

Logo

Our logo tells our story – and makes its mark.

Our logo

Warm and characterful, our logo unites our illustrated U with our handwritten brand name.

Our logo has a rich 20 year history and depicts our work together and the unmissable products we create. A powerful mark, it has also inspired the creation of our icon.

Always evolving with us, our logo is currently under review to make sure it reflects the evolving product portfolio of the business. For now, here are the principles we embrace when using our logo.



Clear space

The clear space for the logo has been created using the height of the capital 'U' from the Unilever wordmark.

- We measure 2x the height of the 'U' and create a clear space above and below the logo.
- We use this height created to calculate an equal width on either side, allowing our logo to sit within a square module.



Minimum size

The minimum sizes for applying the logo across various formats and techniques are:

Lithography	8 mm
Flexography	8 mm
Gravure	8 mm
Dry offset	8 mm
Embossing	8 mm
Etching	8 mm
Silk screen fabric	8 mm
Embroidery	75 mm

On screen 40 pixels

When using the logo on screen, it must be a minimum of 40 pixels to meet accessibility standards. We can increase the logo in size depending on what fits best with the creative.



Minimum size
Print: 8mm
Digital: 40 pixels

The Minimum size
is measured by the
height of the full logo

Colour

The Sky logo should only ever appear on a light background.

The Cloud version of our logo can be used when applying the logo on coloured backgrounds or on images.



