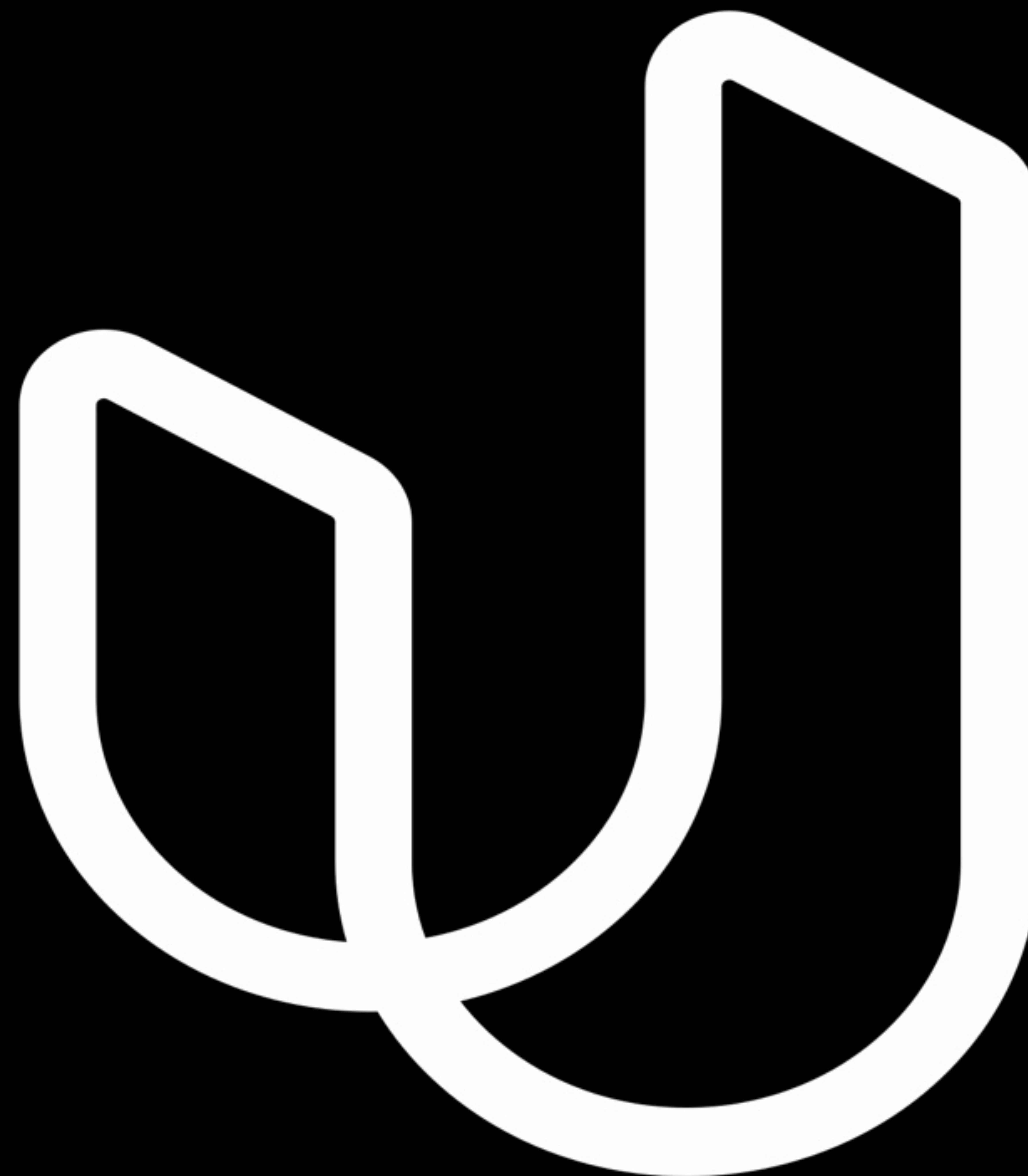


VERSION 1.0 - 03.2021

Unravel Brand Book





Logo

Logo variations

Plain and simple. No effects. And – depending on the background – simply black or white. The Unravel trademark is therefore flexible in its use. In this way, a new freedom in terms of the relationship between target group, message and design.



Unravel Icon



Unravel Logo

The logo

Mainly use the logo on the first page, icon is good to use on the follow-up pages.

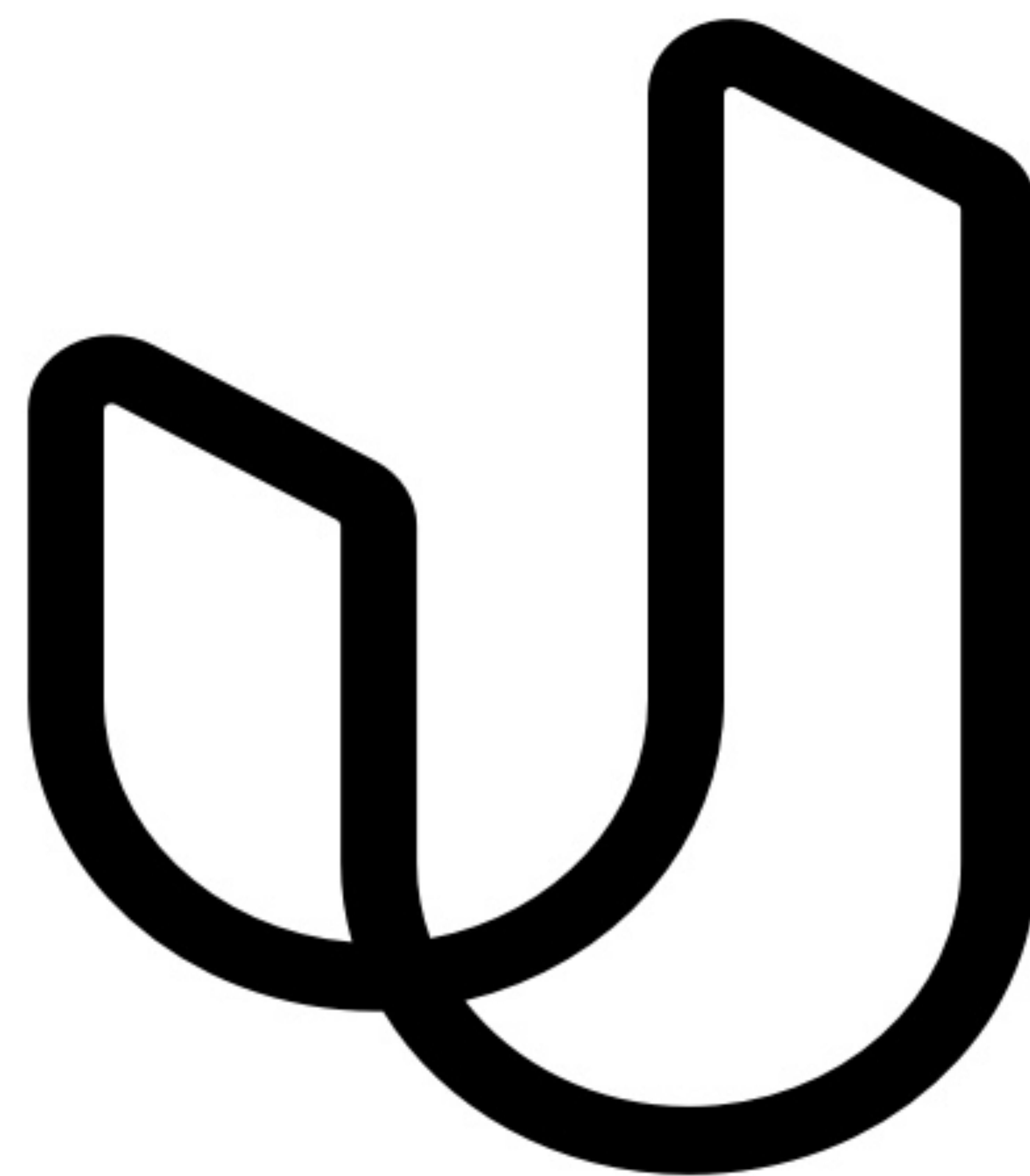
Use the logo always with comparison with other logo types.

