UNITYONE AI™

BRAND IDENTITY STANDARDS

Brand Guidelines

How to present UnityOne AI and its product, Cerne™, the same way everywhere: the logo, color, type, voice and product names.

Version	Issued	Applies to
1.1	October 2026	All UnityOne AI communications

INTRODUCTION

About these guidelines

UnityOne AI sells one AI-driven control plane to people who run critical infrastructure. Our brand has to look as unified, precise and trustworthy as the platform promises to be.

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Who should use this

- ✓ Marketing teams producing web pages, brochures, flyers, datasheets and social posts
- ✓ Sales and solution engineers building decks, demos and proposals
- ✓ Product and design teams working on the Cerne™ UI and docs
- ✓ Partners, resellers and agencies presenting UnityOne AI

Source of truth

The logo colors come from the current UnityOne AI logo file. Messaging, product names and claims come from unityone.ai and approved product decks.

> The text-safe color variants, clear space and layout rules are recommended standards, based on the Resource Center collateral produced in 2026. Confirm them with UnityOne AI Marketing before treating them as final.

01 · BRAND FOUNDATION

Who we are

UnityOne AI™ is an agentic intelligence platform for ITOps management. Its product, Cerne™, helps enterprises simplify hybrid and multicloud operations.

Bring Agentic Intelligence to Cloud Operations.

Core claim: replace 50+ siloed tools with one AI-driven control plane to discover, observe, govern, optimize and autonomously operate hybrid and multicloud infrastructure.

Unified

One platform for data centers, private clouds and public clouds: DCIM, AIOps, HCMP, FinOps, GreenOps and GenAI in one place.

Agentic

AI agents that detect, investigate, decide, act and verify, built and extended with the Agent Builder.

Governed

Autonomy always comes with control: private LLMs, guardrails, human approval and audit trails.

Our product

Product	What it is
Cerne™	Agentic Cloud Management Platform to discover, monitor, manage and autonomously operate hybrid and multicloud.

Our audience

Audience	What they need from us	How we speak to them
Practitioners ITOps, cloud, data center, NOC and FinOps engineers	Real outcomes on real tools: discovery, correlation, remediation, cost and capacity	Direct, specific, no fluff
IT leaders CIOs, VPs of infrastructure, heads of cloud	Fewer tools, lower cost, faster resolution and control over AI	Outcome-first, evidence-led
Finance, risk and sustainability	Cost accountability, governance, data sovereignty and carbon reporting	Precise and reassuring

02 · LOGO

The UnityOne AI logo

The logo is a single-line wordmark: “UNITY” in Logo Indigo, “ONE” in Logo Gray, followed by the “AI” mark in indigo and a ™ symbol.

Primary logo. Use it on white. This is the default for all materials.

Clear space

Keep a clear zone on every side equal to the height of the letter “U” (X). Nothing else, including text, edges and other logos, goes inside it.

Minimum size

Use	Print	Digital
Full logo with ™	30 mm wide	120 px wide
Page header	about 8.5 mm high	32 px high

Product lockup

Cerne™ has its own lockup with the descriptor “Agentic Cloud Management”. Use it on product covers, with the UnityOne AI logo in the page header.

> The current master files are raster images. Ask Marketing for vector (SVG or EPS) files before producing large-format or high-resolution work.

03 · LOGO USAGE

Using the logo correctly

The logo works best with plenty of white space around it. Keep it unaltered, in its original colors, on white or a very light panel.

USE Full-color logo on white. This is preferred.

USE On the very light Panel color (#F7F7FC).

> “ONE” is gray, so the full-color logo only works on white or very light backgrounds. No approved version for dark backgrounds exists yet. Request one from Marketing rather than making your own.

Don’t

DON’T Stretch or squash it

DON’T Recolor or swap the colors

DON’T Rotate or tilt it

DON’T Put it on dark backgrounds (“ONE” disappears)

DON’T Put it on brand or mid-tone colors

DON’T Add shadows, glows or effects

Also don’t retype “UNITYONE AI” in a font, write it as “UnityOne.AI” in a logo position, drop the ™, rearrange the parts, or put the logo on a photo without a solid white panel behind it.

