shall Ünite | Brand Guideline Smiley Logo

SHALL UNITE BRAND USAGE GUIDELINES

Introduction

Shall Unite is a central platform facilitating children's communication, networking, education, and entertainment and providing a secure one-stop solution where children, parents, and teachers can exchange ideas and content with other children, parents, and teachers.

Our efforts and actions make Shall Unite a unique place for them to forge partnerships and interact. Our ethics lie at the heart of what we provide and are crucial to providing a respectful environment within which we can fulfill an educative mission with an open mind and a slice of fun.

Brand Overview

Welcome to Shall Unite's brand resources information. You are at the right place to find our brand guidelines, downloadable assets, and information on how to use them and obtain permission to use them.

Brand elements

Our guidelines outline the rules for using Shall Unite's brand assets and showcasing Shall Unite product content. We appreciate your help in protecting our brand and presenting your work appropriately by following these guidelines and only using approved brand assets from this site (any logos or images found elsewhere on the web are not approved for use).

SMILEY LOGO, SYMBOLS

x1 U

DO's

DO use our smiley logo
Please, only use our smiley logo to promote your presence on Shall Unite. Don't use the Shall unite wordmark, the corporate identity that refers to the Shall Unite company.

DO maintain the smiley logo's shape, color, and proportion
It is not allowed to alter, rotate, embellish or attempt to recreate our brand assets. Therefore, the downloads available here are the only approved assets representing the Shall Unite brand.

DO keep sufficient space around our smiley logo
Leave enough space around Shall Unite brand assets for them to be identifiable, and always use our assets at a legible size.

DO abide by Shall Unite's Terms and Policies.
Please act following our Terms and Policies. They give you precise information about what we do, the value we promote, and what is not acceptable. We are adamant about protecting our members' privacy.

Don't

Please DO NOT alter the color or design of our assets.

DO NOT misrepresent the Shall Unite brand. Never negatively represent the Shall Unite brand. For example:

Please do not make the Shall Unite brand the most distinctive or prominent feature that could induce viewers to believe that we endorse, partner with, or sponsor your business communication.

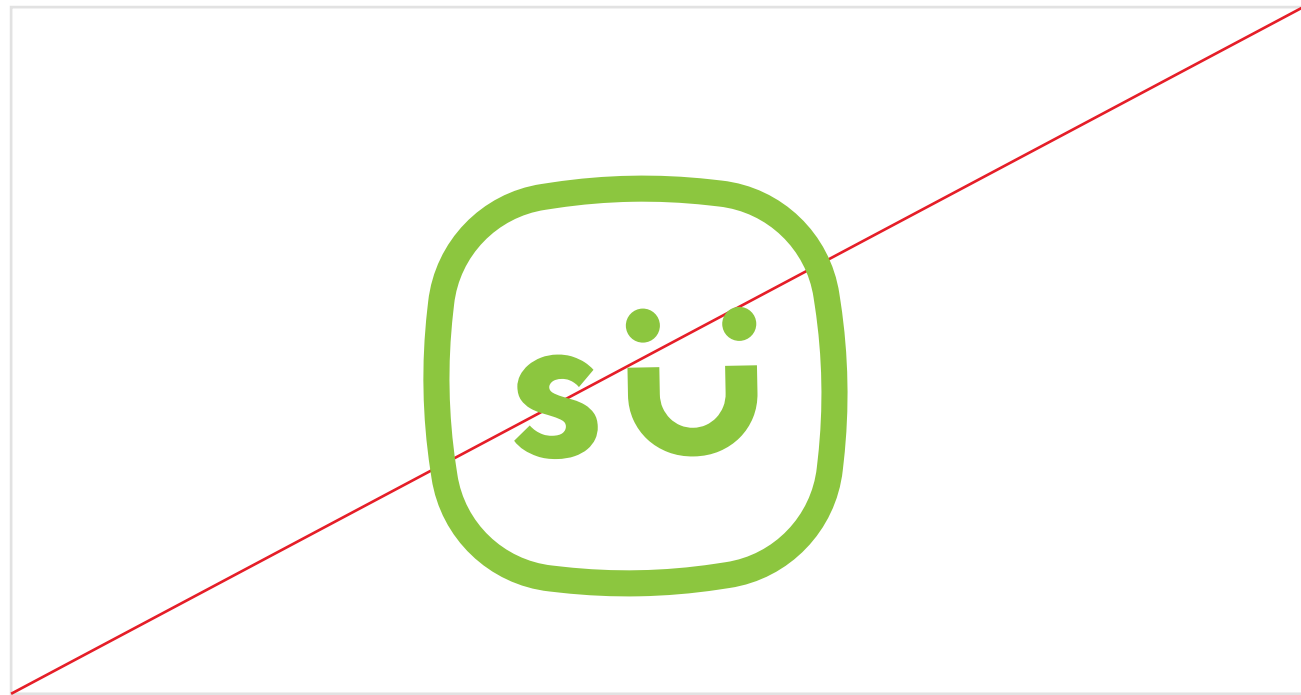**Please do not** put our brand as part of a script or storyline in a negative context.

