

unifesto

BRAND GUIDELINES · OCTOBER 2026

Run the whole event. Not just the ticket page.

Boilerplate (use as written)

Unifesto is an event platform for clubs, communities, institutions and startups in India. Organisers run ticketing, QR check-in, payouts, certificates, sponsors and hackathon judging from one Space. Attendees discover events, register and carry their pass in the Unifesto app.

Tagline

Optimize.
Organize.
Elevate.

Name

Always **Unifesto**: one word, capital U in text. Never UniFesto, UNIFESTO or Uni Festo. The lowercase form belongs to the logo only.

The wordmark

The wordmark 'unifesto' is displayed in a white, lowercase, sans-serif font. It is centered within a dark gray rounded rectangle. The letters are clean and modern, with a consistent weight throughout.

Silver on dark. The primary logo.

Clear space. Keep empty space around the wordmark at least the height of its "u" on every side. Nothing else enters that zone.

The wordmark 'unifesto' is displayed in a black, lowercase, sans-serif font. It is centered within a light gray rounded rectangle. The font style is identical to the one shown in the dark background version.

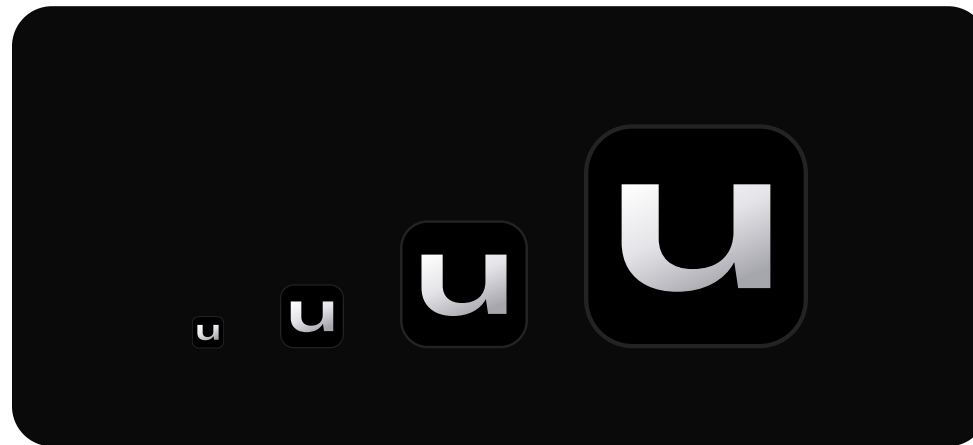
Ink (#111113) on light.

Minimum size. 96 px wide on screen, 25 mm in print. Below that, use the symbol.

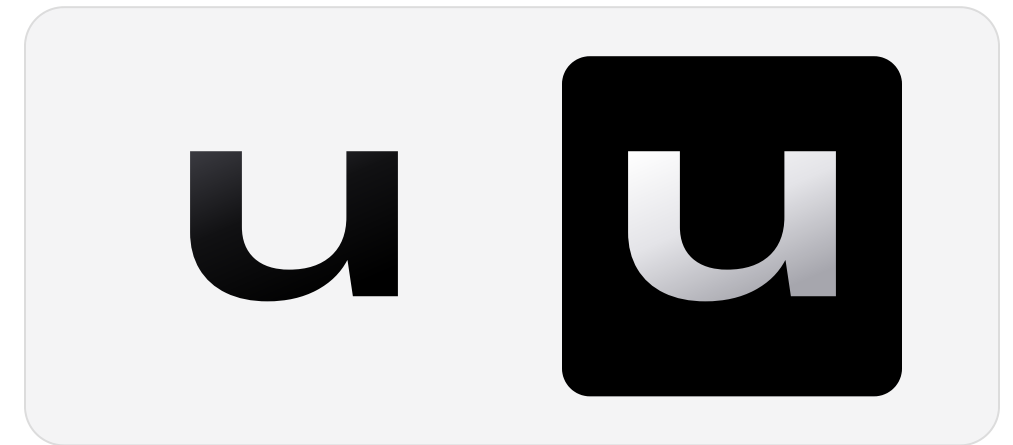
The u



App icon. Silver u, starlight and horizon on black.