Sky
RO G102 B204
#0066CC



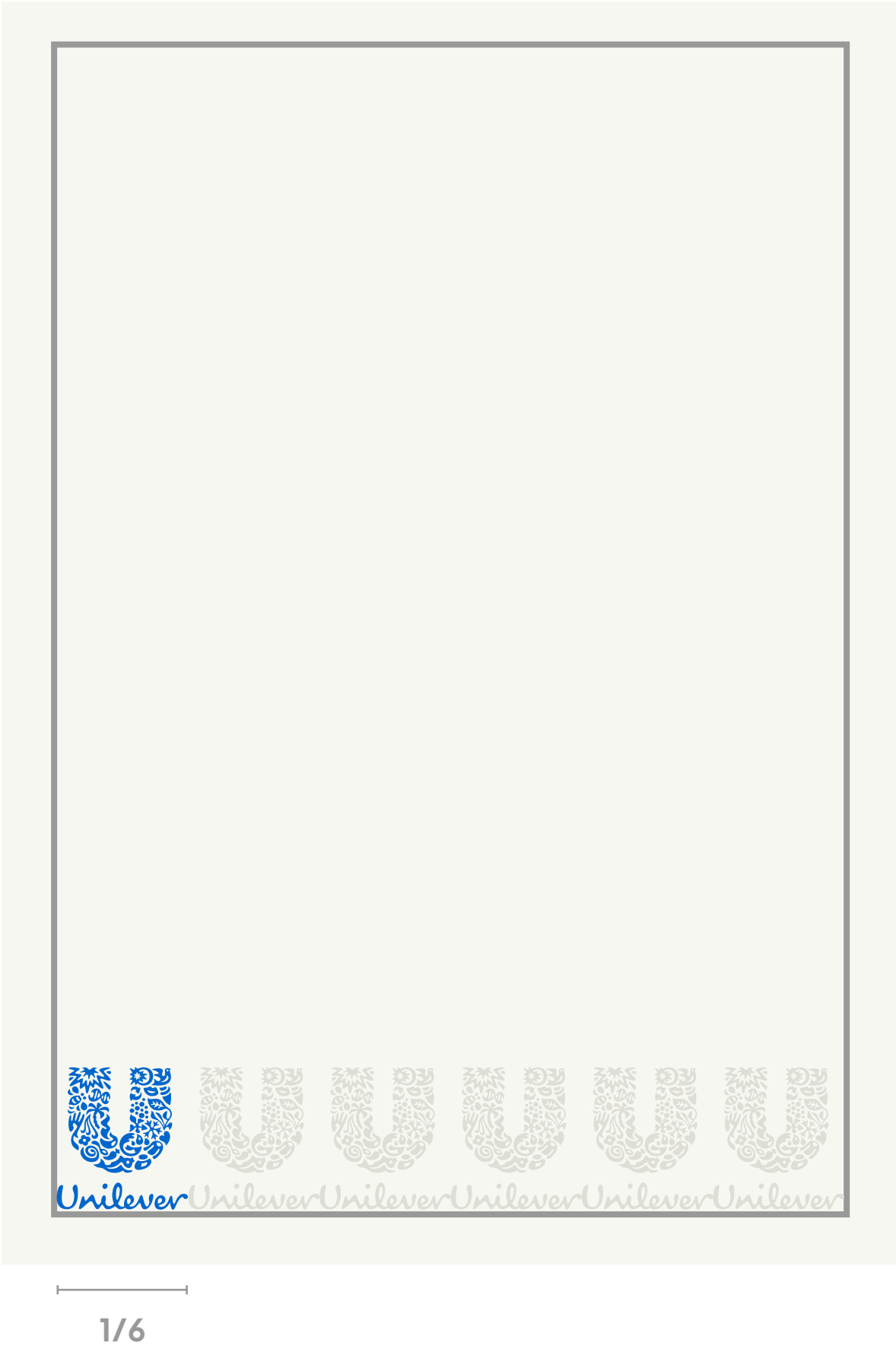
Cloud
R255 G255 B255
#FFFFFF

Positioning

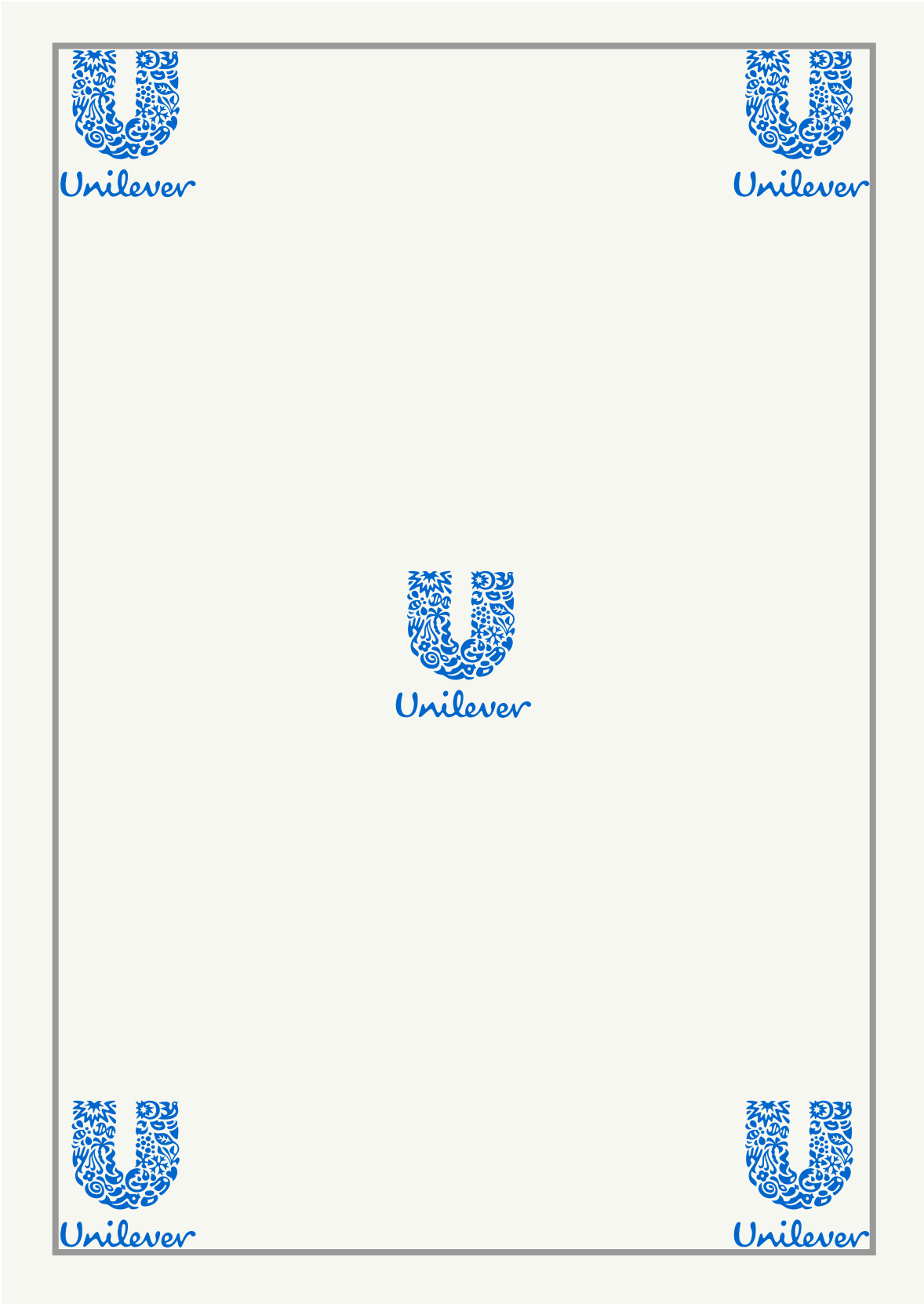
We use our design layout to establish the size and positioning of our logo.

- On portrait, for example, the logo should be 1/6 of the width of the content area.
- It can then be placed in any of the 4 corners or at the centre of the page.

