

Brand Guidelines

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Using the Better made brand guidelines

This guide outlines our brand identity standards to ensure we are presented consistently across all communications.

Inside you'll find guidelines on proper use of our logo, colour palette, typography, imagery, and other brand assets.

By following these standards, you'll help us maintain a polished, professional brand image. Our goal is to equip you with the knowledge and resources to produce on-brand materials that reflect our unique qualities.

For any additional brand guidelines information or to request our brand assets, please contact the Ahmed Tolba at ahmedkamel010012@gmail.com

OUR BRAND

01 — **Our brand** < Who we are | Mission | Customers

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Who we are

We believe great ideas come first. AI is simply the tool that brings them to life.

Advertising has always demanded big budgets, big crews, and big timelines. Great ideas kept waiting for production to catch up. That's why U3 was created.

U3 is a creative AI agency built on original thinking and cinematic storytelling. We produce AI-driven films, advertisements, and digital experiences — work that captures attention in the first second and holds it until the last.

We don't use AI. We practice it. Every frame starts as a fully imagined picture — the idea, the direction, the details — long before any tool is opened. AI executes; it never thinks for us.

We work with brands and business owners across the Arab world who value bold ideas and respect the craft behind them — teams that hand us the thread and trust us to weave it.

That's who we are: a studio where absolute cinema meets artificial intelligence — different, creative, flexible.

Our mission

This is the reason U3 exists — the standard every project is measured against.

It guides how we think, what we accept, and what we turn down. If a piece of work doesn't serve this mission, it doesn't leave the studio.

We craft visually stunning, cinema-grade advertising through AI bold ideas, executed with obsessive detail, delivered in days, not months.

Our customers

An overview of who we create for and what they expect from us.

Understanding our clients keeps every frame, post, and proposal speaking their language: premium, direct, and worth their time.

Who do we help?

We serve ambitious brands and business owners who want advertising that stands out — without the cost and complexity of traditional production:

- Business owners and decision-makers (30+) across the Gulf and Egypt who understand the real value of AI-driven production.
- Restaurants, cafés, and lifestyle brands looking for scroll-stopping, trend-aware video content.
- Production houses and agencies seeking a creative AI partner for films, clips, and originals.
- Clients who give us creative space — they set the direction, we own the idea.

Why choose us?

Idea-First Creativity: Every project begins as a complete mental picture concept, direction, and details before a single frame is generated.

Cinema Without the Circus: No crews, no sets, no actors, no months of waiting. A 15-second ad, delivered in as little as 3 days.

Respect for the Viewer: We don't chase fake realism. We craft visuals that honor the audience's intelligence and keep them watching to the last second.

Quality, Then Quality, Then Quality: We never lower the bar to win a job. Premium work at a fair price nothing less leaves the studio.

tone of voice

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How we speak

Our voice sounds like our work: confident, direct, and impossible to skip.

These five qualities govern every caption, proposal, and reply in Arabic and English alike. If a sentence doesn't sound like U3, it gets rewritten.

>> Confident

We know the value of what we make, and we price it accordingly. We state, we don't beg no over promising, no over apologizing.

>> Direct

Short sentences. Zero fluff. No empty buzzwords. We respect the reader's time the way we respect the viewer's eye.

>> Human

A person built this brand, and it sounds like one. Warm, flexible, and respectful premium never means cold.

>> Different

We never sound like the feed. If everyone is saying it, we say it another way. Imitation is the one thing we refuse in visuals and in words.

>> Cinematic

We write like we direct every line builds a scene, every word earns its frame. Even a caption should feel like absolute cinema.

LOGO

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Logos

The U3 mark was born from a simple idea: the letter "u" and the number "3" fused into one fluid glyph. One shape, one movement different, creative, flexible.

Its strength comes from repetition. Used consistently, the mark alone becomes the signature: seen once on a video, a story, or a screen, it should be recognized instantly — the Higgsfield effect, in our own shape.