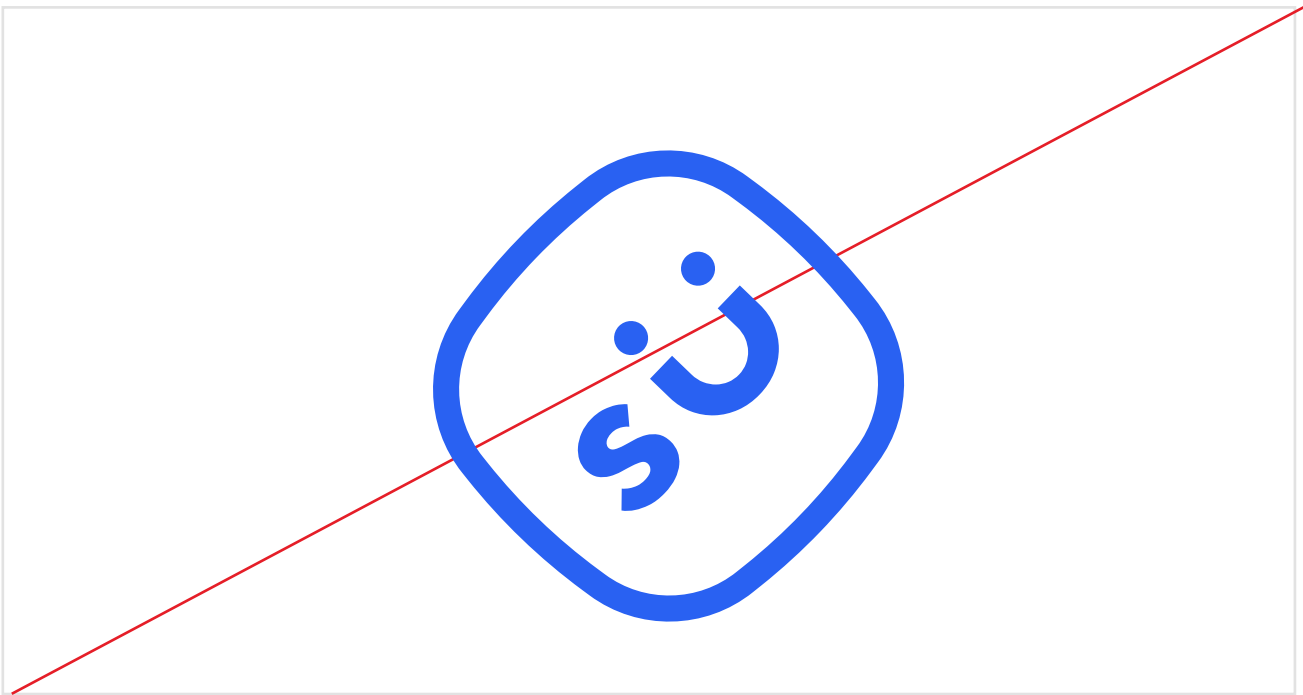# Smiley Logo Color variations

Smiley Logo
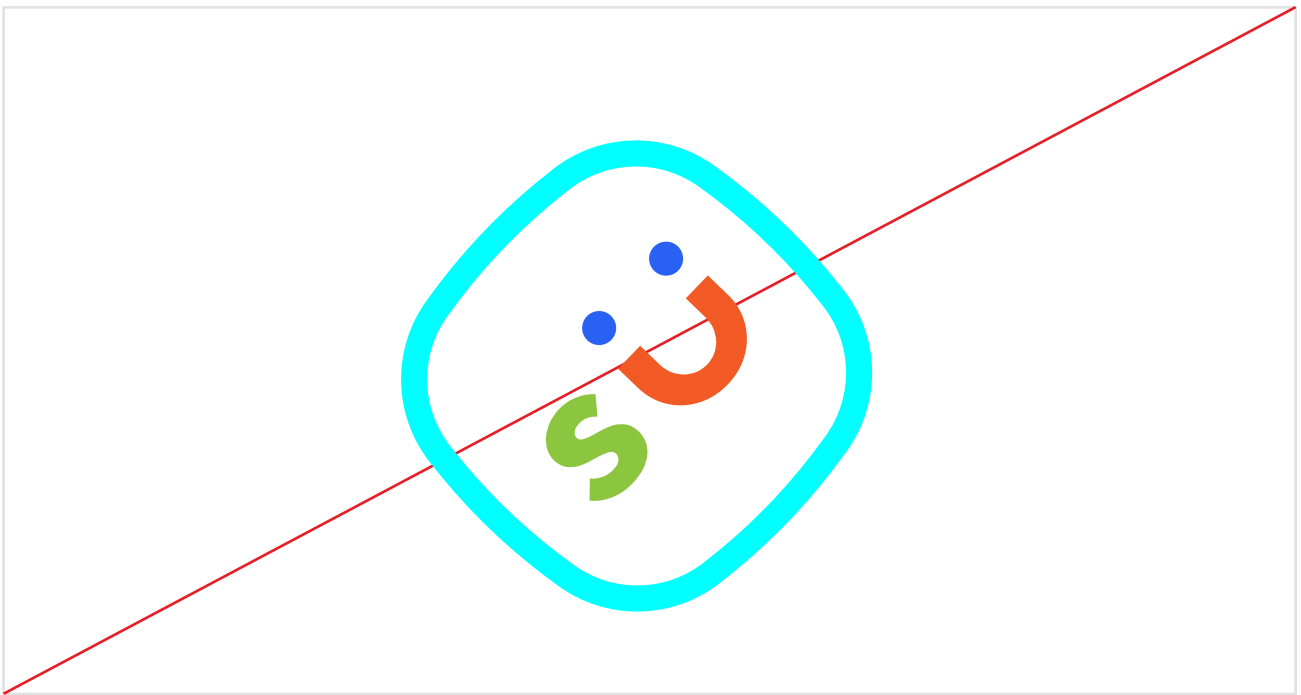
Logo Smiley Misuse

