

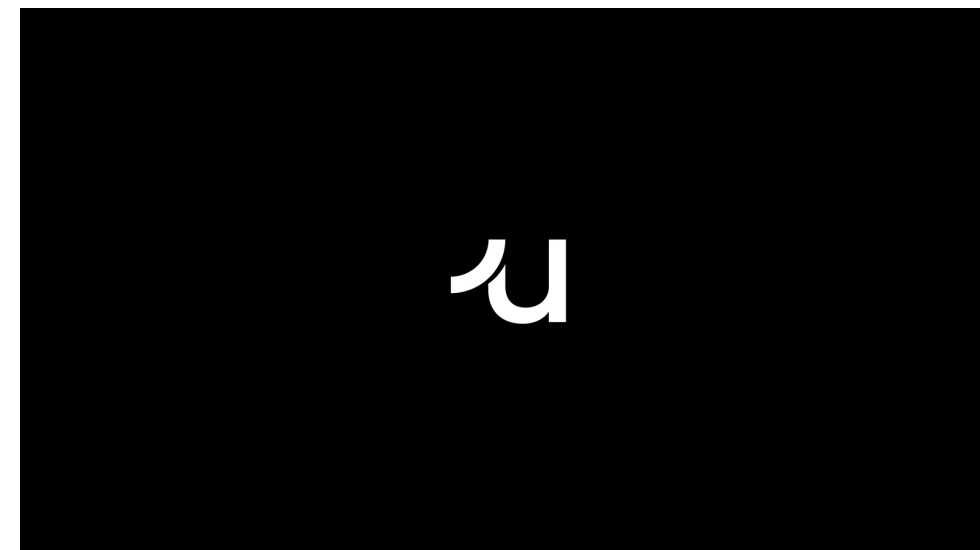
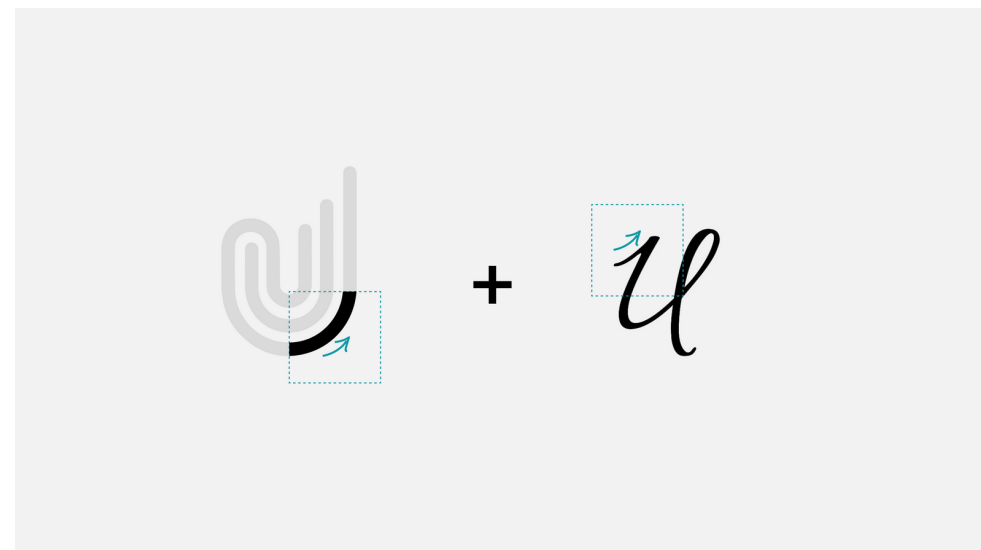


# Brand Guide

2024

# Logo

The Upstox logo features an upward arc that combines with the 'u' to create a custom letterform that is distinctly modern, but retains a hint of a decades-old form of writing - in cursive. The arc is an abstract representation of upward movement, and the custom 'up' integrates directly into the logotype.



# Responsive variants

The logo is fully responsive, and adapts well to different contexts. Based on the available space, it can shrink down, or expand to its fullest form.



## The full logo

The entire logo unit must be used primarily in all communications where the logo is required to be shown in full.



## Up

Use this in brand communication where the entire logo unit has already been established, or on properties and contexts where you expect the audience to linger for a while and discover more about the brand.

