

# 2019 UNREAD MEDIA REBRANDING





Old logo



New logo



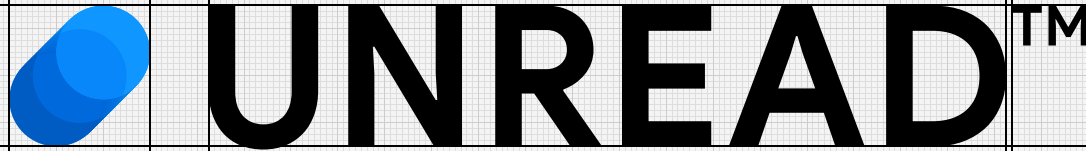












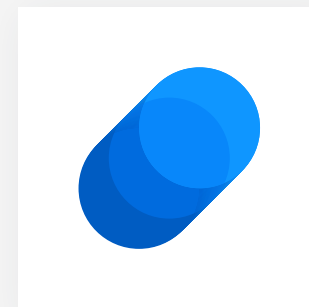


The primary logo exists as a horizontal lockup, and this version should be used whenever possible.

## DOWNLOADS:



Unread logos



Icons

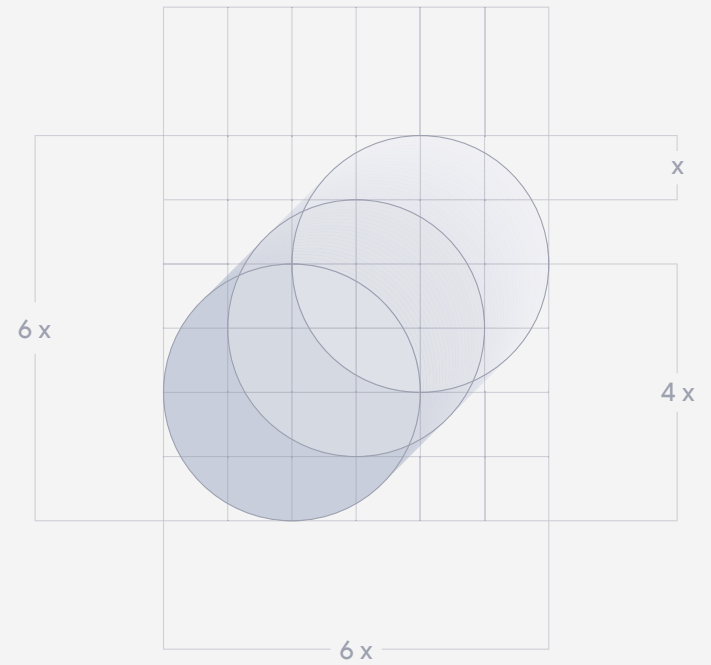




Icon ratio 10 : 6



Symbol construction:



● Background: 10 x    ● Symbol: 6x



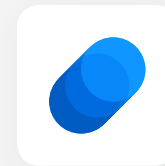
Used primarily as an app icon.



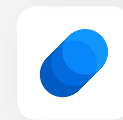
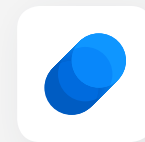
1024 px



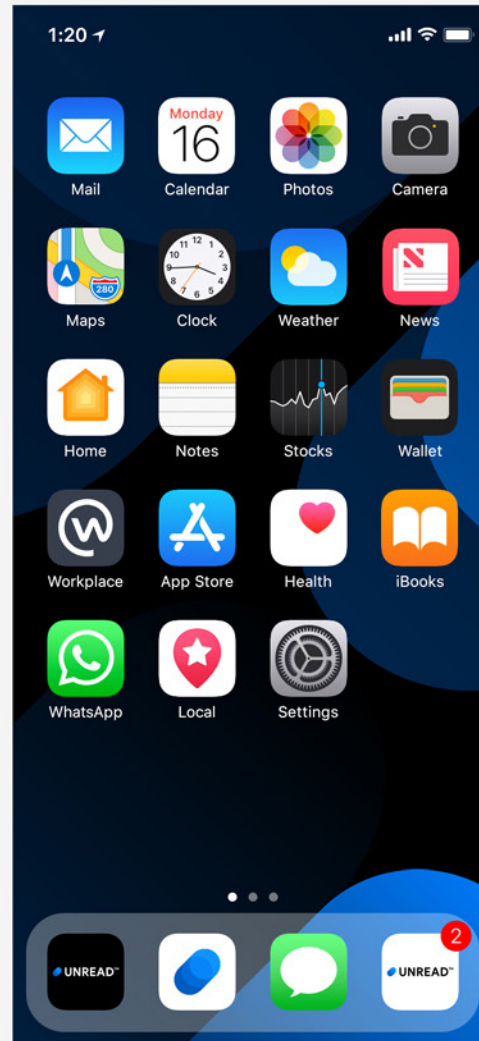
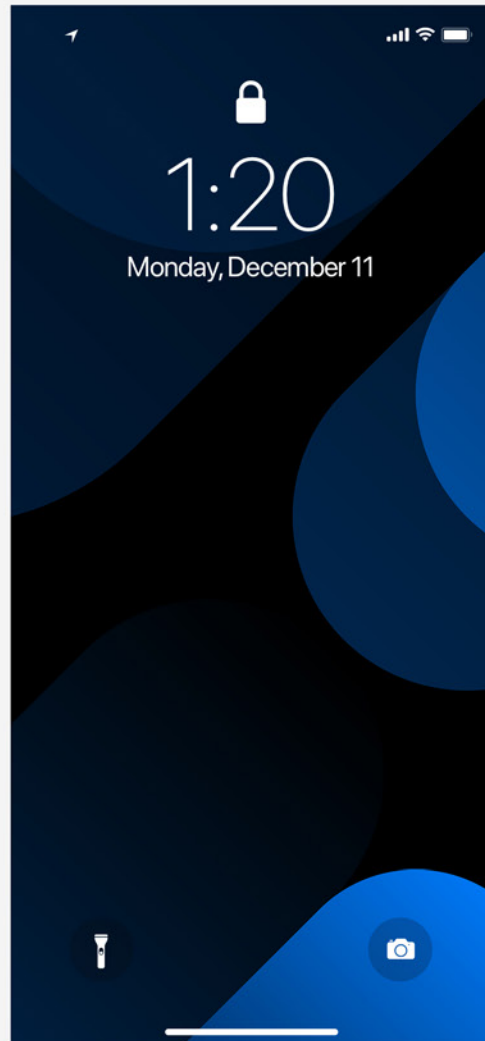
512 px