This section presents the only approved versions of the logo. No redrawing, no recoloring, no exceptions. If the version you need isn't here, it doesn't exist.

PRIMARY LOCKUP



Logomark

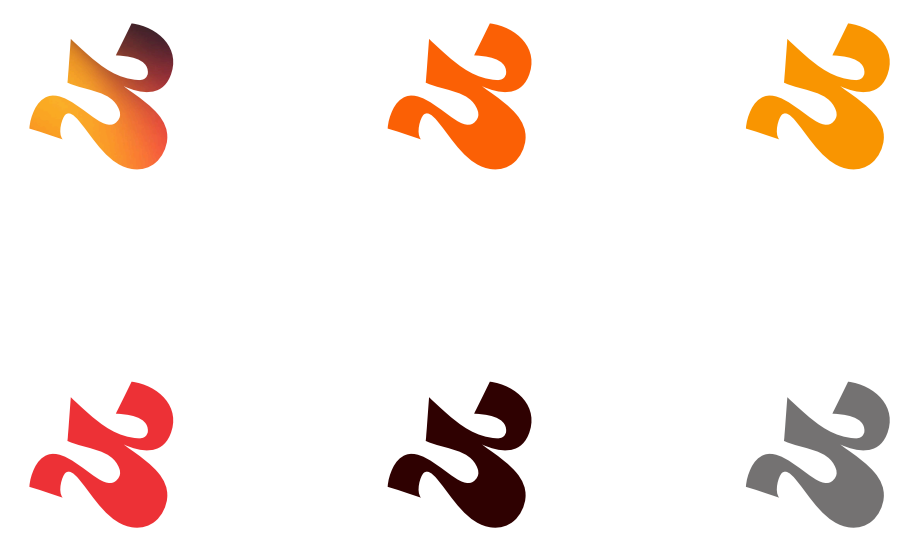


Colour Variations

The logomark lives in every color of the U3 palette but never outside it.

Choose the version that gives maximum contrast with its background. When in doubt: white on brand colors, Blaze Orange on light backgrounds, and mono black for print and invoices.

On transparent background



On full background



Logo clearspace

The mark breathes. The minimum clear space around the logo equals the full logomark itself one mark's width on every side. Nothing enters this zone: no text, no graphics, no edges.

This is the minimum, not the target. On covers, intros, and premium touchpoints, give it more. Space is part of how U3 says "premium."



Minimum size — Logomark: 24px digital / 8mm print.
Full lockup: 120px / 30mm wide. Below this, use the
logomark only.

Logo Usage Guidelines

Use the Official Files Only

Always use the official U3 logo files from the brand kit. Never recreate, redraw, or retype the mark not even "close enough" versions.y.

Language-Specific Use

The U3 logomark is universal — it needs no translation. Pair it with the English wordmark by default; in Arabic-first materials, the Arabic wordmark may accompany it. The mark itself never changes.

Clear Space Requirements

Keep the X-unit clear space (see previous page) around the logo at all times. Crowded logos read as cheap — U3 never reads as cheap

Preserve Original Colors

The logo appears only in approved palette colors: flat, clean, no gradients inside the mark, no effects. If it's not in the Colour Variations page, it's not allowed.



Logo Misuse Rules

To protect the consistency and professionalism of the brand, avoid the following at all times:

✗ Stretching or Distorting — Never squash, stretch, rotate, or flip the mark. Scale proportionally, always.

✗ Recoloring No colors outside the palette, no gradients inside the mark, no opacity games (except the approved watermark).

✗ Busy Backgrounds Never place the logo on cluttered visuals or low-contrast areas. If it fights for attention, move it or add a clean zone.

✗ Adding Effects No shadows, glows, bevels, outlines, or filters. The mark is flat by design.

✗ Retyping the Wordmark Never rebuild "U3" or "ai agency" with any font. The lockup is artwork, not text.

✗ Crowding or Combining — No icons, text, or elements touching the mark or entering its clear space.



