



# Brand Guidelines

# Introduction

Welcome to the brand guideline of Unibexs,

In this document, a clear illustration will be delivered to teach you the methods of how Unibexs brand should be used and established within the market, including the usage of the visual identity.

# Table of Content

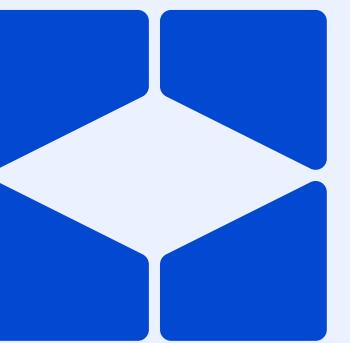
- 1 Logo
- 7 Color
- 9 Typography
- 13 Layouts
- 17 Iconography & Illustrations

# Logo

# Logo

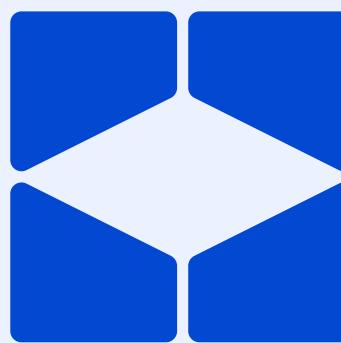
Our logo is our brand's most important element. It is a unique and modern signifier of the Unibexs brand. The negative space on the logo shaping rhombus shape symbolizing education, and the 4 geometric shapes that comes together reflecting connectivity.

Primary Logo



**Unibexs**

Symbol



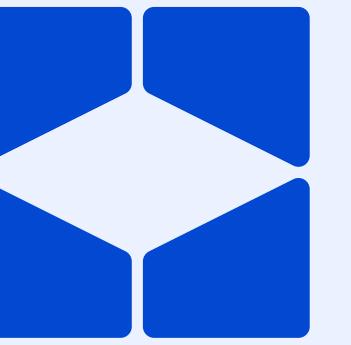
# Logo Color

Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity.

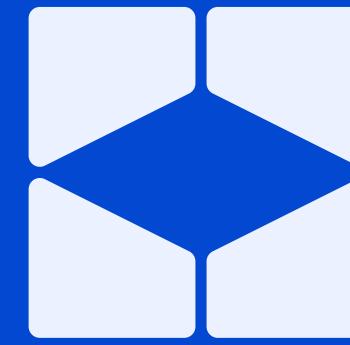
If your background light, you should be using a blue logo.

If your background is dark, use the logo in Light gray.

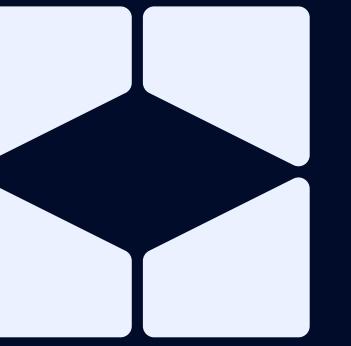
1



2



3



# Clearspace

## Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

## Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.



# Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Due to the higher resolution of printed materials versus digital (300dpi versus 72dpi respectively), this version of the logo can be used at small scale without any graphic deterioration.

