



AllUnity

Logo Guidelines

v1 · May 2026

Logo



Structure

The wordmark is optically centred vertically to the logo icon, ensuring visual balance. The centre of the circle is approximately aligned with the junction of the n's shoulder and stem.



Clear space

The logo requires adequate space and should not be placed too close to other visual elements.

Clear space is maintained to ensure the logo remains distinct from surrounding messages and imagery.

Sizing principles are applied consistently to retain the logo's prominence at all times.

The logo is always reproduced from approved artwork and is never redrawn or altered in any way.



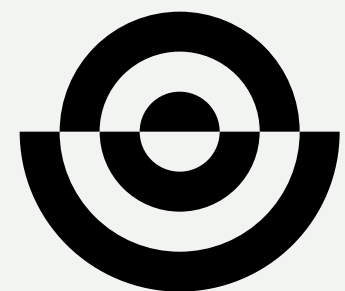
Scaling

The logo is available as a vertical lockup and can be scaled as long as the proportions remain consistent.



Don'ts

The examples below illustrate incorrect logo usage, which is to be avoided at all times.



Don't use the logo-mark on it's own unless it's used as a graphic element (icon, favicon, etc).

AllUnity

Don't use the wordmark on it's own under any circumstances.



Don't use unapproved colours for the logo.



Don't apply a stroke (outline) to the logo.



Don't alter or distort the height or width of any part of the logo.



Don't change the order of the logo components in any way.



Don't not stack the logo vertically.



Don't rotate or skew the angle of the logo in any way.