ControlUp brand style guide

January 2022

Core elements

Powering the work from anywhere world.

This system of foundational elements allows the ControlUp brand to stretch, while maintaining consistency across all media and print platforms.

Logo →

Typography →

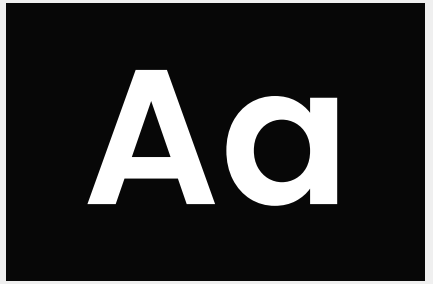
Color →

Creative element →

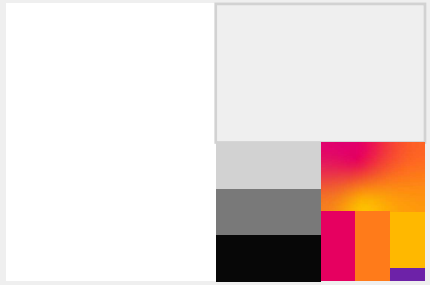
Photography →

Icons →

Logo



Typography



Color

Creative element

Photography

Icons

Protected space & contrast

Our logo is the number-one visual element of our identity. Proper use of the logo is vital to ensuring recognition for the ControlUp brand.

Our logo consists of two components: the symbol (graphical bars), and the company name. The symbol is a visual expression of our monitoring abilities, as well as our essence of collecting and representing customers' data.

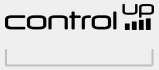
We rarely disconnect the symbol from the company name; they are almost always presented as a single element.

Protected space is essential to keeping the logo visible and clear.

The distance for any graphic object next to the logo should be no less than the height of the logo