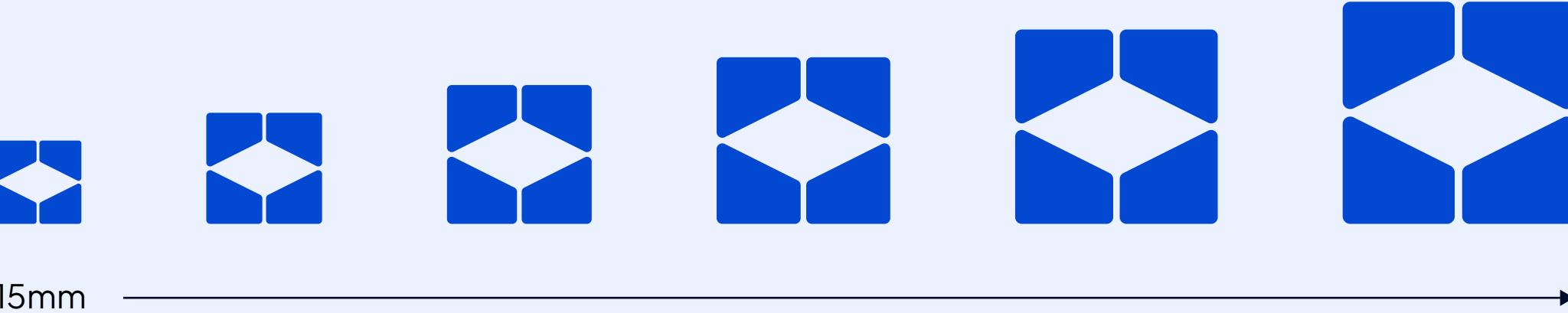
## Print Use

The Unibexs logo should never be reduced smaller than 15mm by width in any print communication.

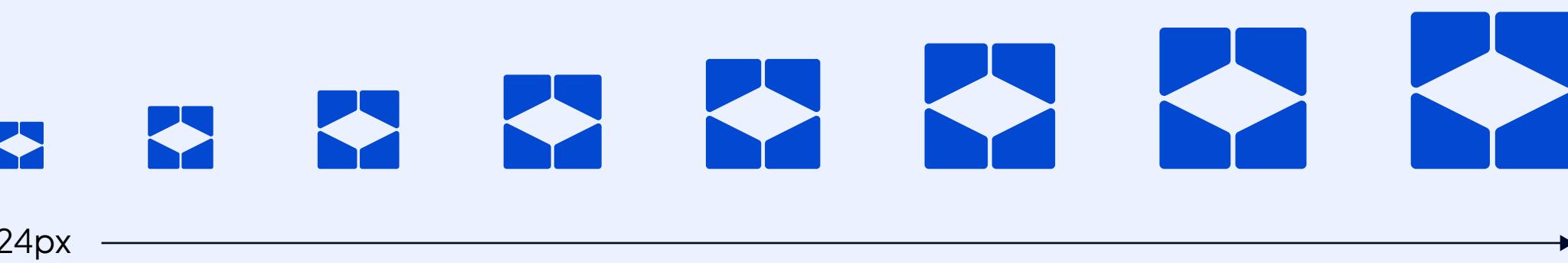
## Digital Use

To ensure legibility and impact, the logo should never be reduced smaller than 24 px by width in any digital communication.

