

U N I C O R N



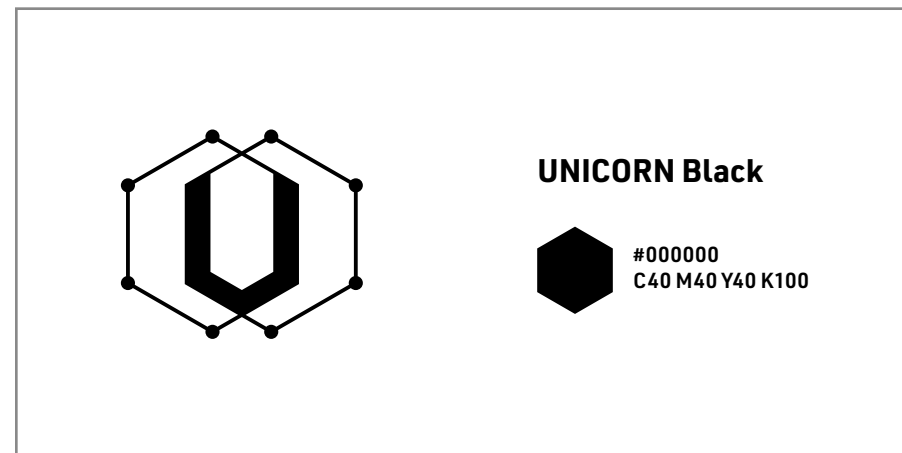
BRAND COLOR

Please adhere to the designated colors of the logo.

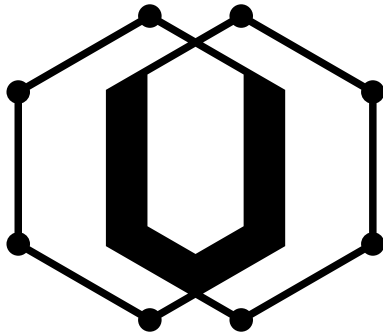
The color combinations cannot be changed.

Please refer to the right and use the designated Black and White.

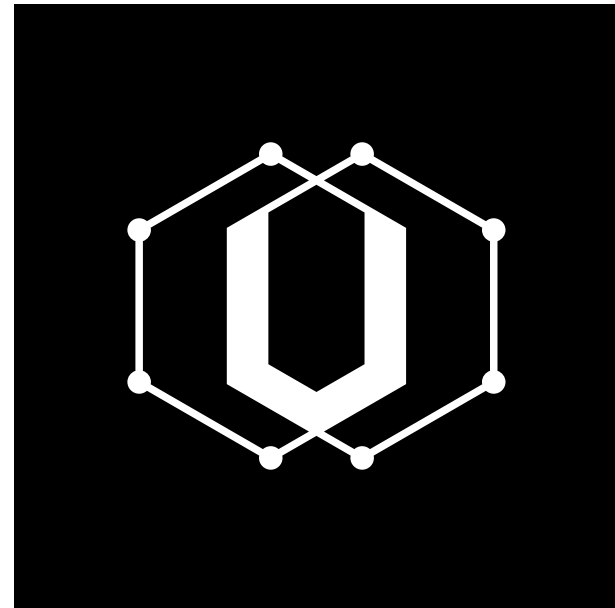
Please note that the logo needs to be clear, visible and distinct.



Symbol



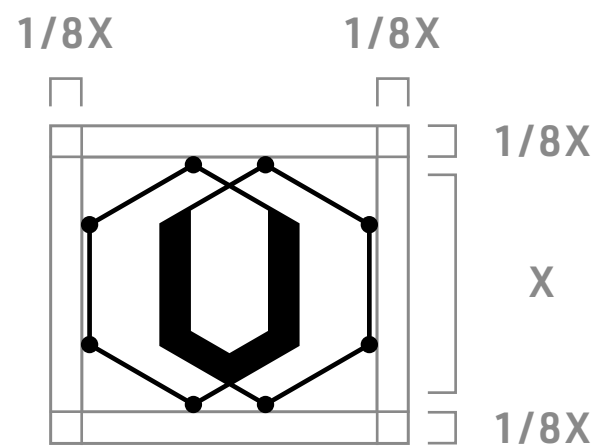
Positive



Negative

CLEAR SPACE

UNICORN logo needs to be staged and isolated with some clear space on all sides to maintain its visibility. In the clear space, no design or letters can be placed. The minimum clear space is equivalent to the one eighth of the height of the logo referred to as X.

