



UNR

Registry Brand Guide
March 2020

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A good brand is
a good first impression.

Introduction

Branding is an important component of marketing and design. Branding is about a lot more than just a memorable logo, or even the perfect typeface. Good branding is about clear choices, applied consistently, from business cards to powerpoint presentations, to web interface.

To be effective, everything must appear to be from the same organization. Even then, **a human being must see a brand in context at least four times before they will remember it.** Advertising is a great solution, but comes at great expense. The best advertising any start-up can use is a clean, consistent brand applied across the full spectrum of operations.

This document was created to help you understand the importance of branding, why this is important to UNR as a company, and—most importantly—how to apply the brand in any situation to create a clean, consistent identity for the company.

Branding overview

The essential basics

What is “branding”?

A “brand” is typically defined as a collection of names, terms, signs, symbols or designs that combine to identify a person or organization, to distinguish them from similar entities. It isn’t one single logo or catch-phrase; it’s the harmony of all these things that communicate the same message or emotion. As with human communication, a lot of this is done at the subconscious level.

A good brand should:

- Be unique and memorable (“remarkable”)
- Achieve instant recognition and credibility over time
- Have a predetermined, hopefully emotional response
- Establish your differences and benefits over competition
- Be consistently rendered throughout the company’s public-facing products and services.

What are brand standards?

A brand standards guide is an attempt to explain all of the “rules” established during the branding process. Every part of the “brand system” are introduced, and clear guidelines for using (and not using) each element is detailed.

Brand standards exist to give everyone the best chance of creating something “on brand” that will blend into the greater ecosystem of the company’s products and services. These rules are not etched in stone but should always be followed as closely as possible. Over time, a well-implemented brand will create instant value for the company, and when is that a bad thing?

A good brand has the same application across all points of contact. This helps to reassure and motivate the viewer.

The UNR brand

The symbol and wordmark are independent elements that create “the brand.”



The Symbol

13 horizontal bars
Ratio of 1:13 from thinnest to thickest
Pantone 348 “UNR Green”

The Wordmark

Proxima Nova Bold, Sentence Case (Improved legibility)
Properly kerned for optimal legibility

The branding for UNR was designed to evoke the spirit of collective accomplishment and mutual benefit. The symbol is a group of disparate shapes that “come together” to form something that was greater than the sum of its parts.

Even though much of the whole shape is missing, the viewer’s brain instantly sees the complete “U” shape. Creating “unity” from different elements and giving them a sense of coming together by having the positive shapes get thicker as the eye scans downward. The shapes literally “fall” into place, and the mind does the rest.

The proportions are specifically worked to have 13 bars with proportional increase in weight of 1 to 13x from the thinnest bar to the thickest bar. This symbolizes the 13 f-root servers that once governed all of the Internet’s traffic.