## Print

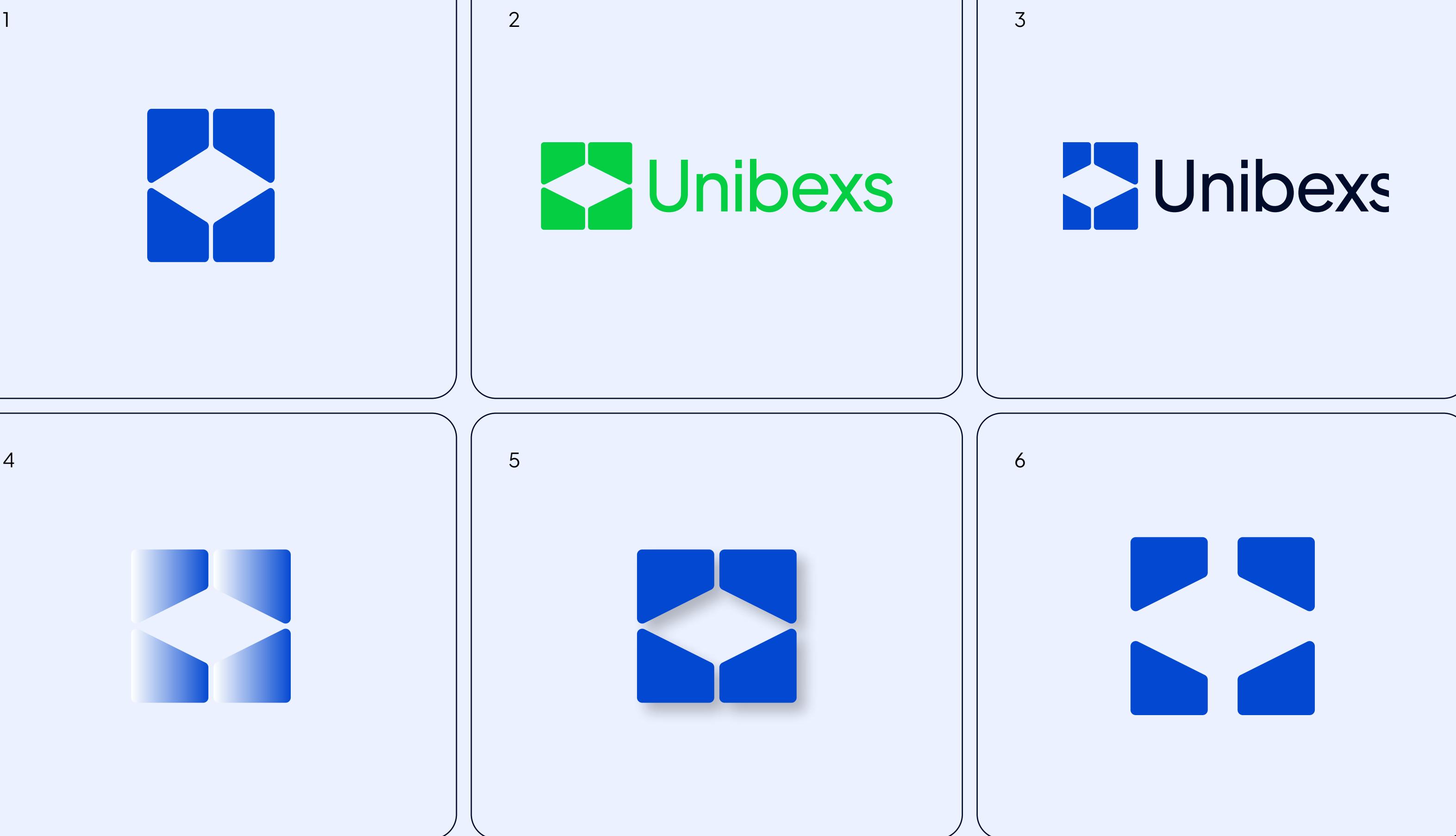


## Digital



# Incorrect Usage

1. Do not scale the logo disproportionately.
2. Do not set the logo in colors outside the ones provided.
3. Do not crop the logo.
4. Do not add gradients/masks to the logo.
5. Do not add a drop shadow below the logo.
6. Do not alter the spacing between the logo.



# Color

# Brand Colors

The brand uses a vibrant shade of blue, that is professional and trustful. This color grabs attention and communicates Unibexs brand value to our primary target audience.

The Neutral shades helps in balancing the vibrancy of the blue making it versatile for dynamic yet professional designs.



#0348D1  
R3      G72      B209  
C99      M66      Y0      K18



#EBF1FF  
R235      G241      B255  
C8      M5      Y0      K0



#000C29  
R0      G12      B41  
C100      M71      Y0      K84

# Typography

# Introduction

Unibexs's Brand system uses one typefaces to achieve distinct and considered layouts.

Plus Jakarta Sans is our typeface used for all headline copy, secondary headlines and body copy. This section will showcase the weights of the typeface, how it's used, and how to properly set it so it feels balanced and consistent.

# Connect with universities worldwide

# Primary Typeface

Plus Jakarta Sans is a modern geometric sans-serif typeface designed for high readability and versatility. It features a clean, contemporary aesthetic with balanced proportions, making it ideal for digital and print applications.

Available on <https://fonts.google.com>

## Plus Jakarta Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890  
! @ # \$ % ^ & \* ( ) \_ : ; “ ”

# Character Weights

There are two weights that are used for all headlines, subheads and body copy: Bold and Regular.

## Plus Jakarta Sans - Bold

This is the primary weight to be used as Headlines for all applications in brand-led communications.

## Plus Jakarta Sans - Medium

This is the primary weight to be used as Body and captions for all applications in brand-led communications.

