

Unipart Digital Enterprise System

Product Identity Review



The Unipart Digital Team

Our mission is to inspire and help Unipart to be a leader in the fourth industrial revolution by teaching, designing, developing and implementing leading digital technologies to improve profitability and customer service and win new customers.

UDES is underpinned by the key Unipart principle of “Understanding the real and perceived needs of our customers, to serve them better than anyone else”



UNIPART
DIGITAL



Enterprise
System



Enterprise System



Unipart Digital
Enterprise System



Enterprise System

Unipart Digital

Designing for business is not the same as designing for consumers

For the most part, an identity will focus on either a ‘business to business’ market, or a ‘business to consumer’ market. It’s important to keep in mind that at the end of the day, **all markets are people**.

The approach to an identity for B2B or B2C will be similar (market research & positioning), the approach to a creative solution should change.

Designing for business is not the same as designing for consumers

Unipart Digital’s current products & services

As a standalone logo ‘set’, the below incorporates the Unipart brand colors, however are not instantly recognisable as Unipart Digital products or services to **all markets** (all markets are people).



UDES Product & Service range

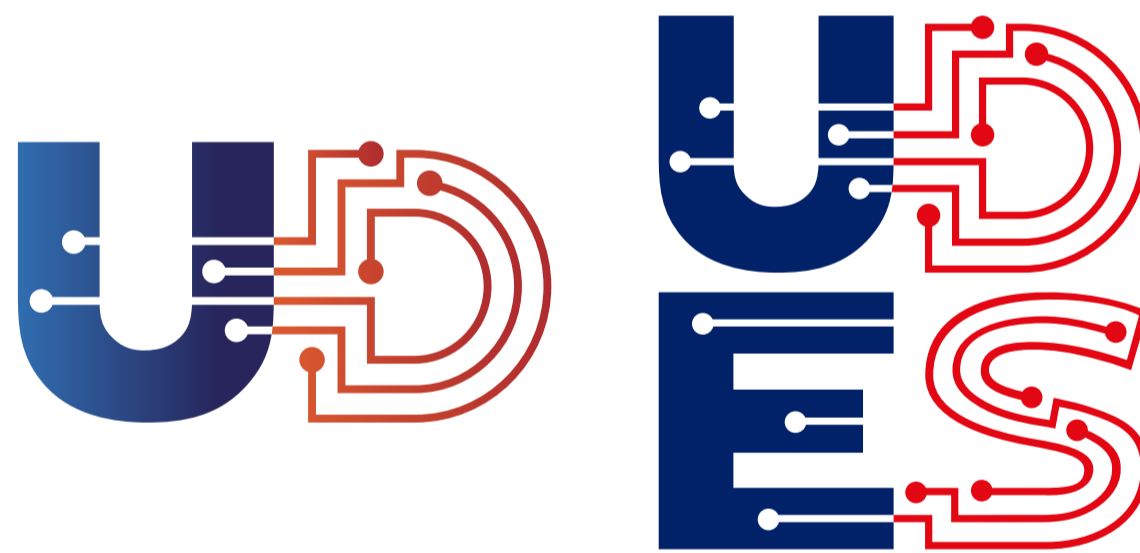
The main objective is to give a visual identity to the product and communicate the product's message effectively.

Using elements from the new Unipart Digital logo, step 1 was to extend the idea to Unipart Digital's Enterprise system.

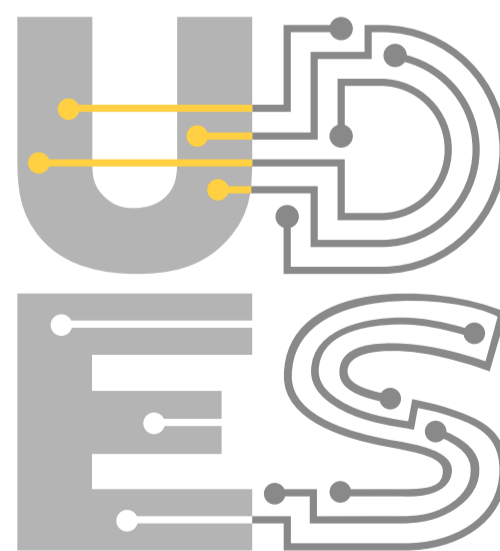
As an established company, it was important not to lose or dilute the brand or color scheme. (The colour scheme has been extended to give a fuller range of tints & shades).

