



BRAND IDENTITY STANDARDS

Brand Guidelines

How to present the UnitedLayer® name, logo, colors, type and voice the same way everywhere: in documents, on the web, in presentations and with partners.

Version

1.0

Issued

October 2026

Applies to

All UnitedLayer communications

INTRODUCTION

About these guidelines

A consistent brand makes customers trust us. These guidelines give marketing, sales, product and partner teams one reference for presenting UnitedLayer.

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Who should use this

- Marketing teams producing datasheets, white papers, flyers and web pages
- Sales and pre-sales teams building proposals and presentations
- Product teams writing UI copy, docs and release notes
- Agencies, partners and resellers presenting UnitedLayer to customers

Source of truth

The logo and the two core brand colors in this document come from the current official UnitedLayer logo file. The company description and product names are taken from unitedlayer.com.

The typography, accessible color variants and layout rules are recommended standards. Confirm them with UnitedLayer Marketing before treating them as final.

01 · BRAND FOUNDATION

Who we are

UnitedLayer is an enterprise private cloud provider. We deliver AI-native infrastructure with full managed services across hybrid and multicloud environments.

Enterprise Private Cloud with Private AI

Secure

Private, isolated environments that keep enterprise data and AI workloads under the customer's control. No data leaks to the public cloud.

Flexible

VMs, containers and serverless on one platform, across hybrid and multicloud estates, sovereign regions and the edge.

Built to last

Enterprise-grade reliability (99.999% availability) and managed services designed for the customer's long-term success.

Our audience

Audience	What they need from us	How we speak to them
Technical buyers CIOs, CTOs, infrastructure and cloud architects, platform engineers	Architecture, availability, security, compliance, integration and operational detail	Precise, specific, evidence-led
Business buyers CFOs, procurement, line-of-business leaders	Cost control, risk reduction, data sovereignty and business outcomes	Clear, outcome-first, minimal jargon
Partners Resellers, system integrators, alliance teams	A consistent story, correct product names and approved assets	Collaborative and consistent

02 · LOGO

The UnitedLayer logo

The logo has two parts: the **U mark** (a dark-gray U with a blue right bar) and the **wordmark**, with "UNITED" in dark gray and "LAYER" in blue. The ® symbol is always part of the logo.



Primary logo. Use it on white or very light backgrounds. This is the default for all documents.

Clear space

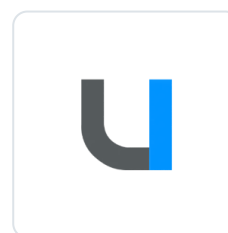
Keep a clear zone around the logo that is at least **half the logo's height (½X)** on every side. No text, images or page edges may enter this zone.



Minimum size

Asset	Print	Digital
Full logo	30 mm wide	120 px wide
U mark only	8 mm wide	24 px wide

U mark



Use the U mark alone only where the full logo won't fit, such as app icons, favicons and social avatars, and only when the UnitedLayer name appears nearby.

03 · LOGO USAGE

Using the logo correctly



USE Full-color logo on white. This is preferred.



USE Reversed logo (white and blue) on UnitedLayer Navy, for dark covers and slides.

Always use the transparent PNG or a vector file. The original logo export has a light-gray (#F7F7F7) background box. Never place that version on a white page.

Don't



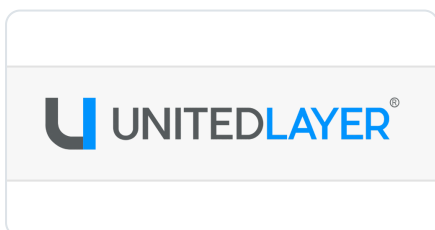
DON'T Stretch or squash it



DON'T Change its colors



DON'T Rotate or tilt it



DON'T Use the gray-box version on white



DON'T Place it on low-contrast colors



DON'T Add shadows, glows or effects

Also don't retype the wordmark in another font, drop the ® symbol, rearrange the mark and wordmark, or put the logo on a busy photo without a solid backing panel.