COLORS

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Primary colors

Orange is the U3 signature — bold, warm, and impossible to ignore. It carries heat, speed, and trend energy in a market drowning in safe blue.

The palette works as a system: Blaze Orange leads, Amber and Coral heat it up, Deep Maroon grounds it with cinematic depth.

Every color ships in HEX, RGB, and CMYK. Screens get the gradient energy; print and invoices stay flat and precise.

The quiet one. Secondary text, captions, and labels — anywhere the content should whisper.



Stone Gray — Neutral Support

HEX #747273

R 116
G 114
B 115

The hero. Symbolizes heat, boldness, and creative energy. *Used in* backgrounds, the logomark, headers, and key brand moments.



Blaze Orange — Primary Brand Color

HEX #FC6105

R 252
G 97
B 5

The warm-up. Adds light and gradient depth without stealing focus. *Used in* gradients, highlights, and supporting surfaces.



Amber — Secondary Color

HEX #F99501

R 249
G 149
B 1

The spark. Represents intensity and cinematic drama. *Used* sparingly — gradient endpoints, accents, and moments that need extra heat. Never a main background.



Coral Red — Accent Color

HEX #ED3137

R 237
G 49
B 55

The cinema. Our black is never pure black — it carries the brand's warmth. Used for dark backgrounds, U3 Originals surfaces, text on light, and typography sections.



Deep Maroon — Dark Neutral

HEX #2F0101

R 47
G 1
B 1

Secondary colors

Secondary colors exist to serve the primaries — never to compete with them. They give the heat room to breathe: cream instead of cold white, warm grays instead of computer grays, and a cinematic dark for our deepest moments.

Usage Guidelines

1. One Warm Family

Every secondary color belongs to the same heat family, from cream to black.

No blues, no greens, no cold tones — the heat is the brand.

2. Complement, Don't Compete

Secondary colors support Blaze Orange and the primary palette — they never overpower them. Follow the 70/20/10 rule: primaries ~70%, neutrals ~20%, accents and gradients ~10%.

3. Magenta Lives in the Gradient

Cinema Magenta exists only as a gradient endpoint. It never appears as a solid color, a background, or a text color — no exceptions.

4. Maintain Contrast

Ensure sufficient contrast when placing text over any color. On light surfaces use Deep Maroon or Studio Black; on dark surfaces use Canvas Cream — never pure black or pure white.

5. Be Consistent Across Platforms

The same color plays the same role everywhere — social, website, invoices, video, and office print. Familiarity is built by repetition, not variety.

Our warm alternative to pure white. Pure white feels cold next to orange; cream carries the brand's warmth into light surfaces.

Used for: light backgrounds, proposals, invoices, and website sections.



Canvas Cream (Light Surface)

HEX #FBF5EE

R 251

G 245

B 238

Two steps deeper than Deep Maroon. Our cinematic dark — never pure black, always carrying a trace of the brand's heat.

Used for: U3 Originals surfaces, dark presentation pages, and video letterboxing.



Studio Black

HEX #ED3137

R 20

G 8

B 8

The hidden endpoint of every U3 gradient — now documented as a system, not an accident.

Used for: gradient endpoints only. Never appears as a solid col



Cinema Magenta

HEX #F99501

R 214

G 56

B 110

The light sibling of Stone Gray. A warm neutral, not a computer gray.

Used for: dividers, borders, table fills, and quiet UI surfaces.



Mist Gray

HEX #2F0101

R 216

G 212

B 207

TYPOGRAPHY

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Fonts

English Typeface: Avenir

- Used for all English content: headlines, body text, buttons, and UI labels.
- Clean, humanist, and geometric design that reflects RSRV’s smart and modern personality.
- All font weights are available — from Light to Heavy — providing flexibility in visual hierarchy.
- Ideal for apps, websites, marketing materials, and printed assets.

