



BRAND ID GUIDELINES

FINAL

OCTOBER 16, 2015

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OUR VISION

WE'RE GOING TO UNSIT THE WORLD—
IN WORK SPACES, HOMES AND CLASSROOMS.



MISSION STATEMENT

We make best-in-class products that promote more natural movement at work, home and school.



B R A N D I D

Our identity is an overall guide for the way our brand talks, acts and lives in the world. It includes what we choose to talk about, our unique voice, and visuals that set the tone for the brand, along with identity, typography, color and photography guidelines.



OUR COMPANY LOGO

Our company logo communicates the vision and mission of our company. We don't just make products—we're creating a movement. And the only way to do that is to get people to act.

The UnSit company name is meant to be provocative; to get people to think, "Why should I UnSit?"

The logo design follows through on that question and turns it into an action. It is similar to an On/Off FlipSwitch—a common feature on a smartphone or tablet that requires an action.

In this case, it's to stand up—or UnSit.

SWITCHDESK

SWITCHTREADMILL

SWITCHCOMBO

OUR BRAND FAMILY LOGOS

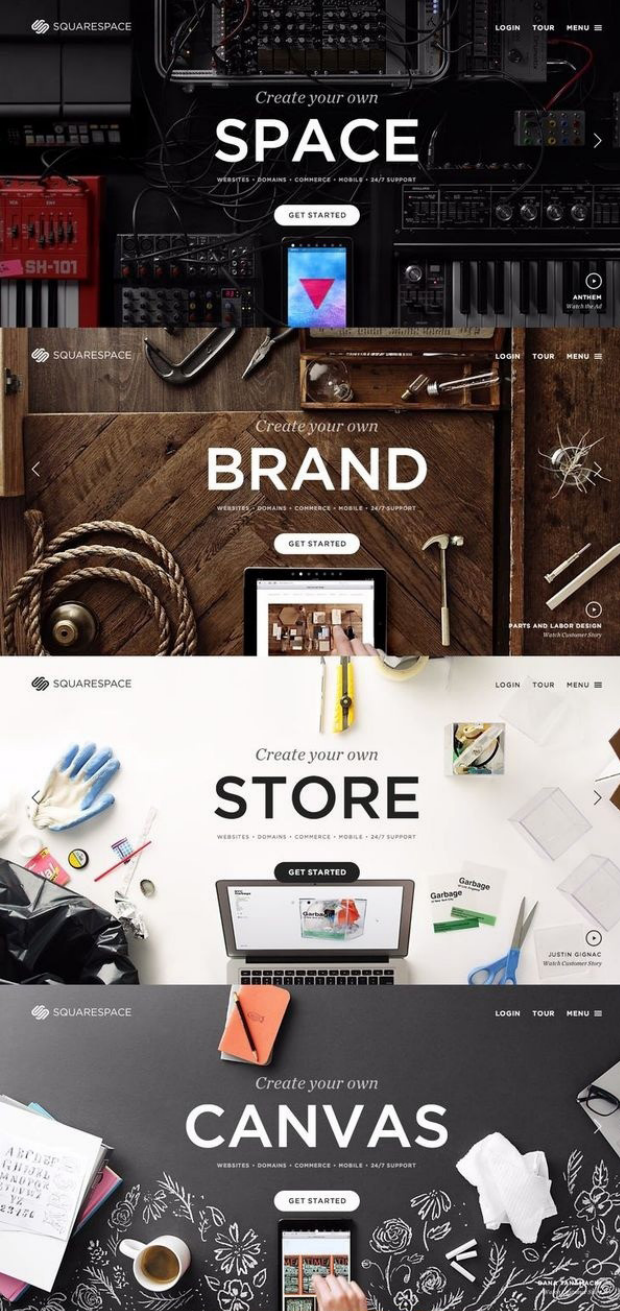
In keeping with our brand mission of being thought leaders and bringing more movement into everyday life, the Switch family word-marks are designed to appeal to a wide audience yet feel modern, progressive and aspirational.



COLOR

Color conveys mood, plain and simple.

The following pages demonstrate our brand approach to communicating with color.



COLORS OF AUTHORITY

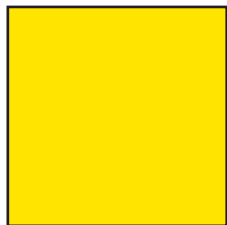
By limiting the graphic color palette to black and white, the brand asserts a confident position in the marketplace. An assertive approach, but also very flexible for use with photography assets over time.



HIGH ENERGY COLORS

Using pops of bright color from the warmer side of the color spectrum conveys speed and movement.

BRAND COLOR PALETTE



CHARTREUSE

Pantone 3945

R223 G255 B0

#DFFF00

C18 M0 Y100 K0



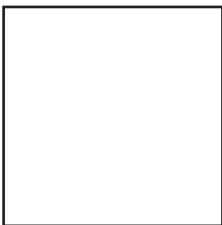
BLACK

Pantone Black

R0 G0 B0

#000000

C50 M25 Y25 K100



WHITE

Pantone White

R255 G255 B255

#FFFFFF

C0 M0 Y0 K0

FONTS & TYPOGRAPHY

Sweet Sans Bold 60pt

**CLEAN, SAN SERIF FONTS UTILIZING
ALL-CAPS FOR HEAD- AND SUB-HEADLINES**

Nexa Heavy 24pt

Strong contrast between headlines, sub-headlines and body copy

Aaux Next Wide Bold 18pt

For longer body copy, use a lighter font.

