

# Brand basics for partners

Everything you need to use our logo, colors and type correctly on a co-branded page, deck, email or event material. It is short on purpose.

**ONE ASK** Send us the draft before it ships. We turn these around fast, and it beats a reprint.

## LOGOS

### Three logos, each in color and in white



#### Mark

The "up" glyph. Corner marks, favicons, small square slots.

SVG

PDF

PNG



#### Wordmark

The default when there is room. Headers, footers, title slides.

SVG

PDF

PNG



#### Circle icon

App icons, avatars, anywhere needing a contained shape.

SVG

PDF

**SVG is the master**, use it wherever you can. PDF for print. PNG for PowerPoint and Google Slides, which handle it more predictably.

### Match the logo to the surface it sits on

On any dark background, use the white version. Always. On light backgrounds, the color version. The blue mark on black reads as a smudge at small sizes.



LIGHT GROUND, COLOR LOGO



DARK GROUND, WHITE LOGO

### Room and minimum size



Clear space on all sides of at least half the logo's height. Nothing else in there, including your own logo.



24px tall



100px wide

Shown here at actual minimum size for screen. In print, 0.4in tall for the mark and 1in wide for the wordmark.

## Four things not to do

- ✗ **Don't rebuild it.** No redrawing the mark, no retyping the wordmark in a font, no making your own color variant. The mark carries a gradient, so flattening it to one flat color destroys the artwork.
- ✗ **Don't rotate, stretch or add effects.** Scale it proportionally and leave it at that. No shadows, outlines or glows.
- ✗ **Don't set it on a busy photo.** White, our paper color, or a solid dark fill. Skip mid-tone backgrounds.
- ✗ **Don't lock it up with your logo.** Side by side with clear space between, or a thin vertical rule. Never combined into a single mark.

## COLOR

### One blue, one accent, four neutrals



**#0B58FF**

**Blue is the brand.** Buttons, links, key rules, anything that needs to read as Upfront. Use it exactly. **#3366FF is not our blue.**



**#F97316**

**Orange goes on the number and nothing else.** It marks an outcome or a result. Never on body copy, never as a heading color. Note that it appears nowhere else on this page.

### Neutrals, one job each



Headings  
**#0A0B0F**



Body text  
**#3D3F4A**



Secondary text  
**#6B6D7A**



Borders and rules  
**#E4E5EA**



Page background  
**#FBFBF9**



Card surface  
**#FFFFFF**

Page background is a warm off-white, not pure white. Supporting blues for fills: **#EEF3FF** as a tinted surface, **#B8CDFF** for a border on a blue fill, **#083599** for text sitting on pale blue.

### Our background wash

```
background: linear-gradient(180deg, #FBFBF9 0%, #F0F3FA 60%, #EAEF7 100%);
```

The midpoint sits at 60%, not 50%. That off-center stop is the whole character of it, so don't respace it evenly.

## TYPE

### Outfit, and nothing else

Free from Google Fonts under the Open Font License, so there is nothing to buy. The four weights we use are in the kit. This page is set in it, so what you are reading is the reference.

|     |                                                               |
|-----|---------------------------------------------------------------|
| 400 | <b>Regular</b><br>Body and running copy                       |
| 500 | <b>Medium</b><br>Headings. H1 through H3, card titles         |
| 600 | <b>SemiBold</b><br>Labels, buttons, eyebrows, small uppercase |
| 700 | <b>Bold</b><br>Rare. Small uppercase tags only                |

**Headings are 500, not bold.** This is the thing people miss most, and it is the first thing to check when a layout looks subtly off.

Set headings with tight negative tracking, roughly **-0.02em**. Design software tends to throw tracking away, so set it explicitly. If you genuinely cannot load Outfit, fall back to the system sans stack. Don't substitute a display or serif face.

## NAMING AND COPY

### How to write about us

#### WRITE IT THIS WAY

**Upfront**

#### NEVER

~~UpFront~~ ~~Up Front~~

One word, capital U. Use "Upfront Inc." only where a legal entity name is required.

- **Product names:** Upfront Back Office, Upfront Docs, Upfront Care, and Earned Commission Access (ECA), spelled out on first use.
- **No em dashes or en dashes.** Commas, periods, regular hyphens, or rewrite the sentence. House style, and easy to check.
- **Any stat about Upfront comes from us in writing.** Volume figures, customer counts, savings numbers. Ask and we will send the current approved wording rather than you pulling something from an old deck.

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The logo and font files ship as **upfront-partner-kit.zip**, attached to the note that pointed you here. All three logos in color and white, the four Outfit weights with their license, and this guide as text.

Anything you are unsure about, or a variant you need that is not in the pack, email [pierre@myupfront.com](mailto:pierre@myupfront.com). Faster to ask than to guess.