Brand Guidelines.

COMPANY BRANDING MANUAL

uniteam SERVICES

WWW.UNITEAMSERVICES.COM

Index

uniteam SERVICES

COMPANY BRANDING MANUAL

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INTRODUCTION

Welcome

Intro

Mission

WELCOME
message



uniteam SERVICES

Uniteam Services is an integrated outsourcing ecosystem that connects specialised finance, marketing, recruitment, advisory, technologies, and compliance services around each client. We remove silos, simplify operations, and deliver measurable business outcomes through agile, secure, and ISO aligned solutions.

Grow your business. We manage the rest.

OUR SERVICES

finance

recruitment

marketing

advisory

compliance

technologies



VISION – MISSION

We take ownership of the functions behind healthy growth and keep them connected to the decisions that matter.

Give every business room to grow.

MISSION

To make world-class business capability available to every company, regardless of its size.

VISION

To create a business world where no owner has to choose between growing their company and managing it.

U ecosystem

Specialised business services that work as one, built around the client rather than around internal departments.

LOGO

Logotype

Logomark

LOGOTYPE

Main Horizontal Logo

Uniteam Services delivers reliable, professional support solutions designed to keep businesses moving with confidence.



01 Built on trust, teamwork, and consistency, our brand reflects a commitment to dependable service and lasting client relationships.

02 With a clean, modern identity, Uniteam Services represents efficiency, professionalism, and a unified approach to every project.

Fonts used

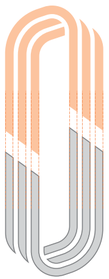
Ethos Nova BOLD

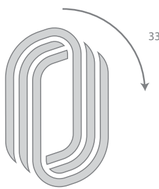
Amenti REGULAR

Secondary Vertical Logo



LOGOMARK





The LogoMark

The Uniteam Services logomark is built from flowing, interlinked forms that represent connection, movement, and dependable teamwork. Its clean structure reflects a modern service brand with a strong sense of unity and professionalism.

Reliable service

Unified approach

Modern identity

Professional support



LOGO VARIATIONS



Uniteam Services Logo in Horizontal layout



Vertical Layout

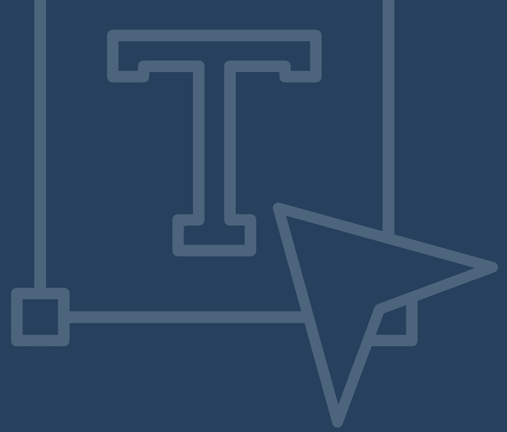
BRAND ELEMENTS

Colors

Type

Icon

Images



COLORS

U Services Blue:
CMYK: 91,47,40,29
RGB: 39,64,94
HEX: 27405e

U Services Orange:
CMYK: 0,79,85,0
RGB: 241,93,56
HEX: f15d38

Color palette

01.
U Services Blue

02.
U Services Orange

U Services Gradient Orange:

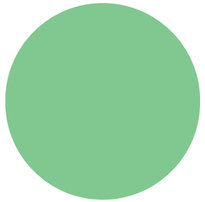
Dark Orange → **Bright Orange** → **Dark Orange**

The Uniteam Services color palette combines deep blue for trust, stability, and professionalism with bright orange for energy, confidence, and forward movement. Together, these colors create a strong, modern identity that feels dependable, approachable, and service-focused.

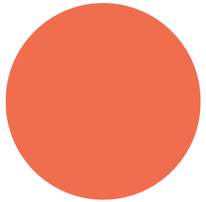
COMPLIMENTARY COLORS

01

Highlight Colors



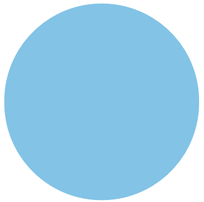
CMYK: 91,47,40,29
RGB: 39,64,94
HEX: 27405e



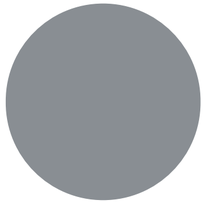
CMYK: 91,47,40,29
RGB: 39,64,94
HEX: 27405e

02

Supporting Colors



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: f15d38



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: 898d92

TYPEFACE

Ethos Nova

108pt

ABCDE

70pt

AaBbCcDd
EeFfGg

Amenti

NUMBERS

012345

172 pt

a b c d e f g h i j k l m n o p q

r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

~ ! @ # $ % ^ & * ( ) { } ; " , . / ?

