

Identity Manual

Basic elements



— *About us*

Innovation, reliability, energy: these are the distinctive elements of the brand, conceptualised in simple and linear style logo.

The semi-circular element, in addition to recalling the initial letter of the brand, was chosen as a metaphor for protection: a chest that holds valuable content. Uanataka places digital identity at the centre of its world. At the same time, the upper accent symbolises the silhouette of a stylised bull, which represents the determined and energetic spirit of the brand, as opposed to the idea of protection and security.

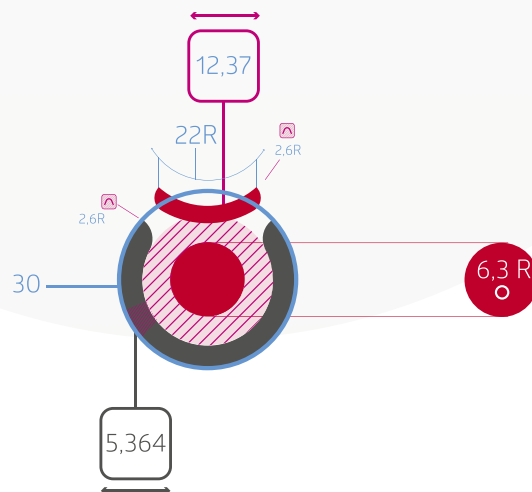
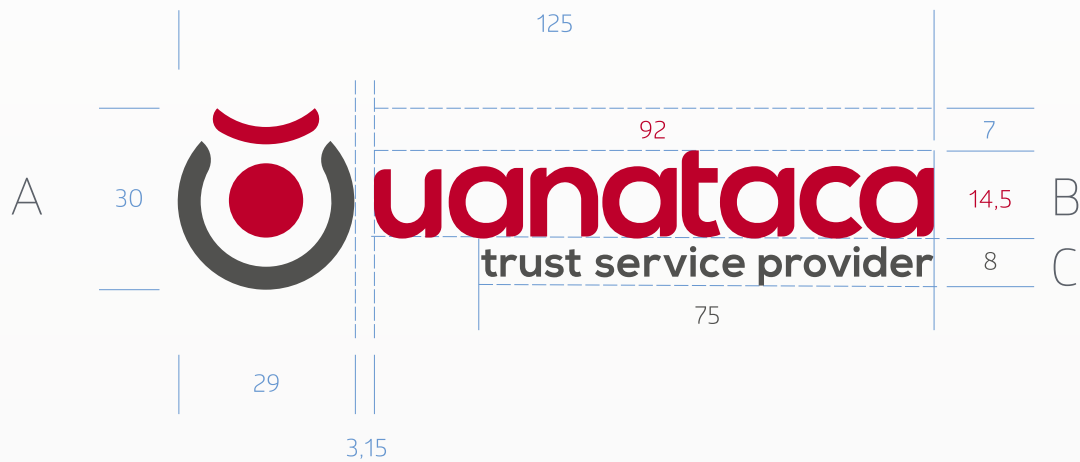
As well as the graphic sign, the logo also has a textual component. The word Uanataka was coined to express dynamism, harmony and at the same time rigour, qualities evidenced by the typographic character, a sign of modernity and simplicity.

The brand is accompanied by the pay off trust service provider to strengthen its identity. The red/grey colour composition also plays a fundamental role in defining the brand identity, in a balance between energy and linearity.



— Brand/Logo

The brand/logo “Uanataca” is the basic element of the visual identity system and consists of three elements: the graphic sign (A), the word Uanataca (B) and the pay off Trust Service Provider (C).



Logo

pictogram / logo

The full version of the mark/logo consists of the pictogram, logo and pay off.

As an alternative to the full version, the mark/logo can be used singularly representing the following components:

- Pictogram: graphic sign identifying the trade mark;
- Logo: word identifying the trade mark.



pictogram

uanataca

logo



full logo

— Versions

of the brand/logo

The main version of the mark/logo is the positive colour version.

The mark/logo can be used, for particular needs, in black and white.

On dark coloured backgrounds or dark photographic backgrounds in colour or black and white, the negative version must be used.

Other colours are not permitted.

Reproduction of the trademark/logo must be made using digital media only. Reproduced copies from other sources or from the examples shown in the following tables are to be absolutely avoided.



— Color



C: 59% | M:49% | Y:49% | K:42%
#585856
Pantone 419 U



C: 0% | M:99% | Y:95% | K:0%
#e20d1b
Pantone 185 C

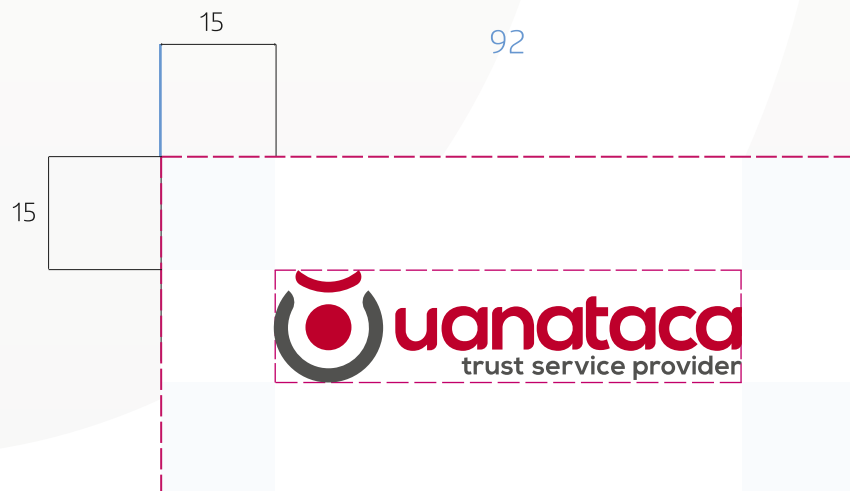
Protected Area

The legibility of the brand/logo is enhanced if the space around it is large enough.

The table shows the minimum space to be respected between the brand/logo and any other compositional elements such as text, photographs and illustrations.

Although the space indicated is the recommended minimum space to be used, it should be increased where possible.

Some exceptions are allowed, where space restrictions do not allow the minimum area to be respected (e.g. in some forms applications).



Readability and alignment

The legibility of the brand/logo is optimal also in a small size, however, it should never be smaller than the minimum size indicated here (expressed in millimetres).

When the brand/logo is placed next to a text, it is advisable to follow the design criteria indicated on the right.

There are two types of alignment: horizontal and vertical.

Between the brand/logo and the typographic elements, the minimum area of respect indicated must always be considered.

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Best practices

The correct use of the brand is as specified in this Manual and any alteration not considered in this Manual is strictly prohibited.

The following are examples of alterations to the brand that constitute misuse and are therefore not permitted.

Copy line



pay off



Typography



Resize



Color



