UNFLD

Open cell

VISUAL IDENTITY

Unfolding the Future

Edition 01 / November 2026



Two folds, one direction.

“Hive mind” was how the former CTO described his partnership with UNFLD’s founder. They would arrive at the same conclusion before even speaking.

The two bands echo the angle of a honeycomb cell. The space between the folds draws the U in UNFLD.

SYMBOL GEOMETRY



OPEN CELL

30°

The UNFLD logo





Single color / documents and print



Symbol / where the name is already visible

Space and scale



U = total width of the symbol

CLEAR SPACE

Keep ¼ of the symbol’s width clear on each side of the symbol or lockup.

MINIMUM WIDTH

Symbol
24 px / 6 mm

Lockup
96 px / 26 mm

For the 16 px favicon, use the version with a wider gap.

COLOR PALETTE

Honey on ink

Honey identifies the brand and primary action. Ink anchors the dark background.

Honey	Ink	Paper	Slate	Ochre
#EBA937	#181B18	#F5F3EB	#555C56	#805113
Brand and action	Digital background	Reading	Secondary text	Links on light

TEXT CONTRAST

8.49:1	15.64:1	6.09:1	6.19:1
Honey + Ink	Ink + Paper	Ochre + Paper	Slate + Paper

BARLOW CONDENSED / SEMIBOLD

Unfold.

Short headlines and brand covers.

Display 72 / 72 px

SOURCE SANS 3 / REGULAR AND SEMIBOLD

We design systems alongside the teams who will use them.

São Paulo · action · agency · 0123456789

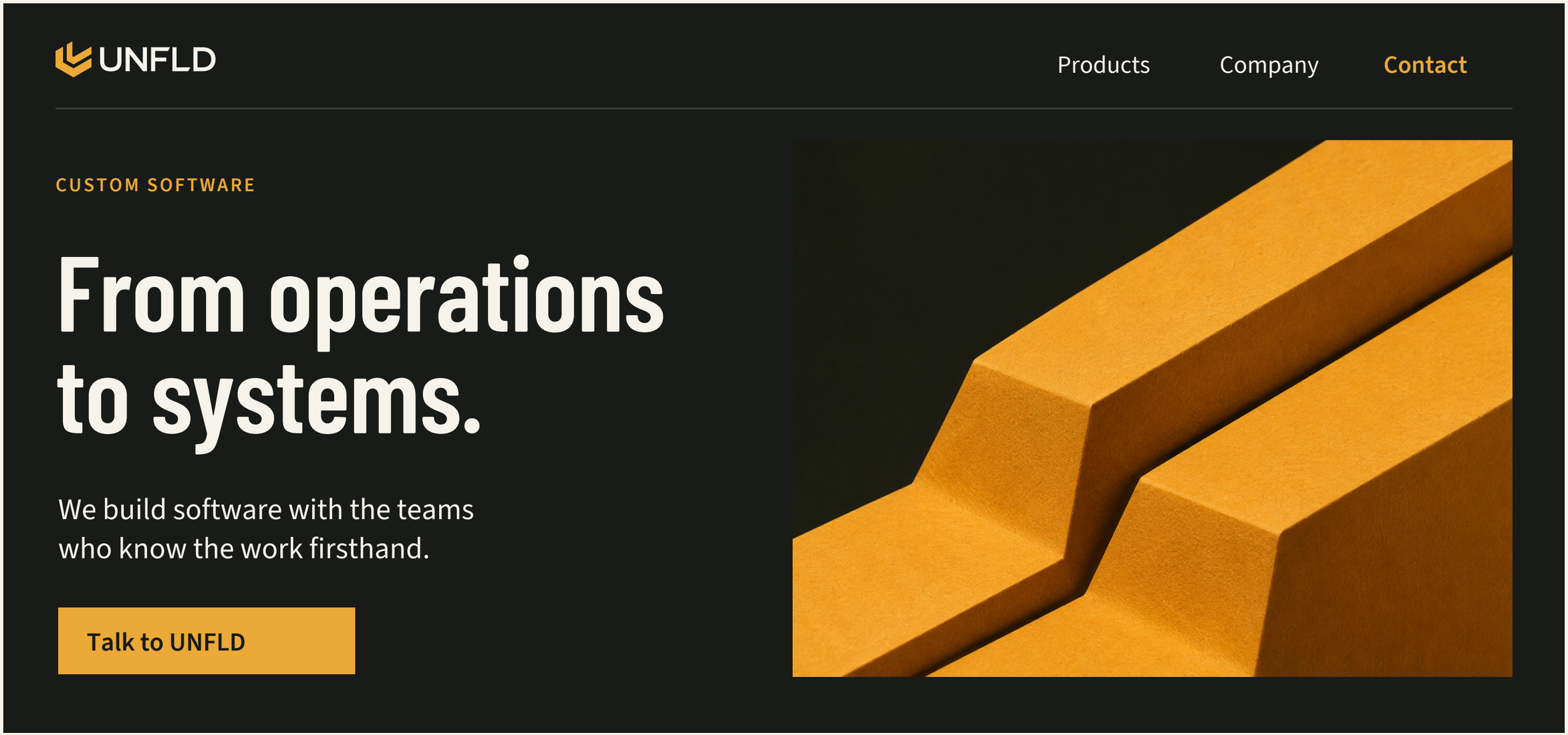
Digital body 18 / 27 px

EDITABLE DOCUMENTS

Arial is used in the Word proposal template.

