



Visual Identity System

Version: 1/ 2020-21

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1.

How to use this system



How to use this system?

Welcome to the United Group (UG) Brand Identity Usage System

These instructions are intended for any user of the guideline who will develop communication material for United Group

Utilization Process

RECEIVE

brief from principle

Principle refers to United Group brand team its SBU's brand team

FOLLOW

instructions according to United Group brand guideline

CHECK

with United Group corporate brand team or relevant SBU brand team

Specially for improvisation, it is recommended that the brand team (UG or relevant SBU) is informed before the design is fully developed for submission

MAKE

necessary changes

GET

final approval

PUBLISH/DELIVER



Where the system applies?

This system applies to all applications regarding United Group brand communication.

The applications include, but are not limited to:

Office materials:

- Business cards
- Letterhead stationery
- Building signage

Above-the-line communications:

- Print advertising
- Dynamic content/television commercial
- Digital advertising & Out of Home Advertising

(Out of Home Advertising is any visual advertising media found outside of the home like Billboard, Bus Branding etc.)

Below-the-line communications:

- Brochures, Promotional materials and gifts
- Event/activation and all communication material including decorative item

Digital communications:

- All expressions of communication including static and dynamic posts (Except platform specific font limitation for post write-ups)

Whom is this for

*Any Vendor
or Agency
dealing with Group
Brand & Logo*

Group Marketing

Brand Custodian

3rd Party Partner / Vendor

Agencies, Pre Press, Design House
Gift items, Merchant Suppliers

Group SBU Internal

(or in-house Design/Communication)



2.

Brand idealism



Mission

The mission of United Group is to weave excellence with every strand of our work. We shall continue fostering harmony and trust with our partners, customers and communities, creating positive footprints in the fields that we operate. The goal is to ensure that we are the best in class in all our endeavors.

Vision

Build on a legacy of trust to reach new heights of excellence through responsible business and unwavering commitment.

The values we are driven by

*Our brand positioning
underpins everything
we do, including
our values*

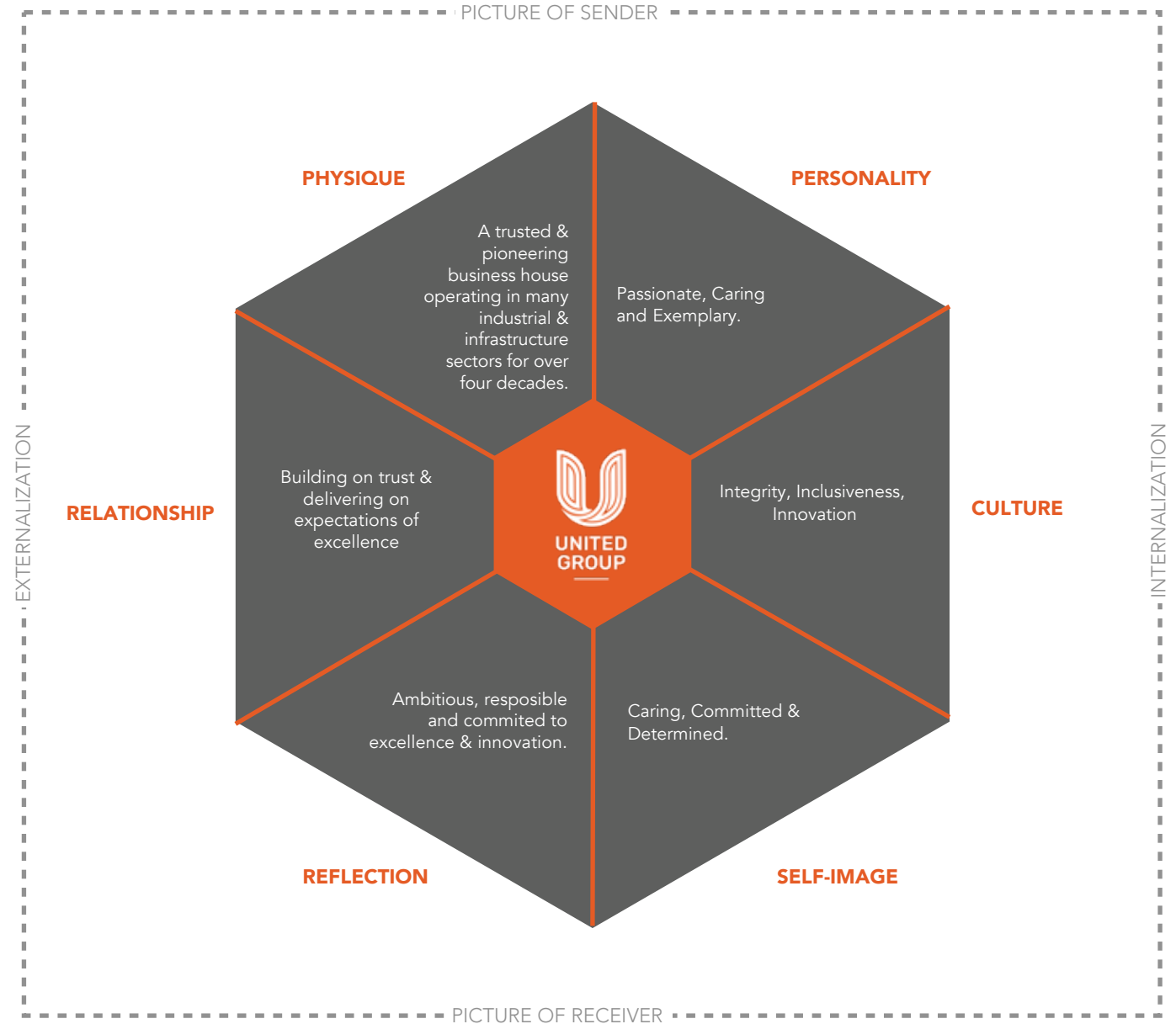
Trust

Integrity

Responsibility

Creativity

Brand prism



Find out more
brand@united.com.bd

Our tone of voice

Maintaining consistency in our tone is an important part of our brand for all customer facing communications.

What our tone is:

- . Confident
- . Professional
- . Intelligent
- . Trustworthy
- . Friendly
- . Independent
- . Clear



**What
our tone
is not**

We are not:

- . Arrogant
- . Disrespectful
- . Patronising
- . Dull
- . Smug

3.

Brand identity



A look at our visual identity

The following few pages will give you a brief overview of how to use our logo and typeface.

A guide to our logo

This is the main version of our logo, with the orange twin leaves (symbol) and the words (logotype)

Please note that the two leaves, though symmetrical looking, are actually not equal in height. The left leaf has been kept short intentionally.

Symbol



Logo Type

**UNITED
GROUP**



Download logo files at:
brand@united.com.bd

Two versions of our logo have been drawn differently to ensure that, optically, they appear the same

The high (full colour logo) version should be used when the logo is on a light background

The reverse (white) version should be used when the logo is on a dark or colored background

All exceptions must be approved by the Brand Team



**The high
version**



**The reverse
version**



Download logo files at:
brand@united.com.bd

Horizontal uses

Our secondary horizontal version of United Group logo is to be used when United Group endorses a particular business, brand or service



The high version



The reverse version



Download logo files at:
brand@united.com.bd

Usage



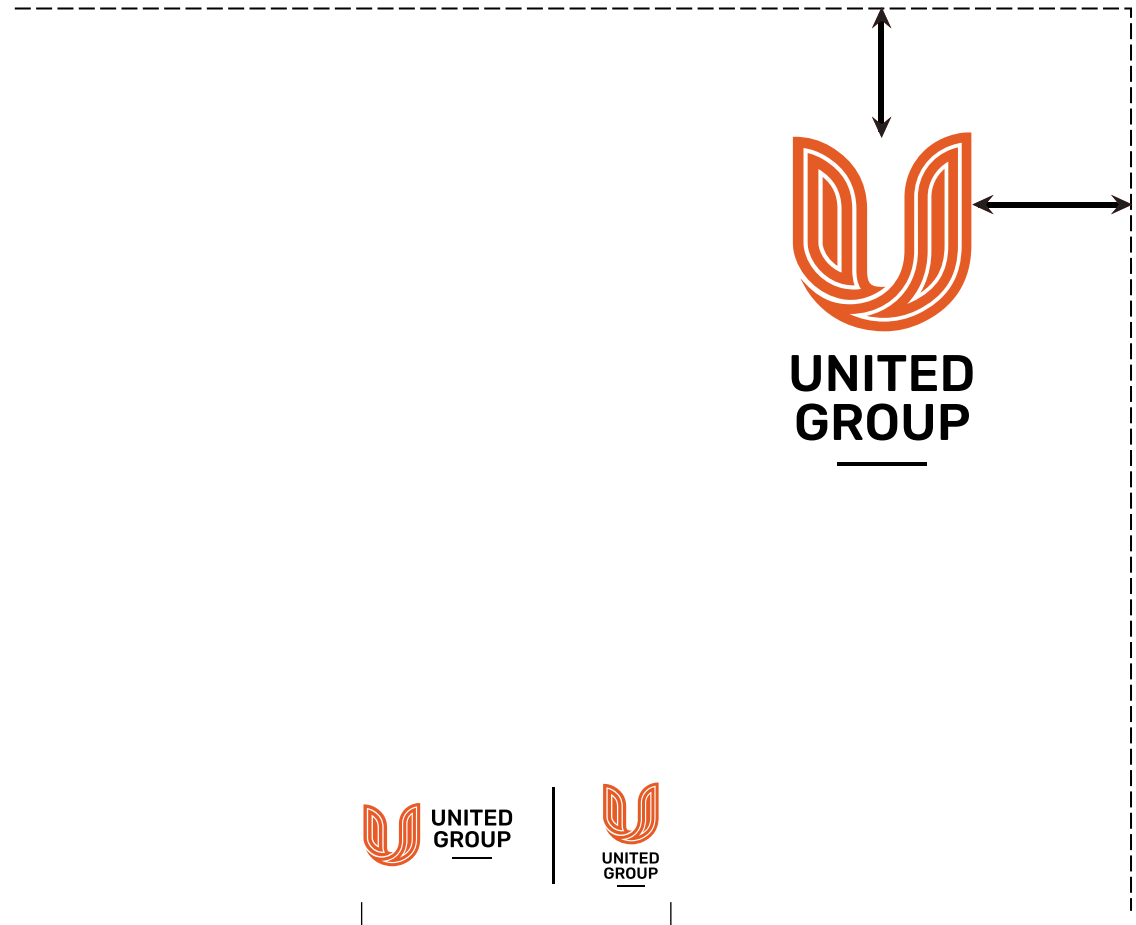
United
Enterprises
& Co. Ltd.