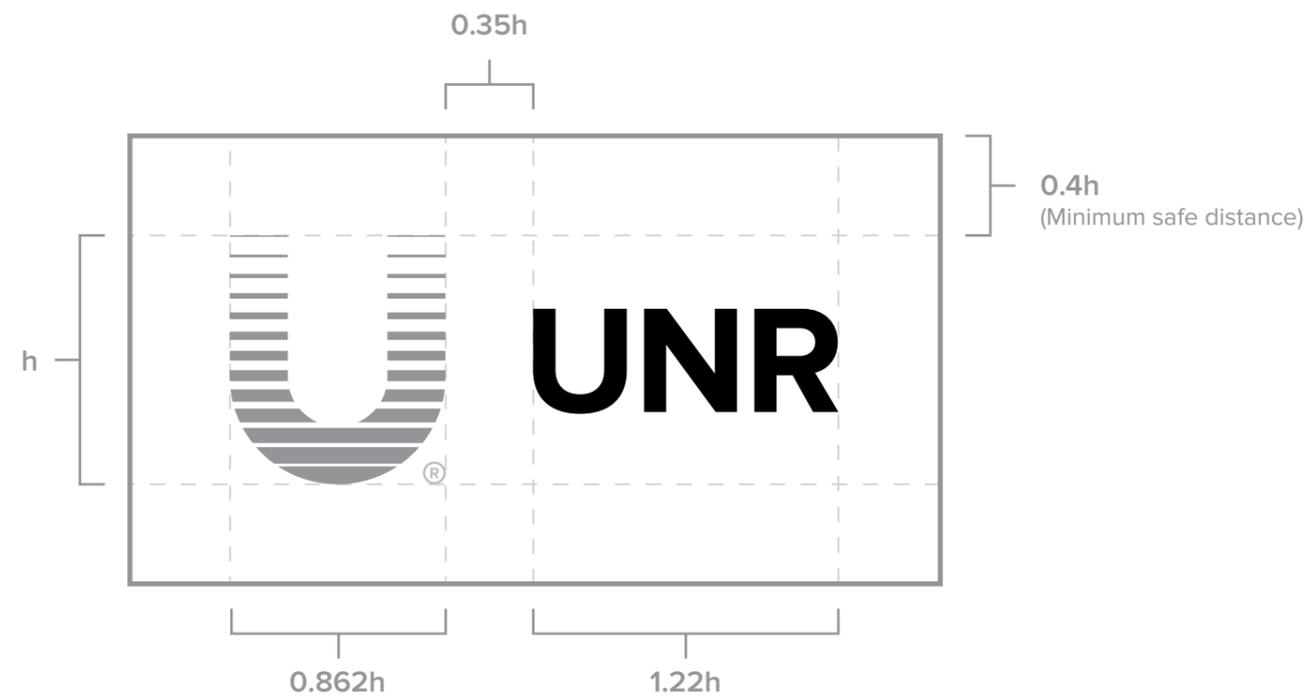
The typeface, Proxima Nova, was designed by Mark Simonson. It is a “Humanist Geometric Sans” which combines perfect roundness with strong confident angles. It is friendly and universal.

Usage guidelines

The logo should always be presented in one of these two formats

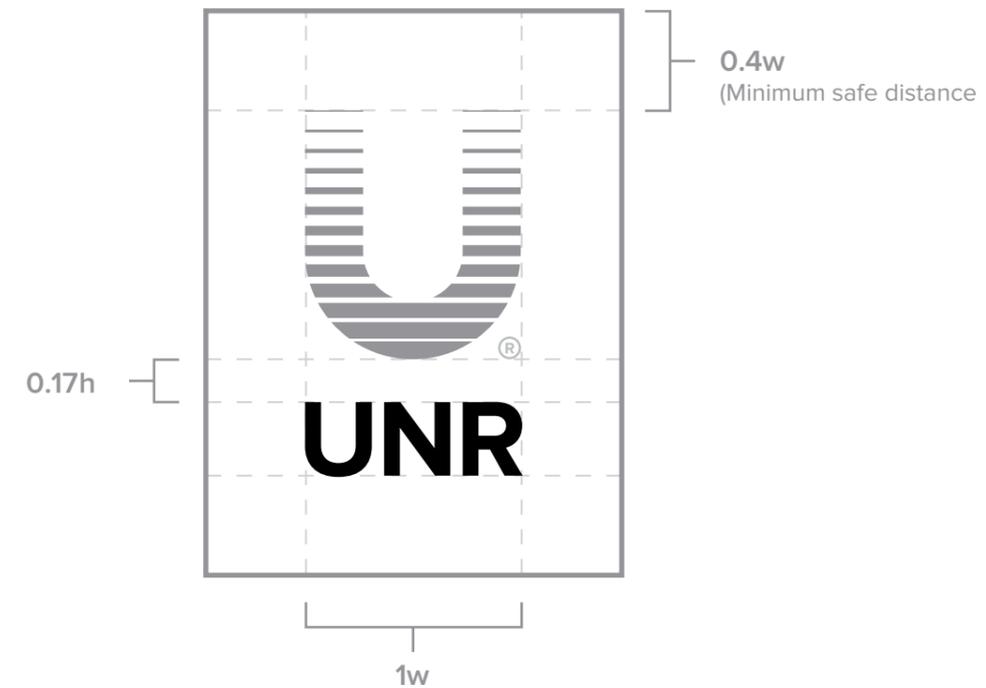
Standard Horizontal

The size of the logo sets up the proportions of the wordmark, and it is aligned vertically.