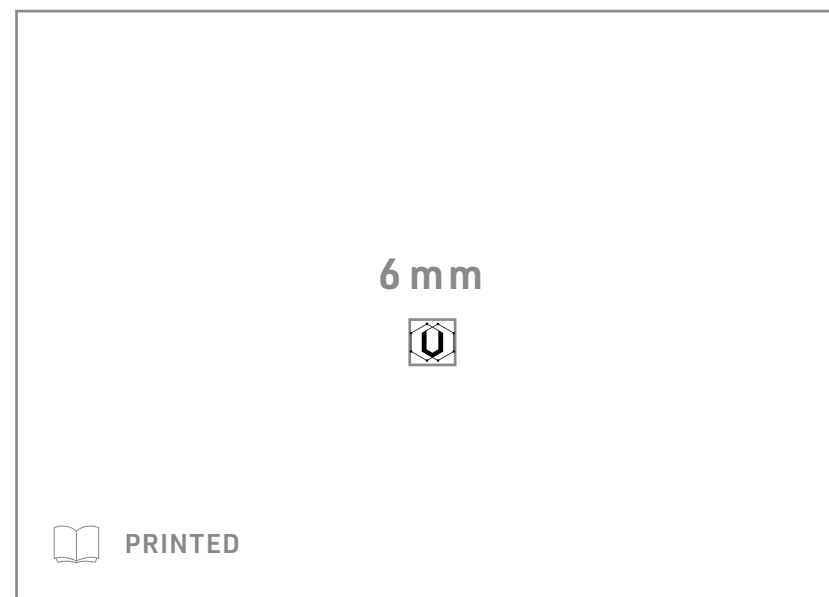
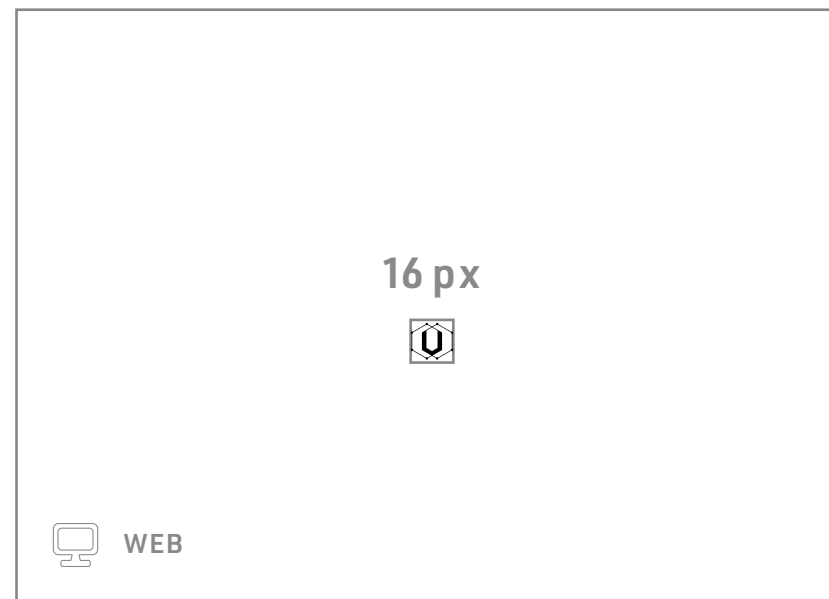


MINIMUM SIZE

To maintain the quality of the logo, please adhere to the size restrictions.

