



September, 2026

Brand Guidelines

CONTENTS

- 0 Overview
- 1 Brand
- 2 Colour
- 3 Typography
- 4 Illustrations

Overview

These brand guidelines explain how to use the Universal identity with confidence and clarity.

These guidelines demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our identity, colour palette, illustrative and typographic style form a distinct framework for Universal's brand which helps us to present our brand consistently and effectively.



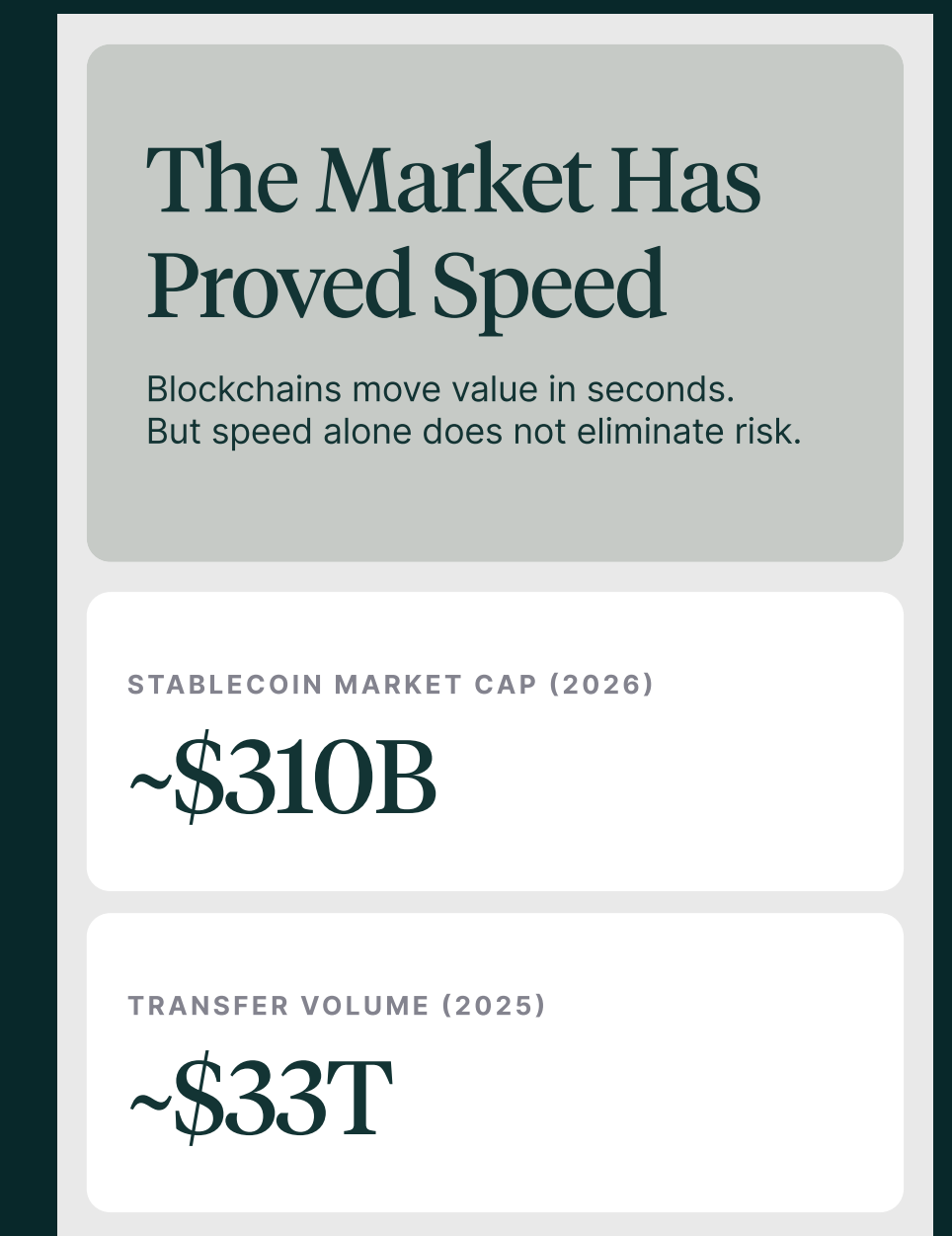
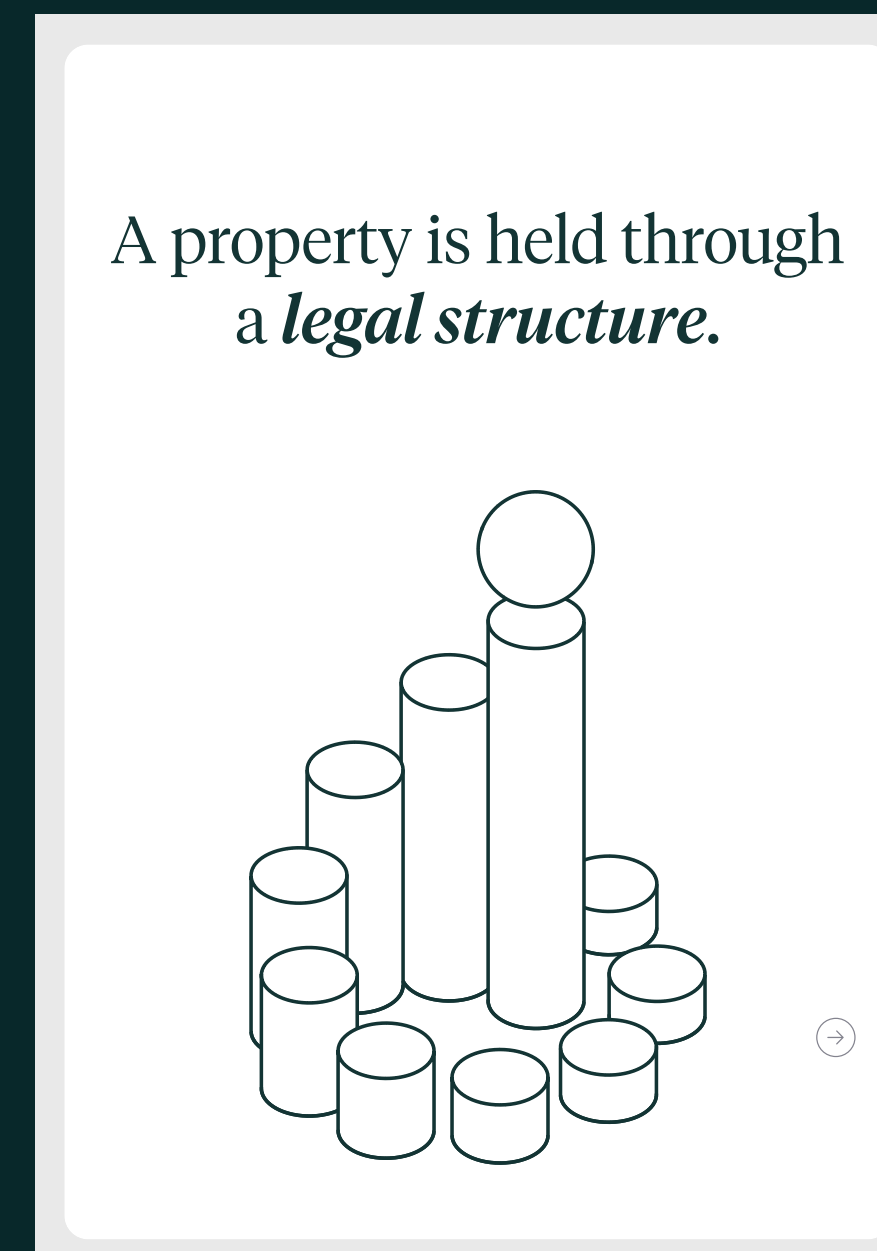
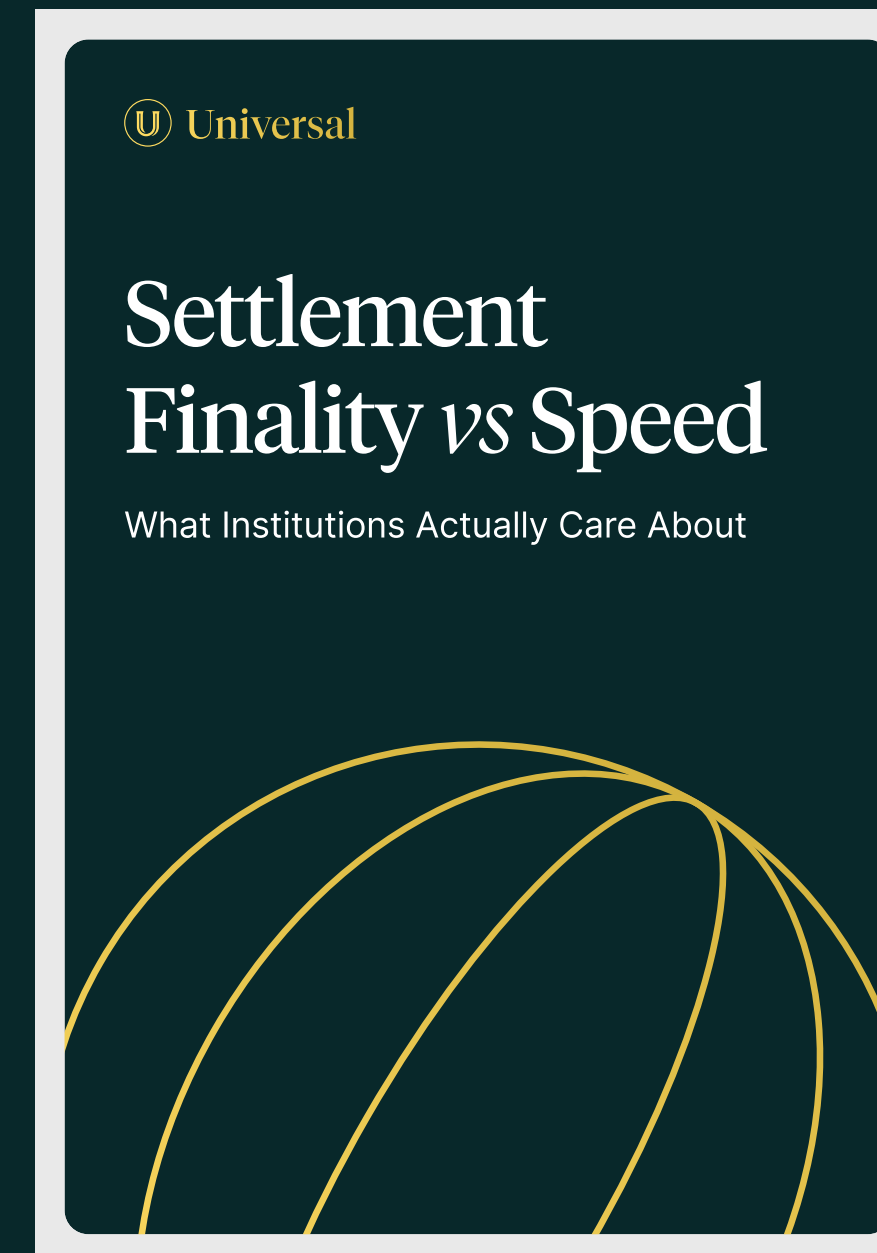
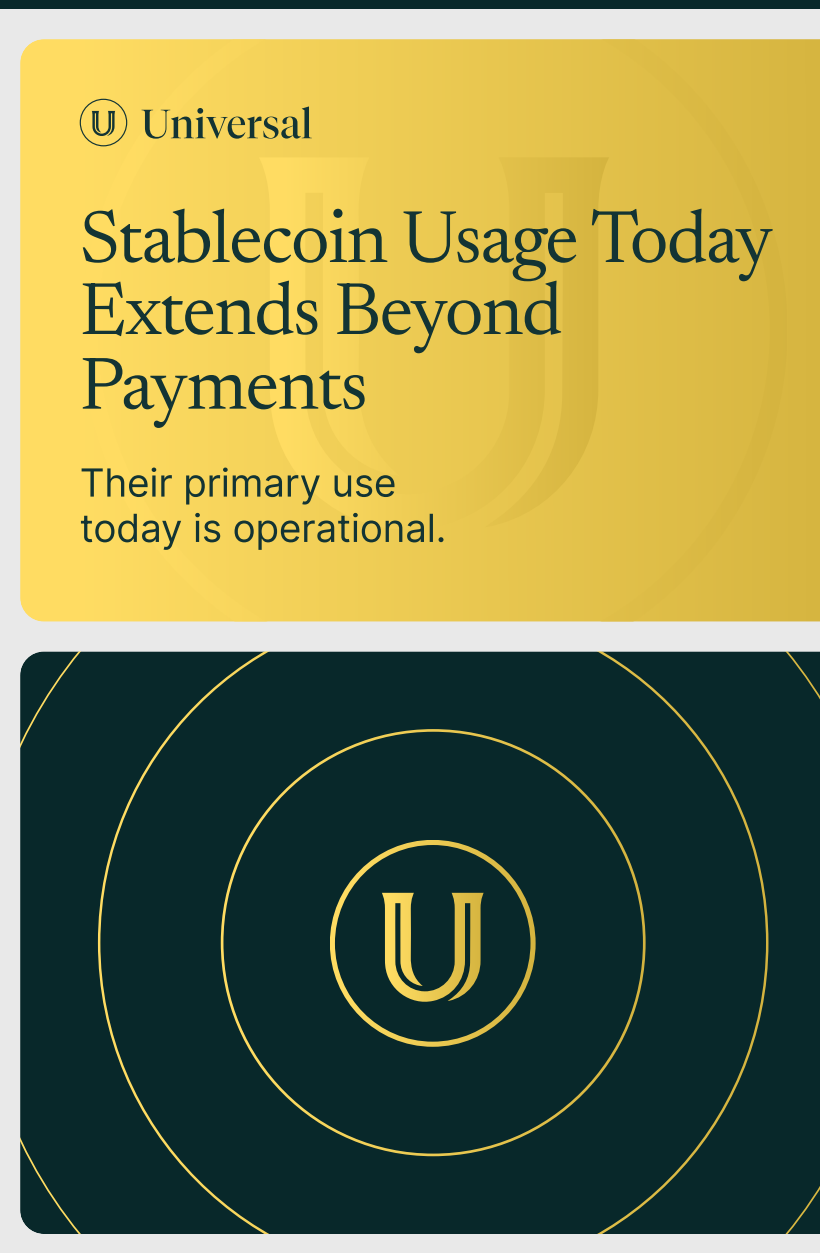
Visual Direction

Universal's visual direction can be described as strong, bold, iconic, aspirational and sophisticated.

A combination of light and dark visuals with an eye-catching, calm and limited use of colour to convey an established yet modern brand.

