

UniCombo

Brand Guidelines

Version 1.0 – 2025



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Introduction

Welcome to the official brand guidelines for UniCombo. This document provides the essential information needed to use our brand assets correctly and consistently. Following these guidelines ensures that we maintain a strong, recognizable, and professional brand identity.

UniCombo is a new, all-in-one entertainment web app designed to be unique and memorable. Our brand identity is modern, vibrant, and instantly communicates the idea of "unlimited combinations" of entertainment, all available at the click of a button. Our mission is to provide always-on, endless entertainment.

Logo Usage

Our logo is the primary identifier of our brand. The solution is a clever and dynamic logomark that visually fuses a "power on" symbol with an "infinity" loop, creating a unique shape. This is paired with the "UniCombo" wordmark.

- i. Primary Logo / Full Color Logo:



This is the preferred version of the logo and should be used whenever possible, especially on dark backgrounds. The vibrant purple-to-blue gradient gives the brand a modern, digital-first feel.

- ii. Logo Variation (Reversed)



For use on light or brand-colored backgrounds where the gradient may not have sufficient contrast, the reversed (all white) version of the logo should be used.

Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:

- ✗ Do not stretch or distort the logo.



- ✗ Do not rotate the logo.



- ✗ Do not change the colors of the logo.



- ✗ Do not outline or add effects to the logo.



Clear Space & Minimum Size

Always maintain a minimum clear space around the logo equivalent to the height of the media controls icon inside the "power" symbol. This ensures visibility and prevents crowding.

Minimum Size:

- Print: 20mm width
- Digital: 100px width



Color Palette

Our brand identity is defined by a vibrant, multi-stop primary gradient. This is supported by neutral tones for maximum flexibility.

Primary Gradient

The gradient should be applied horizontally (0 degrees), starting from the left with #88189D.

Neutral Colors

These colors are used for text, backgrounds, and to ensure legibility.

Primary Gradient			
Color	HEX	RGB	CMYK
Gradient Stop 1	#88189D	RGB(136, 24, 157)	C13 M85 Y0 K38
Gradient Stop 2	#501EA0	RGB(80, 30, 160)	C50 M81 Y0 K37
Gradient Stop 3	#5624AC	RGB(86, 36, 172)	C50 M79 Y0 K33
Gradient Stop 4	#2D6AD7	RGB(45, 106, 215)	C79 M51 Y0 K16
Gradient Stop 5	#15A9EE	RGB(21, 169, 238)	C91 M30 Y0 K7
Gradient Stop 6	#0EC8F6	RGB(14, 200, 246)	C94 M19 Y0 K4
Gradient Stop 7	#12CCF6	RGB(18, 204, 246)	C93 M17 Y0 K4

Neutral Colors			
White	#FFFFFF	RGB(255, 255, 255)	C0 M0 Y0 K0
Black	#000000	RGB(0, 0, 0)	C0 M0 Y0 K100

Typography

Consistent typography helps unify our brand's voice. We recommend using a clean, modern, and readable sans-serif font family.

Primary Typeface: Poppins

(This is a suggestion. Poppins is a great free option from Google Fonts that pairs well with the modern, rounded feel of your logo.)

Poppins Bold - For Headlines

This is a Headline

Poppins Regular - For Body Copy

This is for paragraphs and longer text. It is clean, legible, and energetic, making it perfect for UI elements, web copy, and marketing materials.

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Brand Applications

Our logo, colors, and typography should be applied consistently across all branded materials, including our digital platforms.

- Mobile Applications
- Website and Web App





Contact Information

For approvals, logo files, or brand-related inquiries, please contact:

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