Establishing size



Acceptable positions

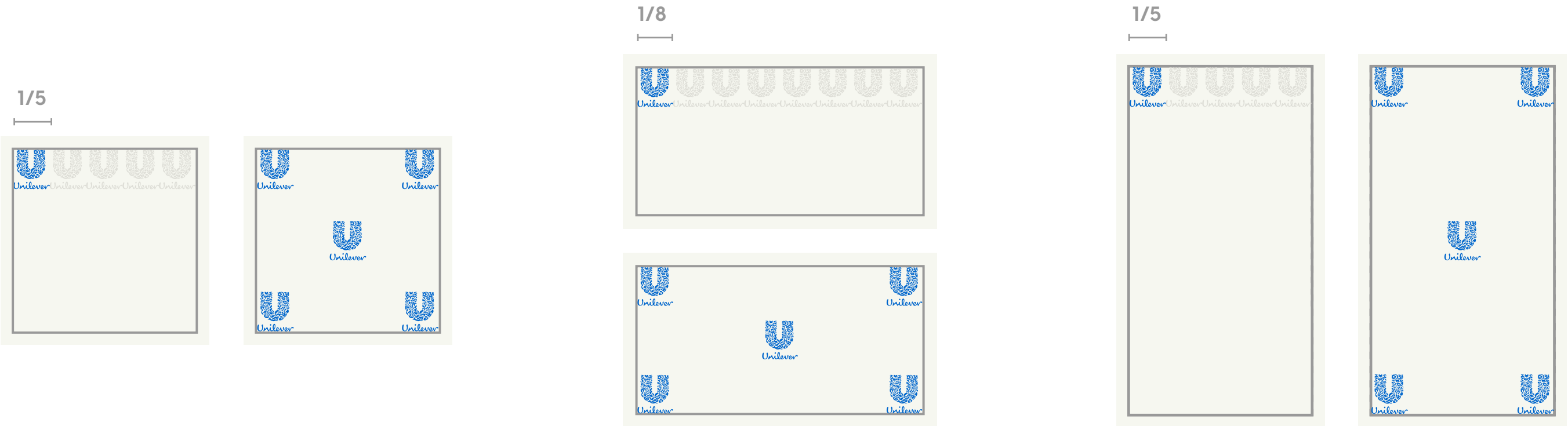


Scale

We use the same system across different proportioned layouts.

- We have different systems for when the layout should be small and secondary, and when it should be large and the main focus.

