

BRAND IDENTITY

# UniDive



# UniDive



The CA21167 COST Action, UniDive, is an interdisciplinary scientific network devoted to universality, diversity and idiosyncrasy in language technology.

## Action keywords

- Natural language processing
- Language universals
- Diversity
- Idiosyncrasy
- Language resources and tools

## LOGO CONCEPT

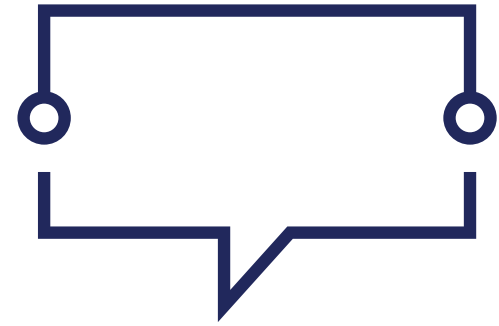


The two dots of the two 'i' letters from UniDive to symbolize technology, AI and networking.  
A part of the speech bubble below, which is a symbol of language.

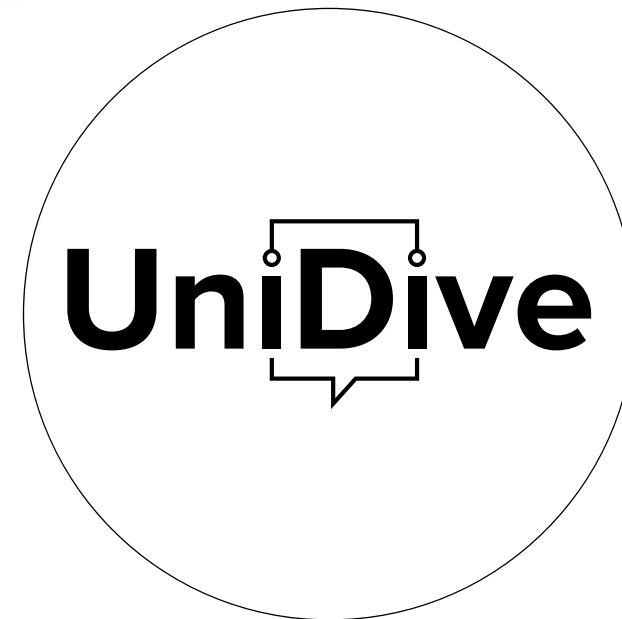
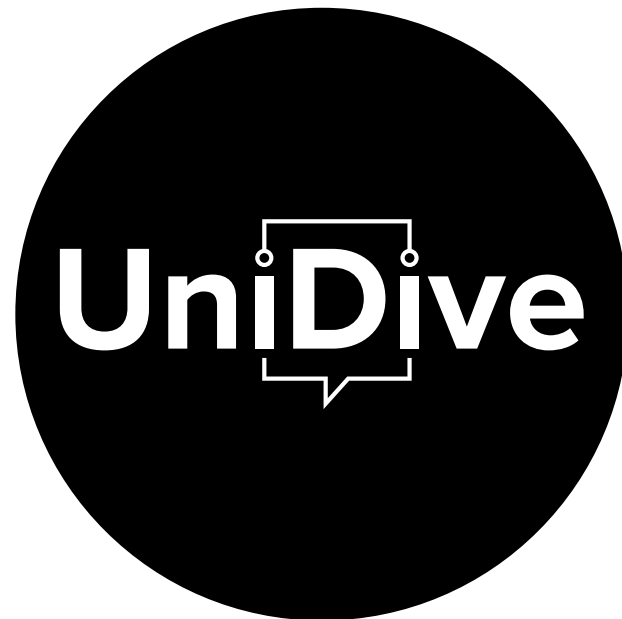
UniDive

The logo for UniDive features the text "UniDive" in a dark blue, sans-serif font. The characters "i" and "D" are highlighted with a light blue graphic that resembles a circuit board or a speech bubble. The "i" has a dot, and the "D" has a vertical line on its right side. The graphic consists of a horizontal line at the top, a vertical line on the right, a horizontal line at the bottom, and a vertical line on the left. The top and bottom horizontal lines have small circles at their ends, and the bottom line has a small triangle pointing downwards at its center.