For the Symbol type for on-screen display must always be at least 16 pixels.

For print, the width must be at least 6 mm for the Symbol type.

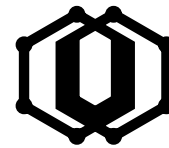


IMPROPER USES

Examples of improper logo usage

Logo must be used accordingly to the guideline and this manual to accurately convey the brand.

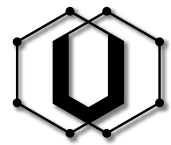
The examples shown and any usage that violates the guideline are prohibited.



Please do not alter the spacing or the size of the symbol



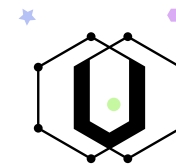
Please do not condense, extend or italicize the logo



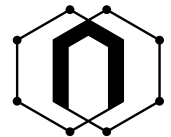
Please do not add shadows to the logo



Please do not use change the color specifications. No gradients are allowed



Please do not add any shapes or letter in the clear space



Logo must not be inverted

Symbol + Logotype



Positive



Negative

CLEAR SPACE

UNICORN logo needs to be staged and isolated with some clear space on all sides to maintain its visibility. In the clear space, no design or letters can be placed. The minimum clear space is equivalent to the one eighth of the height of the logo referred to as X.

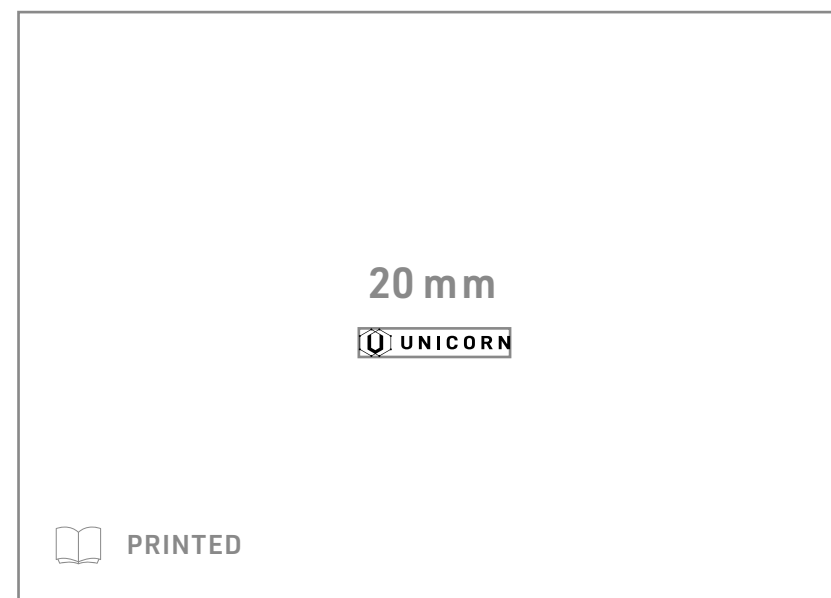


MINIMUM SIZE

To maintain the quality of the logo, please adhere to the size restrictions.

For the Symbol + Logotype for on-screen display must always be at least 56 pixels.

For print, the width must be at least 20mm for the Symbol + Logotype.



IMPROPER USES

Examples of improper logo usage

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Please do not alter the spacing or the size of the symbol



