



WEUNITE

BRAND GUIDELINES





WE ARE ONE. WE ARE CONNECTED.
WE ARE UNITED.

“ IF YOU
DON'T BUILD
YOUR DREAMS
SOMEONE WILL
HIRE YOU TO
BUILD THEIRS. ”
- TONY GASKINS

Let's face it, the world has changed more in recent history than in generations before. We have had to adapt to global crisis which brought about uncertainty and fear. The world has been divided by politics, religion and an ever-increasing wealth gap. However, amongst the uncertainty came innovation, connection and progress. We have seen an acceleration in technological advancements, and are at an all time high when it comes to health consciousness.

Welcome to We Unite.

We Unite was created to bridge the gaps between all of mankind, physically, mentally, spiritually and financially. Quite literally, We Unite science and nature, with a product line built around the characteristic and colour of terpins and essential oils. We also Unite people and business, offering a community of driven heart-led leaders taking back control of their finances.

Not only this, but We Unite has an incredibly generous compensation plan, which aims to pay out more commissions than any other company in the marketplace.

With a multitude of successful years in the Network Marketing space, four industry veterans and life-long friends joined forces to create a once in a lifetime company, committed to uniting the world as one. The We Unite logo is a constant reminder of their mission – four squares coming together as one unit. Regardless of background, race, religion or political beliefs, you have a home at We Unite.

This is a company built for Brand Reps, by Brand Reps. We invite you to join us on this journey.

OUR VISION
To inspire and unite the world through wellness, happiness and stability.

To develop and provide state of the art wellness products alongside a lucrative and fair business opportunity. We will elevate our Customers to new levels of well-being, and our Brand Reps to new levels of lifestyle. Our united community will foster the spirit of entrepreneurship and personal development in order to fulfil their true potential, both financially and spiritually.

OUR PURPOSE
To leave the world in a better place than we found it.

We affect change through positive messaging and an eco-friendly approach to product manufacturing. Our packaging is bio-degradable and sustainable, and our products are cruelty-free. We empower our Customers to live healthier, and support our Brand Reps in their pursuit of financial freedom.

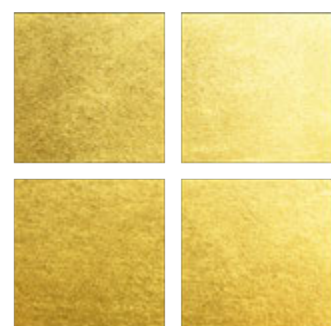
We are proud of
OUR VALUES

- Community
- Wellness
- Inclusivity
- Entrepreneurship
- Diversity
- Leadership

OUR PERSONALITY
We walk the walk.

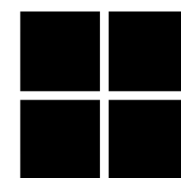
- Bold and Powerful
- Playful yet Credible
- Responsible and Trustworthy





