

UniMed

Logo Guidelines

If you have queries about UniMed logo use please contact marketing@unimed.co.nz

Exclusion zone

The exclusion zone is the clear space surrounding our logo. No other design elements should appear within the exclusion zone.

The exclusion zone is defined by 'e' which is the height of the letter e in the logo at any size.



Minimum size print

UniMed

12mm wide
(excluding clear space)

Minimum size web

UniMed

30pt wide
(excluding clear space)

Our logo is the heart of our visual identity, it is important that it is used correctly.

Formats

The UniMed Logo is available in both JPEG and PNG format.

If you require a vector (.eps, PDF) version please email marketing@unimed.co.nz

Note: please do not enlarge the JPEG/PNG files beyond the issued size as this reduces quality.

Logo Formats

The navy and red logo version is the preferred treatment.

When needed you may select the reverse version for cases where the main logo is not suitable.

Logo misuse

- Do not change the colour of the logo
- Do not modify, use part, distort or warp the logo
- Do not rotate the logo

UniMed

UniMed

Associated Logos

This is an example of how the logo will be used with associated logos.

UniMed |  BRAND NAME

UniMed |  BRAND NAME

The UniMed logo and brand assets must only be used for their intended purpose and in accordance with approved guidelines. Any other use is not permitted without prior written approval from UniMed.