Step 2 took elements from the Unipart Digital logo to design a unique logo for all the UDES products and services (WMS, OMS, eLMS, CRM, RMS).

Step 1 - UD to UDES



Step 2 - Logo element to use



It's sometimes difficult to look further than what we already have & struggle to see the benefits of change and are frightened by it.

Logo Design Trends for 2020

Line-based logos are the perfect examples of minimalism in logo design. They are a compound element of every basic shape. The line-based logos will convey freedom, openness, simplicity, and energy.

Rounded and circular logos and logotypes. As one of the basic geometric shapes, the circle comes with a powerful hidden meaning. Logos which are based on circular shapes carry a meaning of completion, perfection, and infinity.

Use of repetition. The use of repetition has been used for decades. Humans like to see familiarities. It helps them retain certain things in their mind and connect to them easily. Studies have shown that repetition creates a sense of unity and connection. A sense of unity, in turn, evokes a sense of comfortable familiarity in the target audience.

Simple Geometric Shape Logos – Minimalism

Highly simplified logos made of basic geometric shapes will keep being on top of the charts.

Minimalistic logo designs are one of the preferred styles in this industry. They can easily and delicately be implemented in all kinds of brand identity materials without being a distraction. To make them more memorable, the unique Unipart color scheme is used.

Core Colors	Unipart Digital
UNIPART Digital Primary - Aircraft Blue 500 #004289	Unipart Digital Blue #006CA9
UNIPART Digital Secondary - Signal Red 300 #E30613	Unipart Digital Green #639131
Gold 500 #FFC71C	Unipart Digital Red #BC0F41
	Unipart Digital Purple #983270
	Unipart Digital Orange #C8621B