Symbol: Chart Bars

On-screen minimum size



77 X 14 px

Print minimum size

320 X 58 px (In 300 Dpi)

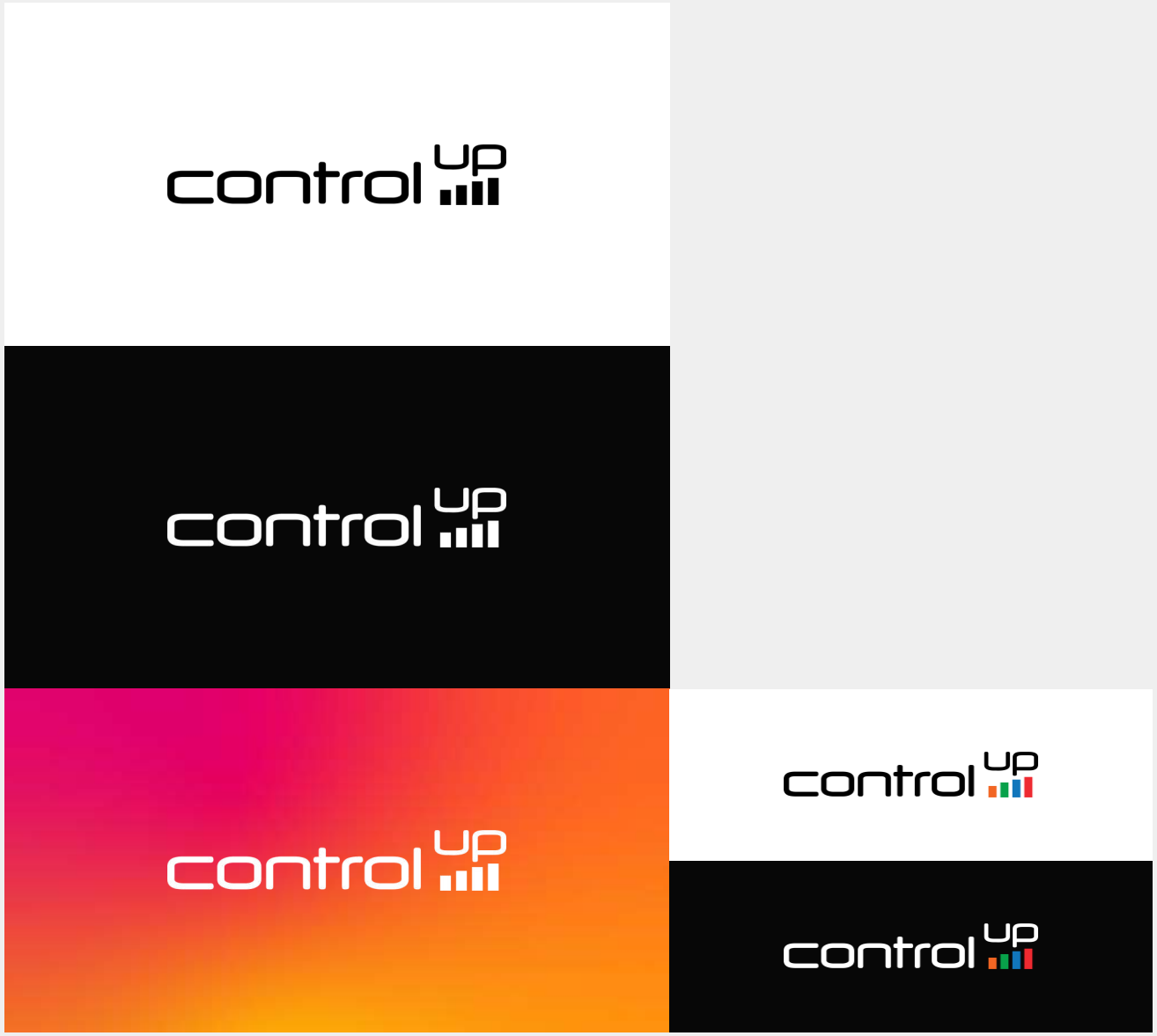
30mm X ~5mm

Logo contrast

As we introduce gradients to our brand palette, we recommend using the ControlUp logo in black or white, and occasionally in grayscale or color when appropriate.

Always meet a 4.5:1 minimum contrast between the logo and its background to comply with accessibility requirements.

White or light neutral backgrounds are preferred, but you may also place the reverse logo on dark backgrounds.



Logo don’ts

Don’t alter the fill of the logo that has not been approved by brand.

Don’t use backgrounds with low contrast.

Don’t alter any elements of the logo.

Don’t rotate the logo.

Don’t distort the length or width of the logo.

Don’t use drop shadow and/or other special effect on the logo.

Don’t add any additional text to the logo.

Don’t place the logo over busy backgrounds.

Typography

Poppins is our easy-to-read typeface. Poppins comes in four approved weights. However, for simplicity, most ControlUp brand assets will focus on just two font weights: **Poppins Light** and **Poppins Semibold**. The other font weights can be use on a case-by-case basis.

Header line spacing should be set to ‘single’ spacing. Body line spacing should be set to ‘Multiple at 1.2 spacing.

Download Poppins Family Fonts →

Header, Poppins Semibold

Body, Poppins Light, at 1.2 line spacing

Semibold

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Light

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Regular

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Color palette

Primary colors help audiences quickly identify the ControlUp brand. These are the core creative colors of our brand. Our primary colors also represent two of the three colors used in our gradients.

Secondary color highlights and compliments primary colors. This is also the third color used in our gradients.

Tertiary color is the third level of our color palette. It is not used often but can add diversity to the palette. Charts, graphs and links are examples of how both secondary and tertiary colors can be used.

Base colors are used mostly in text and backgrounds. These colors help with spacing and support primary and secondary colors.

Gradients are to be used creatively and intentionally. Don't overuse them.