Logo should be used according to the above instructions
and should not be modified in any case.
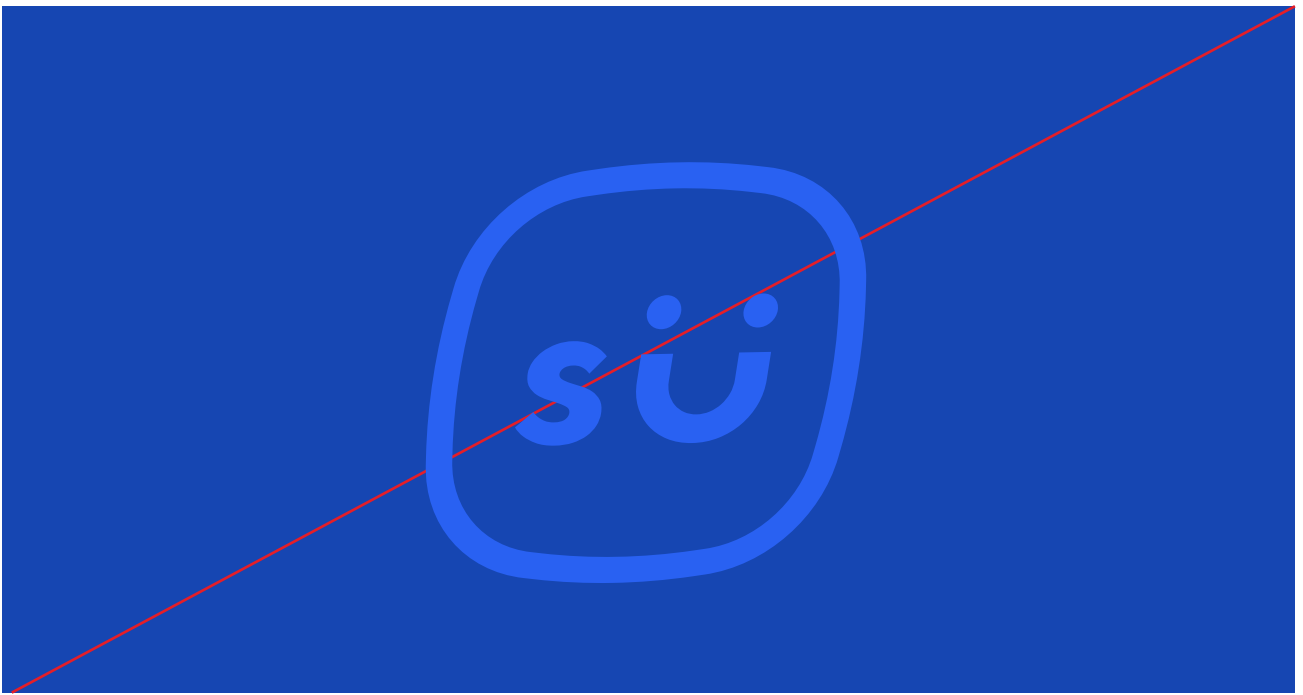

