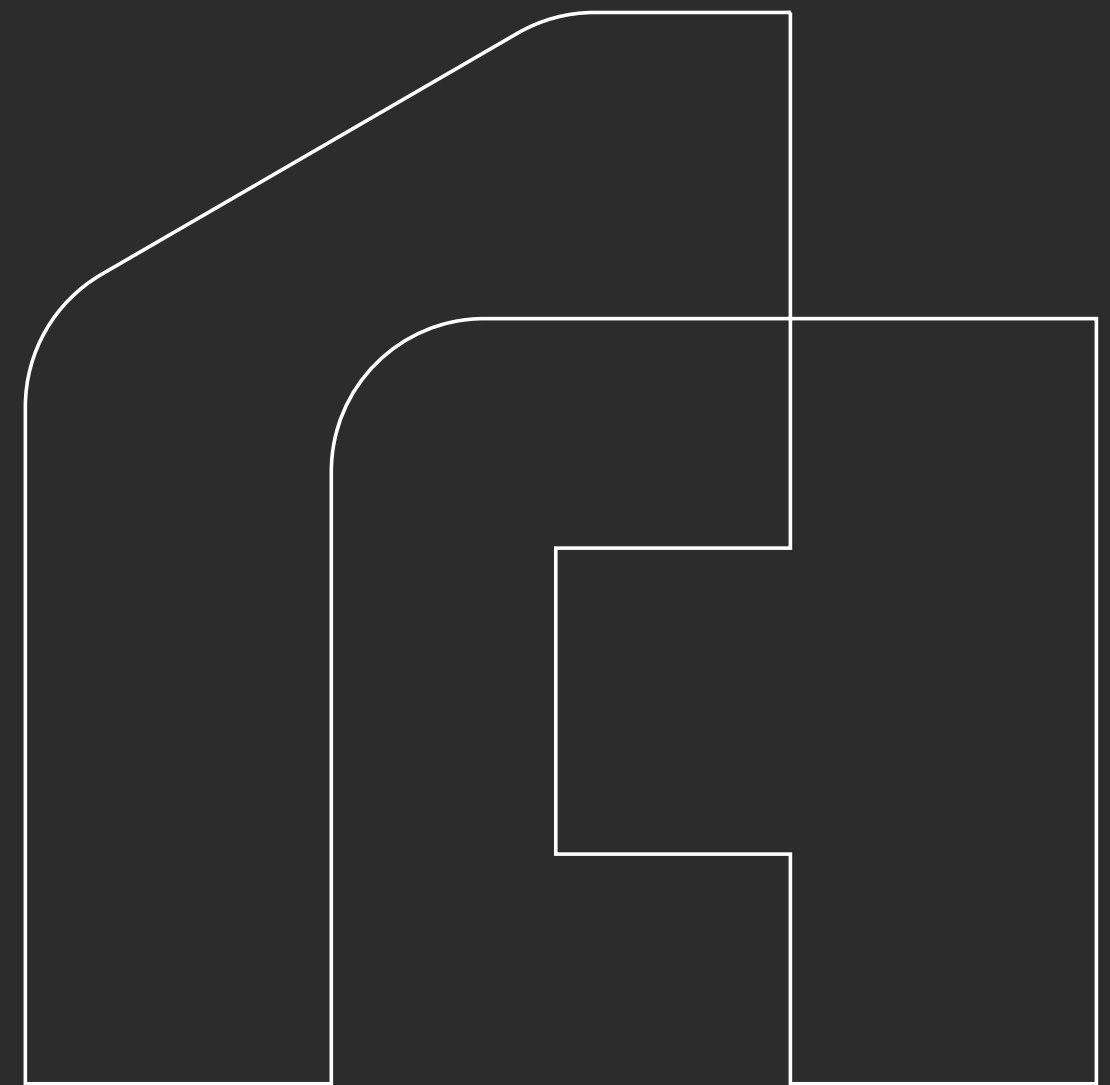




Brand Guidelines.



