BRAND GUIDELINES

2022 Brand & Logo Guidelines

UNLEASHED

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WHO WE ARE

Our Mission

To be the best without **exception** or **excuses**.

Our Vision

To be the **most influential** digital firm in the United States.

Logo Descriptor

Digital + Creative

Developing and designing digital experiences that drive results.

Brand Tagline

Unleash your potential.

Core Values

Drive, Collaboration, Innovation, Integrity

Tone of Voice

Vocal, Approachable, Energetic, Allies, Community, Funny, Experts

Our Target Audience

Unleashed is the firm for organizations who want a true partner in planning, measuring, and achieving their digital goals.

With a focus on associations, manufacturing, and financial services, and a history with higher education, retail and technology clients, Unleashed positions itself as the premier vendor for building and enhancing complex, enterprise digital experiences that grow and evolve to best serve their audiences. Unleashed' Growth Model is our competitive advantage and allows us to be a full partner and collaborator for all digital services that our clients needs to be successful.

Brand Personality

Unleashed is committed to our holding ourselves accountable to our values (drive, collaboration, innovation, and integrity). Our brand is passionate, confident (without boasting or hyperbole), and strives to be considered an influencer among our peers and our clients.

Voice and Tone

We want our content to have personality and humor. It should never be boring or stagnant. At Unleashed, we are subject matter experts in the areas of technology, marketing and digital strategy. Our audience trusts us for education and our writing should reflect this trust. Please enjoy yourself, but keep things informative and do not be afraid to educate while writing.

CMO Audience

Unleashed is a client-centric team of digital professionals with a passion for creating, enhancing, and managing award-winning websites and digital experiences. As a recognized global leader in development, design and marketing services, our collaborative growth model empowers our clients to exceed their goals. We combine technology, creativity, and strategy to transform your audience from visitors into evangelists.

CTO Audience

By combining web development and hosting into one cohesive service, Unleashed helps our clients develop solutions that meet and exceed organizational goals.With industry-leading technical knowledge, we offer web design, development and integration capabilities that can supplement and enhance internal teams and successfully deliver engaging digital experiences.Unleashed solves difficult web technology problems through building, planning and providing continuing support for websites and web applications.

CEO/Executive Audience

Whether supplementing internal teams or filling a void in the organization, Unleashed provides a strategic partner that empowers the executive team to look beyond tactics and deliver digital solutions that meet and exceed short-term and long-term goals, and empowers organizations to evolve and grow. The partnership is rooted in integrity and clear communications that provides executives with a candid view of the digital state of the organization and recommendations on what path a technology roadmap must take.

KEY INDUSTRIES

Unleashed will collaborate and support companies and organizations across the market, but has selected three core industries to focus its sales and marketing efforts. As markets shift and evolve, the targeted industries may also shift and evolve.

Associations

AssociationsUnleashed has a long, successful history in the associations space and has earned an award-winning reputation with work with more than 100 association clients over the last decade.

Manufacturing

Following successful engagements with EVAPCO, Dixon Valve, and BSN, Unleashed has targeted manufacturing as a growth market as it generally lags behind the digital adotpion curve and an increasing number of manufacturers consider how to integrate eCommerce into their processes.

Financial Services

Unleashed see opportunity to grow its footprint in financial services following successful partnerships with Extraco Banks and Sandy Spring Bank. With our expertise providing guidance and counseling, we have an opportunity to engage community and regional banks, credit unions, insurance agencies, and other related financial service organizations.

LOGO GUIDELINES

The Unleashed logo is composed of a wordmark in Pirulen Bold. Secondary option includes a descriptor in Maven Pro Light.

The horizontal logo, without descriptor, is the primary logo and should be used in most instances.

Avoid using at small sizes, as it can become illegible.

Always use the logo files provided.
Do not re-create.

Primary Logo

Logo Descriptor Lockup

Logomark

LOGO FOR SMALL USE

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 75px wide and 150px wide.

The small logo mark should be used at a size between 15px tall and 20px tall.

Maximum Sizing for Small Use Logo

Approximately 150px wide (approx. 2 inches)

Approximately 20px tall (approx. .28 inches)

Minimal Sizing for Small Use Logo

Approximately 75px wide (approx. 1 inch)

Approximately 15px wide (approx. .2 inch)

When partnered with another brand, Unleashed's logo should always appear on the left in either the primary or descriptor logo.

MULTI-COLOR LOGO USAGE ON BACKGROUNDS

Full-color logos should be used primarily on white, black or solid color backgrounds.

Avoid using full-color logos on photographs or illustrations unless the logo sits on a solid color area of the graphic.

Solid color logos should be used only on photographs and solid backgrounds when the logo is clearly visible and legible.

The one-color logo should primarily appear or light or dark colorways.

However, if design limitations conflict with this, then the logo should appear in white on a solid color block.