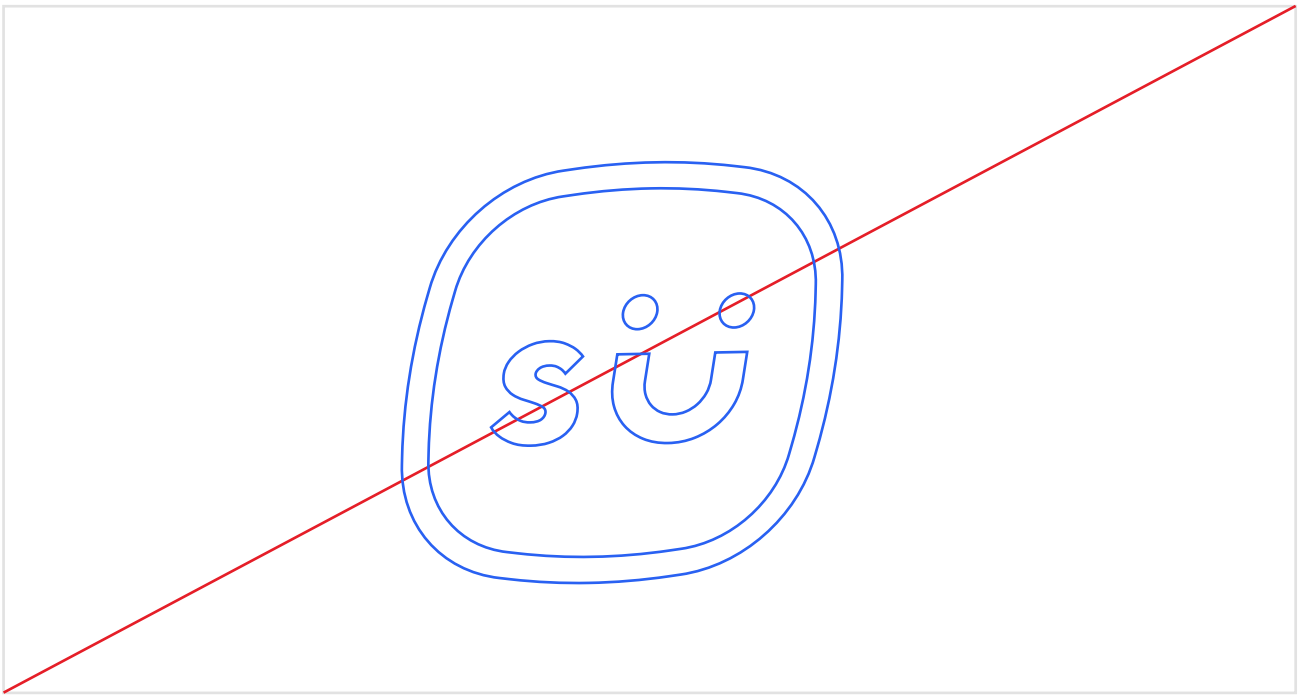Do not use other colors

Should not be tilted

Should not modify the color

It should not be converted to italics.

Should not be used on a background that is blurry.

Outline should not be used.

Clear Space

Leave Clear Space to separate the SU Logo from anything else such as the title, text, or margins of the printout.

x1 U

Minimun Size - Print

13 Mm.

Minimun Size - Digital

40 Px.

Logo On Brightness Background

Recommendations for using Logo to be clearly visible According to the Gradient Chart, it shows that the background affects the visibility of both the main color logo.