Unipart Digital Enterprise System



Enterprise System

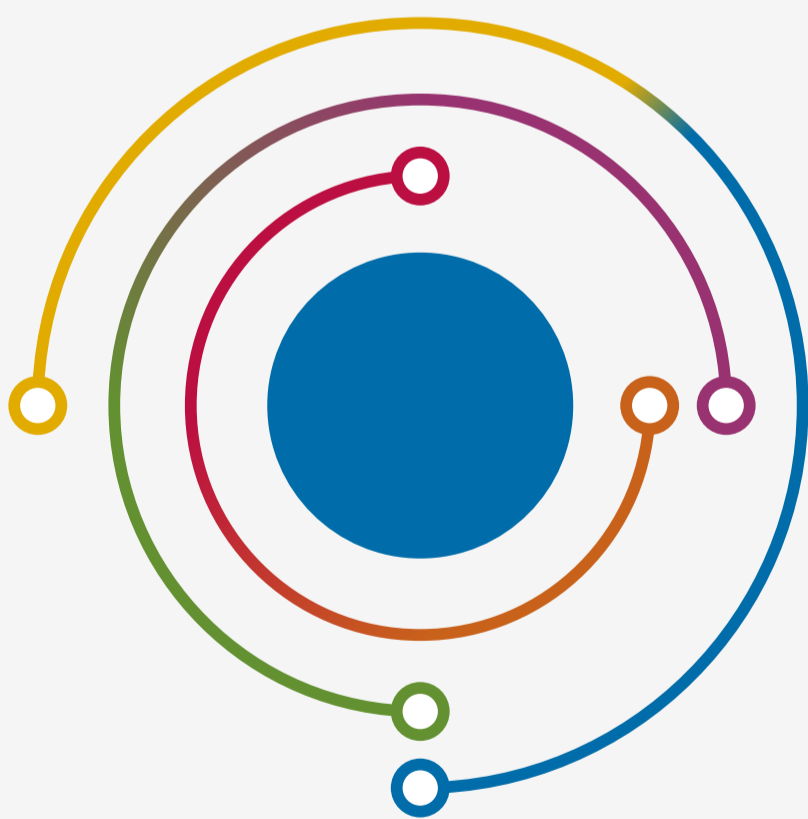
 Unipart Digital

Enterprise System is a Unipart Digital Product

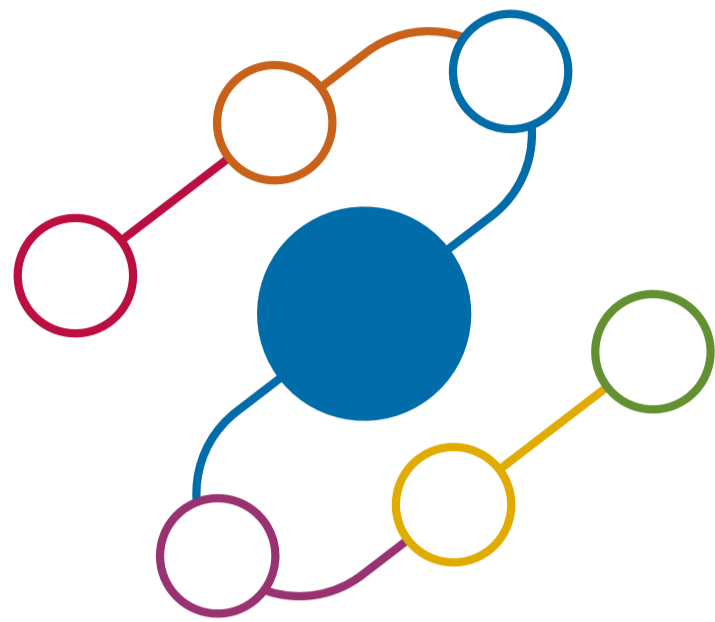


Rounded and circular logo types are already used within the Unipart universe

Logo development & variations



UDES - Warehouse Management System



Warehouse Management System

 Unipart Digital Enterprise System

WMS is a Unipart Digital Enterprise System Product

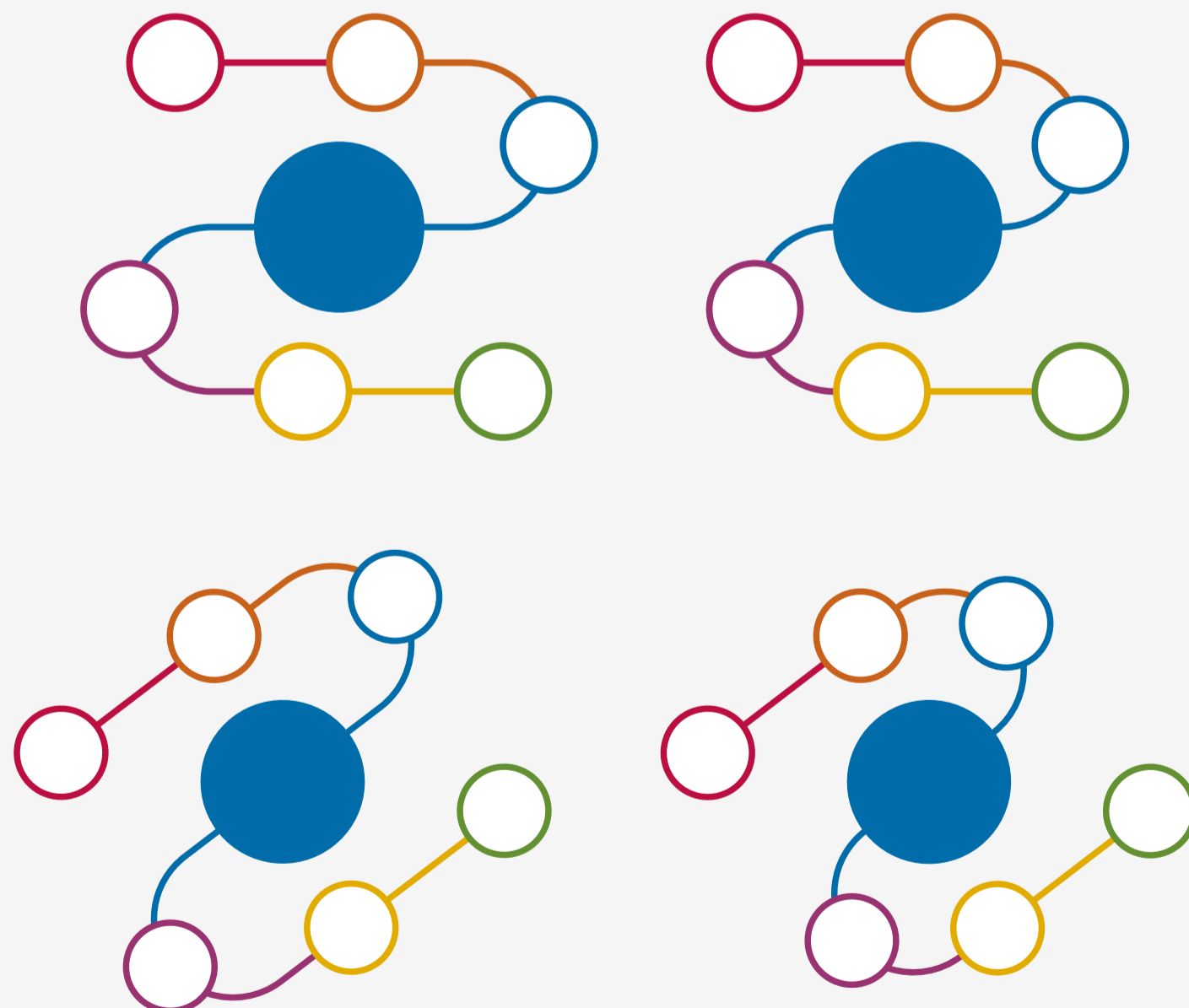
“A software solution that offers visibility into a business' entire inventory and manages supply chain fulfillment operations from the distribution center to the store shelf”

