

UTASKO

STYLE GUIDE

CIU212 | MAJOR PROJECT DEVELOPMENT

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1.0 BRAND GUIDELINES

INTRODUCTION

The following section outlines Utasko branding guidelines, with respect to colour scheme, logo, logo usage and typography.

The guidelines outlined as follows must be strictly adhered to in all cases when the Utasko brand is portrayed digitally or in print.

1.1 COLOUR SCHEME

Utasko's colour scheme, which is outlined as follows has been designed in accordance with Utasko's branding guidelines in order that the colour scheme aid in the overall design and portrayal of the Utasko brand presence and style.

The colour scheme, is made of a primary five tone, dark scheme, incorporating four different shades of grey and white, as well as a secondary scheme made of highlight colours. This scheme allows for the usage of a dark user interface with highlights that help to define to the user which project is being worked on. This scheme aims to aid in productivity through users easily being able to identify the current working project based off the highlight colour.

PRIMARY SCHEME - DARK

333333 R51 G51 B51	505050 R80 G80 B80	979797 R151 G151 B151	CCCCC R204 G204 B204
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SECONDARY SCHEME - HIGHLIGHTS

B8EE66 R184 G238 B102	66AFEE R102 G175 B238	EE6666 R238 G102 B102	FFA946 R255 G169 B70
9566EE R149 G102 B238	50E3C2 R80 G227 B194	FFF363 R255 G243 B99	F35252 R243 G82 B82

1.2 LOGO

The Utasko logo is minimalistic and incorporates the secondary colour scheme. As a result the logo has been designed in order to give Utasko a strong brand presence and further portray the brand presence and demeanor.

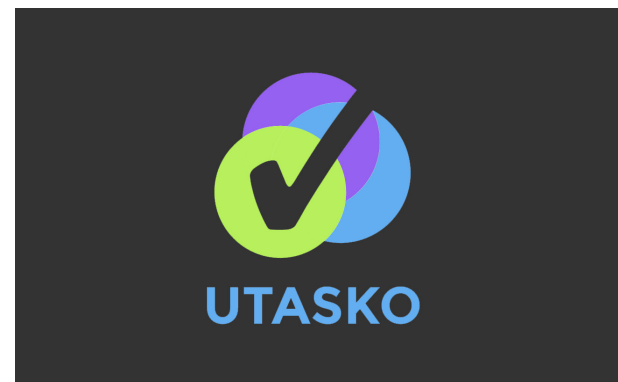
The new logo incorporates a simple design in order to once again not deter from any productivity and allow users to focus on the task at hand. The overall design of the logo aims to make Utasko a more recognizable brand.

The logo incorporates a simple tick design in order to also further outline that Utasko has a strong focus on everything task/to do list related.

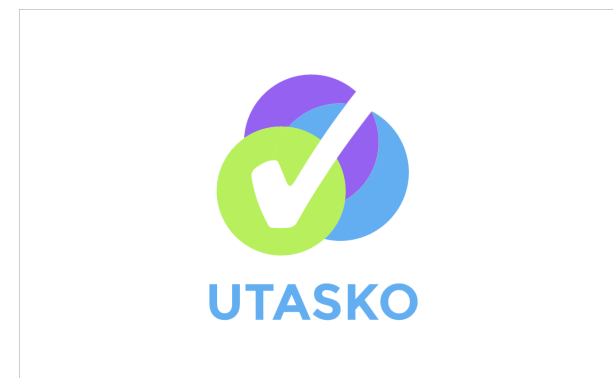
Usage

The preferred usage of the Allbikes Utasko is over a dark background, however the logo may be placed over a light background.

PREFERRED USAGE



SECONDARY USAGE



Do's and Don'ts

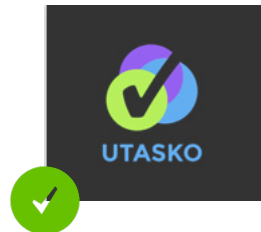
The following outlines how the Utasko logo is to be used across all communications platforms.