Logo Placement On Social Media

Placing the SU Logo in the workpiece for Social Media should be placed in a prominent position and suitable for the size of the workpiece, i.e.
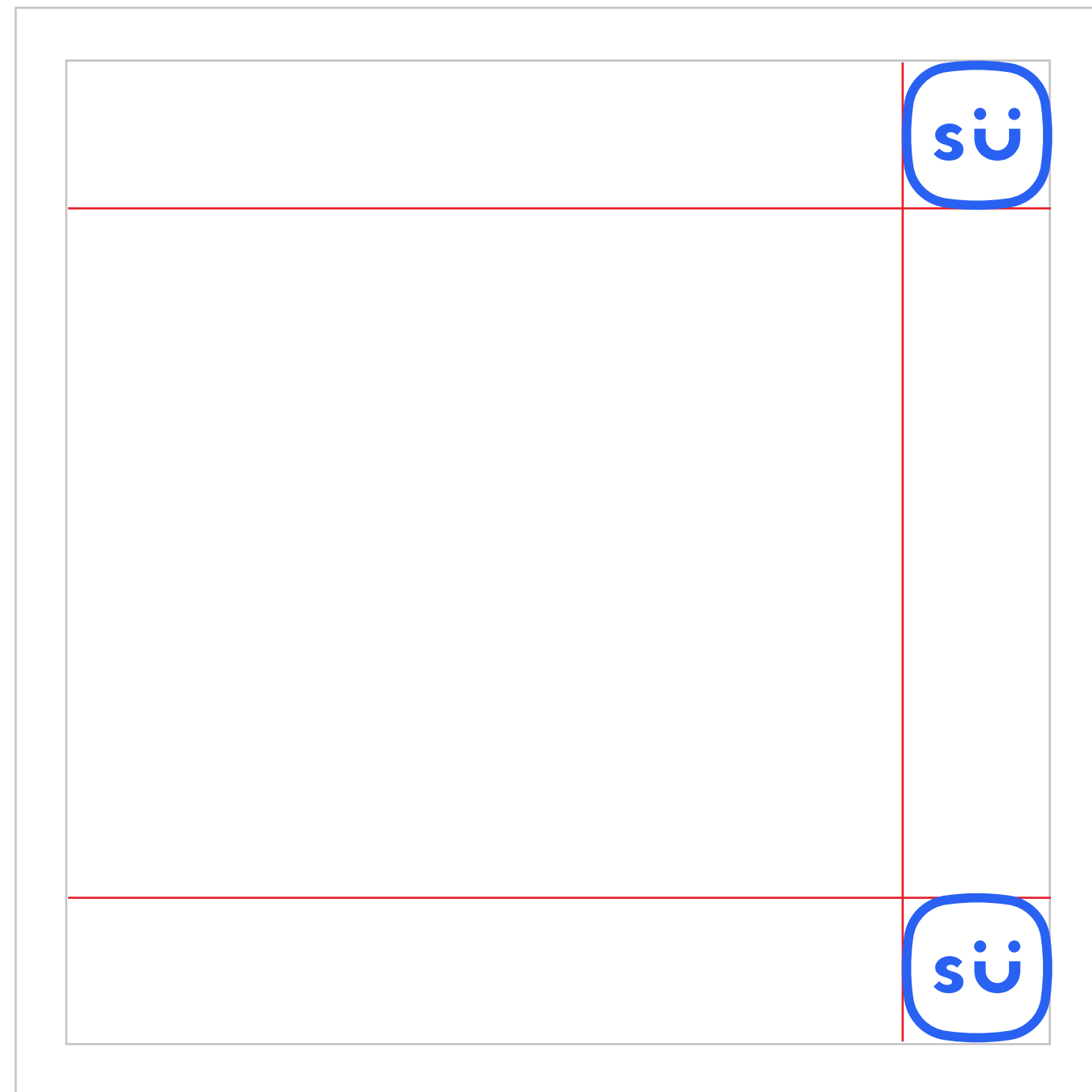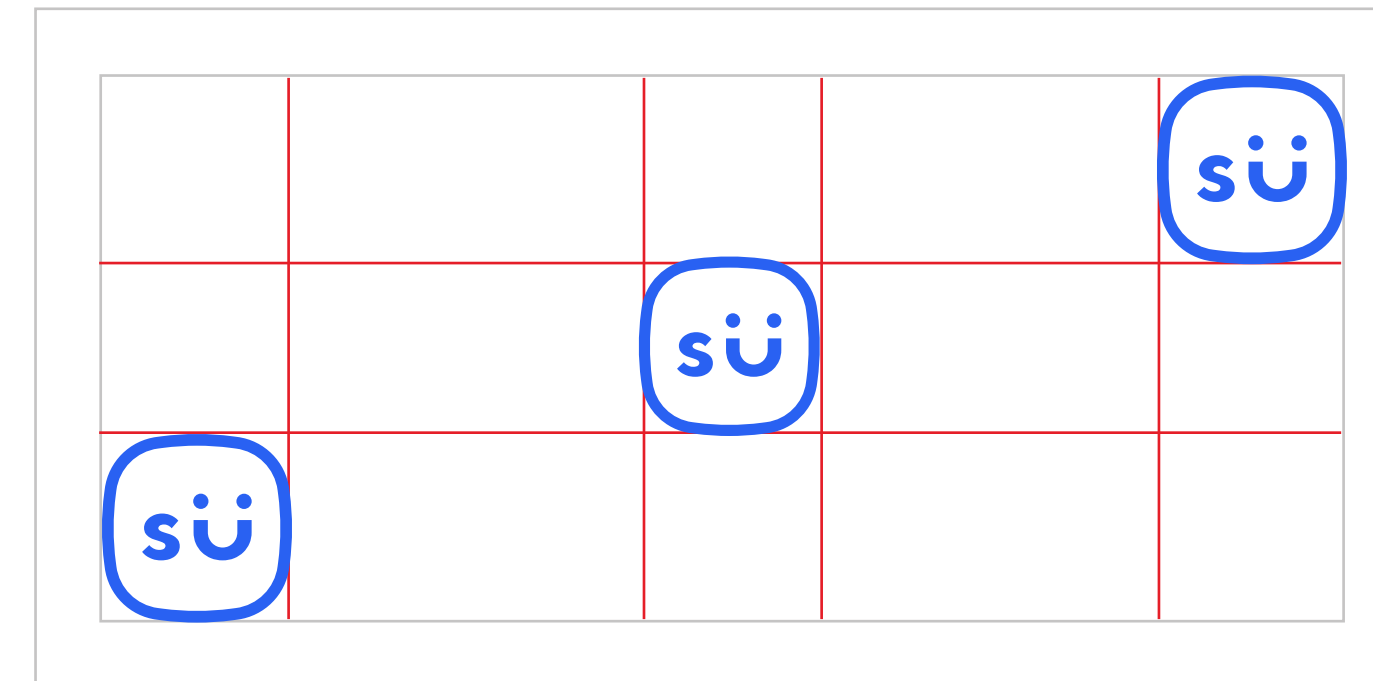
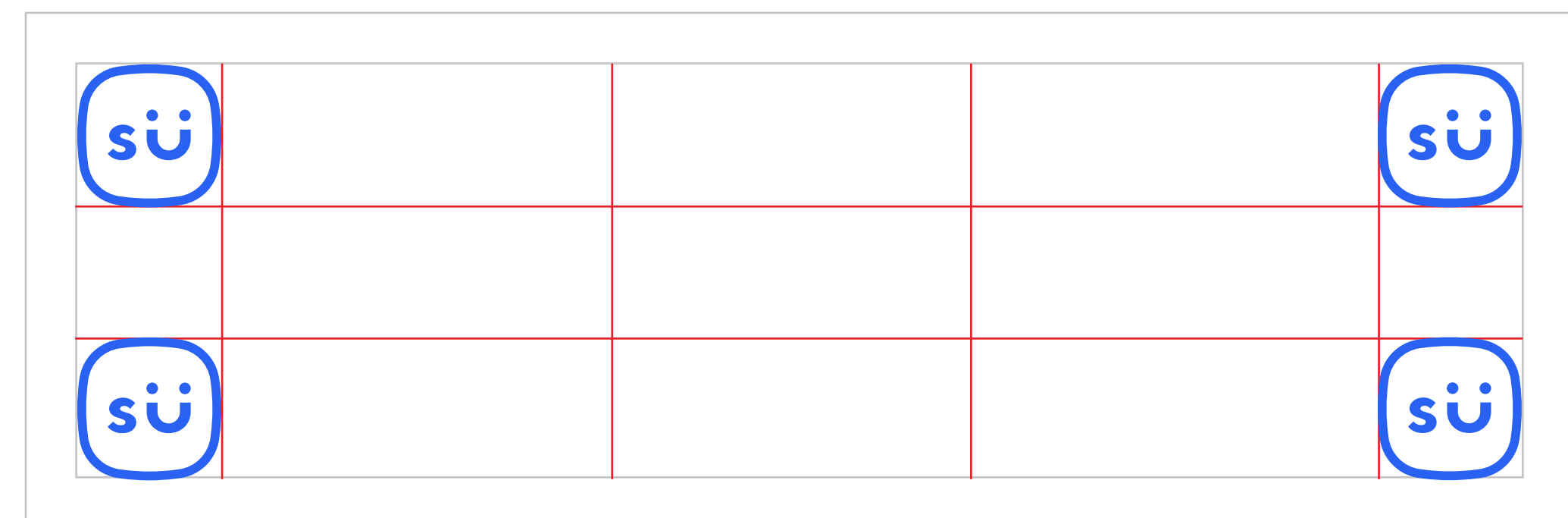Size 1:1 Logo should be placed in the upper right corner or lower right corner.
Size 16:9 Logo should be placed in the upper right corner, the middle of the work piece or the bottom left corner.
Size 1:9 Logo should be placed in the top right corner, the middle of the work piece or the bottom left corner.

