



BRANDING GUIDELINE

#THRIVETOGETHER

BRAND OVERVIEW

UnionSPACE, aspires to build the best workplace for today's entrepreneurs and professionals. Work is a life long journey that we should all enjoy. Our purposefully engineered workspace enhances serendipitous collisions among our members and is strategically located so you and your team can be productive anywhere.

OUR VISION

To create a **better workplace** where **people will thrive** within it.

BRAND OVERVIEW

Here are some guidelines and tips on the proper usage of the UnionSPACE name and trademark text.

UnionSPACE and **UNIONSPACE**, is the only way our brand name should be written.

The official tagline of UnionSPACE is **Where Businesses Thrive**.

The official hashtag is **#thrivetogether**.

UnionSPACE website url should be written as **www.unionspace.com**.

USVIBE

At UnionSPACE, we talk a lot about vibe. It is something that each of us strive to instil on ourselves and our spaces. We hope that by doing this we can affect the individuals and business will emulate the same vibe as we #thrivetogether to achieve our goals.

Happy

Welcoming

Vibrant

Efficient

Confident / Everything is Possible

BRAND ATTRIBUTES

Let's take a second and imagine if UnionSpace was alive. Brand attributes are the core of our brand voice and image. We created them in order to bond emotionally with clients and members. Everyone should be able to feel these attributes in all UnionSpace aspects of communication.

Versatile UnionSpace can do anything, you say the word and we'll make it happen. As long as it's related to business, of course. You can count on us for anything you need. We can literally help you fulfill your business needs.

Hospitable You will always see smiling faces in UnionSpace welcoming you at the front door. We would want our family to always feel welcome.

UnionSpace is your second home where you can always find comfort, someone to talk to, and a hot cuppa anytime of the day.

Inclusive UnionSpace serves all kinds of business because we want to make entrepreneurship available to everyone; and because we understand how hard it is to run your business.

Dynamic We like to move it. Everyone is hustling through the days in UnionSpace. The world moves so fast and so do we, sometimes twice as fast.

BRAND VOICE

Brand Voice expresses the spirit of the experience we offer; creating an emotional connection with our customers and building trust. It is based on our brand attributes. It is extremely important for all aspects of our brand to be consistent with the same tone; from printed materials, website descriptors, to representing our brand in person to customers.

How We Approach Our Customers

UnionSpace's tone of voice is conversational and friendly.

Optimistic

UnionSpace's tone of voice represents an optimistic community that is fun, fresh, and dynamic. We are a highly purposeful community that takes responsibility for the positive impact we contribute to the development of local and international business. Messages should be hip, humble, and simple.

Enablers

UnionSpace's tone of voice represents our optimistic energy while still maintaining business norms of communication, respectively. Showcasing our passion for improvement and purposeful contribution, messages should be informative, relevant, and simple.

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DO's Sound like a real, high-spirited, aspiring entrepreneur “speaking”.

Use easily understood and conversational language as if you are explaining something to a friend.

Keep it short and sweet, brief, and to the point.

Occasional side comments/metaphors/euphemism may be appropriate at times.

Correct spelling and grammar always with American English.

Don'ts No informal, inappropriate street language.

No slang - this is cultural and becomes quickly dated.

No sloppy appreciation (eg: doin’).

No swear words

LOGO USAGE

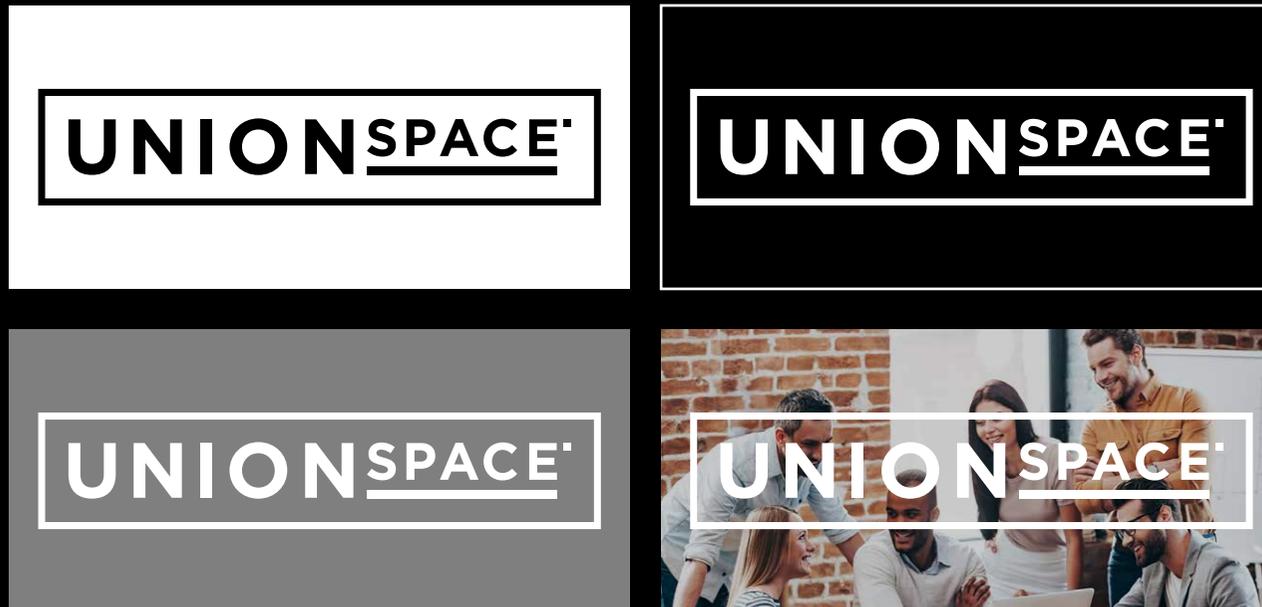
This is our UnionSPACE logotype. The logo is our identity and it represents us thus it must be displayed clearly and properly at all times.