Favicon and small sizes: tile and u only, no stars or horizon.



The symbol alone: avatars, stickers, merchandise, and anywhere the wordmark would fall below its minimum size.

The u is the first letter of the wordmark, unchanged. Use it when the brand is already named nearby (an app grid, a profile photo), and the full wordmark everywhere else.

Monochrome cosmos

Everything is night: black ground, light type, one silver accent. Light surfaces flip the same roles. No brand blue, no second colour.



Night
#000000



Night 2
#0A0A0B



Silver
#FFFFFF → #A6A6AD



Paper
#ECECEE



Muted
#8A8A90



Ink
#111113

Two typefaces

Display · Michroma (Google Fonts)

Aa Bb 123

One event, two sides of the door.

Headlines only. One weight; never bold or condensed.

The wordmark is drawn artwork, not typed text. Always use the supplied files.

Text · Hanken Grotesk (Google Fonts)

Aa Bb 123

Find events near you, register in a few taps, and walk in with the pass on your phone.

Body, UI and captions. Light 300 to Semibold 600.

Keep the mark as it is



Stretch or squash it



Recolour it (including the old blue)



Rotate or tilt it



Put silver on a light background



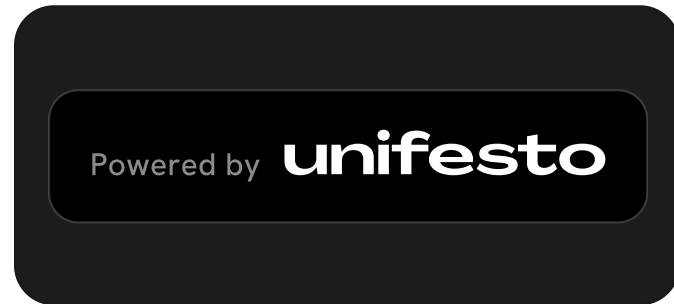
Add glows, shadows or outlines



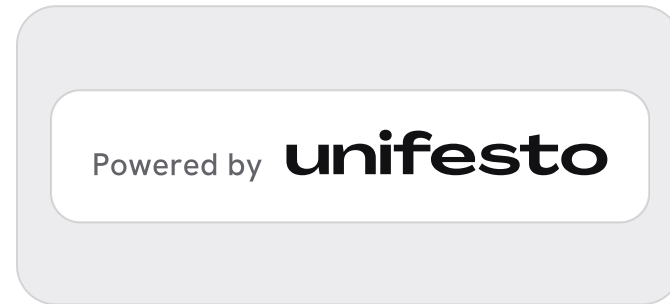
Retype it in another font

For events run on Unifesto

Organisers can show the badge on event pages, posters, standees and sponsor walls. Use the boxed badge on photos and busy backgrounds, and the one-colour version on a plain colour.



Dark badge



Light badge



White, on dark colours



Black, on light colours

Size. At least 120 px wide on screen and 30 mm in print. Stacked versions suit square spaces.

Place. Corners or the footer, with clear space of half the badge height. Never over faces or text.

Link. Online, link the badge to unifesto.app. The ready-made snippet is on unifesto.app/press.