Logo position

The preferred position of our logo is top right. For any kind of exceptions please contact with brand team for other acceptable positions

Logo minimum size



Find out more
brand@united.com.bd

Margins and size

*Exclusion zones requires
a minimum of one typo
base line from the
logo unit*



A few don'ts

Don't redraw the logo or combine it with words, symbols, other logos or graphics

Never distort, alter, crop into the logo or bleed off the edge of the page

Never position the logo at an angle

Don't change the colour of the logo

Don't apply Gradient or Stroke

For any kind of exceptions please contact with brand team



Find out more
brand@united.com.bd

Sometimes United leads, sometimes it endorses

Where *United* appears as the group, we can use both Horizontal & Vertical version of the logo depending on the space and communication material.

Where *United* is endorsing a featured product, brand or business (such as Petronas Lubricant, Chef's Table, Unimart), use the Horizontal logo only.



Endorsed communications must use horizontal logo

This is important because both the Service brand and United Group brand benefit by being used together. Therefore it is paramount that all product branded communications use the United Group Horizontal logo as an endorsement

The ideal color and scale relationships to be used when placing the logo in a layout together with another brand are shown here

Consult the guidelines for the brand you are working with for additional details on scale and color



x

x = Height of the leaf



x

x = Height of the leaf



x

x = Height of the leaf



Type is beautiful, and it matters

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, easy to read, and humanist, the Avenir type family is closely aligned with the United Group brand personality. We use it within products and in communications across brands.

Avenir is straightforward, allowing all our messages, from the enthusiastic to the practical, to be easily understood

Use Avenir
Keep it simple
Limit type sizes to three
Keep it flush left
Use sentence case

Some typeface basics

Avenir is the
typeface we
use for all our
communications.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*



Download Avenir font family:
brand@united.com.bd

Typeface examples

Avenir is available only for Macintosh. PC users have to collect a download link from the brand team.

Light
Book
Medium
Black

Headline

Avenir Black

**Lorem
ipsum dolor
sit amet,
cons**



Sub Header

Avenir Medium

**Lorem ipsum
dolor sit amet,
consectetipiscing
elit, sed diam**

Body Copy

Avenir Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, "nostrud exercitation ullamcosuscipit lobortis nisl ut aliquipea commodo consequat. Duis autem vel" eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et

Pull Quote

Avenir Light

Some typeface parameters

	Leading (Space between Lines)	Tracking (Space between Letters)
Body Copy(<8~14pt)	120% (Minimum)	0
Sub Header(14~36pt)	110% (Minimum)	-15
Headline(36~72pt+)	110% (Minimum)	-15
Pull Quote(<8~14pt)	120% (Minimum)	-15

Some typeface dynamics

Size and weight

- Limit type to no more than three sizes.
- Use Black for large headlines.
- Use Medium for subheads, but not for headlines.

Case

- Sentence case is our standard for all communications.
- Use all-uppercase sparingly—for titles, short headings, or subheadings, and never for full paragraphs.
- Do not use all-lowercase type.

Some typeface dynamics

Letter Spacing

- Letter spacing (also known as tracking) is the space between letters.
- Avenir is designed so that letter spacing and word spacing are set by default to 0. In some cases, spacing may need to be adjusted. Make sure that letters never touch one another.

Justification

- Type should always be set flush left, ragged right.
- Avenir should never be justified or centered.
- Avoid widows, orphans, and lines that end with hyphens.

Typeface don'ts

A few don'ts

This is Avenir Book with a shadow.

Don't add drop shadows to type.

Don't leave widows in text.

Avoid widows (words by themselves on a line) shorter than 7 characters.

This headline is hyphenated.

Avoid situations where texts are hyphenated

This text is kerned at negative 100.

Don't kern text too tightly or loosely.

This text is right aligned.

Avoid right-aligned type.

This type is stretched.

Don't stretch type horizontally or vertically.

The line spacing on this text is 200%.

Avoid loose line spacing measures.

TOO MANY
TYPE styles
in one layout

Don't use more than 1 or 2 type styles in close proximity

This two-column layout leaves an orphan

Don't leave orphans in your text.

Secondary English typeface

*Arial is our secondary
Typeface and should only
be used for internal
communications such as
emails, reports,
presentations.*

Arial Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Arial Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&*



Download Arial font family:
brand@united.com.bd

Bangla typeface basics

*Kongsho MJ is our
Bangla type face for all
Bangla communications*

*When newer bangla
fonts are identified by
subsidiaries which align
better with Kongsho MJ
they can be used in
consultation with
brand@united.com.bd*

Kongsho MJ Regular

অ আ ই ঈ উ ঊ ঋ ঌ ঍ ঐ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ
ড ঢ ণ ত থ দ ধ ন প ফ ব ভ ম য র ল শ ষ স হ ড় ঢ় য়
০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯

Kongsho MJ Bold

অ আ ই ঈ উ ঊ ঋ ঌ ঍ ঐ ও ঔ ক খ গ ঘ ঙ চ ছ জ ঝ ঞ ট ঠ
ড ঢ ণ ত থ দ ধ ন প ফ ব ভ ম য র ল শ ষ স হ ড় ঢ় য়
০ ১ ২ ৩ ৪ ৫ ৬ ৭ ৮ ৯



Download Kongsho MJ font family:
brand@united.com.bd

Colour palette: Primary

*This is the primary colour
palette found within the
United Group logo*

*These colours form the
core portions of our
visual universe*

United
Orange

CMYK : 0 | 75 | 100 | 0

RGB : 240 | 90 | 35

PANTONE : P 34-8 U



Find out more
brand@united.com.bd

Colour palette: Secondary

We have also developed a secondary colour palette to complement the primary colour

