unison®

Brand guidelines

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Brand guidelines are a set of rules that explain how the Unison brand works. It provides information and sets the standards for assets and design elements associated with the brand in any internal or external forms of communication. The goal of brand guidelines is to ensure that all parties use the Unison brand elements consistently.

Our brand purpose

The mission is to create a world class consumer brand, in a category of its own, which creates a radically new way to buy and own a home. Through the invention of co-investing, Unison gets people into homes without the challenge of impossibly high down payments and helps homeowners access equity without incurring more debt. It's not about the products, however. It's about the people whose needs Unison serves. The transformational impact Unison makes in their lives enables them to get in the home they have or enables them to realize their fullest potential.

Mission

In alignment with our Homeowners and Investors, we provide the missing products and expert advice that empowers our customers to optimally own a home or invest in the asset class of Residential Real Estate

Vision

Optimize home ownership

Values

- Realistic optimism
- True grit
- In unison, together
- Value data and insights
- See the long now

The Unison audience

For Unison, we define our consumer as smart, savvy, educated and hardworking people who derive pride and social status from being in control of their lives and financial decisions. Overall, they live their lives with an optimistic attitude and refuse to be victims. They know that they no longer have to put up with old, cumbersome and confusing processes or ways of home ownership.

Brand manifesto

There are things we can do alone.
But there's nothing we can't do together.
Having an ally makes a world of difference.
Making you confident,
Making you courageous, and wise.
The path to success is never walked alone.
Together, you go farther.
Together, you find a future.
Together, you realize dreams.

Together, you can.