WEUNITE

COMBINATION MARK



WEUNITE



LOGO VARIANTS

WEUNITE

WEUNITE

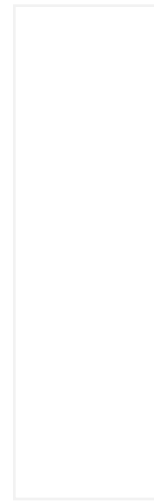


WORDMARK

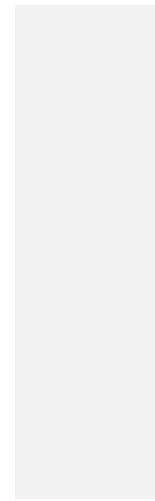


IDENTITY ELEMENTS - COLOR PALETTE

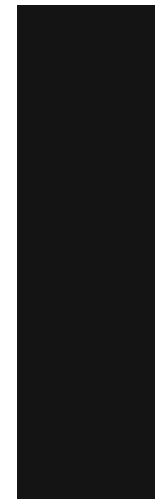
BRAND COLORS



WHITE
#FFFFFF



LIGHT GREY
#F2F2F2



DARK SLATE
#141414



METALLIC
GOLD

PRODUCT COLORS



SOUL
#73362A
18-1541 TCX



RISE
#FCE300
102 C



CALM
#9B26B6
2592 C



MOOD
#FF7500
2018 C



BOND
#E31C79
213 C



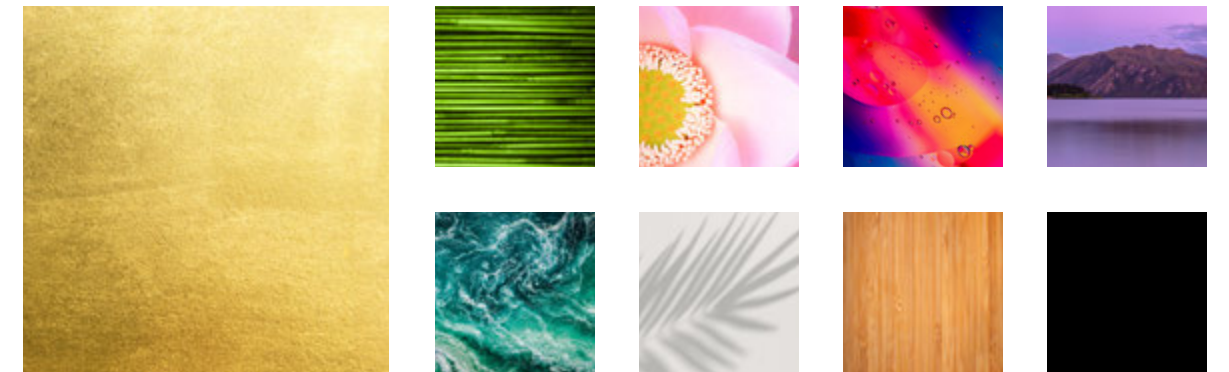
FAST
#00AD50
2257 C



COOL
#0072CE
285 C

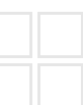
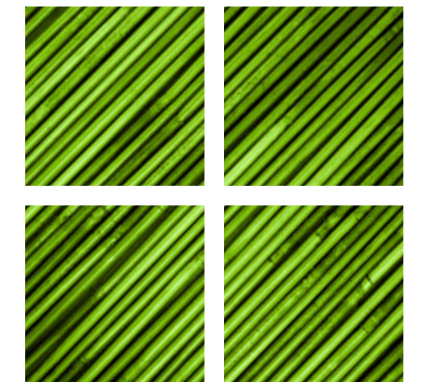
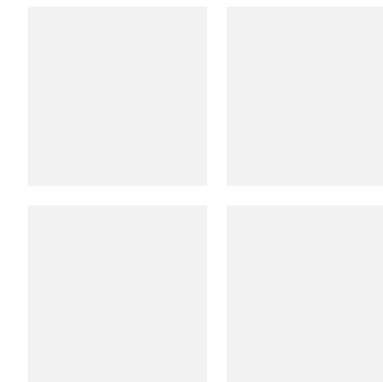
IDENTITY ELEMENTS - TEXTURES

Metallic Gold is the primary texture used in the brand, but various other textures may be used to unite the natural and scientific sides of the product offering.



IDENTITY ELEMENTS - BOXES

The boxes from the logo will be used across various media as a brand identifier. Images, textures and patterns may be clipped into this element, or it may be used as a standalone element in one of the brand colors.



