UPTICK

Brand Style Guide

Welcome to Uptick's brand guidelines.

It's a unique set of elements thoughtfully engineered to represent the values and personality of the Uptick brand.

These elements are designed to work independently and/or in combination in all the brand touchpoints. Which will be evident in Uptick's external communication and internal documentation.

These guidelines are set up to introduce you to the identity elements and best-in-class examples to help inspire and excite you as you move forward in creating Uptick communications.

Our Brand

Our Uptick visual identity is a system built with core elements. Use these elements as you would with tools, to design and create communications that represent our brand, deeply rooted in life and technology.

The following pages are a brief introduction on how to put the core elements together. We don't have to use all of the elements, all of the time. Pick and choose what works for your communication needs.

Uptick Logo

The Uptick primary logo is an
important part of our brand.
It is the most visible and most
reproduced element.

Uptick's primary logo is to utilise
Fluro orange with an enlarged
version of the logomark.

The logo has been carefully
spaced, and should not be
changed, or re-typed.

Reversed Logos

These are the six approved colour combinations available for use within any print or digital applications.

Primary usage
Our primary logo is available in four colourways to suit a variety of applications. Please consider what is the best format for the application.

The Uptick primary logo is to be primarily used on all applications, unless our sub brand logo is a more suitable option.
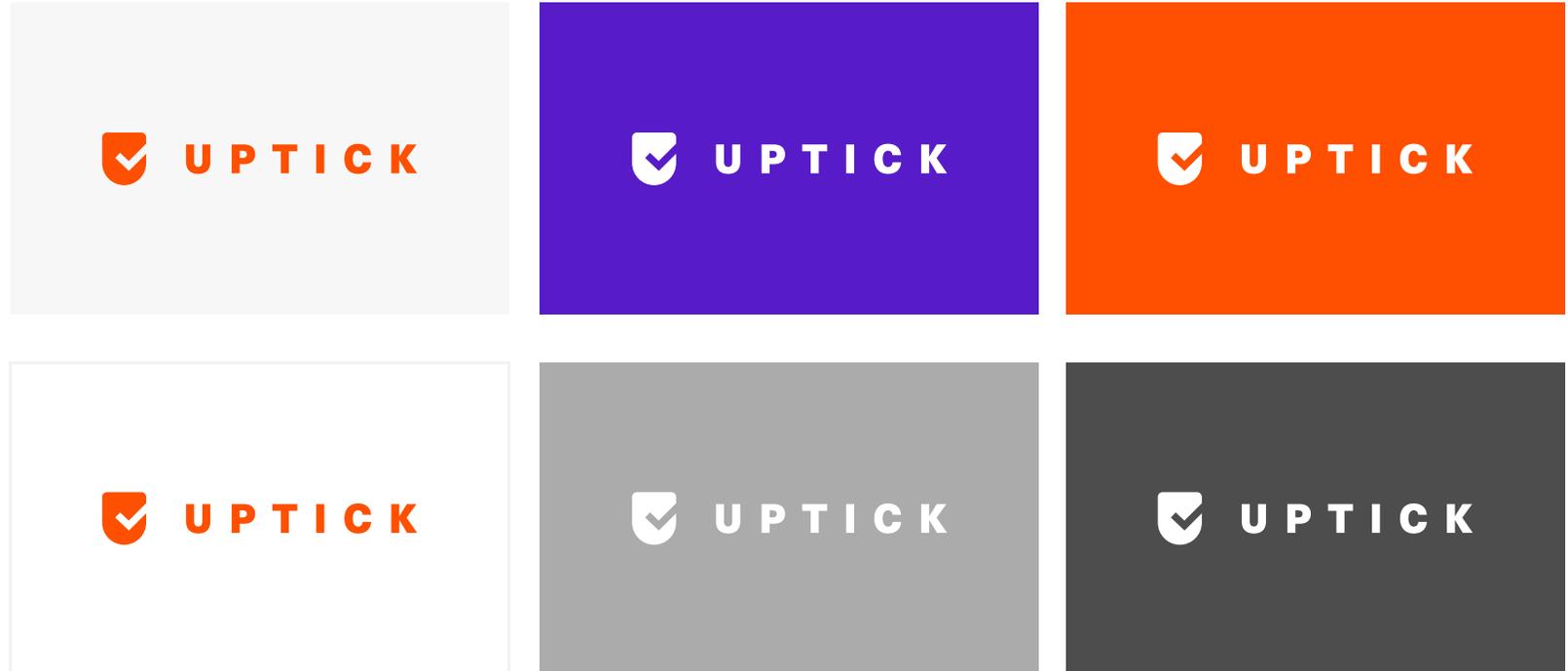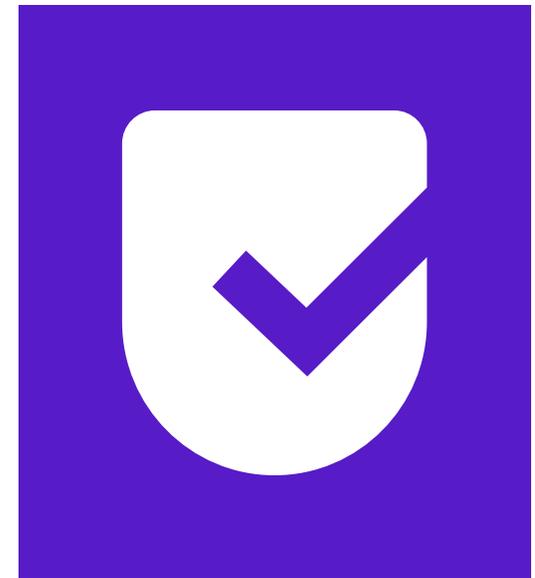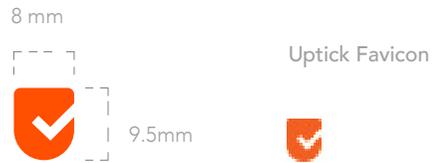
Brandmark

