



# Brand Guidelines

Logo and colors

# Brand Guidelines

We want to make it easy for you to use our brand while respecting it at the same time.

We created the following guidelines to promote consistency and prevent confusion while using the Unbabel Brand.

## Our Logo Mark

Our Logo Mark is the combination of our Icon with a simple and modern Wordmark.

The horizontal version should be used most often. You should use the vertical version if it's more legible.

We ask that the logos maintain their original brand color.



Horizontal version



Vertical version

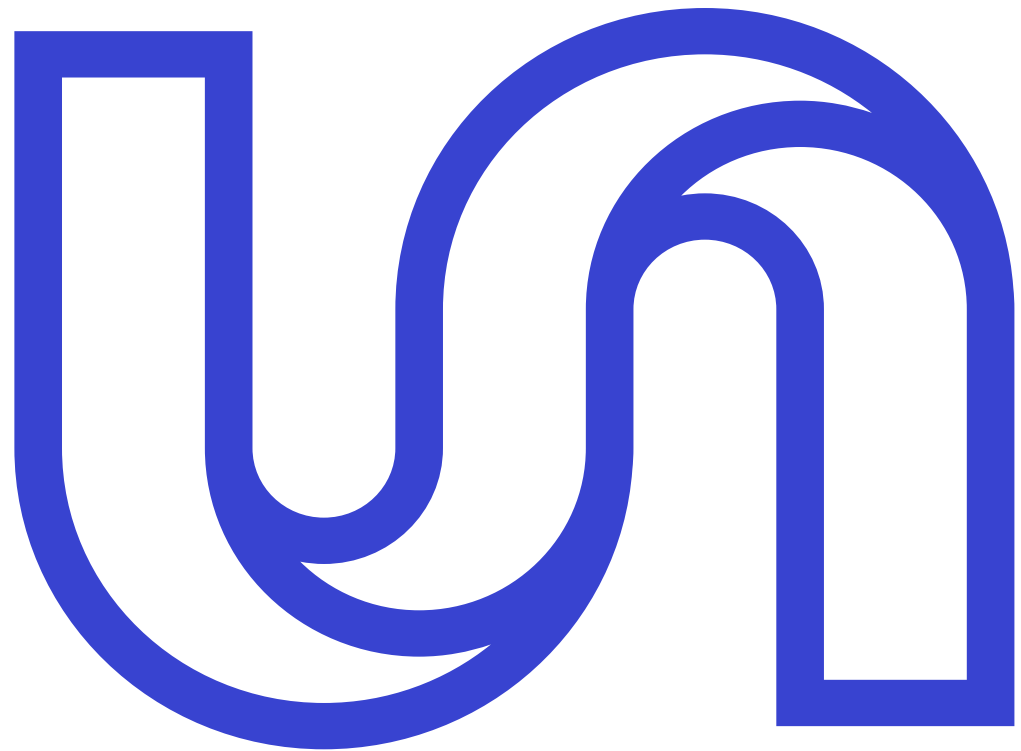
## Our Wordmark

If you can't use both the logo and the Icon, just use the version with wordmark.

# Unbabel

## Our Icon

While we ask you use the full Logo Mark wherever possible, we recognize that there are situations in which you will just use the Icon, such as on T-Shirts, other merchandise, and infographics.



## The Exclusion Zone

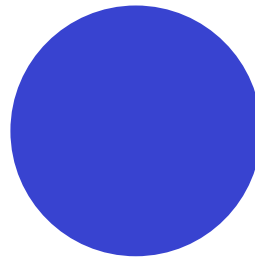
The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.



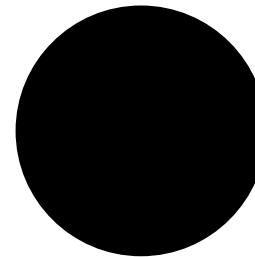
## Our Colors

Unbabel's primary color has always been blue, though we embrace a much wider array of colors in our communications.

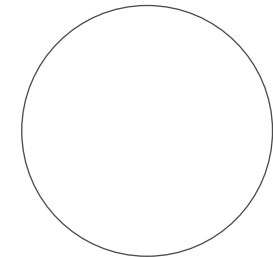
If you're limited in your use of color, we also have black and white versions of our brand assets.



#3843D0  
RGB 56 67 208  
CMYK 73 68 0 18  
Pantone 2369 C



#000000  
RGB 0 0 0  
CMYK 0 0 0 100



#FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0



Any questions?  
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