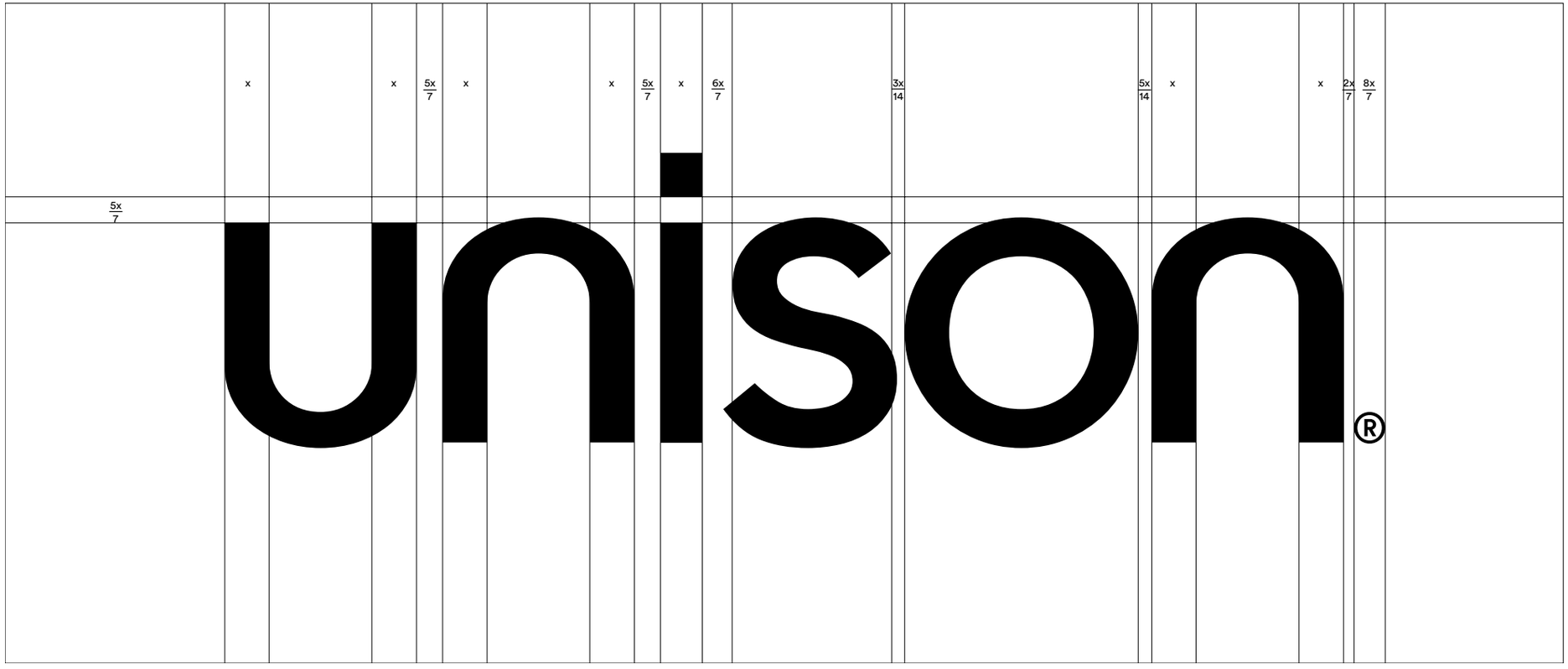
Logo mark

The Unison story

After an audit of the original Unison mark it became clear that, instead of a complete brand overhaul, there was an opportunity to create an evolution of the mark. We've essentially optimized and found efficiencies in design that more effectively communicate the brand attributes. The evolved mark is cleaner, friendlier, more accessible, and most importantly — human.

Logo color variation

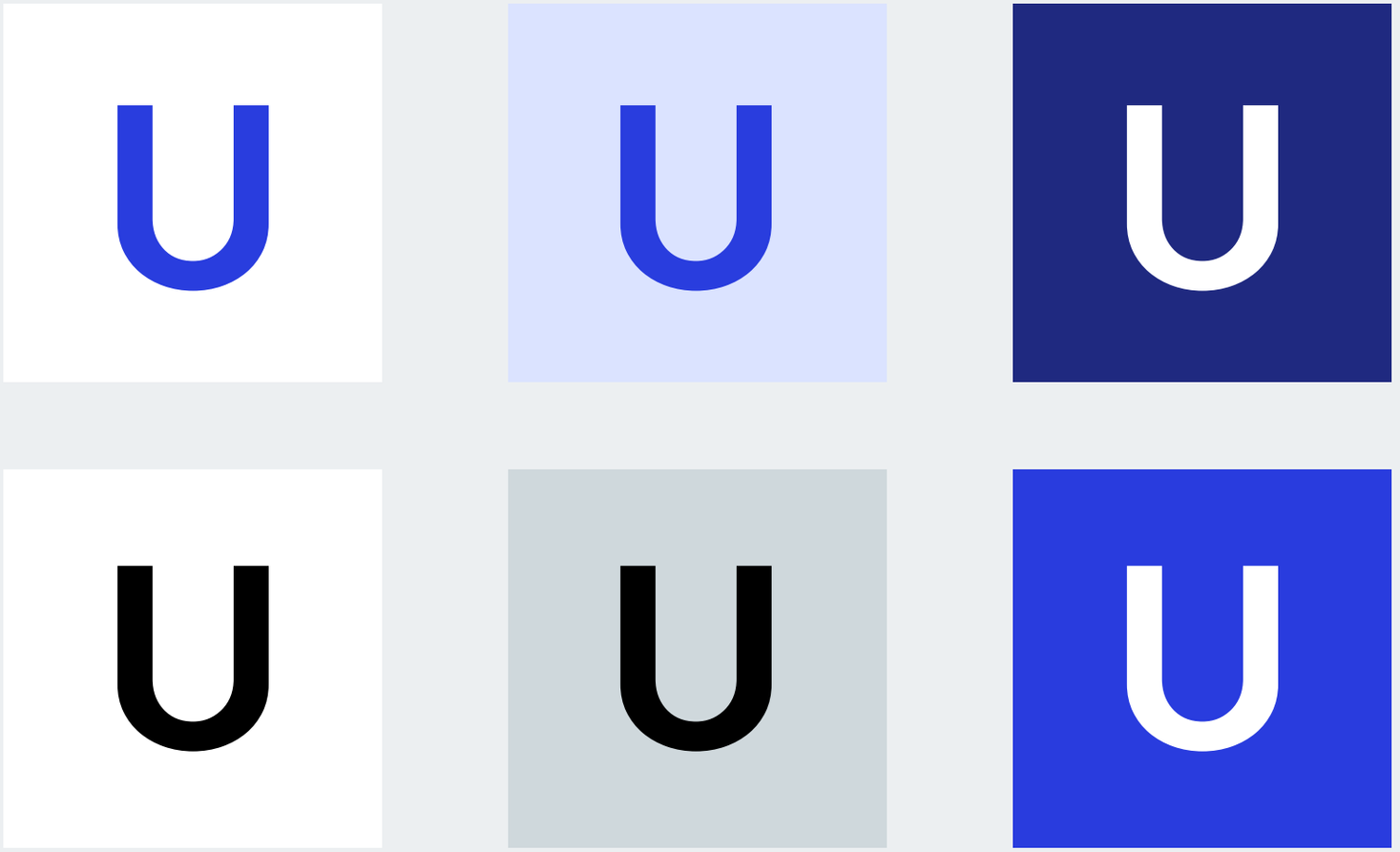
Construction



Logo clear space

The Unison wordmark must have sufficient clear space to ensure legibility and to maintain its significance. Apply padding instructions when deploying wordmark with copy.