Give It Some Space

The logo should always be surrounded by clear space. The minimum clear space that must surround the logo is equivalent to the width of the "UN" in "Unleashed".

The Unleashed logo **should not** be utilized in any of the following ways.

Don't compress the logo.

Don't stretch the logo.

Don't use the colored logo over a dark background.

Don't use the white logo over a light background.

Do not change the transparency of the logo.

Do not use drop shadows or any other effects.

Do not change the size or position of any part of the logotype.

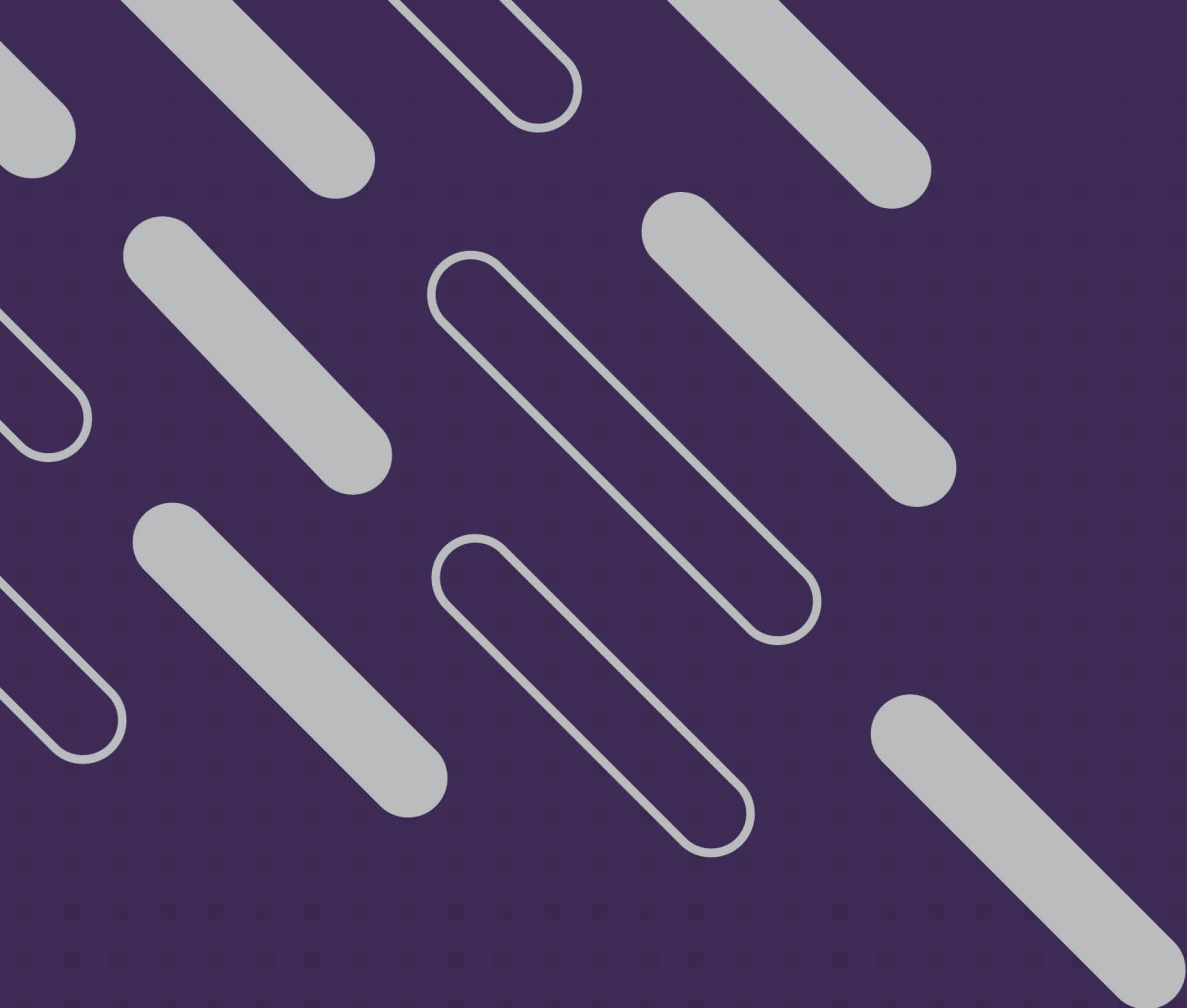Don't use other colors, unless specifically approved by the Unleashed creative team.

Do not stack the logotype.

Do not outline logotype.

BRAND COLORS

The Unleashed color palette is broken into primary, secondary, and tertiary colors. Use the Pantone/PMS CMYK builds for print applications. Use RGB and HEX formulas for on-screen and digital use.