Alphabet

12 pt / Bold

ICONOGRAPHY

Line-icons





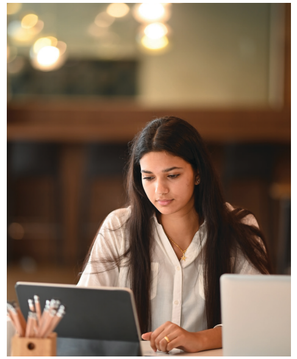
IMAGERY

Image-style

- Clean, professional lifestyle style with natural lighting and modern office or urban settings.
- Soft, realistic colors and a polished corporate look, making the people appear approachable and confident.
- Authentic, like stock photography designed for business, networking, or personal branding.







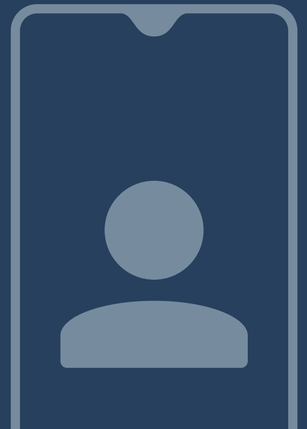


SOCIAL MEDIA

Landscape

Portrait

Square



LANDSCAPE POST



Landscape Post 1200 x 800

A clear structure for your social media

So every post has purpose, timing, and direction

Clean, professional, and modern business style with a soft corporate color palette. The layout feels organized and approachable, combining strong branding with a friendly human image to make the service feel trustworthy and easy to understand.
The social media structure should feel strategic, simple, and solution-focused, showing that Uniteam Services helps turn scattered content into a clear, consistent online presence.

SQUARE POST

Square Post 1080 x 1080



Content Strategy

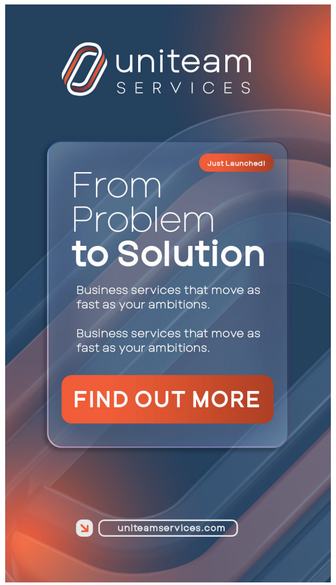
We create a clear posting plan that keeps our brand consistent, organized, and aligned with our business goals.

Strong visuals

Clear messaging

Captions that guide your audience toward action.

PORTRAIT REELS



- Vertical reels with focused messaging, clean visuals, and a strong flow built for mobile viewing and higher engagement.
- Short-form vertical videos designed to capture attention quickly, communicate one clear message, and keep your brand visible across social platforms.
- Portrait reels are structured to deliver quick, engaging stories that fit naturally on phones, helping your audience connect with your brand in seconds.

Portrait Reels 1080 x 1920

STATIONARY

BizCard

Letterhead

Envelope



BUSINESS CARD

Business Card





Bothsided design

- Clean, professional, and modern corporate structure that keeps the brand identity consistent across both sides.
- The front side focuses on clarity, placing the logo and personal contact details on the left for easy reading, while the soft abstract brand pattern adds visual depth without distracting from the information.
- The back side creates a stronger visual impact with a dark navy background, bold headline, QR code, and website, making it practical and memorable.

Overall, the cards balance professionalism, simplicity, and brand recognition, using navy, white, and coral accents to match the Uniteam Services identity.

8.5 x 5.5 cm

EU size

LETTERHEAD

Office Letterhead

21 x 29.7 cm

A4 size

Sample letterhead



01

Minimal, professional, and spacious structure that keeps the document clean and easy to read

02

The logo is placed at the top left to establish brand identity immediately, while the large abstract brand element on the right adds visual recognition without overpowering the content area.

The center of the page remains mostly open, giving plenty of room for formal text, proposals, invoices, or official communication. Contact details are neatly organized along the bottom, supported by a strong navy footer bar that gives the layout balance and a polished corporate finish.

ENVELOPE

Envelope

Cean and professional brand structure with a spacious layout that keeps the communication area simple and uncluttered.

22 x 11 cm

DL size

Sample envelope

01

The logo is positioned at the top left for immediate brand recognition, while the oversized abstract brand mark in the upper-right corner adds a subtle visual identity without overwhelming the design.

02

The contact details are aligned along the bottom in a neat horizontal format, using small icons and dividers to organize the information clearly.



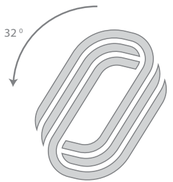
U FINANCE

U Finance is built around giving businesses complete financial clarity and confidence. We take care of your accounting, reporting, compliance, and day-to-day financial operations through structured, transparent processes designed to keep your business running smoothly. By ensuring accurate records, timely reporting, and strong financial governance, we provide a clear view of your organization's performance, helping you understand exactly where you stand today while preparing for the opportunities and challenges ahead.