This will improve legibility when type is several sentences or paragraphs long.

Gotham Book 14pt



BRAND CONTENT & VOICE

WHAT TO TALK ABOUT

We are thought leaders and experts in the UnSit movement so we are going to do things differently than what's already out there. When we're talking about our products, let's talk about our passion for natural movement,

creativity and the “why” behind the movement—our larger brand ambitions. Whenever possible, hook back to the driving forces behind the products, even if it's just a tagline that piques the reader's curiosity.



BRAND CONTENT & VOICE

HOW TO TALK ABOUT IT

No matter what we're talking about, our tone of voice conveys the brand personality. How do we talk about the UnSit movement and our products? In a down-to-earth, approachable manner.

THE BRAND PERSONALITY IS:

CONFIDENT:

We know what we're doing

PLAYFUL:

We don't take ourselves too seriously

OPEN:

We invite participation and collaboration

CREATIVE:

We're always thinking up new ways to get people moving



PHOTOGRAPHY

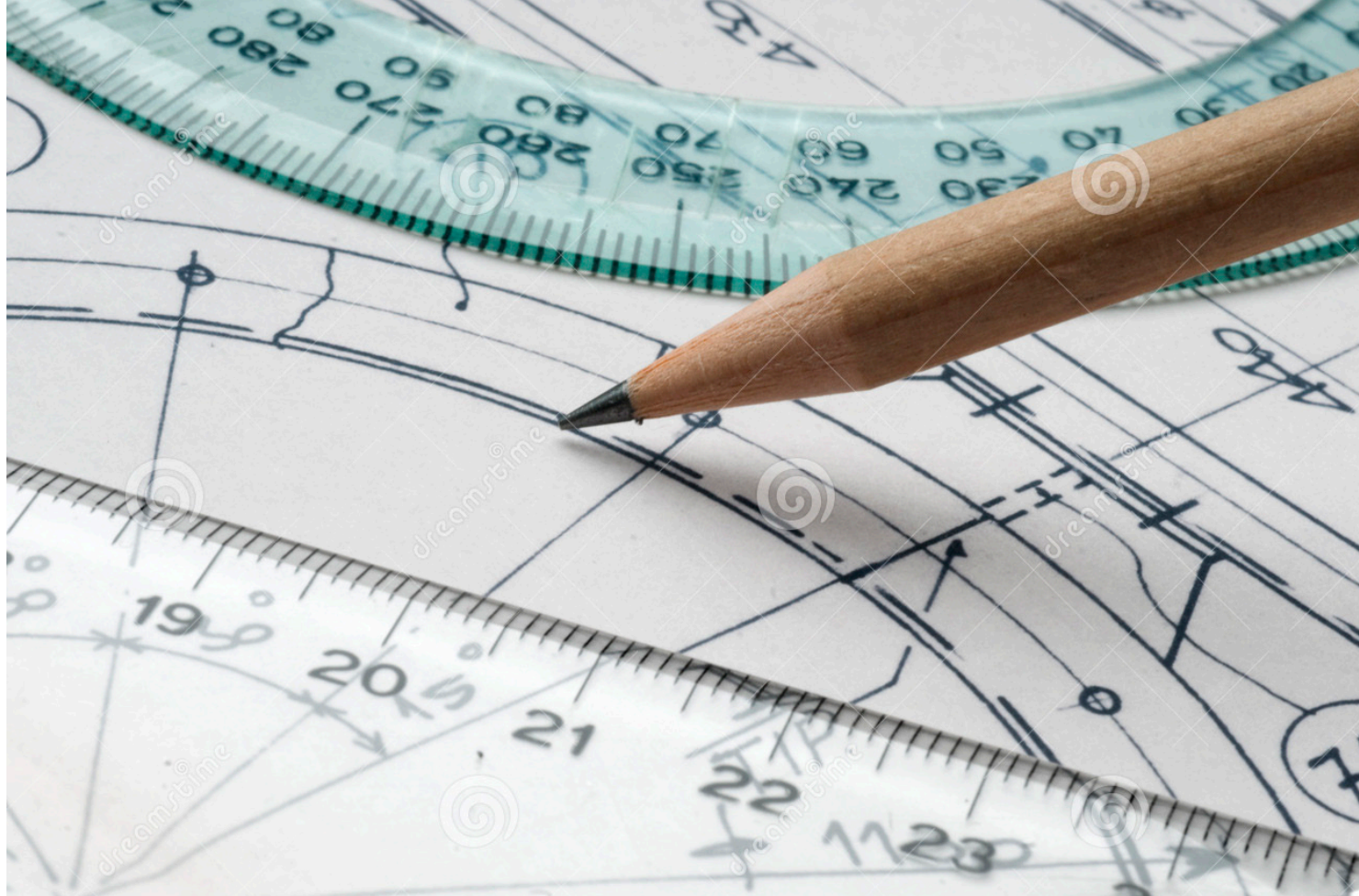
How the brand presents itself through photography sends many clues to the customer about the UnSit brand. In addition to promoting a healthier lifestyle, photography should provide an inspiring and aspirational atmosphere.

Shooting in a setting that looks like a place the customer wishes they worked

in, the SwitchDesk becomes part of an unconventional environment that exudes creativity, innovation and fun—which is what the UnSit movement is all about.