Primary Palette

Pantone 2945 C

HEX #004C97

RGB: 0, 76, 151

CMYK: 100, 64, 0, 16

Pantone 2945 C (15% Tint)
HEX #d2d5e3
RGB: 210, 213, 227
CMYK: 15, 11, 3, 1

Pantone 2945 C (70% Tint)
HEX #83a7cd
RGB: 131, 161, 205
CMYK: 51, 31, 5, 0

Pantone 2955 C
HEX #003865
RGB: 0, 56, 101
CMYK: 100, 52, 0, 58

Pantone 375 C

HEX #97D700

RGB: 151, 215, 0

CMYK: 40, 0, 98, 0

Pantone 375 C (20% Tint)
HEX #e9f7cc
RGB: 233, 247, 204
CMYK: 9, 0, 24, 0

Pantone 375 C (65% Tint)
HEX #b9e459
RGB: 185, 228, 89
CMYK: 31, 0, 81, 0

Pantone 3508 C
HEX #5E7930
RGB: 94, 121, 48
CMYK: 47, 7, 93, 43

Pantone 115 C

HEX #FDDA25

RGB: 253, 218, 37

CMYK: 0, 4, 88, 0

Pantone 115 C (20% Tint)
HEX #fef7d3
RGB: 254, 247, 211
CMYK: 0, 1, 20, 0

Pantone 115 C (60% Tint)
HEX #fee588
RGB: 254, 229, 136
CMYK: 1, 7, 56, 0

Pantone 4495 C
HEX #8C7732
RGB: 140, 119, 50
CMYK: 17, 29, 84, 37

Pantone 432 C (40% Tint)

HEX #adb2b6

RGB: 173, 178, 182

CMYK: 33, 24, 23, 0

Pantone 432 C (5% Tint)
HEX #f5f5f6
RGB: 245, 245, 246
CMYK: 3, 2, 2, 0

Pantone 432 C (20% Tint)
HEX #d6d8da
RGB: 214, 216, 218
CMYK: 15, 10, 10, 0

Pantone 432 C
HEX #333F48
RGB: 51, 63, 72
CMYK: 78, 57, 39, 56

The Unleashed color palette is broken into primary, secondary, and tertiary colors. Use the Pantone/PMS CMYK builds for print applications. Use RGB and HEX formulas for on-screen and digital use.

Secondary Palette

Pantone 305 C
HEX #59CBE8
RGB: 89, 203, 232
CMYK: 55, 0, 1, 0

Pantone 7457 C
HEX #BBDDE6
RGB: 187, 221, 230
CMYK: 25, 0, 0, 0

Pantone 2975 C
HEX #99D6EA
RGB: 153, 214, 234
CMYK: 37, 0, 0, 0

Pantone 307 C
HEX #006BA6
RGB: 0, 107, 166
CMYK: 100, 20, 0, 25

Pantone 660 C
HEX #407EC9
RGB: 64, 126, 201
CMYK: 74, 44, 0, 0

Pantone 657 C
HEX #C8D8EB
RGB: 200, 216, 235
CMYK: 19, 7, 0, 0

Pantone 659 C
HEX #7BA4DB
RGB: 123, 164, 219
CMYK: 51, 26, 0, 0

Pantone 661 C
HEX #003594
RGB: 0, 53, 148
CMYK: 100, 81, 0, 13

Pantone 669 C
HEX #3F2A56
RGB: 63, 42, 86
CMYK: 80, 97, 0, 45

Pantone 669 C (20% Tint)
HEX #d8d5dd
RGB: 216, 213, 221
CMYK: 14, 13, 6, 0

Pantone 669 C (70% Tint)
HEX #685877
RGB: 104, 88, 119
CMYK: 58, 64, 26, 22

Pantone 5255 C
HEX #1E1A34
RGB: 30, 26, 52
CMYK: 100, 94, 0, 78

Tertiary Palette

Pantone 198 C
HEX #DF4661
RGB: 223 70 97
CMYK: 0 85 41 0

Pantone 176 C
HEX #FFB1BB
RGB: 255, 177, 187
CMYK: 0, 34, 9, 0

Pantone 1777 C
HEX #FB637E
RGB: 251, 99, 126
CMYK: 0, 72, 30, 0

Pantone 1945 C
HEX #A60A3D
RGB: 166, 10, 61
CMYK: 0, 100, 48, 26

Pantone 151 C
HEX #FF8200
RGB: 255, 130, 0
CMYK: 0, 54, 100, 0

Pantone 123 C
HEX #FFC72C
RGB: 255, 199, 44
CMYK: 0, 16, 89, 0

Pantone 137 C
HEX #FFA400
RGB: 255, 164, 0
CMYK: 0, 36, 100, 0

Pantone 1525 C
HEX #B94700
RGB: 185, 71, 0
CMYK: 0, 77, 100, 14

White
HEX #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Black
HEX #000000
RGB: 0, 0, 0
CMYK: 100, 100, 100, 100

ACCESSIBLE COLOR COMBINATIONS

It is critical that all Unleashed digital collateral adhere to ADA and WCAG compliance. To the right are a few examples of how Unleashed's primary palette can be utilized with proper contrast standards in place.

