






# Unified Solutions - Brand Style Guide

## Logo Usage



Use the full-color version on light backgrounds and the dark version on light or white. For dark backgrounds, use the transparent version.

## Color Palette

	<b>Primary Blue: #003C88</b>
	<b>Accent Orange: #F47C20</b>
	<b>Deep Gray (Text): #2E2E38</b>
	<b>Secondary Green: #4CAF50</b>
	<b>Modern Purple: #7E57C2</b>

## Typography

Recommended font: Helvetica or similar clean, sans-serif fonts.

*Tagline: Empowering Futures, One Decision at a Time*

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Primary Usage: Titles, headers, subheadings.

Font Weight: Bold for headers, Regular for body.

## Logo Do's and Don'ts

- Use logo on appropriate background.
- Maintain clear space around the logo.
- Do not stretch or skew the logo.
- Avoid changing brand colors.