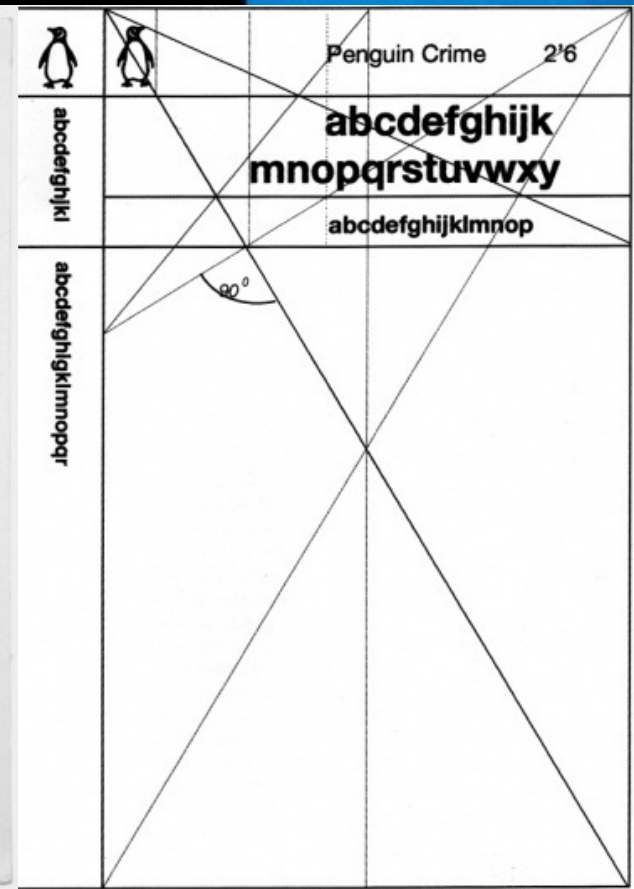
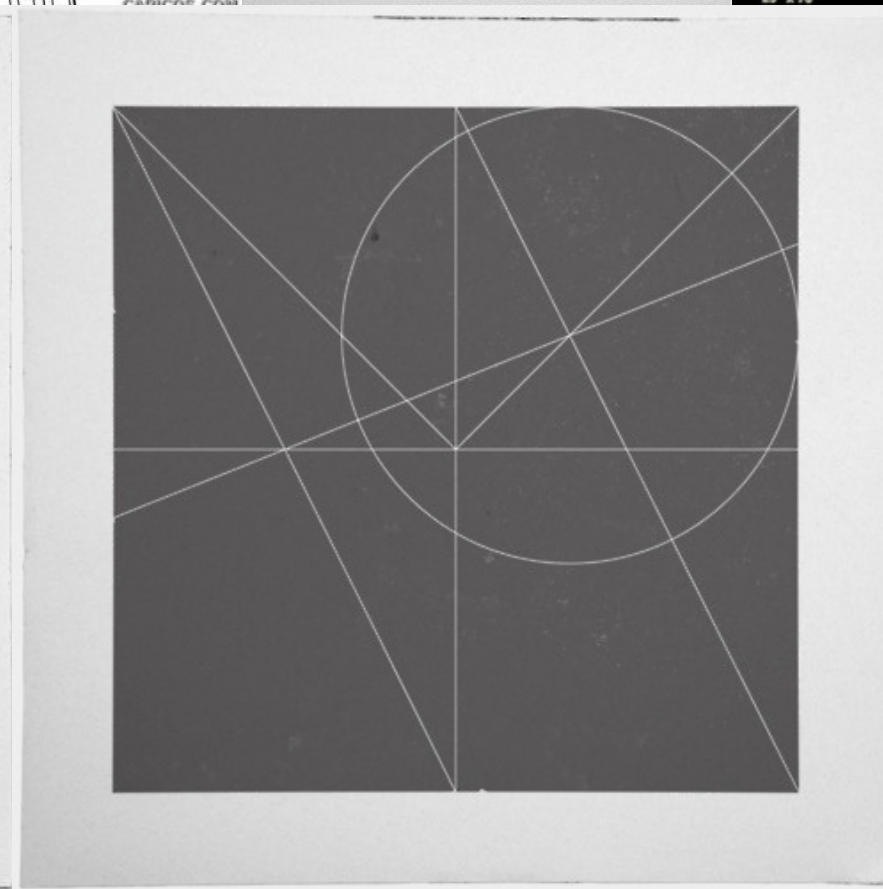
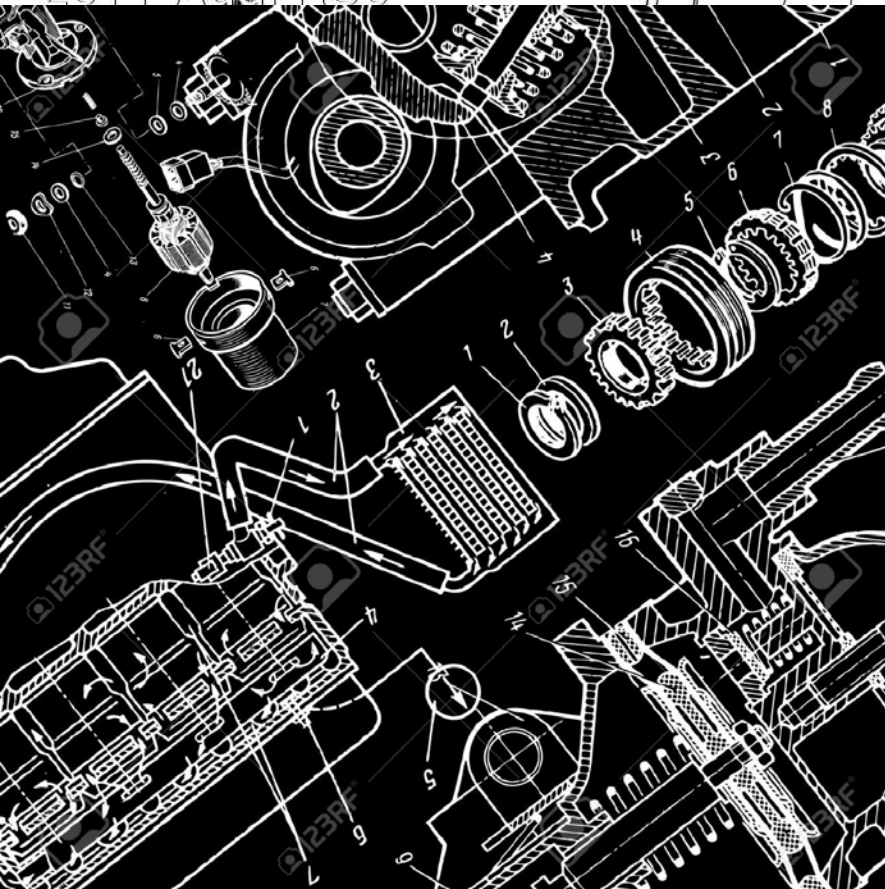
