

TITLE	UNILEVER ICONS LEAFLET
SIZE FLAT	210MM X 297MM
SIZE FINISHED	210MM X 148.5MM
MATERIAL	HEAVYWEIGHT, COATED CARD, BRILLIANT WHITE
COLOUR SPECIFICATIONS	BLACK PLUS ONE SPECIAL COLOUR, (UNILEVER BLUE - PANTONE 293), FOR UNILEVER LOGO & GRAPHICS



Unilever

People don't know much about Unilever – and they don't easily connect the company with its brands. For many people we are invisible. Most don't know what we stand for and see us as yet another multinational. So with our logo we're taking off our suit and showing our true colours. Unilever isn't a remote holding company – it's a company dedicated to great brands that help people look good, feel good, and get more out of life. At the same time, it's a company that tries to act responsibly towards its communities and the environment. We aim to add vitality to life. It's a big ambition, but it's always been right at the heart of our business. We're just making it a little more transparent. And we believe we're heading in the right direction for the future.

This guide explains what each icon represents and helps you make decisions about how the icons should be used in future communication materials. It is not for general circulation. We hope you find it useful.



**Sun:** our primary natural resource. All life begins with the sun – the ultimate symbol of vitality. It evokes Unilever’s origins in Port Sunlight and can represent a number of our brands. Flora, Slim-Fast and OMO all use radiance to communicate their benefits.



**DNA:** the double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.



**Bee:** represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.



**Hand:** a symbol of sensitivity, care and need. It represents both skin and touch.



**Flower:** represents fragrance. When seen with the hand, it represents moisturisers or cream.



**Hair:** a symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.



**Palm tree:** a nurtured resource. It produces palm oil as well as many fruits – coconuts and dates – and also symbolises paradise.



**Sauces or spreads:** represents mixing or stirring. It suggests blending in flavours and adding taste.



**Spoon:** a symbol of nutrition, tasting and cooking.



**Bowl:** a bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.



**Spice and flavours:** represents chilli or fresh ingredients.



**Fish:** represents food, sea or fresh water.



**Sparkle:** clean, healthy and sparkling with energy.



**Bird:** a symbol of freedom. It suggests a relief from daily chores, and getting more out of life.



**Recycle:** part of our commitment to sustainability.



**Lips:** represent beauty, looking good and taste.



**Ice cream:** a treat, pleasure and enjoyment.



**Tea:** a plant or an extract of a plant, such as tea. Also a symbol of growing and farming.



**Particles:** a reference to science, bubbles and fizz.



**Frozen:** the plant is a symbol of freshness, the snowflake represents freezing. A transformational symbol.



**Wave:** symbolises cleanliness, freshness and vigour either as personal washing or as a laundry icon (with the shirt).



**Liquid:** a reference to clean water and purity.



**Container:** symbolises packaging – a pot of cream associated with personal care.



**Clothes:** represent fresh laundry and looking good.



**Heart:** a symbol of love, care and health.