

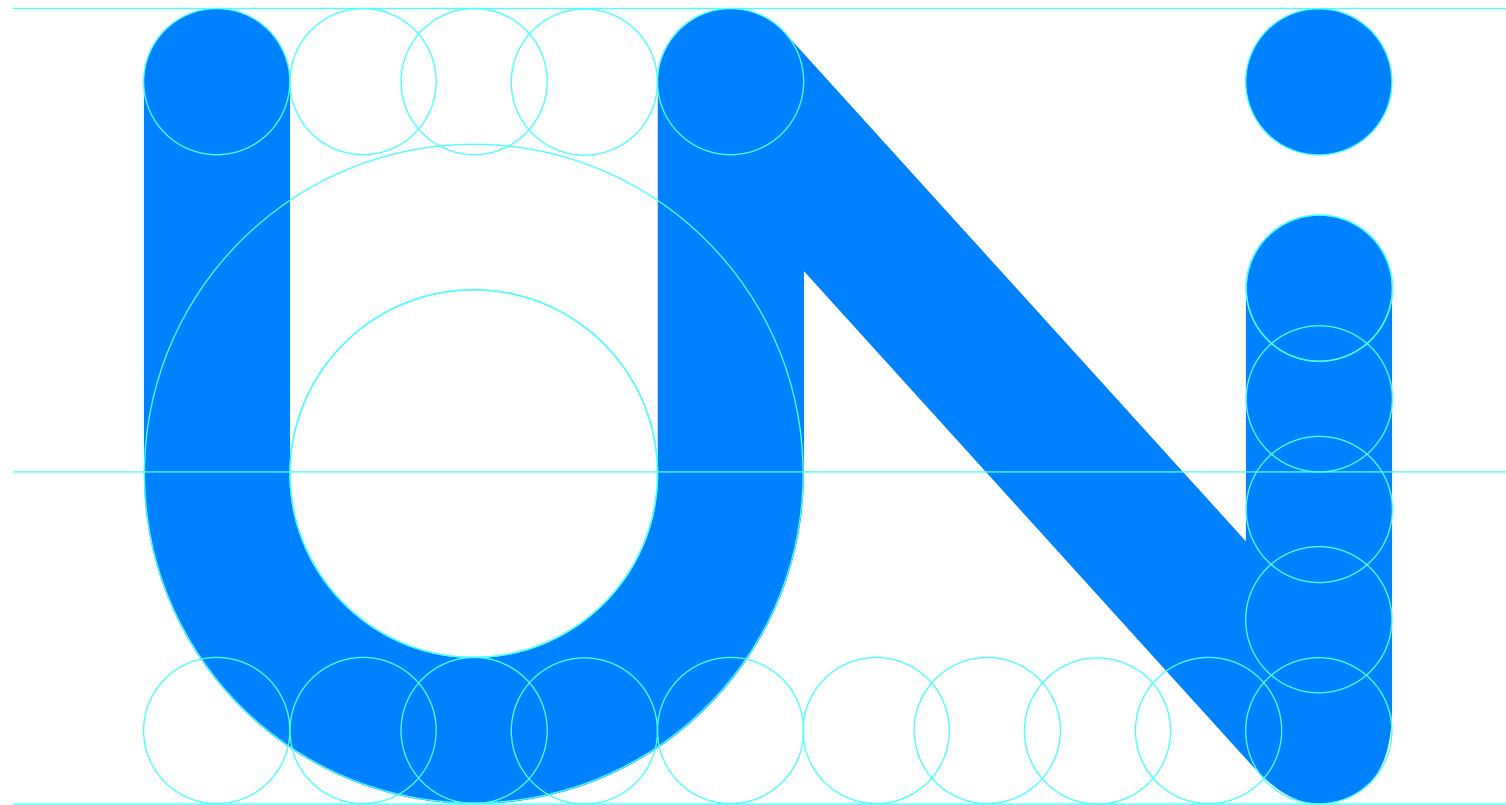


Design Guidelines

Implementing the UniCareer brand in communications
Updated 30 September 2016

UniCareer Logo

U N i





icon

UNiCAREER

UniCareer

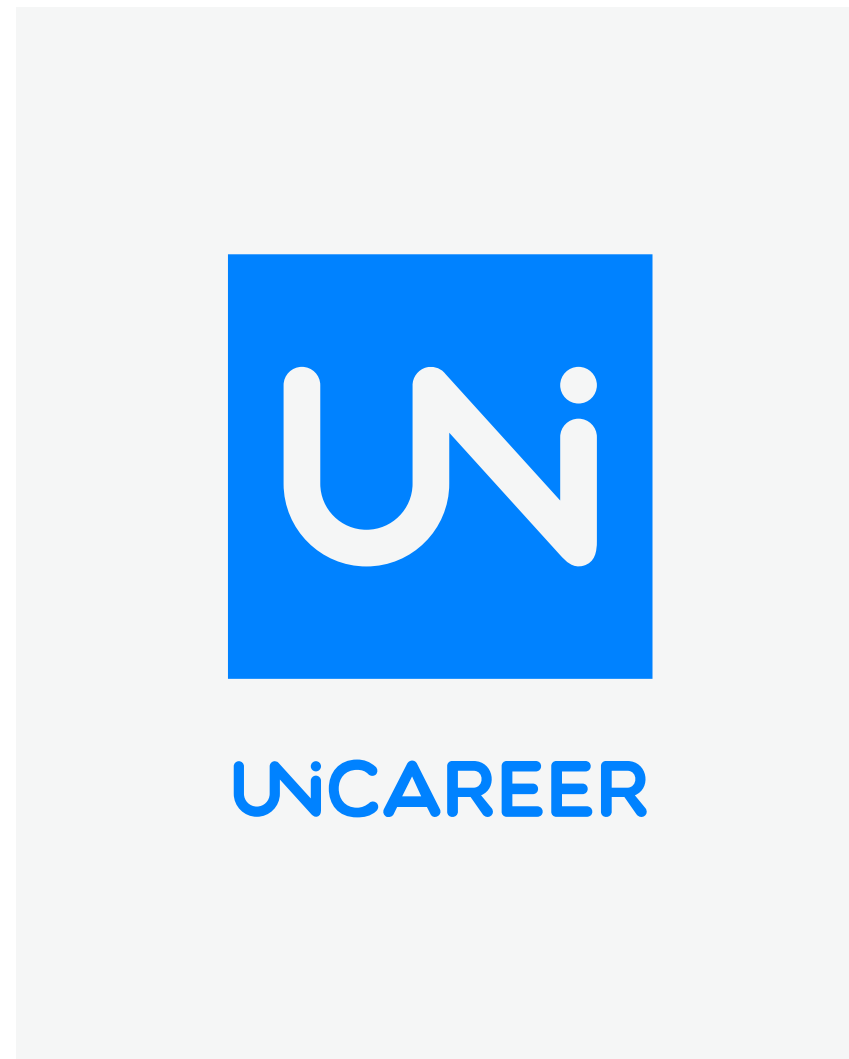
1) Standard White



2) Standard Black



3) White



4) Black



5) Standard Chinese



6) Standard Chinese with English



7) Standard Chinese with Slogan



The logo consists of the word "Uni" in a bold, rounded, blue sans-serif font. The letter "U" is a simple U-shape. The "n" has a rounded top and a diagonal stroke. The "i" has a rounded top and a vertical stem with a solid blue dot above it.

To Be A Better U

unicareer.org

The logo consists of the word "Uni" in a bold, rounded, blue sans-serif font, identical to the English version. The letter "U" is a simple U-shape. The "n" has a rounded top and a diagonal stroke. The "i" has a rounded top and a vertical stem with a solid blue dot above it.

只为打造最优秀的你

cn.unicareer.org



Do not alter the UniCareer logo in any way. Do not color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

1) Don't move, resize "UniCareer".



2) Don't move "职优你".



3) Don't change the size of slogan



4) Don't change the font of slogan and proportion.



5) Don't add any decoration in any way.



6) Don't recolor the logo.



7) Don't sit the logo on the yucky colors.



8) Do not reverse the logo from backgrounds that are too light or cluttered.