Negative space is used to give breathing room to all of the elements in a layout and to achieve good visual hierarchy. Good use of spacing makes the UI breathe and the user feels more comfortable exploring it.

Bold, large headlines. Modern, serious, serif typography with good readability.



SECTION 01

Brand

Brand System

The Universal brand identity consists of four elements:

- Primary Brandmark
- Secondary Brandmark
- Logomark
- Tertiary Brandmark

Each element within the brand system is used in different situations - though if in doubt, use the Primary Brandmark for instant recognition.



Primary Brandmark

Used as the Primary Brandmark in the hierarchy, applied in the first usage instance, or when immediate brand recognition is key.



Secondary Brandmark

Used to represent Universal's dollar backed stablecoin USDU when applicable.



Logomark

The iconic signifier of the brand, the Logomark is meant to be the recognizable mark of Universal and its stablecoin USDU.



Tertiary Brandmark

Used in select instances where both USDU and Universal need equal representation. To be used sparingly.

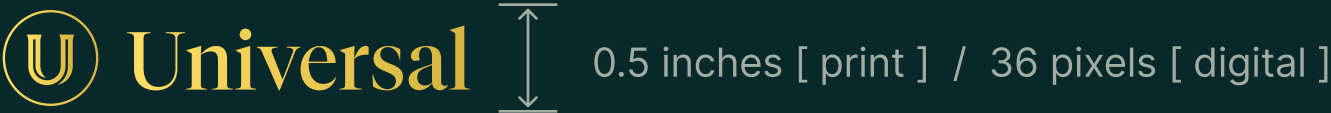
Space & Size

Minimum Space

The minimum clear space around the Brandmarks should be no less than the width and height of the ‘U’ Logomark within the lockup.

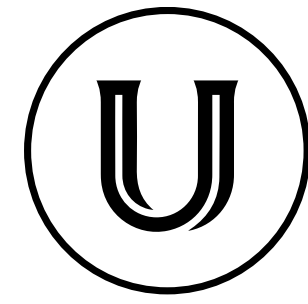
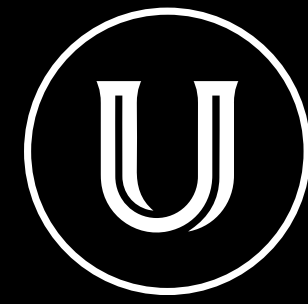
Minimum Size

The Brandmarks should not be scaled below the specified minimum size to ensure its integrity and legibility are maintained.



Variants and Colours

Brandmarks should be only used in the colour pairings as shown on the right. The logo should be never squished, stretched or rotated.



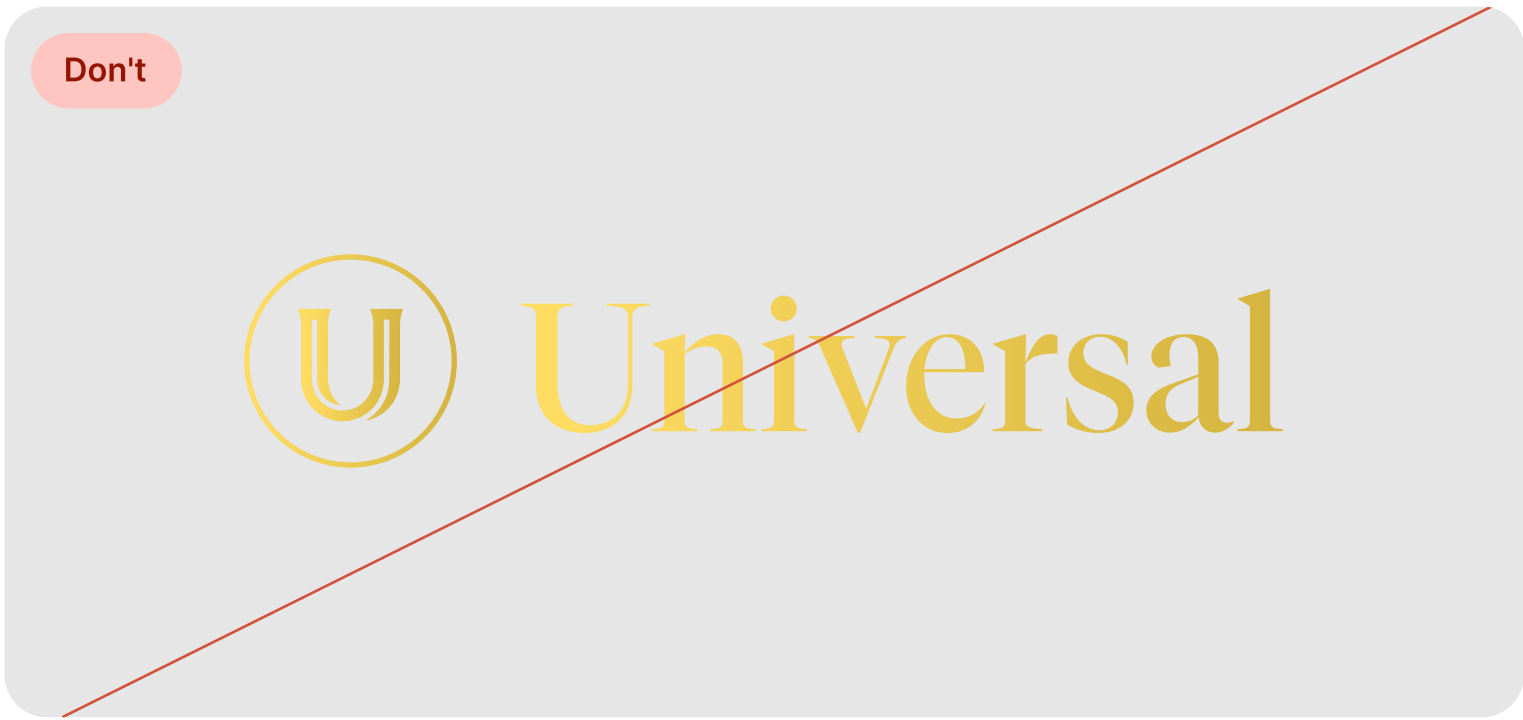
Logo Lockup

When pairing Universal with a partner mark, maintain equal visual weight, consistent alignment, and clear separation between logos. While we recommend using our primary lockup formats shown below, we understand co-branding preferences can vary.



Best Practices

To maintain visual clarity and brand consistency, please do not alter color, proportions, or background placement. Use only the official, unmodified logo files provided.



Don't use the gold on a light background



Don't retype the wordmark in a different font



Don't stretch or squeeze



Don't use unapproved backgrounds.



Don't place the logo over photography. Busy backgrounds break legibility. Use a solid color area instead.