Small scale



Large scale

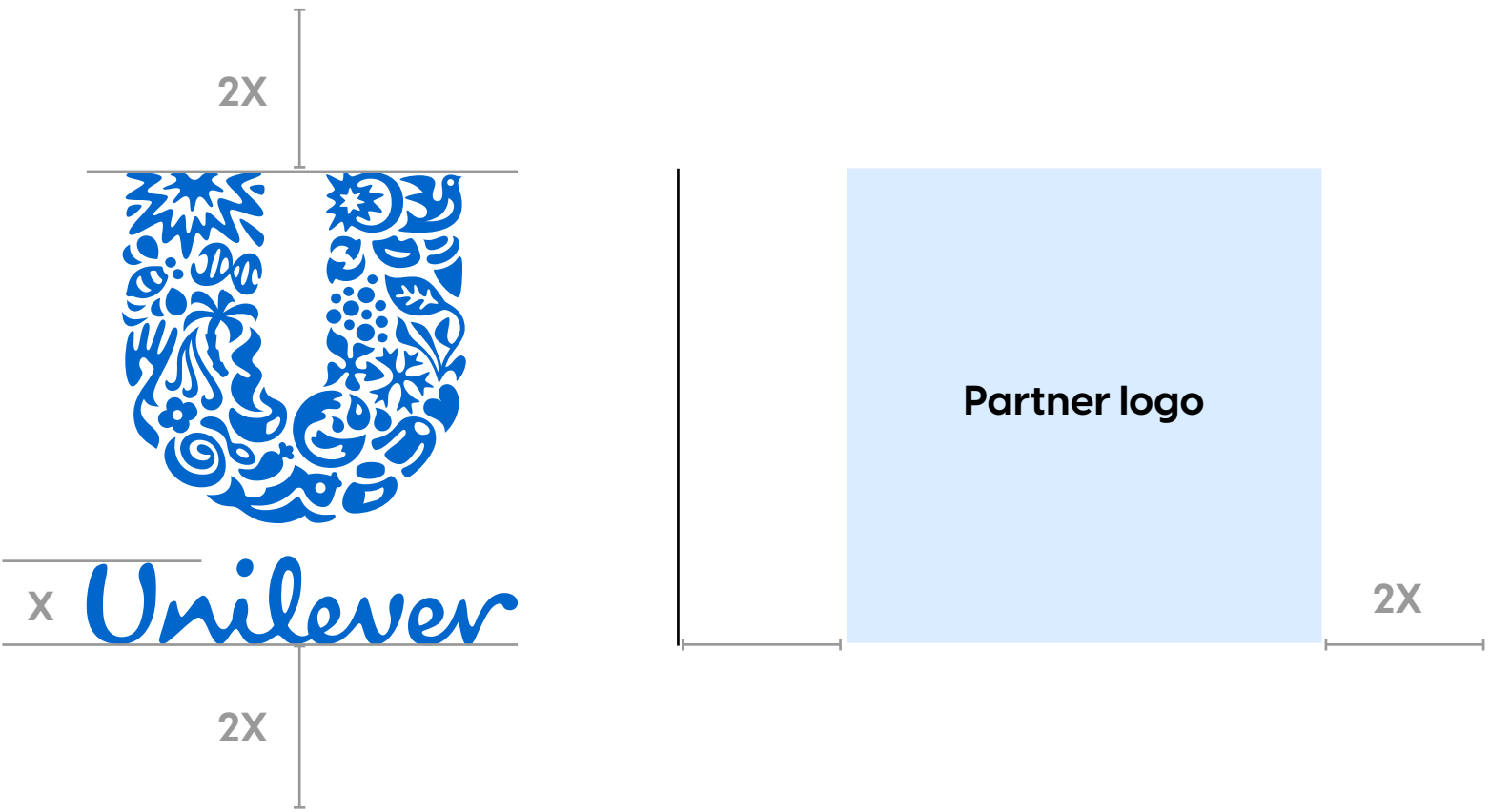


Lock-up

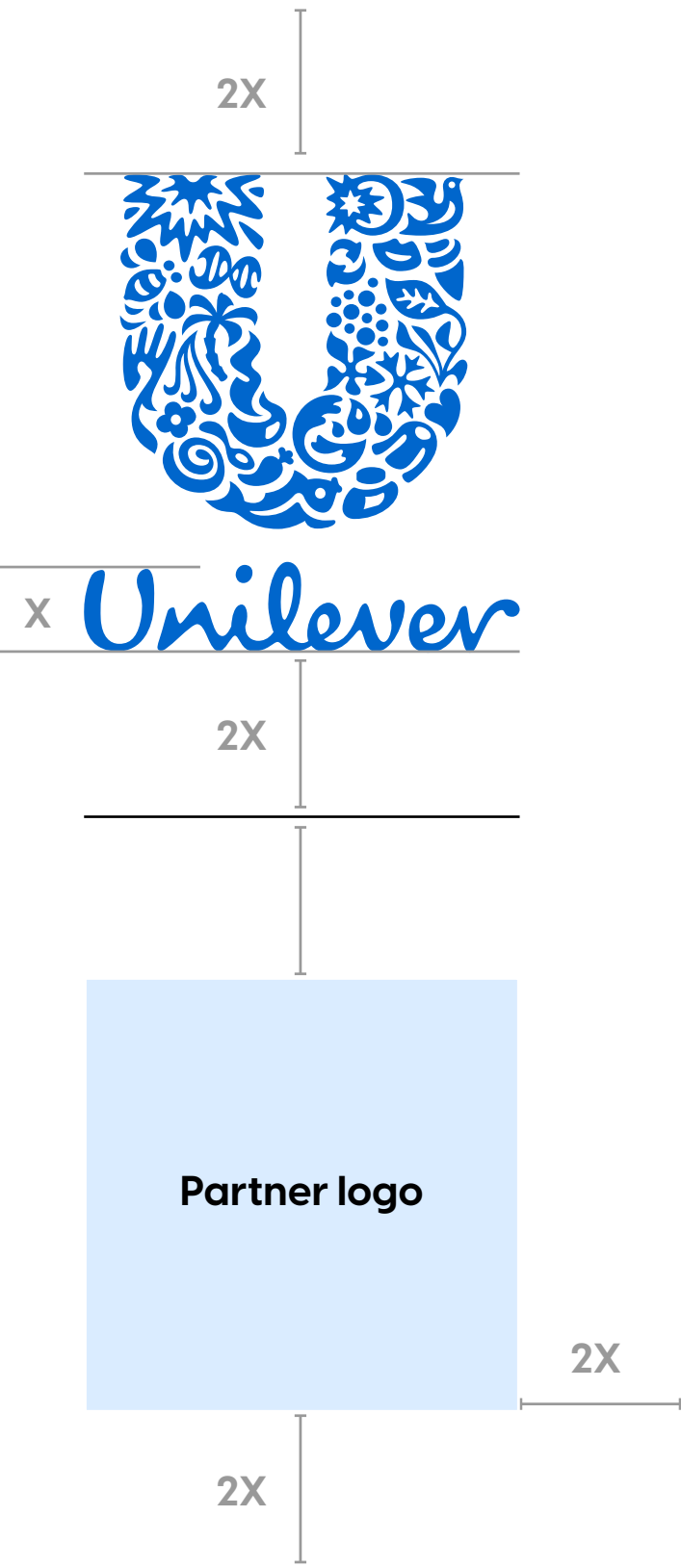
When pairing our logo with another brand mark, we make sure the clear space isn't compromised.

- We use a keyline to separate the two marks, establishing a clear break between the two.

