Upstate Interactive
Brand Guidelines

LOGOS

UI Logo Icon (No Text)
Use when the typeset "UPSTATE INTERACTIVE" isn't needed

UI Logo Horizontal
Use in horizontal spaces

UI Logo Vertical
Use whenever company branding is necessary

COLORS

Primary Colors
Use for headlines, subtitles, and buttons

Violet
#5329A5

Royal Blue
#4963DE

Teal
#4CCAE0

Secondary Colors
Use for iconography

Neon Purple
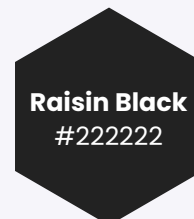#7733FB

Cyan
#89E5FB

Water Blue
#DBF4F9

Tertiary Colors
Use for body text and backgrounds

Navy Blue
#5329A5

Raisin Black
#222222

Dark Charcoal
#333333

TYPOGRAPHY

Text Type	Font	Use
Headline Large (H1)	Poppins Medium	Page headlines
Headline Medium (H2)	Poppins Medium	Section headlines
Headline Small (H3)	Poppins Bold	Block titles
Paragraphs	Poppins Regular	Body text, descriptions, list items
Subheadings	Monospace	Body text, descriptions, list items

BUTTONS

Button Style 1 ››

Use on gradient and/or dark backgrounds

Button Style 2 ››

Use on gradient and/or dark backgrounds

Button Style 3 ››

Use on white and/or light backgrounds

GRADIENTS

Magenta Gradient
Use for icons

#EC008C ⟶ **#5329A5**

Violet Gradient
Use for backgrounds

#4963DE ⟶ **#5329A5**

Pink-Blue Gradient
Use for headlines

#EC008C ⟶ **#8F55FF** ⟶ **#4CCAE0**

Pale Blue Gradient
Use for backgrounds

#DBF0F7 ⟶ **#DCE4F2** ⟶ **#DDD7EE**