Logo on colors



Brand colors

Our colors

The Unison brand color palette is designed to be fresh, accessible, and incorporate the Unison brand attributes.

Our Primary palette is lead by Indigo followed by Indigo light, Midnight, and Peach. These should be used as the primary brand communicators.

When using color palette, avoid color pairings that are overly busy, resembling an easter egg. Color pairings should always make the brand look clean and sleek.

PRIMARY COLORS

Indigo
HEX #293CDE
RBG 41 / 60 / 222

Indigo light
HEX #EEF1FC
RBG 238 / 241 / 252

Midnight
HEX #1F2980
RBG 31 / 41 / 128

Peach
HEX #FFAAA9
RBG 255 / 170 / 169

Secondary colors

The secondary palette is used to bring life to environments that support copy. Secondary palettes are created with contrast and reinforce the primary palette. It utilizes dually cool and warm variants with a grayscale tint spectrum to either increase vibrancy and / or legibility.

SURFACE COLORS

Surface 1
HEX #FFE4E4
RBG 255 / 228 / 228

Surface 2
HEX #E4F2F2
RBG 228 / 242 / 242

Surface 3
HEX #FBF2E1
RBG 251 / 242 / 225

Surface 4
HEX #DFE2FA
RBG 223 / 226 / 250

NEUTRAL COLORS

Gray 6
HEX #263238
RBG 38 / 50 / 56

Gray 5
HEX #546E7A
RBG 84 / 110 / 122

Gray 4
HEX #92A3AB
RBG 146 / 163 / 171

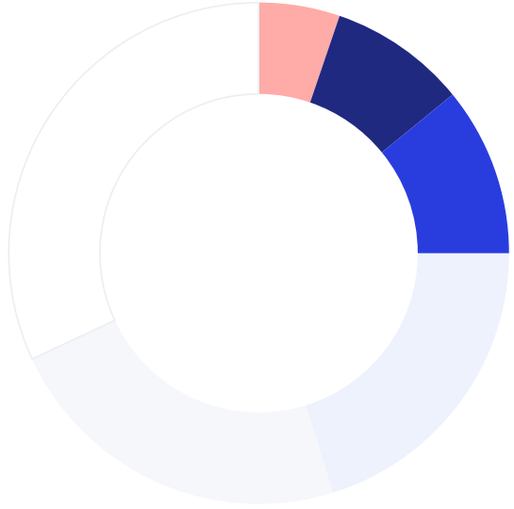
Gray 3
HEX #CFD8DC
RBG 207 / 216 / 220

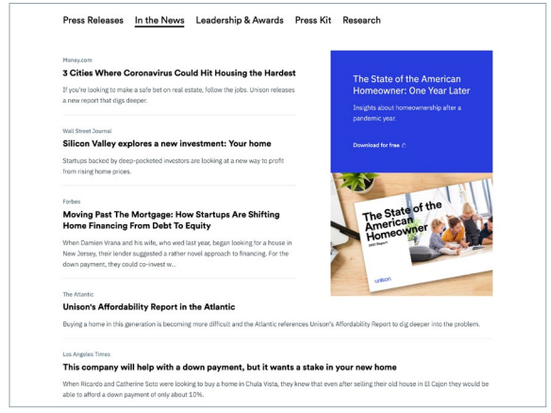
Gray 2
HEX #ECEFF1
RBG 236 / 239 / 241

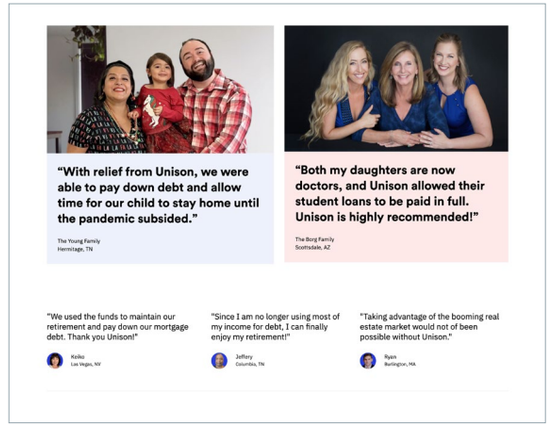
Gray 1
HEX #F6F7F9
RBG 246 / 247 / 249

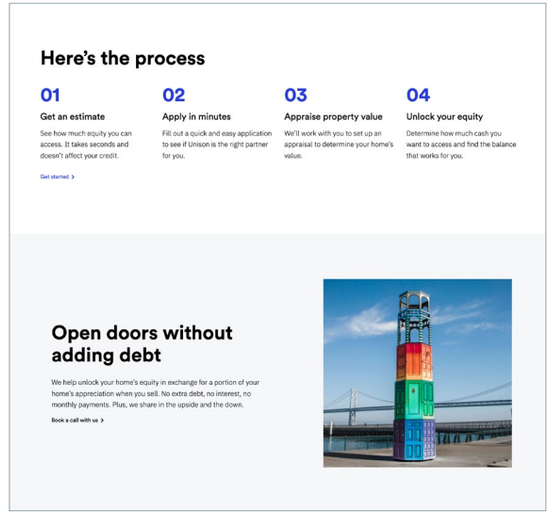