Summary



01

Brand Construction

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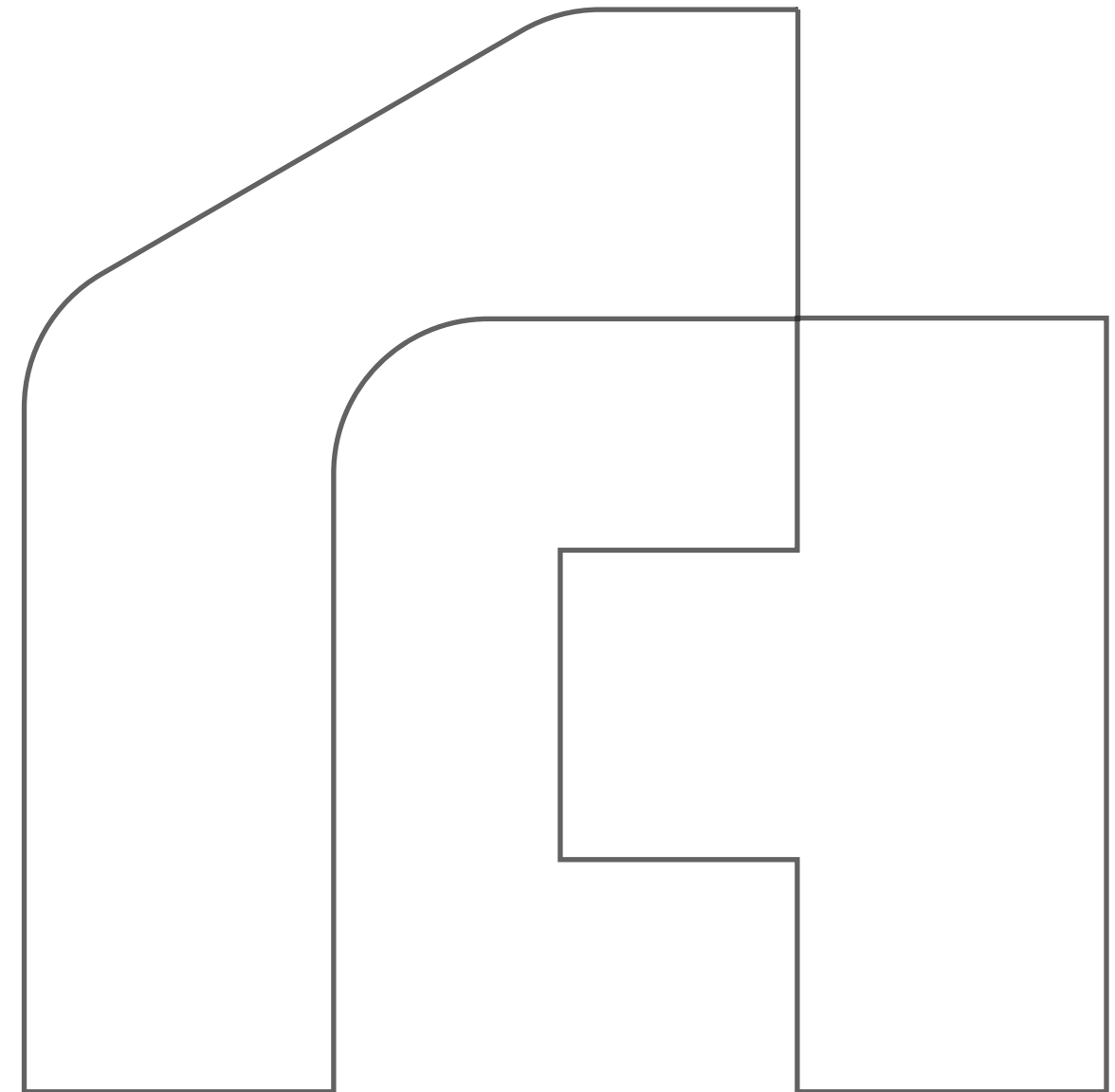
Usage & Merch

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Introduction

The logo is based on the founders' last name initials, "A" and "C," aiming for a dynamic yet serious look. The smooth, cut-edge typography gives it a modern, tech-focused feel.

Negative space enhances the minimalist design, symbolizing streamlined processes and innovation. The subtle cuts represent the brand's precision and forward-thinking approach.