The brandmark is our symbol.
This symbol can be used alone to
reinforce our brand. Always keep
in mind the clearspace around the
brandmark is equivalent to 1/3 of
its width.

1/3x

3 x   1/3x
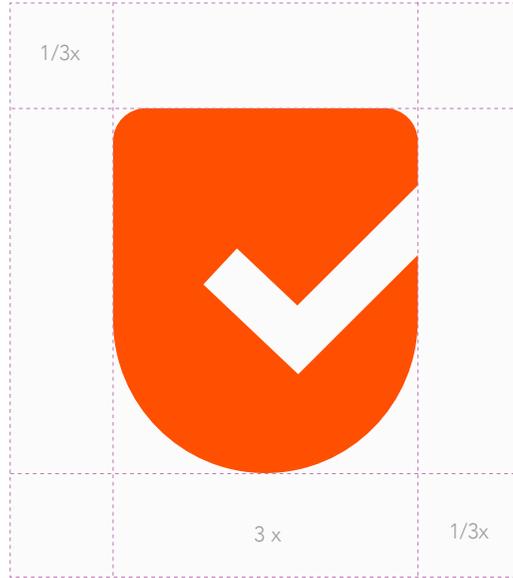
Minimum size in print should be 8 mm x 9.5 mm;
digitally the smallest is 35 X 35 pixel unless it's a
favicon which are normally at 16 x 16 pixel

8 mm

9.5mm

Uptick Favicon

Logo Clear Space

To ensure that the Uptick identity are clearly visible in all applications, surround them with sufficient clear space and other elements that might cause visual clutter to maximise the impact of our identity.

Allow sufficient clearspace when placing the lockup or logo in applications. Clearspace is based on the height of the letter K in the lock up,shown as x in the diagram to the right.