Simply moving inventory from A to B

Inbound; Starting at the left circle (A) to the centre Warehouse (B)

Outbound; Starting at the centre Warehouse (A) to the right circle (B)

Logo development & variations



UDES - Order Management System



Order Management System

UD Unipart Digital Enterprise System

OMS is a Unipart Digital Enterprise System Product

“An order management system is a tool that tracks sales, orders, inventory, and fulfillment as well as enables the people, processes, and partnerships necessary for products to find their way to the customers who bought them.”

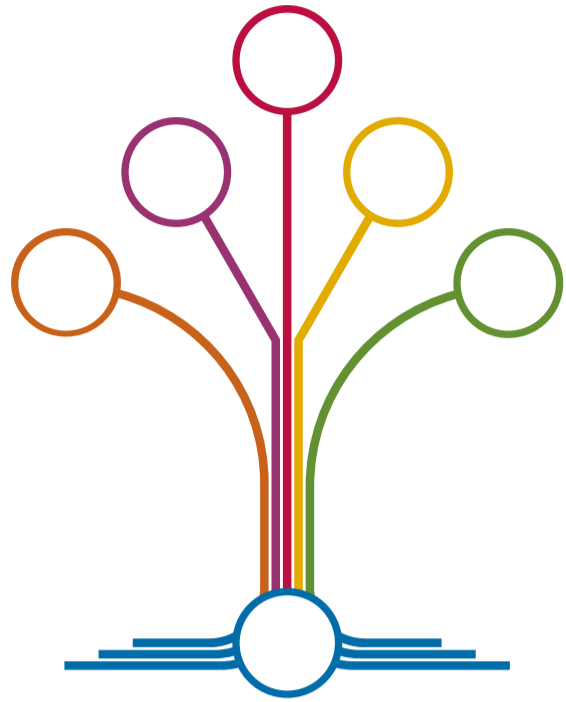
PROMT

Purchase and **R**epair **O**rders **M**anagement with **P**roactive **T**racking