Refer to the following pages on its proper usage.



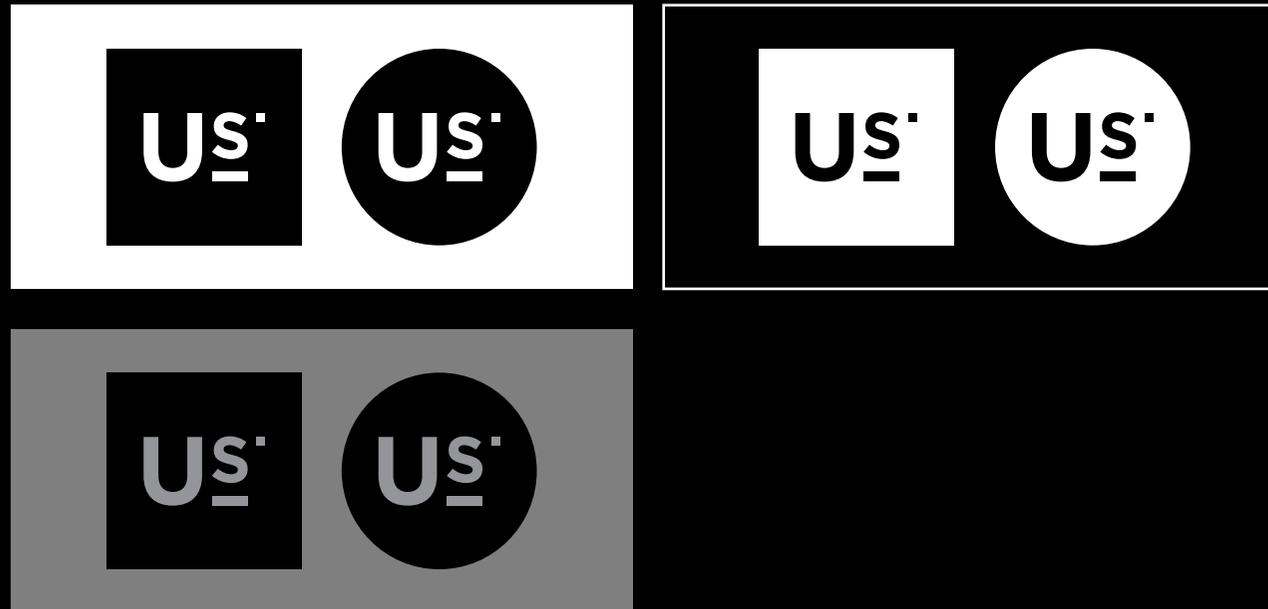
LOGO USAGE

This is how the UnionSPACE logo must appear on different backgrounds. it must be readable and visibly clear at all times.



LOGO USAGE

These are the UnionSPACE icons that can be used for social media thumbnails, avatars, or in situations where the logotype is not suitable.



LOGO USAGE

UnionSPACE logo cannot be resized, stretched, or rotated in such manners. Changing the color or adding gradients on the logo itself is not allowed as well.



Do not resize the logo.



Do not stretch the logo.



Do not rotate the logo



Do not change the color of the logo.



Do not add gradients on the logo.

LOGO USAGE

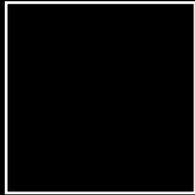
There should be enough space around our logo. The margin inside the box should also be the same outside the box.

The minimum print width of the logo is one (1) inch for it to be properly displayed.



Minimum print width of the logo is 1 inch.

COLOR PALETTE



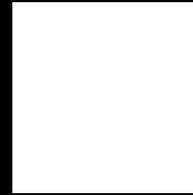
RICH BLACK

RGB | 0 - 0 - 0
CMYK | 0 - 0 - 0 - 100



MUSTARD YELLOW

RGB | 239 - 207 - 48
CMYK | 0.00 - 0.13 - 0.80 - 0.06



WHITE/PAPER

RGB | 255 - 255 - 255
CMYK | 0 - 0 - 0 - 0

TYPOGRAPHY

UnionSPACE font is **Raleway**.

We might use new fonts for particular cases but this will be our go to font.

RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

Headlines should be in Raleway Bold and in all caps. If there are subheadlines, it should be the same as the headline but half the size.

Body text and fine print should be in Raleway and Regular with leading of 4 pts more than its type size and in sentence case. Do not hyphenate words.

RALEWAY BOLD
Type Size: 60pt

HEADLINE

RALEWAY SEMIBOLD
Type Size: 30pt

SUBHEADLINE LOREM IPSUM DOLOR SIT

RALEWAY MEDIUM
Type Size: 12pt
Leading: 18pt

Body text lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi euismod pharetra lacus ac sollicitudin. Curabitur sagittis commodo tincidunt. Cras et eros lacus. Nunc at lacus a nisi interdum suscipit et et purus. Fusce porttitor gravida erat et egestas. Maecenas tempus leo et velit auctor, at elementum urna hendrerit.

RALEWAY REGULAR
Type Size: 8pt
Leading: 12pt

Fine print lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi euismod pharetra lacus ac sollicitudin. Curabitur sagittis commodo tincidunt. Cras et eros lacus. Nunc at lacus a nisi interdum suscipit et et purus. Fusce porttitor gravida erat et egestas. Maecenas tempus leo et velit auctor, at elementum urna hendrerit.