The logo

The Icon

The Wordmark

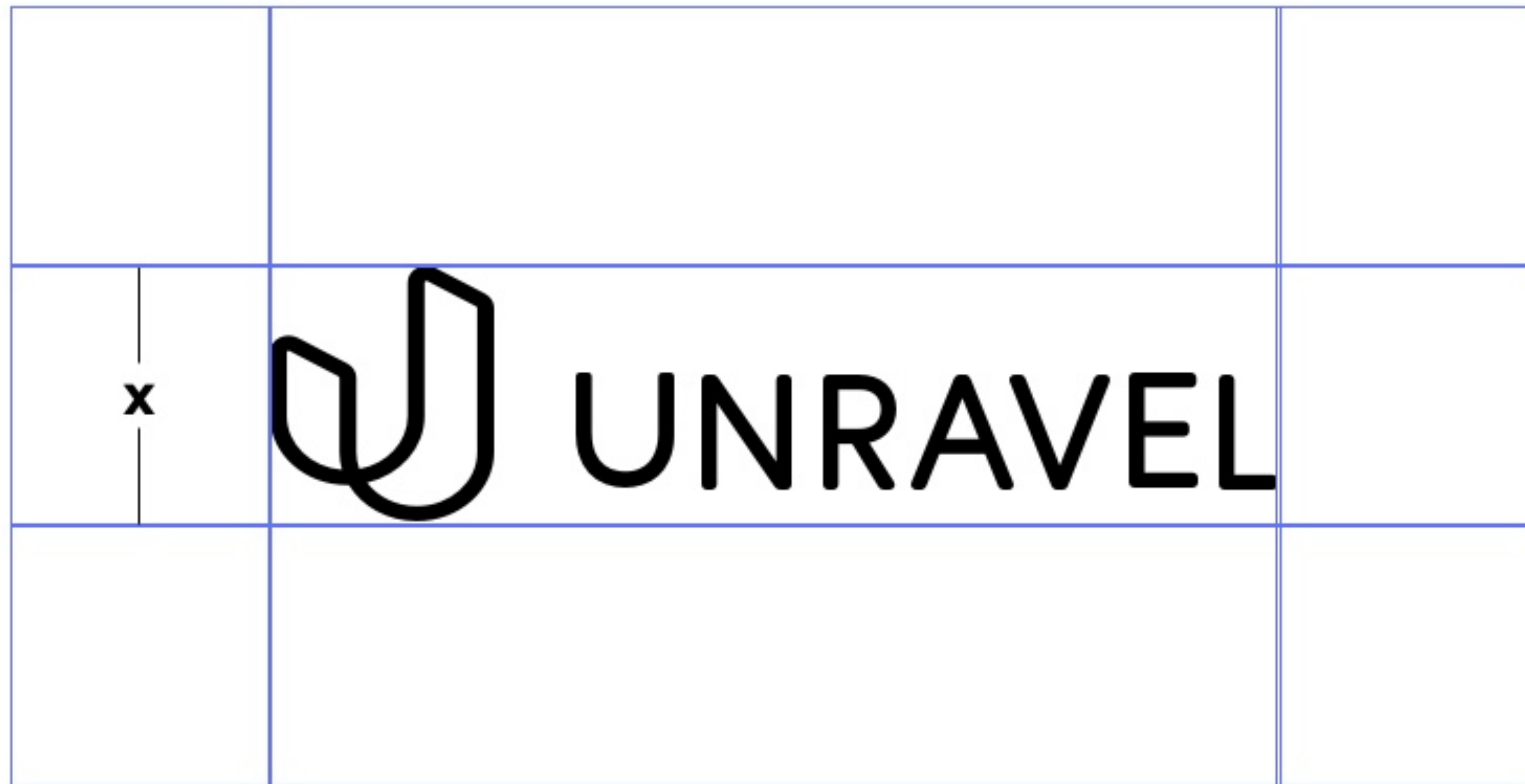






The Logo Clearspace and Margins

When using the logo in a design or placing it next to other visual elements, you should ensure that it has plenty of room to breathe. This is where clearspace and margins come in to play.



Clearspace

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use the cap height from the icon as a reference for the appropriate clearspace. Cap height = X

