

# BizUnite Branding Guidelines

To ensure we communicate our powerful brand personality, we must present our identity consistently across all channels. By adhering to our positioning and branding guidelines you will ensure the consistent, effective communication of our brand, its personality and value.

## 1. Logo

The Company uses the BizUnite logo in its own sales and marketing initiatives as well as certain co-branding initiatives with partners. This color version on a white background best represents the brand in corporate settings. Color and configuration should not be manipulated for any reason. The placement of the BizUnite logo and how it relates to other elements around it is a significant part of its design. To uphold the integrity of the corporate identity, the following guidelines must be followed.



## 2. Area of Isolation

The logo must be visually isolated so that it stands out from other elements on the page. Be sure to leave .25" from the top of the words "BizUnite", the left and the right of the orange rule as well as from the bottom of the tagline "INDEPENDENT BUSINESS PLATFORM".



## 3. Logo Size

The smallest reproducible size of the corporate identity is .5" in width, with proportional height from the top of the words "BizUnite" to the baseline of "INDEPENDENT BUSINESS PLATFORM". Whenever possible, it's ideal to use it no smaller than .75".



.5"



.75"

## 4. Corporate Color Palette

Our corporate color palette incorporates complementary hues for a strong, vibrant look and feel.



## 5. Fonts

The font in the BizUnite logo is Okrien. All other marketing pieces (signs, postcards, packaging, electronic media, etc.) should employ Interstate Regular or Bold or for headers, titles, labels, buttons, and banners and other applications where the messaging requires dominance and intensity. Secondary content and other short blocks of copy can be displayed in Interstate Light. Standardized Word or PowerPoint templates for BizUnite communications as well as online initiatives use Trebuchet font.

**Interstate** : ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Trebuchet** : ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## 6. David

David is the true embodiment of BizUnite's Independent members and their spirited battle against the giants and big box stores. Visually, the gray disc element is mandatory when using David, as it shows the heights to which independent businesses soar with the power of BizUnite's tools and programs.