Recommended color ratio

Our pale colors — White, Gray 1, and Indigo light — are to be the dominant colors, making up 75% of the entire layout. Most of the brand colors displayed on mid-funnel and low-funnel messaging will come from brand photography.

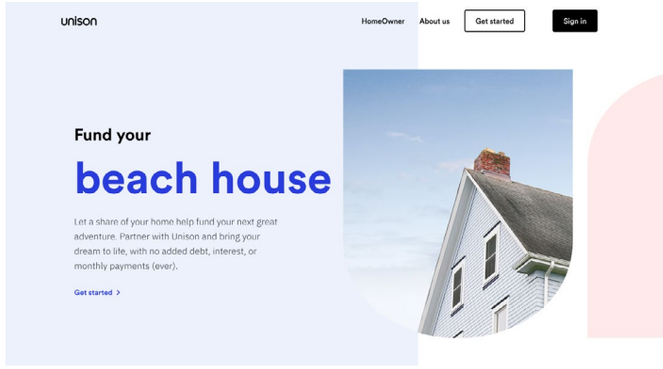


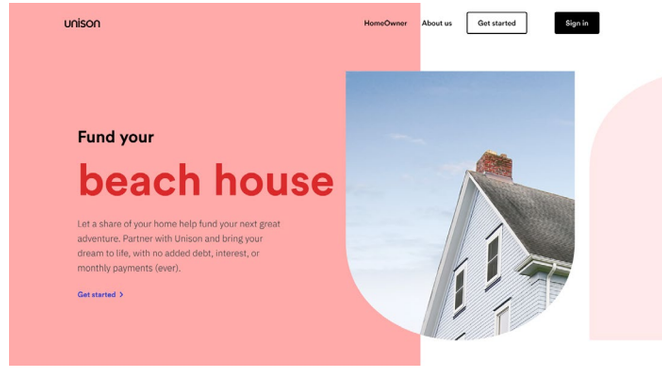






Application & usage





✓ Stick with pale colors or Midnight for large background fills

✓ Use Indigo, White, or Black for display font

✓ Use background fills that will complement the photography

✗ Avoid vibrant colors for large background fills

✗ Don’t use colors outside of our primary and surface color sets

✗ Don’t use jarring or contrasting colors together such as Peach and Indigo

Application & usage

Headline

Body text goes here. Unison is awesome and we are here to help.

Headline

Body text goes here. Unison is awesome and we are here to help.

- ✓ Use Gray 1 as an alternative for White for background fills
- ✓ Use White, Gray 6, or Black for font colors
- ✓ Always keep the color ratio in mind while designing

- ✗ Avoid using too many surface colors in one composition
- ✗ Don’t use Indigo or Midnight for copy text
- ✗ Don’t use wrong color proportions

Typography

Circular Std

The primary brand display typeface is Circular Std. Designed in 2013 by Laurenz Brunner, Circular is a geometric san serif typeface with unmistakable character yet universal appeal with its distinct, friendly forms. This typeface suitably represents Unison's commitment to its people-first driven solutions.