Logo Design



The logo can be used in various ways to enhance brand visibility and recognition.
Its versatile design allows it to adapt across multiple platforms

Logotype



Logo mark



Mark Construction



Letter 'A'

+



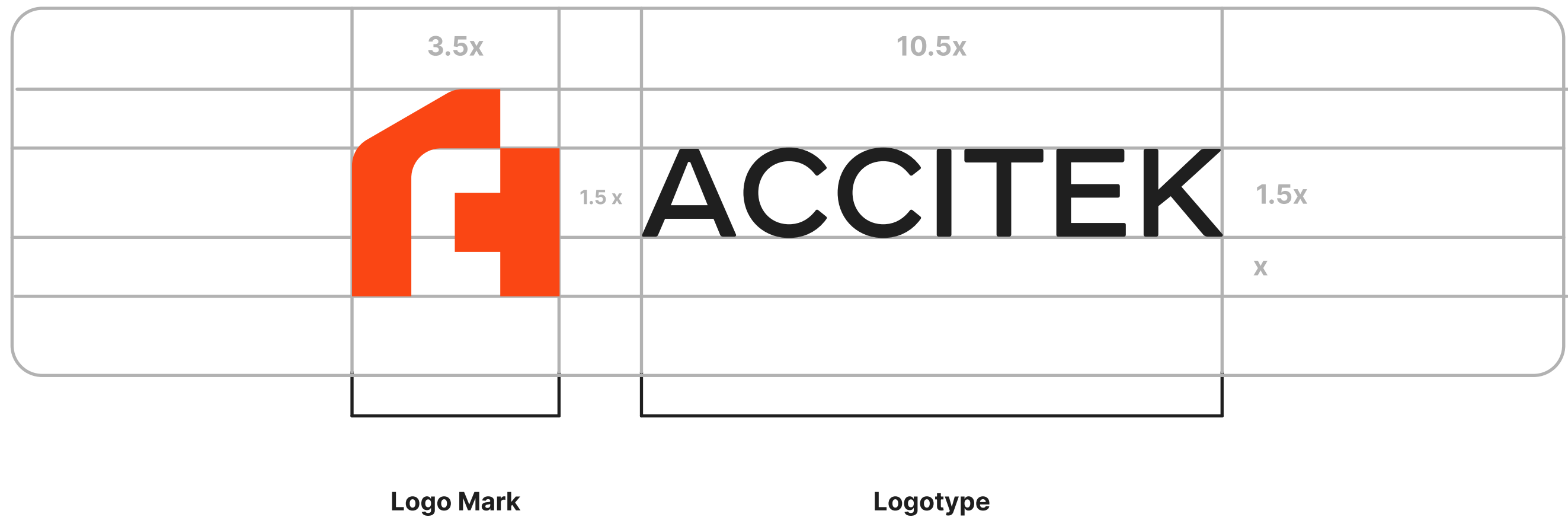
Letter 'C'

+



dynamic & techy

Horizontal Logo



Vertical Logo



Color Logo





Mobile App Logo



Logo Usage

It should be prominently featured on digital platforms, including websites and social media profiles, to establish a robust online presence. Furthermore, including the logo on print materials such as business cards, brochures, and flyers contributes to a cohesive and professional brand image.

It is recommended to use the logo against these backgrounds and color schemes.



Safe Zone

The Safe Zone section of a brand book outlines guidelines for the minimum distance that must be maintained between the brand's logo or other design elements.