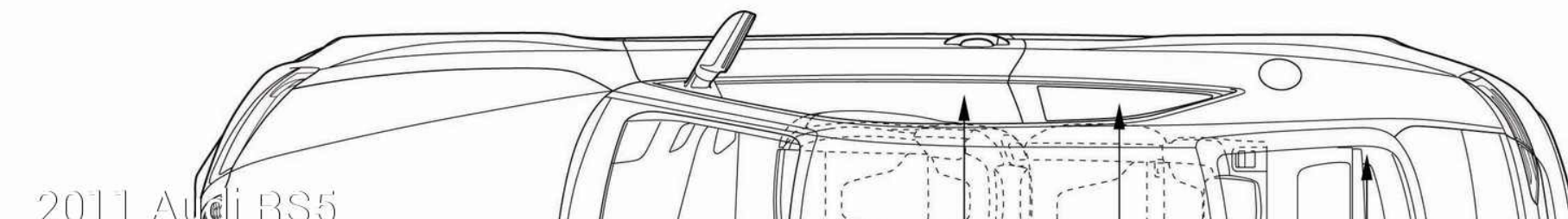
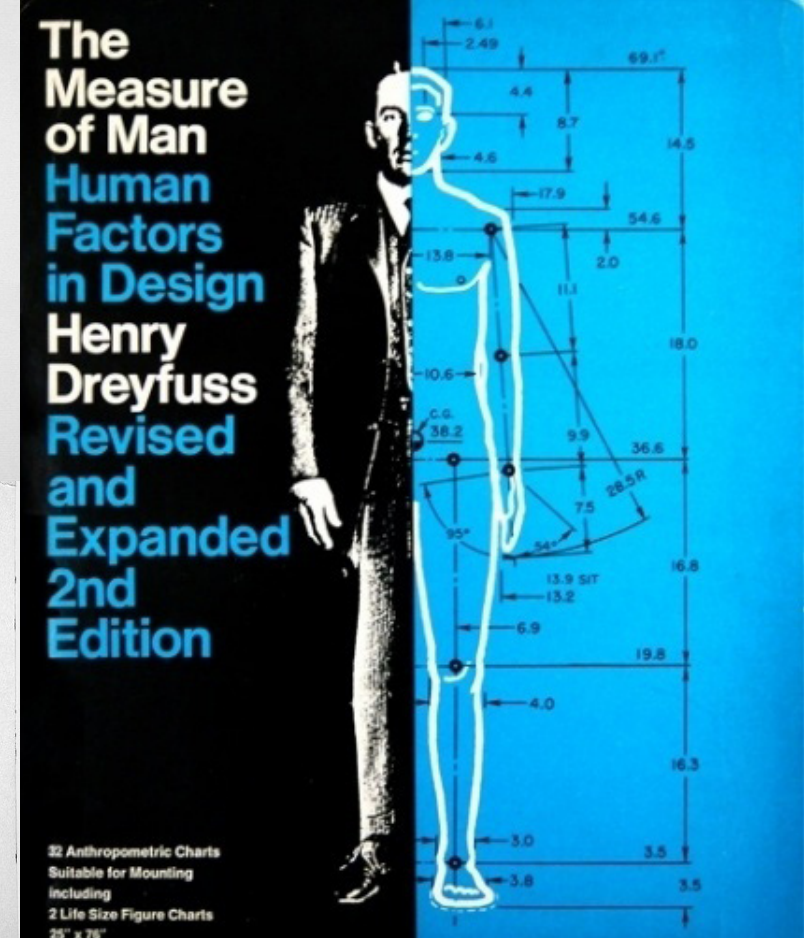