04 · COLOR

Color

Two colors come from the logo: Logo Indigo and Logo Gray. Indigo is the brand's signature; use it as a highlight on a clean white page with dark, readable text.

Logo colors

Logo Indigo
"UNITY" and the "AI" mark
`#625AFF` · `RGB 98 90 255` · 4.7:1 on white

Logo Gray
"ONE" and ™
`#58585A` · `RGB 88 88 90` · 7.1:1 on white

Collateral produced in 2026 uses #6058FC for Logo Indigo. It is visually identical and may be used interchangeably; new work should use #625AFF.

Text-safe colors and neutrals (recommended)

Deep Indigo
Eyebrows, links, key figures
`#4B44D6` · 6.8:1

Midnight Indigo
Headings
`#1E1B4B` · 16.0:1

Ink
Body text
`#1F2328` · 15.8:1

Gray
Secondary text, captions
`#585858` · 7.1:1

Indigo Tint
Icon tiles, highlights
`#EEEDFF` · background only

White
Page background
`#FFFFFF` · always

Supporting colors for charts and status

Teal
Second chart series
`#0E9F9A` · 3.3:1; graphics only

Success Green
Outcomes, "use" labels
`#12805C` · 4.9:1

Alert Orange
Problems, "don't" labels
`#C2410C` · 5.2:1

Rules. Indigo covers no more than about 10% of a page. Never set body text in Logo Indigo, Teal or tints. Buttons use Logo Indigo with white text (4.7:1). Panels use #F7F7FC with #E2E1EE borders.

05 · TYPOGRAPHY

Typography

Helvetica is our typeface for everything: headings, body text, tables, UI and key figures. One family, two weights, keeps every page clean and consistent.

HEADINGS, KEY FIGURES, BUTTONS

Helvetica Bold

Aa Bb Cc 0123456789

Bold 700 for headings and figures

BODY, TABLES, UI

Helvetica

Aa Bb Cc 0123456789

Regular 400 · Bold 700 for emphasis · monospace only for code

Type scale (documents)

H1 · Helvetica Bold · 28pt	**One platform. Every cloud.**
H2 · Helvetica Bold · 18pt	**Meet the FinOps Agent**
H3 · Helvetica Bold · 12pt	**Governed remediation**
Lead · Helvetica Regular · 11–12pt, Gray	Cerne™ brings every site and cloud into one view.
Body · Helvetica Regular · 10.4pt / 1.55	Agents detect, investigate, decide, act and verify, within the guardrails you set.
Key figure · Helvetica Bold · 20–26pt	**50+ tools replaced**
Eyebrow · Helvetica Bold · 9pt caps	AGENTIC CLOUD MANAGEMENT
Caption · Helvetica Oblique · 8.8pt	*Results as published on unityone.ai.*

Rules

- ✓ Use sentence case for headings. Highlight one short phrase per headline in Deep Indigo.
- ✓ Left-align text and never justify it. Body text is Ink on white.
- ✓ No gradient or outlined text, and no all-caps headlines (eyebrows only).
- ✓ If Helvetica isn’t available, for example in Office files you send out, use Arial.

06 · VOICE AND NAMING

Voice, tone and naming

We sound like an experienced infrastructure architect: confident, plain-spoken and evidence-led, and always clear about who stays in control.

Clear over clever

Plain words for technical and non-technical readers. Explain the outcome first, then the feature.

Evidence-led

Every number has a source and its qualifier. No superlatives without proof.

Control first

Pair autonomy with governance every time: guardrails, approvals, audit trails.

Write it like this

USE	AVOID
“Replace 50+ siloed tools with one AI-driven control plane.”	“The only platform you’ll ever need.”
“Up to 85% of L1/L2 incidents resolved autonomously, in a published enterprise ITOps case study.”	“AI fixes everything automatically.”
“You set how much the agent does alone. Every action is logged.”	“Fully autonomous AI that replaces your team.”