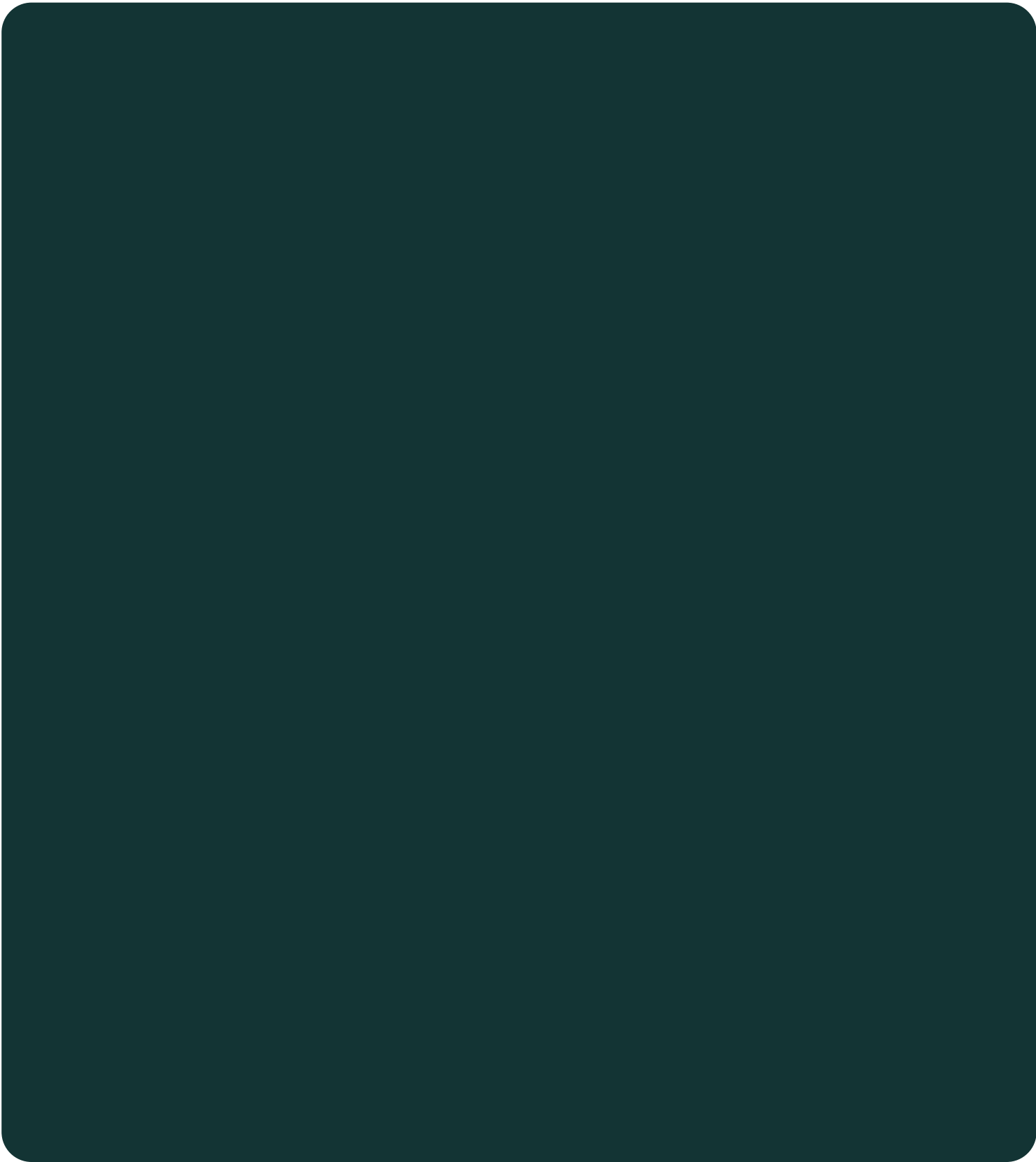
SECTION 02

Colours

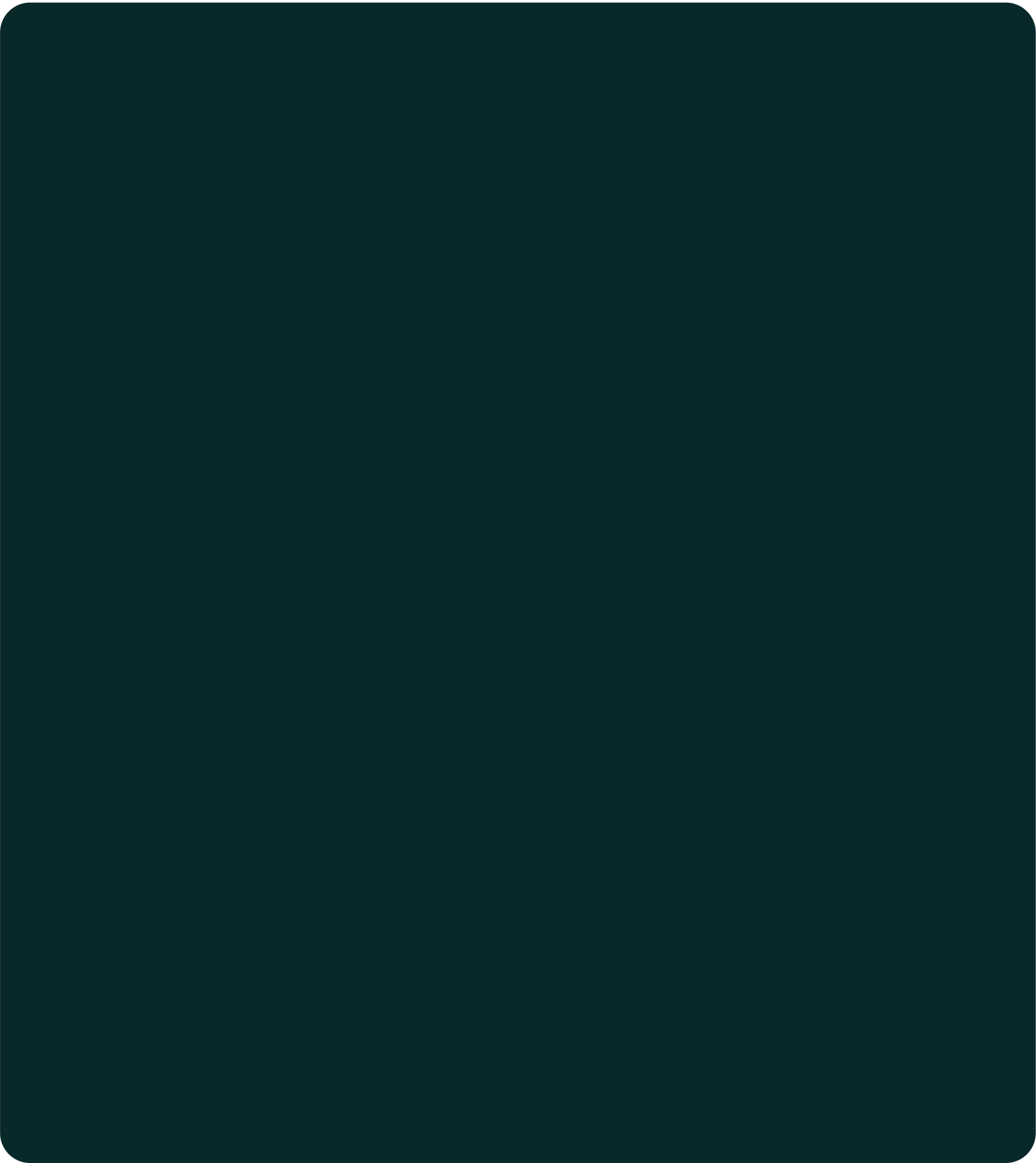
Primary colours



Gold
linear-gradient(90deg,
#FFDD63 7.47%,
#D5B43F 100%);

