

# UDLR Brand Guide Lines

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# Brand Guidelines

*“A brand is a shorthand representation of everything a company is, does and stands for”.*

These guidelines are part of a larger effort to build awareness, understanding and preference for the brand.

The UDLR brand is more than name and logo, its our value and reputation. These guidelines describe the visual and verbal elements that represent UDLR’s corporate identity. This includes our name, logo and other elements such as colour, type and visual style.

These guidelines are an evaluation of the brand identity. They focus on modernizing the elements of the identity for digital media, while retaining the core values of being; Transparent, Professional, Trustworthy and Approachable.

# 02

## The Logo



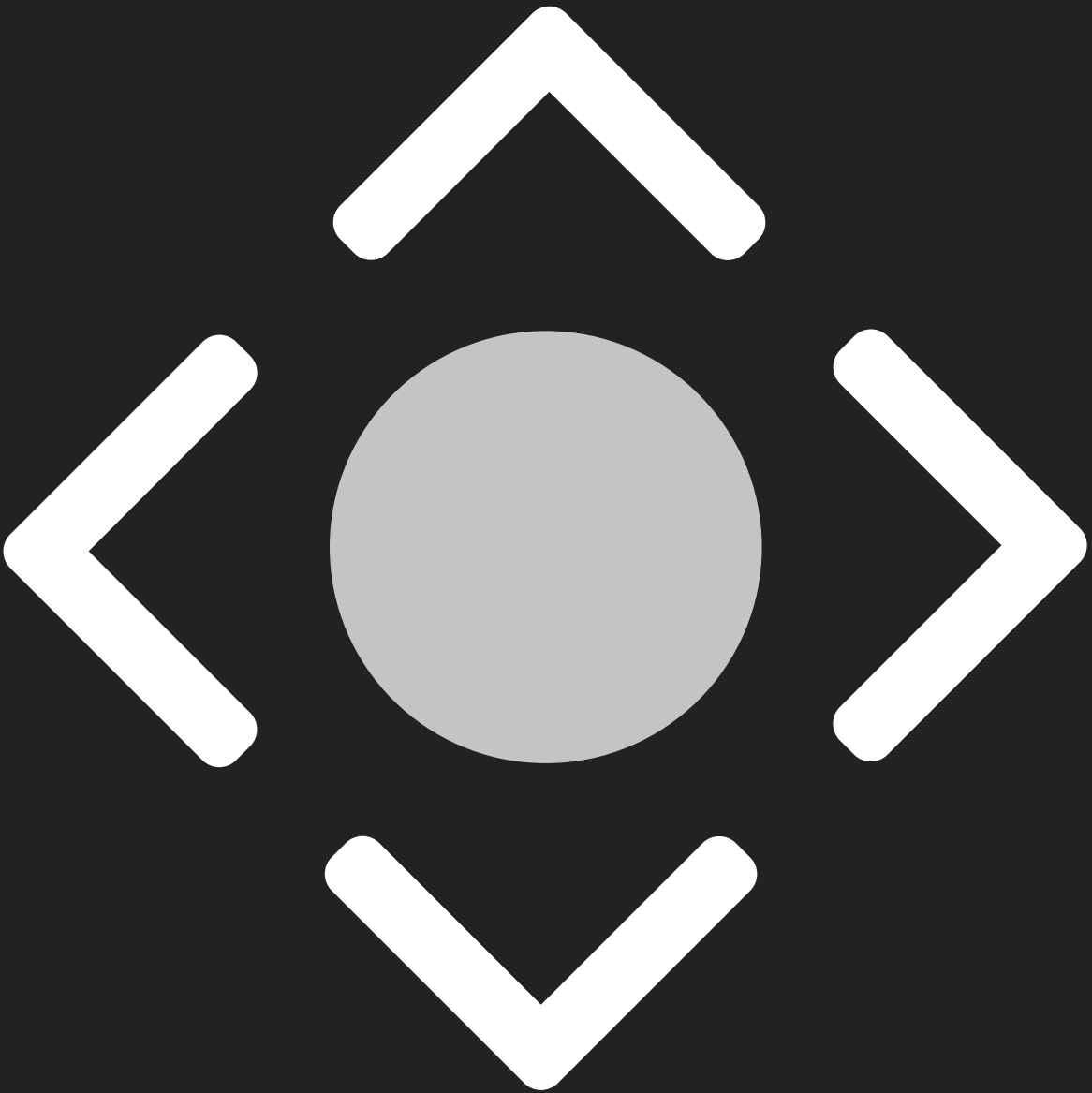
# The Logo Symbol

Name, brandmark, colours, and typeface: these are the primary pillars of the identity of the brand. Their characteristics ensure an individual and consistent image of the company on the market.

