

UPLAND

Brand Guidelines

Visual Identity System

Uplandme, Inc.

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

Rebuild the World.

Core mantra. This is the through-line for every brand touchpoint.








Color Palette

Upland's palette is anchored by Upland Yellow on Deep Void. Sparklet Teal is the secondary accent. All other colors are support — use sparingly. Always specify color in the format appropriate to the medium (HEX for screens, RGB for digital tools, CMYK for print).

Primary

	NAME	HEX	RGB	CMYK	USAGE
	Upland Yellow	#FFF71A	255, 247, 26	0, 3, 90, 0	Primary CTAs, hero headlines, key accents.
	Deep Void	#0D0D0D	13, 13, 13	0, 0, 0, 95	Primary dark surface. Hero, app chrome.
	Sparklet Teal	#4ECDC4	78, 205, 196	62, 0, 4, 20	Secondary CTAs. Sparklet and store
	Upland Light Blue	#32C7FF	50, 199, 255	80, 22, 0, 0	Miles background. Favicon, app icon,
	White	#FFFFFF	255, 255, 255	0, 0, 0, 0	Light surfaces, headlines on light,

Support

	NAME	HEX	RGB	CMYK	USAGE
	Bright Yellow	#FBED29	251, 237, 41	0, 6, 84, 2	Hover state for Upland Yellow.
	Title Yellow	#C8FF00	200, 255, 0	22, 0, 100, 0	Limited use. Accent for special moments.
	Upland Blue	#0055FF	0, 85, 255	100, 67, 0, 0	Information, links, system messaging.
	Dark Blue	#092944	9, 41, 68	87, 40, 0, 73	Tertiary surface. Used sparingly.
	Abyssal Black	#080808	8, 8, 8	0, 0, 0, 97	Deepest dark. Full-bleed
	Dark Card	#161616	22, 22, 22	0, 0, 0, 91	Card surfaces on dark layouts.
	Pale Grey	#A6A6A6	166, 166, 166	0, 0, 0, 35	Muted captions, disabled states.
	Main Grey	#CCCCCC	204, 204, 204	0, 0, 0, 20	Dividers, borders, low-emphasis UI.

Pairing Rules

- ✓ **DO** Pair Upland Yellow with Deep Void. This is the master combination.
- ✓ **DO** Use Sparklet Teal as the second accent, never as primary background fill.
- ✗ **DON'T** Place Upland Yellow on Title Yellow, Bright Yellow, or White (low contrast).
- ✗ **DON'T** Combine Upland Blue and Sparklet Teal — they fight each other.
- ✗ **DON'T** Use more than three palette colors in a single composition (yellow, teal, dark).

Typography

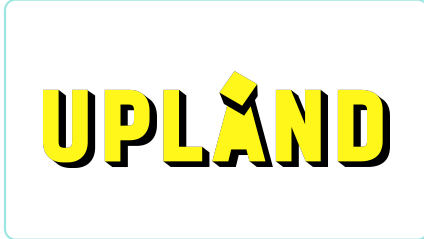
Poppins is the single brand typeface. The geometric construction supports Upland's confident, modern personality. Use Poppins Black for hero headlines, Bold for sub-headlines, SemiBold for UI emphasis, and Regular for body. Letterspacing is consistently -30 across all weights.

STYLE	WEIGHT	SIZE / LH	USAGE
Headline 1	Black	48 pt / 52	Hero. One per page. Reserved for the brand promise.
Headline 2	Bold	32 pt / 38	Section headers, major content blocks.
Headline 3	SemiBold	22 pt / 28	Sub-sections, card titles, feature names.
Eyebrow	Bold	11 pt / 14	All-caps labels above headlines. +30 letterspacing.
Body	Regular	14 pt / 22	Paragraph text. Comfortable reading width: 60-70 char.
Body Bold	Bold	14 pt / 22	Emphasis inside body copy. Use sparingly.
Caption	Regular	11 pt / 16	Image captions, fine print, meta info.
UI Label Rules	SemiBold	12 pt / 14	Buttons, badges, navigation, form labels.