Horizontal



Vertical



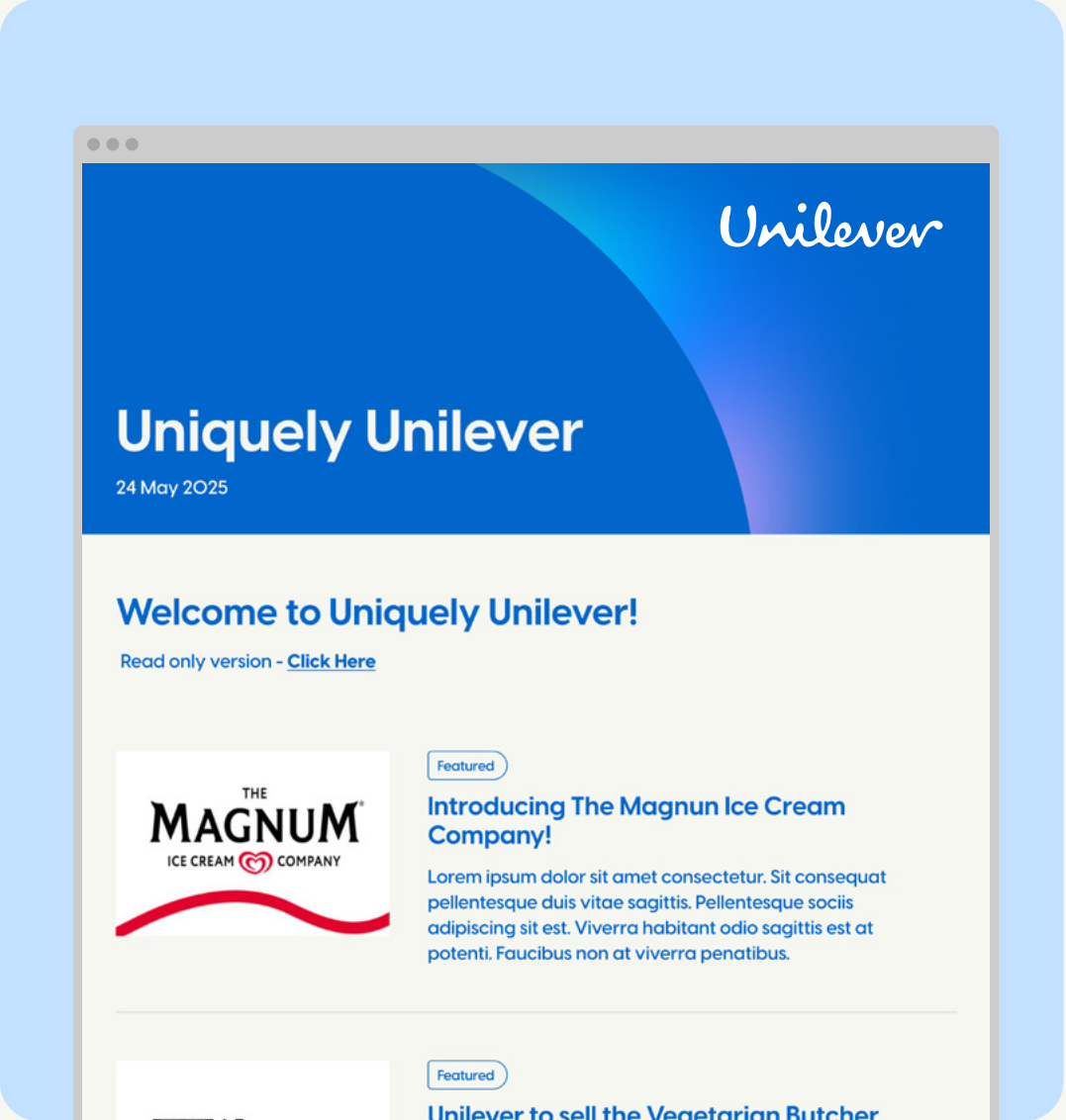
Our logo script

An iconic element of the Unilever brand, our handwritten script captures our unique Unilever spirit, bringing a human and personal touch.

This is an ownable element to be proud of and embrace in our internal communications, reflecting our togetherness, our history, and our drive to shape the future by creating joyful and memorable experiences for people at scale.

Here are some examples of how we use our handwritten script and, on the following pages, we share its design principles.

