

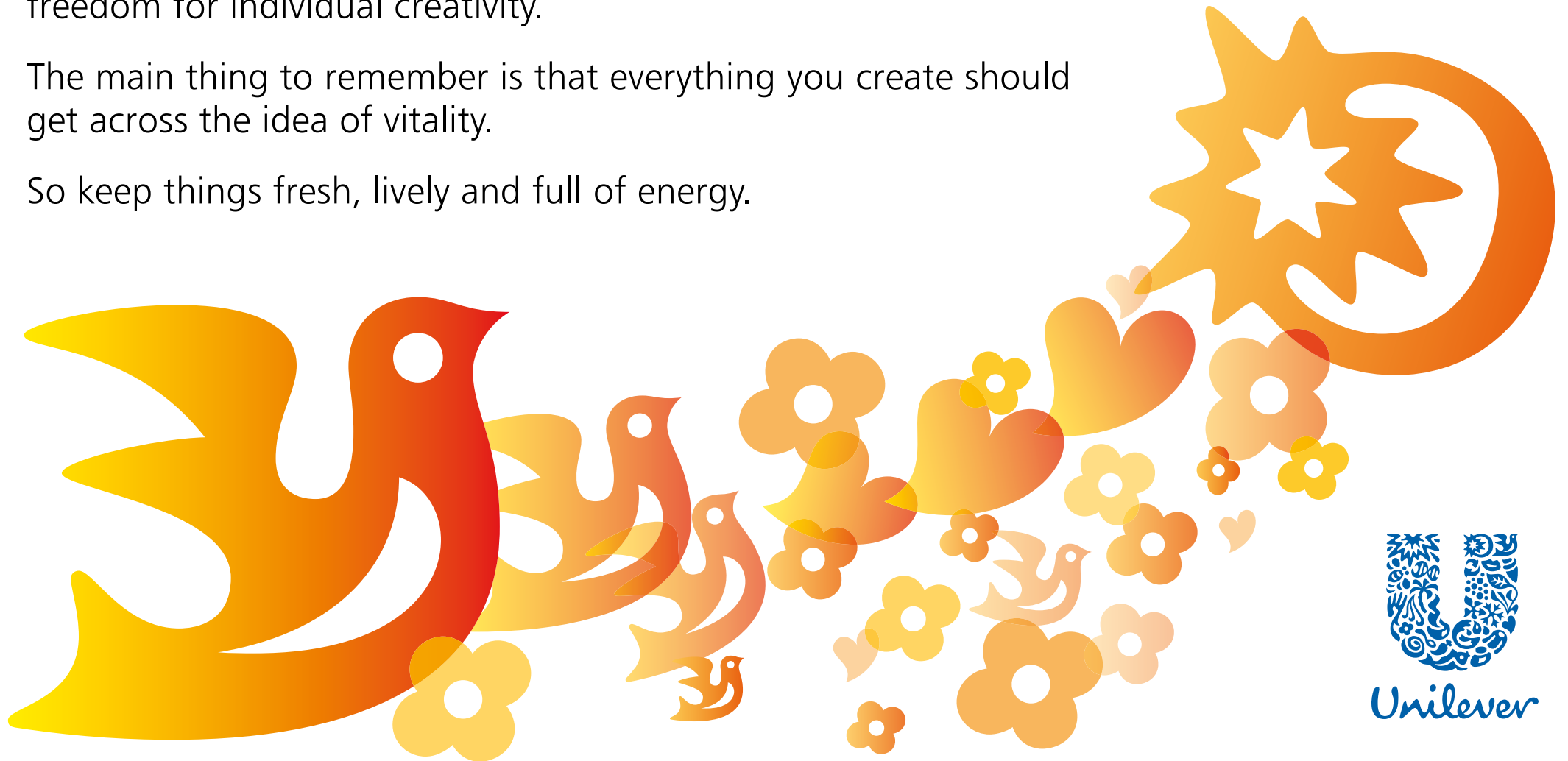
Guidelines and artwork

This PDF gives you all the tools you need to apply the Unilever identity – from using the logo to writing in a tone of voice that conveys vitality.

The guidelines give a simple set of rules to ensure consistency of look and feel across the whole of Unilever. However, they also allow freedom for individual creativity.

The main thing to remember is that everything you create should get across the idea of vitality.

So keep things fresh, lively and full of energy.



Our look and feel has been developed so that we can communicate the idea of vitality in everything we do. We have a visual style and an upbeat tone of voice.