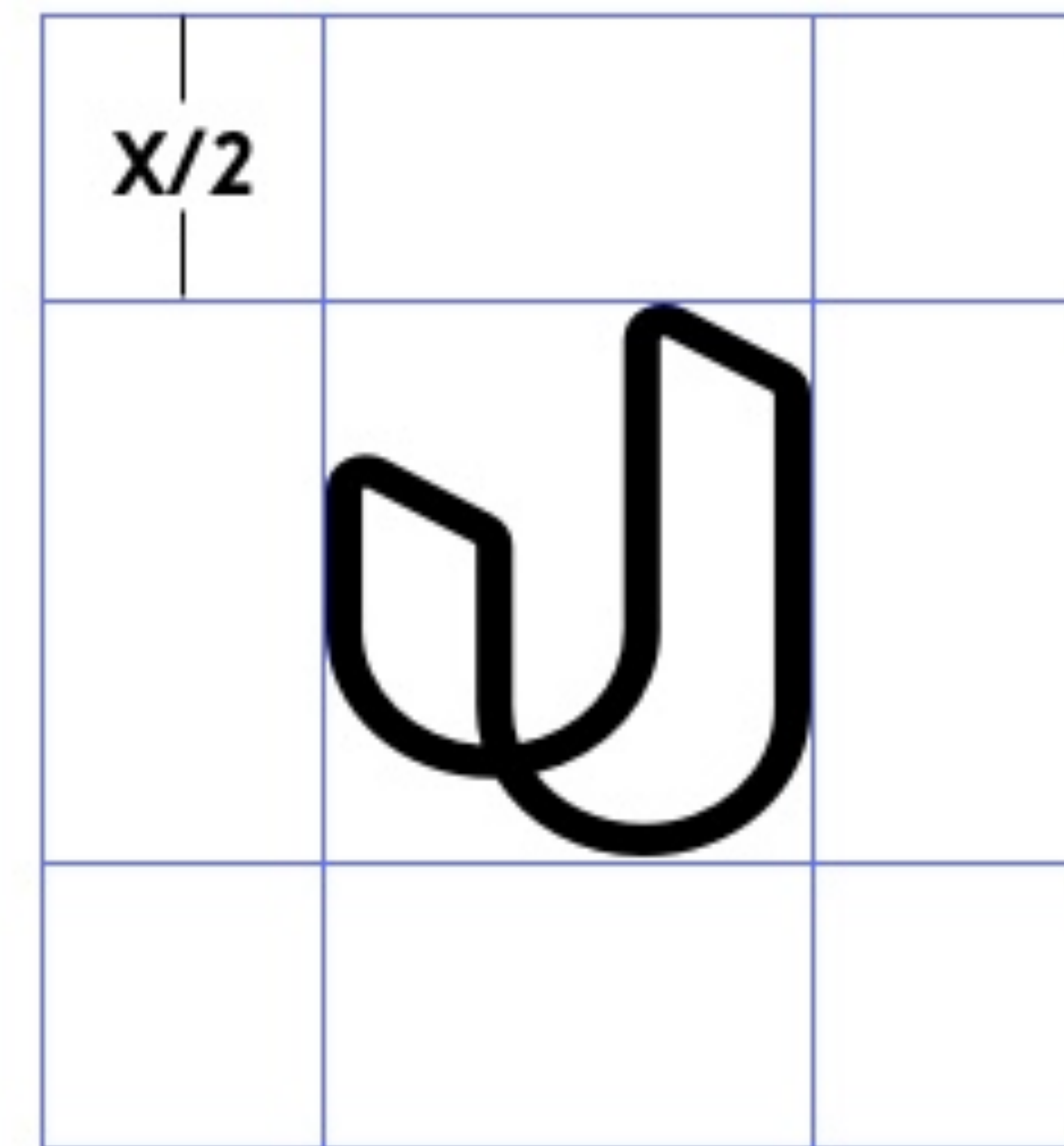
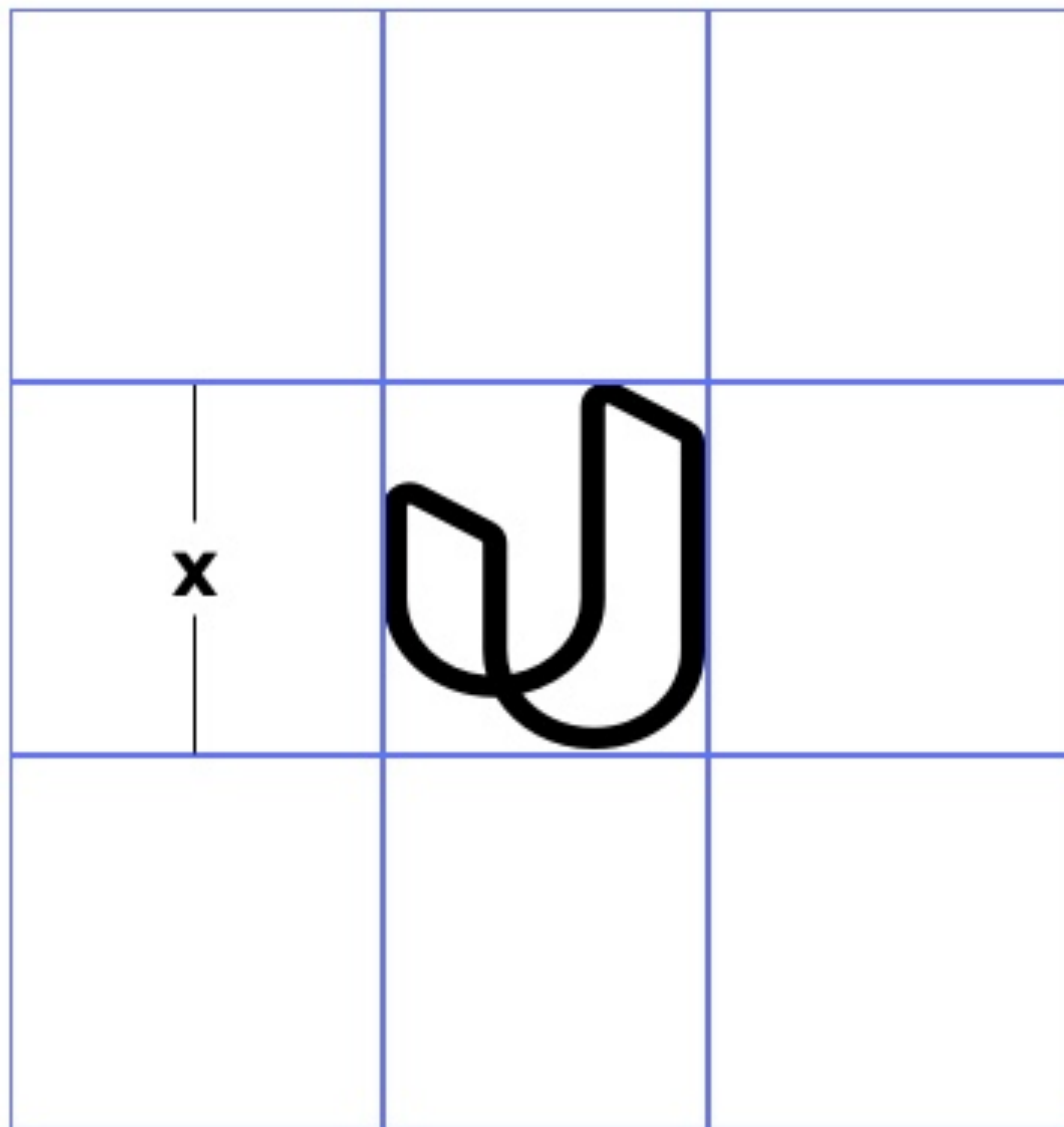


Margins

The logo's margins are the space between the logo and the edge of the composition. When placing the logo in a composition use half the cap height (X/2) as the distance to the margin.

The Unravel Icon

It has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used.



Clearspace and Margins

The same general rules apply to the logo also apply to the icon.

Incorrect usage of logo

It has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used.

- 1 Do not use only worldmark of the logo.