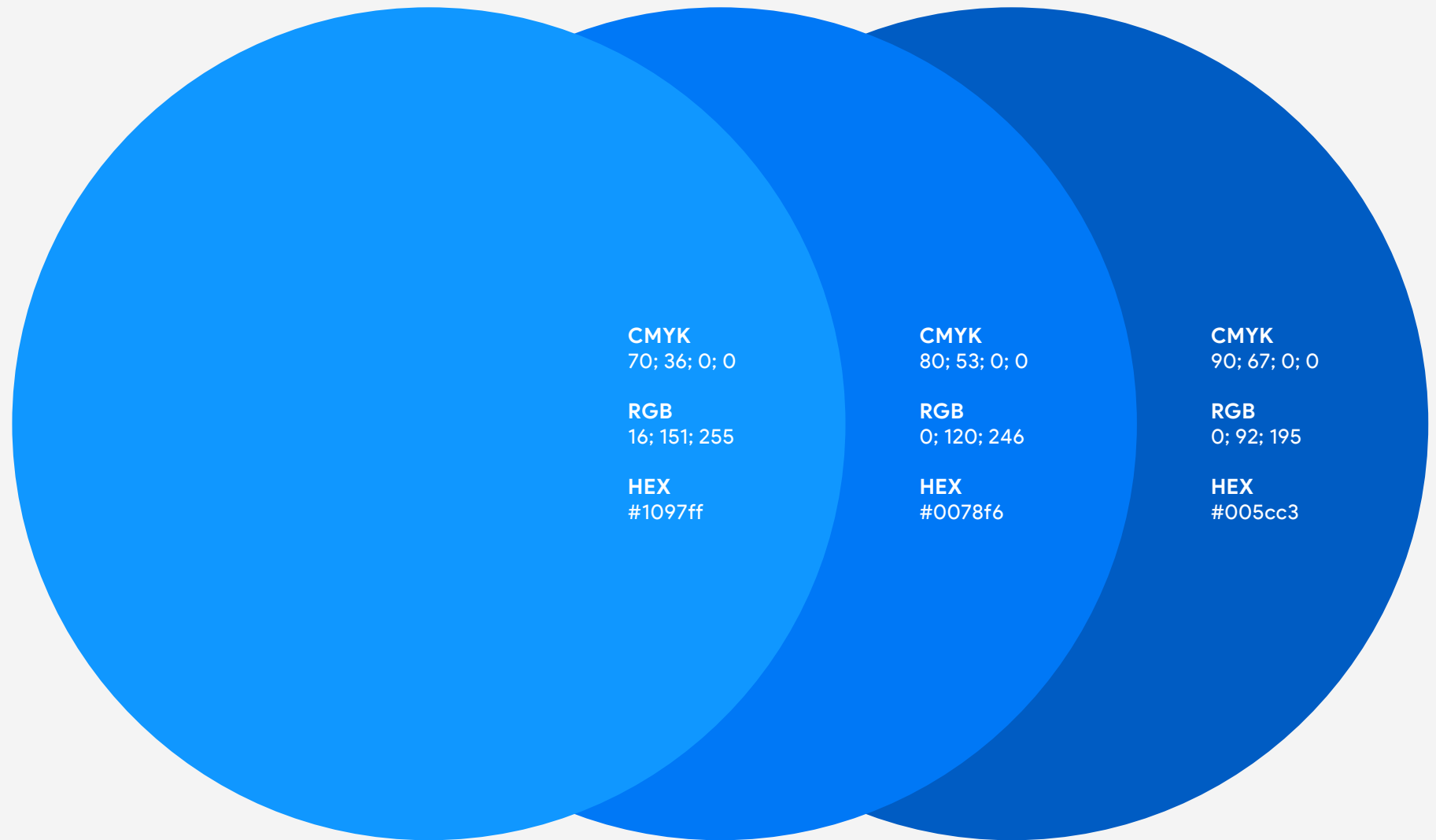
256 px













Our palette is pretty simple:  
Unread blue + Black & White



#1097ff



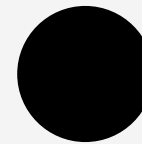
#0078f6



#005cc3



1097ff + 005cc3



#000000



#555555



#aaaaaa



#ffffff



We use Product Sans for Unread as our primary typeface.

## DOWNLOADS:

**Google** Product Sans

Product Sans



San Francisco

SF Pro Display



Roboto

Roboto





Primary typeface: Product Sans

Product Sans Regular  
Product Sans Bold

Secondary typeface: SF Pro Display

SF Pro Display Light  
SF Pro Display Regular

SF Pro Display Medium  
SF Pro Display Semibold

**SF Pro Display Bold**  
**SF Pro Display Black**

Secondary typeface: Roboto

Roboto Thin  
Roboto Light

Roboto Regular  
Roboto Medium

**Roboto Bold**  
**Roboto Black**



**Minimum Print Size**

width 25 mm  
height 3.5 mm

Minimum version:



Standard version:

**Minimum Digital Size**

width 75 px  
height 10 px

Minimum version:



Standard version:





 UNREAD™

□ 10 px

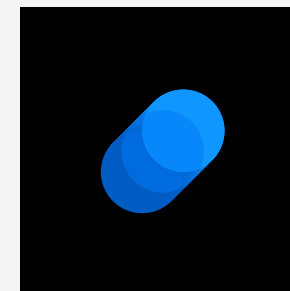
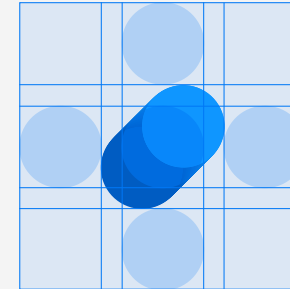
 UNREAD™ UNREAD™ UNREAD™ UNREAD™ UNREAD™ UNREAD™

] 60 px



