





# HELLO!

## **UNUMBIO BRANDBOOK.**

This manual gathers the essential tools for the correct use and graphic application of the Unumbio brand in all possible expressions.

It has been designed with the needs of all those persons responsible for interpreting, articulating, communicating and applying the brand in its different areas.

The correct use of the Unumbio brand will contribute to achieving the objectives of identification and reinforcement.

# **Content.**

**About Unumbio.**

**Assets.**

**Corporate Elements.**

**Applications.**

# ABOUT UNUMBIO:

## STORYTELLING

AI-enabled. Ready to use.

Unumbio is associated with +120 IP law firms covering about 200 jurisdictions. With their assistance and our expertise, we can provide and improve IP-related information from almost any authority, overcoming all logistical, political, cultural, technological, and content management challenges our customers may face.

Unumbio, a leading CaaS (content-as-a-service), delivers industrial property ('IP') and related worldwide content while maintaining competitive costs and the highest quality standards. We offer data improvement services and extensive datasets ready to be licensed to our customers.

Unumbio is the perfect match for companies looking to expand, improve, or even build a collection of IP-related content from scratch for a wide range of applications.

Thanks to our professional team, industry expertise, and unique proprietary and innovative software platform, our customers outsource their data development and updating efforts to Unumbio, reducing costs, improving the quality of their services, and freeing up resources to focus on business growth.

We created global IP publications jointly with LexisNexis and Oxford University Press, and today, we serve the world's leading IP service providers.

We back up every dataset with outstanding technical and content support.

Discover how Unumbio can help you too.

# ABOUT UNUMBIO:

## VISION AND MISSION

**RESPONSABILITY**

**FOCUSED ON  
QUALITY**

**HONESTY**

**INNOVATION**

**CUSTOMER-  
ORIENTED**

**ADAPTABILITY**

# ASSETS:

ORIGINAL



ALTERNATIVE



DUO TONE



## CORRECT USES:

POSITIVE



To keep the logo's legibility, use the positive version on dark backgrounds and the negative version on white/light backgrounds.

NEGATIVE



**CORRECT USES:**

 **unumbio**

 **unumbio**

 **unumbio**

 **unumbio**



# CORRECT USES:



INCORRECT USES:

 unumbio

 unumbio

 unumbio

 unumbio

 unumbio

 unumbio

 unumbio

 unumbio

 unum

 bio

 unumbio

 unumbio



CORPORATE  
COLORS

#FCDE5E

#FFFFFF



#2A234C

**WEB**

[www.unum.bio](http://www.unum.bio)

#61256A



#3AABFF



#373430

#222221



**THANK YOU**