The graphic of our definitive logo is clean, linear, essential, and emphasies the values of the brand.

The logo is a wordmark and should serve as a foundation to the design style used across all other branding such as typography, colour palette, patterns and marketing detail complexity. Based on our logo, all marketing should follow a clean, minimalist design style.

These visuals illustrate how the logo colours should be adapted to suit various colour backgrounds and environments.

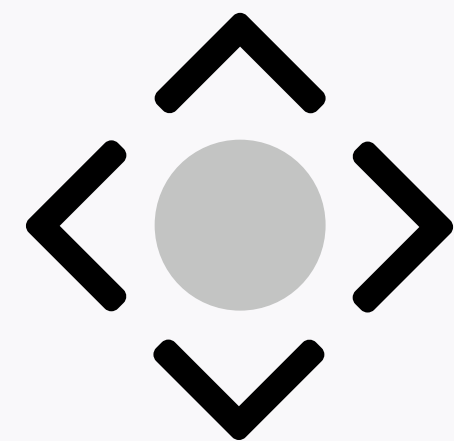


# Logo Variations

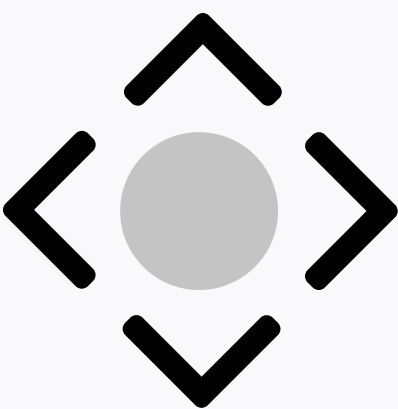
The UDLR Masterbrand comprises two elements, the logo type and the colour. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style which has been further enhanced by the use of the brand colours.

The primary logo colours are Black, White and Grey. It is was chosen for their strong combination - modern - classic - timeless.

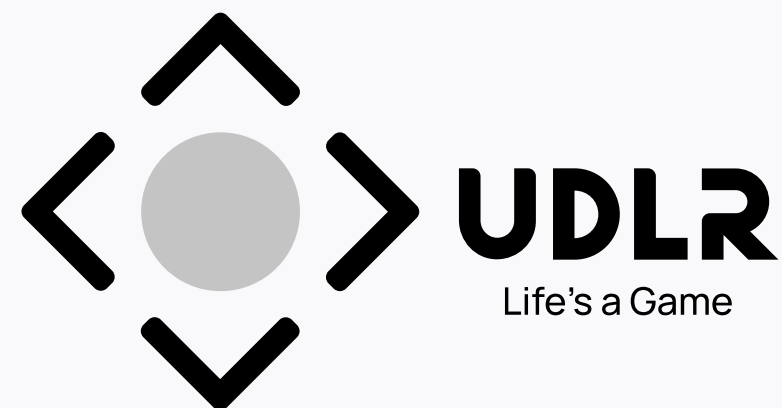
The optimal logo size is determined for individual media, depending on the area of application and printing method. However, the logo can only be reduced to a size that allows for the legibility of all characters.



Clearspace Single Logomark



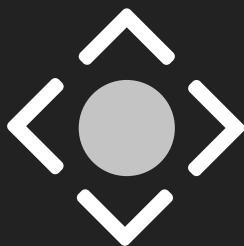
Clearspace Vertical Logomark



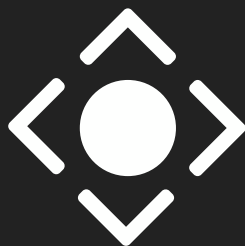
Clearspace Horizontal Logomark



Clearspace Text Logomark



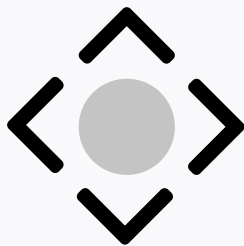
LIGHT W COLOR



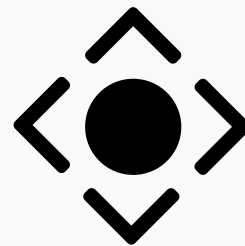
LIGHT

# Color Styles

- 1. The Logo Light W Color Version will be primarily used when the background is dark coloured.
- 2. The Logo Light Version will be primarily used when the background is black coloured.
- 3. The Logo Dark W Color Version will be primarily used when the background is light coloured.
- 4. The Logo Dark Version can also be used when the background is white coloured.