United
Black

CMYK : 0 | 0 | 0 | 100
RGB : 0 | 0 | 0

PANTONE : P 37-8 U

United
Dark Orange

CMYK : 35 | 90 | 100 | 50
RGB : 100 | 30 | 15

PANTONE : P 47-16 U

United
Light Grey

CMYK : 0 | 0 | 0 | 30
RGB : 188 | 90 | 92

PANTONE : P 179-5 U

United
Dark Grey

CMYK : 0 | 0 | 0 | 90
RGB : 65 | 64 | 66

PANTONE : P 172-15 U

United
White

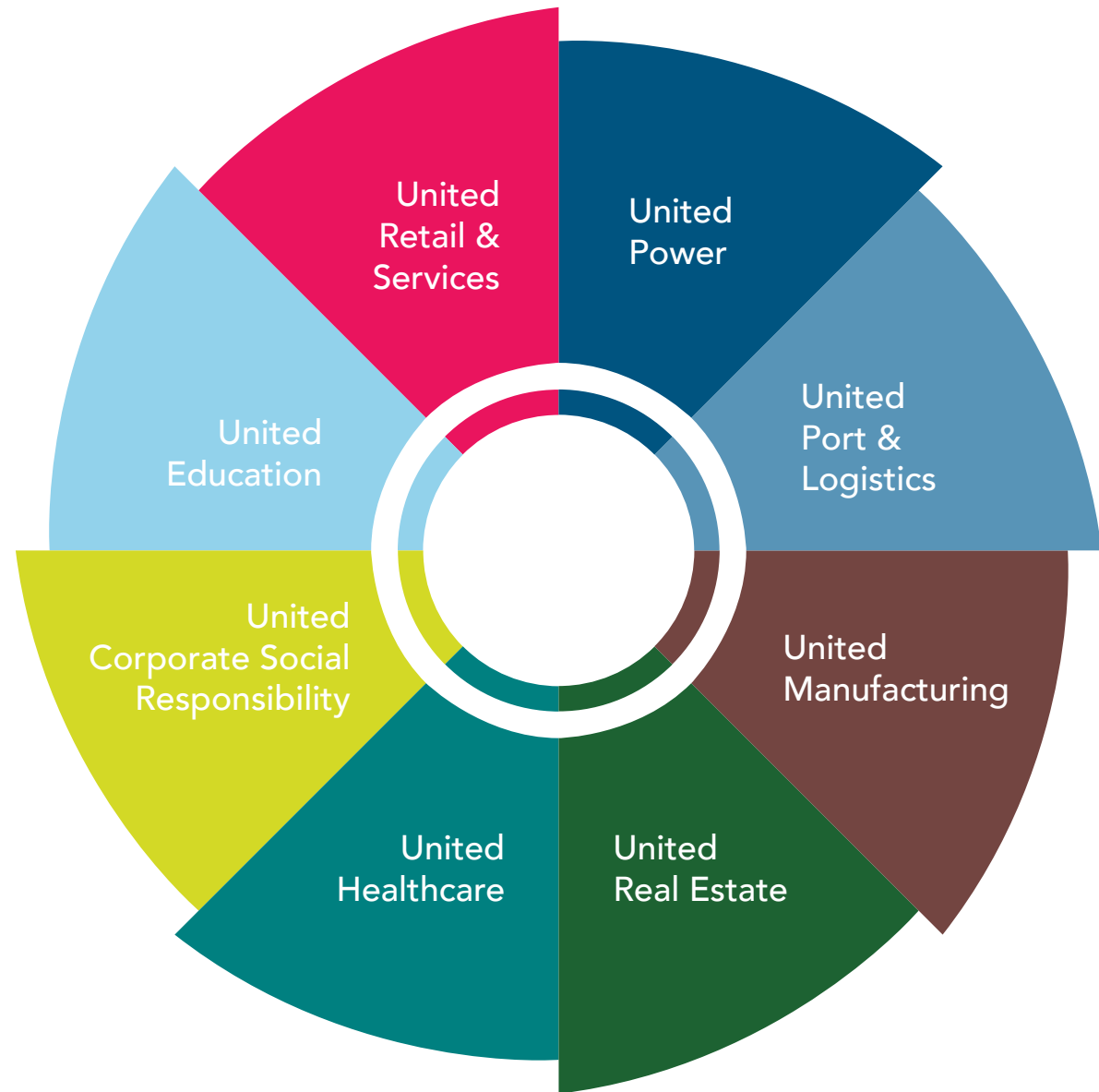
CMYK : 0 | 0 | 0 | 0
RGB : 255 | 255 | 255

PANTONE : P 1-1 U

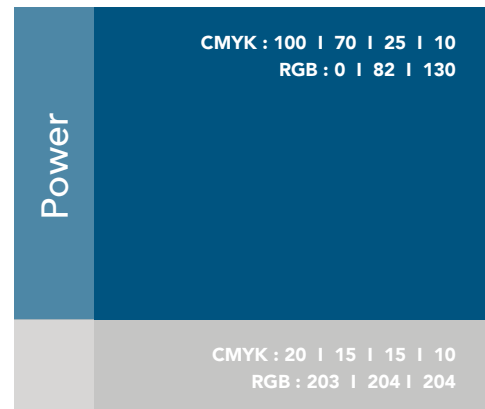


Find out more
brand@united.com.bd

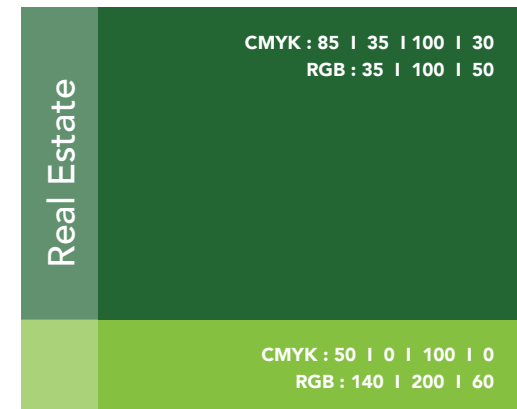
Industry specific color coding



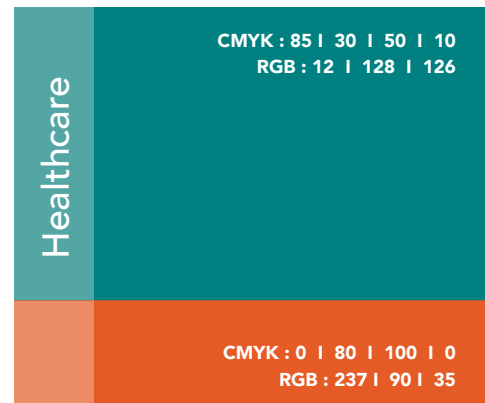
Industry specific color coding



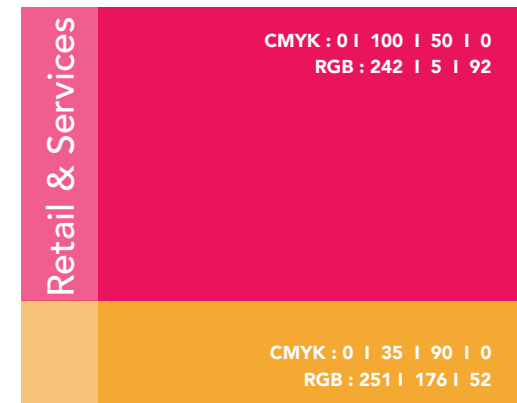
● Primary ● Secondary



● Primary ● Secondary

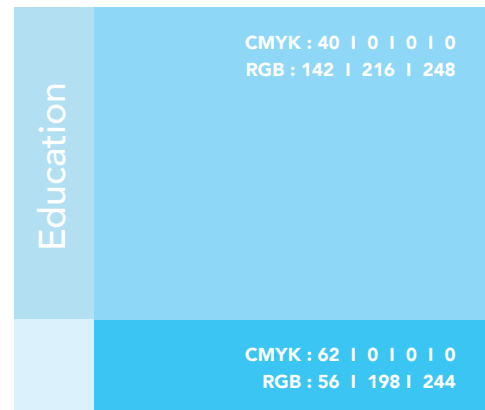


● Primary ● Secondary

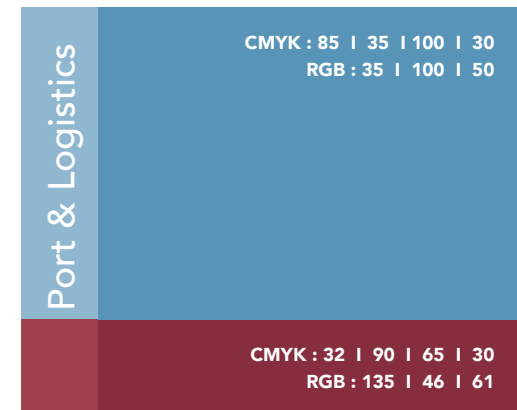


● Primary ● Secondary

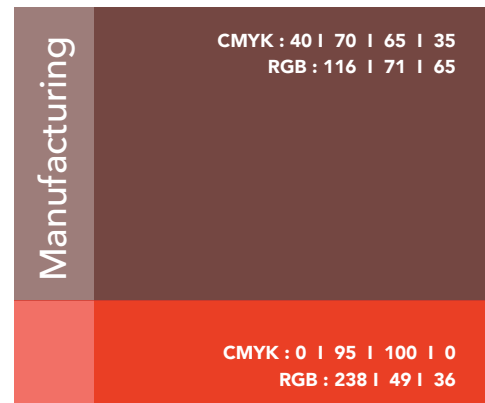
Industry specific color coding



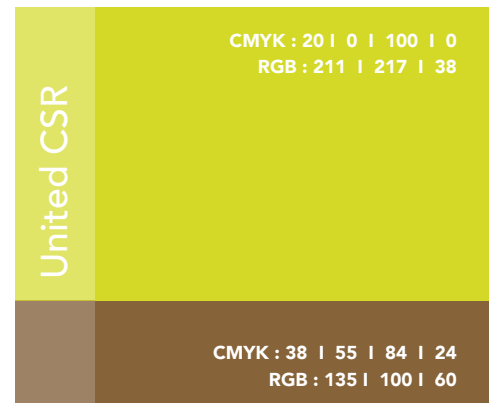
● Primary ● Secondary



● Primary ● Secondary



● Primary ● Secondary



● Primary ● Secondary

Industry specific logo type

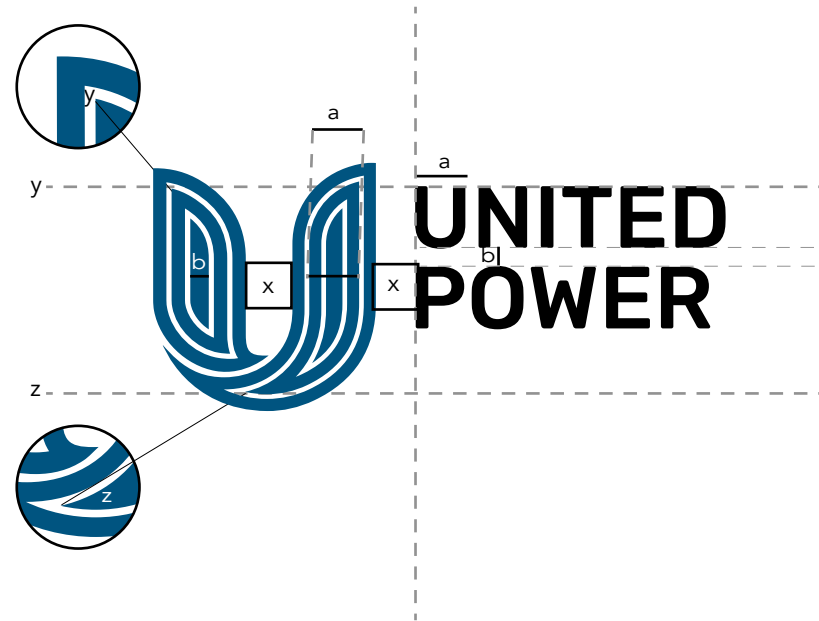
Rubic Medium is our Industry specific Typeface

