



Quality Tools for Smart Cleaning™

Unger Enterprises

Brand Guidelines 2023

OUR COMPANY

Welcome to the Unger Brand Guidelines. This document contains all you need to know about how our brands should be used in print, merchandising, digital materials, and communications/PR ensuring it remains consistent throughout.

Our guidelines have been designed to ensure consistency within our brands, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the identity of the brand and should be used to inspire and motivate creative expression.

Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.

Brands	Unger Professional
Distribution Channel	Distributors (Window, Jansan, Food Service, Industrial), Wholesalers
Our Consumer	Professional Cleaners
Where We Play	Window cleaning, Telescopic Poles, Dusting & Maintenance, Microfiber Cloth System, Restroom Cleaning, Floor Mopping, Floor Care & Maintenance, Litter Removal, Food Service

LOGO



Quality Tools for Smart Cleaning™



UNGER LOGO: Green background with white lettering, squeegee outline.

TRADEMARK: Always be sure the registered symbol is included in the logo.

TAGLINE: Suggested to always include the tagline, and position it under the logo. If using the logo as a header on one page/creative, any additional use of logo after is not mandatory to include tagline again.

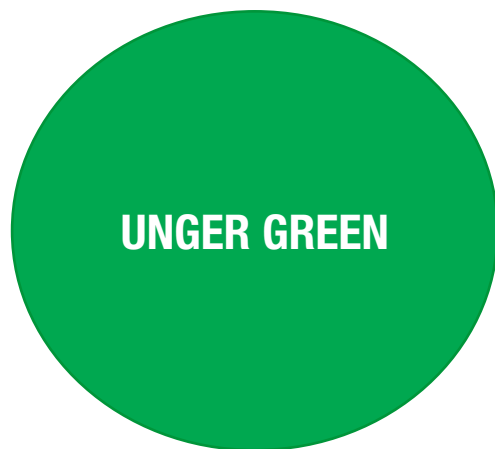
COLOR: Unger logo must always be Unger green, with white letter. Tagline can be either black or white, depending on background.

**Please note, the black background here is showing an example of using the logo on a dark color.*

PLACEMENT: Logo is not to be used over harsh or complex background colors. Suggested to always use over a solid or blurred background.

COLORS

Primary Colors:



#009739
Pantone 355
RGB R=0 G=144 B=74
CMYK C=100 M=0 Y=91 K=6

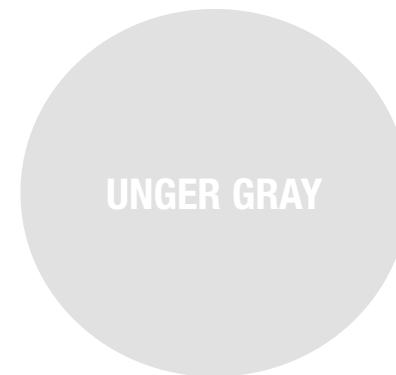


#1a0345
Pantone 276
RGB R=26 G=3 B=69
CMYK C=17 M=26 Y=0 K=73

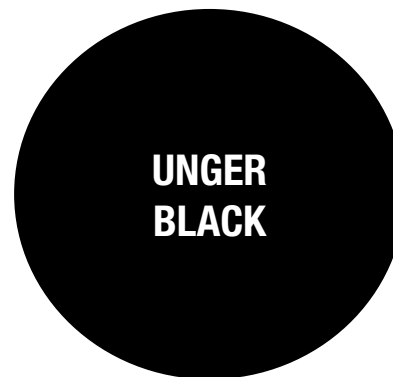
Secondary Colors:



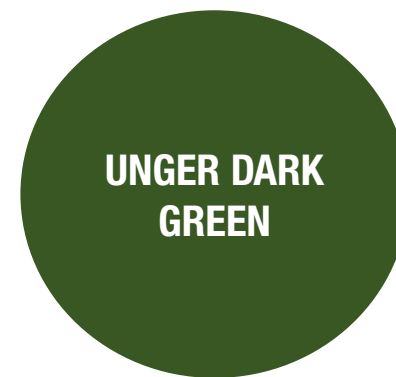
#a2e4b8
Pantone 351
RGB R=162 G=228 B=184
CMYK C=26 M=0 Y=17 K=11



#e1e1e1
Pantone 656
RGB R=225 G=225 B=225
CMYK C=0 M=0 Y=0 K=12



#000000
Pantone 6
RGB R=0 G=0 B=0
CMYK C=0 M=0 Y=0 K=100



#005022
Pantone 150-16C
RGB R=0 G=80 B=34
CMYK C=100 M=5 Y=100 K=63

FONTS

This set of fonts best represents the minimal and clean feel of the brand and should be used across all print and web applications. Helvetica Neue LT Std. is our brand typeface. It should be used in all body text where typography is required. It is simple, clean and legible typeface that complements our logo.

A Headlines

Helvetica Neue LT Std. 83 Heavy Condensed

B Sub headline

Helvetica Neue LT Std. 77 Bold Condensed

C Body

Helvetica Neue LT Std. 57 Condensed

A Unger Pure Water Cleaning

B

Designed to be the perfect fit for professional window cleaners that demand the best for their window washing services. With over 30% more pure water per resin filling, the FloWater Technology 2.0 ensures an efficient flow of water through the whole tank, optimizing the resin saturation.

B

DIGITAL TDS METER

B

HYDROPOWER ULTRA RESIN PACKS

B

METAL WATER CONNECTIONS

B

HydroPower Ultra Large Tank with Cart

PART NO.: UHP3C CASE QTY: 1

C

• Large Tank Unit (Includes 3 resin packs)

B

HydroPower Ultra Large Tank

PART NO.: UHP03 CASE QTY: 1

C

• Large Tank Unit (Includes 3 resin packs)

B

HydroPower Ultra Small Tank

PART NO.: UHP01 CASE QTY: 1

C

• Small Tank Unit (Includes 1 resin pack)



PRODUCT LOGOS & TRADEMARKS

The following product names require Trademarks when being used. Please note, on a single product description page or single print page, a Trademark is required at the first mention of the product only. Product logos must not be altered in color, size or shape.



IMAGE EXAMPLES

Do's

- Focus on product
- Use the right location/ application
- Hold product correctly
- Bright, clean lighting



Don't

- Use a competitor product in conjunction with ours
- Have a busy setting or background
- Cover the Unger logo or product branding
- Use dirty, used product for images
- Over-photoshop or edit image