PRIMARY

Pink
HEX #E60060
RGB 230, 0, 96
CMYK 0, 90, 53, 10
PANTONE Rubine Red C

Yellow
HEX #FFB800
RGB 255, 184, 0
CMYK 0, 28, 100, 0
PANTONE 7549 C

SECONDARY

Orange
HEX: #FF7B1A
RGB 255, 123, 26
CMYK 0, 52, 90, 0
PANTONE 151 C

TERTIARY

Purple
HEX #6D22A8
RGB 109, 34, 168
CMYK 23, 53, 0, 34
PANTONE 267 C

BASE

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0,0,0,0
PANTONE 663 C

Grey 1
HEX #EFEFEF
RGB 239, 239, 23
CMYK 0, 0, 0, 6
PANTONE 663 C

Grey 2
HEX #D2D2D2
RBG 210, 210, 210
CMYK 0, 0, 0, 18
PANTONE 427 C

Grey 3
HEX #797979
RGB 121, 121, 121
CMYK 0, 0, 0, 53
PANTONE Cool Gray 9 C

Grey 4
HEX #070707
RGB 7, 7, 7
CMYK 0, 0, 0, 97
PANTONE Black 6 C

GRADIENTS

Gradient 1

Gradient 2

Gradient 3

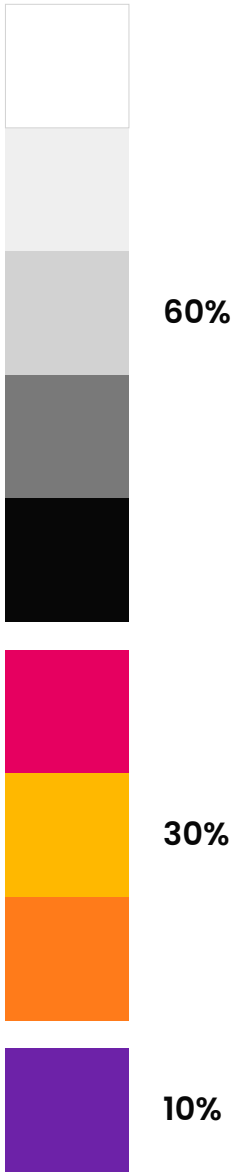
Color palette ratio

Color usage ratio is mapped out on the right. ControlUp's visual brand ratio should be mostly white and/or grey at 60%. Accent colors – pink, yellow and orange – should be used intentionally and only 30% of the time. Purple should be used very minimally at 10%. Avoid using too much color, unless it is called for.

Type and background combinations must meet a minimum 4.5:1 contrast ratio to help ensure people of all abilities can access and understand our communications.

Pick colors carefully and avoid relying on color alone to convey information. Always provide text or other graphical cues to guide audiences to our message.

[You can check color contrast online here →]



Minimum 4.5:1 contrast

Creative element

Hexagon used
with photography.

Hexagon used
as a white outline.

Hexagon used
as a gradient outline.

Hexagon used
as a gradient.

Hexagon used
as an overlay over a gradient.

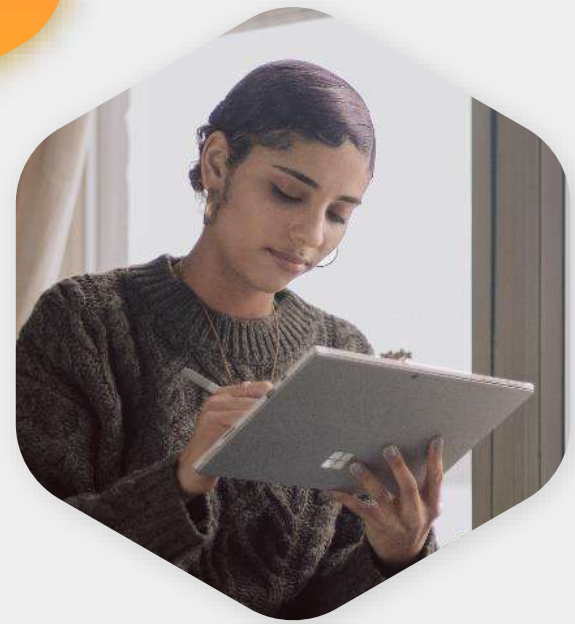
Shape, glow, and shadow effect

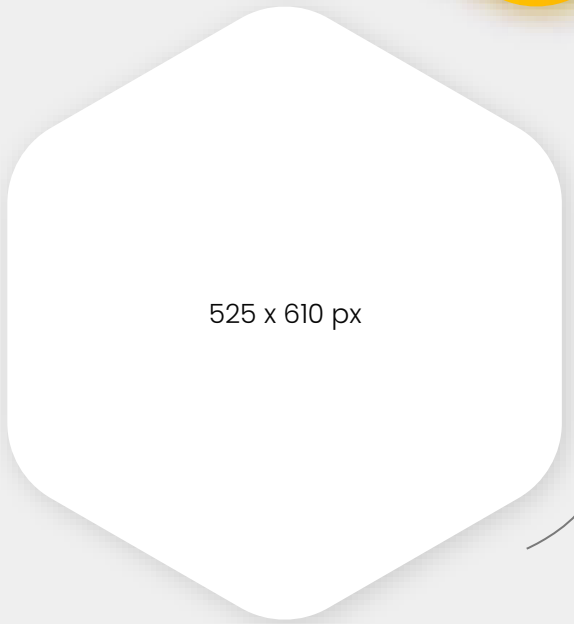
Hexagon shape
When re-creating the shape, make sure it is sized at 528 x 610 pixel then round corners at 82 px.

When scaling to enlarge or shrink shape, make sure to keep the height-width ratio the same.

Glow effect
Glow should only be applied to the hexagon with a gradient fill. It should mimic the edges of the shape's colors. Pink edges should have a pink glow and yellow edges should have a yellow glow.

Drop shadow effect
Drop shadow should be soft and used lightly.