A a

BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!&@%0 | 0123456789

MEDIUM 400PT SPACING

A a

BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!&@%0 | 0123456789

BOLD 600PT SPACING

HK Grotesk

A a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!&@%0 | 0123456789

REGULAR

HEADER : BRANDON GROTESQUE MEDIUM 400PT SPACING

HEADERS AND BODY COPY
WILL LOOK LIKE THIS

THIS IS A SUBHEADING

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SUBHEADER : BRANDON GROTESQUE BOLD 600PT SPACING

BODY COPY : HK GROTESK REGULAR



WEUNITE

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FOOTNOTE : HK GROTESQUE REGULAR

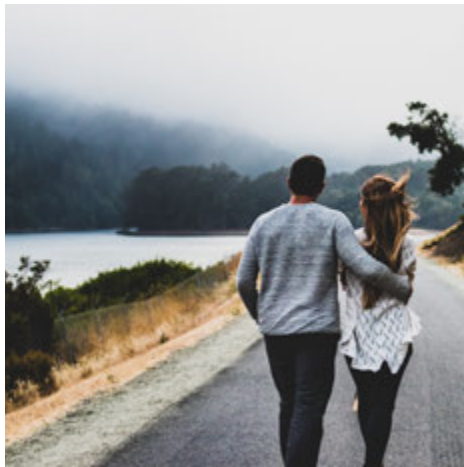


IDENTITY ELEMENTS - IMAGERY

WE UNITE PEOPLE WITH THEIR DREAMS

The imagery used in any marketing materials (digital or print) should represent the diverse and vibrant nature of the company. The core values of community and wellness.

Photography should represent all ages and races and feel aspirational to both potential and existing members. All photography should be edited with approved Adobe Lightroom filters to ensure branding consistency.



IDENTITY ELEMENTS - IMAGERY

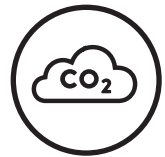


IDENTITY ELEMENTS - ICONOGRAPHY

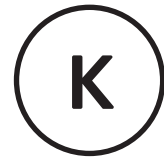
The We Unite iconography family is used across a variety of media to succinctly communicate our unique selling points.