Always use Industry name as Left aligned with the symbol and keep United as a separate line

Use industry specific Colour code for the symbol

Typeface should always be in Upper-case & United Black color while using Industry specific logo color

Process - 1



x = Space between Symbol and typeface

y = Top alignment for the typeface

Z = Bottom alignment for the typeface

a = Size ratio for the typeface

b = Leading space for the typeface



Download logo files at:
brand@united.com.bd

Industry specific logo type

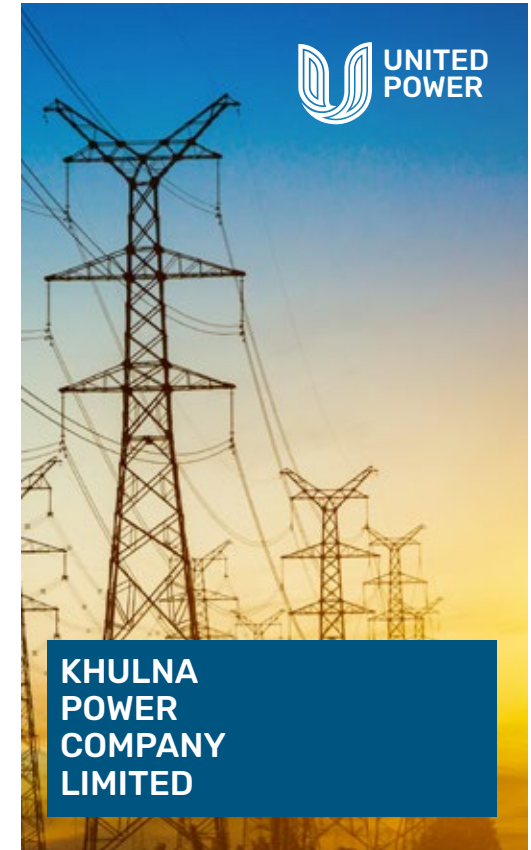
Sometimes, it's not possible to keep Industry name (when it is more than two words) aligned with the guide line in that case please follow the process-1 first then step up to process-2.

Process - 2



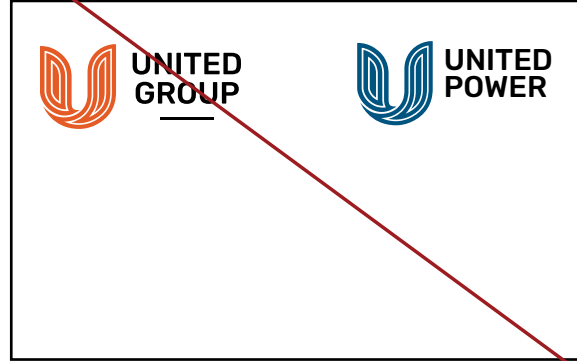
Download logo files at:
brand@united.com.bd

**Some
example
how we can
use Industry
specific logo
and color**



Download logo files at:
brand@united.com.bd

Few don'ts while using industry specific communication



Do not use United Group Logo and Sector Branding logo at the same Communication



Do not Incorporate SBU Brand names with the United Group Symbol



Don't let the line end up too long



Don't Create unnecessary line break



Download logo files at:
brand@united.com.bd

Photo guide

*Photos that capture
the real world we
live in. Authentic,
optimistic, and brave*



Photo guide

Approved lifestyle and product photography is available for use in United Group communication materials. Avoid purchasing stock photography whenever possible

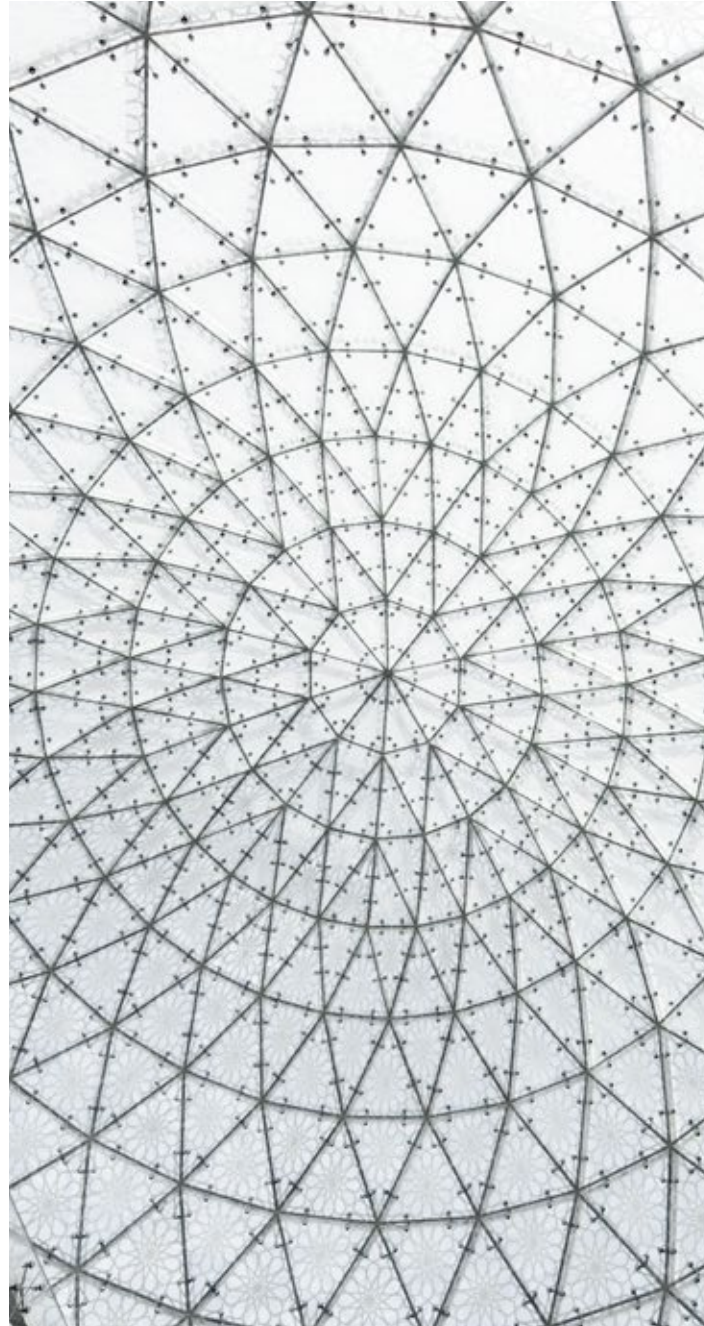
For more information on creating photography assets, please visit Brand Tools or contact brand@united.com.bd



Abstract photo guide

We can use abstract photo as layout background while communication doesn't allow real images or photographs such as confidential or religious issues

Images must have to contain some essence and relevancy of what we want to communicate



Avoid

The following is a short list of what to avoid when producing photography.

Emotionless images

Device-focused images

That are not part of a bigger human story

Clichéd scenarios or contrived settings

Staged interactions

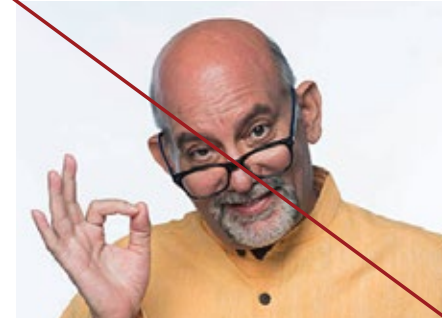
Obvious posing

Bland color

Obvious post-production or Photoshop effects



Avoid emotionless images.



Don't use photographs in which the models are obviously posing.



Avoid Material-focused images that don't tell a human story.