x = the height of lowercase 'k' letter
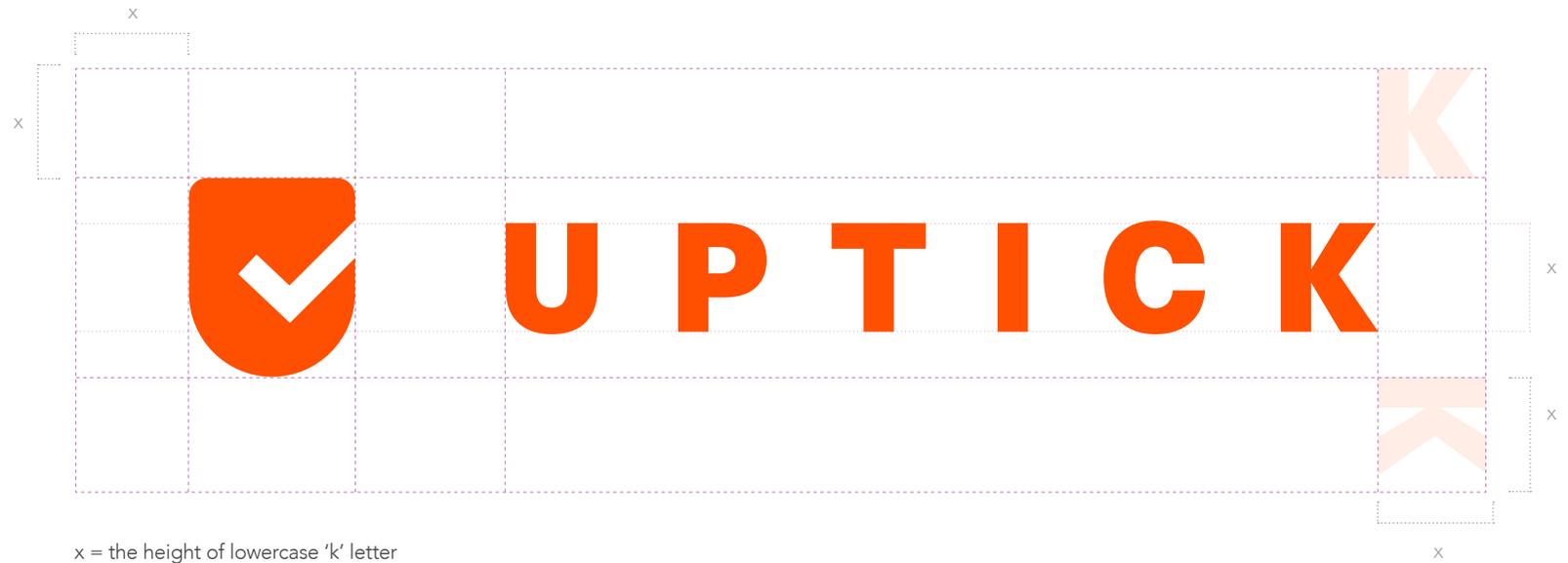
Logo Placement

Always place the lockup or logo within the margins. Preferred place is aligned to the top left corner, top right corner, bottom left corner, bottom right corner, or centred of the application.

Do not place the logo on vertical format.
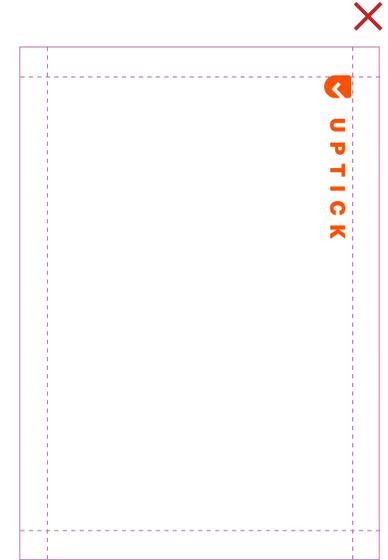
Prohibited Use

It is important maintain a clear view of the logo and not lose its visibility. Below shows some examples of prohibited use of the logo in order to maintain a cohesive look over our online and offline channels.

DON'T stretch the logo

DON'T change colours outside of the colour palette provided (refer to colour page for more details)

DON'T add a drop shadow to the logo

DON'T create a gradient logo

DON'T outline the logo

DON'T use over a busy image

Our Font

Avenir is our font of choice and expresses our brand with or without supporting graphics. All media produced by Uptick, third-party vendors or partner should solely use this font.

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy

0 1 2 3 4 5 6 7 8 9

? ! @ # % ^ & * - +

Avenir Light

The quick brown fox jumps over the lazy dog

Avenir Book

The quick brown fox jumps over the lazy dog

Avenir Medium

The quick brown fox jumps over the lazy dog

Avenir Heavy

The quick brown fox jumps over the lazy dog

Our Primary Colour

Uptick Orange is Uptick's primary colour, however it should be used sparingly.

It is important that we use this colour consistently to ensure a recognisable visual identity.

We recommend to use 100% of the colours in all applications. Supporting graphics and patterns to utilise the tinted colour versions.

Use this colour palette for Uptick printed and digital publications. Pantone and CMYK values are for printing, while the RGB and HEX values are for digital outcomes, screens and websites.

Uptick Orange

C0 M84 Y100 K0   R255 G79 B0   HEX #ff4f00

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%