Corners: 82 px

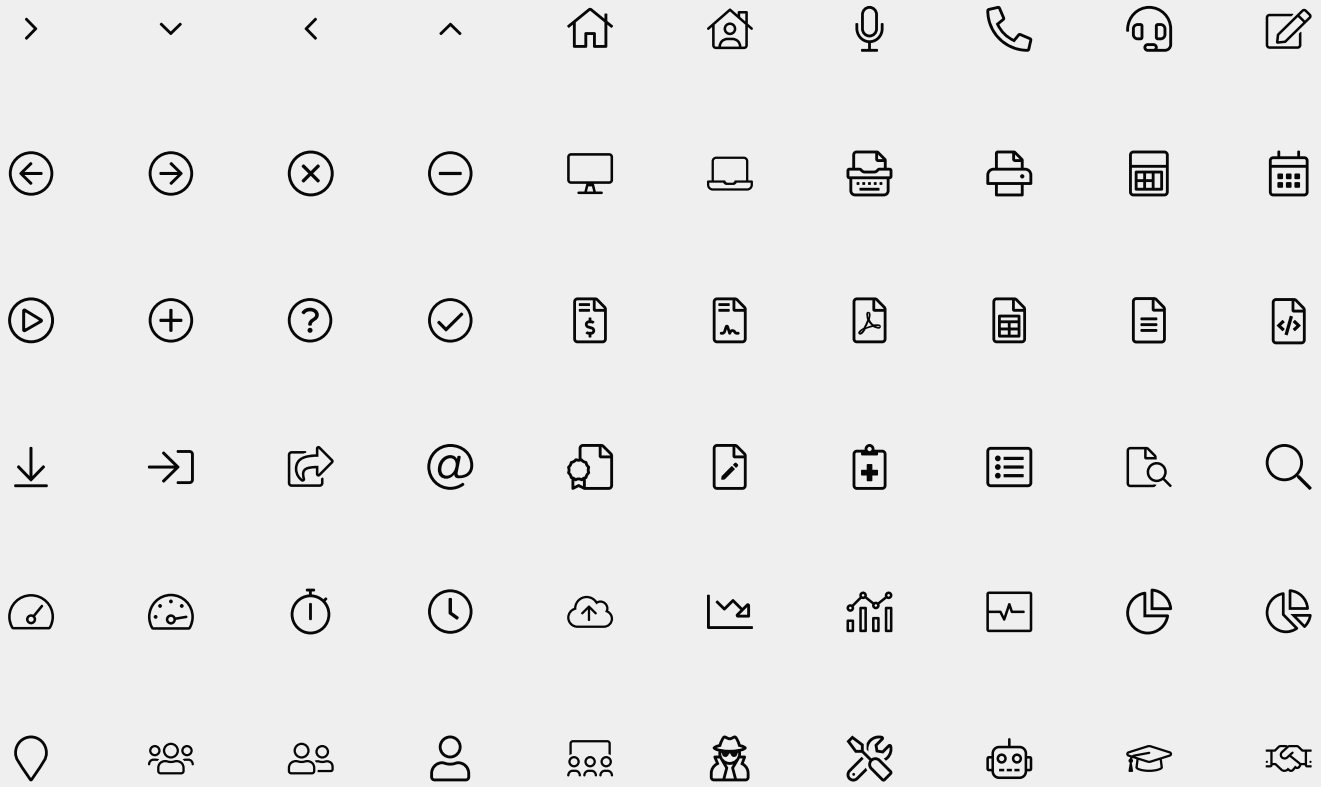
Photography

Here are examples of **work from anywhere** photography. Use photos that show diversity and aren't too posed. The key takeaway from the images should be that people have the freedom to work from anywhere in the world. Background locations help emphasize this point.

Icons

To keep a consistent look and feel of our brand, we will be using Font Awesome across all platform – Website, PowerPoint, and other graphical materials.