Arabic Typeface: Tajawal

- Used for all Arabic content across interfaces and brand communications.
- Visually compatible with Avenir to ensure harmony in bilingual layouts.
- Offers high readability, even in small sizes and digital environments.
- All weights are available, from ExtraLight to ExtraBold — perfect for headings, body text, and CTAs.
- Free and open-source, allowing easy integration across platforms.

Titles & Text English

Clash Display

All weights are available

Title & Text Arabic

TRY Tosh B

كل الأوزان متاحة

ILLUSTRATIONS & ICONS

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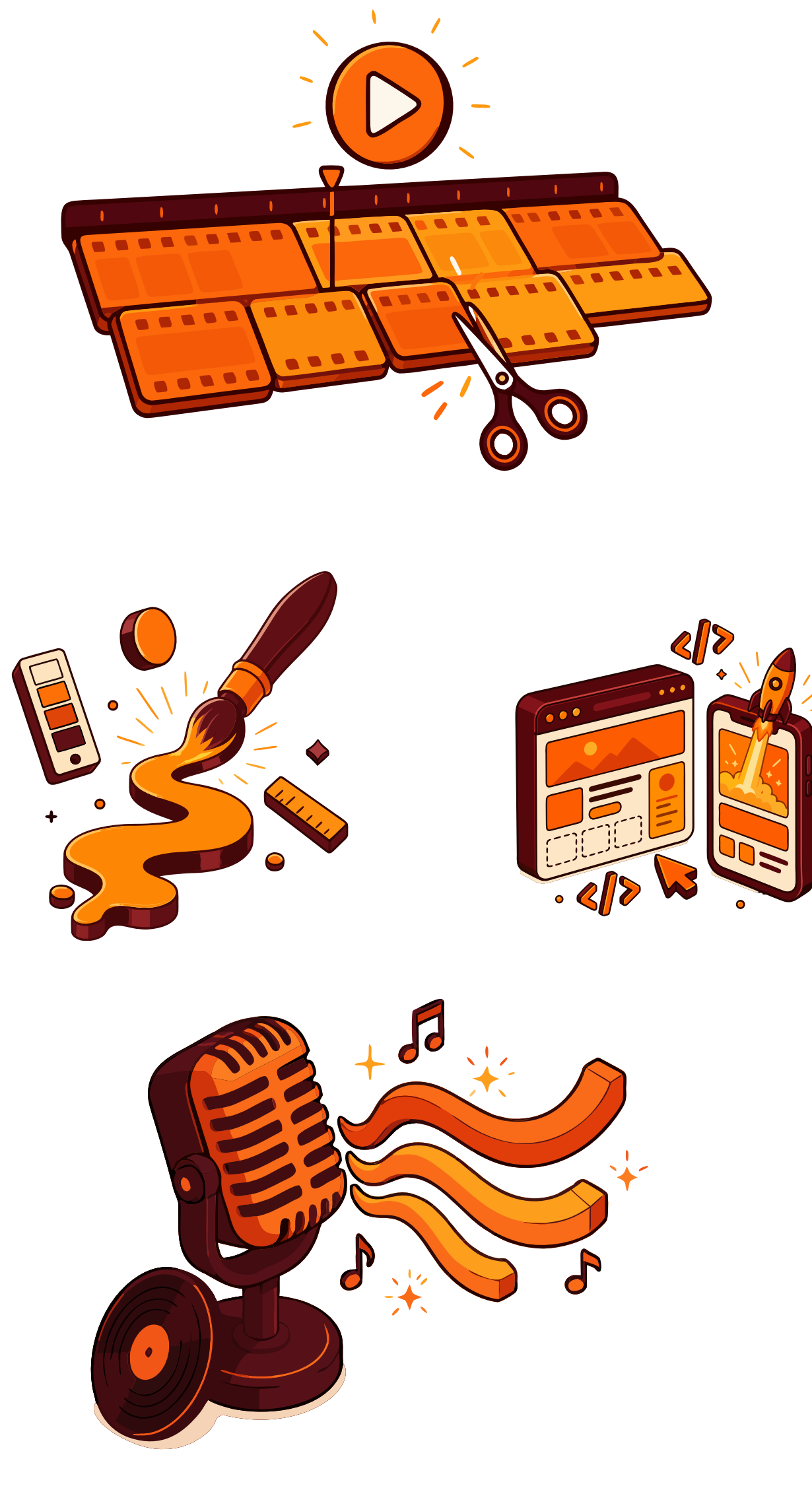
08 — Photography