- 2 Do not reverse the logo.
- 3 Do not apply colors.
- 4 Do not apply gradients, shadows, or other effects.
- 5 Do not rotate any single part of the logo.
- 6 Do not stretch or alter the proportions of the logo.
- 7 Do not change the arrangement of the logo.

Incorrect usage of logo

1

~~UNRAVEL~~

2

~~UNRAVEL U~~

3

~~ UNRAVEL~~

4

~~ UNRAVEL~~

5

~~ UNRAVEL~~

6

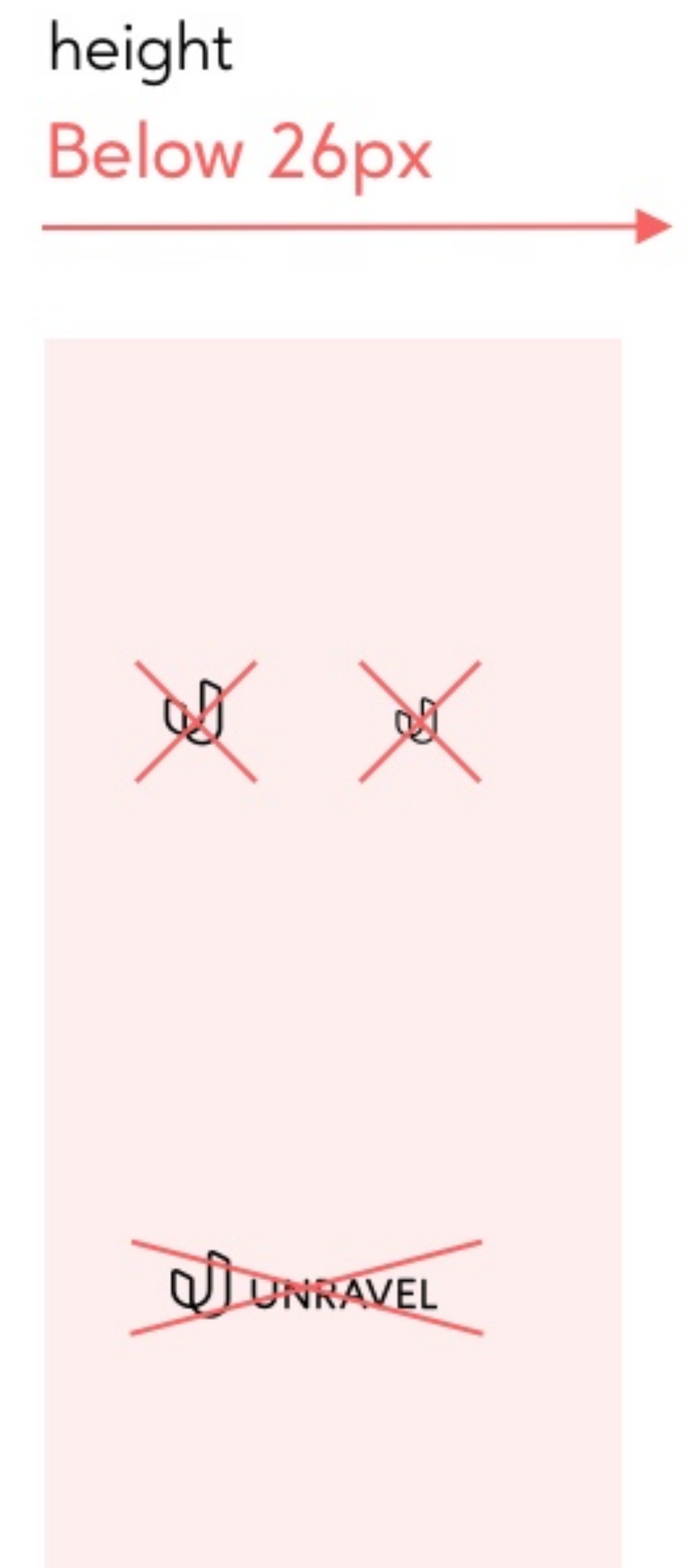
~~ UNRAVEL~~

7

~~UNRAVEL ~~

Minimum Logo Sizes

Please respect the icon and the logo.
Always maintain their set proportions and
never show the logo or icon as smaller than
26 pixels high.