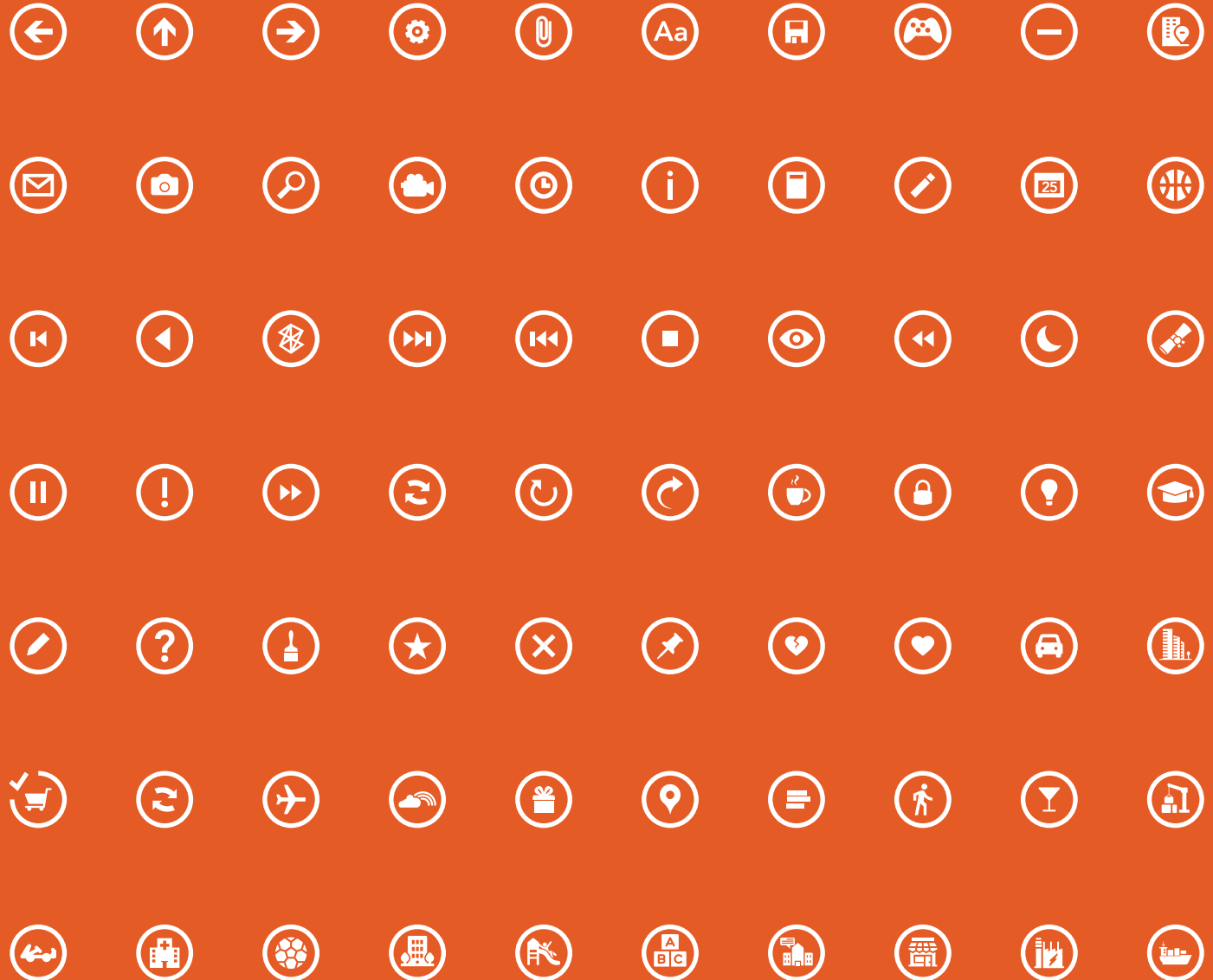


Avoid staged interactions and bland color

Icons

Icons are primarily used in digital communication as a call-to-action or quick reference such as an arrow as a call-to-action in a banner ad etc.

Don't create your own.



Download Icons
brand@united.com.bd

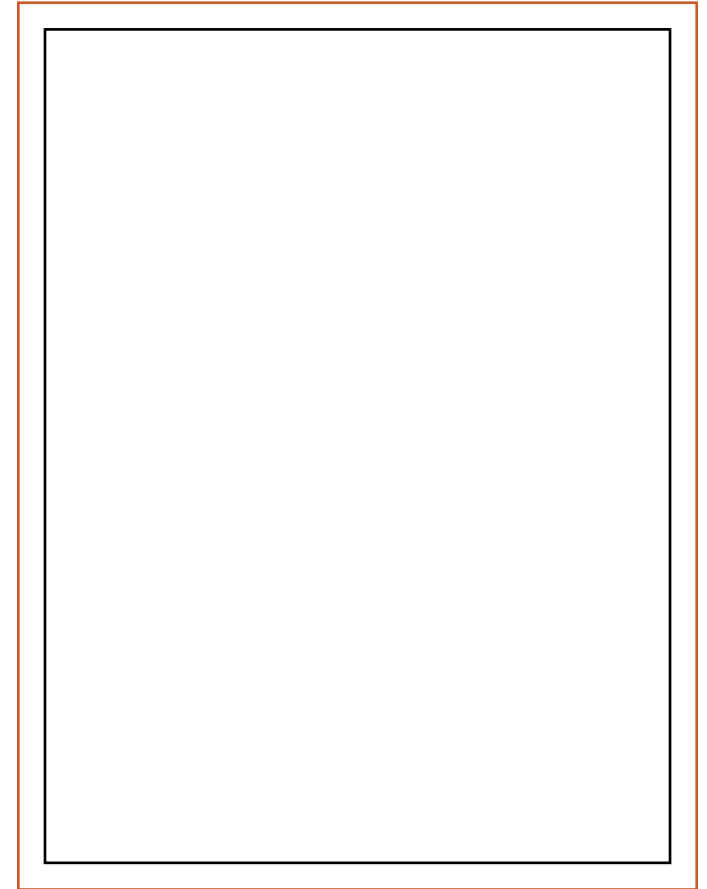
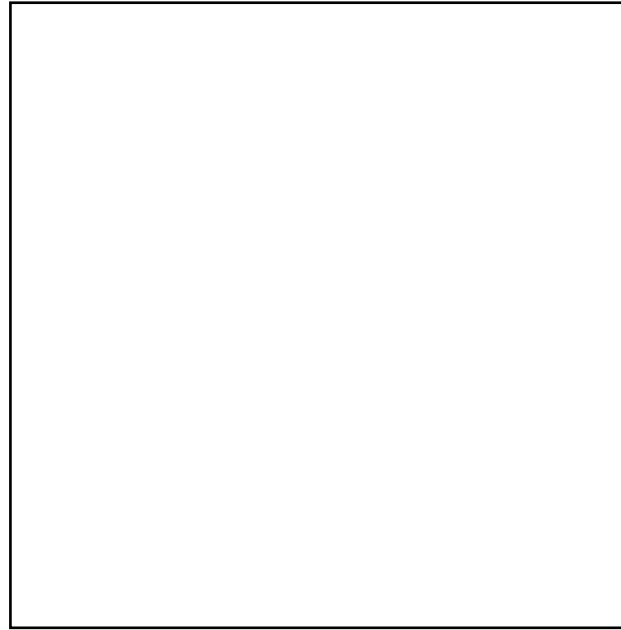
**Putting
it all
together**

Step 1: Determine a border

Your layout may “bleed” to the edges of the working area, or you may add a border which can later be filled with color or imagery

The size of the border is flexible, but it must have an equal thickness on all sides. In some cases the “live area” will determine what the border needs to be so you do not lose important content because of projection or print limitations

Once a grid has been established, the same grid needs to be used through the entire mutli-page document or layout



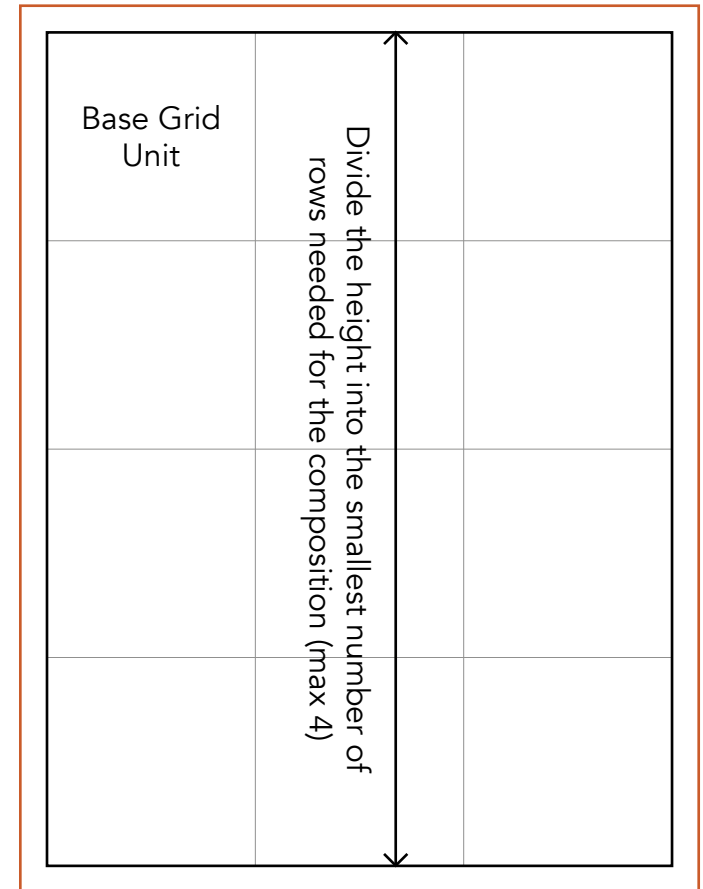
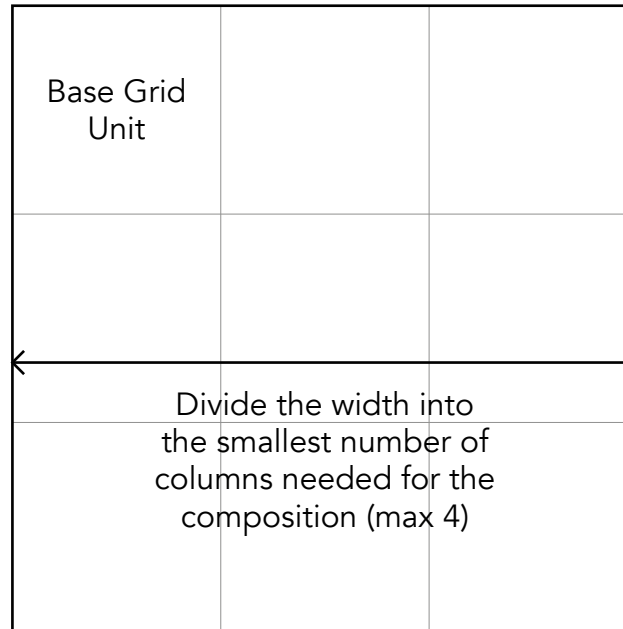
Step 2: Define the base grid unit