- ✓ **DO** Use Poppins Black for hero text only. It loses character at small sizes.
- ✓ **DO** Set letterspacing to -30 across all headline weights.
- ✓ **DO** Maintain comfortable line lengths: 60-70 characters for body.
- ✗ **DON'T** Stretch, skew, or outline the typeface.
- ✗ **DON'T** Use more than three weights in a single composition.
- ✗ **DON'T** Substitute another font as a 'similar' fallback – request Poppins assets if missing.

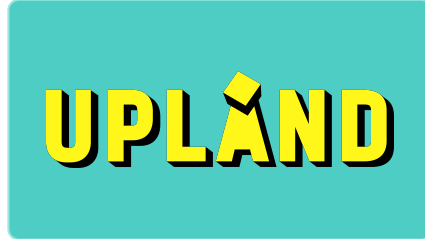
Logo

The Upland wordmark has two primary forms. The master lock-up (yellow on black) is the default. The transparent yellow wordmark is the on-surface form for colored, dark, or photographic backgrounds. Miles the Llama is the standalone icon – see page 6 for detailed usage.



Master Lock-Up

Yellow on black, embedded. Default form. Use on white and bright backgrounds.



Yellow on Color

Transparent yellow wordmark for use on brand colors and photography.



Miles the Llama

Standalone icon for favicon, app icon, profile photos, and corporate use.



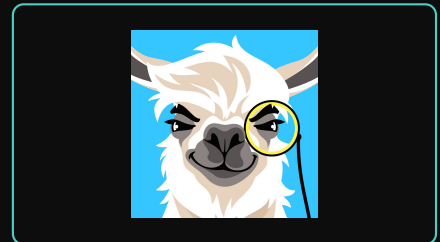
Yellow on Dark

Transparent yellow on Deep Void. Highest-contrast pairing.



On Dark Imagery

Use on dark photo backgrounds. Always preserve clear space.



Miles on Dark

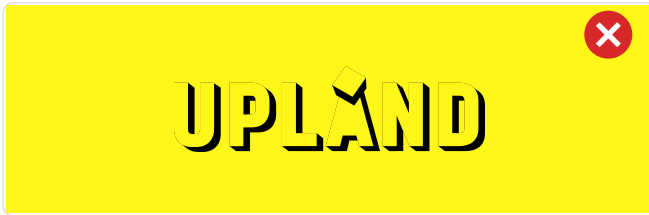
Same icon, dark surface. Do not place Miles on yellow.

Clear Space & Minimum Size

- Clear space: always leave space equal to the height of the U around the logo.
- Minimum size: 24 px height on screen, 0.4 in / 10 mm height in print.
- Never place text, photography, or graphic elements inside the clear space.

Logo Do's & Don'ts

The wordmark is the most recognizable expression of the brand. Treat it as fixed. The following rules apply to every placement, regardless of context.



Don't place yellow logo on yellow.



Don't skew, rotate, or distort.



Don't change the logo color.



Don't crowd the clear space.



Don't stretch or compress.



Don't size below the minimum (24 px).

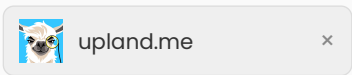
Do's

- ✓ Use the master lock-up on white and bright backgrounds.
- ✓ Use the transparent yellow wordmark on Deep Void, Sparklet Teal, or photography.
- ✓ Maintain clear space equal to the U-height on all sides.
- ✓ Honor the minimum size: 24 px screen, 10 mm print.
- ✓ Place Miles the Llama as a standalone icon at 1:1 aspect ratio.

Miles the Llama

Miles the Llama is Upland's standalone icon mark. Where the wordmark carries the brand at scale, Miles carries it in compressed forms — small surfaces, app stores, browser tabs, and corporate documents. Treat Miles as fixed: the llama, the yellow monocle, and the cyan field are the canonical configuration.


Primary Use Cases



16×16 · 32×32 · favicon.ico

Favicon

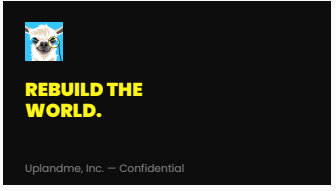
Browser tab and bookmark icon for upland.me and all sub-properties. Render at 16×16 and 32×32.