Logo Misuse

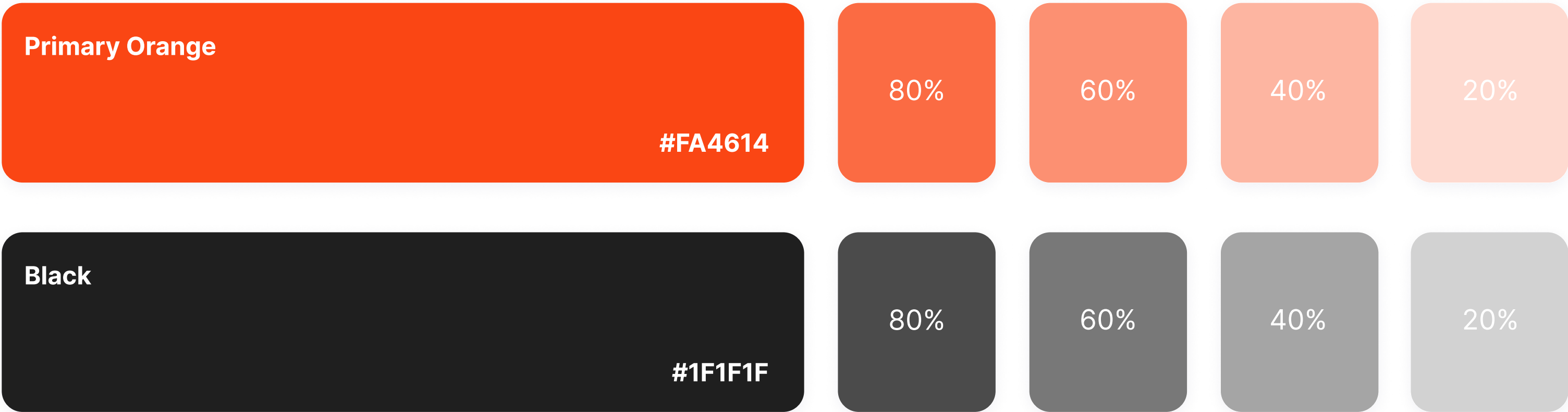


The logo should be used consistently and with care to maintain brand integrity and recognition. It is essential to avoid any alterations, distortions, or inappropriate color modifications that could misrepresent the brand's identity.



Color Palette

This color palette presents a striking combination that creates a strong visual impact. At the top, a vibrant orange exudes energy and enthusiasm, capturing attention and highlighting key elements.



Typography

The Affect font is a modern sans-serif typeface with clean lines and geometric shapes, giving it a contemporary look. Its versatility makes it suitable for various applications, including branding, digital content, and print materials.