More than just managing numbers, U Finance transforms financial data into meaningful business intelligence. Through agile support, advanced systems, and a proactive approach, we help turn complex financial information into clear insights that drive better decision-making. Whether you are focused on growth, efficiency, profitability, or long-term sustainability, our team delivers the expertise, technology, and strategic guidance needed to help you move forward with confidence. We don't just produce reports—we provide the financial visibility and actionable insights that empower smarter business decisions.



LOGOMARK





Logo construction

The LogoMark

The U Finance logomark is built from the deconstructed, interlinked forms that represent connection, movement, and dependable teamwork. Its clean structure reflects a modern service brand with a strong sense of unity and professionalism.

- Reliable service
- Unified approach
- Modern identity
- Professional support



LOGO VARIATIONS



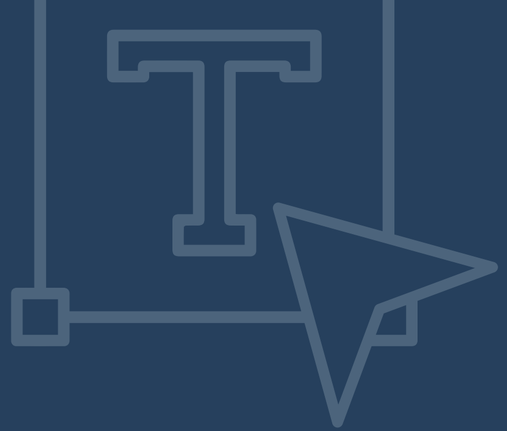
U Finance Logo in Horizontal layout



Vertical Layout

BRAND ELEMENTS

Colors
Type
Icon
Images



COLORS

U Services Blue:
CMYK: 91,47,40,29
RGB: 39,64,94
HEX: 27405e

U Finance Purple:
CMYK: 54,73,0,0
RGB: 134,94,167
HEX: 865ea7

U Finance Light Blue:
CMYK: 39,4,18,0
RGB: 154,206,208
HEX: 9aced0

Color palette

01. **U Services Blue**

02. **U Finance Purple**

03. **U Finance Light Blue**

U Finance Gradient:

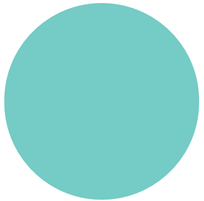
Purple → **Light Blue**

U Finance colors combine deep navy, finance purple, and light blue to create a professional, modern, and approachable look. The navy adds trust and stability, the purple brings sophistication, and the light blue gives the palette a calm, clear feel.

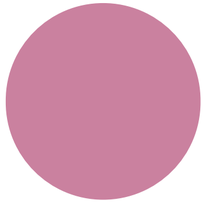
COMPLIMENTARY COLORS

01

Highlight Colors



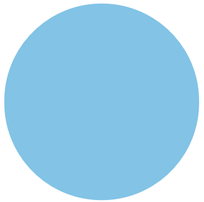
CMYK: 52, 0, 27, 0
RGB: 117, 203, 196
HEX: 4FEDD8



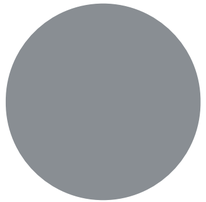
CMYK:20, 18, 58, 0
RGB: 202, 129, 158
HEX: C9819E

02

Supporting Colors



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: f15d38



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: 898d92

TYPEFACE

Forum

74pt

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn

60pt

AaBbCcDd
EeFfGg

DM Sans

STATIONARY

BizCard

Letterhead

Envelope

BUSINESS CARD

Bothsided design





Overall, the cards balance professionalism, simplicity, and brand recognition, using navy, white, and light blue accents to match the U Finnance identity.

- Clean, professional, and modern corporate structure that keeps the brand identity consistent across both sides.
- The front side is portrait and focuses on clarity, placing the logo and personal contact detailsin the center for easy reading, while the thin border lines add visual aid for the reader. The gradient border at the edge highlights the website information.
- The back side creates a stronger visual impact with the brands purple background, bold headline, QR code, and website, making it practical and memorable.

8.5 x 5.5 cm

EU size

LETTERHEAD

Office Letterhead

21 x 29.7 cm

A4 size

Sample letterhead



01

Minimal, professional, and spacious structure that keeps the document clean and easy to read

02

The logo is placed at the top left to establish brand identity immediately, while the large abstract brand element on the right adds visual recognition without overpowering the content area.

The center of the page remains mostly open, giving plenty of room for formal text, proposals, invoices, or official communication. Contact details are neatly organized along the bottom, supported by a strong navy footer bar that gives the layout balance and a polished corporate finish.

ENVELOPE

Envelope

Cean and professional brand structure with a spacious layout that keeps the communication area simple and uncluttered.