## Plus Jakarta Sans - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#\$%^&\*()\_：“‘

## Plus Jakarta Sans - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#\$%^&\*()\_：“‘

# FontSize

When combining a headline , body copy and captions, there are certain proportions to be followed.

# Heading 1

Weight: Bold - Size: 140pt

## Heading 2

Weight: Bold - Size: 80pt

### Heading 3

Weight: Bold - Size: 64pt

#### Paragraph 1

Weight: Bold - Size: 64pt

#### Paragraph 2

Weight: Medium - Size: 64pt

Captions

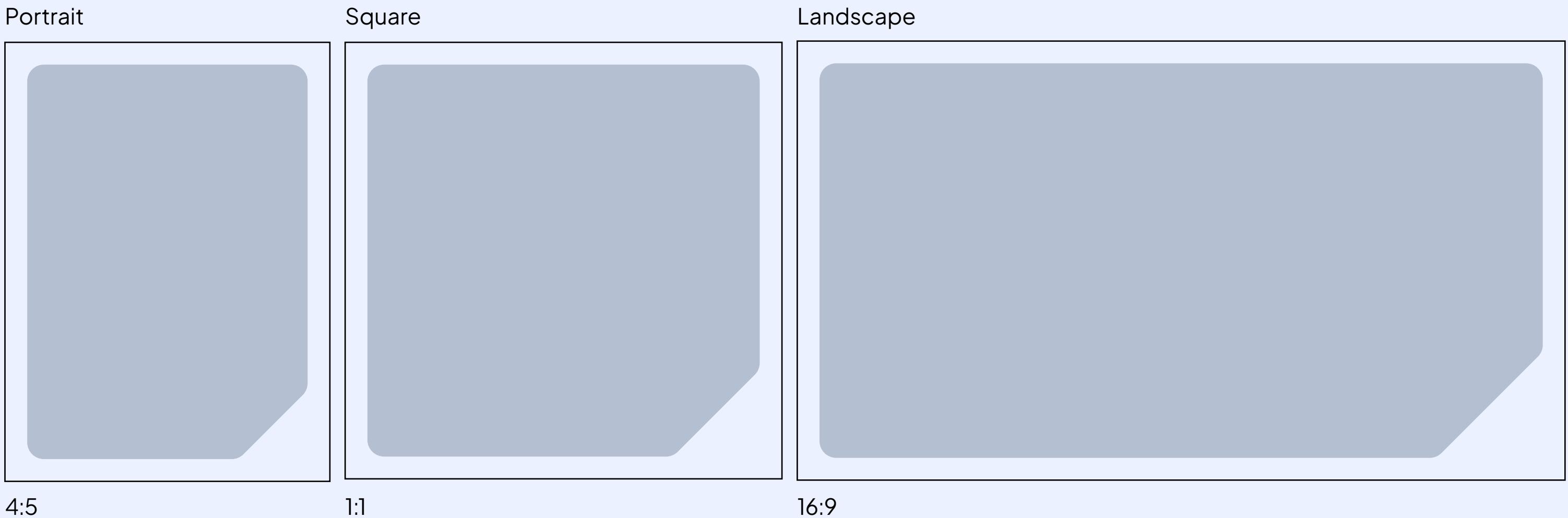
Weight: Medium - Size: 16pt

# Layouts

# Based on Shape

We derived a shape from the logo element that can be extended according to the needs.

It should have at least 24px of margin in all of dimensions.



# Samples

This section will feature guidance around creating applications.

Scale your business with seamless partnerships.

Find us on [unibex.com](https://unibex.com) whenever you're ready



Partner with universities easily.



