



1.00

Brand

Brand Overview

Uptech is an internet technology company with high-quality mobile Internet products supported by cutting-edge technology as its core.

With the vision of “10 years development, 100 years of business, 100 billion market value”, Uptech is committed to making users’ lives easier, more convenient, and more enjoyable, with long-term business prospects.

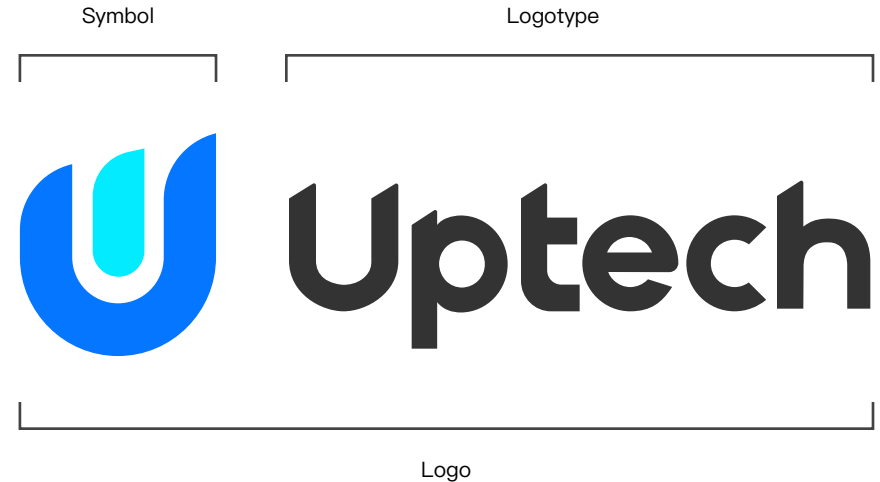
Currently, Uptech’s products are used in more than 200 countries and regions around the world and serve hundreds of millions of users worldwide as a leading provider in various markets.

2.00

Logo

Logo Elements

The Uptech logo consists of two parts: 1. Graphic logo; and 2. Text logo. The relative size and position of its elements are fixed, and the text logo cannot be used alone. The Uptech logo can only be copied and used directly from the final Specification document, not redrawn or combined without authorization. All electronic formats of this Specification are available on Mac or PC.



Basic Logo

The standard logo is the main brand symbol of Uptech. Please use this logo in most cases. It helps to establish brand identity and convey brand reputation and stability. The usage scenarios of Uptech logo include: using full-color logo on white / light background; using reverse logo on dark background, when necessary; using K100% logo when standard logo cannot be used in single application scenarios in a comfortable way, such as single color form, fabric embroidery, screen printing, fax paper, memo, etc.



01.Full-color Version
Logo color: full-color
Background color: white



02.Inverted-color Version
Logo color: white
Background color: Uptech blue



03.Inverted-color Version
Logo color: white
Background color: Uptech black



03.Black Version
Logo color: Uptech black
Background color: white

Vertical Logo

The primary brand visual identity of Uptech is the standard logo. However, when the width of display area is fixed or limited, the vertical logo can be used as the second option. The relative size and position of its elements are fixed, and the text logo cannot be used alone. All Uptech logos cannot be redrawn or combined without authorization. The usage scenarios of vertical Uptech logo include: using full-color logo on white / light background; using reverse logo on dark background, when necessary; using K100% logo when standard logo cannot be used in single application scenarios in a comfortable way, such as single color form, fabric embroidery, screen printing, fax paper, memo, etc.



01.Full-color Version
Logo color: full-color
Background color: white



02. Inverted-color Version
Logo color: white
Background color: Uptech blue



03. Inverted-color Version
Logo color: white
Background color: Uptech black



04. Black Version
Logo color: Uptech black
Background color: white

Graphic Logo

The Uptech logo takes the "U" in the company name "Uptech" as the main body, rendering a lively sense of holding fire in hand as a whole, which is hoped to convey the brand image of "ideas initiating and growing fast". Graphic logo is a key component to express the brand and should not be redrawn or altered in any way. The usage scenarios of graphic logo include: using full-color logo on white / light background; using reverse logo on dark background, when necessary; using K100% logo when standard logo cannot be used in single application scenarios in a comfortable way, such as single color form, fabric embroidery, screen printing, fax paper, memo, etc.



01. Full-color Version
Logo color: full-color
Background color: white



02. Inverted-color Version
Logo color: white
Background color: Uptech blue



03. Inverted-color Version
Logo color: white
Background color: Uptech black



04. Black Version
Logo color: Uptech black
Background color: white

3.00

Color

Basic Logo Color

The standard color of Uptech logo is composed of three colors: 1. Uptech blue, 2. Uptech blue green, and 3. Uptech black. RGB color values or hexadecimal values should be used for display color of interface, Web page and PowerPoint presentation.

Uptech Blue

R:5 / G:118 / B:255
#0576FF

Uptech Cyan

R:2 / G:235 / B:255
#02EBFF

Uptech Black

R:51 / G:51 / B:51
#333333

Basic Brand Color

Brand color plays a key role in the brand visual communication of Uptech. The image on the right is an indication of the Uptech brand specification colors that can be used in any brand related derivative materials. RGB color values or hexadecimal values should be used for display color of interface, Web page and PowerPoint presentation.

Uptech Blue	R:5 / G:118 / B:255 #0576FF
Uptech Black	R:51 / G:51 / B:51 #333333
Uptech Gray	R:150 / G:150 / B:150 #969696
White	R:255 / G:255 / B:255 #FFFFFF

Brand Color Ratio

Proper color ratio ensures that all users recognize the Uptech brand. Uptech blue (01) should be used as the main color of the brand; other secondary colors (02–04) are helpful to the use and extension of the application system.