The logo Partnership

Keep the partnership logos at the same size and scale.

Remember to put together partnership logos in a black color on the white background.

	spyrosoft	
x/2		
	 UNRAVEL	
	 Driving IT in the age of change	

The logo Partnership

Keep the partnership logos at the same size and scale.

Remember to put together partnership logos in a black color on the white background.

x	spyrosoft		GO2	Driving IT in the age of change	UNRAVEL	

Incorrect use of logo partnership

spyrosoft

 UNRAVEL

Colors

Please when possible use Unravel logo only with grayscale or black&white logotypes.

 UNRAVEL

 Driving IT
in the age
of change

Proportions

Remember that logotypes need to have the same height or width, depending on the overall proportions.



spyrosoft

Icon and Logo

Never use only Unravel icon with other logotypes.

The logo as Spyrosoft Group

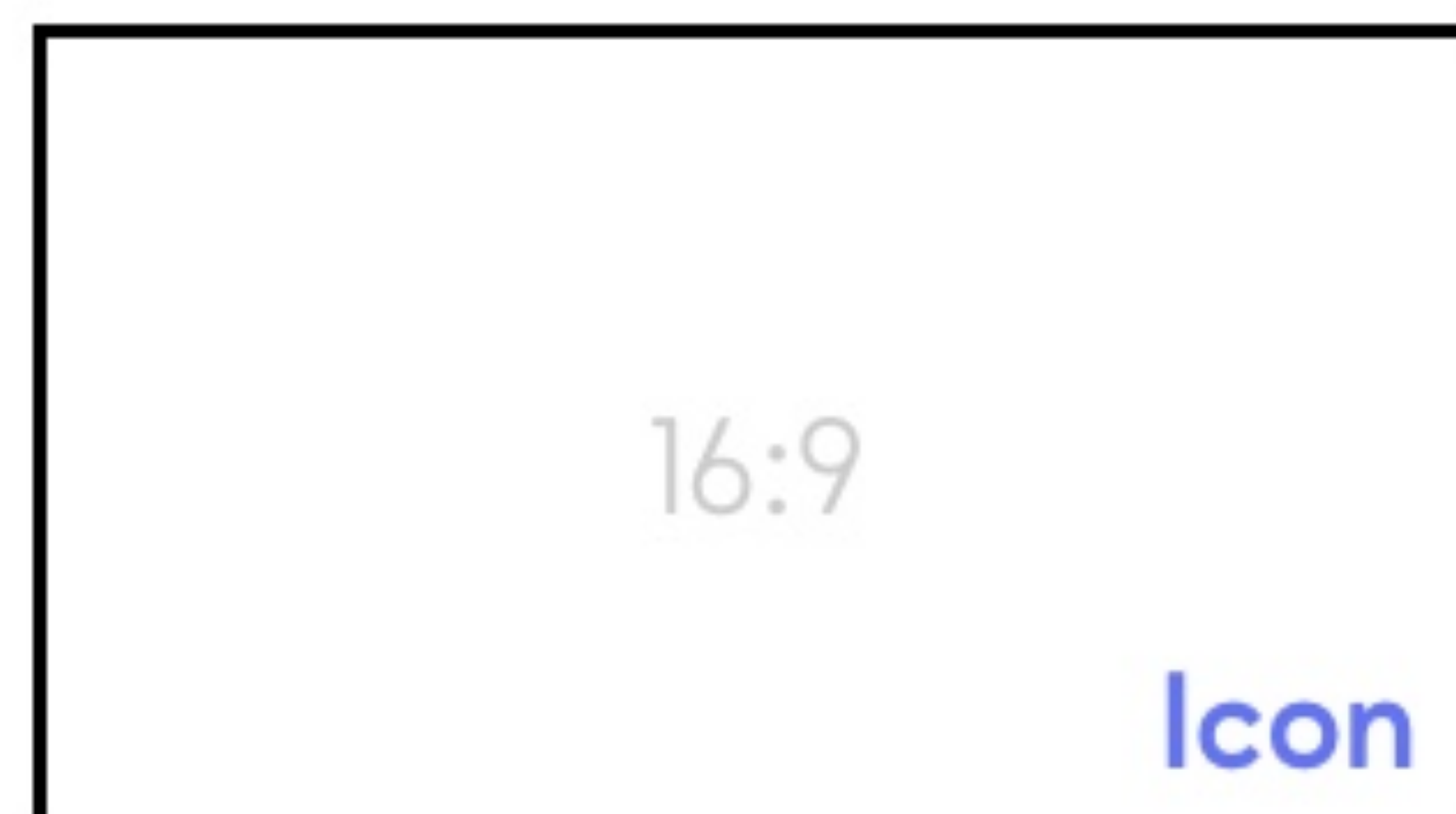
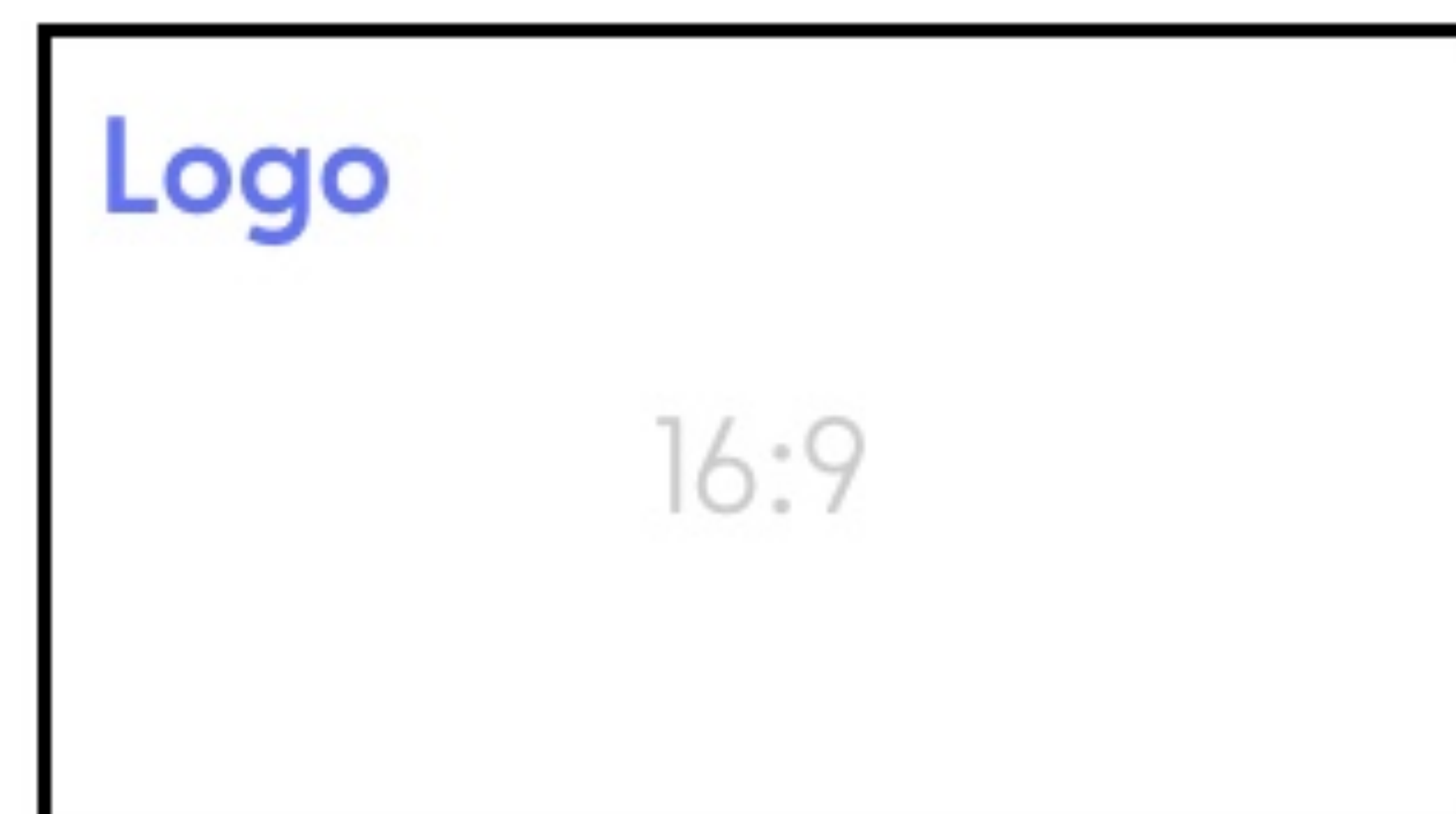


