

## The UniMAC Logo

As the primary visual identifier for the institution, the **UniMAC** logo is used in all development, promotional, marketing, recruitment and outreach materials including, but not limited to, print, apparel and online communications.

**IMPORTANT:** The logo should not be redrawn, repropotioned or modified in any manner. Please do not separate or reposition the Crest(Symbol) from the logo text. Do not use dropshadows, bevels, animation, 3-D effects, embosses, glows or outlines on the logo or any other visual elements of the brand.

**NOTE:** Please use only the provided files of the logo. Electronic files of the logo are available school's website.

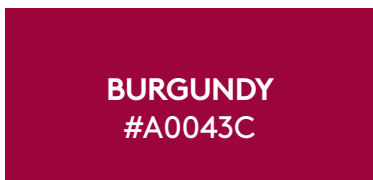


Standard Lock-up  
(Landscape)



Portrait Lock-up

## Color Palette



Passion, Excitement,  
Confidence



Reliability, Support,  
Authenticity



Trust, Relevance,  
Authority

## Logo Variations

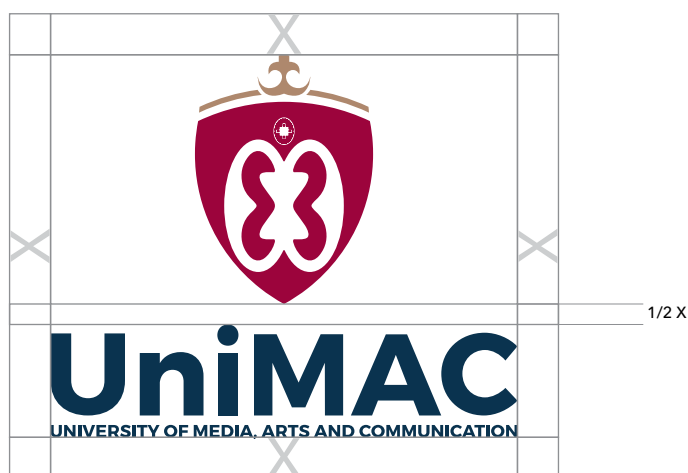
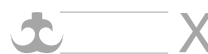
The UniMAC logo should **ONLY** be in the standard colors or reverse monochrome of black, white or any of the official brand colours.



## Clear Space

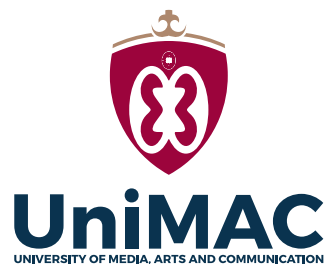
The UniMAC logo must always be surrounded by a minimum amount of breathing space to protect the integrity of the brand.

The minimum padding around the logo is equal to the height of the 'Akoko nan' adinkra symbol sitting on top of the crest.



## Logo Dos & Don'ts

These are the **ONLY** accepted versions of the logo.



Incorrect usage examples



Do **NOT** reposition or rearrange any element of the logo.



Do **NOT** reposition or rearrange any element of the logo.



Do **NOT** compress the logo.



Do **NOT** any disproportionate version of the logo.



Do **NOT** stretch the logo.



Do **NOT** use the logo as a watermark.

## Typography

The typography serves a dual purpose - functionality and aesthetic appeal. It's impactful and ensures text is legible, while enriching visual communication elements. Consistent use of these typefaces enhances the integrated family look across all materials.

The primary typeface is Avenir Next CYR Font family. The block sans serif font enforces the bold and modern personality of the UniMAC brand. It comes in a variety of weights to express modern and classical qualities.

# AVENIR NEXT CYR FONT FAMILY

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**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo**  
**Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**01234567890**

## Secondary Fonts

UniMAC recommends the following typefaces as secondary typefaces that can be used in place of the primary typeface. These fonts are an effective complement to each other while taking into consideration a wide range of communications needs.

OFFICIAL/CORRESPONDENCE

### BASKERVILLE OLD FACE

ABCDEFGHIJKLMNOPQRSTU  
VWXYZabcdefghijklmnopqrs  
tuvwxyz12345677890

WEB FONT

### POPPINS

ABCDEFGHIJKLMNOPQRSTU  
VWXYZabcdefghijklmnopqrs  
tuvwxyz12345677890

## Motif/Pattern