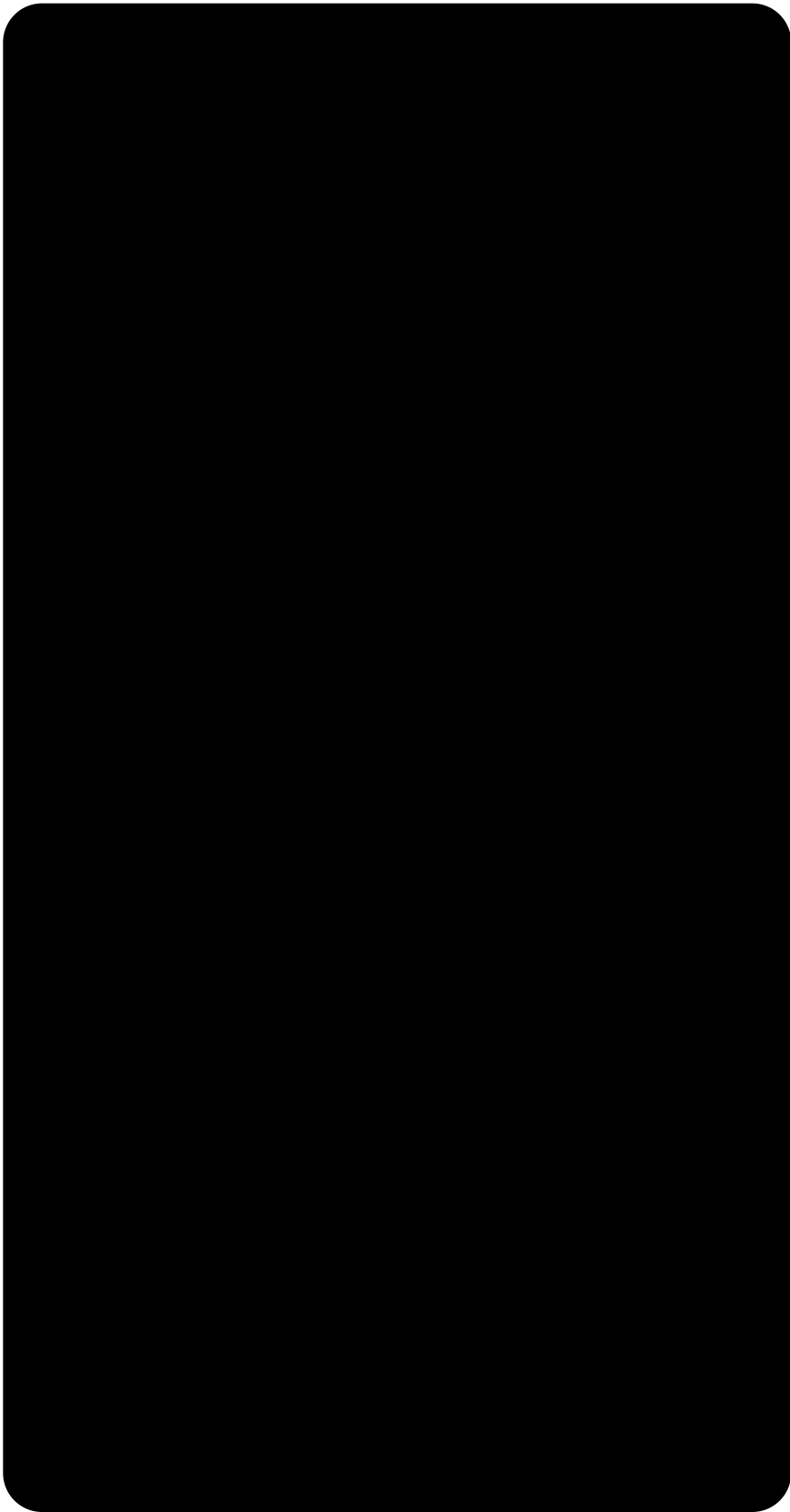


Royal
#143435



Royal Dark
#09292A

Secondary colours



Black
#000000



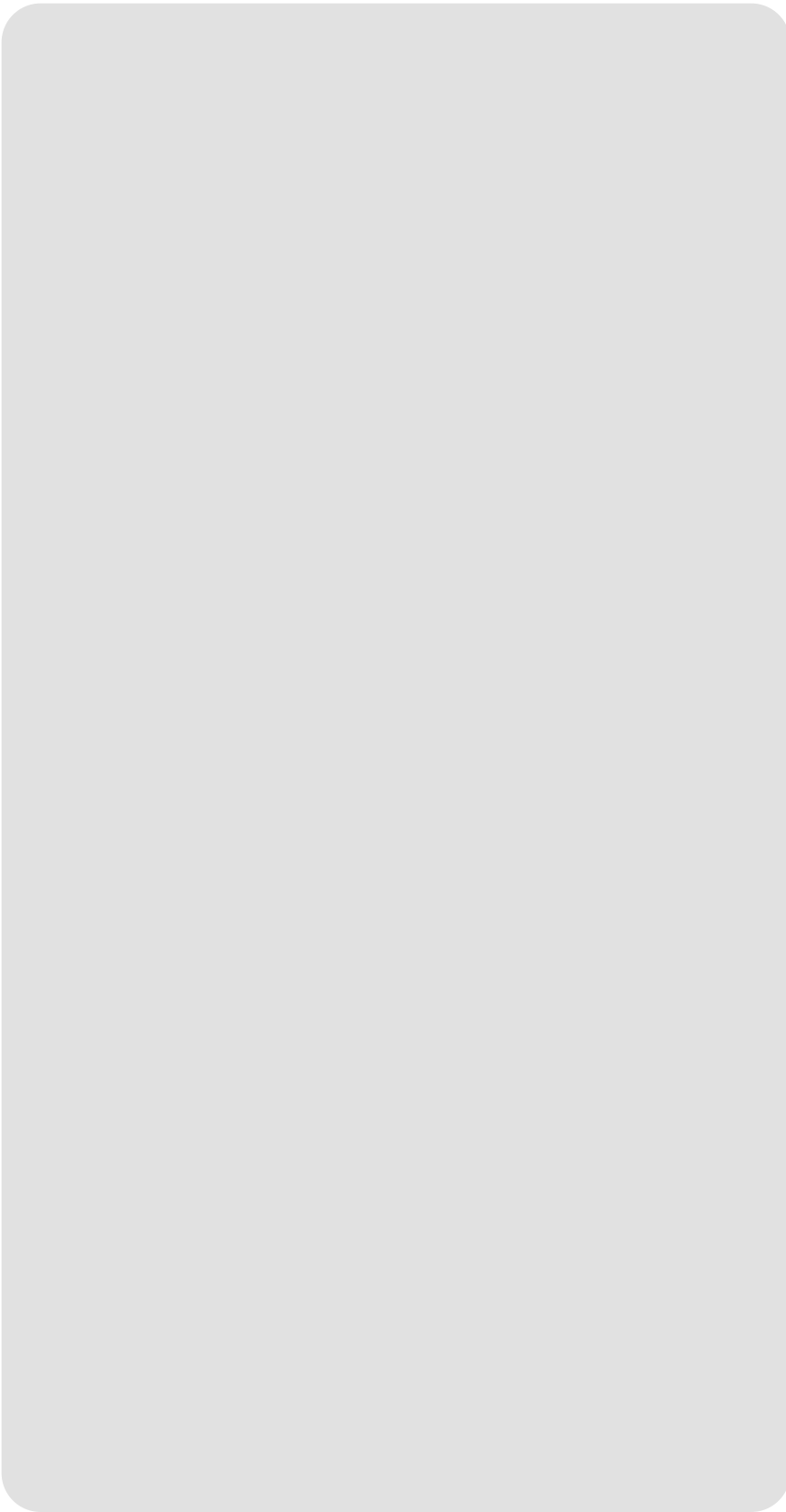
Dark copy
#83838E



Royal Copy
#A3ADA4



White
#FFFFFF



Border
#0009001f

SECTION 03

Typography

Headlines

Tiempos Headline

A modern serif based on the functionality of Platin and Times. It's robust and clear, perfect for economic and legible typesetting.