x/2		
		UNRAVEL
	A Spyrosoft Group Company	

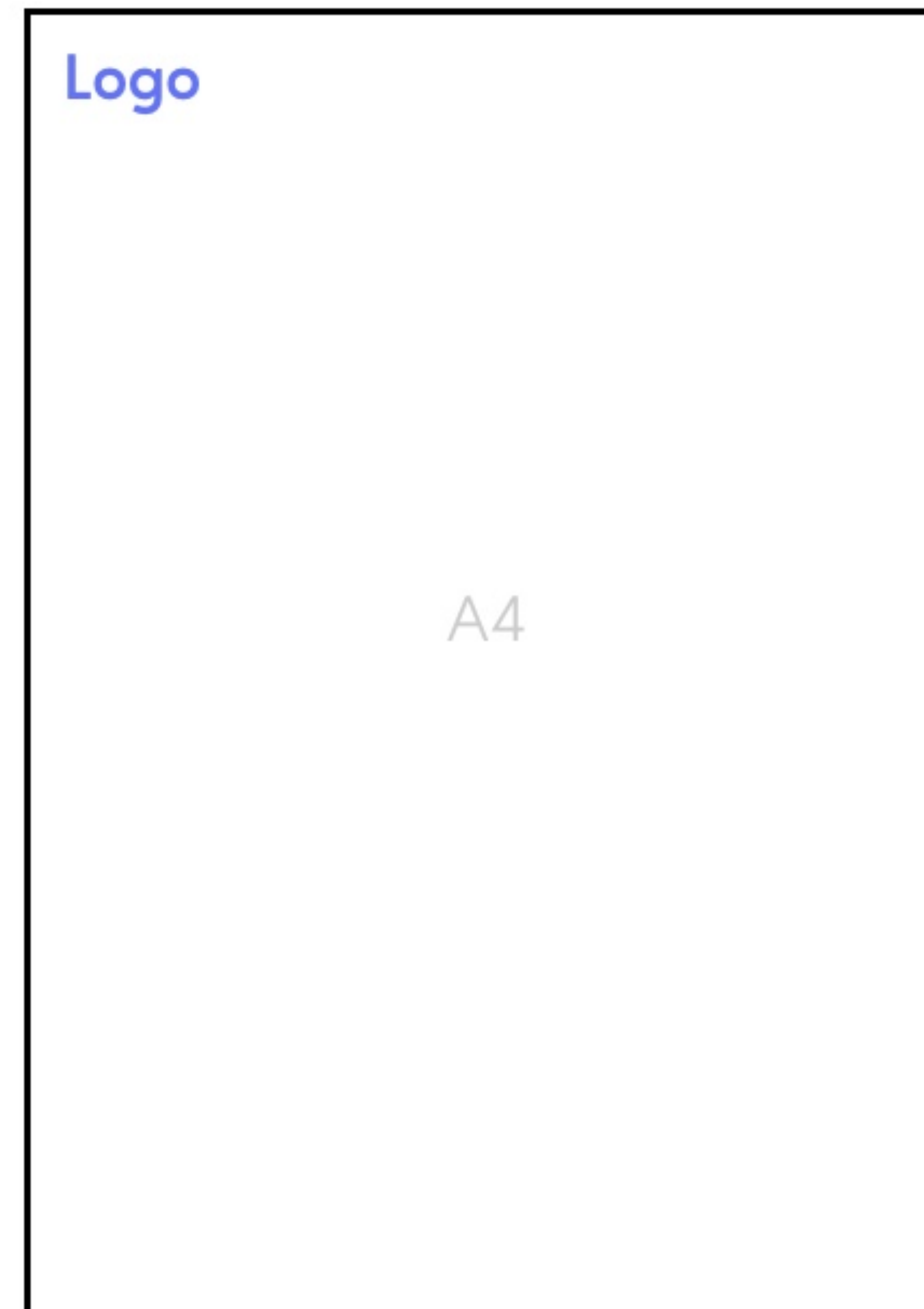
Communication

Logo placement on PowerPoint presentations and Company Papers.

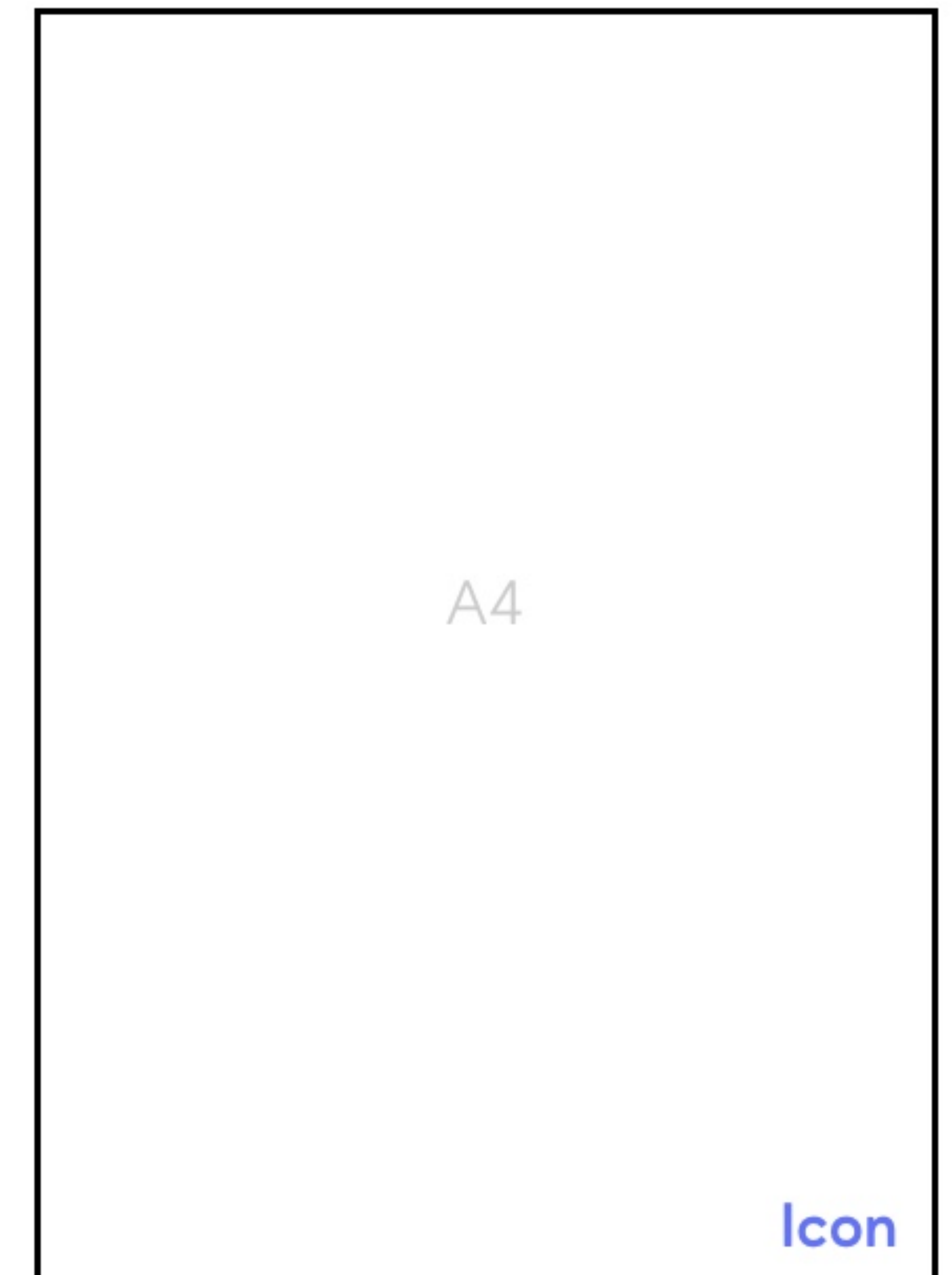
Use only logo or icon on the one page never both at the same time.