Please do not condense, extend or italicize the logo



Please do not add shadows to the logo



Please do not use change the color specifications. No gradients are allowed



Please do not add any shapes or letter in the clear space



Logo must not be inverted

Symbol + Logotype



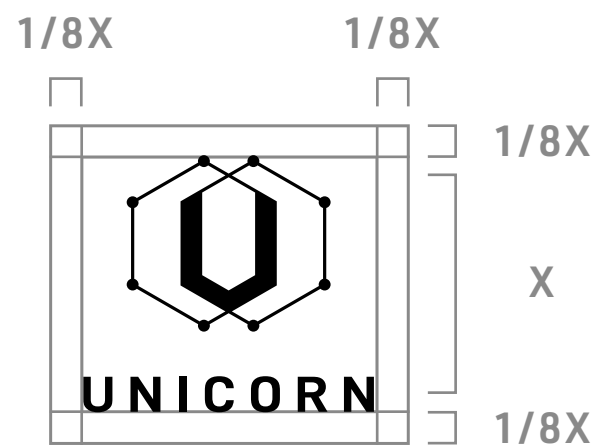
Positive



Negative

CLEAR SPACE

UNICORN logo needs to be staged and isolated with some clear space on all sides to maintain its visibility. In the clear space, no design or letters can be placed. The minimum clear space is equivalent to the one eighth of the height of the logo referred to as X.

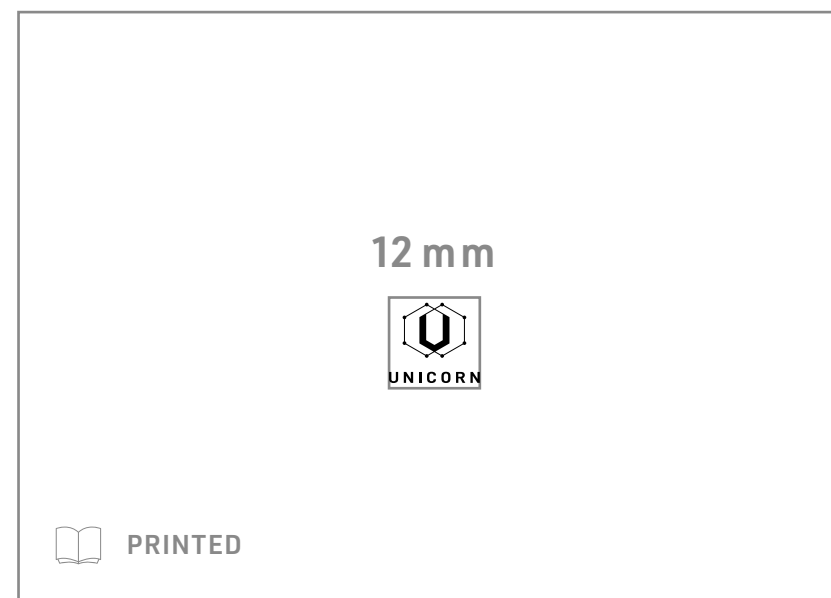


MINIMUM SIZE

To maintain the quality of the logo, please adhere to the size restrictions.

For the Symbol + Logotype for on-screen display must always be at least 34pixels.

For print, the width must be at least 12mm for the Symbol + Logotype.



IMPROPER USES

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Please do not alter the spacing or the size of the symbol



Please do not condense, extend or italicize the logo



Please do not add shadows to the logo



Please do not use change the color specifications. No gradients are allowed



Please do not add any shapes or letter in the clear space



Logo must not be inverted

Symbol + Logotype + Tagline



Positive



Negative

CLEAR SPACE

UNICORN logo needs to be staged and isolated with some clear space on all sides to maintain its visibility. In the clear space, no design or letters can be placed. The minimum clear space is equivalent to the one eighth of the height of the logo referred to as X.



MINIMUM SIZE

To maintain the quality of the logo, please adhere to the size restrictions.

For the Symbol + Logotype + Tagline for on-screen display must always be at least 110pixels.

For print, the width must be at least 39mm for the Symbol + Logotype + Tagline.



IMPROPER USES

Examples of improper logo usage

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Please do not alter the spacing or the size of the symbol



Please do not condense, extend or italicize the logo



Please do not add shadows to the logo



Please do not use change the color specifications. No gradients are allowed



Please do not add any shapes or letter in the clear space



Logo must not be inverted

THANK YOU

FOR

YOUR

ATTENTION

Please make sure to read Guideline and the manual for any usage of ADWAYS and its services' Logos.
Any usage of the logo outside the guideline or this manual needs to be confirmed by ADWAYS before its use.
Please contact us for any concern or question: press@adways.net