On organiser posters



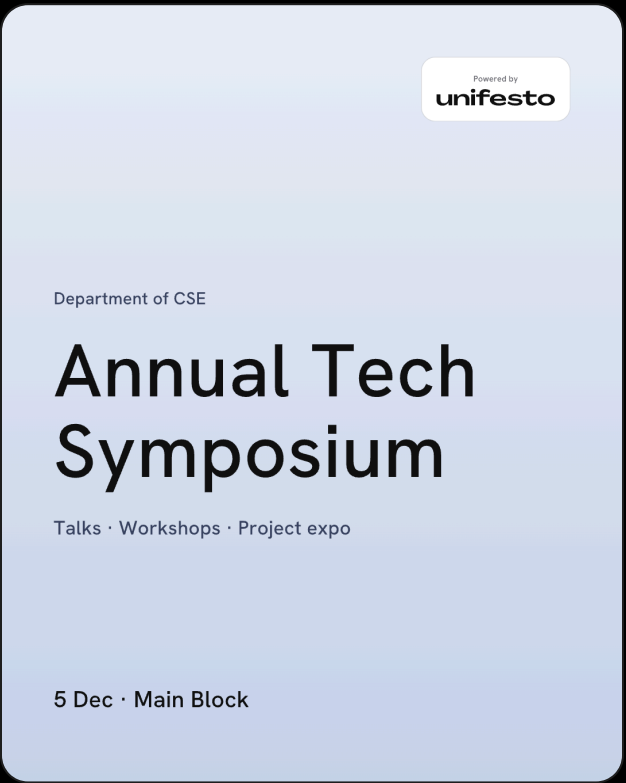
On a photo: boxed dark badge in a corner.



On a plain colour: one-colour white, in the footer.



On a light colour: one-colour black, beside sponsors.



Square space: stacked badge, top corner.

The badge signs off the organiser's poster. Their colours lead; the badge stays small and in a corner or the footer.

Stay, Huddle, Sprint and Orbit

Each product carries the wordmark with its name beside it. The lockup follows the logo's rules: silver on dark, ink on light, same clear space.

unifesto Stay

Unifesto Stay

unifesto Huddle

Unifesto Huddle · live online sessions

unifesto Sprint

Unifesto Sprint · hackathons

unifesto Orbit

Unifesto Orbit · campus programme

Name. In text, always the full name: Unifesto Huddle, never Huddle alone on first mention.

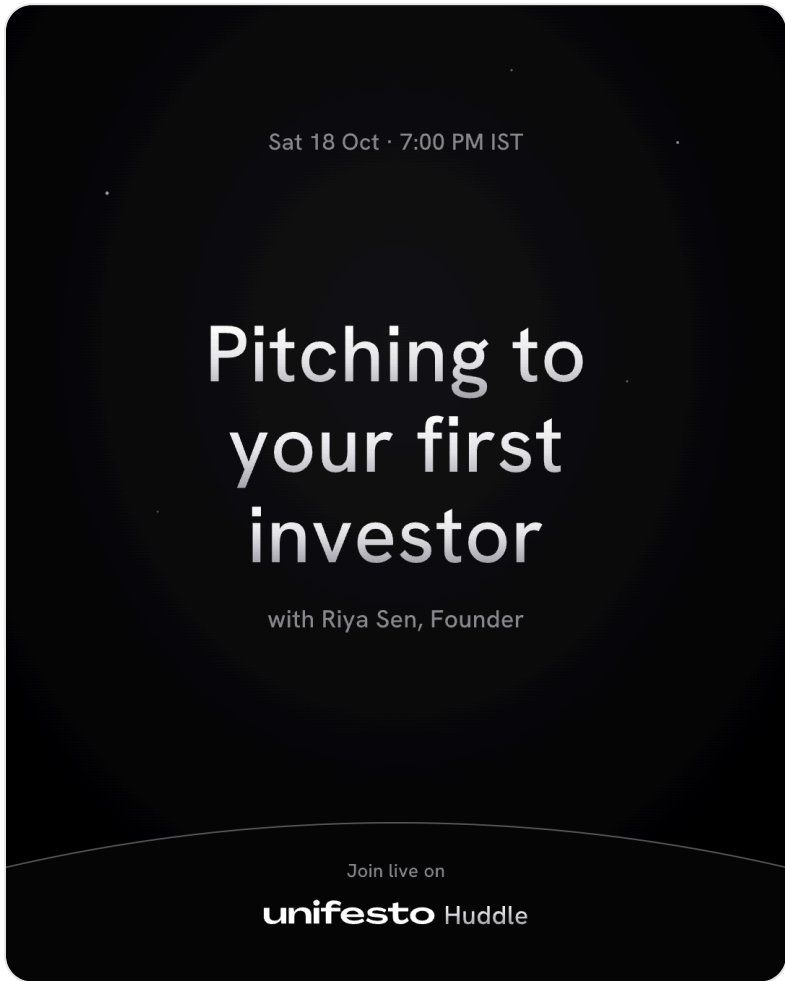
Build. Use the supplied lockup. Don't type a product name next to the wordmark yourself.