Illustrations 1/2

This section presents the U3 illustration world — scenes built around our character, drawn in one consistent style.

Illustrations are how U3 tells its story with a smile: the ideas, the late nights, the cinema, and the craft — all in the brand's warm palette, from Canvas Cream to Deep Maroon.

They live in social content, website sections, presentations, and stories. They support the cinematic imagery — they never replace it on premium campaign touchpoints.



09—ILLUSTRATIONS & ICONS

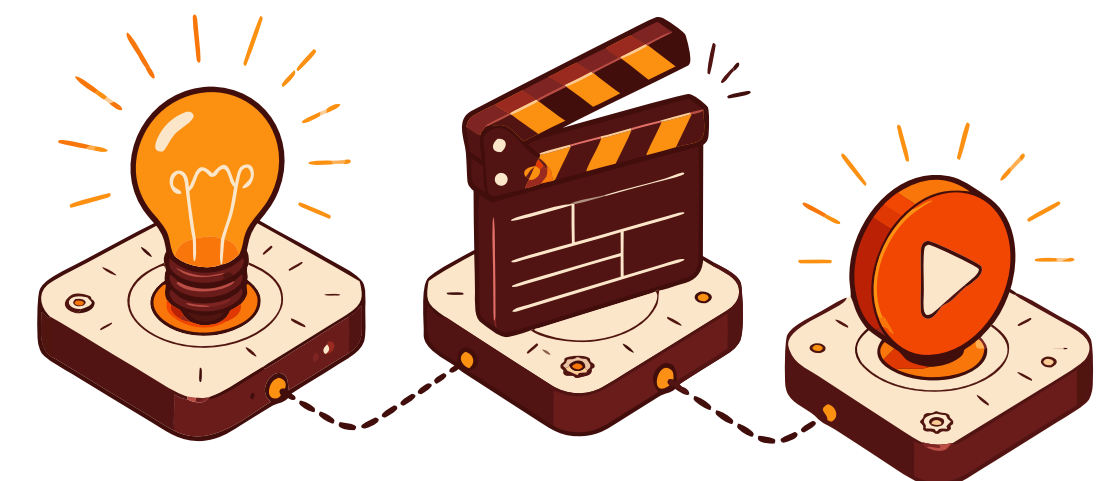
Usage Guidelines

Every illustration features our character or his world no generic scenes, no stock-style vectors.

The palette is locked: Blaze Orange, Amber, Deep Maroon, Canvas Cream, and the gradient visor. Nothing else enters the frame.

One consistent style: flat cartoon vector, thick Deep Maroon outlines, simple cel shading, generous negative space. Scenes represent U3's world: ideas being born, filmmaking, AI craft, editing, and cinematic moments.

Illustrations carry warmth and humor — but every scene stays clean, simple, and premium. Busy is not U3.



Brand Character

Usage Guidelines

Meet the U3 character in his everyday form the friendly face of the brand.

Where he lives

Base Mode belongs to light content: stickers, stories, social replies, behind-the-scenes moments, and loading screens. He's how U3 smiles.

Where he doesn't

Never on invoices, proposals, official documents, or premium client presentations. Friendly is a mode, not the whole brand.

The rules

The palette is locked — Blaze Orange, Deep Maroon, Amber, and the gradient visor. No new colors, no outfit changes. The U3 logo sits on the chest and back, always in orange. Use the expression sheet as the single source for every sticker and reaction. New expressions extend the sheet — they never redraw the character.



