

BRAND GUIDE

The logo for UPCAST PROJECT, featuring a stylized white plug icon to the left of the text. The word "UPCAST" is in a bold, sans-serif font, and "PROJECT" is in a smaller, all-caps, sans-serif font below it.

UPCAST
PROJECT

February 2023

The logo features a blue plug icon on the left, with the letters 'UP' in blue and 'CAST' in black. Below 'UPCAST' is the word 'PROJECT' in black, spaced out.

UPCAST
PROJECT



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BRAND LOGO

The logo for UPCAST PROJECT is centered within a large white outline of a wine glass. The word "UPCAST" is written in a bold, sans-serif font, with a stylized plug icon integrated into the letter 'U'. Below "UPCAST", the word "PROJECT" is written in a smaller, all-caps, sans-serif font.

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BRAND LOGO



LOGO CONCEPT



LOGO SAFE SPACE



LOGO MINIMUM SIZE

MINIMUM PRINT HEIGHT



MINIMUM DIGITAL HEIGHT



LOGO VERSION



LOGO RESTRICTIONS



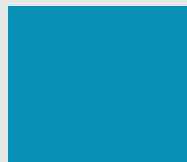
BRAND COLOR

The logo for UPCAST PROJECT, featuring a stylized white plug icon to the left of the text. The word "UPCAST" is in a bold, sans-serif font, and "PROJECT" is in a smaller, all-caps, sans-serif font below it.

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BRAND COLOR



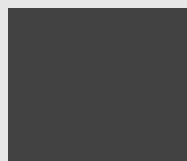
RGB 6 144 182 #0690B6
CMYK 79 26 19 3



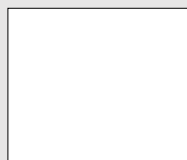
RGB 0 72 115 #004873
CMYK 99 69 30 16



GRADIENT



RGB 66 66 66 #424242
CMYK 65 55 53 55



RGB 255 255 255 #FFFFFF
CMYK 0 0 0 0

BRAND TYPO

The logo for UPCAST PROJECT, featuring a stylized white outline of a wine glass. Inside the bowl of the glass, the word "UPCAST" is written in a bold, sans-serif font, with "PROJECT" in a smaller, all-caps sans-serif font directly below it.

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BRAND TYPOGRAPHY



Aa.

ROBOTO

LIGHT

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

REGULAR

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BOLD

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BRAND IN ACTION

The logo for UPCAST PROJECT is centered within a large white outline of a plug. The word "UPCAST" is in a bold, sans-serif font, with a stylized plug icon integrated into the letter 'U'. Below it, the word "PROJECT" is in a smaller, all-caps, sans-serif font.

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BRAND IN ACTION




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Profile level: **Advanced**

Progress bar: [||||| ✓] [☆]

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Username



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Username
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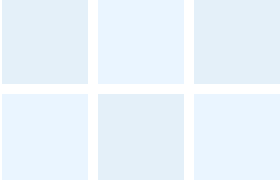
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← Username



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