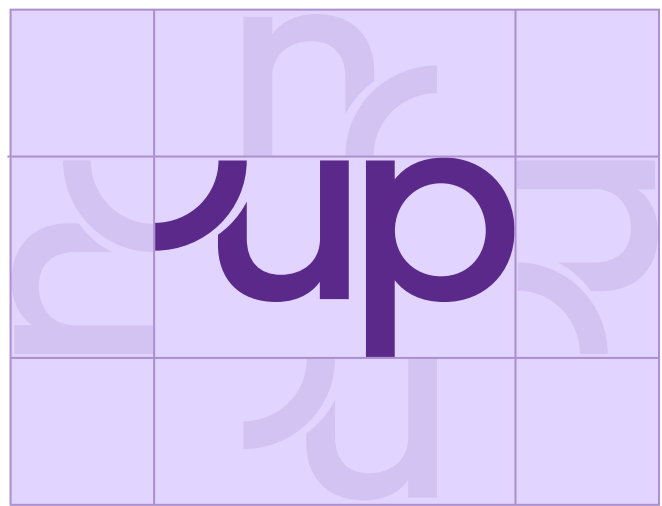
# Clearance space



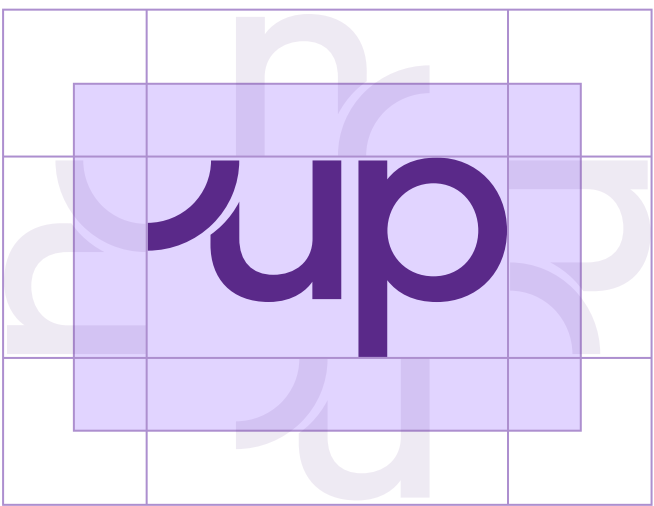
**Full logo - Ideal clearance**  
Use the x-height of the 'u'.