04 · COLOR

Color palette

Our palette is mostly white, with dark text and UnitedLayer Blue as the accent. Pages always have a white background, and text must always stand out clearly from what's behind it.

Core colors (from the logo)

UnitedLayer Blue

Accent and brand

HEX #0093FE · RGB 0 147 254

Use for: logo, highlights, icons, rules, charts, large headings (18pt+)

Contrast on white: 3.2:1. Not for body text.

UnitedLayer Gray

Brand neutral

HEX #555A5C · RGB 85 90 92

Use for: logo, secondary text, captions, footers
Contrast on white: 7.0:1. Passes AA and AAA.

Supporting colors (recommended)

Deep Blue

Text-safe blue

#0067B8 · 5.8:1

Links and blue text at body size

Ink

Body text

#1F2328 · 15.8:1

Headings and paragraphs

Navy

Dark surfaces

#0B2A4A

Covers, slide titles, reversed logo

White

Page background

#FFFFFF

Default for every page

Mist

Panels

#F4F7FA

Callouts, table bands, cards

Line

Dividers

#DDE3E8

Rules, borders, grid lines

Blue tints for charts and diagrams

#0067B8

#0093FE

#4DB3FE

#99D4FF

#CCE9FF

#555A5C

#A9ADAE

Suggested proportions: about 70% white, 20% Ink and Gray text, 10% Blue accents.

05 · TYPOGRAPHY

Typography

We use two free, open-licensed typefaces. Poppins, a geometric sans, echoes the rounded shapes of the wordmark. Inter keeps long technical text easy to read.

Headings · Google Fonts

Poppins

Aa Bb Cc 0123456789

Medium 500 · SemiBold 600 · Bold 700

Body and UI · Google Fonts

Inter

Aa Bb Cc 0123456789

Regular 400 · Medium 500 · SemiBold 600

Type scale (documents)

H1 · Poppins 600 · 26pt

Private cloud, private AI

H2 · Poppins 600 · 14pt

Resilience by design

H3 · Poppins 600 · 11pt

Disaster recovery and Cyber Vault

Body · Inter 400 · 10pt / 1.5

United Private Cloud® runs VMs, containers and serverless workloads on one platform, with full tenant isolation.

Caption · Inter 400 · 8.5pt

Figure 1. Reference architecture for a hybrid deployment.

Eyebrow · Poppins 600 · 8.5pt caps

SOLUTION BRIEF

Rules

- Use sentence case for headings. Use all caps only for short eyebrow labels.
- Left-align text. Don't justify body copy, and keep lines to roughly 60–85 characters.
- Body text must be Ink (#1F2328) or Gray (#555A5C) on white. Never use light gray or Blue for paragraphs.
- If the brand fonts aren't available (for example in Office files you send out), use Arial.

06 · VOICE AND NAMING

Voice, tone and naming

We sound like a trusted infrastructure partner: technically precise, but easy enough for a non-specialist to follow.

Confident, not boastful

Back claims with specifics such as availability, isolation and compliance, not superlatives.

Clear, not simplistic

Lead with the outcome, then the technology. Explain acronyms the first time you use them.

Customer in control

Talk about the customer's data, the customer's choice and the customer's long-term success.

Write it like this

USE

"Run AI models on dedicated, isolated infrastructure, so your data never leaves your control."

"Designed for 99.999% availability."

"Disaster recovery as a service (DRaaS) with an immutable Cyber Vault."

AVOID

"The world's most revolutionary AI cloud ever built."

"Never goes down."

"DRaaS w/ CV for BC/DR."