When using additional Unleashed brand colors, be sure to confirm that all color combinations pass all required compliance standards at **webaim.org/resources/ contrastchecker**.

Note: ADA and WCAG compliance requires that all digital copy be a minimum of 16px in size to ensure easy visibility for all users.

White (#ffffff) on Blue (#004a98)

Green (#97D700) on Blue (#003057)

Gray (#283139) on Green (#97D700)

Blue (#003057) on Green (#97D700)

Gray (#333F48) on Yellow (#FDDA25)

Blue (#003865) on Yellow (#FDDA25)

White (#ffffff) on Gray (#333F48)

Gray (#333F48) on Gray (#d3d7da)

Blue (#004a98) on White (#ffffff)

Gray (#333F48) on White (#ffffff)
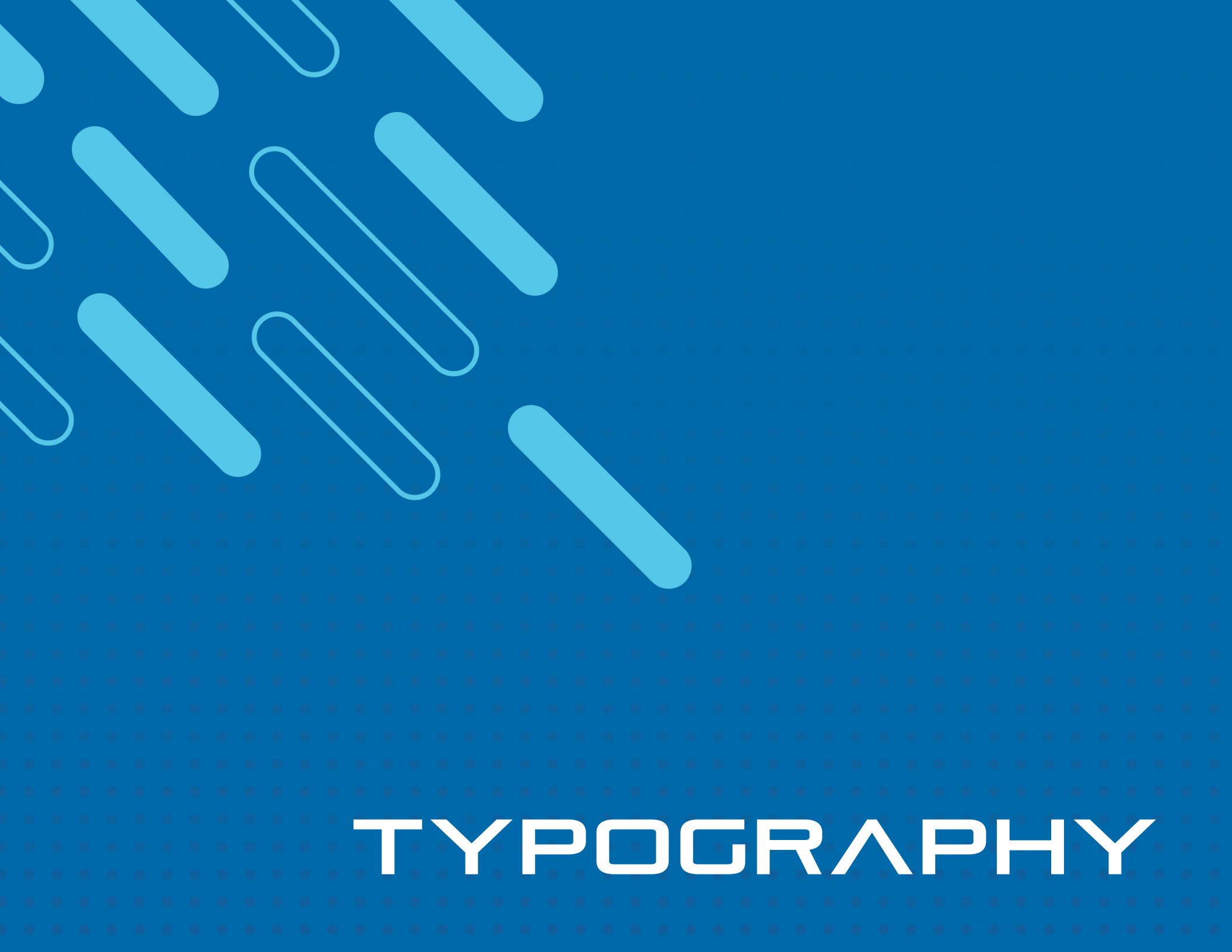
TYPOGRAPHY

Unleashed's primary typeface for print and digital collateral is set in Maven. When using Maven to create headings on embedded or printed collateral for Unleashed, always typeset it with optical kerning, set the tracking to 0 and set in sentence case. Do not set in all caps or all lowercase, unless approved by the Unleashed creative team.