Circular Black
Circular Bold
Circular Medium
Circular Book

CIRCULAR STD BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

IBM Sans Plex

The primary brand body typeface is IBM Sans Plex. Its many weights allows us to confidently elevate our messages across a variety of media.

IBM Sans Medium

IBM Sans Regular

IBM Sans Light

IBM Sans Extralight

IBM PLEX SANS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Typeface usage

Circular is to be used in all brand communications where web considerations aren’t a restriction.

Circular Bold to Medium should be used in all headlines for emphasis depending on deployment. Bold in large instances such as OOH and medium for digital considerations. Circular Book is to be as section titles or other instances where emphasis is needed.

IBM Plex Sans Light to regular is to be used for all body or utility copy.

CIRCULAR STD BOLD (HEADLINE)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

IBM SANS PLEX LIGHT (BODY TEXT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Alternate typography

For internal communication where the Circular font is unavailable like on PowerPoint presentations and email communications, use the font Proxima Nova. Its rounded construction makes it a viable alternative to the Circular font. It is free to download through Adobe Fonts.

IBM Sans is free to download through Google Fonts, so should always be present.

PROXIMA NOVA (HEADLINE)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

IBM SANS PLEX LIGHT (BODY TEXT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Photography

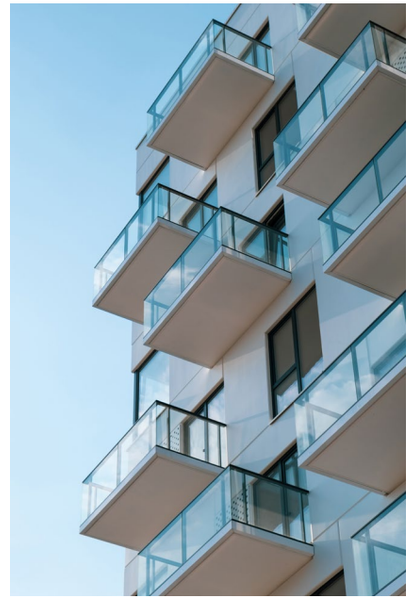
Types of photography

Our photography falls under three categories. Home lifestyle, home exterior, and home interior. We want to show that Unison is not about a product, it's about who we help — homeowners. Photos should feel like a truly candid moment has been captured.