The font is highly readable, ensuring clarity even at smaller sizes

Aa

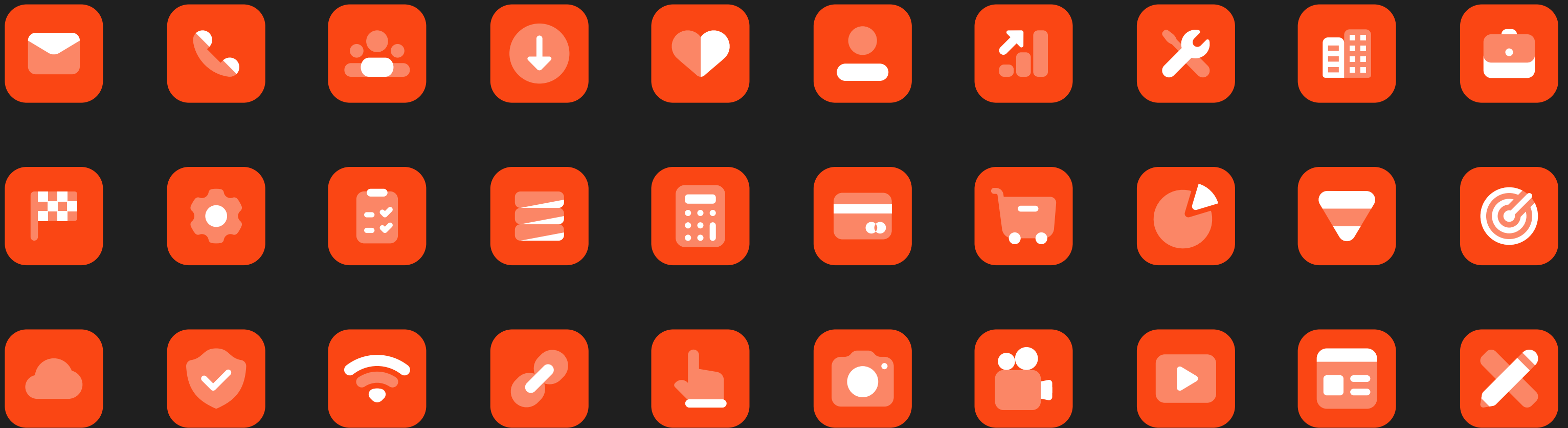
AFFECT

BOLD REGULAR LIGHT

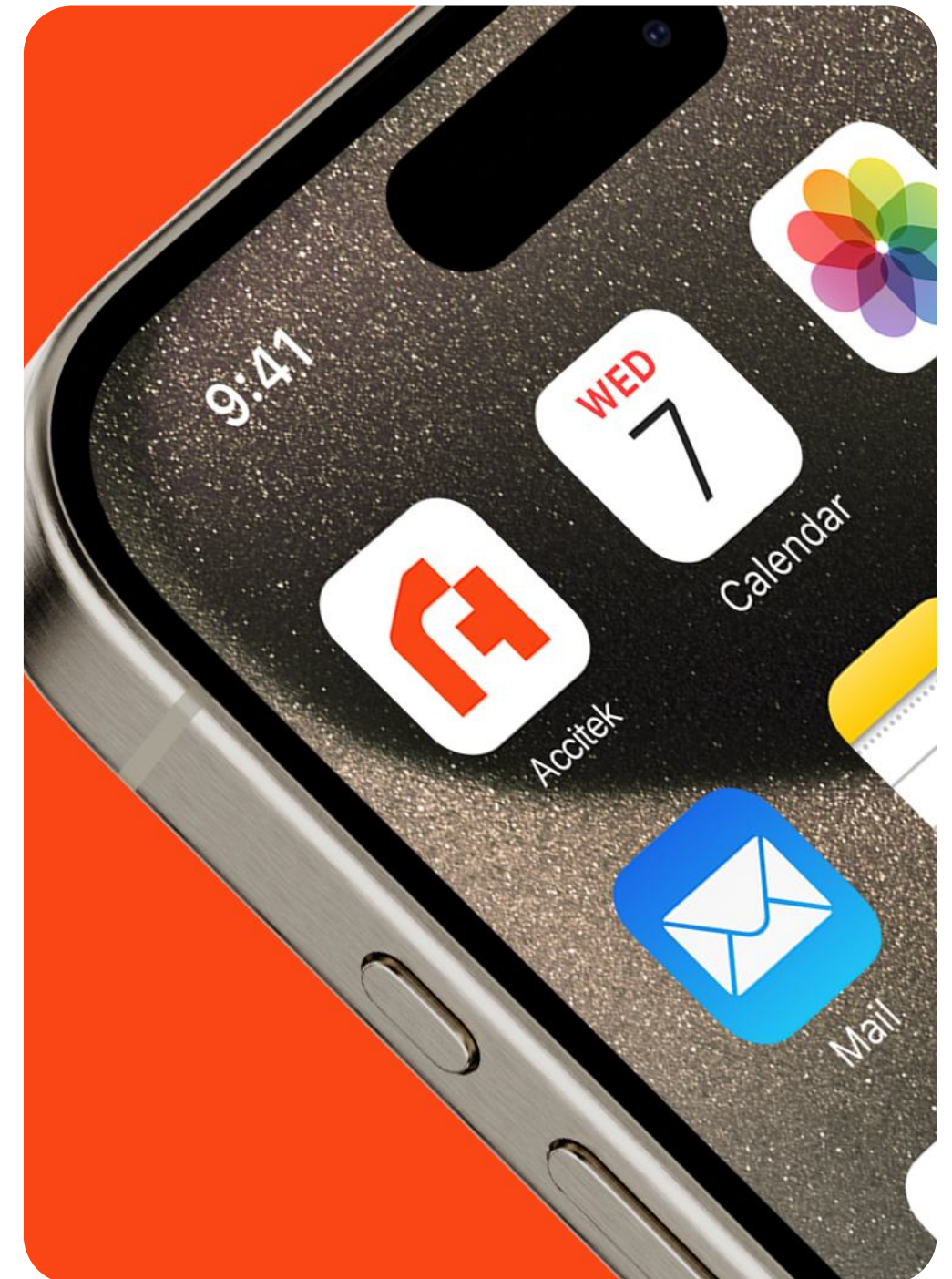
The quick brown fox jumps
over the lazy dog.



The iconography can be used in digital formats or printed materials without needing two colors, making it a flexible choice. This adaptability helps the brand include essential elements that fit its diverse needs while maintaining consistency.



Desktop & App



Merchandise

The mark is highly versatile, making it effective for various applications across different merchandise and adaptable to any surface type. Its design ensures clarity and impact.



Brand Voice & Slogan

Our brand voice embodies innovation, clarity, and expertise. As a provider of cutting-edge software solutions. We communicate with confidence and a visionary perspective, highlighting how our solutions drive growth and simplify complex problems.

// Accelerate in Technology //

Brand Personality:

- Modern
- Technological
- Optimistic
- Innovative
- Dynamic
- Energy



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