Brand Character

Usage Guidelines

The same character, transformed. When it's time to create, he suits up — the Agent is our cinematic self.

Where he lives

Agent Mode belongs to premium content: U3 Originals intros and outros, campaign posters, website heroes, and client presentations. He can close any piece of work — a one-second frame at the end, like a director's signature.

Where he doesn't

Never in memes, casual replies, or throwaway content. The suit means it's showtime.

The transformation

Base and Agent never share a frame except in the official transformation sequence: the character breathes, the camera circles once, and the Agent emerges, ending on the logomark. That two-second moment is the brand story told without words: playful ideas, cinematic execution.



The rules

Same locked palette, same logo placement, no redesigns. One character, two modes — and the character always supports the brand; he never replaces the logomark.

Icons

The U3 icon system is the quiet workhorse of the brand — built for clarity, drawn with the same warmth as everything else we make.

All icons are outlined SVGs with a consistent stroke and softly rounded corners — rounded enough to echo the fluid curves of the U3 logomark, clean enough to disappear into the interface. No solid fills, no decoration, no noise. Icons live across the website, presentations, proposals, and social templates — guiding the eye and simplifying actions without ever competing with the content.

Features:

- Line icons only — no solid fills
- Stroke weight: 1.5px–2px, consistent across the full set
- Built on a 24×24px grid with rounded caps and joins
- Colors from the palette only: Deep Maroon on light surfaces, Canvas Cream or Blaze Orange on dark
- Orange is reserved for the active or highlighted icon — never the whole set
- Designed for clarity at small sizes



GRAPHIC ELEMENTS

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Shapes

Rounded Rectangles

For buttons, containers, and background highlights — reflects the friendly and modern UI style of the app.

Soft Blobs / Fluid Shapes

To express flexibility, flow, and a sense of motion — suitable for use in backgrounds and promotional graphics.

Concentric Circles & Arcs

Representing connection, integration, and personalization — great for spotlighting features or benefits.

Grid-Based Geometric Patterns

Simple repeating shapes (dots, squares, lines) used as light overlays or background textures — conveys structure and intelligence.

Overlapping Organic Layers

Suggest depth and interactivity — perfect for web banners, onboarding screens, or social media covers



PHOTOGRAPHY

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Photography

Imagery is where U3 lives. Every visual — AI-generated or photographed — follows one direction: cinematic, warm, and intentional. Our images look like film stills, not stock photos and not "AI content."

Every frame is built around one subject, one story, and one light source. Dramatic backlight, motion blur, and silhouettes are our signatures — taken directly from the identity itself. The brand's heat runs through everything: orange-leaning light, warm shadows sinking into Deep Maroon, never a cold or neutral grade.

