semper sapien. Praesent neque mi, fermentum in tellus a, luctus tempus sem. Fusce sed odio urna. Suspendisse tempor ultricies est at mollis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In hendrerit dui vel commodo rutrum. Nullam felis quam, pretium tincidunt massa et, tincidunt finibus purus. Fusce accumsan dui id felis ultricies rhoncus. Integer scelerisque facilisis est ut tempus. Proin ut felis id risus tempor euismod sed vitae lorem. Donec quis metus nec nisl condimentum pretium.

Maecenas neque odio, vehicula vel nunc in, dictum varius nibh. Nunc sodales quam non est sollicitudin feugiat. Aenean viverra tortor eu aliquam elementum. Curabitur mattis consectetur tristique. Vivamus a porta arcu. Proin ultricies nisi quam, quis rhoncus tortor fringilla sed. Maecenas sodales lacinia est, vel consectetur tellus blandit in. Maecenas scelerisque ultricies libero, sit amet varius ex posuere ac. Quisque consequat orci tellus, eu ultrices risus pharetra a. Cras id pretium ligula. In ut venenatis purus. Sed rutrum consectetur orci vitae iaculis. Duis non risus a arcu molestie consectetur. Etiam pellentesque sapien metus, at pharetra ligula elementum quis.



David Helgason  
Founder

David@unity3d.com  
+0 000 000 000

30 3<sup>rd</sup> Street  
San Francisco, CA 94103

+1 438 381 6537  
unity3d.com

30 3<sup>rd</sup> Street  
San Francisco, CA 94103



30 3<sup>rd</sup> Street  
San Francisco, CA 94103













# Democratize development

## Solve hard problems

## Enable success