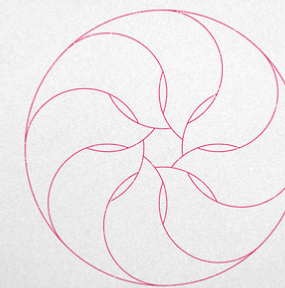
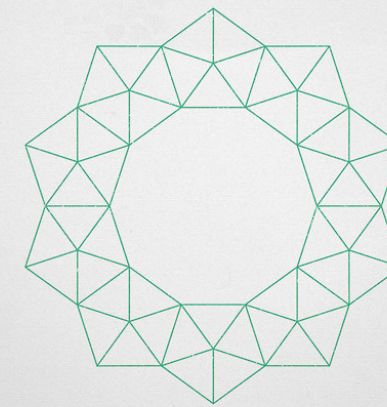
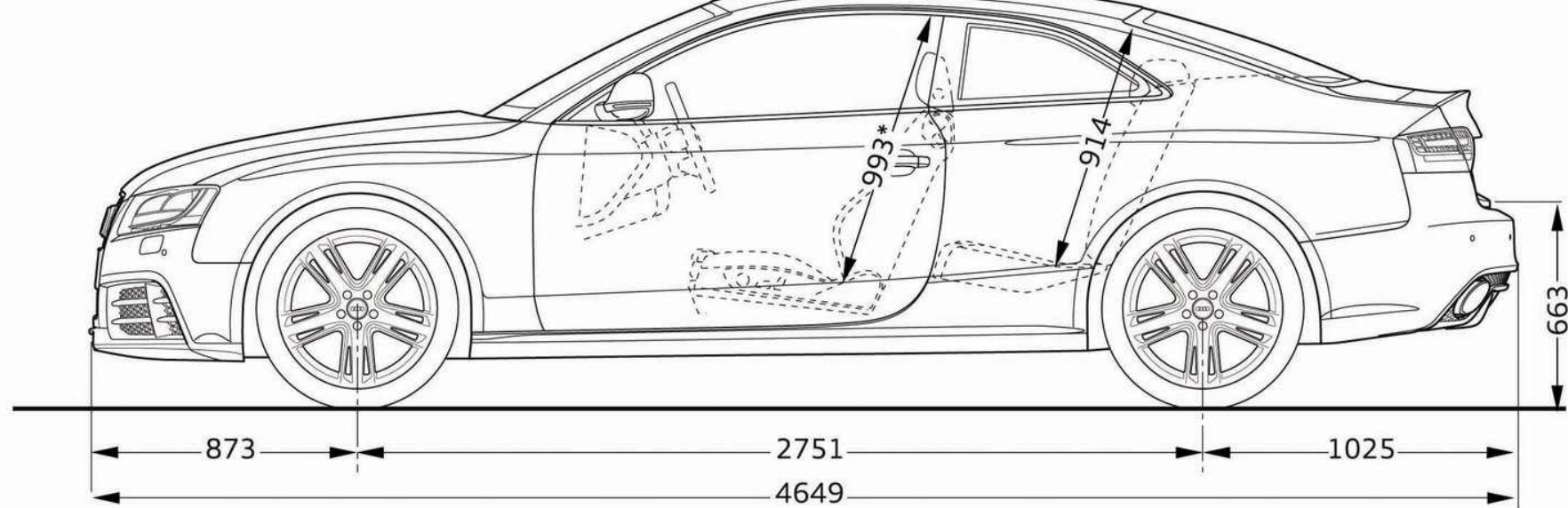