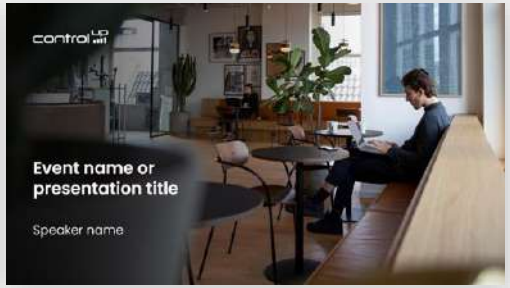
Font Awesome →

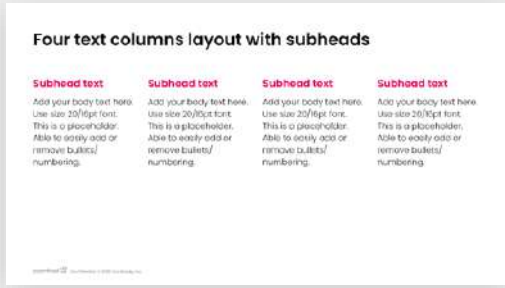


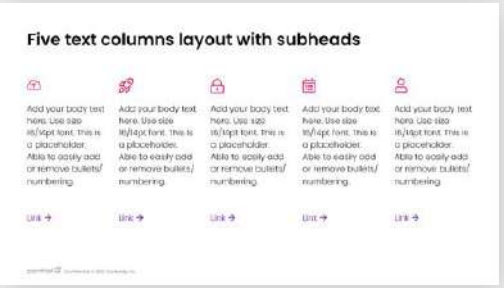
Our brand in use

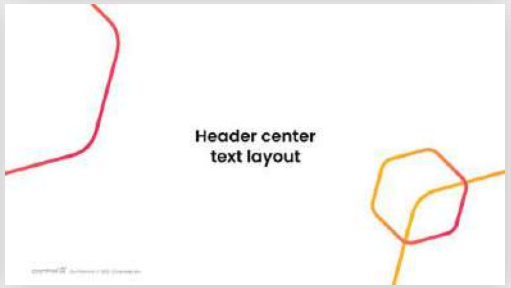
Our brand in use

