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Upsun brand guidelines

Instructions for brand cohesion and clarity

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Foundations

The tools we use to
build the brand



Brand story

At Upsun, we see
a bright future

**By dictionary definition, upsun
means the hours between
sunrise and sunset—your
productivity hours.**

Upsun, the product, means a few things...

Dive deeper [here](#).

- Upsun supports AI-powered development and AI-augmented applications, while keeping humans sane and AI agents fed with the structured data they crave.
- Upsun accelerates application modernization.
- Upsun eliminates the hassle, time and unplanned costs of cloud infrastructure management.

Product promise

The commitment we make to our customers that sets their expectations about what our product delivers.

Dive deeper [here](#).

- Upsun is the cloud application platform humans and robots love.
- Upsun does far more than provide infrastructure management.
- Upsun is for the enterprise – at every stage of their growth and application maturity.

Elevator pitch

Upsun is the cloud application platform that humans and robots love.

Applications can be frustrating to manage; we make it simple. We provide developer tools for speed, simplicity, and scale that are both agent and AI-friendly.

We also provide the standardization and security features enterprises need to provide guardrails in a way that does not inhibit productivity, and it works with what you already have in place.

Brand personality

We're here to uncover smarter ways to **build, manage, scale, and deploy** applications through automation.

In our hearts, we believe in the power of diverse teams, never settling, always looking for the next puzzle to solve.

We recognize that tech can **change the world for the better**—and we are committed to **helping development teams focus where it counts** the most.

Mission

Our mission is to enable forward-thinking organizations to build, iterate, and responsibly scale applications—with zero time managing infrastructure.

Vision

We believe in a future where digital infrastructure is at once everywhere and invisible. Where innovation is possible without technical barriers, with reduced impact on our environment.

Values

- We make a positive impact
- We care for each other
- We aim for the stars

Brand pillars

Dive deeper [here](#).

Speed

Upsun removes obstacles in the path to getting things done quickly.

Simplicity

Agent- and API-friendly way to deploy and manage complex apps without touching a server or configuring infrastructure.

Scalability

Flexibility to meet the needs of today and tomorrow for technical and org scalability.

Standardization

Imagine guardrails that do not inhibit productivity.

Security

Protect end customers, the company and its data.

Sustainability

Meet environmental objectives, while also saving money.

Our audience

Personas and verticals

Personas

Most often encountered personas for Upsun.

Dive deeper [here](#).

- Developer (agency)
- Developer (enterprise)
- Head of Marketing Agency
- IT Director
- Software Engineering Leader
- DevOps Manager
- Startup CEO/Founder
- Modernization Architect



Brand identity

How we show
up in the world

Upsun logo



Use [this logo](#) until 22 September





Use [this logo](#) starting 23 September



Using the wordmark

The Upsun **all black wordmark** is our **primary logo color** and it should always be used first.

The black wordmark should be used on light colored backgrounds.

The white wordmark should be used on dark colored backgrounds.

Find the wordmark [here](#).



Wordmark legibility

- **Our wordmark should always be legible. Do not make it so small that you cannot read the text underneath ‘Upsun.’**
- Always make sure to use the correct amount of spacing around the wordmark. This is built into the jpegs and pngs provided (example to the left).
- Do not resize or rearrange logo elements out of proportion.



Using the icon

Our icon is a shorter version of our wordmark. Use the icon only if there is not enough room for the full logo or in cases where the Upsun brand has already been established. While the icon can exist without the wordmark, **the wordmark should never exist without the icon.**



Find the icons [here](#).

Blackfire logo



Use [this logo](#) until 22 September





Use [this logo](#) starting 23 September



Color

Stand out, but
keep it accessible

Primary palette

Restraint is the most important factor for Upsun. We lead with black and violet. Violet is accessible and works on both light and dark mode.

We lean on lime and [secondary colors](#) for emphasis, a pop, or a break. Not as a default.