DARK WITH COLOR



DARK

# 03

# Typography

# Typography

Typography is a powerful tool in the development of a brand identity and is a key element to creating a cohesive look across all communications.

Using a typeface consistently makes it recognisable, pulling together communications and making them more distinctive.

The UDLR typography is clear, modern and confident. The Manrope typeface is the font family we use for all messages and communications (digital and print).

Current is UDLR’s primary name font for web, print, promo materials, and social media events. When people see this font they should think UDLR.

Primary Font.  
H1, H2, H3, H4 , H5

Name font.  
**UDLR – UP, LEFT,  
DOWN, RIGHT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum

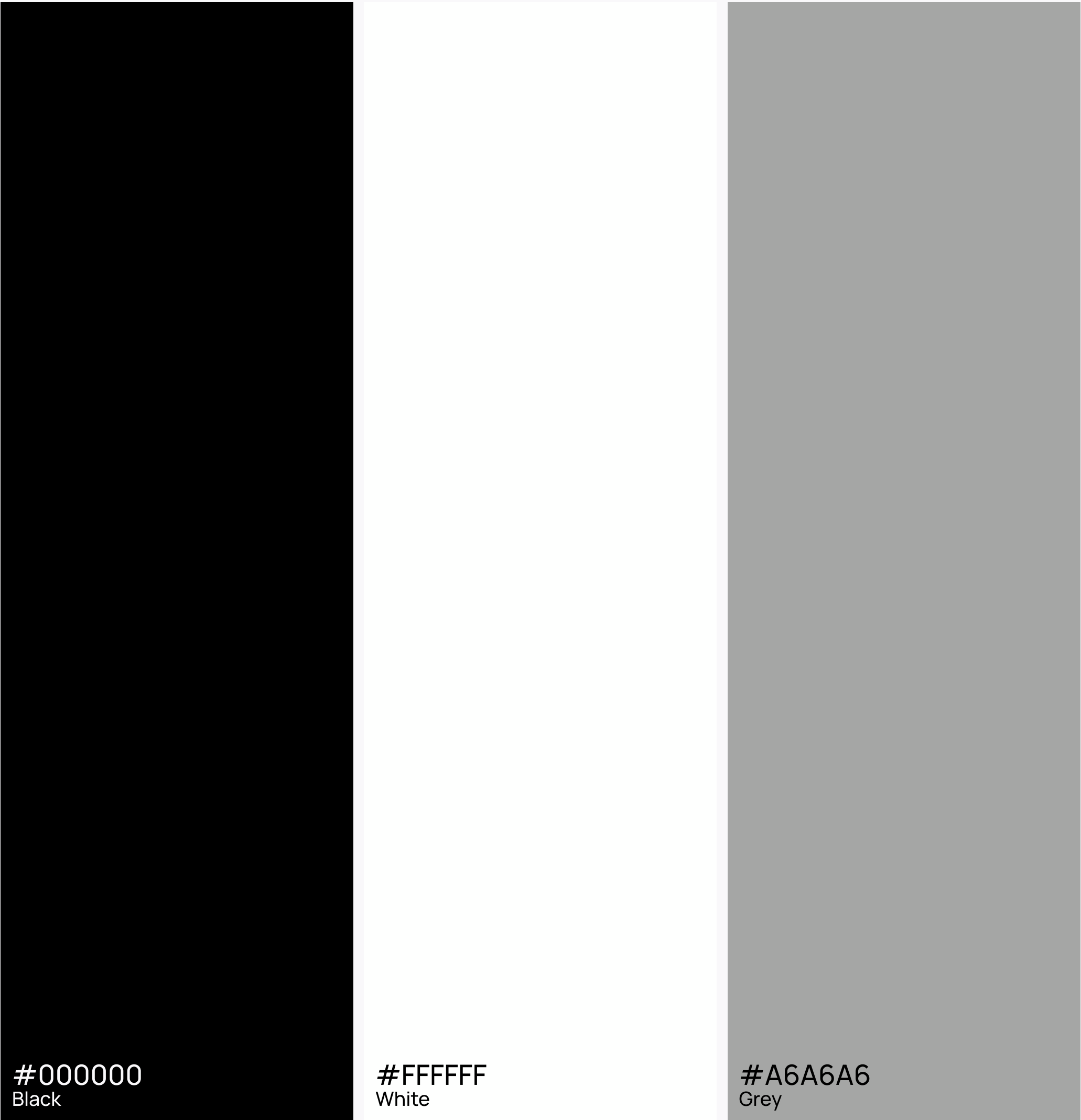
“Life’s a Game”

