

The brief, in a nutshell

- Review the existing United Flexible visual signature and refresh it.
- Focus on the logo / mark, typography, colour palette, our character and supporting elements.
- Test the updated signature on key collateral.

Typography

United
Flexible

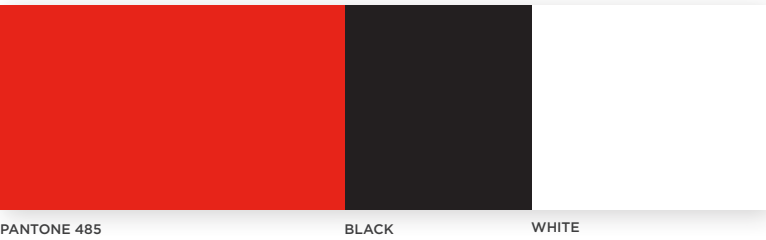
Expertise Delivery

Dynamic small business with big goals

Using technology smarts to improve systems and value for customers
Our colour palette is strong and focused, red, black and white.

10.6.14

Colour palette



PANTONE 485 BLACK WHITE

Application



Flexi Man



Preferred