Maven Regular is also used in the descriptor for the Unleashed Logo.

Maven Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Maven Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow is the primary typeface for use on the Unleashed website.

Barlow Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Extra Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALTERNATIVE TYPEFACE (CONDENSED)

When space is limited, Barlow Condensed can serve as an alternative option for Unleashed collateral.

Barlow Condensed Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed ExtraLight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed ExtraBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Condensed Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Unleashed's primary logo and accent typeface is set in Pirulen. Pirulen should be used sparingly in print and digital collateral; however, it can be used as as artistic accent when needed. Pirulen should never appear in italics.

The Unleashed logo must always appear in Pirulen Bold.

PIRULEN ULTRA LIGHT
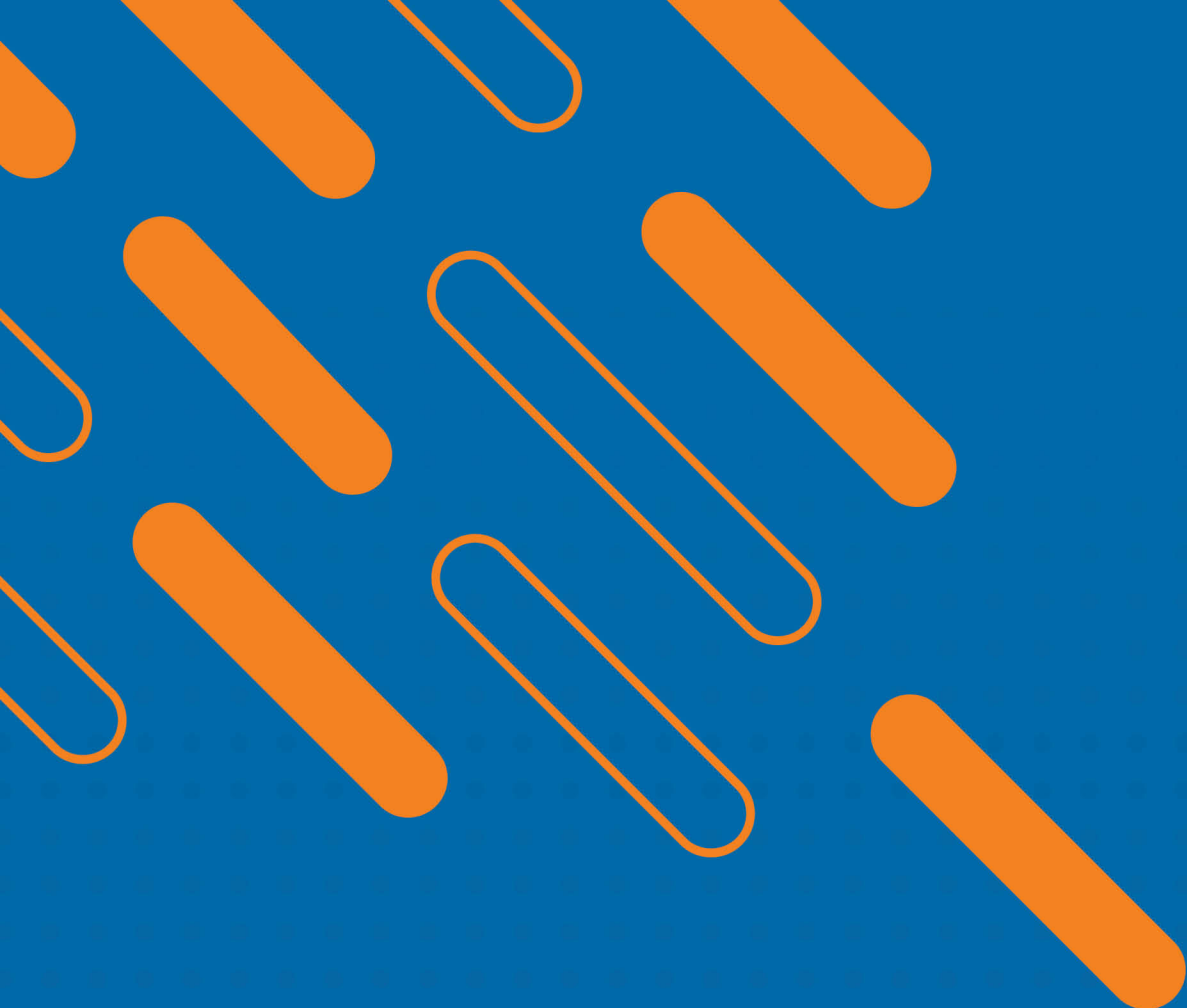ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PIRULEN EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PIRULEN LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PIRULEN EXTRA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PIRULEN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PIRULEN EXTRA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GRAPHICS

TEXTURES

Unleashed's textures can appear in any variety of colors pulled from the approved brand color palettes. Click here to download texture SVG files.