22 x 11 cm

DL size

Sample envelope

01

The logo is positioned at the top left for immediate brand recognition, while the oversized abstract brand mark in the upper-right corner adds a subtle visual identity without overwhelming the design.

02

The contact details are aligned along the bottom in a neat horizontal format, using small icons and dividers to organize the information clearly.

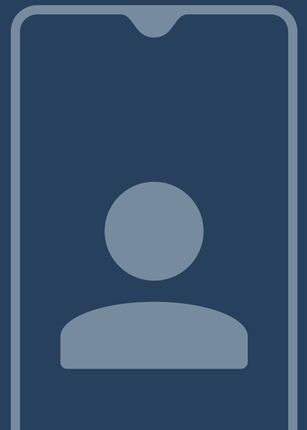


SOCIAL MEDIA

Landscape

Portrait

Square



LANDSCAPE POST



Landscape Post 1200 x 800

Natural looking image, capturing a scene of everyday life

Imagery is color themed, most colours are muted except the brand colors

Clean, professional, and modern financial services with a sophisticated corporate color palette. The layout feels organized and trustworthy, combining advanced analytics with a human-centered approach to make complex financial information easy to understand.
The visual structure communicates expertise, accuracy, and reliability, showing how Uniteam Finance helps businesses transform data into meaningful insights, improve decision-making, and support long-term growth through agile support and advanced systems.

SQUARE POST

Square Post 1080 x 1080



Content Strategy

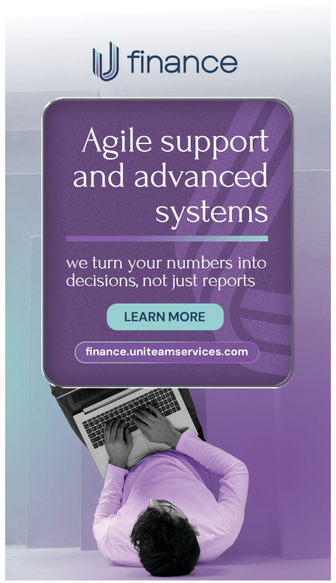
We create a clear posting plan that keeps our brand consistent, organized, and aligned with our business goals.

Strong visuals

Clear messaging

Captions that guide your audience toward action.

PORTRAIT REELS



- Vertical reels with focused messaging, clean visuals, and a strong flow built for mobile viewing and higher engagement.
- Short-form vertical videos designed to capture attention quickly, communicate one clear message, and keep your brand visible across social platforms.
- Portrait reels are structured to deliver quick, engaging stories that fit naturally on phones, helping your audience connect with your brand in seconds.

Portrait Reels 1080 x 1920

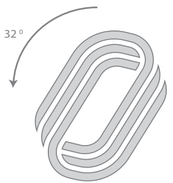
U RECRUITMENT

U Recruitment is designed to help businesses attract and secure the right talent in an increasingly competitive, candidate-driven market. We manage the recruitment process from sourcing and screening to assessment and placement, ensuring that every candidate is carefully matched to both the role and your organizational culture. By combining market insight, structured recruitment methodologies, and a deep understanding of your workforce needs, we help you build stronger teams while reducing the time, cost, and complexity associated with hiring.

More than simply filling vacancies, **U Recruitment** creates a reliable talent acquisition framework that supports your long-term business goals. Our approach enables you to access high-quality candidates, streamline hiring workflows, and maintain a consistent recruitment experience without placing additional strain on your internal HR resources. While we focus on identifying and securing the right people, your leadership and HR teams can concentrate on what matters most—developing a workplace where talent can thrive, contribute, and drive sustainable business success.

recruitment

LOGOMARK





Logo construction

The LogoMark

The U Recruitment logomark is built from the deconstructed, interlinked forms that represent connection, movement, and dependable teamwork. Its clean structure reflects a modern service brand with a strong sense of unity and professionalism.

- Reliable service
- Unified approach
- Modern identity
- Professional support



LOGO VARIATIONS



U Recruitment Logo in Horizontal layout



Vertical Layout

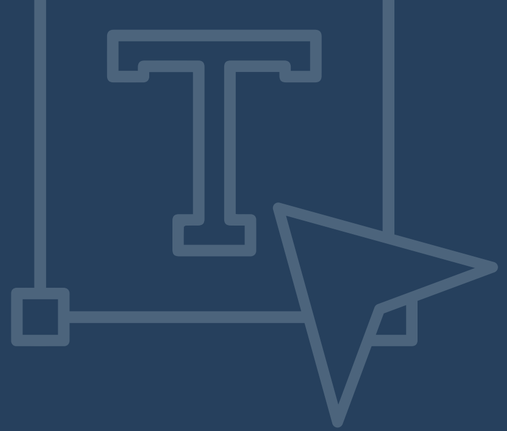
BRAND ELEMENTS

Colors

Type

Icon

Images



COLORS

U Services Blue:
CMYK: 91,47,40,29
RGB: 39,64,94
HEX: 27405e

U Recruitment Deep Purple:
CMYK: 32,61,0,55
RGB: 79,45,116
HEX:4f2d74

U Recruitment Peach:
CMYK: 0,31,49,5
RGB: 243,167,125
HEX:f3a77d

Color palette

01.
U Services Blue

02.
U Recruitment Deep Purple

03.
U Recruitment Peach

U Recruitment Gradient:

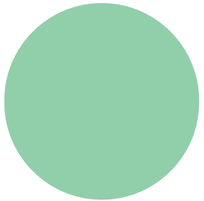
Deep Purple → **Peach**

U Recruitment colors combine deep navy, recruitment deep purple, and peach to create a professional, modern, and approachable look. The navy adds trust and stability, the deep purple brings sophistication, and thepeach gives the palette a playful character.

COMPLIMENTARY COLORS

01

Highlight Colors

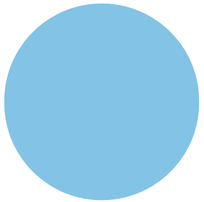


CMYK: 49,0,25,5
RGB: 125, 243, 183
HEX: 7DF3B7

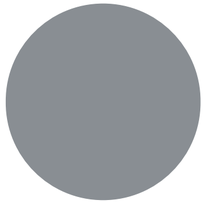
CMYK: 0,13,50,5
RGB: 243, 211, 122
HEX: f3d37a

02

Supporting Colors



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: f15d38



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: 898d92

TYPEFACE

Raleway

60pt

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn

60pt

AaBbCcDd
EeFfGg

DM Sans

STATIONARY

BizCard

Letterhead

Envelope

BUSINESS CARD

Bothsided design





Overall, the cards combine a clean corporate look with a modern recruitment-focused identity, using navy, white, purple, and coral accents to reflect professionalism, trust, and approachability.

- Clean, professional, and modern business card design that keeps the U Recruitment brand identity consistent across both sides.
- The front side is portrait and focuses on clarity, placing the logo and personal contact details in a simple, easy-to-read layout. The thin icon-led contact lines help organize the information, while the gradient footer highlights the website and adds a distinctive brand accent.
- The back side creates stronger visual impact with the brand's purple background, bold headline, QR code, and website, making it practical, memorable, and aligned with the recruitment industry.

8.5 x 5.5 cm

EU size

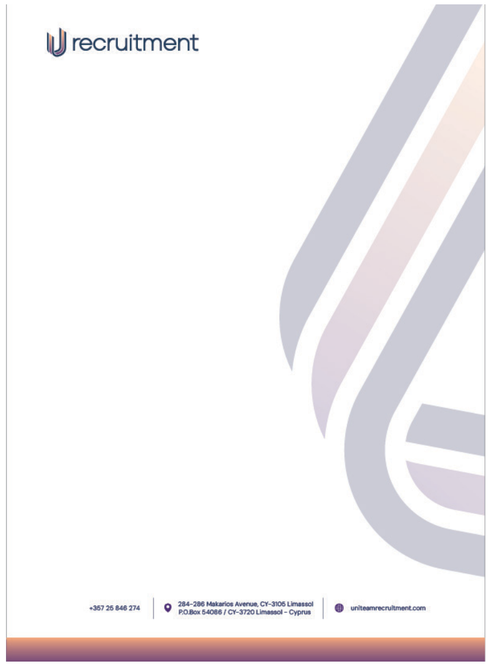
LETTERHEAD

Office Letterhead

21 x 29.7 cm

A4 size

Sample letterhead



01

Minimal, professional, and spacious structure that keeps the document clean and easy to read

02

The logo is placed at the top left to establish brand identity immediately, while the large abstract brand element on the right adds visual recognition without overpowering the content area.

The center of the page remains mostly open, giving plenty of room for formal text, proposals, invoices, or official communication. Contact details are neatly organized along the bottom, supported by a strong navy footer bar that gives the layout balance and a polished corporate finish.

ENVELOPE

Envelope

Cean and professional brand structure with a spacious layout that keeps the communication area simple and uncluttered.

22 x 11 cm

DL size

Sample envelope

01

The logo is positioned at the top left for immediate brand recognition, while the oversized abstract brand mark in the upper-right corner adds a subtle visual identity without overwhelming the design.

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The contact details are aligned along the bottom in a neat horizontal format, using small icons and dividers to organize the information clearly.

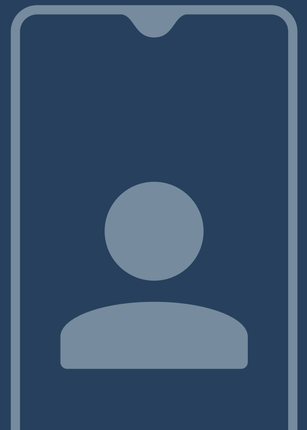


SOCIAL MEDIA

Landscape

Portrait

Square



LANDSCAPE POST



Landscape Post 1200 x 800

A clear structure for your social media

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SQUARE POST

Square Post 1080 x 1080



Content Strategy

We create a clear posting plan that keeps our brand consistent, organized, and aligned with our business goals.