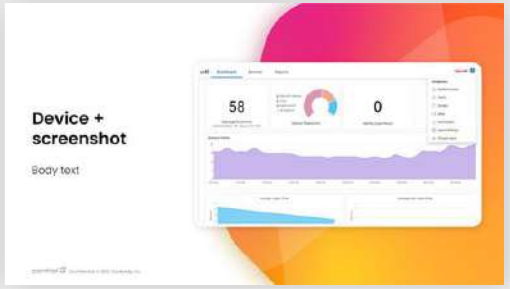
PowerPoint presentation

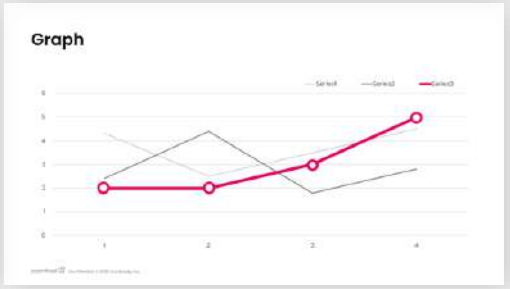


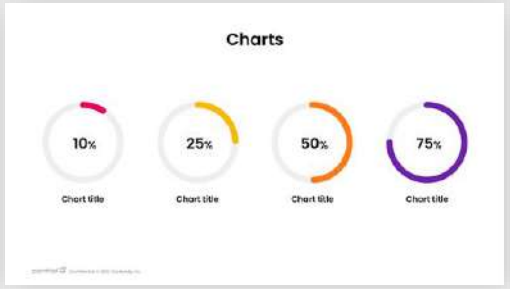






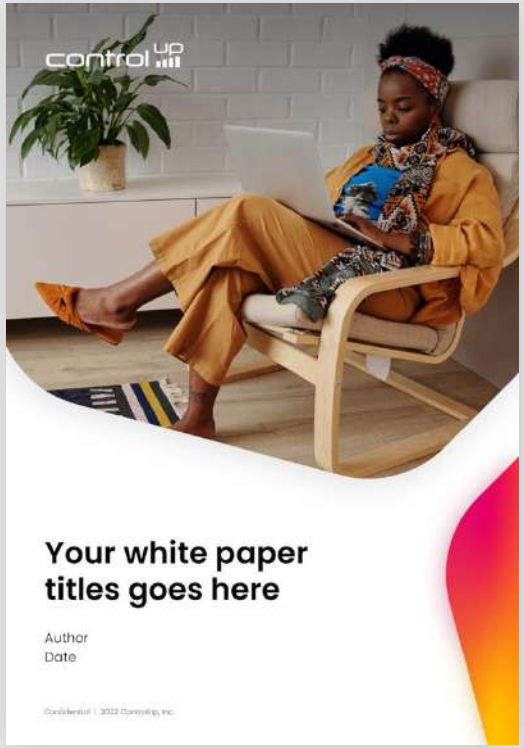