ILLUSTRATIONS

When utilizing vector illustrations, it is important to keep graphics simple, colorful and diverse whenever people are featured. Click here to view Unleashed's illustration library.
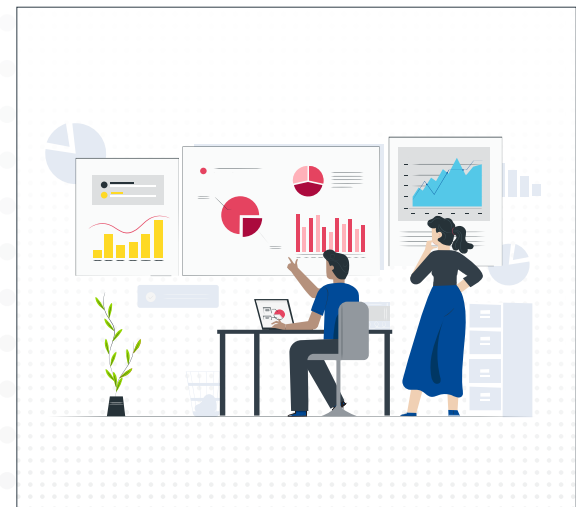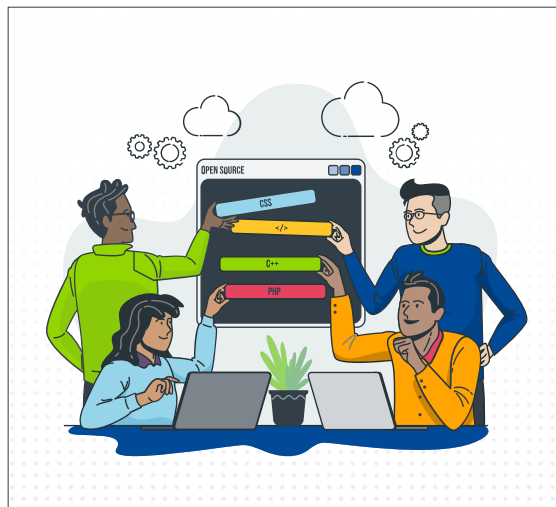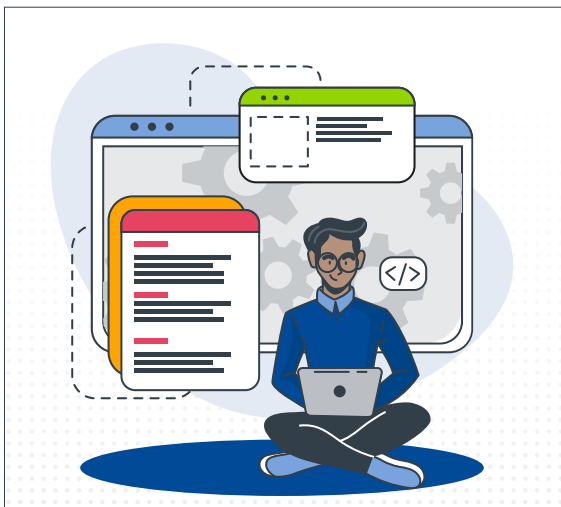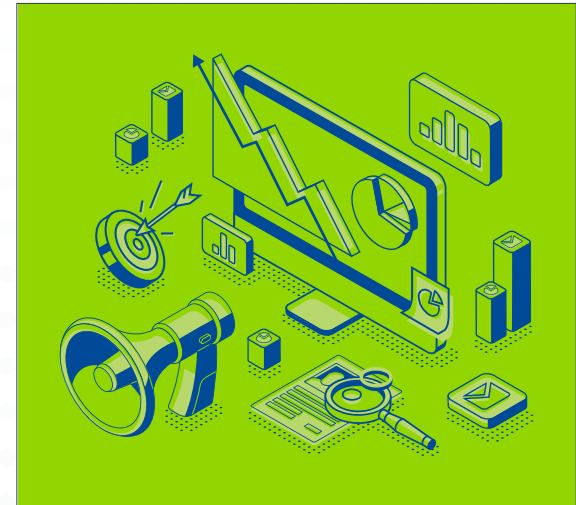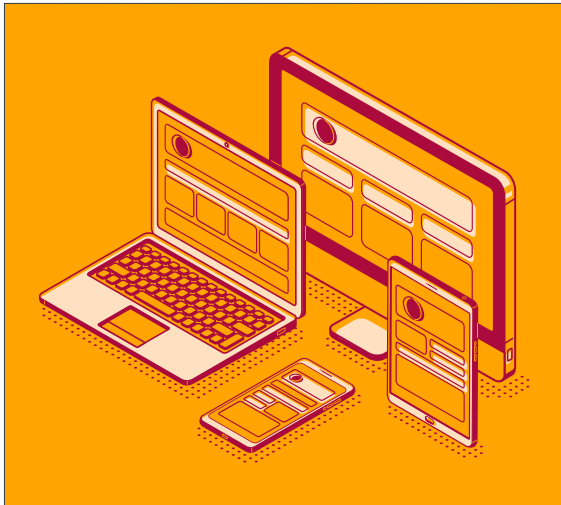
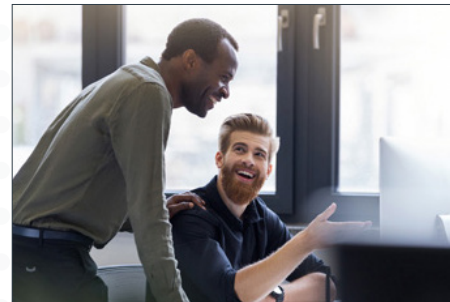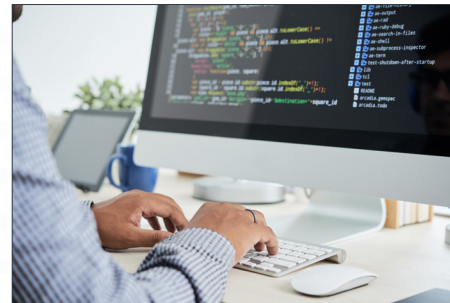Icons provide an informative visual to the Unleashed brand. When using these visual queues, please utilize lineal color icons featuring accents from the approved Unleashed brand colors. Click here to view Unleashed's icon library.

