

Welcome to Unleashed Software Visual Identity

As part of our ongoing efforts to build a strong, unified brand, it's essential to maintain consistency in how we present ourselves—especially now that Unleashed Software is part of the Access family. The more consistent we are, the more our combined audience will trust in our ability to deliver on our brand promise. This consistency helps customers recognize Access and what we can achieve together for their organizations.

With the integration of Unleashed Software, it's important that we maintain a cohesive brand presence across all touchpoints. Allowing for a variety of interpretations or customizations within our brand can create confusion. While it's understandable that you may want to get creative or use available software tools, multiple variations of our branding can dilute our identity and make it harder for customers to understand who we are and why they should choose us over the competition.

Every interaction customers have with our brand should reflect our core promise: freedom to do more, while maintaining a consistent look and feel across all platforms. Whether it's fonts, logos, taglines, icons, templates, colors, or tone of voice, we've made it simple by providing this comprehensive Guide to help ensure uniformity.

Everyone at Access, including our unified team with Unleashed Software, plays a role in upholding this consistency. External agencies and vendors involved with our brand may also need support in adhering to these guidelines.

If you have any questions about how to apply this guide, use our identity or logo, or anything else related to our brand, feel free to reach out.

brand@theaccessgroup.com

The Access Brand Team



Logo



Colours

Aa

Logo



Shards



Logo

Unleashed Software

The Unleashed logo is the most important representation of our identity and provides the stamp on virtually everything we create and present.

The logo has three components – the symbol which represents a box is intended to symbolise the company's focus on inventory management, the logotype that uses the Proxima Nova Extrabold typeface, and The Access Group singature.

The symbol must be used as part of the logo in all communications. The symbol alone is only used if the full logo has been used on the page already.

Contact @brand if you're not sure how or where to use the logo.

[Download logo](#)

Primary horizontal logo



Primary vertical logo



White logo

In digital or print applications, where the logo needs to be placed against a coloured background, the logo should be white. Note the internal sides of the box has a 60% transparency.



Monochrome logo

In very rare cases where the logo can only be printed using one colour, the monochrome version should be used. This is mostly to be used for t-shirt, pen and other merchandise printing where digital printing is not available.



Logo

Unleashed Software

Clear space

There should be sufficient space around the logo to prevent interference from other graphic elements.

The height of the U in the logotype should be used as a simple spacing guide and is illustrated here.



Minimum width size

The word Unleashed must be legible at all times. Minimum sizing for the horizontal orientation is 23mm wide for print or 100px wide for screen.

Minimum sizing for the vertical orientation is 13mm high for print or 55px high for screen.

Screen 100 px



Print 23mm

Screen 55 px



Print 13mm

Don't



Don't distort the logo



Don't change the position or
resize any logo element



Don't change the colour of any
logo element



Don't use against busy
backgrounds



Don't change the box shade colour



Don't add effects, shadows,
gradients



Don't rotate it



Don't crop in any way



Don't outline



Don't add effects, shadows,
gradients

UNLEASHED

Don't isolate any logo element



Don't use against low contrast
backgrounds

Brand Colours

Primary

Since the acquisition, Unleashed has proudly embraced the Access Group's color palette as part of its new brand identity. This strategic decision highlights our integration with the Access Group while maintaining the individuality of our expanding brand.

The journey began in 2015 when the Access Group developed the softer tones of **Access Red**, carefully selecting a solution to achieve crisp, impactful design without evoking the traditional “red for danger” impression. By seeking contrast, we discovered **Access Teal**—an inversion of red—that perfectly complemented our identity. This vibrant hue provides the ideal highlight, creating a balanced and engaging visual language.

As we move further into the second decade of the millennium and the Access Group continues to grow, we’ve added **Access Purple** to the primary palette. Access Purple, a fusion of Access Red and Teal, represents productivity, engagement, and activity—core values that resonate across the Access Group and Unleashed alike.

These colors are now applied consistently both internally and externally, reinforcing a unified brand identity that drives clarity and connection across all communications.

Colour for copy

When it comes to our general copy, we go for a dark grey. The hex code is **#1e1e1e**

Note

You may have seen colour palettes with a wide range of choice. These are only used by the UX/UI & Dev teams within our products.

Access Red

The Team

The original and current Access brand colour.

Colour codes



Hex **#E5173F**

Pantone **186**

CMYK **0.100.75.04**

RGB **229.23.63**

Access Teal

The Customer

A contrast colour that is the inversion of the Access Red.