# SUBMARKS



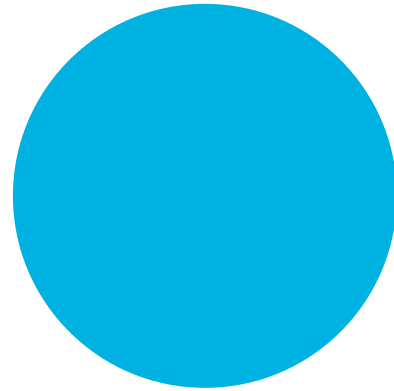
# COLOUR VARIATIONS



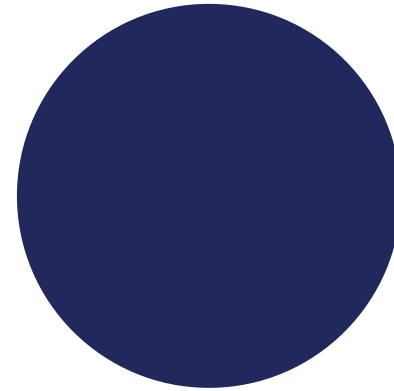
# LOGO CLEAR SPACE



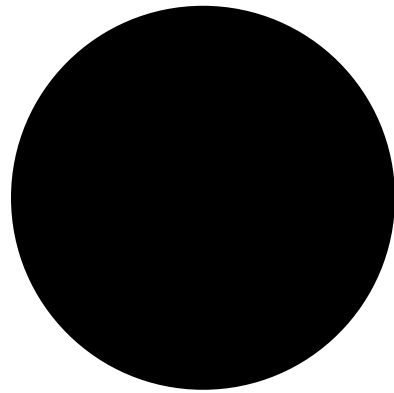
# COLOUR PALETTE & TYPEFACE



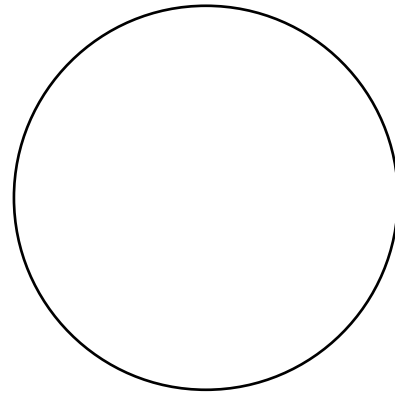
C-70 M-8 Y-3 K-00  
R-0 G-178 B-226  
Hex-00B2E2



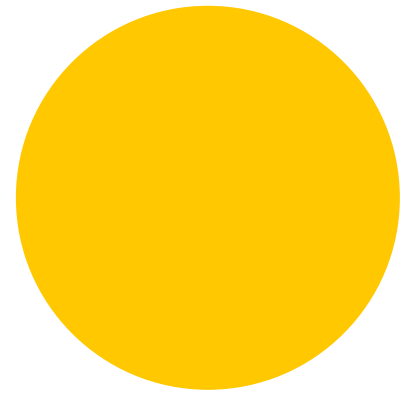
C-100 M-94 Y-34 K-26  
R-33 G-40 B-92  
Hex-21285C