In the next sections you'll find all the basic elements of our look and feel. There's a lot of scope for individual expression, but make sure you understand the ground rules first.

If we all use the look and feel consistently, it will send out a powerful message about what we stand for to our employees, our customers, our consumers, our stakeholders and the public at large.



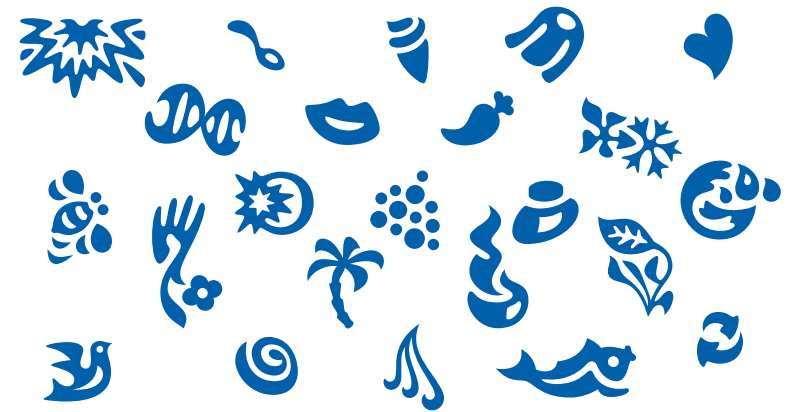


- Visual language
 - Icons
 - 1
 - 2
 - Icons and divisions
 - Icon treatment
 - Photography
 - Colour
 - Combining elements
 - Icons
 - 1
 - 2
 - 3
 - Backgrounds
 - Photography
 - Typography
 - Tone of voice
 - Icon pattern artworks

There are three elements in our visual language:

- The icons from the Unilever U
- Photography
- White or coloured backgrounds

These are used in different combinations in different situations. The basic elements are outlined in the next few pages. To understand how they are combined, see [Combining elements](#).





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Icons

The icons contained in the Unilever U are the main element of our visual style. Each individual icon has a range of meanings. Like an alphabet, the icons can be combined to create rich meanings. They can also vary their meanings according to the context in which they are seen – for example, the fish is a food symbol, but seen with the wave and water droplets, it's about a clean environment.



Tea: a plant or an extract of a plant, such as tea. Also a symbol of growing and farming.



Bird: a symbol of freedom. It suggests a relief from daily chores, and getting more out of life.



Frozen: the plant is a symbol of freshness, the snowflake represents freezing. A transformational symbol.



Clothes: represent fresh laundry and looking good.



Particles: a reference to science, bubbles and fizz.



Sparkle: clean, healthy and sparkling with energy.



Lips: represent beauty, looking good and taste.



Ice cream: a treat, pleasure and enjoyment.



Spoon: a symbol of nutrition, tasting and cooking.



Recycle: part of our commitment to sustainability.



Fish: represents food, sea or fresh water.



Heart: a symbol of love, care and health.





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks



Icons – continued



Sun: our primary natural resource. All life begins with the sun - the ultimate symbol of vitality. It evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim•Fast and Omo all use radiance to communicate their benefits.



Sauces or spreads: represents mixing or stirring. It suggests blending in flavours and adding taste.



DNA: the double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.



Container: symbolises packaging - a pot of cream associated with personal care.



Bee: represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.



Hair: a symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.



Wave: symbolises cleanliness, freshness and vigour either as personal washing or as a laundry icon (with the shirt).

Liquid: a reference to clean water and purity.



Tea: a plant or an extract of a plant, such as tea. Also a symbol of growing and farming.



Hand: a symbol of sensitivity, care and need. It represents both skin and touch.

Flower: represents fragrance. When seen with the hand, it represents moisturisers or cream.



Bowl: a bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.



Spice and flavours: represents chilli or fresh ingredients.



Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Icons and divisions

Most icons can be used across Unilever's business as they can represent different aspects of vitality (for example, the sun icon or the heart icon), or refer to social responsibility or the environment.

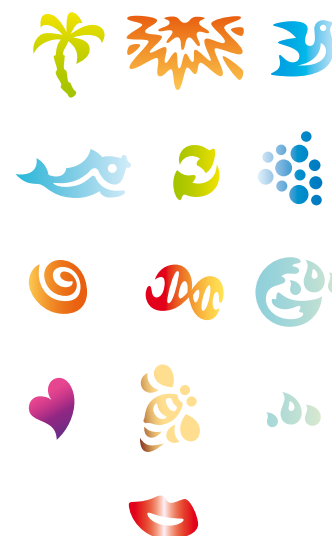
However, as shown here, some icons are specific to either Foods or Home and Personal Care.