TECHNICAL ILLUSTRATION

By leveraging technical illustration and geometric shapes into layouts, the brand can further communicate a position of expertise in product development and instil trust in the customer that the desk will perform as intended. It also adds visual interest in lieu of more expensive photography elements.





EXECUTION EXAMPLES

The following pages demonstrate some examples of execution utilizing the brand components.



GREAT MINDS WALK.

SWITCH DESK

GREAT MINDS WALK.





GREAT MINDS WALK.

SWITCH DESK

Uppl.
Ignovisquem iam
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tudefacit.



UN SIT

GREAT MINDS WALK.



SWITCHDESK

Uppl. Ignovisquem iam pro ave, num
orum horaver ribus, untra vid Catusque
imortia? ipse tudefacit.



GREAT MINDS **WALK.**

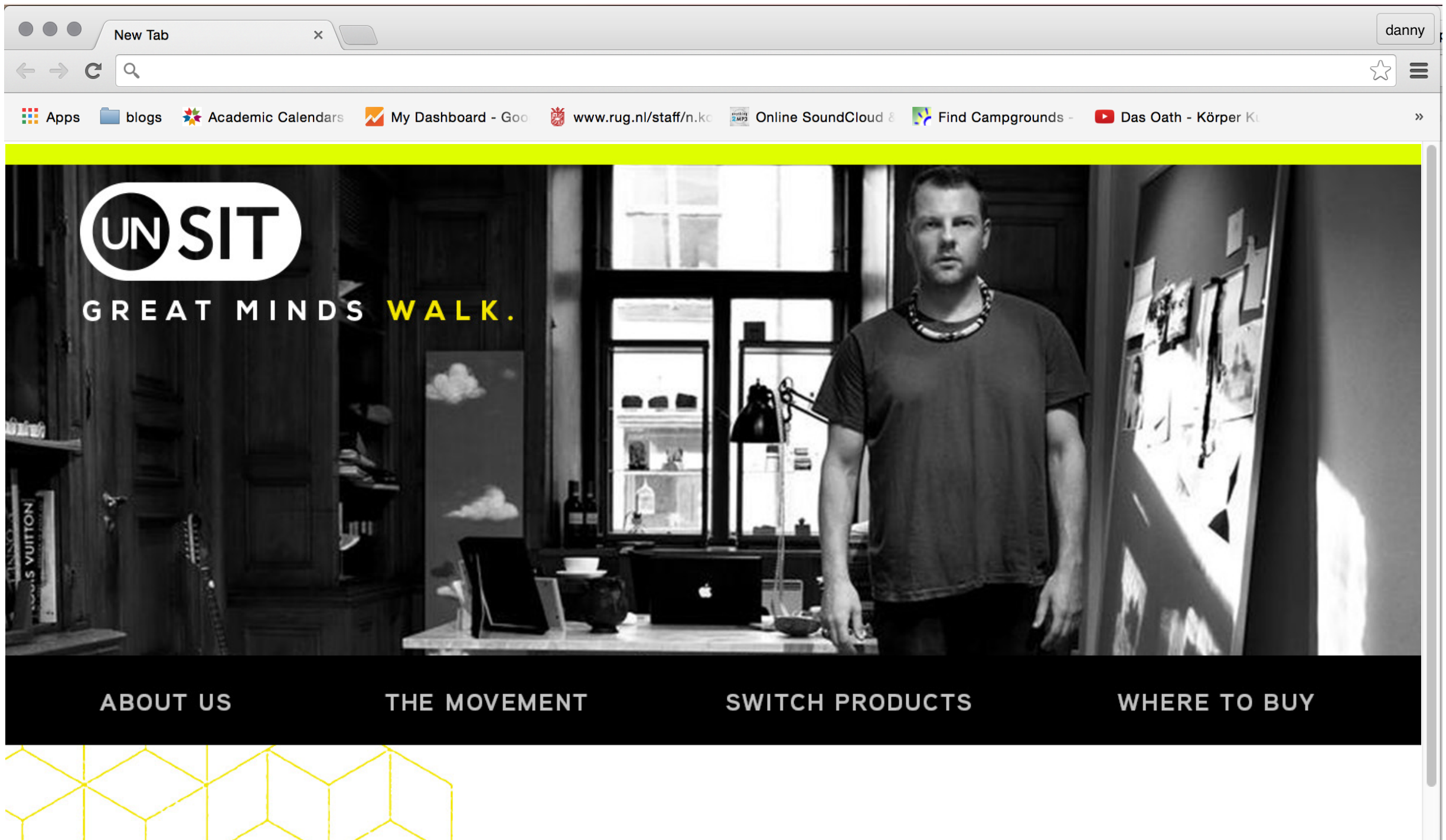
A woman with long dark hair, wearing a dark polka-dot shirt, is seated at a desk in a dimly lit room. She is looking down at a book or a set of papers on the desk. A desk lamp with a brass-colored shade is positioned to her left, casting a warm glow. On the desk, there are various electronic components, including what appears to be a breadboard or a small circuit board, and some other tools or components. In the background, there are shelves and a window with a grid pattern. The overall atmosphere is one of quiet concentration and intellectual pursuit.