Visual identity

Main Color

#0082FF
RGB 0, 130, 255



#303641
RGB 48, 54, 65



Secondary Color

#FBAF3B



#FFD416



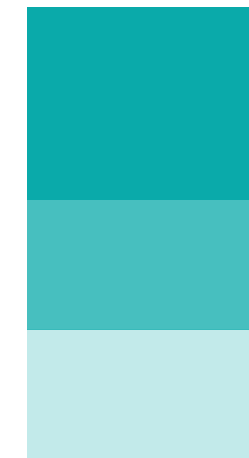
#F86674



#003366



#00AAAA



Primary Color

CMYK 92, 45, 0, 0



CMYK 0, 0, 0, 100



Accent Color

CMYK 73, 28, 0, 0



Montserrat-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Title

Why UniCareer

Montserrat-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subtitle

Why UniCareer

*Letter Spacing 75

Proxima Nova-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Context

UniCareer is an online education technology platform that targets various stages of professional development needs, and develops customized solutions that generate proven, long-term impact for both students and working professionals. As the leading cross-border platform. UniCareer successfully provides highly efficient global placement solutions to more than 100,000 international talents.

Proxima Nova-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Context

UniCareer is an online education technology platform that targets various stages of professional development needs, and develops customized solutions that generate proven, long-term impact for both students and working professionals. As the leading cross-border platform. UniCareer successfully provides highly efficient global placement solutions to more than 100,000 international talents.

Proxima Nova-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Context

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*Letter Spacing 50

Montserrat-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Title

Why UniCareer

Montserrat-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subtitle

Why UniCareer

*Letter Spacing 75

Open Sans-Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Context

UniCareer is an online education technology platform that targets various stages of professional development needs, and develops customized solutions that generate proven, long-term impact for both students and working professionals. As the leading cross-border platform. UniCareer successfully provides highly efficient global placement solutions to more than 100,000 international talents.

Open Sans-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Context

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Proxima Nova-Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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*Letter Spacing 50

思源黑体 (Noto Sans)-Bold

标语

我们的核心优势

思源黑体 (Noto Sans)-Medium

副标语

我们的核心优势

*英文和数字需要搭配Montserrat-Bold
*Letter Spacing 75

思源黑体 (Noto Sans)-Light 内文

UniCareer (职优你) 自2014年成立以来, 已成功影响超过100,000 名的全球学生及职场精英, 举办250多场线上、线下职场分享会及各类活动, 同时与世界范围内 150多所学校建立稳定合作关系, 陆续向腾讯、高盛、麦肯锡、德勤等众多世界500强企业及许多极具发展潜力的中小型创业公司输送3,000多名优秀人才, 成功实现了学校和企业的人才对接。

思源黑体 (Noto Sans)-Regular 内文

UniCareer (职优你) 自2014年成立以来, 已成功影响超过100,000 名的全球学生及职场精英, 举办250多场线上、线下职场分享会及各类活动, 同时与世界范围内 150多所学校建立稳定合作关系, 陆续向腾讯、高盛、麦肯锡、德勤等众多世界500强企业及许多极具发展潜力的中小型创业公司输送3,000多名优秀人才, 成功实现了学校和企业的人才对接。

思源黑体 (Noto Sans)-Bold 内文

UniCareer (职优你) 自2014年成立以来, 已成功影响超过100,000 名的全球学生及职场精英, 举办250多场线上、线下职场分享会及各类活动, 同时与世界范围内 150多所学校建立稳定合作关系, 陆续向腾讯、高盛、麦肯锡、德勤等众多世界500强企业及许多极具发展潜力的中小型创业公司输送3,000多名优秀人才, 成功实现了学校和企业的人才对接。

冬青黑体简体中文

标语

我们的核心优势

冬青黑体简体中文

内文

UniCareer（职优你）自2014年成立以来，已成功影响超过100,000 名的全球学生及职场精英，举办250多场线上、线下职场分享会及各类活动，同时与世界范围内 150多所学校建立稳定合作关系，陆续向腾讯、高盛、麦肯锡、德勤等众多世界500强企业及许多极具发展潜力的中小型创业公司输送3,000多名优秀人才，成功实现了学校和企业的人才对接。

*英文和数字需要搭配Montserrat-Bold

*标语 Letter Spacing 75

*内文 Letter Spacing 50

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3号楼511室

*Icon 請使用Fontawesome
*請勿隨意更改icon



UNICAREER

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