Square 1:1

Landscape 16:9

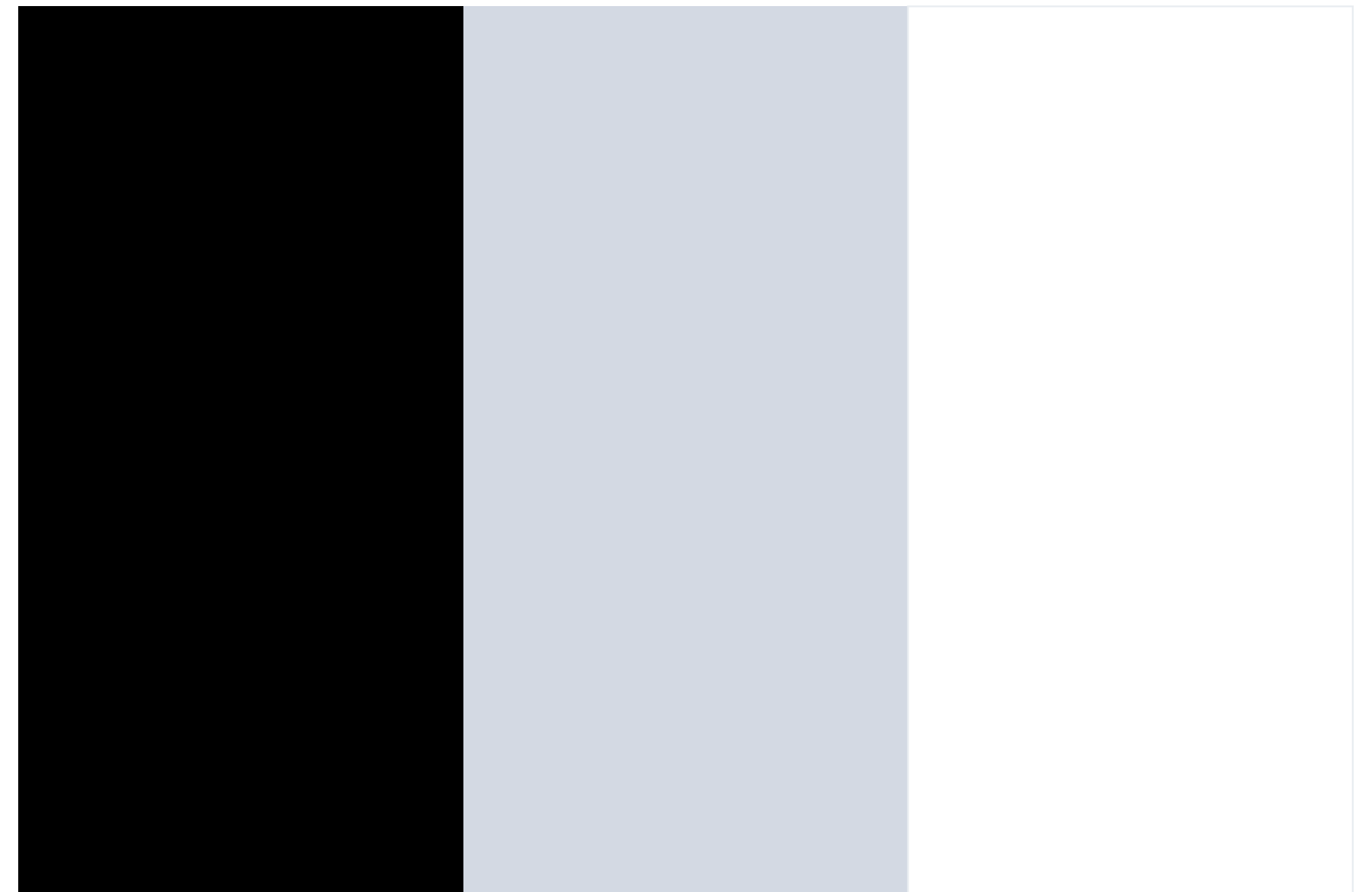Landscape 1:9

Colors

Primary Colors

C77 M53 Y0 K0
R33 G110 B251
#216EFB

C77 M53 Y0 K0
R33 G110 B251
#216EFB

Secondary Colors

C75 M68 Y67 K90
R0 G0 B0
#000000

C14 M8 Y4 K0
R211 G217 B227
#D3D9E3

C77 M0 Y0 K0
R255 G255 B255
#FFFFFF

Typography

Headline Are set in Shall unite.

Sub Head use for more elegent headlines

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

HEAD AND SUBHEAD

TT NORMS

Regular   **Medium**   **Bold**

BODY TEXT

NEUE HASS GROTESK DISPLAY PRO

55 Roman   *56 Roman Italic*   **65 Medium**   *66 Medium Italic*

75 Bold   *76 Bold Italic*