Find the color codes [here](#).

1000	700	600
#0C0F10 AAA	#313C42 AAA	#6046FF AAA
300	600	100
#BFB5FF AA	#D5F800 AAA	#ECEDEE AAA

Neutrals

Neutral colors lead the way in the Upsun brand. We use them for backgrounds and text colors.

Please note that the AA that you see on each square represents accessibility and what color the font should be when used on top of the color.

1000	900	800	700	600
#0C0F10 AAA	#181E21 AAA	#252D31 AAA	#313C42 AAA	#3D4B52 AAA
500	400	300	200	100
#646F75 AA	#8B9397 AA	#B1B7BA AAA	#D8DBDC AAA	#ECEDEE AAA

Secondary

These can help to add an extra pop when it comes to ads, illustrations, and animations. Always keep accessibility top of mind.

Violet

1000	900	800	700	600	500	400	300	200	100
#130E33 AAA	#261C66 AAA	#3A2A99 AAA	#4D38CC AAA	#6046FF AAA	#806BFF AA	#A090FF AA	#BFB5FF AA	#DFDAFF AAA	#EFEDFF AAA

Lime

1000	900	800	700	600	500	400	300	200	100
#2B3200 AAA	#556300 AAA	#809500 AA	#AAC600 AA	#D5F800 AAA	#DDF933 AAA	#E6FB66 AAA	#EEFC99 AAA	#F7FECC AAA	#FBFEE6 AAA

Orange

1000	900	800	700	600	500	400	300	200	100
#330F03 AAA	#661E07 AAA	#992C0A AAA	#CC3B0E AAA	#FF4A11 AA	#FF6E41 AA	#FF9270 AA	#FFB7A0 AA	#FFDBC F AAA	#FFEDE7 AAA

Secondary

These can help to add an extra pop when it comes to ads, illustrations, and animations. Always keep accessibility top of mind.

Pink

1000

900

800

700

600

500

400

300

200

100

#2E062F
AAA

#5D0B5E
AAA

#8B118E
AAA

#BA16BD
AAA

#E81CEC
AA

#ED49F0
AA

#F177F4
AA

#F6A4F7
AA

#FAD2FB
AAA

#FDE8FD
AAA

Blue

1000

900

800

700

600

500

400

300

200

100

#002A2F
AAA

#00535E
AAA

#007D8E
AAA

#00A6BD
AA

#00D0EC
AA

#33D9F0
AA

#66E3F4
AAA

#99ECF7
AAA

#CCF6FB
AAA

#E6FAFD
AAA

Print colors (CMYK + PMS)

Violet

600

400

300

200

73, 68, 0, 0
2725 C

34, 41, 0, 0
2645 C

21, 27, 0, 0
2635 C

8, 17, 0, 0
5315 C

Lime

600

400

300

200

7, 0, 100, 0
396 C

6, 0, 67, 0
386 C

6, 0, 39, 1
Yellow
0131 C

3, 0, 20, 0

Pink

600

400

300

200

27, 81, 0, 0

4, 48, 0, 0
223 C

0, 34, 0, 3
Magenta
0521 C

2, 12, 0, 0
7436 C

Blue

600

400

300

200

65, 0, 6, 0
311 C

50, 0, 4, 0
310 C

32, 0, 1, 0
635 C

17, 0, 5, 0

Orange

600

400

300

200

0, 80, 98, 0
172 C

0, 44, 57, 0
163 C

0, 27, 32, 0
162 C

0, 14, 19, 0

Background

300

200

5, 2, 2, 0

2, 1, 1, 0

Black

1000

700

100, 61, 32, 96
Black 6 C

78, 57, 39, 56
432 C

Typography

A fancy word for brand fonts

Instrument Sans

Bold - Titles

Semi bold - Headlines

Medium - As needed

Normal - Body copy

Instrument Sans is our main font.

We use it in all brand and company communications.