Size. At least 160 px wide on screen, 40 mm in print, so the name stays readable.

On session posters



Masthead: lockup top left, the session title leads.



Sign-off: content first, “Join live on” and the lockup at the foot.



Light: ink lockup top centre, with a hairline below it.

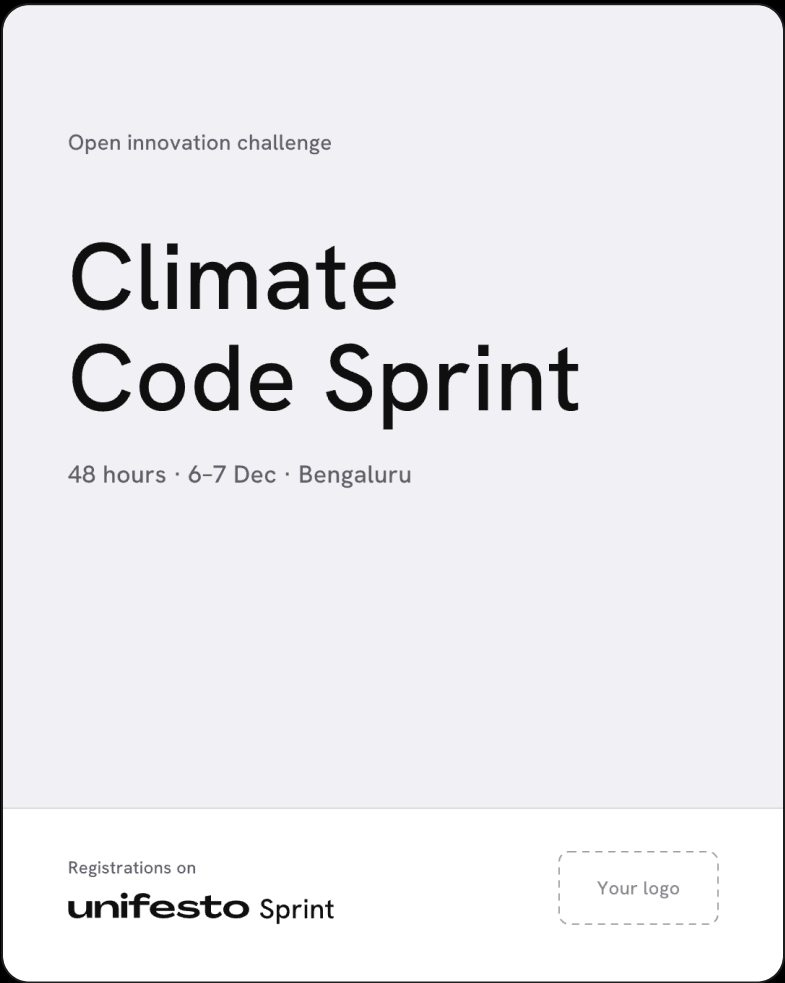
On hackathon posters



Headline: the lockup as the title, the hackathon name below.



Co-brand: the host's logo, x, then the lockup. Equal height.



Footer: "Registrations on" and the lockup beside sponsors.

QUESTIONS

Press & brand enquiries

support@unifesto.app

www.unifesto.app/press · Unifesto Private Limited, Hyderabad, India

unifesto