11 pt body text on A4.
Black on white paper.

UNFLD on screen



Custom software page example. Short headlines and one primary action in honey.

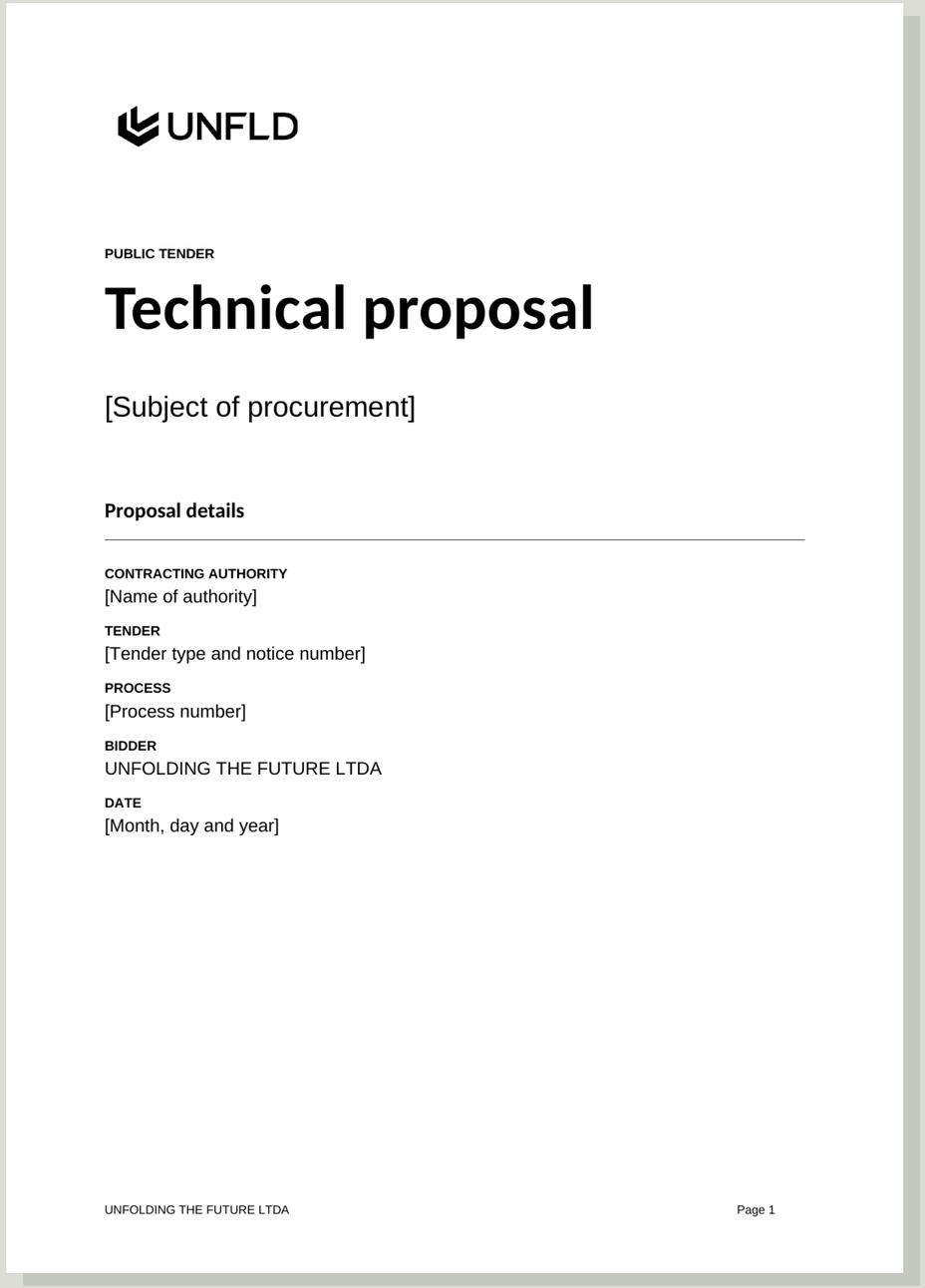
INSTITUTIONAL APPLICATION

Technical proposal

In a public tender, readers need to find the subject, the authority, and the tender number on the first page.

Use the black logo and full legal name.
If the tender specifies a required format, follow the contracting authority’s format.

A4 TEMPLATE / WORD



UNFLD

PUBLIC TENDER

Technical proposal

[Subject of procurement]

Proposal details

CONTRACTING AUTHORITY
[Name of authority]

TENDER
[Tender type and notice number]

PROCESS
[Process number]

BIDDER
UNFOLDING THE FUTURE LTDA

DATE
[Month, day and year]

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