Choose the width or height of your layout (usually the larger of the two, but not always) as your defining dimension

Divide that dimension into the minimum number of columns or rows needed for the composition (maximum of 4)

Use this dimension to create a square in one corner of your layout

This is the base grid unit from which you will derive the rest of your grid elements



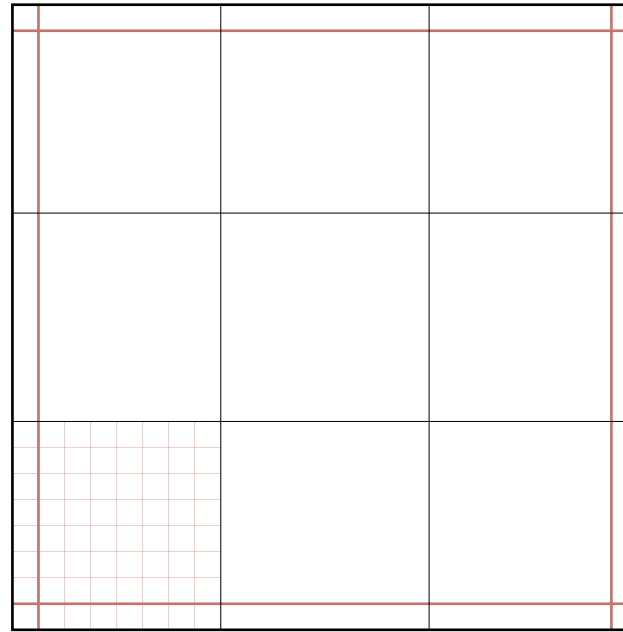
Step 3: Finish the base grid and establish margins

Divide the base grid unit into exactly 8 equal parts in both directions

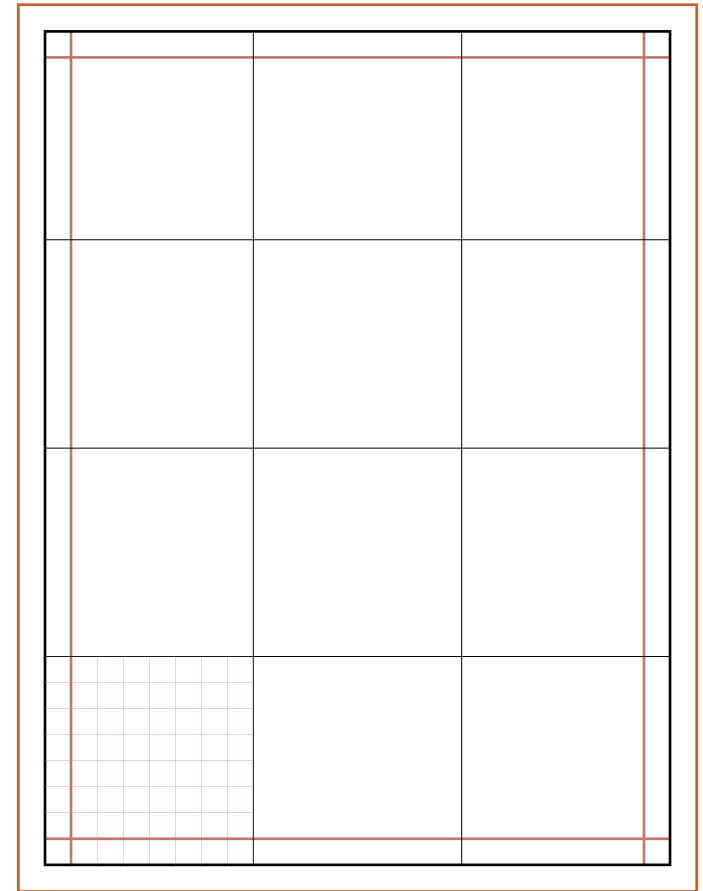
Use one or two of these units as the exterior margin for your document

Use this same measurement as the interior margin between your rows and columns

If your design includes an outer border, then this margin is an additional space inside that border



← Exactly 8
equal parts →



Step 4: Add a background photo

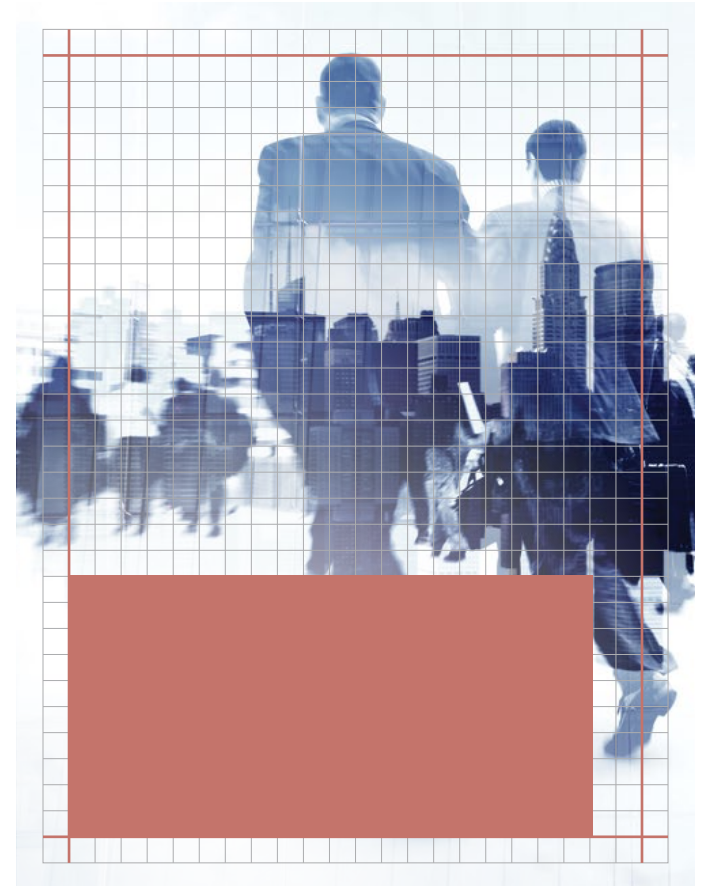
*Insert a suitable photo
that is in line with the
tone and voice of the
United Brand*



Step 5: Create text area

Define the text area of the layout in such a way that it does not conflict with the background image

The text area should not generally exceed 20% of the layout for digital media and not more than 40% for print media