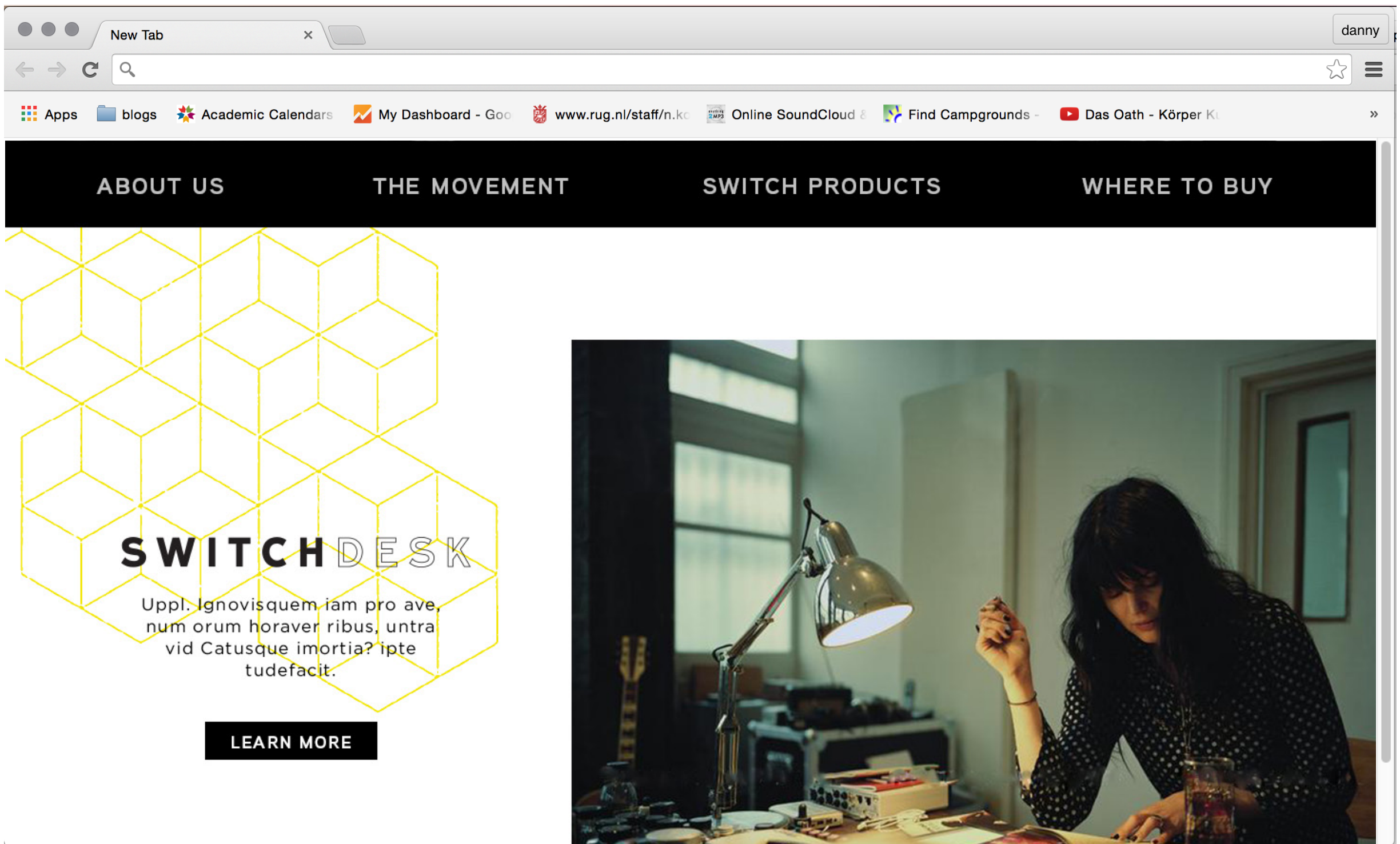
SWITCH DESK

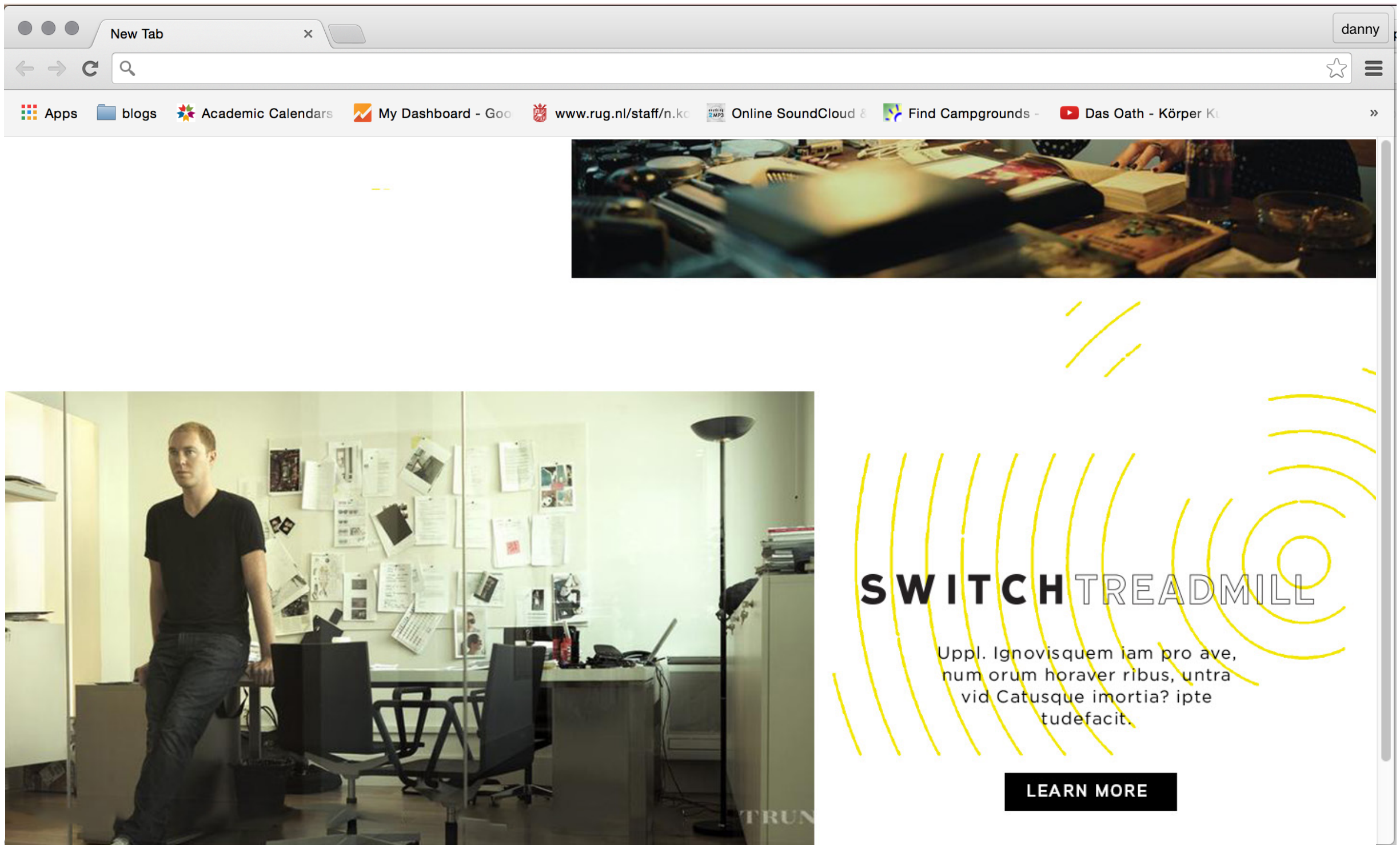
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orum horaver ribus, untra vid Catusque
imortia? ipse tudefacit.