Colour codes



Hex **#54B9B3**

Pantone **3252**

CMYK **65.2.35.0**

RGB **84.185.179**

Access Purple

Productivity

Contrast colour of the overlapped Red and Teal in multiply mode.

Colour codes



Hex **#4B112C**

Pantone **7642**

CMYK **51.91.55.60**

RGB **75.17.44**

Brand Colours

Colour Tones

Accessibility

Lighter and darker tones of the brand colours were generated to help comply with accessibility colour contrast. For example, when using light/white text on coloured backgrounds. [Check here](#) to see which colour passes the test with your selected tone.

Red Tones

Hex **#fce7eb**

Hex **#fad1d9**

Hex **#f7b9c5**

Hex **#f5a2b2**

Hex **#f28b9f**

Hex **#ef748c**

Hex **#ed5c78**

Hex **#ea4565**

Hex **#e82e52**

Hex **#E5173F - Primary**

Hex **#ce1539**

Hex **#b71232**

Hex **#a0102c**

Hex **#890e26**

Hex **#720b1f**

Teal Tones

Hex **#eef8f7**

Hex **#ddf1f0**

Hex **#cbeae8**

Hex **#bbe3e1**

Hex **#a9dcd9**

Hex **#98d5d1**

Hex **#87ceca**

Hex **#76c7c2**

Hex **#65c0ba**

Hex **#54B9B3 - Primary**

Hex **#4ba6a1**

Hex **#43948f**

Hex **#3b817d**

Hex **#326f6b**

Hex **#2a5c59**

Purple Tones

Hex **#ede7e9**

Hex **#dbcfd5**

Hex **#c9b7bf**

Hex **#b7a0ab**

Hex **#a58895**

Hex **#937080**

Hex **#81586b**

Hex **#6f4156**

Hex **#5d2841**

Hex **#4B112C - Primary**

Hex **#430f28**

Hex **#3c0e23**

Hex **#340c1f**

Hex **#2d0a1a**

Hex **#250816**

Brand Colours

Grey tones

Note

We lean towards softer dark tones like **#1E1E1E**. **#000000** is used rarely because it's often too dark for our designs

Grey Tones

Hex **#FFFFFF**

Hex **#F2F2F2**

Hex **#E1E1E1**

Hex **#9B9B9A**

Hex **#666666**

Hex **#2E2E2E**

Hex **#1E1E1E**

Hex **#000000**

Brand

Voice & Tone

The way we communicate with our audience is how we bring the brand to life, how we express our personality and confidence. It's important because it can affect the perception of our brand authority and credibility, and the reader's trust in our ability to fulfil our brand promise.

Our Voice | *Who we are.*

This remains constant and true to our values. It's the true north for how we express our brand.

Our Tone | *How we say it.*

This can vary depending on our audience or the format but is still true to our voice.

Our Style

The specific choices we make as a brand when more than one option could be considered as grammatically correct, as well as any exceptions we choose to make.

[Go to Brand Identity document](#)

We do

- We are friendly, we don't use jargon or complicated business-speak. Our voice is informal, clear and simple to understand but never patronising. We sound authentic and approachable.
- We express ourselves with confidence in a professional but friendly way using everyday terms and phrases which are easily understood.
- We understand our customers' challenges and use emotional markers to show helpfulness and empathy.
- We use bright and expressive language to show our passion and energy.
- We make our point quickly – our audience is short of time and needs information and facts that are succinct and easy to understand.

We don't

- We don't abbreviate key phrases. We use "our unified platform underpinned by powerful next-generation technology, not "our next-gen tech".
- We don't boast or exaggerate ourselves or our products.
- We don't use formal or old-fashioned language.
- We never slip into cheeky or overly-informal language.

Writing style

[Go to guide](#)

Typography

Open Sans Font

We have one font: Open Sans. It's a "sans serif" font that conveys simplicity. The Open Sans font is easy to read, gives us the options to **isolate**, **highlight** and "quote" important copy. As a web font commissioned by Google it ensures that it will work on multiple platforms on screen and print.

Colour for copy

When it comes to our general copy, we go for a dark grey. The hex code is **#1e1e1e**

[Download font](#)

120%+ **Keywords**

100% **For a title**

90% **For a sub-title**

60% **For general copy**

60% *For quotes*

40%

For small copy

Note

Use -40 kerning value for Titles and sub-titles

Example of a quote:

Note

The font used for the quote marks is Arial Bold. Exclusively used here because they look cleaner than the Open Sans font version

“

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

”

Graphic Element

Shards

We use shards as a useful element in our designs. We locate them in a variety of ways to create more dynamic content but take care not to overwork them!

[Download examples](#)



Keyword