

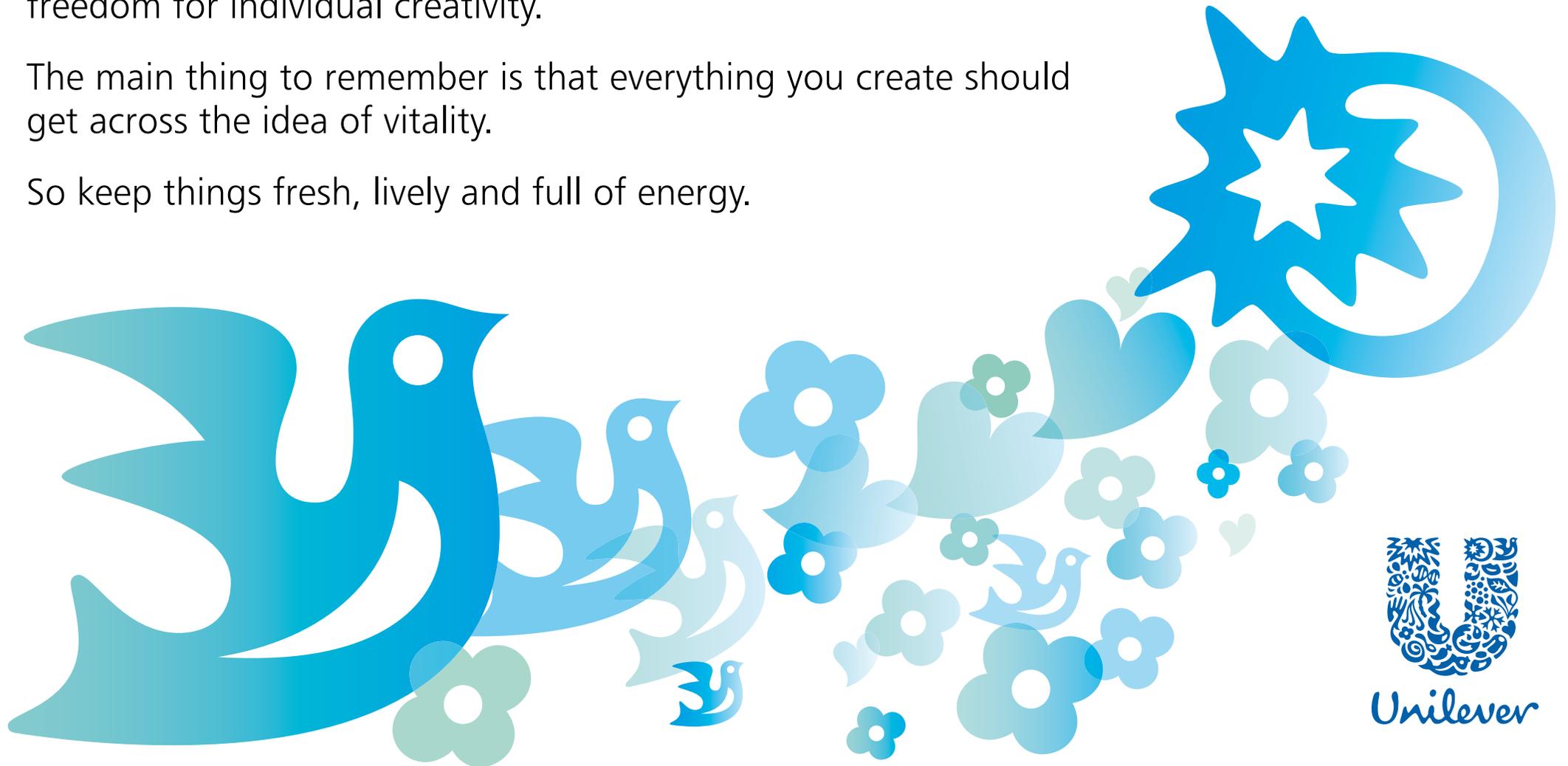
## Guidelines and artwork

This PDF gives you all the tools you need to apply the Unilever identity – from using the logo to writing in a tone of voice that conveys vitality.

The guidelines give a simple set of rules to ensure consistency of look and feel across the whole of Unilever. However, they also allow freedom for individual creativity.

The main thing to remember is that everything you create should get across the idea of vitality.

So keep things fresh, lively and full of energy.



Our logo tells the story of Unilever and vitality.  
It brings together 25 different icons representing Unilever  
and its brands, the idea of vitality, and the benefits we bring  
to consumers and the world we operate in.





Unilever

## Logo

The logo

Colour

Sizing

Clear space

Don't do this

Animation

Artwork & reproduction

Intellectual property

Co-branding

Endorsement

Branding sub-identities

## The logo

The U should never be used without the Unilever logoscript below it. Equally the logoscript should never be used without the U. The only exception to this rule is for use on packaging and very small promotional items where there is not enough space for the full logo.

The icons within the Unilever U may be used separately to illustrate different aspects of vitality in Unilever communications and across the business.

Artwork is available to download from the image library ([www.unileverlibrary.com](http://www.unileverlibrary.com)).



Unilever





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## Colour

The Unilever logo should always be shown blue on white (except on packaging). The logo colour – Unilever Blue – is Pantone 293. It should always be printed as a special colour.

For screen and print use, please follow the specifications given here.

The only exception to the colour rule is when the logo appears on packaging. In this case the logo may take the dominant colour of the brand in question. It can also be reversed out of a colour.