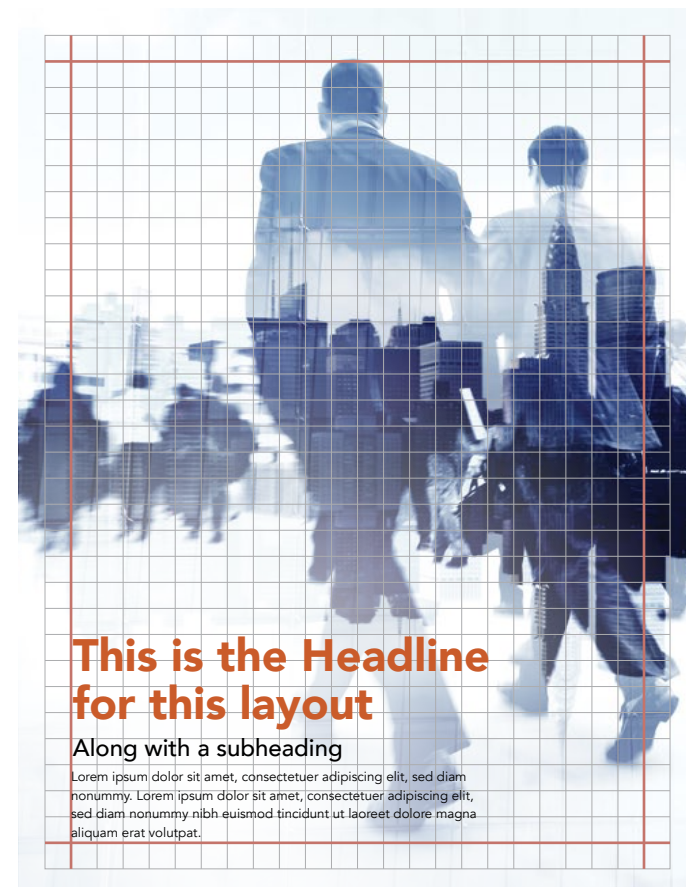


Step 6: Add headlines and text

Use 2 smaller grids as a measure for the height of the headline text

Use 1 smaller grid tile as height for the body copy

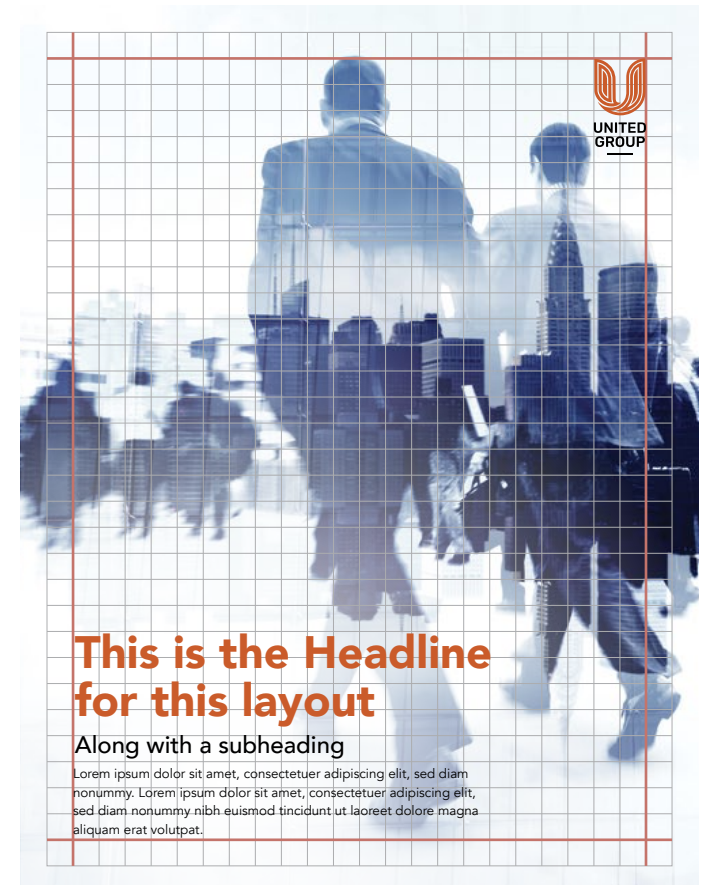
Remember to limit the number of type sizes to three whenever possible, and keep type flush left



Step 7: Add the Logo

The logo is generally placed in the upper-right corner of the layout

Keeping the ratio of the logo intact, use 2 smaller grid tiles as the width of the logo



Tips for type and hierarchy

There are three primary categories of messaging that we use in the layouts in addition to the group name:

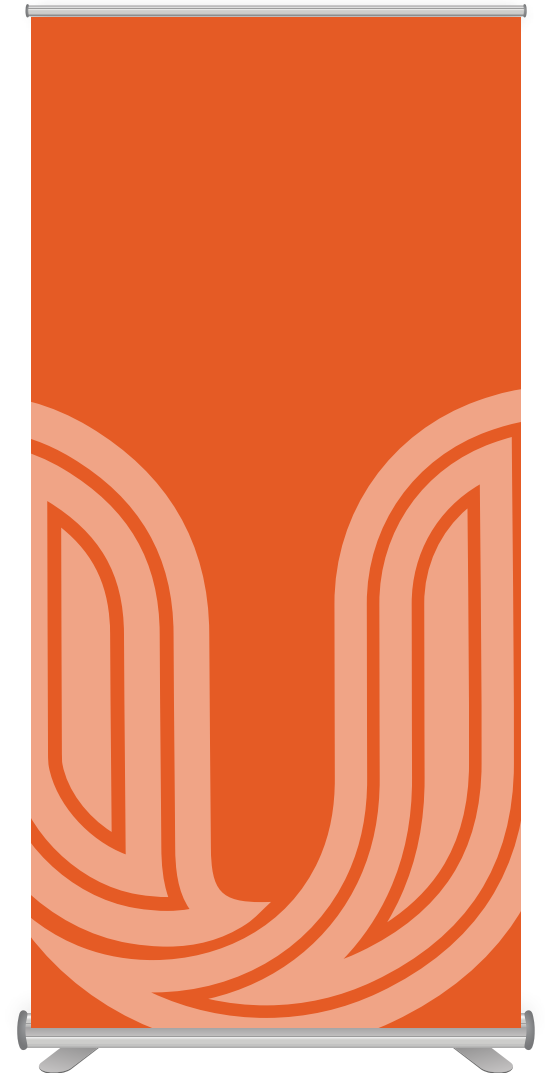
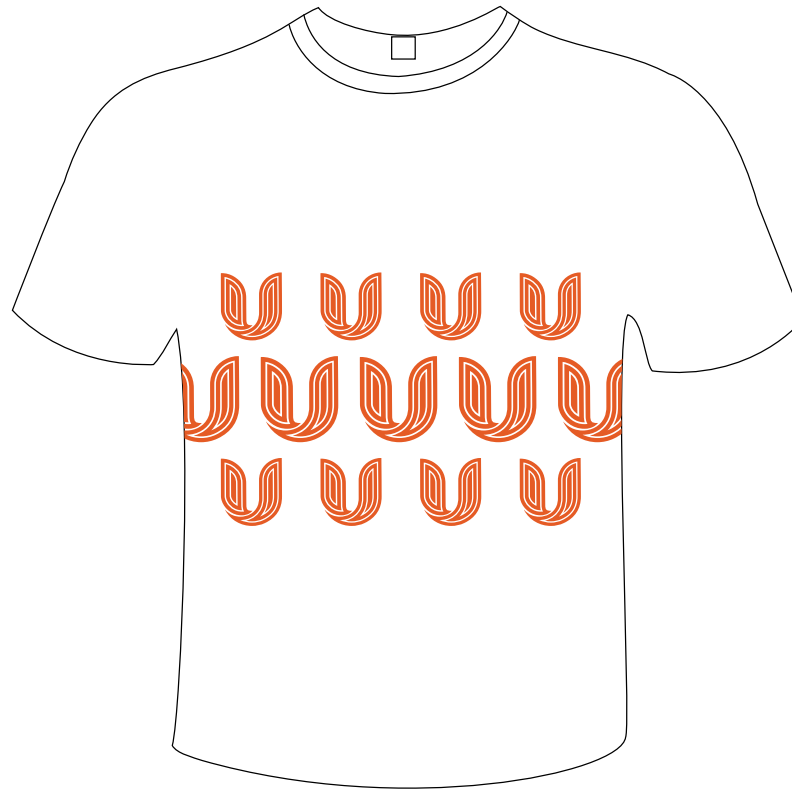
1. Headlines
2. Subheads
3. Copy

When two or more categories of messaging are used, there should be a clear type size hierarchy



Using Our Symbol as a graphic element

Examples



We can use our twin leaves logo symbol as a graphic element when the aesthetics and application demand it

However, we must ensure that majority of the full form of the logo symbol is visible on the collaterals

Please ensure that every application is approved by the brand team

For any kind of exceptions, please contact and consult with the Brand Communications Team