# 04

# Brand Colors

# Brand Colors

UDLR has three primary colors that contribute to the brand identity. The size of the color swatch on the right indicates the degree of usage. Charcoal Black, Pure White, and Grey are the primary colors.



# 05

# Iconography



# Icons

Icons are the visual expression of our services, products and tools. Simple, light, friendly and sophisticated. They communicate the core component or idea of the brand.

While each icon is usually distinct, all icons notwithstanding have consistent line weights and visual style.



# 06

# Photography



# In Practice

The brand uses photography to communicate the brand with the audience. UDLR’s photography style is all about true smiles, authentic people, and innovation. Our photography style is light, airy and natural; and it captures genuine emotion together with the UDLR experience.

All photos represent UDLR and positively reflect our culture and high standards of quality.





# In Practice

All photos represent UDLR and positively reflect our culture and high standards of quality.





# In Practice

All photos represent UDLR and positively reflect our culture and high standards of quality.





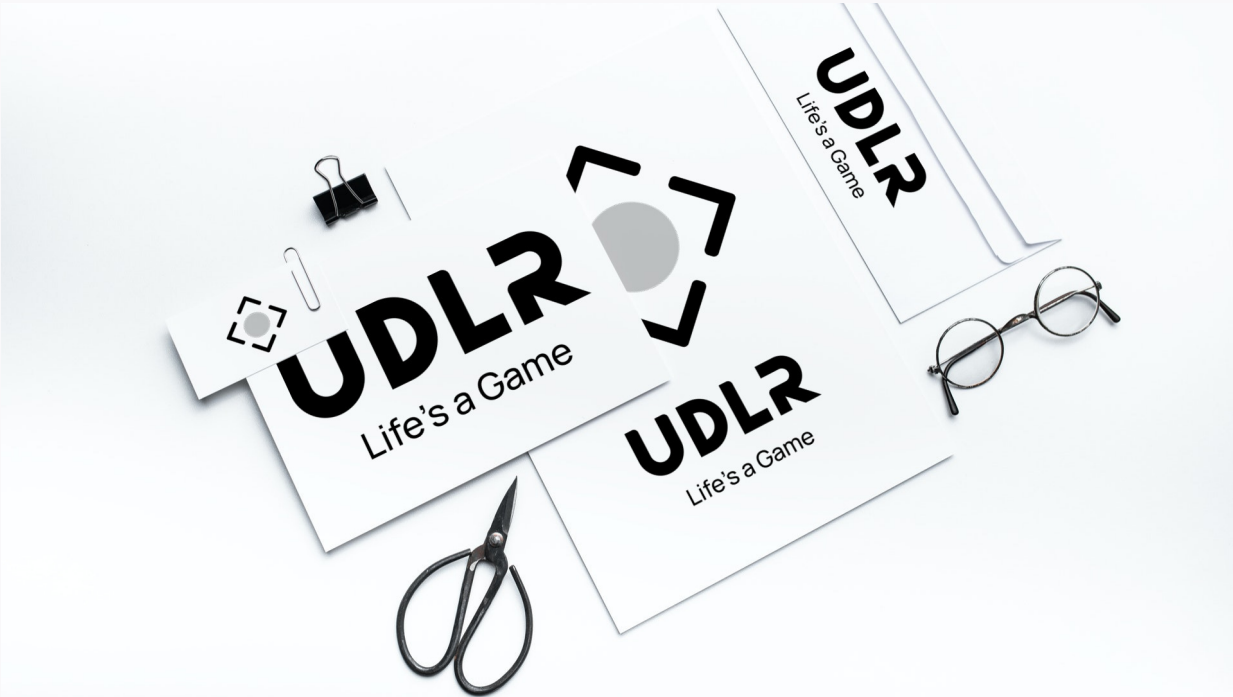
07

# Mockups



# In Practice

All photos represent UDLR and positively reflect our culture and high standards of quality.