PHOTOGRAPHY

Photography used alongside the Unleashed brand should be bright and vibrant to engage the viewer. Unleashed photography should help the viewer understand Unleashed's process and help them to trust our brand. When possible, feature happy and diverse groups in 'real life' situations to showcase Unleashed as a welcoming environment for all.

Click here to view Unleashed's photo library.

Lower Thirds: Single group or interviewee.

First Name/Last Name
Title/Group/Description

Lower Thirds: Multiple groups or interviewees.

First Name/Last Name
Title/Group/Description

First Name/Last Name
Title/Group/Description

Watermarked Logos: Placed in upper left at 60% opacity.

Ending Slates: Animated or still.

www.unleashed-digital.com

Click here to download logo animation.

COLLATERAL & COMMUNICATIONS

UNLEASHED
Crafting digital experiences that drive results.

LEARN MORE

www.unleashed-digital.com

UNLEASHED
Crafting digital experiences that drive results.

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UNLEASHED
CRAFTING DIGITAL EXPERIENCES THAT DRIVE RESULTS

LEARN MORE

WWW.UNLEASHEDDIGITAL.COM

UNLEASHED
CRAFTING DIGITAL EXPERIENCES THAT DRIVE RESULTS

LEARN MORE

WWW.UNLEASHEDDIGITAL.COM

BUSINESS CARDS

Each team at Unleashed will be designated a unique business card with illustrations that pertain to each department's function. As Unleashed grows, the creative team will add new illustrations and color palettes to ensure individuality for each groups' needs.

MARKETING TEAM & C-SUITE

SALES TEAM

BUSINESS CARDS

INFORMATION TECHNOLOGY (IT)

HELLO
MY NAME IS
JONATHAN SMITH
I AM THE
PLACE TITLE
HERE
CALL ME
OFFICE | MOBILE
123.456.7890x12 | 123.456.7890
EMAIL ME
JSMITH@UNLEASHEDDIGITAL.COM
UNLEASHED
UNLEASHEDDIGITAL.COM

OPERATIONS

HELLO
MY NAME IS
JONATHAN SMITH
I AM THE
PLACE TITLE
HERE
CALL ME
OFFICE | MOBILE
123.456.7890x12 | 123.456.7890
EMAIL ME
JSMITH@UNLEASHEDDIGITAL.COM
UNLEASHED
UNLEASHEDDIGITAL.COM

DIGITAL STRATEGY & DEVELOPERS

PROJECT MANAGERS

CREATIVE TEAM

FINANCE TEAM

The following letterhead designs can be used for a variety of communications and agendas, on behalf of the brand. Please be sure to clear any deviations with the creative team, prior to sending out the documents.