Ahmed

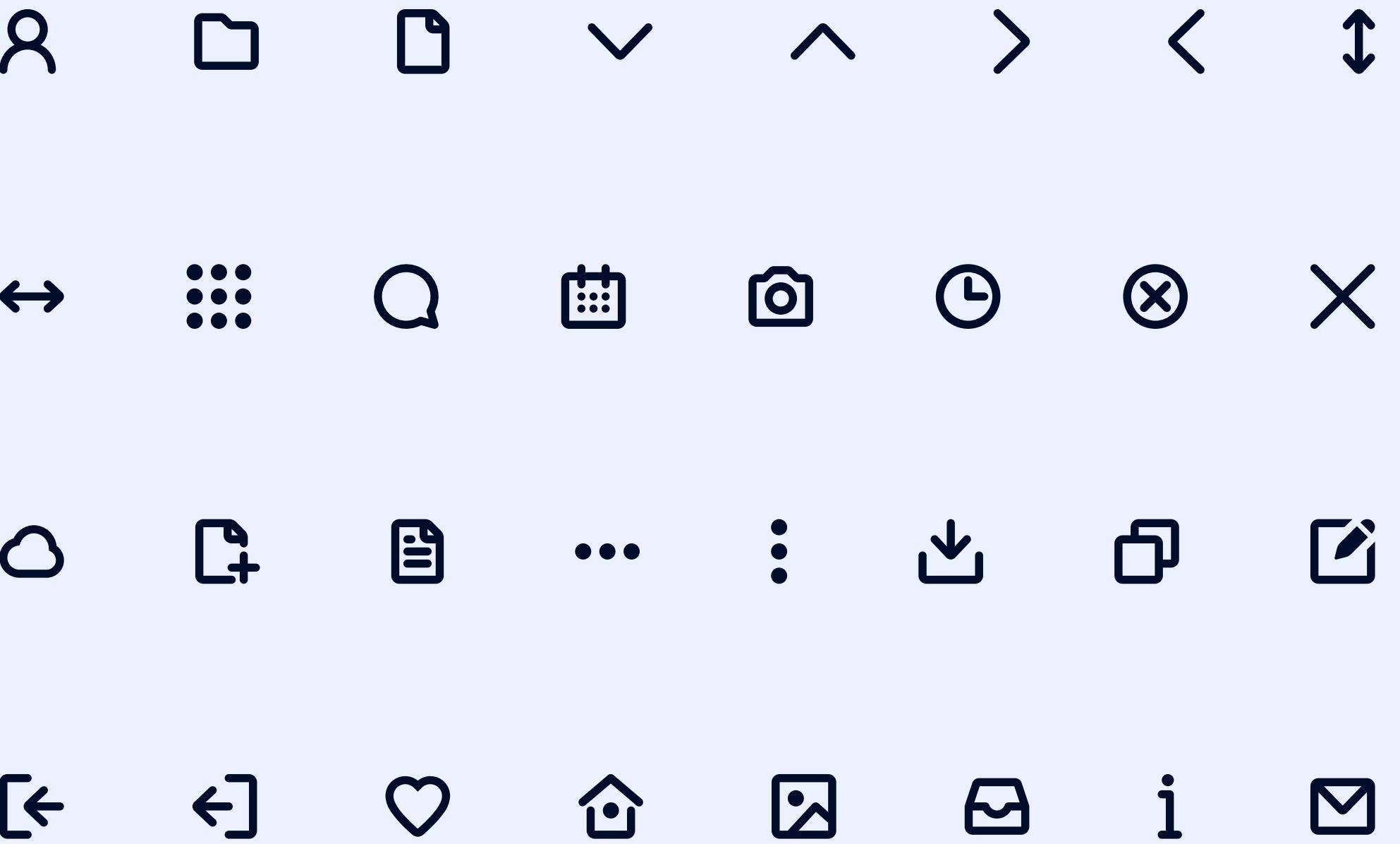
Co-Founder

@ahmed.unibex  
ahmed@unibex.com  
0411887354



# Iconography & Illustrations

# Iconography



# Illustrations/ Patterns

Illustrations and patterns are rarely used in a presentation or marketing material. Still, if used, Unibexs shall use it in the background only without focusing on it.



# Unibexs Brand Guidelines

Please note that many of the photographic images used in these guidelines are not owned or licensed by Unibexs, and are intended only to illustrate the brand mechanics.

Under no circumstance should you use any photo or example in the guide for any kind of public facing communications.