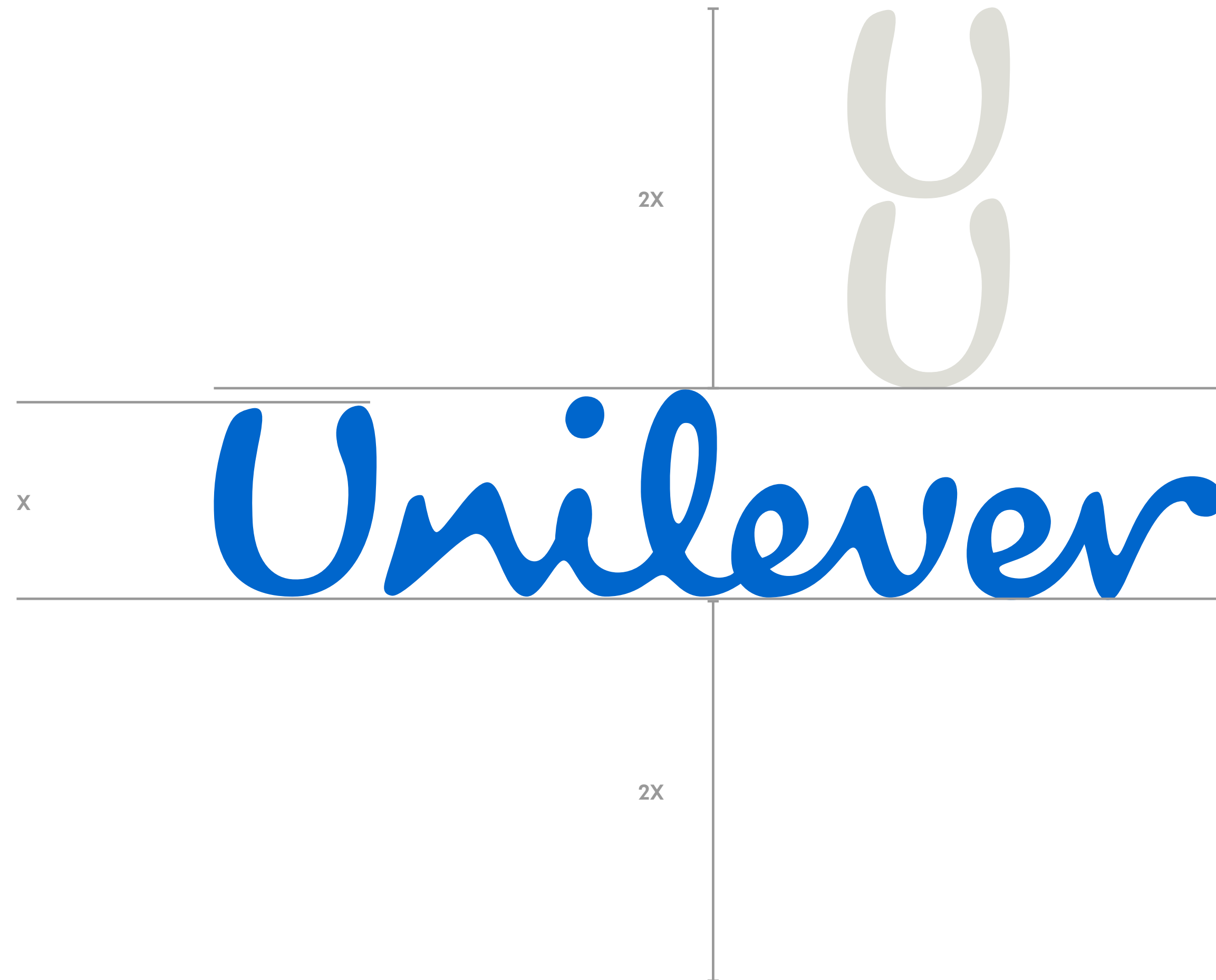
- We only use this in internal communications – never in external brand expressions.