## Single colour

Match to  
Pantone 293



## Screen use

R: 14  
G: 14  
B: 154



## Four-colour process

C: 100  
M: 57  
Y: 0  
K: 2

Only use this process when a special colour is not available for technical reasons.





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## Sizing

### Minimum size

The minimum size for general use of the logo is 8mm high. However the minimum size changes depending on the process you are using. Listed below are those minimum sizes.

Embroidery:  $x = 75\text{mm}$

Embossing:  $x = 40\text{mm}$

Etching:  $x = 40\text{mm}$

Silkscreen – fabric:  $x = 40\text{mm}$

Silkscreen – surface:  $x = 30\text{mm}$

Lithography:  $x = 8\text{mm}$

On screen:  $x = 70\text{ pixels}$

### Optimum size

The Unilever logo is becoming more visible and features on our products and applications, so we need to use our logo in a consistent way, in everything we do.





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## Clear space

Do not use the Unilever logoscript to centre the logo horizontally. Always use the sides of the 'U', as shown here.

The clear space zone around the logo, illustrated here within the red dotted line, should always be kept free of any graphical elements.





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## Don't do this



Never create a new logo with single icons.



Never change the Unilever logocript.



Never mimic the logocript typeface to produce new logos or sub-identities.



Never add any type to the Unilever logo.



Never reverse the logo white out of another colour except for packaging.



Never place the logo on a background colour other than white.



Never use the logocript to create a new logo.



Never use the icons to create new logos.



Never change the position of the logo elements in relation to each other.



Never change the fixed size relationship of the logo elements.



Never allow text to encroach on the minimum clear space.



Never allow images to encroach on the minimum clear space.



Never outline the logo.



Never use different colours for the individual logo elements.



Never create new icons for the logo.



Never redraw or distort the icon artwork to create new icons.





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## Animation

### 1. Presentation/desktop use

Our logo is available pre-formatted as an animation, for use with videos and presentations. There are three lengths of animation of 3 seconds, 5 seconds and 15 seconds. All three can be downloaded from the image library ([www.unileverlibrary.com](http://www.unileverlibrary.com)).

### 2. Broadcast advertising end frame

As we progress towards One Unilever, we are presenting an increasingly united front to the world. In line with this and the changes to our product packaging, all broadcast (television, cinema etc.) commercials can now be endorsed with the Unilever logo. To ensure consistency and quality, we have created an end frame logo animation for this purpose which captures the spirit of vitality.



1. Presentation/desktop logo animation



2a. Full screen logo animation for broadcast advertising – “Bloom”



2b. Peeldown logo animation for broadcast advertising animation – “Reverse”





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## Artwork & reproduction

The Unilever logo is reproduced in many different ways across our business. Specific applications and processes require specific artworks and formats. Please make sure that you download the correct artwork from the image library ([www.unileverlibrary.com](http://www.unileverlibrary.com)). Never create your own artwork or alter it in any way.





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## Intellectual property

If you need to add a copyright, trademark or registration mark to the logo, please contact your Unilever client for advice.

If you need to add a copyright or trademark symbol to the logo you should position it above the logoscript and right aligned as shown here.



Unilever

X  
Symbol  
position





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## Co-branding

When the Unilever logo appears alongside another company's logo, make sure that the Unilever logo has the same visual presence as the other logos. Be careful to respect the minimum clear space as set out in these guidelines.





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## Endorsement

The Unilever logo can also be used as an endorsement in communications by other external organisations. In this case all of the previous rules still apply.

If the background is not white and there is sufficient contrast, the logo may appear reversed out.





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## Branding sub-identities

Consistent with One Unilever – a more integrated expression of our company and its parts – the dynamic visual language of our identity enables us to communicate as Unilever, while still allowing differentiation and stand-out for individual entities, teams, departments and initiatives.

There are two key points in the policy which specifically relate to sub-identities within Unilever:

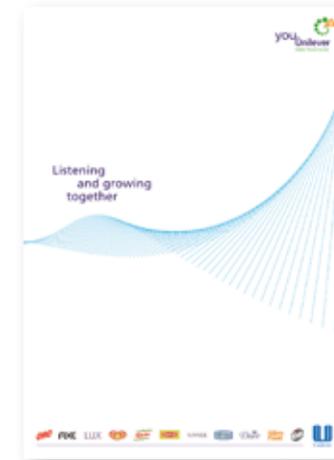
- no new logos or visual identities are to be created
- the migration of existing identities to the Unilever visual language should now be complete

## New sub-identities

All new initiatives should adopt the Unilever logo and visual language. This means:

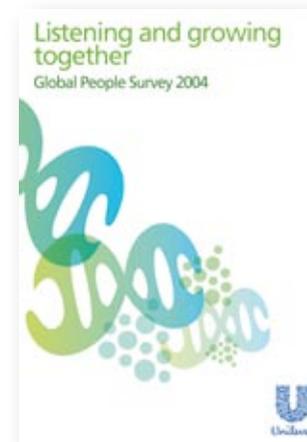
- The Unilever visual identity (logo and visual language) are used
- No other logo or visual identity should be created
- The offer or initiative should be shown as text only (ie not as a brand name or visual logo)

## Global People Survey (BEFORE)



- uses own logo
- uses own visual language

## Global People Survey (AFTER)



- uses a descriptor, not logo, for offer
- uses Unilever logo prominently as endorsement
- uses Unilever's visual language