Strong visuals

Clear messaging

Captions that guide your audience toward action.

PORTRAIT REELS



- Vertical reels with focused messaging, clean visuals, and a strong flow built for mobile viewing and higher engagement.
- Short-form vertical videos designed to capture attention quickly, communicate one clear message, and keep your brand visible across social platforms.
- Portrait reels are structured to deliver quick, engaging stories that fit naturally on phones, helping your audience connect with your brand in seconds.

Portrait Reels 1080 x 1920

U MARKETING

U Marketing is shaped around your market presence and how your business is positioned, perceived, and remembered. We help you communicate with clarity, build a stronger presence, and create meaningful connections with the audiences that matter to your business.

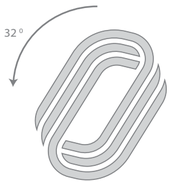
From strategy and positioning to campaigns, content, creative development, and digital channels, we bring the different parts of marketing together around your commercial objectives. Rather than treating marketing as a collection of disconnected activities, we create a joined-up approach where every message, visual, campaign, and channel has a clear purpose.

Our work is designed to support the full customer journey, from creating awareness and generating interest to building trust, encouraging engagement, and supporting conversion. We combine strategic thinking, creative execution, digital expertise, and data to help businesses stay relevant in changing markets and identify new opportunities for growth.

Our focus is simple: marketing that supports the business, not marketing for the sake of marketing. We look beyond likes, impressions, and vanity metrics to focus on meaningful outcomes, stronger market positioning, better customer engagement, and measurable commercial value.



LOGOMARK





Logo construction

The LogoMark

The U Marketing logomark is built from the deconstructed, interlinked forms that represent connection, movement, and dependable teamwork. Its clean structure reflects a modern service brand with a strong sense of unity and professionalism.

- Reliable service
- Unified approach
- Modern identity
- Professional support



LOGO VARIATIONS



U Recruitment Logo in Horizontal layout



Vertical Layout

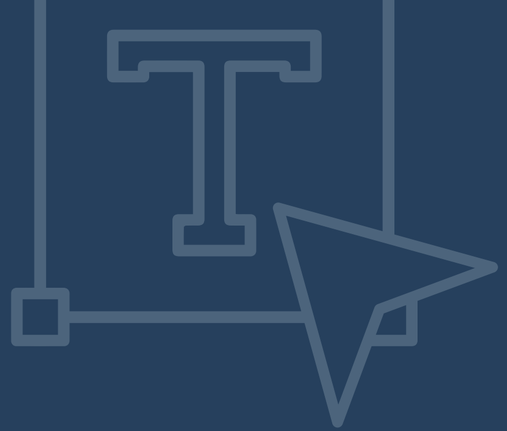
BRAND ELEMENTS

Colors

Type

Icon

Images



COLORS

U Services Blue:
CMYK: 91,47,40,29
RGB: 39,64,94
HEX: 27405e

U Marketing Blue:
CMYK: 92,65,7,0
RGB:24,98,165
HEX:1862a5

U Marketing Light Blue:
CMYK: 59,0,20,0
RGB: 91,198,207
HEX:5bc6cf

Color palette

01. **U Services Blue**

02. **U Marketing Blue**

03. **U Marketing Light Blue**

U Marketing Gradient:

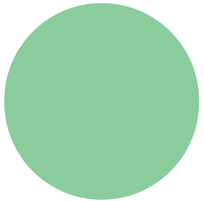
Blue → **Light Blue**

U Marketing colors combine deep navy, marketing blue, and light blue to create a professional, modern, and approachable look. The navy adds trust and stability, the blue brings innovation, and the light blue gives the palette a playful character.

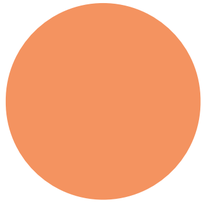
COMPLIMENTARY COLORS

01

Highlight Colors



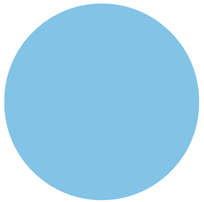
CMYK: 47,0,50,0
RGB: 138, 204, 156
HEX: 8acc9c



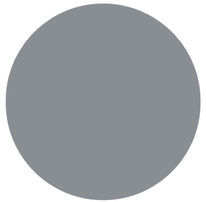
CMYK: 1,51,67,0
RGB: 243, 147, 96
HEX: f39360

02

Supporting Colors



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: f15d38



CMYK: 0,79,85,0
RGB: 241,93,56
HEX: 898d92

TYPEFACE

Syne

60pt

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn

60pt

AaBbCcDd
EeFfGg

DM Sans

STATIONARY

BizCard

Letterhead

Envelope

BUSINESS CARD

Bothsided design





Overall, the cards combine a clean corporate look with a modern recruitment-focused identity, using navy, white, purple, and coral accents to reflect professionalism, trust, and approachability.