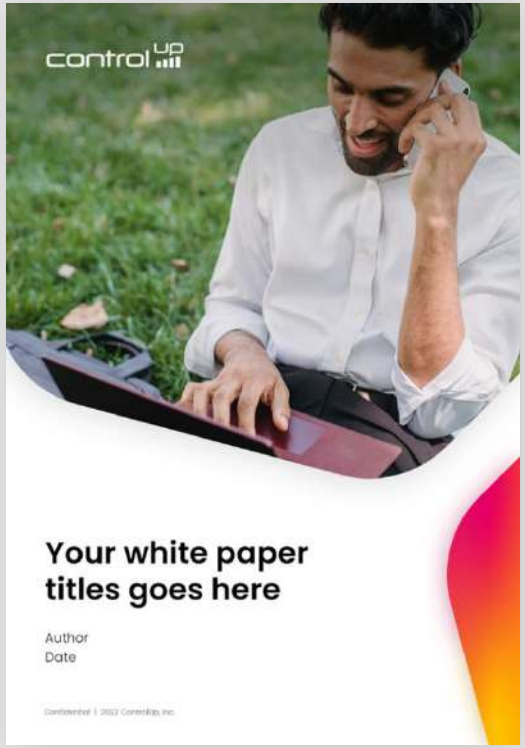


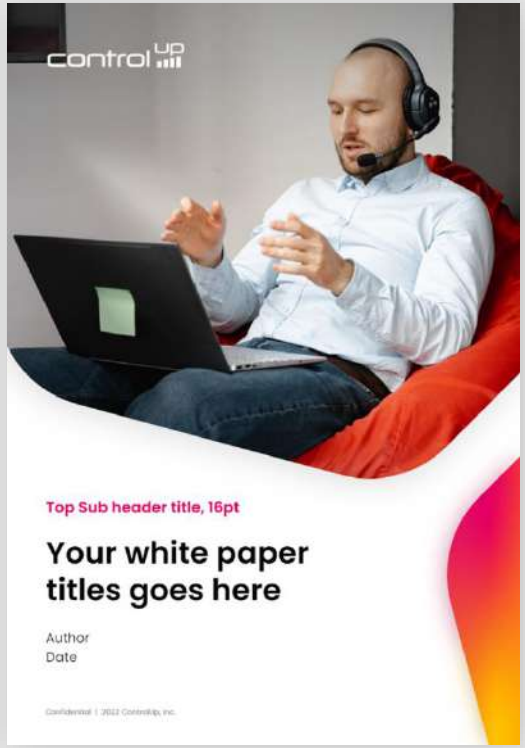


Our brand in use

White papers

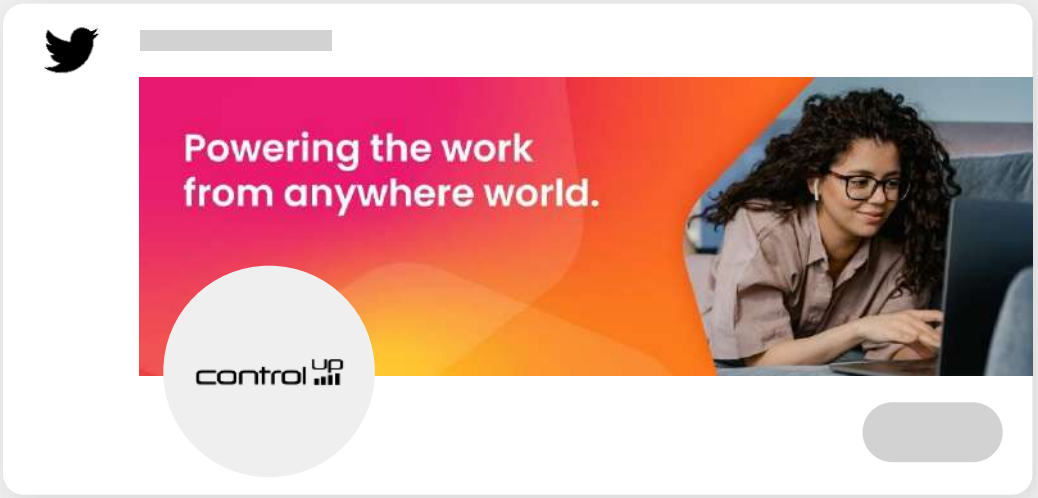


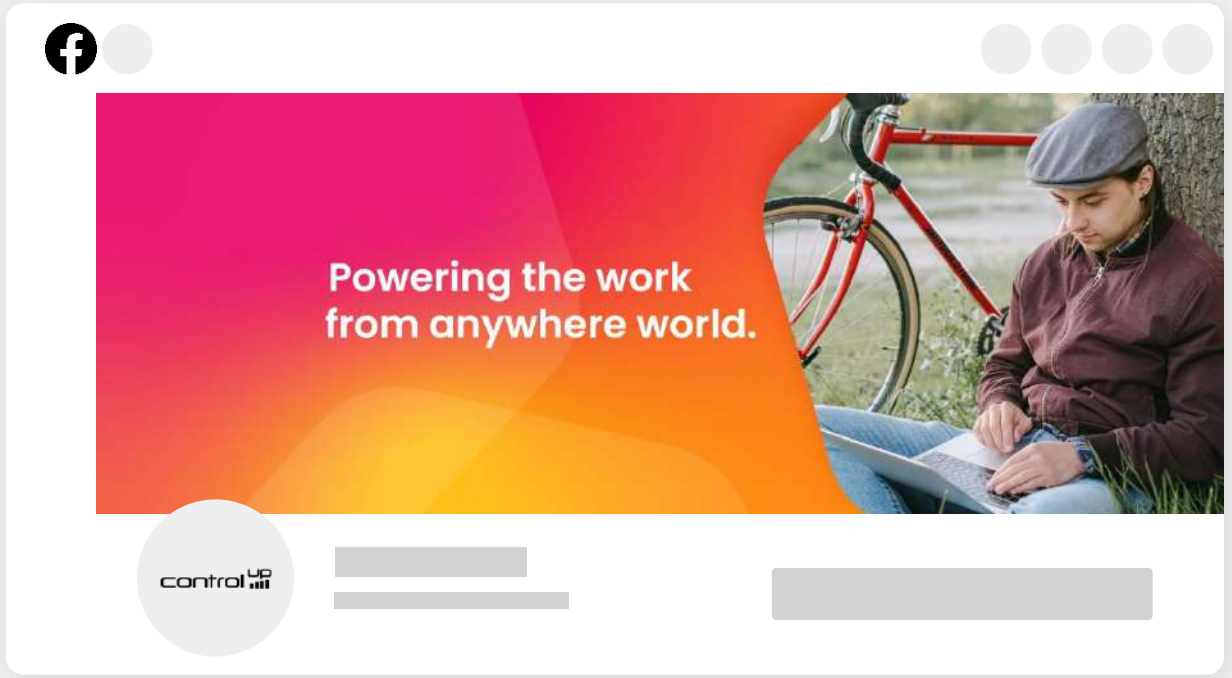


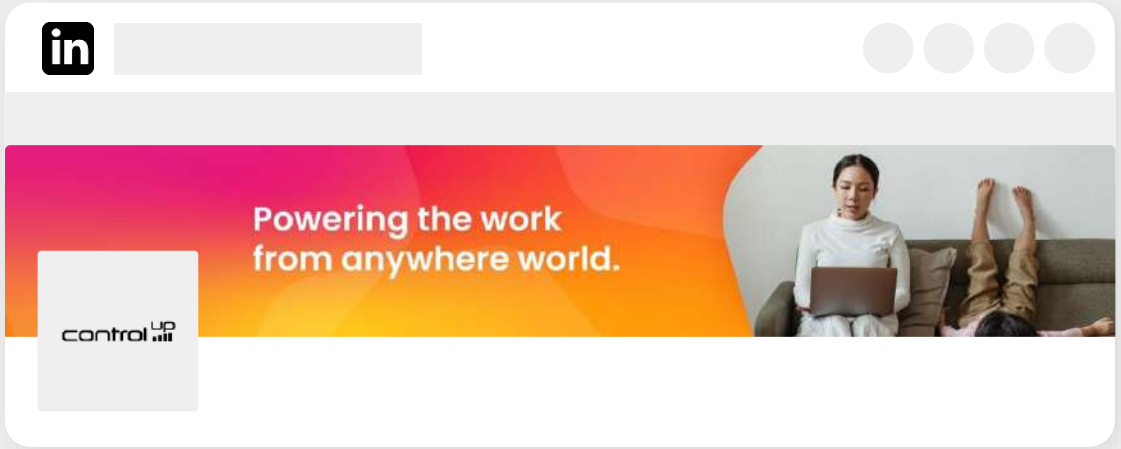


