



2021 BRAND GUIDELINES

**In the case of the Unior Hand Tools logo, there is no primary logo. You should use either of the following logos which works best with the space you have available.**

Global



North America



**Non-market specific**



Global

**MADE  
FØR  
WORK.**

**MADE FØR WORK.**

**MADE  
FØR  
WORK.**

**MADE FØR WORK.**

North America

**MADE  
FØR  
WORK.**

**MADE FØR WORK.**

**MADE  
FØR  
WORK.**

**MADE FØR WORK.**

**Non-market specific**

**MADE  
FØR  
WORK.**

**MADE FØR WORK.**

**MADE  
FØR  
WORK.**

**MADE FØR WORK.**



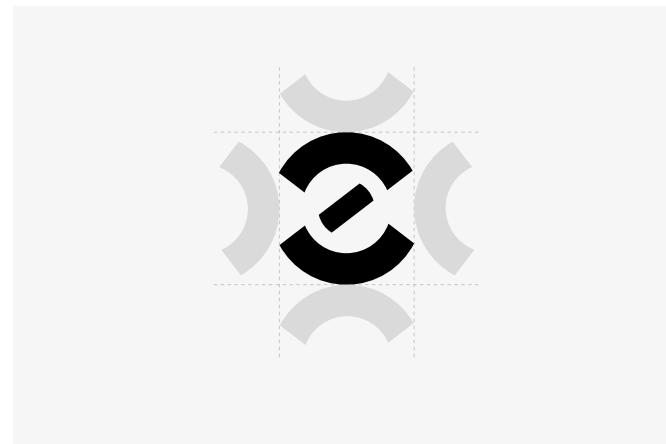
## Clear Space Requirements.

Exclusion zone and minimum size are specified to ensure clarity and legibility across different applications.

The exclusion zone is space between area and around the logotype that should always be clear of any other design elements.

This is also the minimum distance the logotype can be placed from the edges of a page or surface.

When used over photography logos can be used in container boxes like the example shown.



## Minimum Sizings.

When it is necessary to use the logotype 1 at small sizes, it should be used at an absolute minimum width of 7mm in print and 44px on screen.

When it is necessary to use the logotype 2 at small sizes, it should be used at an absolute minimum width of 5mm in print and 39px on screen.

When it is necessary to use the logomark at small sizes, it should be used at an absolute minimum width of 5mm in print and 47px on screen.

If too small, you can use the icon.

Logotype 1



Logotype 2



Icon



7mm



5mm



5mm



## Logo Misuse.

It is important that the appearance of the logos remains consistent. The logos should not be modified or added to. No attempt to alter the logo should be made in any way. Its orientation, colour and composition should remain as indicated in this document.

Our logo, while in different colours for different markets, should be used consistently. If in doubt, use Black and White.



Do not add a drop shadow to the logo.



Do not rotate the logo.



Do not outline or create a keyline of the logo.



Do not alter the logo composition.



Do not distort or warp the logo.



Do not change the typeface or manipulate the logo in any way.

# 03. COLOUR

## Brand Colours.

Colour provides a powerful means of identification. Through consistent application, our colour palette will become an important tool in building a distinctive and recognisable brand and differentiating between North American and the rest of the brand. Unior's primary brand colour is blue for all markets except North America.

Black and White will be used for items such as packaging where there is a need to minimise duplication of materials.

1. No colour effects should be used i.e. no yellow/green etc
2. Minimal other colour use.
3. Restraint is a good thing - don't go overboard with colour.
4. Acceptable tints for overlays/masks are limited to these colours at various levels of transparency.



### Unior Blue

Pantone: 300 C  
 CMYK: 100 / 45 / 0 / 0  
 RGB: 0 / 101 / 189  
 HEX: #006fb9



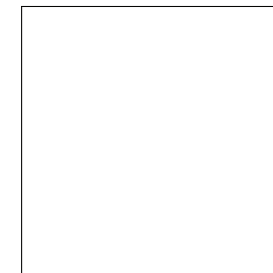
### Black

Pantone: Black 6 C  
 CMYK: 60 / 60 / 60 / 100  
 RGB: 29 / 29 / 27  
 HEX: #1d1d1b



### Unior Red

Pantone: 186 C  
 CMYK: 0 / 100 / 80 / 0  
 RGB: 216 / 14 / 41  
 HEX: #D70F28



### White

Pantone: White  
 CMYK: 0 / 0 / 0 / 0  
 RGB: 255 / 255 / 255  
 HEX: #ffffff

# **O4. TYPOGRAPHY**

## Brand Typefaces.

Typography plays an integral role in our visual identity. We have carefully selected a new primary typeface, Termina.

This is our primary typeface and is used on all communication. Its consistent use across all our communications will further unite and strengthen our visual identity and add dynamism.

A secondary typeface has been selected for use across branded material.

Myriad Pro is a clean, legible typeface which complements Termina.

Headlines

# Termina Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!"#\$%&'()\*+,-./:;

Body Copy

## Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890!"#\$%&'()\*+,-./:;

Ready for use  
in Slovenian

## Kovalji najboljši. Za najboljše.

Odlična vzdržljivost. Ročno orodje Unior številna dela zaključi hitreje in olajša delo v ozkih prostorih. Prilagojeni so za delo na najnovejših modelih koles.

## Forged by the best. For the best.

Ritium qui blabo. Est utae. Dam solorio strumqu atibust iuntoreiur? Iduntiumque endis modit occum equataquo ma nonsequi berciis re solo milibus atur aboriam everferspiet et, que eum as et quo eos nis natis est, sitissu mquiate mperchi ciaepelessit ame es digenis nientur apedis ut eium et ut quis quo voluptatis delesequae nulpa consequis et ex enda sanihitatio. Nem qui bea sera consequo con nus con perchiliqui cusam nesedio. Nequias que volorem qui omniae dolorem ut ut as voluptur, ilibus entis veliquis aut aut liciusciis explaccupta aut utam, voluptae. Faccus quistia siminctem re asperatent quunt que consequo ma voluptam, et eatiis vererio riatemporio doluptaquo