**Full logo - Minimum clearance**  
Use 1/2 the x-height of the 'u'.

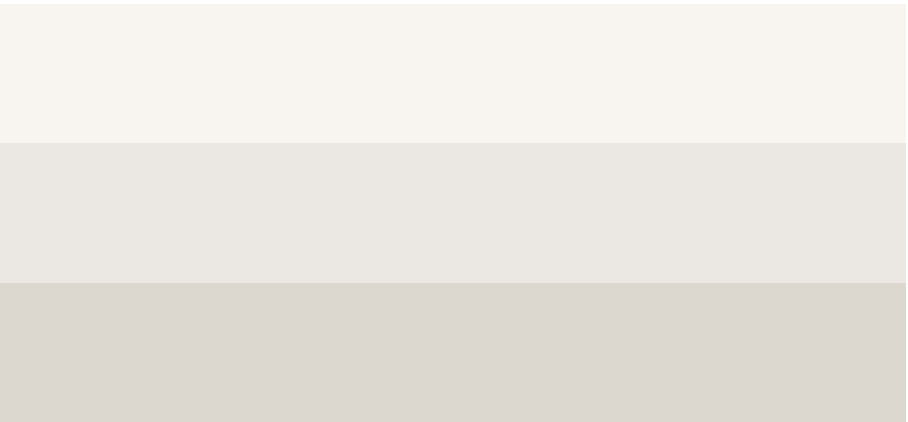


**Up mark - Ideal clearance**  
Use the x-height of the 'u'.



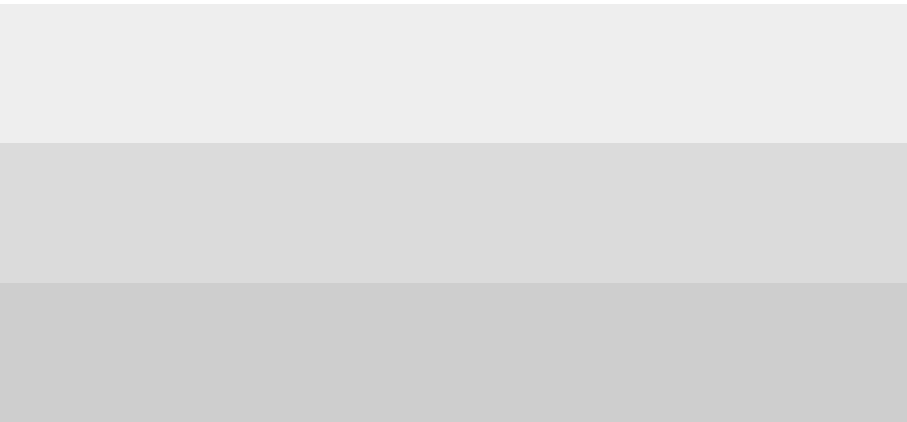
**Up mark - Minimum clearance**  
Use 1/2 the x-height of the 'u'.

# Logo colours & backgrounds

The upstox logo is displayed in a vibrant purple color. The 'u' is stylized with a curved line above it. The text is in a sans-serif font.

**Bright Purple**  
#5A298B

Use 'Purple Bright' for the logo when used on white or very light backgrounds.

The upstox logo is displayed in black. The 'u' is stylized with a curved line above it. The text is in a sans-serif font.

**Black**  
#000000

The logo can also be used in black wherever it suits the use case or design better.

The upstox logo is displayed in white. The 'u' is stylized with a curved line above it. The text is in a sans-serif font.

**White**  
#FFFFFF

Use the white version of the logo when the background is coloured or busy (on an image or illustration, for example).

# Logo Do's & Don'ts

While this section doesn't cover every possible way the logo should not be used, it should help give you a pretty clear idea.

Under no circumstances should you:



stretch, skew or distort the logo.



use effects like drop shadow, bevel, emboss etc.



use the logo in a colour that's not approved by the Upstox design team.



use the 'u' in isolation.



rearrange or scale the individual elements of the logo.



use an outlined logo.



use gradient fills on the logo.



use old versions of the logo.



change the spacing between the characters of the logo.



add any outlines or strokes to the logo.

# Typeface

Primary typeface

Inter

Aa

Bb

Secondary typeface

Inter Tight

Aa  
Bb

# Brand colours

## Primary colours

**Upstox is a Purple brand.**

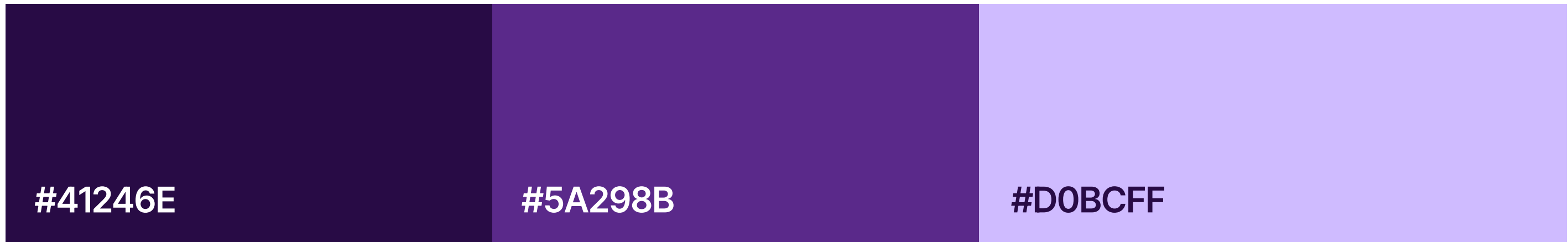
There are 3 shades of purple we identify with, deeper, brighter & pastel.

Deep/Pastel Purple is to be used when the fill area is large, like a background or a large area of a visual.  
Bright Purple is to be used for smaller, narrower fill areas like on the logo, buttons and links.

Deep Purple

Bright Purple

Pastel Purple



## Secondary colours

The secondary colour palette consists of pale and rich hues of aqua and orange. These work well as accent colours for brand & marketing communications.



**Please Note:**  
The usage of secondary/accent colours should be **always be contextual with the bold presence of the Brand colour(Purple)** or Neutral colours like Black, White or Grey.

## Neutrals

The neutral colours consist of black, white and shades of grey. Use these for the logo, text, strokes, dividers, backgrounds etc.