EMAIL SIGNATURE

For company related communications, use the following email signature architecture for consistent personal branding, when representing the company.
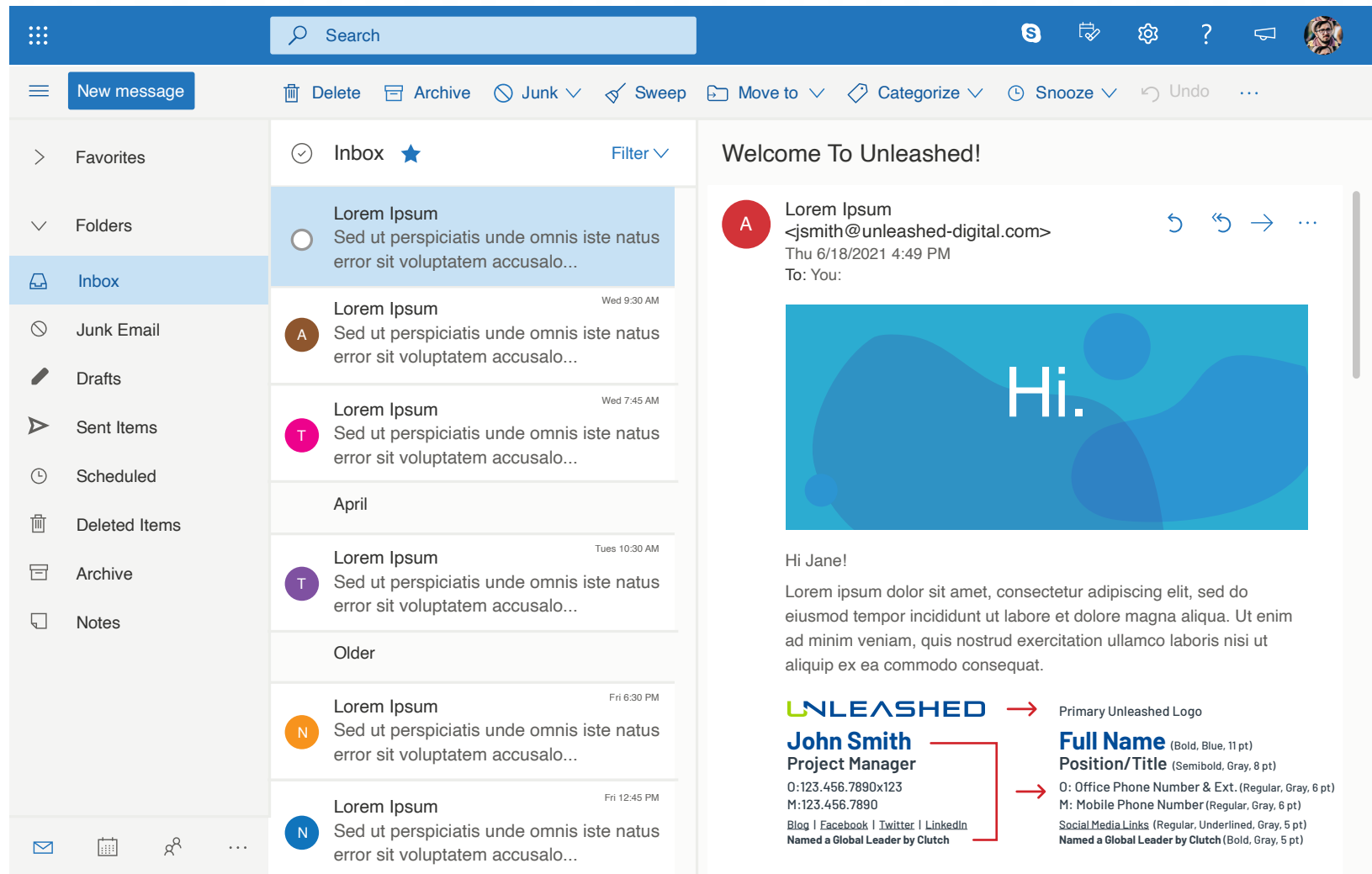
For presentations, Maven Bold is used for any titles or headers and Maven or Barlow can be used for body copy bold words. Primary green or blue can be used for circle bullets or highlighted words.

Maven Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(fonts.google.com/specimen/Maven+Pro)

H1

Maven Bold / 45pt / #ffffff or #313e48

H2

Maven Bold / 35pt / #ffffff or #93d500

H3

Maven Semibold / 30pt / #ffffff or #313e48

H4

Maven Semibold / 27pt / #ffffff or #004a98

Body Copy

Maven Medium / 22pt / #ffffff or #313e48

Body Copy Bold

Maven Bold / 22pt / #ffffff or #313e48

Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

(fonts.google.com/specimen/Barlow)

H1

Barlow Bold / 45pt / #ffffff or #313e48

H2

Barlow Bold / 35pt / #ffffff or #93d500

H3

Barlow Semibold / 30pt / #ffffff or #313e48

H4

Barlow Semibold / 27pt / #ffffff or #004a98

Body Copy

Barlow Regular / 22pt / #ffffff or #313e48

Body Copy Bold

Barlow Bold / 22pt / #ffffff or #313e48

VIDEO CALL BACKGROUNDS

When needed, Unleashed has a variety of branded backgrounds for use on video calls and meetings.