- Clean, professional, and modern business card design that keeps the U Recruitment brand identity consistent across both sides.
- The front side is portrait and focuses on clarity, placing the logo and personal contact details in a simple, easy-to-read layout. The thin icon-led contact lines help organize the information, while the gradient footer highlights the website and adds a distinctive brand accent.
- The back side creates stronger visual impact with the brand's purple background, bold headline, QR code, and website, making it practical, memorable, and aligned with the recruitment industry.

8.5 x 5.5 cm

EU size

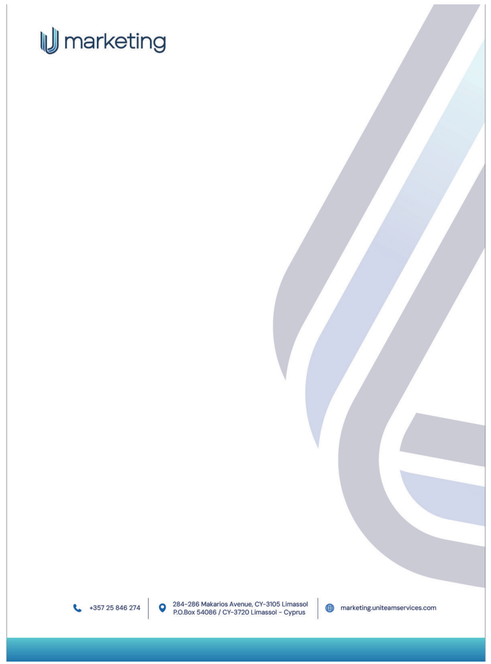
LETTERHEAD

Office Letterhead

21 x 29.7 cm

A4 size

Sample letterhead



01

Minimal, professional, and spacious structure that keeps the document clean and easy to read

02

The logo is placed at the top left to establish brand identity immediately, while the large abstract brand element on the right adds visual recognition without overpowering the content area.

The center of the page remains mostly open, giving plenty of room for formal text, proposals, invoices, or official communication. Contact details are neatly organized along the bottom, supported by a strong navy footer bar that gives the layout balance and a polished corporate finish.

ENVELOPE

Envelope

Cean and professional brand structure with a spacious layout that keeps the communication area simple and uncluttered.

22 x 11 cm

DL size

Sample envelope

01

The logo is positioned at the top left for immediate brand recognition, while the oversized abstract brand mark in the upper-right corner adds a subtle visual identity without overwhelming the design.

02

The contact details are aligned along the bottom in a neat horizontal format, using small icons and dividers to organize the information clearly.

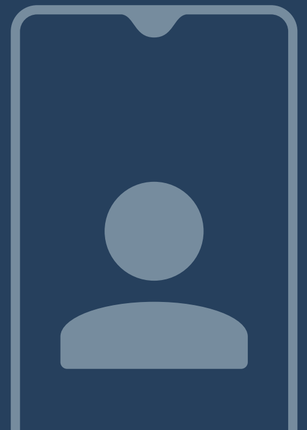


SOCIAL MEDIA

Landscape

Portrait

Square



LANDSCAPE POST



Landscape Post 1200 x 800

A clear structure for your social media

So every post has purpose, timing, and direction

Clean, professional, and modern business style with a soft corporate color palette. The layout feels organized and approachable, combining strong branding with a friendly human image to make the service feel trustworthy and easy to understand.
The social media structure should feel strategic, simple, and solution-focused, showing that Uniteam Services helps turn scattered content into a clear, consistent online presence.

SQUARE POST

Square Post 1080 x 1080



Content Strategy

We create a clear posting plan that keeps our brand consistent, organized, and aligned with our business goals.

Strong visuals

Clear messaging

Captions that guide your audience toward action.

PORTRAIT REELS



- Vertical reels with focused messaging, clean visuals, and a strong flow built for mobile viewing and higher engagement.
- Short-form vertical videos designed to capture attention quickly, communicate one clear message, and keep your brand visible across social platforms.
- Portrait reels are structured to deliver quick, engaging stories that fit naturally on phones, helping your audience connect with your brand in seconds.

Portrait Reels 1080 x 1920

U ADVISORY

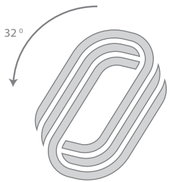
U Advisory focuses on your decisions. We bring together financial, operational, and market insights to give you a clearer understanding of where your business stands and where it can go. From business structure and compliance to performance, growth, and transformation, we help you navigate complex challenges, assess opportunities, and make informed choices that support your wider business objectives.