[Download](#)

Space Grotesk

Bold - As needed

Semi bold - Subheads

Medium - CLI/terminal

Normal - Call outs

Space Grotesk gives the flavor of a mono without the legibility constraints.

Use Space Grotesk minimally and in short character counts—not to be used for body copy or areas with more than a handful of words.

[Download](#)

Open Sans

Extra Bold - Product

Bold - Product

Semi bold - Product

Medium - Product

Normal - Product

Console uses Open Sans.

It's a strong font for UI.

**We don't use Open Sans in brand materials
unless directly incorporating a console
element.**



Visual elements

Things that make
the brand fun

Iconography

Icons help us create visual interest when we have larger blocks of text.

Find the icon library [here](#).

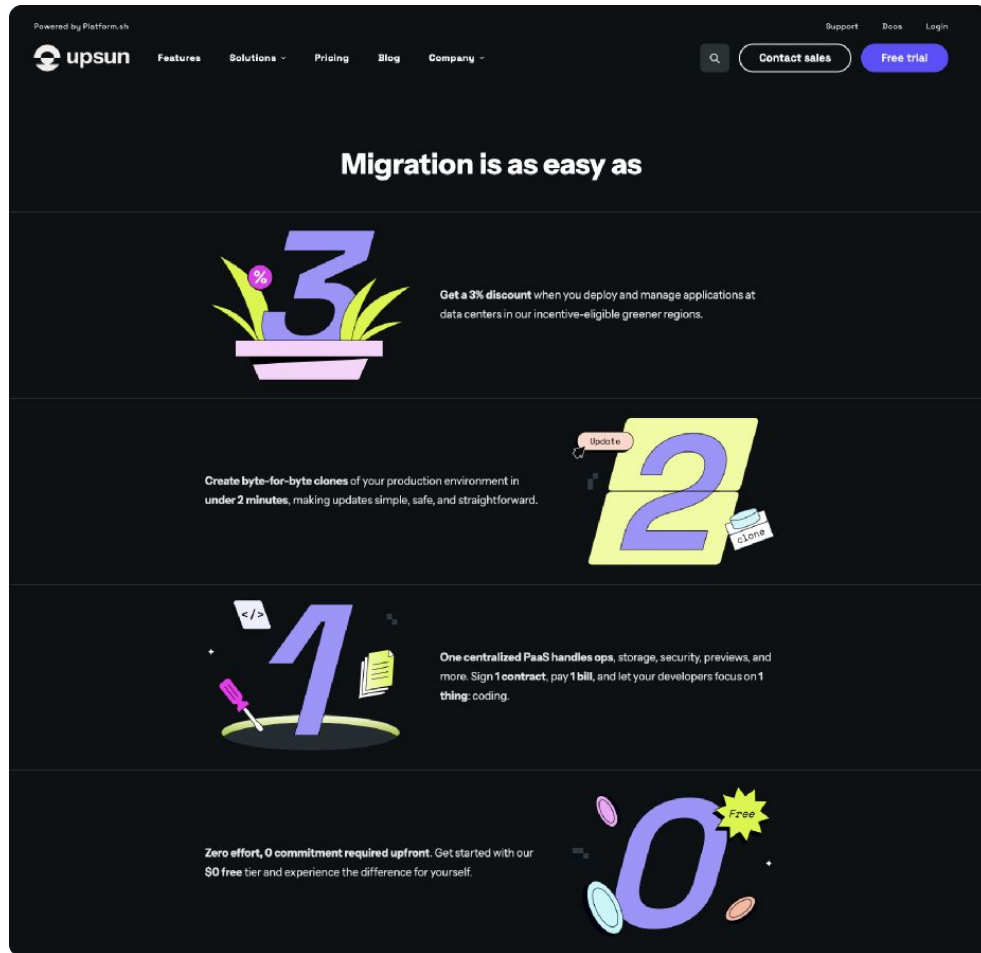


Illustration

Our illustrations should always have a clear purpose, support the copy, and help to guide the viewer to understand difficult concepts or bring fun to a dry concept.