The full library of artworks can be downloaded from the image library (www.unileverlibrary.com).

Food



Both



HPC





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks



Icon treatment

The icons can be reproduced in four different ways, to communicate different feelings. Varying the treatment for different contexts will keep the idea of vitality fresh and flexible.

However, it is recommended that for similar applications you use a treatment consistently for a period of time.



solid



outline

There are two fixed weights available. Not all icons are suitable for use.



gradients



window

The window can be graphic or photographic.



Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks



Photography

Photography is an integral part of our visual style.

a. Cutouts

This is our preferred image style. They are lifestyle shots of people using and enjoying our products. Cutting out the image highlights the subject of the composition. They can then be used on colour or white backgrounds.

b. Full bleed

Full bleed can be used for lifestyle shots that only really make sense when the background is included.

c. Product

When talking about our specific brands, show the entire product, cut out and shot heroically – looking up at the pack from just below the vertical mid point. Avoid using details or close-ups of the pack.



a. Cutouts



b. Full bleed



c. Product



Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Colour

White space plays an important part in our look and feel. The pure expression is white with a splash of colour created by the icons. There is also the option to use strong colour backgrounds in instances where you are not using the Unilever logo.

There is no colour palette, but when choosing colours, remember that you're conveying the idea of vitality. This means energetic but harmonious combinations of colours.

Avoid mixing too many colours together on one application and don't choose dull or dirty (eg grey) colours as backgrounds.





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Combining elements

The elements of our visual language can be combined in different ways for different moods and audiences.

The language ranges from simple awareness (the logo in Unilever blue against a white background), through more formal, corporate use (white backgrounds with a splash of colour created by the icons), to full expression using colour backgrounds and photography.

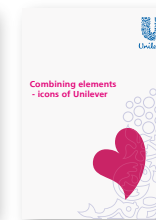
This full expression is used in less formal communications presented within a Unilever context, for example office spaces beyond reception or inside pages of brochures which are branded Unilever on the cover. You should limit use of the full expression until you have done the job of raising awareness of the Unilever brand with your audiences.



Logo on white background



Single/multiple icons on white background



Multiple icons with photography on white background



Multiple icons with photography on colour background

formal

Signage
Stationery
Some uniforms
Some merchandise

infor-

More formal communications
Corporate communications
Reception areas
Conferences
Serious/factual communications

Less formal communications
Divisional or product brand
Related communications





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

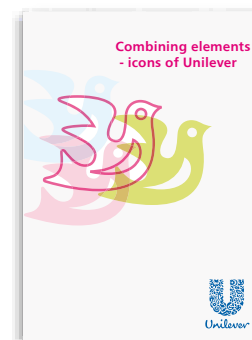
Combining elements, icons

When using icons, allow plenty of white space to set off the elements. Icons can be used in three ways:

- a) single icons
- b) multiple icons
 - outline
 - solid

a) Single icons

If an icon is being used as a specific metaphor (eg bird represents freedom) or to indicate a subject or product area, it can be used on its own or in a repeated pattern. Single icons may be used in solid or outline form or combinations of both.



Single icons

Step 1.

Choose an icon with the desired meaning. All icon artwork may be downloaded from the image library (www.unileverlibrary.com).

Step 2.

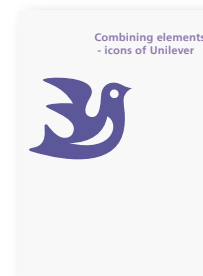
Resize, duplicate and overlay to create a repeated pattern with plenty of white space. Single icons may be used in solid or outline form or combinations of both.

Step 3.

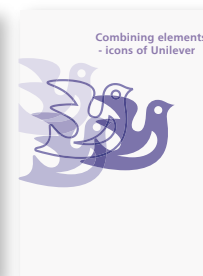
Recolour icons using complementary shades. Keep these true to the spirit of vitality.

Step 4.

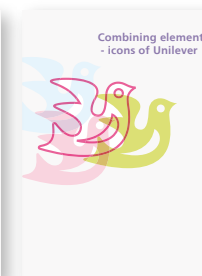
Match the title colour to the overall colour scheme and add the Unilever logo.



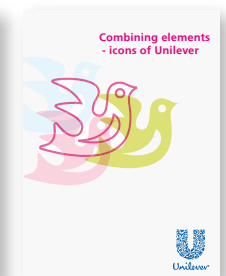
Step 1.