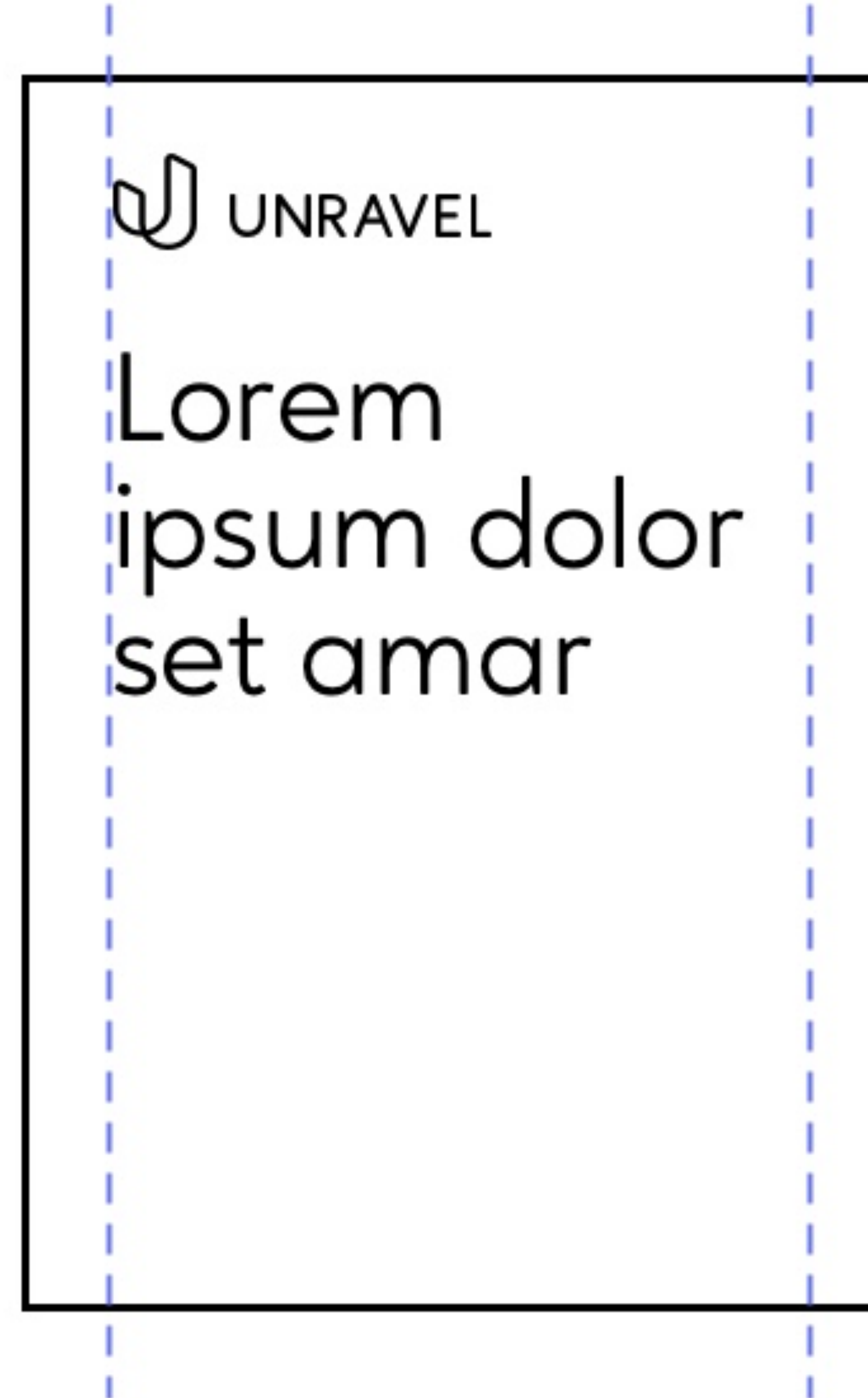
PowerPoint



Company Paper

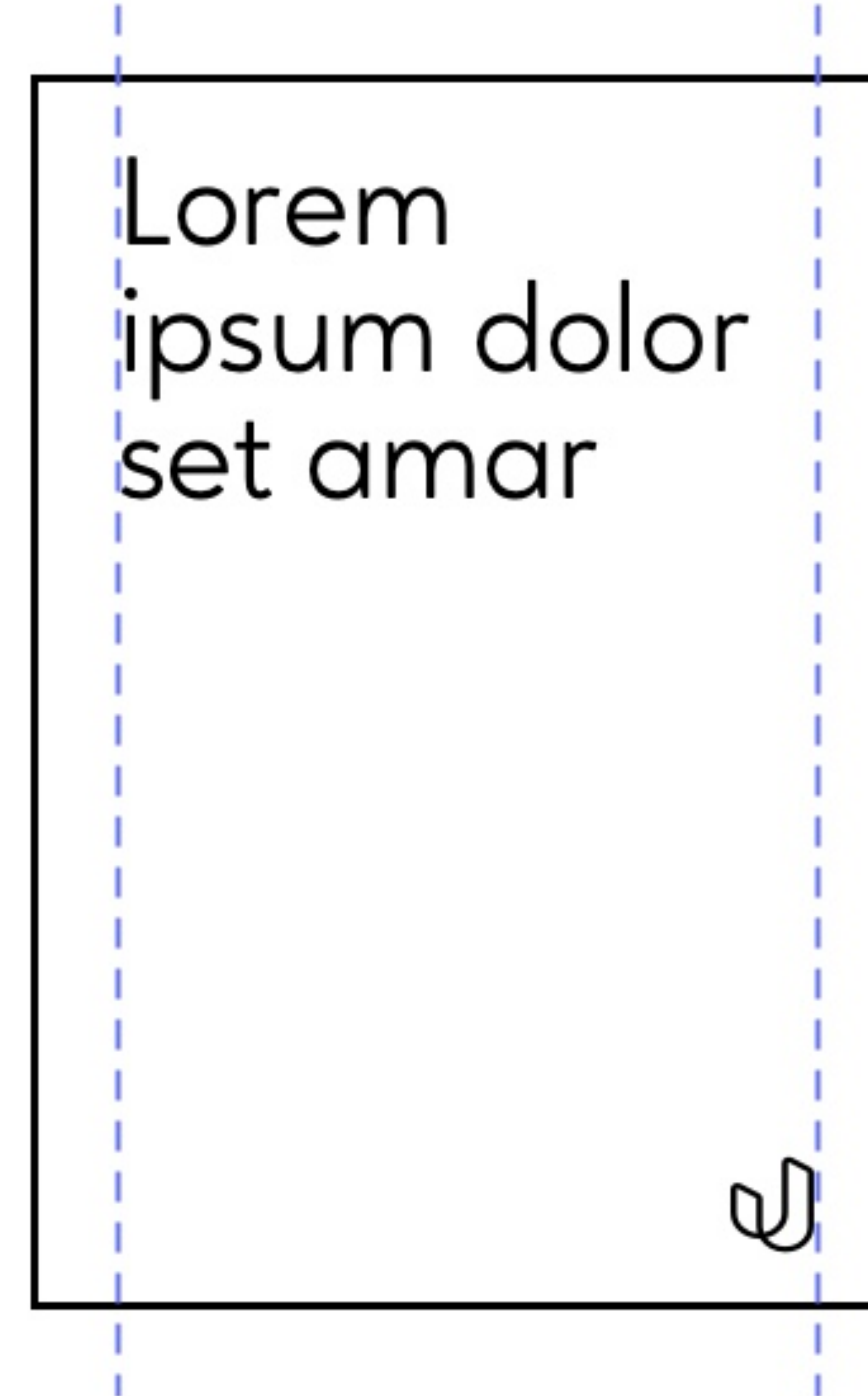


Communication



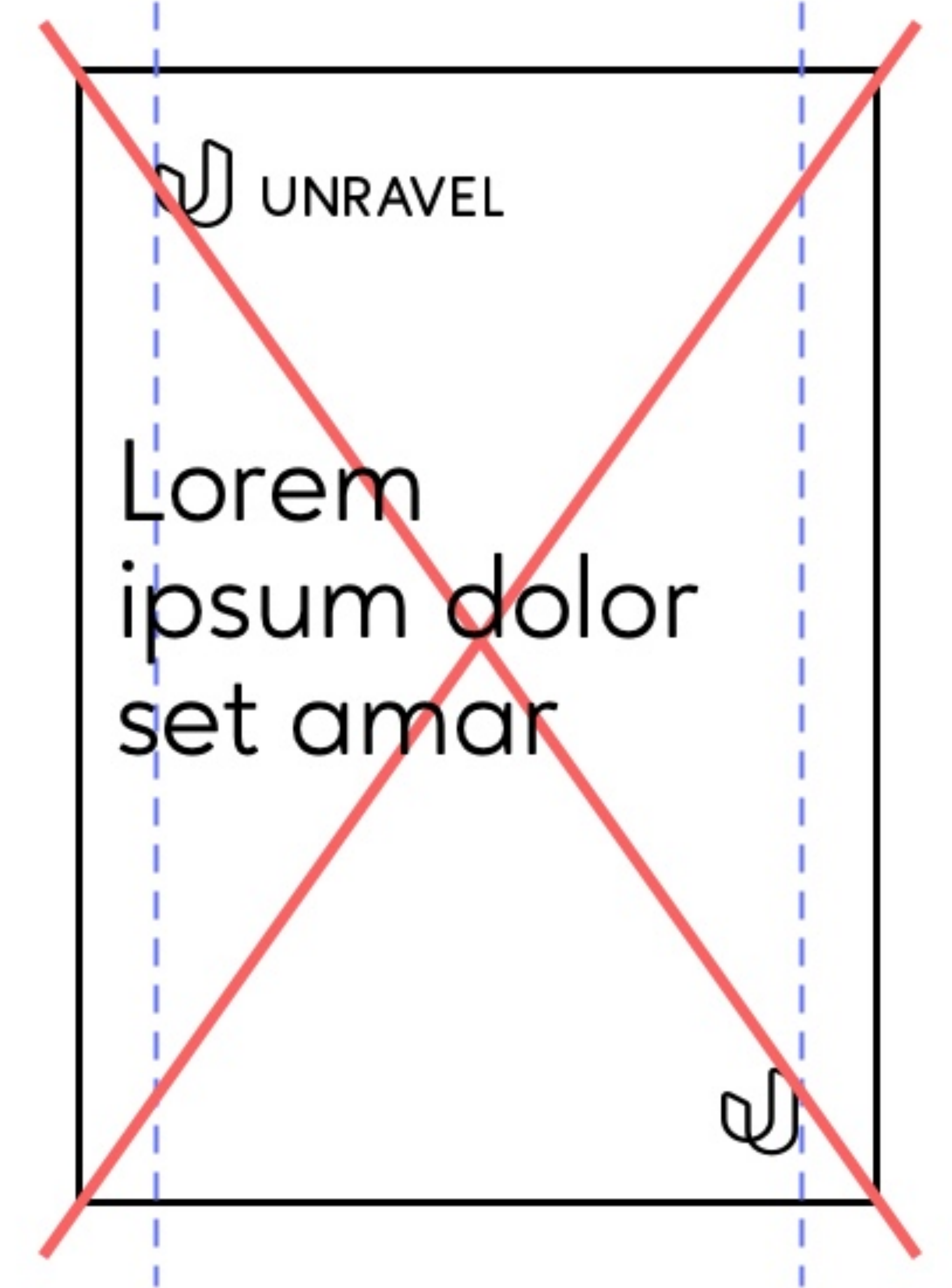
YES

Adjust items to the left side.
Place Unravel logo on the top
when is use for the first time.



YES

Adjust text to the left side.
Place Unravel icon to the
right bottom corner when
Unravel logo was displayed
on the previous pages.