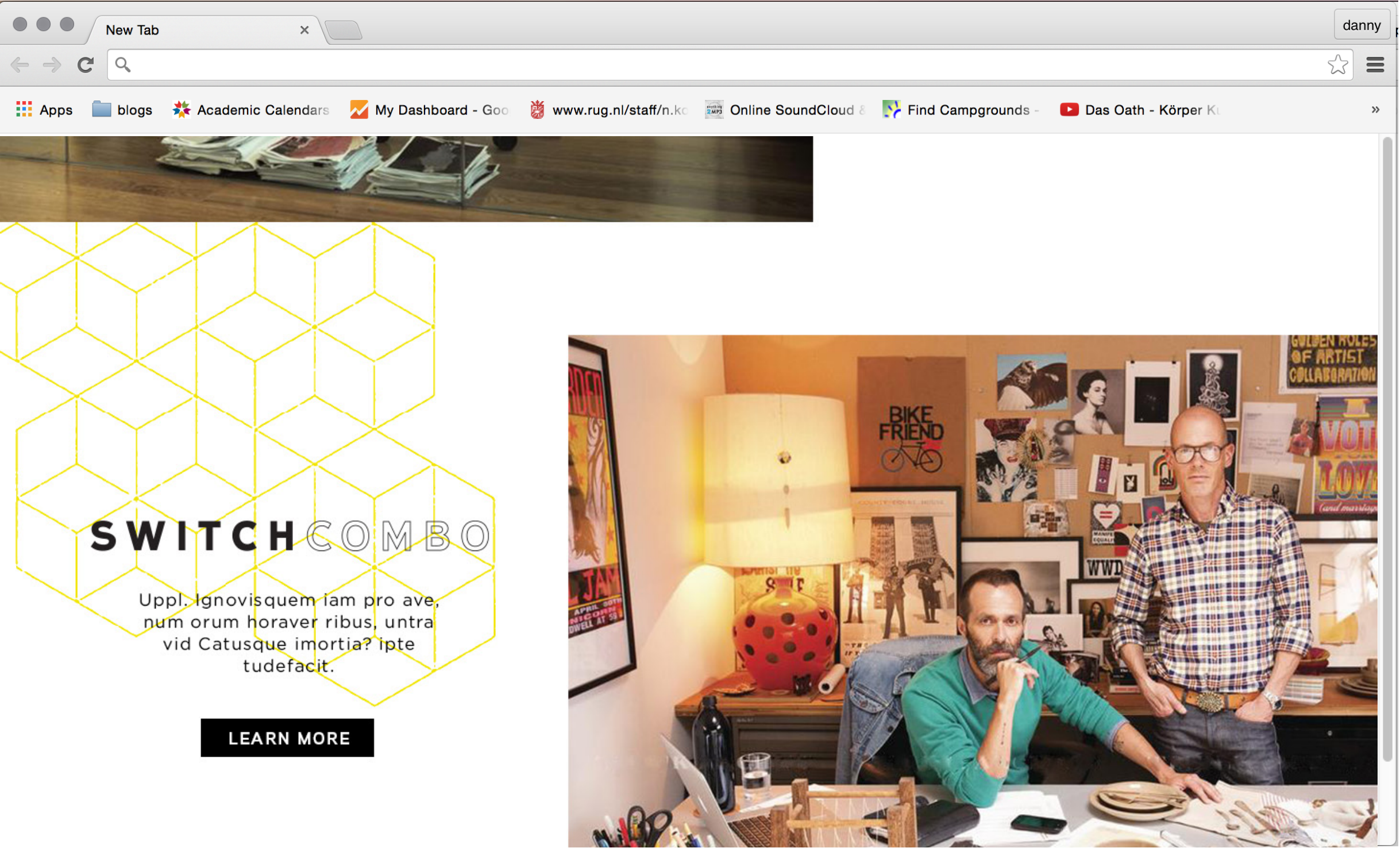


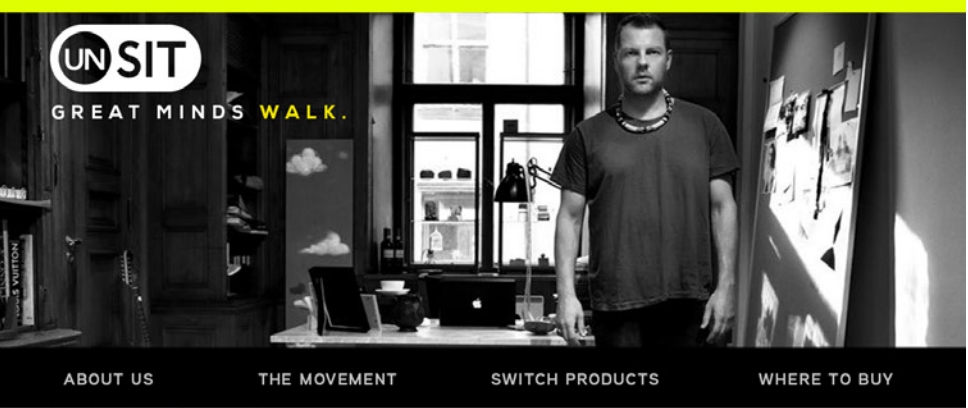
G R E A T M I N D S W A L K .











SWITCHDESK

Uppl. Ignovisquem iam pro ave, num orum horaver ribus, untra vid Catusque imortia? Ipte tudefacit.

LEARN MORE



SWITCHTREADMILL

Uppl. Ignovisquem iam pro ave, num orum horaver ribus, untra vid Catusque imortia? Ipte tudefacit.

LEARN MORE

SWITCHCOMBO

Uppl. Ignovisquem iam pro ave, num orum horaver ribus, untra vid Catusque imortia? Ipte tudefacit.

LEARN MORE