Step 2.



Step 3.



Step 4.





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

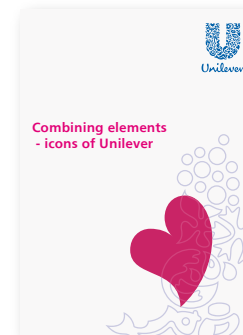


Combining elements, icons – continued

b) Multiple icons

Icons can be combined to create an illustration. There are two ways of doing this:

- outline icons
- solid icons



Multiple icons – outline

Step 1.

Select an icon with the desired meaning. All icon artwork may be downloaded from the image library (www.unileverlibrary.com).

Step 2.

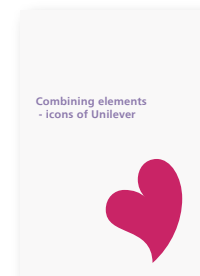
Choose a section of the outline icon artwork. The outlined icon artwork is supplied in the form of the Unilever U and comes in two line weights. It is used primarily as backgrounds. Sections taken from the artwork should be selected in such a way that avoids suggesting the U's form.

Step 3.

Recolour icons using complementary shades and overlay using blending modes. Create a dynamic composition with plenty of white space.

Step 4.

Match the title colour to the overall colour scheme and add the Unilever logo.



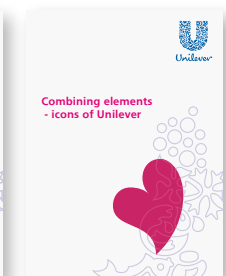
Step 1.



Step 2.



Step 3.



Step 4.



Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

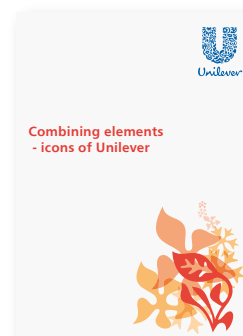
Tone of voice

Icon pattern artworks



Combining elements, icons – continued

c) Multiple icons



Multiple icons – solid

Step 1.

Select a set of icons with the desired meaning. All icon artwork may be downloaded from the image library (www.unileverlibrary.com).

Step 2.

Choose a colour scheme. If a coloured background is used, the icons will work best in a similar group of colours, for example, yellow, orange and orange-red, with one or two icons standing out in a contrast colour or in white.

Step 3.

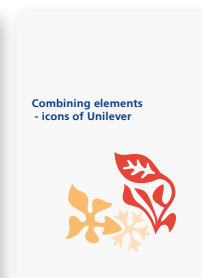
Icons in solid form can be combined in any way to produce an illustrative pattern. Solid icons work best when combined using transparency and multiple layer effects for visual impact.

Step 4.

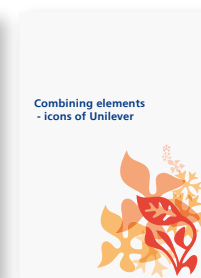
Match the title colour to the overall colour scheme and add the Unilever logo. Never use illustrations behind the Unilever mark.



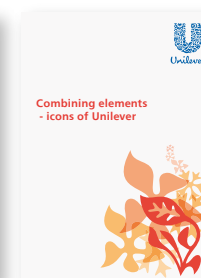
Step 1.



Step 2.



Step 3.



Step 4.



Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Combining elements – backgrounds

White backgrounds used for a more formal, corporate feel (for example in reception areas or conferences). Always use a white background wherever the Unilever logo appears.

Coloured backgrounds are used for a more informal feel. The Unilever logo cannot be used on coloured backgrounds so this use should be restricted to instances which are already set in a Unilever context, for example inside pages of brochures or magazines where the Unilever mark is used on the cover.

Where a more formal, corporate feel is needed, and while you are raising awareness of the Unilever logo, you should use white backgrounds with icon illustrations.

Coloured backgrounds are used for a more informal feel in instances which are already set in a Unilever context.



Where a more formal, corporate feel is needed, and while raising awareness of the Unilever logo, you should use white backgrounds with icon illustrations.



Coloured backgrounds are used for a more informal feel in instances which are already set in a Unilever context.





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Combining elements – photography

Photography is only used in less formal applications.

Icons and photography

Icon illustrations can be combined with photography to great effect. Icons in solid form can be combined in any way to produce an illustrative pattern around or behind photographic cutouts. Solid icons work best when combined using transparency and multiple layer effects for visual impact.