They are a playful element that can help us lean into our fun, technical, creative brand.

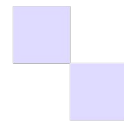
Find the illustration library [here](#).



Photography

We use photography to create an emotional connection with our audience. By using humans as the focus, we humanize the brand and make potential users feel like they can use our product too.

Find the photo library [here](#).



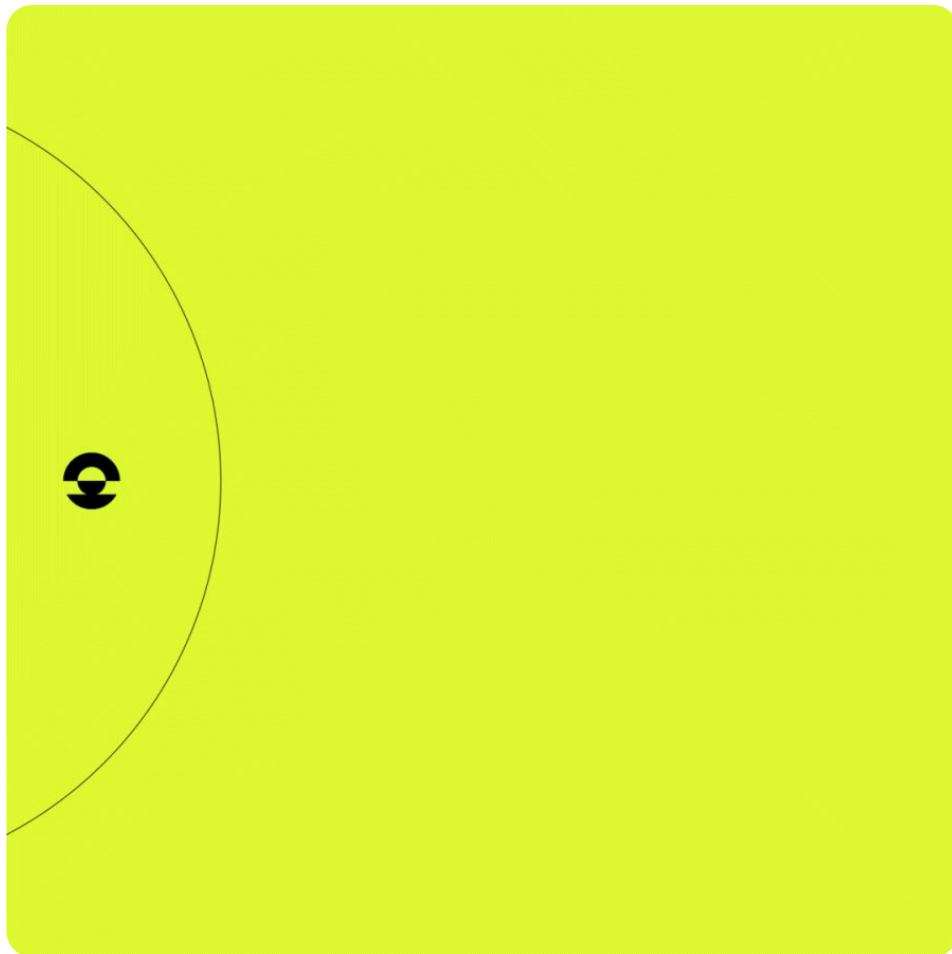
Animation

Our animations help to bring the brand to life. They are clear, consistent, and help to explain complex ideas.

While our main focus for animation is with the product UI and breaking workflows down into digestible bits, we do use other animations in our event booths, company videos, etc..

Find product animations [here](#).

Find the animation library [here](#).



**Are we
missing
something?**

If you're in need of a specific type of brand asset or have questions or feedback regarding existing assets, please tag us in the #design channel on Slack.