Standard Vertical

The width and height of the logo set the proportions and placement of the wordmark.



Usage guidelines

(Continued) Outstanding cases & old logos



Old logo
The old horizontal logo is being phased out. Help us out by not using it.

Remember!
The “U” symbol must NEVER be used by itself.
The symbol does not yet have the recognition to be able to carry the brand. Always use it with the wordmark so we can build the association of symbol to name over time.



Typography

UNR uses Proxima Nova Type Family

Headings are Proxima Nova Light

Subheadings are Proxima Nova Light

Body copy is Proxima Nova Regular

Product names (“tattoo”) are Proxima Nova Black

If you don't have Proxima Nova:

Please use Helvetica in all cases where Proxima Nova is unavailable or technology does not allow. You may use the Helvetica family interchangeably, so instead of Proxima Nova Light, select Helvetica Neue Light. Barring that, simply use Helvetica and Helvetica bold.

Never use Arial. It is a bad copy of Helvetica.

Preferred:

I am Proxima Nova Light, 24pt.

Acceptable Alternative:

I am Helvetica Neue Light, 36pt.

Avoid all of the following:

- Avoid using Proxima Nova Condensed or Extended subsets.
- Avoid stretching and compressing the letters in any way.
- Avoid adding false Bold or Italics. Use the actual Bold/Italic font.
- Never use any other fonts when producing public-facing materials.

Color usage

A guide to consistent presentation

In order for the brand to function as intended, full-colour reproduction is always preferred when presenting the brand. You can use the colourchart to use the same colours in all of your applications, documents, and presentations.



Full Colour on White



Full Colour on Black



Greyscale



1-Colour Black

Colour chart

	Pantone: Black CMYK: 0, 0, 0, 100	RGB: 0, 0, 0 HEX: #000000
	Pantone: Black 50% CMYK: 0, 0, 0, 50	RGB: 147, 149, 152 HEX: #939598

Don't subject the logo to a low-contrast environment:



Unacceptable use

Never alter the brand. Here are a few examples of what to avoid.

Do not re-arrange the elements



Never use the Symbol alone



Do not alter the colours



NEVER replace the "U" with the symbol



Do not stretch, compress or rotate



Do not use any other typeface



A simple guideline to remember:

If you feel the need to create a logo from scratch, you are probably not following the brand standards. Use the logo kit available.

Product branding

We are the Ben & Jerry's of domain names. One identity, many flavors.

Rather than marketing each gTLD string as a separate entity, we have decided to brand all “products” of UNR uniformly. By doing this, we can focus on marketing the company as a whole, rather than splitting our attention and interests across dozens of different “sub brands”. The sum of the parts is greater than the whole!

What are the brand standards?

- The string name should be in Proxima Nova Black
- Text is white or black



Imagery & photographs

Consistent use of visuals is a critical component of branding

The quality of photography and illustrations is essential to good branding. A company must take care to select not only good images, but images that reflect the style and messaging of the brand as a whole. With some critical thinking you can quickly determine if this image is right for UNR.

Acceptable photographs

- Scenery, backgrounds, wide panoramic images
- “Natural” situations (where no one is looking directly at the viewer)
- Images of “dreams” and “idealistic” situations
- Licenced, high-resolution stock photography (Visit www.istockphoto.com)
- 1-3 subjects. Flat imagery with clean negative space is ideal.

Unacceptable Photographs

- Low resolution images
- “Staged” photos - posing for camera
- Models or objects in front of a white background
- Servers, server rooms, ethernet cables, “fibre optics” (unless it directly relates to content)



A good brand is
a good first impression.

Make it count.