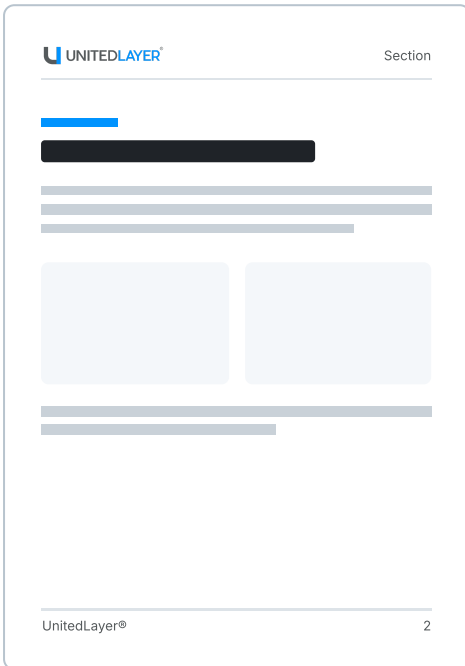
Company and product names

Correct	Notes
UnitedLayer®	One word with a capital U and L. Use ® on first mention in each document. Never "United Layer", "Unitedlayer" or "UL" in customer-facing copy.
United Private Cloud® (UPC)	Spell out with ® on first use, then "UPC".
UPC AI Factory	Dedicated environment for training, fine-tuning and deploying AI models.
UPC Vektor	Intelligence layer for observability, cloud management and agentic orchestration. Always spelled with a "k".
UPC Sovereign Cloud	Deployments in specific jurisdictions that meet data-residency requirements.
UPC DRaaS & Cyber Vault	Disaster recovery and immutable backup.
UPC Edge AI	GPU-native edge nodes for running AI inference close to where your data is generated.

07 · LAYOUT AND DOCUMENTS

Layout and documents

Datasheets, white papers and proposals all share one simple structure. This page itself follows it.



A4 or US Letter · 20 mm side margins · white background

Page anatomy

- **Header:** small logo on the left, section name on the right, thin divider underneath
- **Eyebrow and short Blue rule** above every H1
- **Lead paragraph** in Gray, 11–12pt, that sums up the page in one or two sentences
- **Content** in one or two columns. Use Mist (#F4F7FA) panels for callouts and key facts
- **Footer:** "UnitedLayer®" and the page number, above a thin divider

Imagery and icons

- **Photography:** real data centers, hardware and people at work. Clean, well lit and uncluttered
- **Icons:** simple line icons with a consistent stroke, in Blue or Gray
- **Diagrams:** white background, Blue for UnitedLayer components, Gray for third-party or customer systems
- **Charts:** use the tint ramp on page 6, label values directly, and never use color as the only way to tell series apart

Accessibility

- Body text contrast must be at least 4.5:1 (WCAG AA). Large headings need at least 3:1
- Never put light text on a light background or dark text on a dark one
- Add alt text to images and give exported PDFs a proper title

08 · QUICK CHECKLIST

Before you publish

Go through this list before any UnitedLayer material reaches a customer, partner or the public.

✓	Area	Check
☐	Logo	It's the current logo, from the transparent or vector file, with nothing stretched, recolored or affected by effects.
☐	Clear space and size	At least ½X of clear space and above the minimum size (30 mm print / 120 px digital).
☐	Background	Pages are white. Dark Navy appears only on covers and slides, with the reversed logo.
☐	Color	Only palette colors are used, and Blue is an accent rather than body text.
☐	Contrast	All text is clearly readable: at least 4.5:1 for body text and 3:1 for large headings.
☐	Typography	Poppins for headings, Inter for body text (Arial as fallback), sentence-case headings.
☐	Names	UnitedLayer® and United Private Cloud® carry ® on first mention, and product names are spelled correctly.
☐	Claims	Figures and product claims match unitedlayer.com or an approved source.
☐	Audience	Both technical and business readers can follow it, and acronyms are spelled out on first use.



Questions or asset requests

Contact UnitedLayer Marketing for official logo files, templates and approvals. More information is at unitedlayer.com.