1024×1024 master · iOS, Android, PWA

App Store Icon

Miles on Deep Void with iOS-style continuous corners. 10–12 % internal padding inside the container.

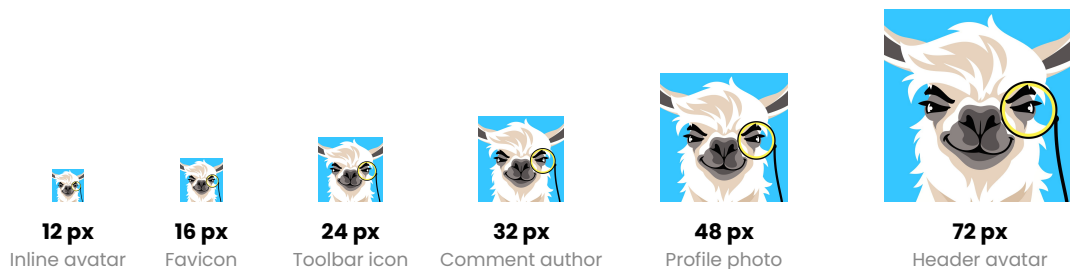


Top-left or footer placement

Corporate Presentations

Title slides, decks, internal documents. Place Miles top-left at 14 px or in the footer alongside the legal line.

Sizing Reference



Do's

- ✓ Maintain 1:1 aspect ratio. Miles is always square.
- ✓ Use the canonical color version on light surfaces.
- ✓ Use Miles on Deep Void or Sparklet Teal on dark surfaces.
- ✓ Round the icon container for app store and PWA use.
- ✓ Add 10–12 % internal padding inside app icon containers.

Don'ts

- ✗ Don't recolor the llama, the monocle, or the cyan field.
- ✗ Don't place Miles on a yellow background.
- ✗ Don't crop, rotate, or partially obscure Miles.
- ✗ Don't combine Miles with the wordmark in the same lock-up.
- ✗ Don't add text overlays, badges, or notification dots.

Buttons & CTAs

Buttons follow a strict three-level hierarchy. Only one Upland Yellow CTA should appear per screen. Sparklet Teal is the secondary action. All other buttons are tertiary – outline, dark fill, or text.



Primary – Upland Yellow

The hero conversion button. Drives sign-ups, Play Free, top-of-funnel.



Secondary – Sparklet Teal

Drives store, ownership, Sparklet, and second-priority actions.



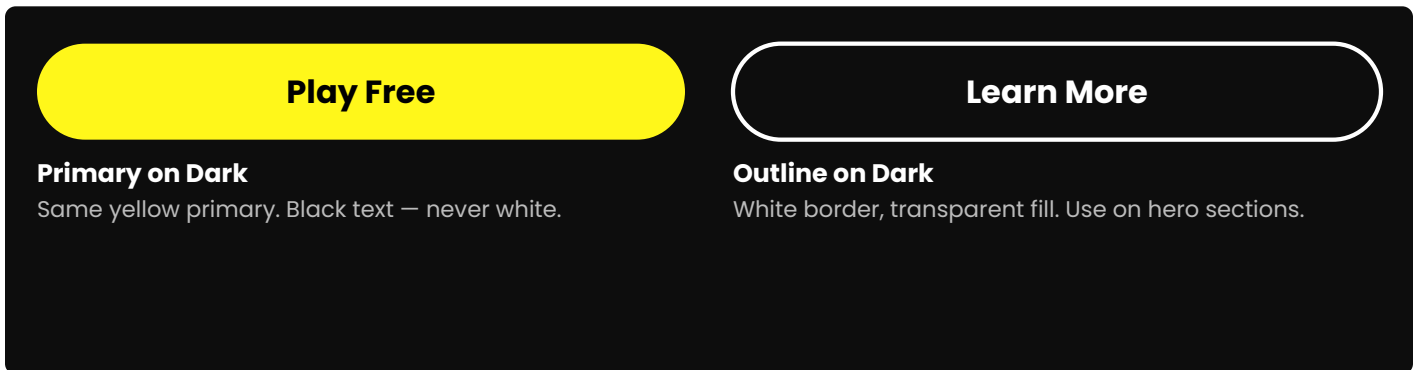
Tertiary – Solid Dark

Account, navigation, supporting flows on light surfaces.