Logo Do's:

1. The Utasko Logo must always be placed top left or centered.



2. The logo must always be placed over a solid background.



Logo Don'ts

1. The Utasko Logo must never be placed over images.



2. The Utasko Logo must never be warped or distorted.



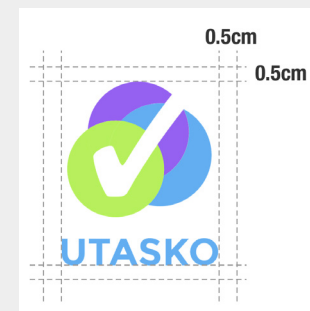
Minimum Clear Space

When using the Utasko Logo, one must strictly adhere to the guidelines surrounding minimum clear space across both digital and print communication platforms.

When using the Utasko logo in a digital environment the logo must be given a minimum clear space on 20px on all sides.



When using the Utasko logo in a print environment the logo must be given a minimum clear space on 0.5cm on all sides.



1.3 TYPOGRAPHY

In terms of typography, the corporate typeface chosen to portray the Utasko brand is Helvetica Neue, and will utilize two different font weights in order to add hierarchy in the user interface and when used for marketing collateral.

The Helvetica Neue Light (300) font weight will be used for the body copy in any representation of the Utasko brand, the light font weight is simple and easy to read allowing for clear brand communication.

The Helvetica Neue Condensed Black (700) type face is a strong and bold typeface, and will also aid in clear communication and portrayal of a strong brand presence.

Typefaces

The following outline the two chosen font weights for the Utasko brand. The two fonts are as follows, Condensed Black (700) and Light (300). These two font styles are clean and allow for clear brand communication. The two weights allow for Utasko to add hierarchy to their designs.

HELVETICA NEUE - CONDENSED BLACK

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

HELVETICA NEUE - LIGHT

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

Heading Fonts

The Utasko brand utilizes the Condensed Black (700) font weight for their heading copy. The Condensed Black font weight is bold and easy to read allowing for clear communication between the brand and its audience. The bold style aids in giving designs hierarchy.

HELVETICA NEUE - CONDENSED BLACK - 40px

HEADING 1

HELVETICA NEUE - CONDENSED BLACK - 32px

HEADING 2

HELVETICA NEUE - CONDENSED BLACK - 26px

HEADING 3

HELVETICA NEUE - CONDENSED BLACK - 18px

HEADING 4

HELVETICA NEUE - CONDENSED BLACK - 12px

HEADING 5

Body Font








The Utasko brand utilizes the Light (300) font weight for their body copy. The Light font weight is simple and easy to read allowing for clear communication. The minimalist style also portrays a professional image.







HELVETICA NEUE - LIGHT















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Icon Font

The Utasko brand utilizes a custom icon font. The icon font is simple and easy to read - the icon font utilises known symbols in order to aid users easily find information and perform task within the utasko service.

-  ut-file-pdf
-  ut-file-image
-  ut-file-code
-  ut-minus
-  ut-circle-thin
-  ut-home
-  ut-github-circled

-  ut-file-word
-  ut-file-archive
-  ut-doc-text
-  ut-user-plus
-  ut-list-numbered
-  ut-search

-  ut-download-cloud
-  ut-file-excel
-  ut-file-audio
-  ut-clock
-  ut-user
-  ut-shuffle
-  ut-more-vert
-  ut-chat-empty
-  ut-file-powerpoint
-  ut-file-video
-  ut-off
-  ut-ok-circled
-  ut-plus
-  ut-close

2.0 BRAND PRESENCE

INTRODUCTION

The following section outlines Utasko brand presence, with respect to tone and voice, and tagline

The guidelines outlined as follows must be strictly adhered to in all cases when the Utasko brand is portrayed digitally or in print. The portrayal of Utasko brand presence is of the utmost importance as it defines how the brand will be perceived by their audience.

2.1 TONE AND VOICE

The way Utasko talks and interacts with its users is a pivotal aspect of their brand. There must be a consistent approach across all communications and media platforms, to ensure the audience perception of the brand is coherent with the brands values.

As a productivity streamlining service it is paramount that the brand be approachable to its potential users. The brand must be seen as down to earth, with a human connection in order that it may appeal to users. The brand must be perceived as professional and trustworthy in order to gain user confidence and ensure users trust in the service.

Voice

The voice that Utasko adopts and utilizes over all communication channels, both print and digital, will be the first point of contact with potential users. Therefore it must be ensured that the brand adheres to strict guidelines regarding their tone and voice. As such a set of keywords have been defined that highlight the way Utasko communicates with its customers, to ensure a knowledgeable, professional, approachable and trustworthy.