Our approach is practical, collaborative, and focused on creating meaningful business value. We work alongside you to turn insights into clear strategies and actionable steps, whether you are looking to improve performance, enter new markets, restructure your organisation, manage change, or prepare for future growth. By bringing clarity to complex decisions, we help reduce uncertainty, strengthen your foundation, and give you the confidence to move forward.

We also look beyond immediate priorities to understand what your business needs for the future. By considering your people, processes, resources, market position, and long term goals together, we help create solutions that are realistic, sustainable, and aligned with the way your business operates. Whether you are addressing a specific challenge or planning your next stage of development, U Advisory provides the insight and direction to help you turn ambition into measurable progress.



LOGOMARK





Logo construction

The LogoMark

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- Reliable service
- Unified approach
- Modern identity
- Professional support



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Vertical Layout

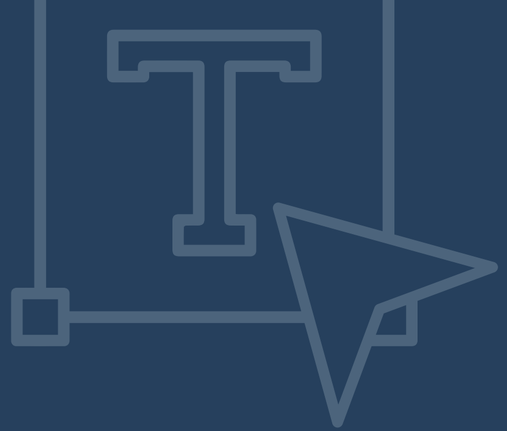
BRAND ELEMENTS

Colors

Type

Icon

Images



COLORS

U Services Blue:
CMYK: 91,47,40,29
RGB: 39,64,94
HEX: 27405e

U Advisory Green:
CMYK: 88,62,56,49
RGB:24,57,65
HEX:183941

U Advisory Light Green:
CMYK: 47,9,89,0
RGB: 148,186,79
HEX:94ba4f

Color palette

01. **U Services Blue**

02. **U Advisory Green**

03. **U Advisory Light Green**

U Advisory Gradient:

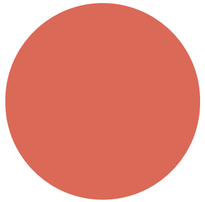
Green → **Light Green**

U Advisory colors combine deep navy, advisory green, and light green to create a professional, modern, and approachable look. The navy adds trust and stability, the green brings trust, and the light green gives the palette a sence of achievement.

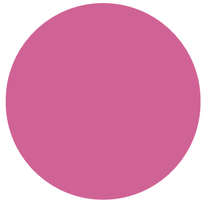
COMPLIMENTARY COLORS

01

Highlight Colors



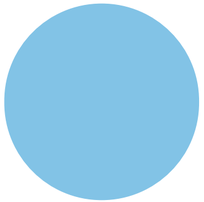
CMYK: 10,72,67,1
RGB:219,105,87
HEX:DB6957



CMYK: 16,75,13,0
RGB: 208, 98, 149
HEX: D06294

02

Supporting Colors



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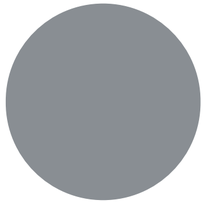

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HEX: 898d92

TYPEFACE

Outfit

60pt

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn

60pt

AaBbCcDd
EeFfGg

DM Sans

STATIONARY

BizCard

Letterhead

Envelope

BUSINESS CARD

Bothsided design





Overall, the cards combine a clean corporate look with a modern recruitment-focused identity, using blue, white, green, and light green accents to reflect professionalism, trust, and approachability.

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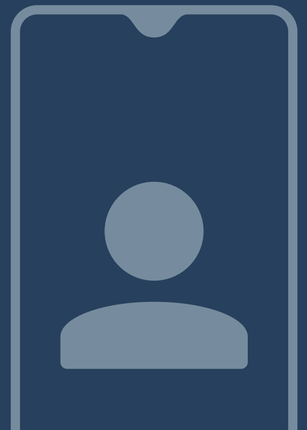

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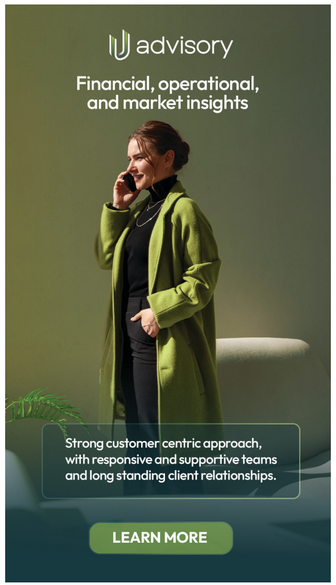
PORTRAIT REELS



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Portrait Reels 1080 x 1920



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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Volume: 1.2
Last update: 19 Spt, 2026

Uniteam Services Limited

uniteamservices.com