C-80 M-70 Y-70 K-100  
R-0 G-0 B-0  
Hex-000000



C-0 M-0 Y-0 K-0  
R-255 G-255 B-255  
Hex-FFFFFF



C-0 M-20 Y-100 K-0  
R-255 G-200 B-0  
Hex-FFC800

Colour palette

**A b c d**

**A B C D E F G H I J K L**

**N O P Q R S T V W X Y Z**

**A B C D E F G H I J K L**

**N O P Q R S T V W X Y Z**

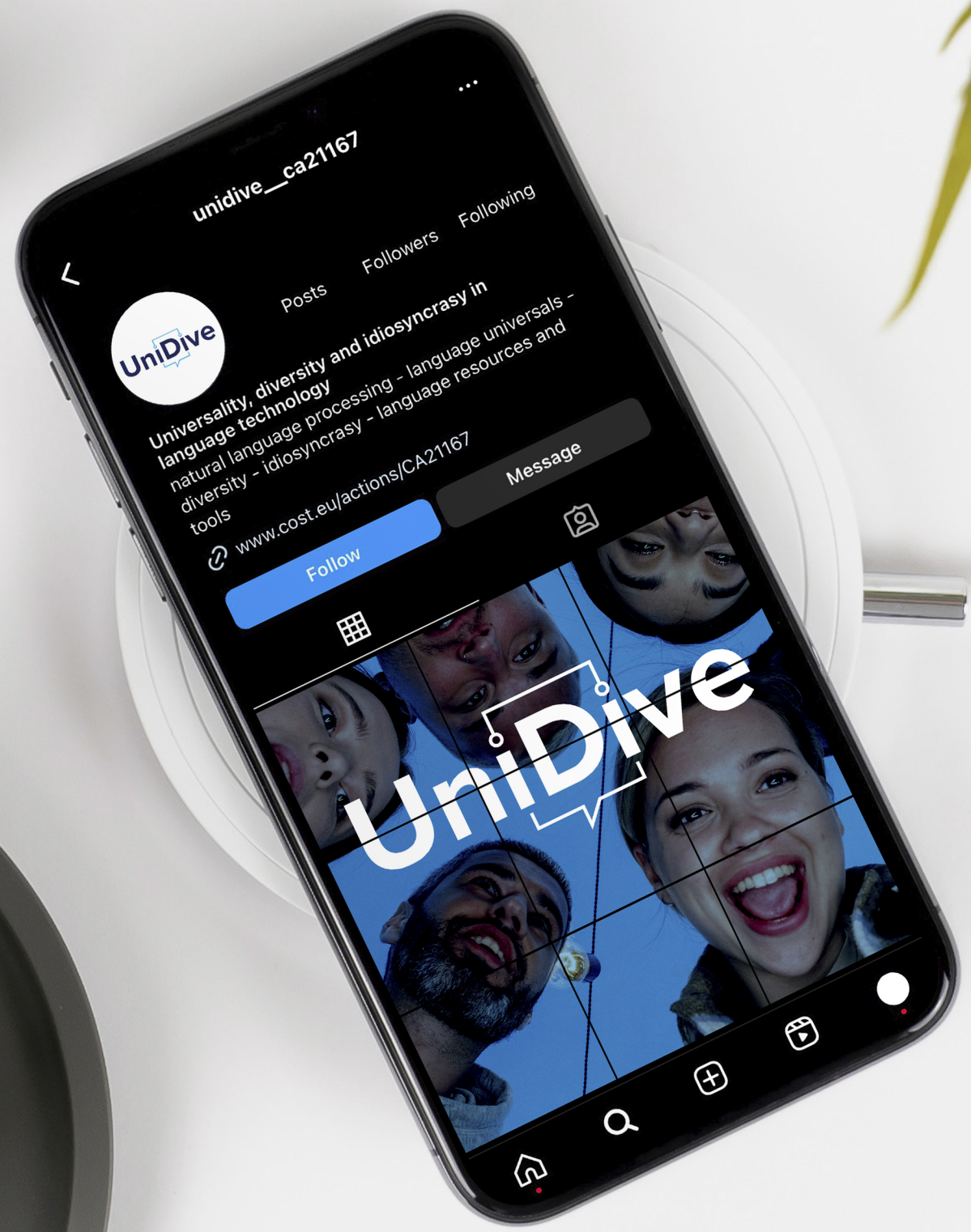
**1 2 3 4 5 6 7 8 9 0**

Typeface : Proxima Nova



# APPLICATIONS









PRUSA

# Unidive

Uniwersytet 01

Magazines Guides  
Dictionaries

STRÖER

MIŁOŚĆ  
ISTNIEJE  
ZAWSZE

1344

GODZINA „W”

Logo design & brand identity : Mahfuz Rahmaan  
Photo : pexels.com, Mockup : mrmockup.com