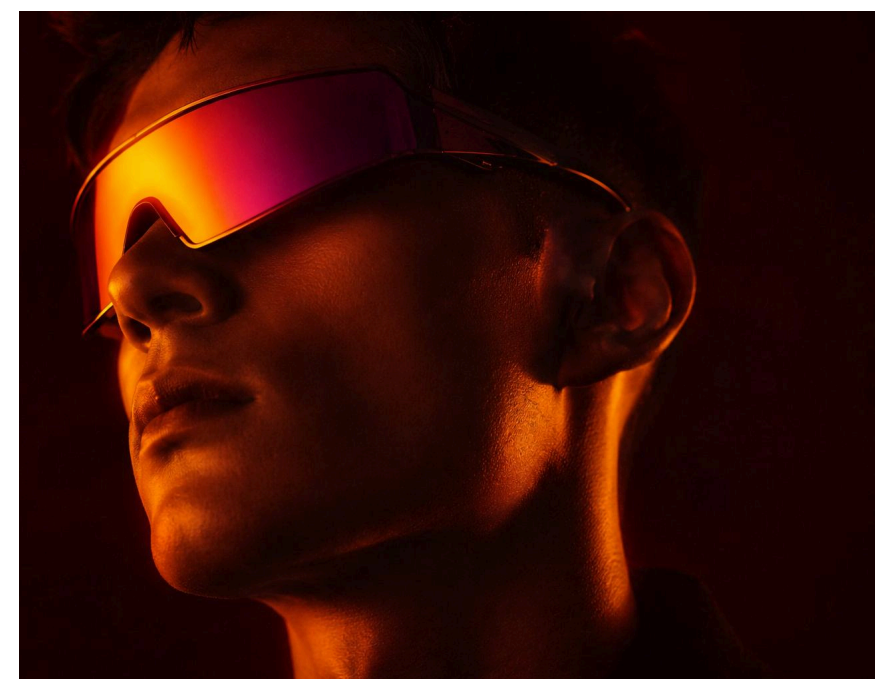
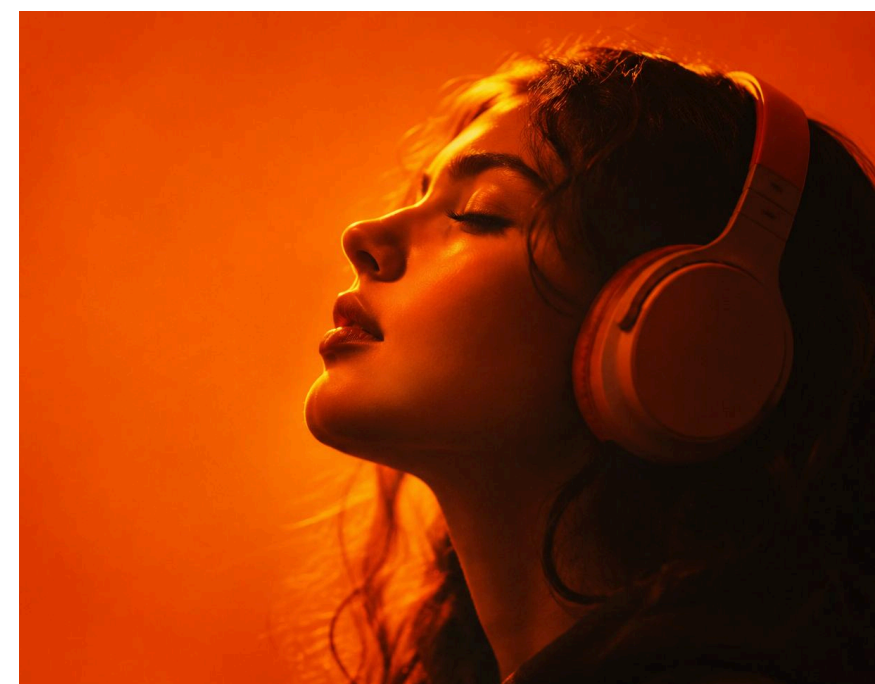
We don't chase fake realism. Viewers will know it's AI — and that's fine. What they should feel is craft: a frame imagined completely before it was generated. The test is simple: pause any frame. If it could hang as a poster, it's U3.

✗ DO NOT

- No cold, blue, or neutral color grading — ever
- No busy, cluttered scenes or multiple competing subjects
- No stock-photo energy: fake smiles at camera, handshakes, generic office scenes
- No plastic "AI look": over-smoothed skin, dead eyes, uncanny perfection without art direction
- No harsh flat lighting — if the light tells no story, reshoot the frame

✓ DO

- Build every frame around a single clear subject with dramatic, cinematic lighting
- Grade warm: orange highlights, amber midtones, shadows falling into Deep Maroon — the palette lives inside the image
- Use our signatures: backlit silhouettes, motion blur, lens glow, and the heat circle behind the subject
- Compose like a director — intentional angles, depth, negative space, and a reason for every element in frame
- Keep human presence emotional: faces in profile, eyes closed in feeling, confident postures — emotion over exposure



Thank you

designed by
Ahmed Tolba