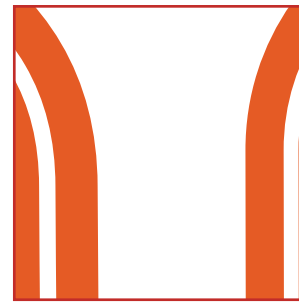
A few **don'ts**



Do not overlap
or attach



Do not extract
any component



Do not enlarge
so much that
the logo loses
its identity



Find out more
<http://united.com.bd>

**Showcase:
some
examples
of what's
possible
with our
visual
identity
system**



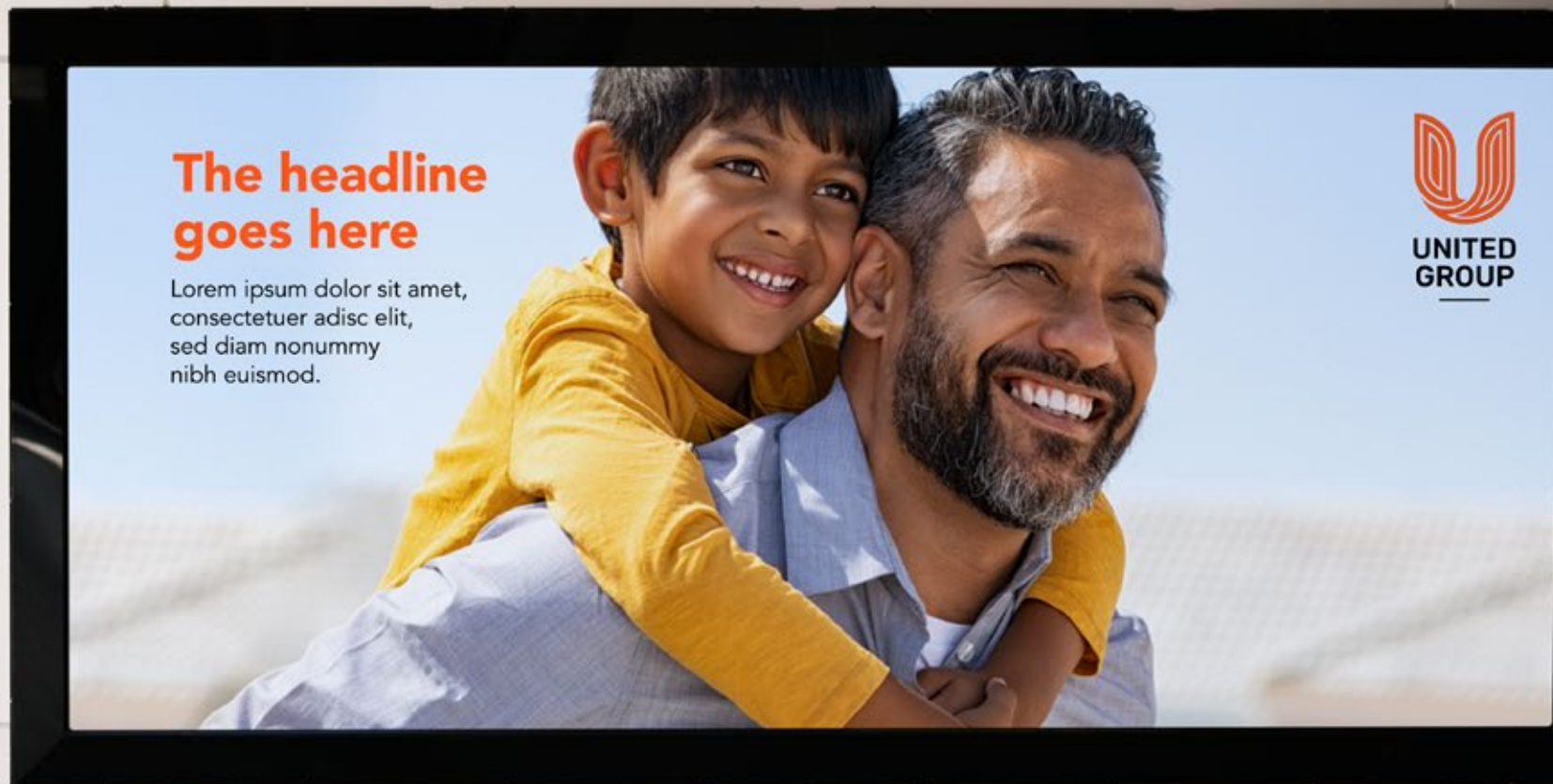
UNITED
GROUP

EVENT BACKDROP

Lorem ipsum dolor sit amet,
diam nonummy nibh euismod

EXPO 2021











Templates

vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

Name Example
Designation Here
United Enterprises & Co. Ltd.
United Group

+880 1914 001 133
www.united.com.bd

Sent From My Mobile Device



UNITED GROUP

Name Example
Designation Here
United Property Solutions Ltd.

019 1400 1110 | najmul.hasan@united.com.bd
United City, Madani Avenue, Dhaka-1212
www.united.com.bd

Dear Sir,

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Name Example
Designation Here
United Enterprises & Co. Ltd.
United Group

+88 96 6670 0900 Ext: 242 | +880 1914 001 133
www.united.com.bd



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UNITED GROUP

UNITED CHATTOGRAM POWER LIMITED
United House, Madani Avenue, United City, Dhaka-1212 | +880 1914 001 133 | info@united.com.bd
United Group from Dhaka, 20/04/2024 10:00:00 | 10/04/2024 10:00:00

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Co- branding guideline



Co-branding Guidelines

The United Group brand is our most valuable asset. We have invested years of effort creating and shaping positive experiences with our partners and customers.

Our brand can strategically help our partners grow as well. These guidelines outline recommended co-branding practices and provide detailed direction on how to best activate these scenarios in your marketing communication materials.

We appreciate your partnership and know that you will share the responsibility of maintaining the positive experience associated with the United Group brand.

What is co-branding?

Co-branding is the combining of at least two distinct Brands in order to strengthen the equity of both of them. This kind of hybrid Branding is only acceptable in a few cases. The wrong application can cause large investments without return on brand equity, cause confusion and convey wrong messages.

When should I co-brand?

Whenever possible, we identify only one Brand to avoid confusion and eliminate inconsistency in communications to our audiences. Yet, in some cases Co-Branding may be required which leads to the use of two and more Brands with reasonable visual separation.

Why should I follow these rules?

- To ensure that your objectives for growing brand awareness are met most efficiently
- To ensure consistency across all communications
- To clarify the relationship between the brands and protect their reputation

These guidelines will help to streamline the development of co-branded materials while protecting the valuable corporate and product brand assets for all involved.



Find out more
<http://united.com.bd>

Types of Co-branding

Partner Marketing

Our extensive ecosystem of partners offer United products/Services and solutions to their customers. These partners are responsible for appropriate usage of the United Brand name and brand assets.

Alliance Marketing

A strategic alliance consists of two or more companies joining together for a set period of time. Therefore, such alliances extend beyond one-time engagements. The companies are usually not in direct competition but have similar strategic views or complementary products, services, or solutions that are directed toward the same target audience.

When to Co-brand

Creative assets appropriate for co-branding include:

- Email Headers
- Flyers
- Solution Briefs
- Advertising
- Event Signage



Find out more

<http://united.com.bd>

Brand Dominance

Brand dominance means that one partner should have a clear visual lead in design executions, typically using their identity/brand system in a dominant manner. Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.

Expressing brand dominance is simple and can be achieved by:

1. Placing the dominant brand in the most visible and valuable space (e.g., above the fold on a website, or at lower right on a billboard).
2. When partner logos are shown in close proximity to each other in a brand-neutral environment, the dominant brand will be placed on the left.

United Group Dominant Co-Branding

United dominant communications means that our brand drives the customer experience and designs will heavily rely on the United Group visual system for look and feel.

Partner Dominant Co-Branding

When a partner company drives the communication experience, their brand will be featured more and designs will rely on their visual system. At the same time, it's still critical to protect and appropriately display the United Group logo.

Other Partnership Co-Branding

Not all partnerships have clear brand dominance. If you have questions regarding how to best represent an unclear co-branding scenario, please contact:

brand@united.com.bd



Find out more
<http://united.com.bd>

Logo Usage

The United logo is the most important signifier of our company. In the context of co-branding materials, it should always be used in accordance with United Group Brand Visual Identity.

Primary Logo Usage



CMYK : 0 | 75 | 100 | 0

RGB : 240 | 90 | 35

PANTONE : P 34-8 U

United Orange Logo should be used only on a white background

Secondary Logo Usage



White logo used when background color does not provide sufficient contrast for readability.

Minimum Size



Minimum Digital Dimensions = 60 px. wide;

Minimum Print Dimensions = .5 in. wide;

Do not animate, distort, or alter the United logo in any way other than resizing (while observing minimum size requirements).



Find out more
<http://united.com.bd>

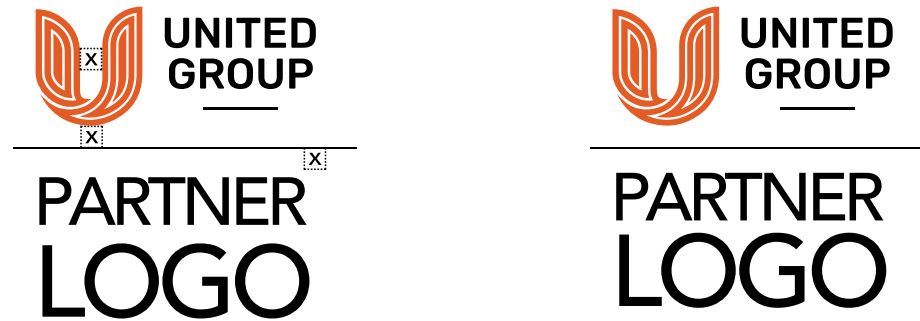
Logo Lock-up

Many partner and alliance co-branding instances will require placing the United logo side-by-side with another company's logo in a "lockup" format.

Each logo should be sized to be optically equal. The left position of the lockup indicates brand dominance in brand-neutral environments.



When placed horizontally, a partner logo must match the height of the Leaf "U" in the United logo.



When placed vertically, partner logo must match the width of the United logo.

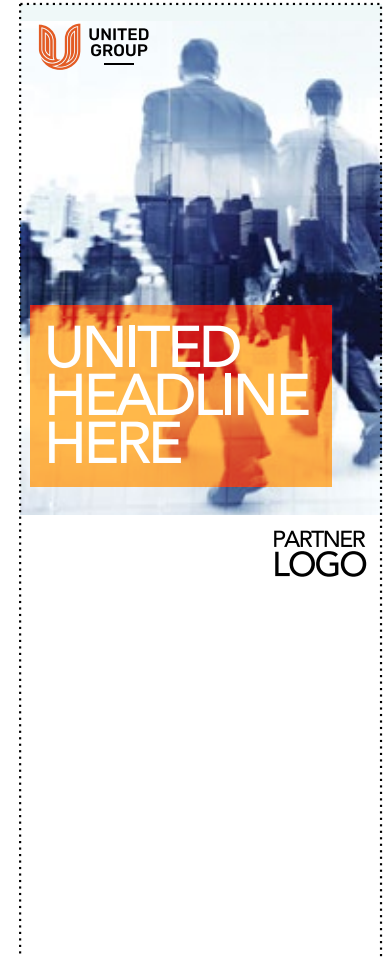


Find out more
<http://united.com.bd>

United Dominant Co-branding

These examples demonstrate how United Group dominant co-branding should appear in common marketing vehicles. The designer should use the United Group visual identity system.

While the partner logo is optically equal in size, it is placed in a visually subordinate position.



Find out more
<http://united.com.bd>

Partner Dominant Co-branding

These examples demonstrate how partner dominant co-branding should appear in common marketing vehicles. The designer should use the partner company's visual identity system.

While the United logo is optically equal in size, it is placed in a visually subordinate position.



Find out more
<http://united.com.bd>

Design matters

If you've just read these guidelines, you have our appreciation. We know applying these principles takes time and effort, but the stories we tell in all our United Group communications will be stronger for it

Brand Tools has additional resources and guidance on the entire United Group brand. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact brand@united.com.bd

Thank you

For any queries,
please contact:

Brand@united.com.bd or
Group Brand Manager
Brand and Communications
United Group