Home lifestyle

Home interior

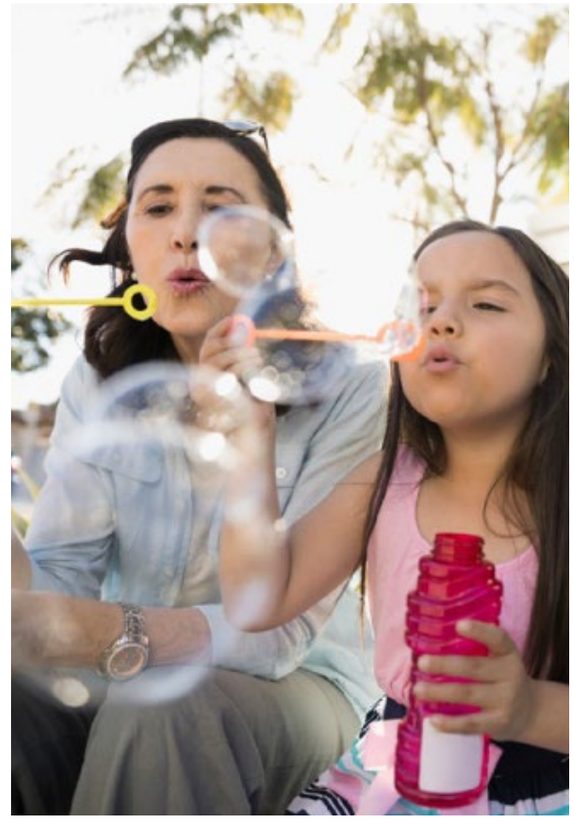
Home exterior

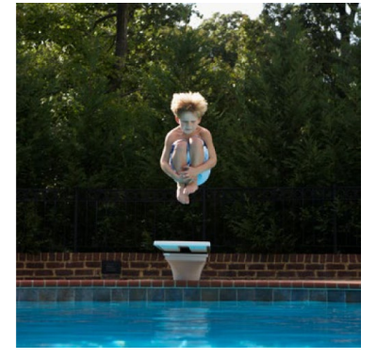


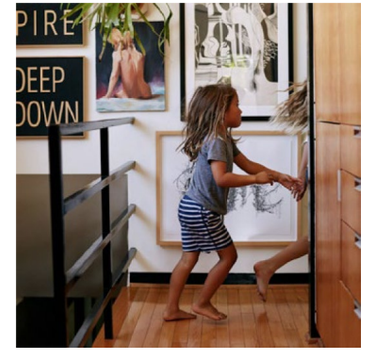
Home lifestyle

Unison is not about the products, it's all about the people who it helps with homes. Photography featuring people in their homes should feel warm, inviting, and as authentic and unique as the homes they love. Photos should feel as a truly candid moment has been captured—never overly staged, or feel emotionally manipulative.

When capturing people in exterior scenarios, scenes should feel alive and aspirational. These are moments filled with kinetic potential, life and love. Again, it's less about the actual home and more about the authentic situations. People should appear in authentic, emotional moments. The home serves as a punctuation piece.







Home interior

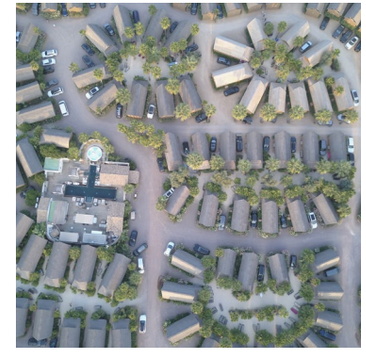
The home is the central component of Unison's product offerings. In instances where we focus solely on the home, the goal is to use images that are clean, yet vibrant. Using color as punctuation adds humanity, even when humanity isn't present.

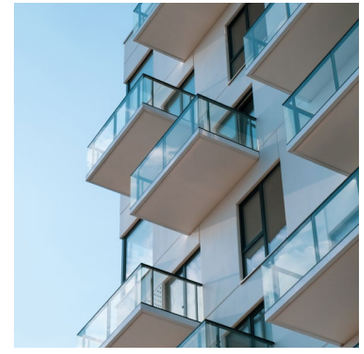
Interiors of homes should be meticulously crafted to show the character of the homeowner. Avoid busy compositions that will detract from any unique features. Again, colors should be clean and vibrant.

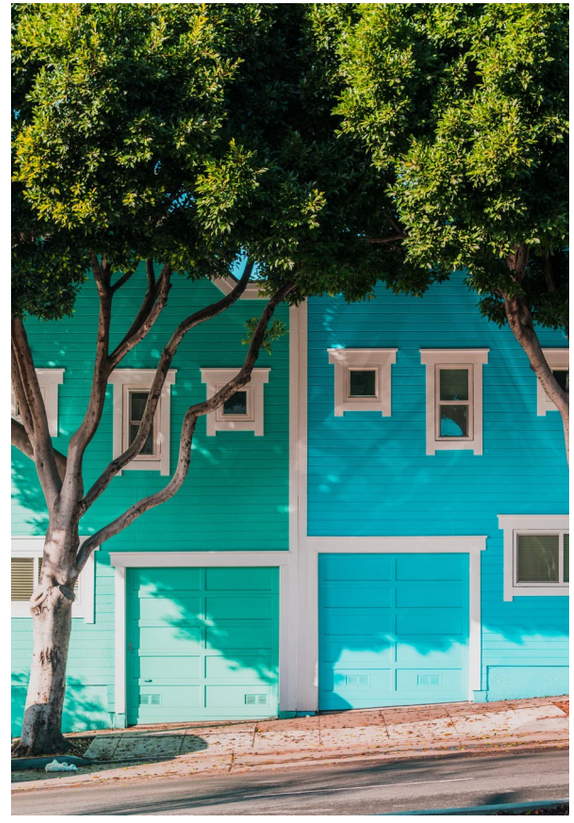
Home exterior

The home is the central component of Unison’s product offerings. In instances where we focus solely on the home, the goal is to use images that are clean, yet vibrant. Using color as punctuation adds humanity, even when humanity isn’t present.

To avoid monotony, the exteriors of homes should utilize interesting cropping explorations in order to create dynamic compositions. Colors should serve to add vibrance. Avoid overly sunny and bright tones.







unison®

Together, you can.