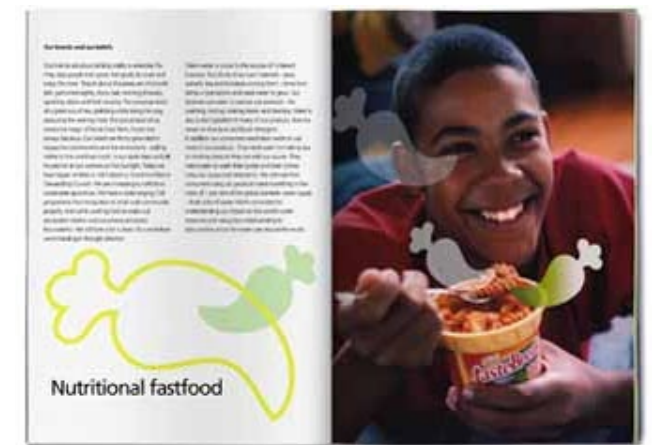
If used on a colour background, choose complementary colours for the icons with one or two icons highlighted in a contrasting colour or in white.

By combining icons with a photograph, the subject gains vitality and the picture becomes clearly owned by Unilever. The use of background colour further emphasises vitality.

By combining a relevant section of the outline icon artwork with a product photograph, the product is linked back to a Unilever context.



By combining icons with a photograph, the subject gains vitality and the picture becomes clearly owned by Unilever. The use of background colour further emphasises vitality.





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Typography

Our typography is very simple in order to complement the rich language of Unilever icons. Copy should be simply laid out using plenty of white space.

Unilever Sans

Our typeface for external communication is Unilever Sans. It's a simple, modern typeface available in three weights – roman, light and bold.

Use the bold sparingly.

Desktop use

Arial is used for screen applications such as PowerPoint, because it is easily available on everyone's computer.

Internet

For internet or web writing, use Veranda for body copy. It is also possible to use Unilever Sans for large titles or paragraphs (as on the website).





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

Tone of voice

Our tone of voice – both spoken and written – is an important element in getting across vitality and the Unilever brand. We want to sound like the same company, whoever we're talking to. So whether you're writing a document, a speech or a presentation, there are a few points to bear in mind.

Keep your tone of voice:

lively, colourful, sharp

- like good journalism
- grab people's attention early
- make it relevant
- don't pull punches
- add a bit of sparkle
- eliminate all padding

with a flair for story-telling (where appropriate)

- to get people's attention
- to illustrate a point in a colourful and human way
- to make facts come alive

honest, but never 'worthy'

- we're an FMCG company, not an NGO
- keep it lively, however important it is
- being truthful, even about our failings, earns respect
- but there's no need to labour the point
- try not to sound apologetic (unless the circumstances call for a proper apology)
- simple, but not dumbed down
- we're global, so puns and verbal gymnastics don't translate well





Look & feel

Visual language

Icons 1 2

Icons and divisions

Icon treatment

Photography

Colour

Combining elements

Icons 1 2 3

Backgrounds

Photography

Typography

Tone of voice

Icon pattern artworks

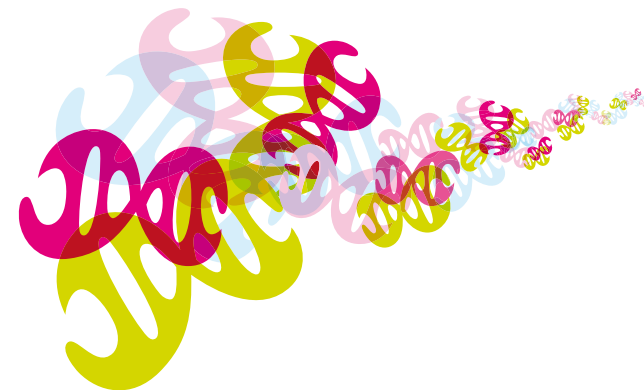
Icon pattern artworks

The icons contained in the Unilever U are the main element of our visual style. These icons may be combined in an infinite number of ways to produce a rich and expressive visual language.

To illustrate the creative possibilities we have compiled a library of ready-to-use icon patterns. Please visit the image library (www.unileverlibrary.com) to download them.

The Unilever logo must only appear blue on a white background and therefore when using the logo choose a pattern artwork with a white background.

Each file has been saved to the image library as a low resolution jpeg file and as an Adobe Illustrator eps file. Where a larger file or higher resolution is required, a professional agency may resize the Adobe Illustrator vector artwork and export the file to the required format/resolution.



Outline icons artwork with solid icon.