If the usage of Tiempos is not possible Newsreader is the fallback font.

Tiempos Website
Newsreader Website

TIEMPOS HEADLINE

Light

AaBbCc1234567!?!%*

Regular

AaBbCc1234567!?!%*

Medium

AaBbCc1234567!?!%*

Semibold

AaBbCc1234567!?!%*

Subheadlines & Copy

Inter
Light, Regular, Medium and Bold are the chosen fonts for copy and other texts.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

Inter is a typeface carefully crafted & designed for computer screens.

[Inter website](#)

INTER

Light AaBbCc1234567!?!%*

Regular AaBbCc1234567!?!%*

Medium AaBbCc1234567!?!%*

Bold AaBbCc1234567!?!%*

SECTION 04

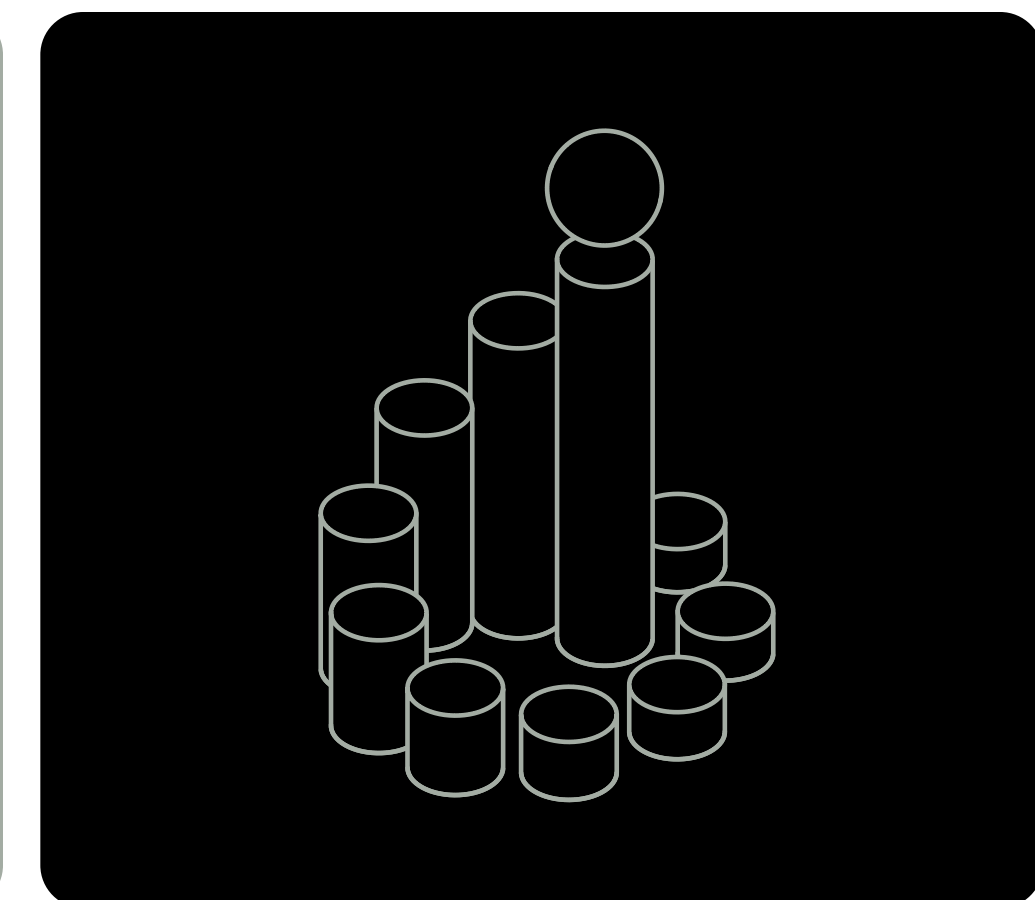
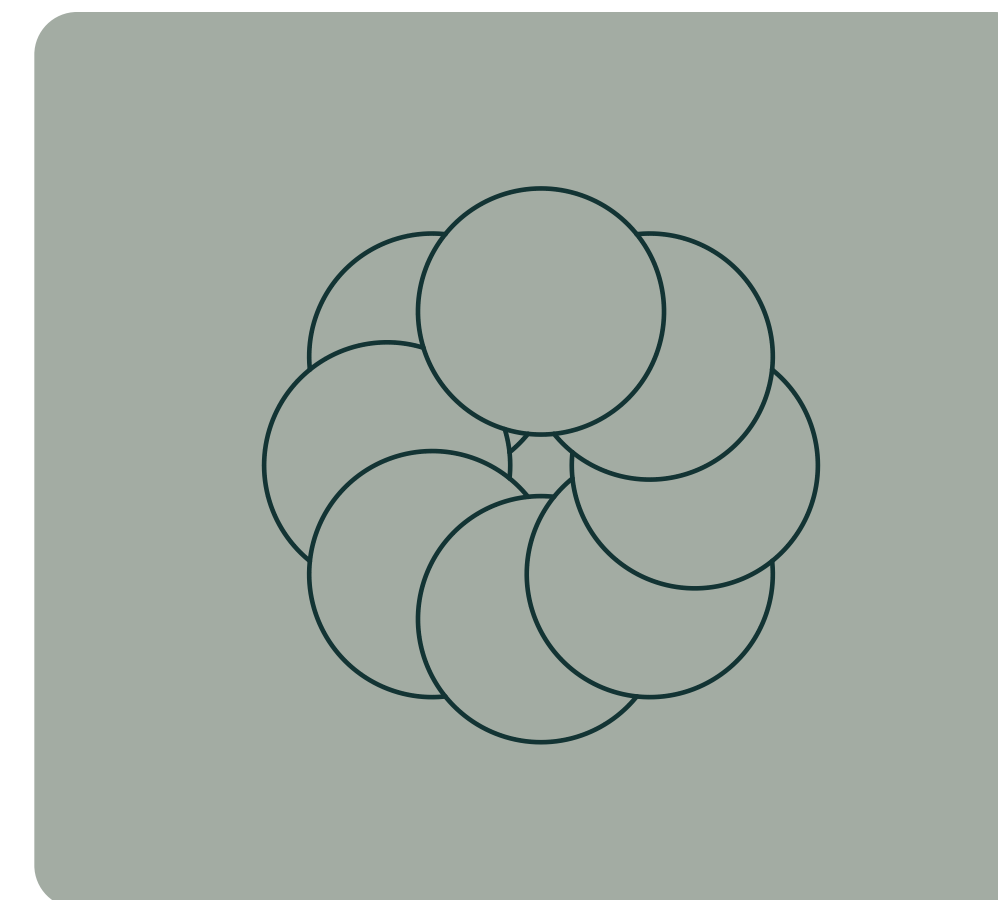
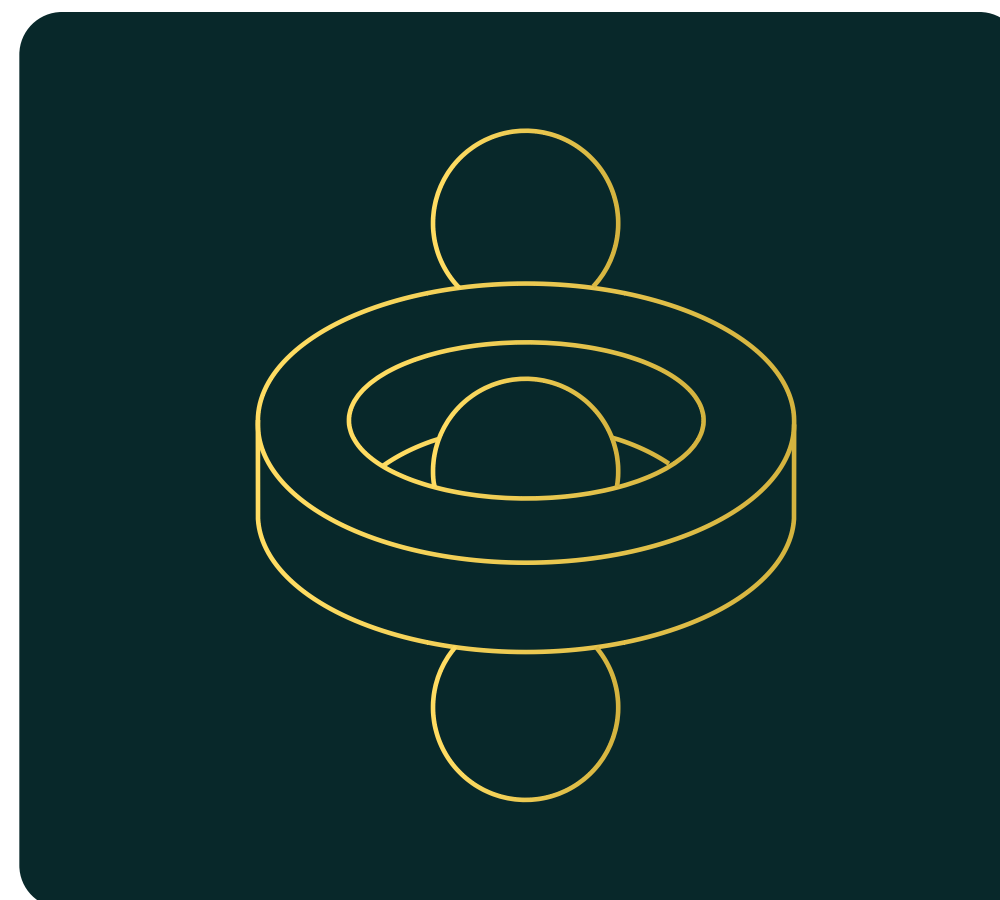
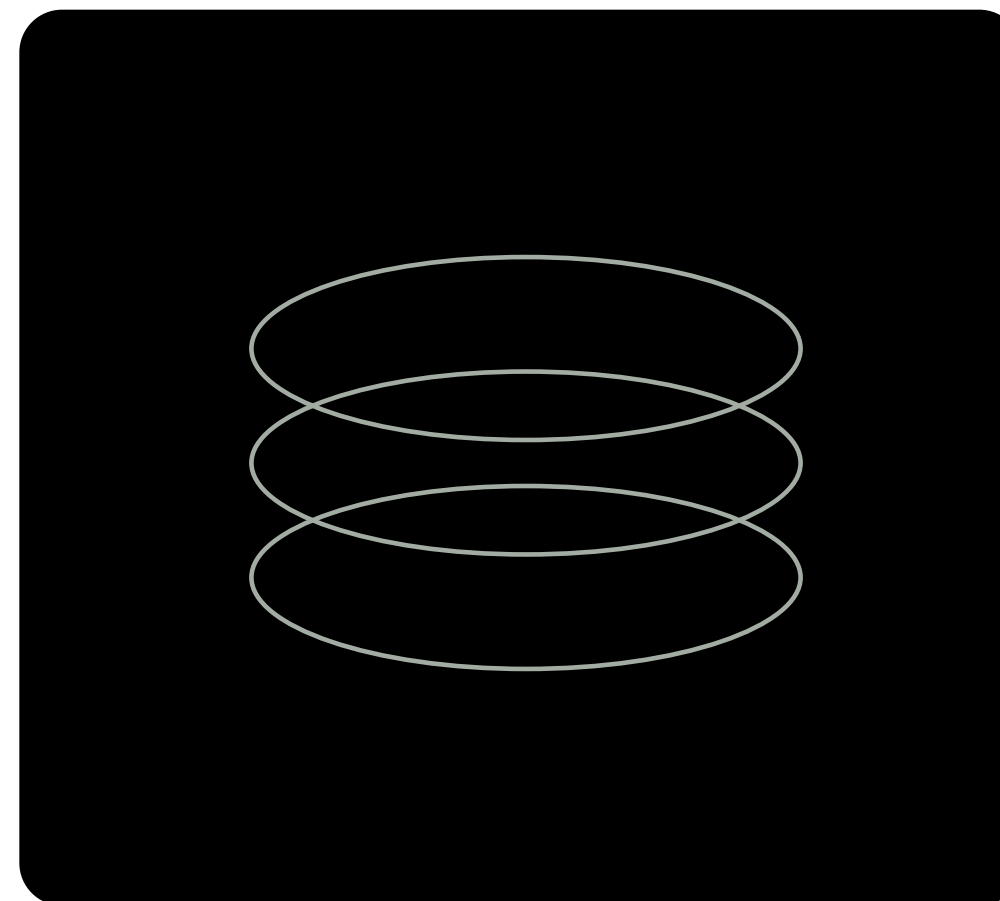
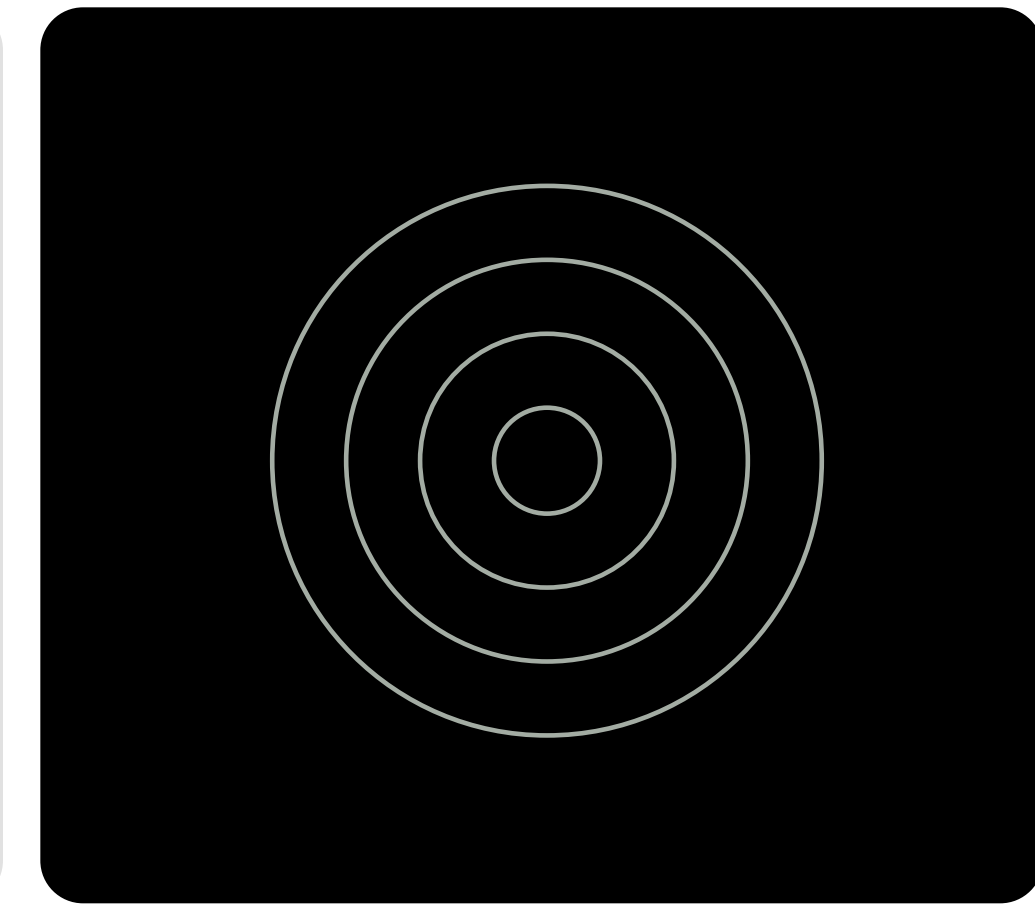
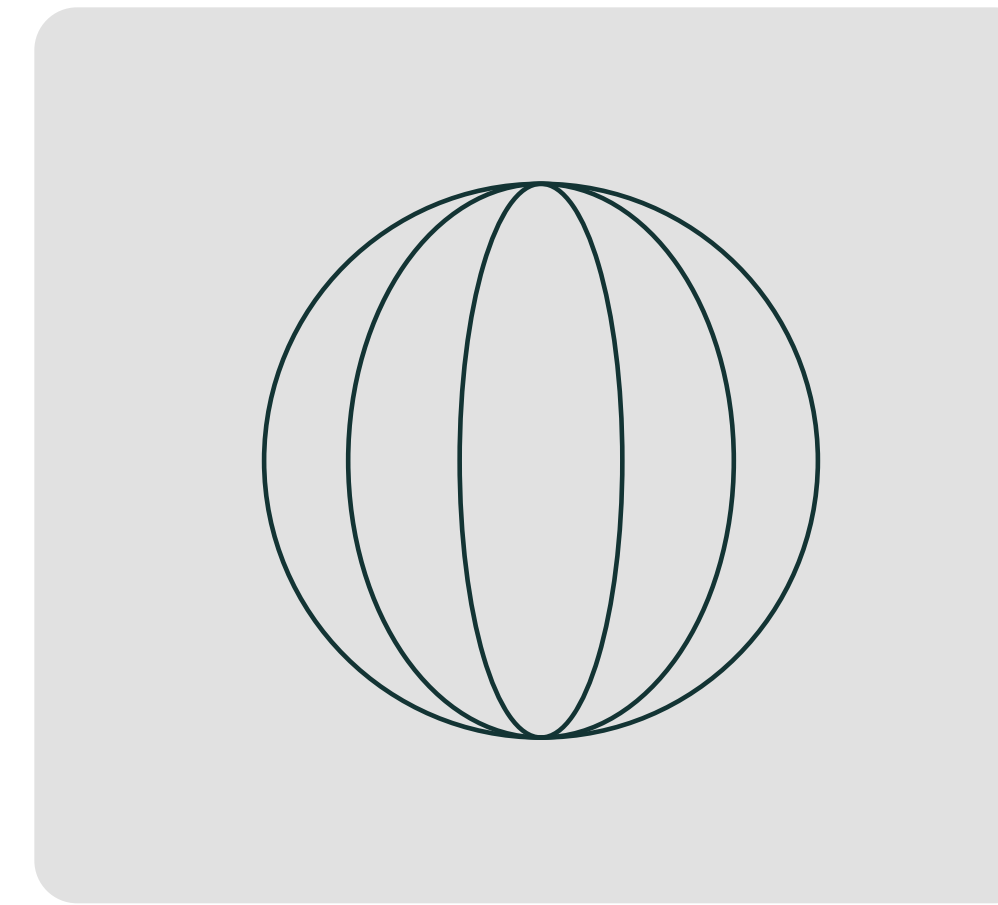
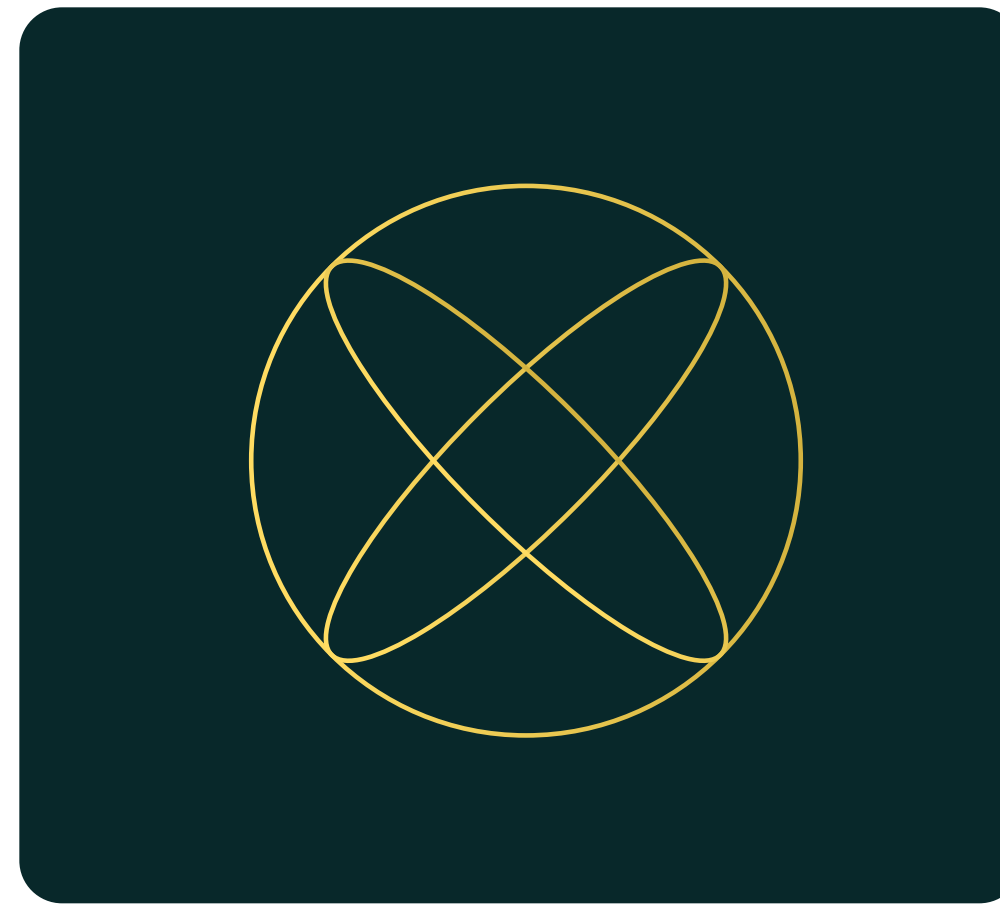
Illustrations

Illustrations

The choice of using circles and outlines in the illustrations aligns perfectly with Universal's target values.

These shapes evoke a sense of harmony, unity, and completeness, reflecting the stability and credibility that Universal aims to provide through.

By adopting a minimalistic approach, the illustrations convey a refined and sophisticated brand image, emphasising the company's commitment to transparency and reliability.





WWW.UNIVERSAL.AE