01. LOGOTYPE

Color Code Quartz
CMYK: C0% M0% Y0% K7%
Pantone: Warm Gray 1
RGB: R238 G238 B238
Web: #EEEEEE

Color Code Carbon
CMYK: C0% M0% Y0% K8%
Pantone: Cool Gray 11
RGB: R68 G68 B68
HEX: #444444

Definition
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation
To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height /2).

Minimum Size
Minimum logo size is 16px (.22 in, 5.6 mm) in height. Attention: Please do not use less than this size to make sure that it will be printable without losing design quality.

Attention
The “iUNU” logo is a registered trademark and cannot be altered in any way. All communications, both print and electronic, published by “iUNU”, must display an approved logo. Use of any stylized, animated, hand drawn or other versions of an informal logo is not permitted.
02. TYPOGRAPHY

**PRIMARY FONT**
INDLEWILD MEDIUM

**SECONDARY FONT**
VITESSE BOOK

**DETAILS**
INDLEWILD MEDIUM

**DETAILS**
VITESSE BOOK

INDLEWILD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VITESSE BOOK

VITESSE REGULAR / ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefgijklmnopqrstuvwxyz

VITESSE BOLD / ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefgijklmnopqrstuvwxyz

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