# In Practice

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# 08

# Social Media

# In Practice

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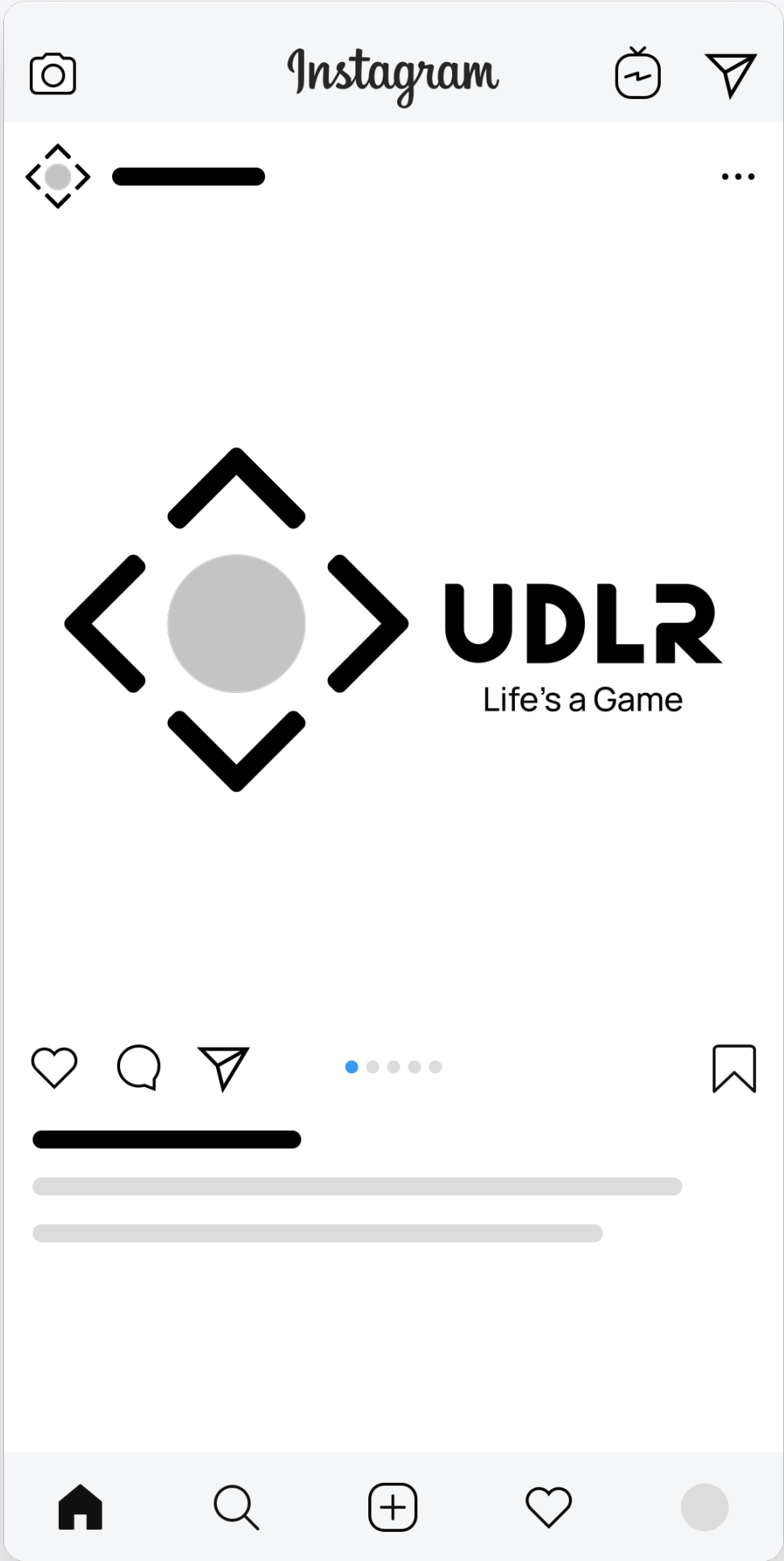
# In Practice

All photos represent UDLR and positively reflect our culture and high standards of quality.



# In Practice

All photos represent UDLR and positively reflect our culture and high standards of quality.



# Header & Profile Images

All photos represent UDLR and positively reflect our culture and high standards of quality.