Tertiary – Outline

Quiet supporting CTA. Use alongside a primary, never alone.



Primary on Dark

Same yellow primary. Black text – never white.

Outline on Dark

White border, transparent fill. Use on hero sections.

Rules

- ✓ **DO** Use exactly one Upland Yellow CTA per screen. It is the highest-intent action.
- ✓ **DO** Use Sparklet Teal for store, ownership, and Sparklet-related second actions.
- ✓ **DO** Set button height to 36–44 px. Use full pill shape (border-radius: height/2).
- ✗ **DON'T** Use yellow and teal CTAs side-by-side at equal weight – pick one.
- ✗ **DON'T** Use white text on Upland Yellow. Always black.

Imagery & Layout

Imagery Style

Upland imagery falls into four categories. Each has a distinct treatment and a defined role in the visual system.

City Photography

Real-world, recognizable. Slightly desaturated with cool-tone color grading. Overlay gradient from transparent to Deep Void for text legibility. Minimum 2400 px wide for heroes.

In-Game Renders

Isometric or near-isometric city views. Clean lighting, no UI chrome. Show density, Uppies, and structures. Avoid empty plots.

Uppie Character Art

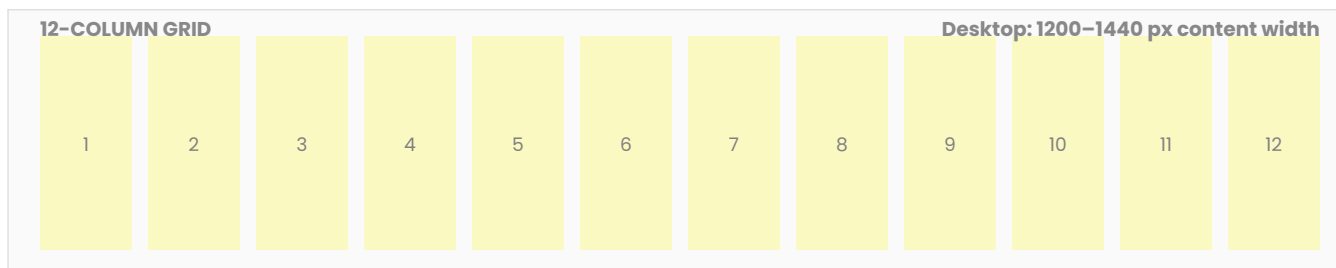
3D-rendered characters on transparent backgrounds. Subtle floating animation (8s ease-in-out cycle). Avatar sizing: 36 px with 10 px border-radius.

Lifestyle & Merch Photography

Architect identity in real life. Natural light. Documentary feel. Show the IP worn, used, lived-in — never staged or stock-y.

- ✓ **DO** Apply a Deep Void gradient overlay to photography that holds text.
- ✓ **DO** Keep Uppie characters on transparent backgrounds — never on filled rectangles.
- ✗ **DON'T** Use generic stock photography. Upland imagery must feel specific and real.
- ✗ **DON'T** Apply Instagram-style filters or color grading that fights the palette.

Layout Standards



PROPERTY	VALUE
Grid	12 columns on desktop (1200-1440 px), 4 columns on mobile.
Gutters	24 px desktop, 16 px tablet, 12 px mobile.
Margins	Page edge: 64-96 px desktop, 24 px mobile.
Spacing	8 px base scale: 8, 16, 24, 32, 48, 64, 96, 128.
Hero	Full bleed on Deep Void. Headline left-aligned. Single primary CTA.
Cards	20 px border-radius. 1 px white border at 10% opacity on dark.
Buttons	Pill shape (border-radius: height/2). 36-44 px height. 24 px H padding.
Glassmorphism	Dark cards: rgba(8,8,8,0.82) with backdrop-blur(12px). 1 px border at 10% opacity.

Download Assets



Download Assets