Logo development & variations



UDES - eLearning Management System



eLearning Management System

 Unipart Digital Enterprise System

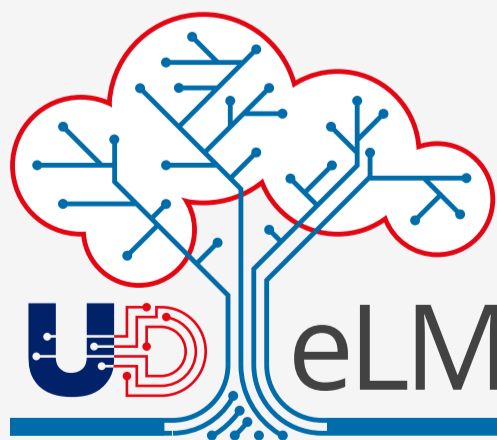
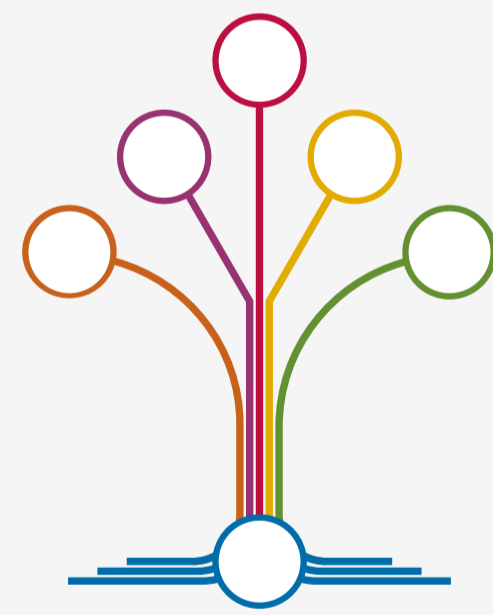
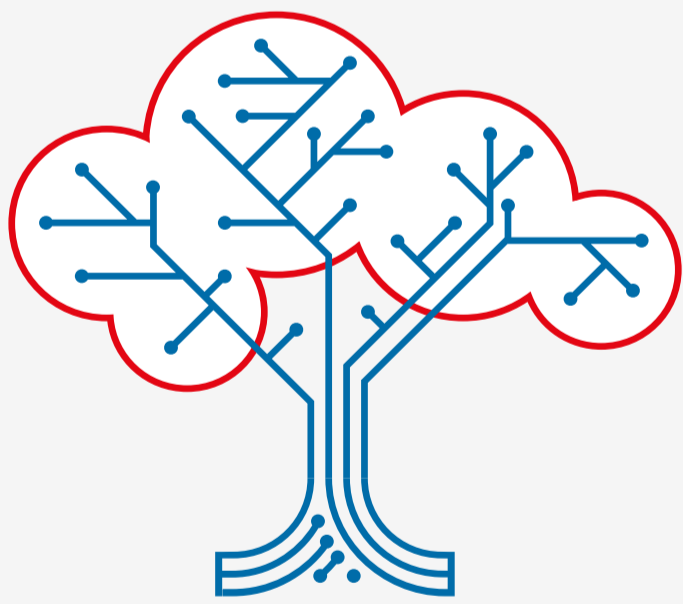
eLMS is a Unipart Digital Enterprise System Product

“A learning management system is a software application for the administration, documentation, tracking, reporting, automation and delivery of educational courses, training programs, or learning.”

eLMS

Elms are deciduous and semi-deciduous trees; “Learning Tree”

Logo development & variations



eLearning
Management
System
eLMS



eLearning
Management
System
eLMS

UDES - Customer Relationship Management



Customer Relationship Management

 Unipart Digital Enterprise System

CRM is a Unipart Digital Enterprise System Product

“Customer relationship management is one of many different approaches that allow a company to manage and analyse its own interactions with its past, current and potential customers.”

Logo development & variations

It couldn't be anything
other than a "C"

UDES - Report Management System



Report Management System

 Unipart Digital Enterprise System

RMS is a Unipart Digital Enterprise System Product

“A complex software solution that enables you to manage the complete reporting process. It helps you to prepare high quality reports quickly and efficiently. The RMS enables you to: Manage reporting processes using calendar definitions.”

Logo development & variations



UDES - Warehouse Control System



Warehouse Control System

 Unipart Digital Enterprise System

WCS is a Unipart Digital Enterprise System Product

“A warehouse control system is a software application that directs the real-time activities within warehouses and distribution centers”

Logo development & variations



The Unipart Digital Enterprise System Suite



Enterprise System

 Unipart Digital



Warehouse Management System

 Unipart Digital Enterprise System



Customer Relationship Management

 Unipart Digital Enterprise System



Order Management System

 Unipart Digital Enterprise System



Report Management System

 Unipart Digital Enterprise System



eLearning Management System

 Unipart Digital Enterprise System



Warehouse Control System

 Unipart Digital Enterprise System

The Unipart Digital Enterprise System Suite

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“The combination of deep knowledge and expertise in continuous improvement, coupled with highly skilled, highly motivated people who have access to the world’s best technology, is a formula for growth during a time when every aspect of industry is being disrupted. The Unipart Way and our culture of customer service continue to deliver critical advantages in navigating uncertain times.”

Unipart Chairman and Group CEO John Neill