Company and product names

Correct	Notes
UnityOne AI	The company. Capital U and O, a space before “AI”. Not “Unityone.Ai”, “UnityOne.AI” or “Unity One”. Add ™ on first prominent use.
Cerne™	Title case in text; “CERNE” only in logos. Descriptor: Agentic Cloud Management Platform.
DCIM · Multicloud AIOps · HCMP · FinOps · GreenOps · GenAI	Cerne™ modules. Spell exactly as shown; spell out on first use for non-technical readers.
Agent Builder · Skill Builder · Workflow Designer	Title case. Agents: FinOps, CloudOps, Database, Security, Patching and ITSM Agent.
www.unityone.ai	Lowercase in running text. The footer line is “© Copyright 2026 By UnityOne AI | www.unityone.AI”.

07 · LAYOUT, IMAGERY AND CLAIMS

Layout, imagery and claims

Every page should look calm, structured and easy to scan: white space, one idea per section, and real product proof.

A4 · 15–16 mm margins · white background

50+

Key-figure card

Page anatomy

- ✓ Header: the logo about 8.5 mm high on the left, the section or document type on the right, a thin divider underneath
- ✓ An eyebrow and a short indigo bar above every H1 or H2
- ✓ A lead paragraph in Gray that states the outcome in one or two sentences
- ✓ Key figures in Deep Indigo on cards with an indigo top rule, each with its qualifier
- ✓ Footer: “© Copyright 2026 By UnityOne AI | www.unityone.AI”; last page ends with “Enter Playground” and “Contact Us”

Imagery

- ✓ Lead with real Cerne™ screenshots, large and uncropped where possible, on white with a thin Line border
- ✓ Blur customer names, emails and account IDs before publishing
- ✓ Icons and diagrams: line icons in Deep Indigo on Indigo Tint; flat shapes on white, indigo for UnityOne AI, green for outcomes; no stock robots or glowing brains

Claims and proof

Approved claim	Source and qualifier
Replaces 50+ siloed tools; the industry’s most comprehensive AI-driven cloud management platform	unityone.ai home and Cerne pages
Leader and Outperformer, GigaOm Radar for CMPs 2025	Name the report and year every time
40–60% lower operational overhead · 3x productivity · 50–70% faster detection and resolution	unityone.ai home page; present as published ranges
Up to 85% L1/L2 autonomous · 20–30% lower MTTR · 25–35% lower cloud cost	Published case studies; add “results vary by environment”

Accessibility: body text at least 4.5:1 contrast, large text at least 3:1; never use color as the only signal. Illustrative scenarios must be labeled as such and carry no invented numbers.

08 · QUICK CHECKLIST

Before you publish

Go through this list before any UnityOne AI material reaches a customer, partner or the public.

✓	Area	Check
☐	**Logo**	The current UnityOne AI logo, unaltered, with ™, on white or Panel.
☐	**Size and clear space**	At least 30 mm (print) or 120 px (digital) wide, with X of clear space all round, sharp, not pixelated.
☐	**Background**	Pages are white. No dark or mid-tone backgrounds behind the logo or body text.
☐	**Color**	Indigo used as an accent only; body text in Ink; Teal and tints never for text.
☐	**Contrast**	Body text passes 4.5:1; check every color on its background.
☐	**Typography**	Helvetica throughout (Arial fallback), sentence case, left-aligned.
☐	**Names**	UnityOne AI, Cerne™ and module names spelled as on page 8.
☐	**Claims**	Every figure matches unityone.ai or a published case study and carries its qualifier.
☐	**Privacy**	Customer names, emails and IDs blurred in screenshots.
☐	**Footer and CTA**	Copyright footer on every page; Enter Playground and Contact Us at the end.

UNITYONE AI™

Questions or asset requests

Contact UnityOne AI Marketing at marketing@unityone.ai for vector logo files, a dark-background version, templates and approvals. More information is at unityone.ai.