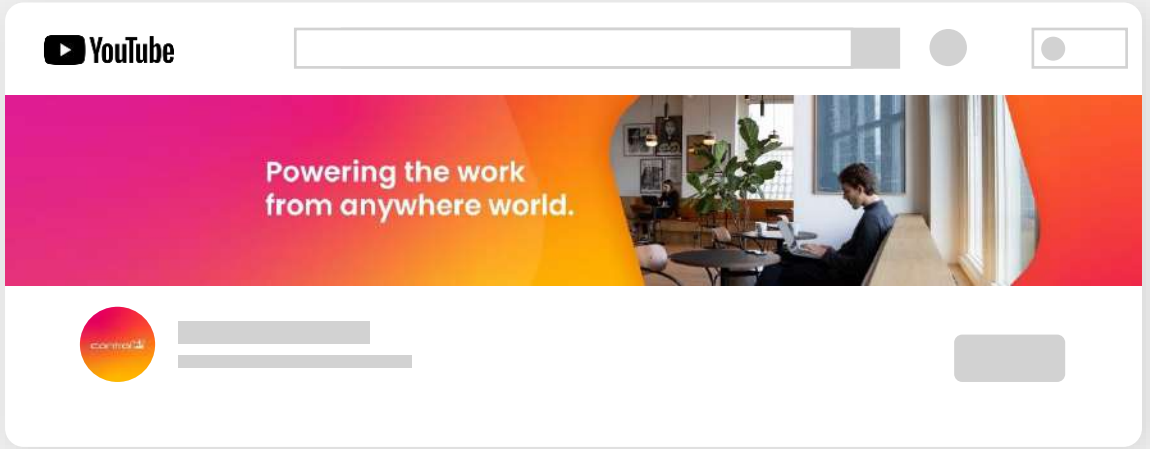
Our brand in use

Social media banners



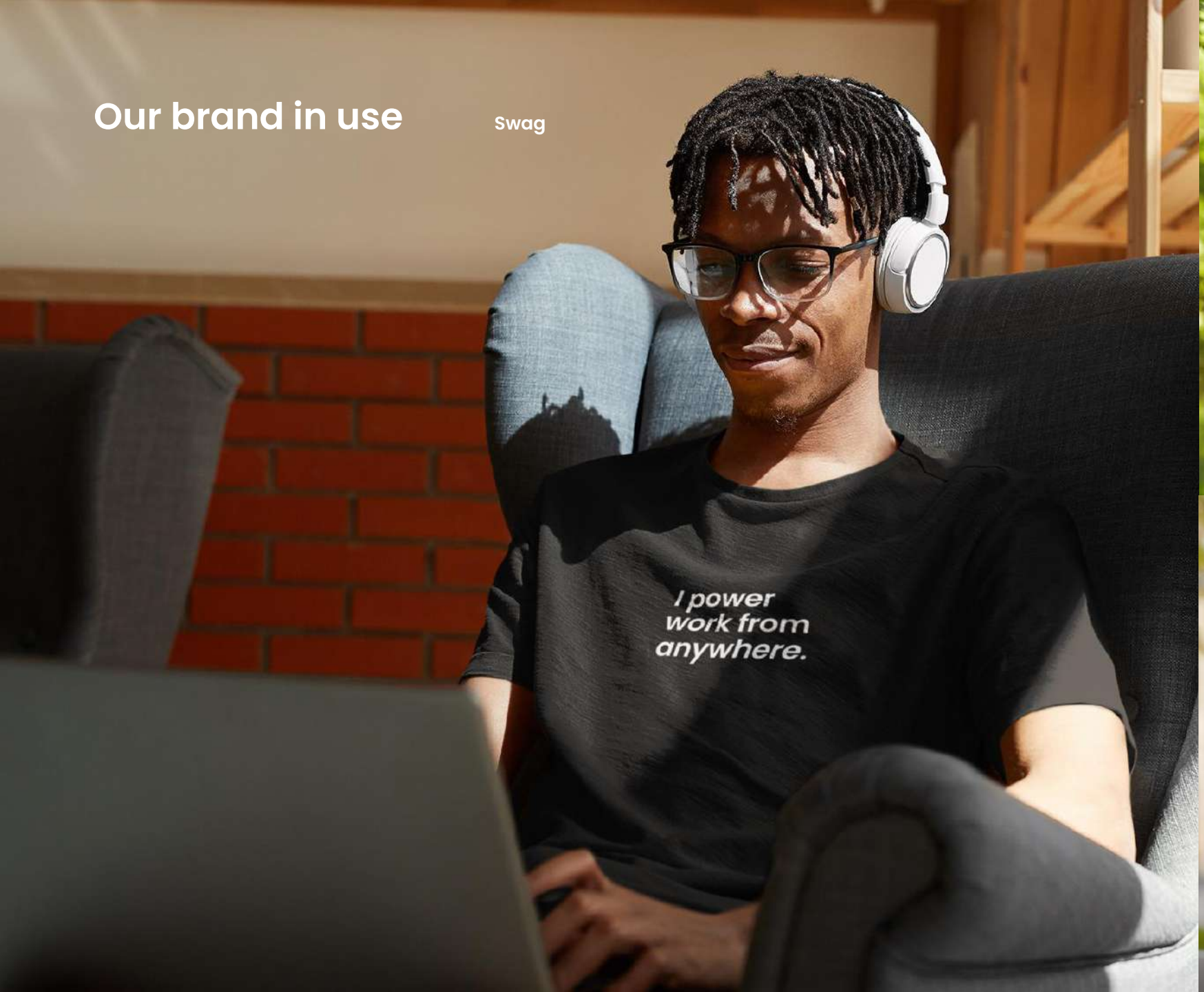






Our brand in use

Swag



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