SUSTAINABLE
PACKAGING



SUPERCRITICAL
CO2 EXTRACTION



KOSHER



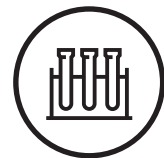
CRUELTY FREE



MADE IN
EUROPE



HALAL



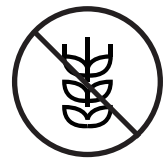
LAB TESTED



NO ARTIFICIAL
COLORS



HORMONE
FREE



GLUTEN FREE



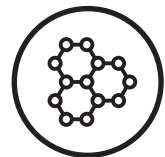
NO PESTICIDES



99% PURE
CBD ISOLATE



VEGAN



ANTIOXIDANTS



NON-GMO



NO
PRESERVATIVES

IDENTITY ELEMENTS - ICONOGRAPHY



THE BRAND IN ACTION - THE CORE SET



CO
RE
SOUL

WEUNITE

CO
RE
RISE

WEUNITE

CO
RE
CALM

WEUNITE

CO
RE
MOOD

WEUNITE

CO
RE
COOL

WEUNITE

CO
RE
BOND

WEUNITE

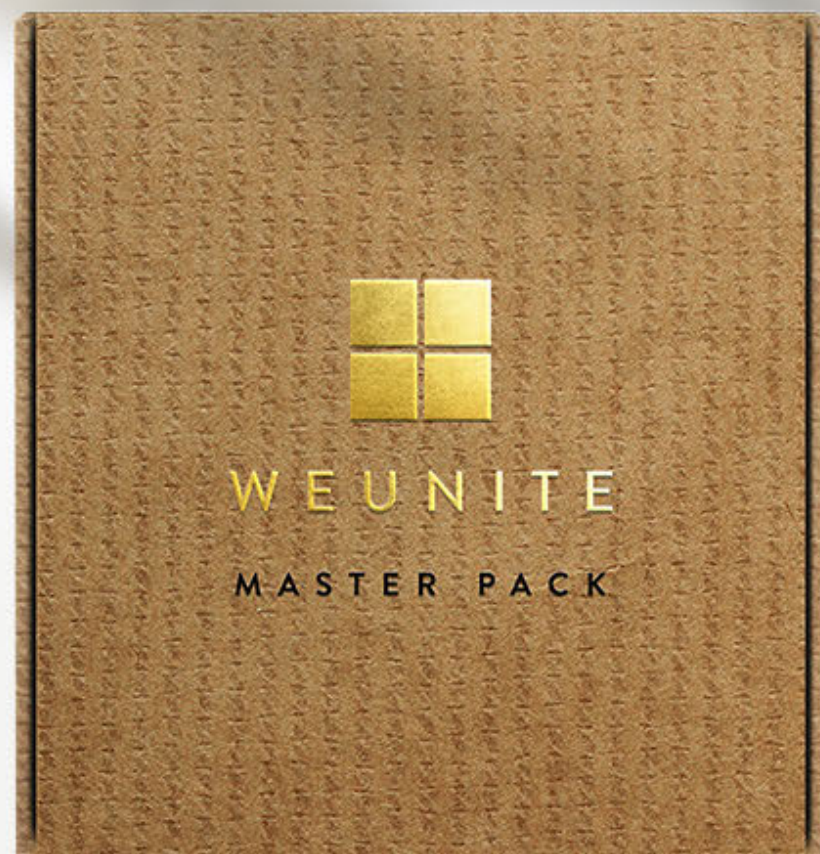
CO
RE
FAST

WEUNITE

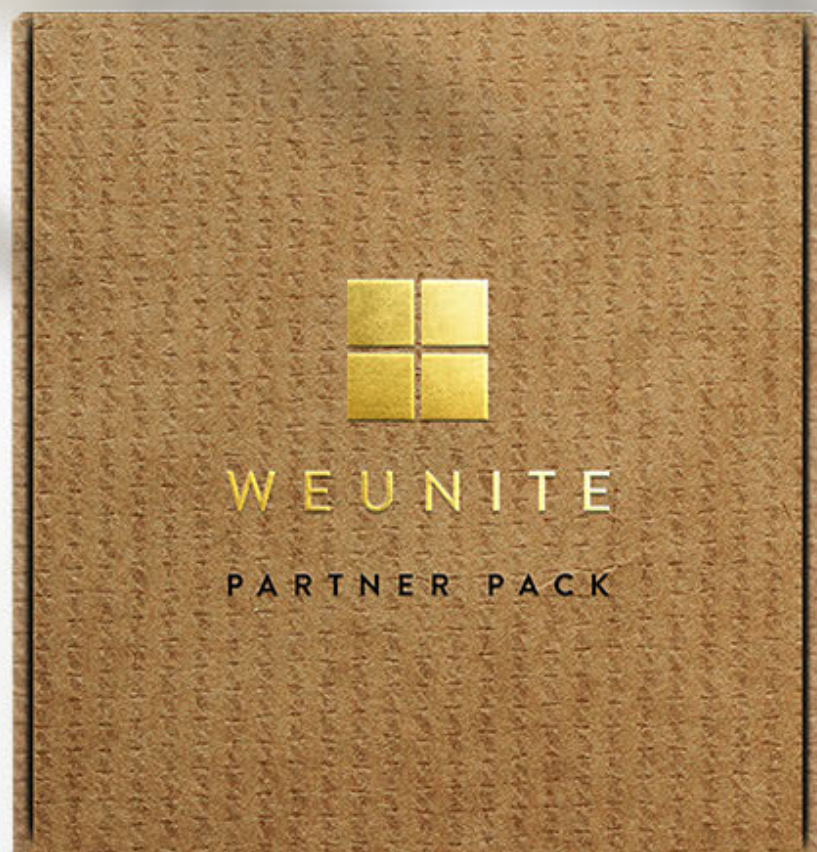
THE BRAND IN ACTION - THE OUTER TUBE



THE BRAND IN ACTION - THE MASTER PACK



THE BRAND IN ACTION - THE PARTNER PACK



THE BRAND IN ACTION - CORE: SOUL





WEUNITE



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janedoe.weunite.com

LOREM IPSUM DOLOR SIT
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LOREM IPSUM
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WEUNITE







WEUNITE