### Clear Space

The minimum required clear space for the logo is defined by the measurement “circle” as shown.



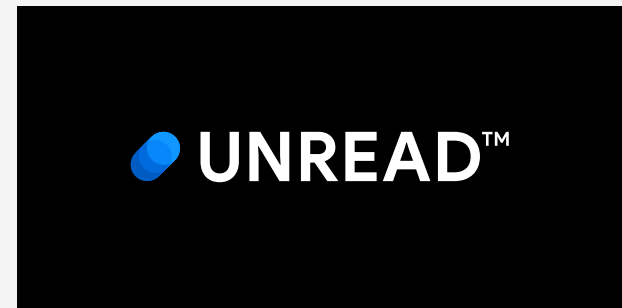


## Full-color positive



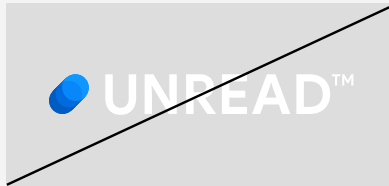
Background:  + Logo:  

## Full-color negative



Background:  + Logo:  

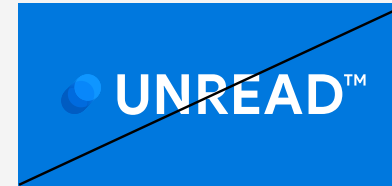




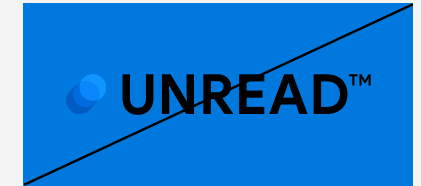
Light background + White logo



Dark background + Black logo



Similar blue background #1



Similar blue background #2



Recolor



Reinvent



Retype



Rearrange



Distort



Use transparency



Rotate



Apply effects



**Unread Media**



The “U” and the “M” are always capitalized.

**UNREAD MEDIA**



All capitalized.

**#UnreadMedia**



When using with hashtag.

**unread.media**



Domain name.

**UnreadMedia**



**Unread media**



**unread media**



**unreadmedia**





 **UNREAD™** Podcast

 **UNREAD™** Podcast

 **UNREAD™** Experiences

 **UNREAD™** Experiences

 **UNREAD™** Content

 **UNREAD™** Content

 **UNREAD™** Community

 **UNREAD™** Community

 **UNREAD™** Story

 **UNREAD™** Story



# THANKS FOR SCROLLING

Unread Media  
Rebranding

2019  
Version 2.0



hello@unread.media  
www.unread.media