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Unilever

Sky

RO G102 B204
#0066CC

Unilever

Cloud

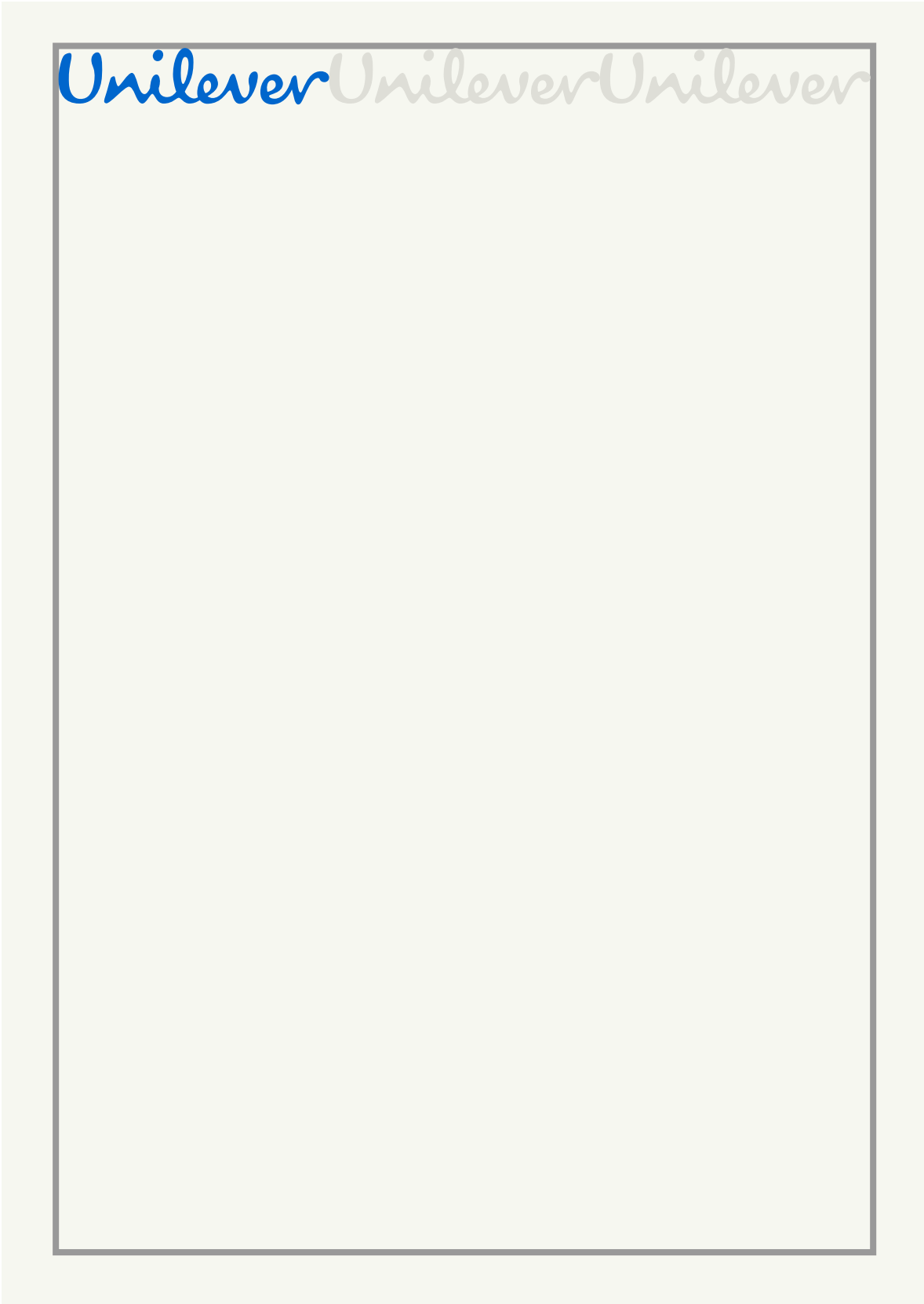
R255 G255 B255
#FFFFFF

Positioning

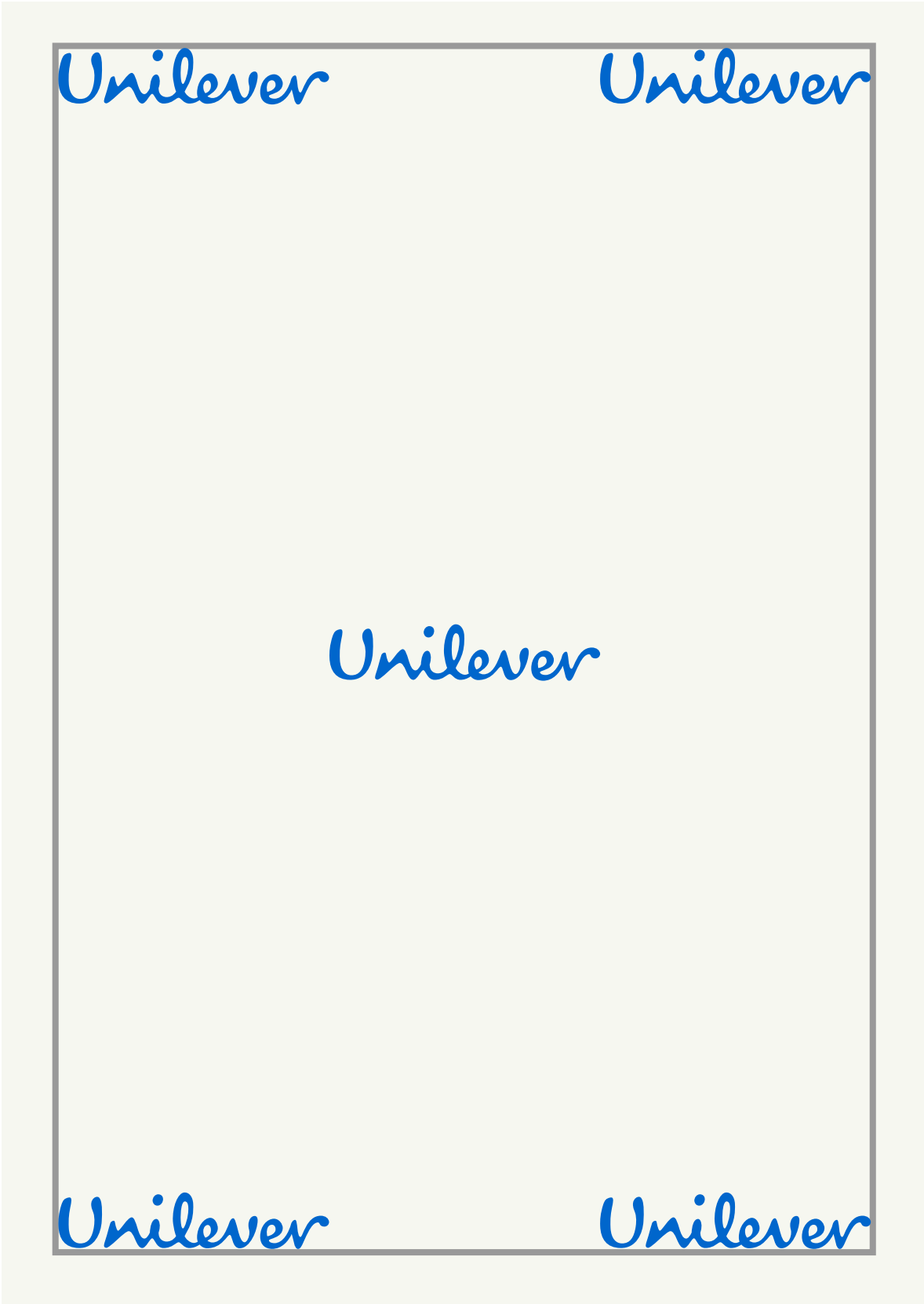
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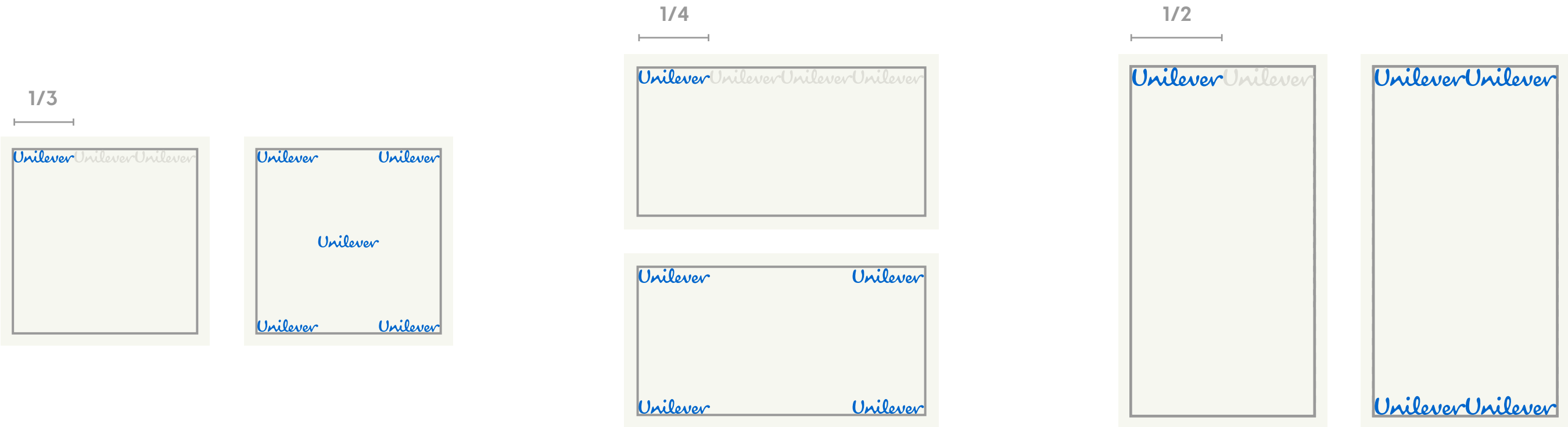