NO

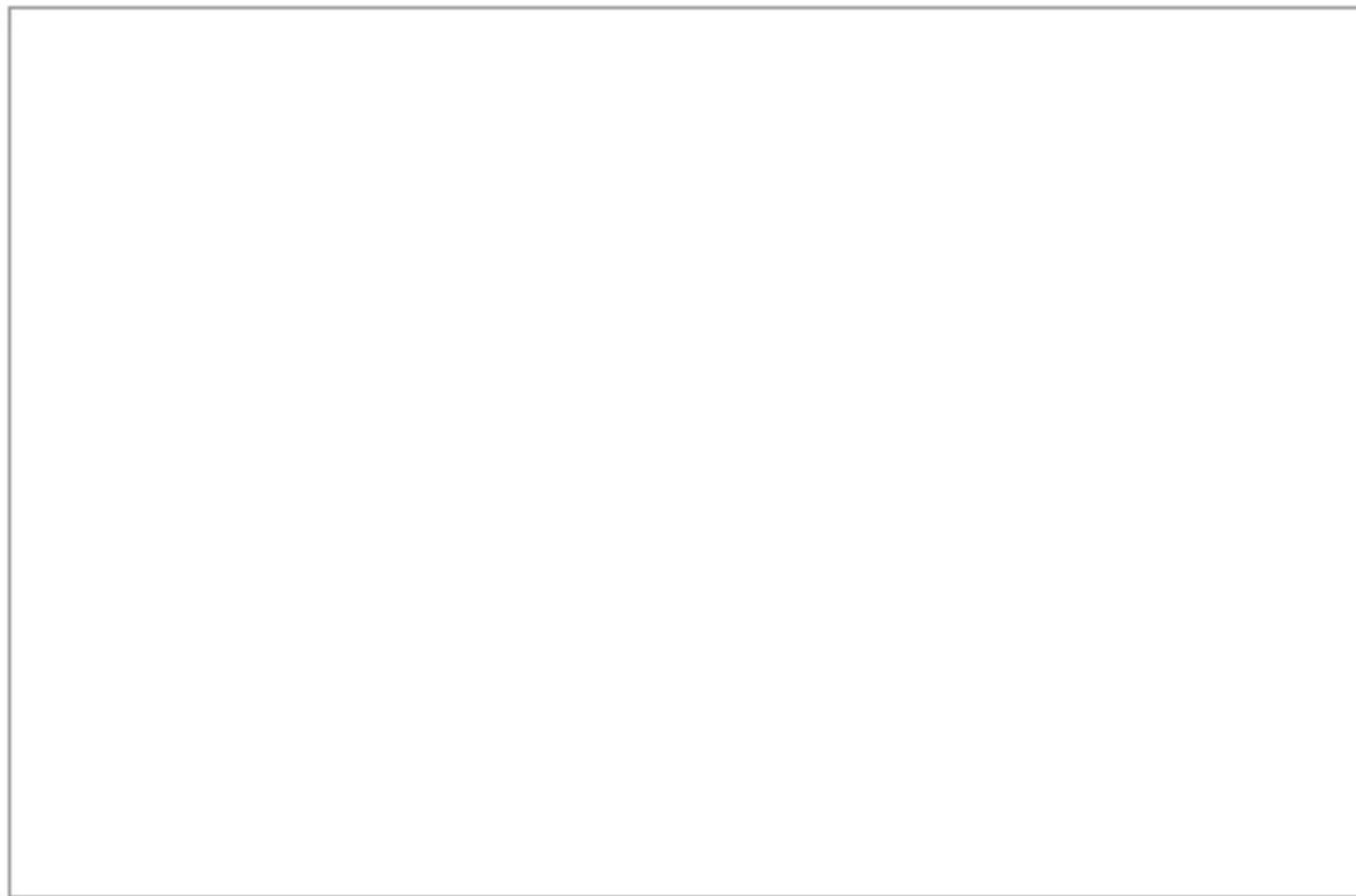
Don't go over the logo left
margin. Don't use Unravel
logo and icon on the same
page.



Colors

Unravel Primary Colors

The brand colours are equal in status. The Unravel logo may not be darkened, lightened or displayed transparently, and always appear in full tone.



White

RGB: 255/255/255

HEX: #ffffff

CMYK: 0/0/0/0



Black Rock

RGB: 50/50/56

HEX: #323238

CMYK: 2/2/0/78

Secondary Colors

Secondary colors highlight and compliment the primary colors.



Turbo

RGB: 252/216/33

HEX: #FCD821

CMYK: 0/14/86/1



Ocean Green

RGB: 88/181/123

HEX: #58B57B

CMYK: 36/0/23/29



Beauty Bush

RGB: 236/177/176

HEX: #ECB1B0

CMYK: 0/23/24/7

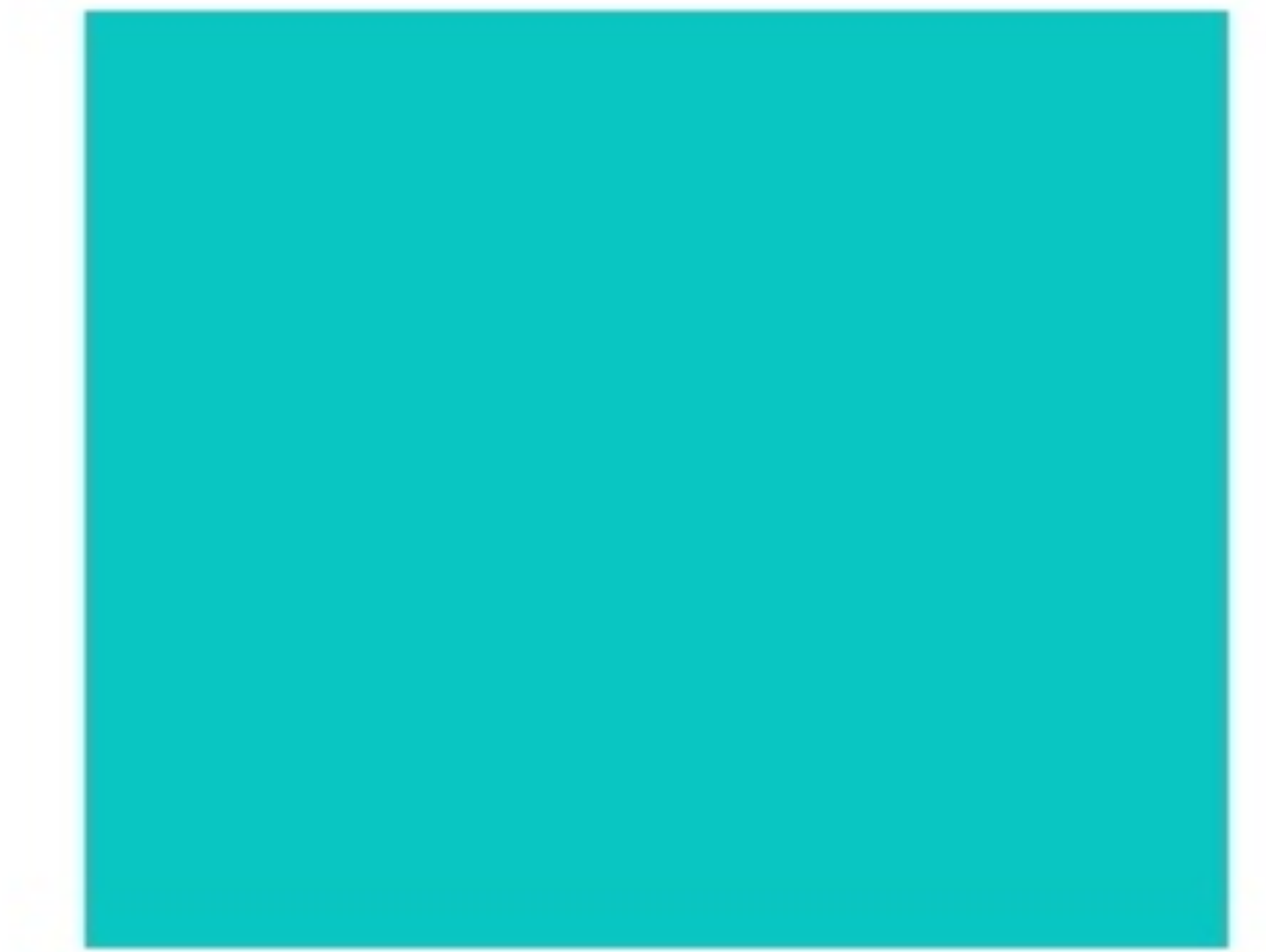


Medium Slate Blue

RGB: 99/115/248

HEX: #6373F8

CMYK: 58/52/0/3



Robin's Egg Blue

RGB: 9/198/194

HEX: #09C6C2

CMYK: 74/0/2/22

Colors in use

The color palette is used to add depth, boldness, and vibrancy to your pages and designs. Some colors, however, indicate specific uses or actions (particularly for web & presentation slides).

Black Rock

#323238

Text and Background Colors

Black Rock is our main text color. All text should be this color including links and buttons.

White

#FFFFFF

Text Colors on Black Backgrounds

White text color should be used on dark background as Black Rock.

Black

#000000

Unravel Logo, Illustrations, Backgrounds

Black is a secondary color suggested to use only in exceptional occasions.

Medium Slate Blue

#6373F8

Icon Colors

Medium Slate Blue is our default icon color.

Typography



Ageo Font

Ageo Heavy

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789

Ageo SemiBold

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789

Ageo Light

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789

Ageo ExtraBold

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789

Ageo Medium

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789

Ageo Thin

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789

Ageo Bold

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789

Ageo Regular

ABCDEFGHIJKLMNO
PRSTUVWXYZ
0123456789