KNOWLEDGEABLE

TRUSTWORTHY

PROFESSIONAL

APPROACHABLE

Visuals

Utasko aims to create a more engaging experience with its customers. The visual designs outlined in this document will allow for the service to appeal more to potential future customers. Future visuals, across both print and digital platforms, should be built upon this base and aim to craft a more memorable inspiring experience.

Supportive:

Utasko is here to help. It is a service that you may not have thought you needed but one that will amaze in it's ability to streamline and increase productivity and workflow

Reliable:

Utasko aims to provide its users with an innovative approach to task management, team communication and file sharing. We are here to help you get the job done in the fastest, most straightforward way possible.

2.2 TAGLINE

The perception of Utasko by its users is the cornerstone of the brands success. If the brand is perceived in the wrong way it could deter potential users. As such the brand's tagline summarizes and outlines to its customers the brands presence in the market.

Utasko is primarily a task management, team communication and file sharing service, thus it is important that users trust the brand and the brand is able to ensure the users of their ability to increase, not hinder, productivity and overall improve their workflow.

“work smarter not harder”

3.0 BRAND STYLE

INTRODUCTION

The following section outlines Utasko's branding style.

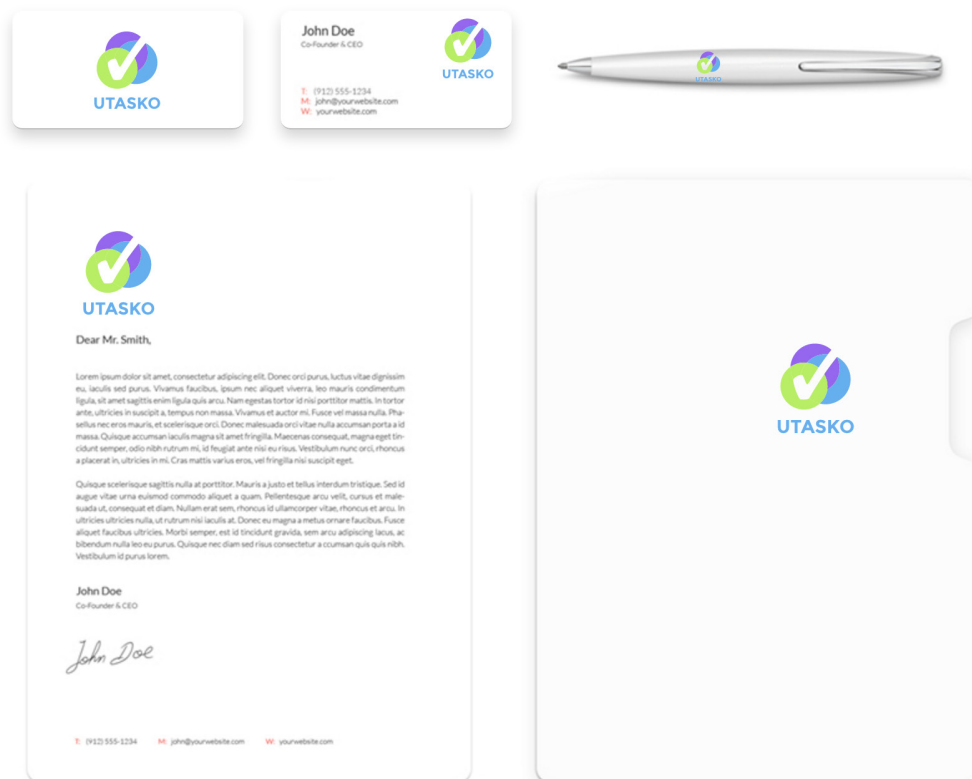
Utasko's brand style is the coherent representation of the brand in accordance with the brands guidelines and presence.

3.1 BRAND STYLE

Utasko's style is the embodiment of their brand guidelines and brand presence. Utasko's style should be coherent across both print and digital mediums as the style is drawn from the guidelines previously described in this branding document. In any respect that the Utasko brand is portrayed it must strictly adhere to the rules and guidelines previous outlined.

The following are examples of corporate branding collateral for Utasko, the following collateral strictly adheres to the brand guidelines of this branding document. As such the following examples are ideal examples of what the Utasko brand style should look like or be portrayed as across all mediums.

Letterhead and Corporate Stationery



Apparel



Merchandise



Website Mock Ups