Scale

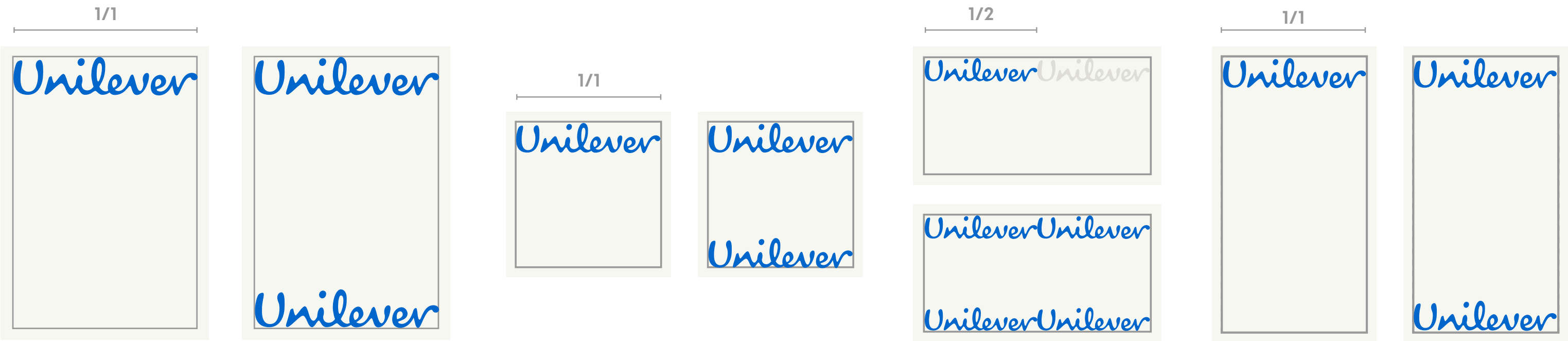
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Large scale



Things to avoid

1. Distorting the logo.
2. Cropping the logo.
3. Rotating the logo.
4. Altering the composition of the logo.
5. Altering the hierarchy of the logo.
6. Creating alternative versions.
7. Replacing the type style.
8. Adding elements to the logo.
9. Creating bespoke lock-ups.
10. Using the 'U' as a letterform.
11. Outlining the logo.
12. Changing the colour of the logo.
13. Placing the blue logo over a dark-coloured background.
14. Placing the blue logo over a busy image.
15. Applying gradients or effects.

