UiPath Beta
Style Guide
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01

Introduction
Our Purpose

We see boundless potential in the way we live.

It drives the way we work.

We take bold risks, always striving for humility so that we remain open to even greater possibilities.

We erase boundaries between ourselves and our customers through continuously shared learning and growth. Our successes aren’t merely linked, they’re inseparably fused.

We accelerate our efforts so that we can innovate and evolve with speed.

We are defined by diversity of all kinds, open in the way we listen, honest in the way we speak, voracious in our appetite for understanding unique viewpoints and experiences.

We believe in using the transformative power of automation to liberate the boundless potential of people.

It’s how we live.

It’s how we accelerate human achievement.
Listen, learn, and help.

Challenge, experiment, and explore.

Consider, reflect, and imagine.

Take action, preempt, and experiment.
02  Logo
Primary Logo

Our primary logo includes the full UiPath™ name and should be used whenever possible, as space allows.

The orange logo is our primary color choice when used on top of light backgrounds.

Reverse logos should be used when our core colors are used as backgrounds.

The black logo is our lowest priority and should only be used in limited instances or where printing capabilities are limited.
Secondary Logo

Our secondary logo includes a shorthand Ui™ symbol and should be used where space is limited, such as app or software icons or social avatars.

The orange logo is our primary color choice when used on top of light backgrounds.

Reverse logos should be used when our core colors are used as backgrounds.

The black logo is our lowest priority and should only be used in limited instances or where printing capabilities are limited.
UiPath Logo Clear Space

Half of the height of the logo defines the clear space on all sides.

Proper clear space around the logo maintains the integrity and hierarchy of UiPath communications.
Optical Sizing

The Preferred Size logo should be the go-to artwork to cover most use cases and will render the intent of the UiPath logo design effectively.

Primary and secondary UiPath logos have also been prepared in optical sizes that include slight adjustments to letterforms and letterspacing at small sizes and a scaling relationship between the 'UiPath' and the 'TM' symbol across all sizes.

Logos are intended to be used at sizes relative to their medium (e.g., small logo for business card or website vs. large or extra large for event graphics or billboards).

The callouts shown to the right illustrate the scaling 'TM' adjustments across the logo suite.
03

Lockups
Primary Tagline Lockup

Our primary tagline lockup includes the Reboot Work™ tagline to the right of the UiPath logo.

The options shown here illustrate the approved colorways and suggested usage over different background colors.
**Stacked Tagline Lockup**

Our stacked tagline lockup includes the Reboot Work™ tagline below the UiPath logo.

This version should only be used when horizontal space is limited.

The options shown here illustrate the approved colorways and suggested usage over different background colors.
Tagline Lockups
Clear Space

Just like the primary logo, half of the height of the UiPath logo defines the clear space on all sides of each of the tagline lockups.

Proper clear space around the lockups maintain the integrity and hierarchy of UiPath communications.
UiPath Partner Lockups

UiPath Partner logos are available for Silver, Gold, and Diamond levels — each with a corresponding color.

For these partner lockups, the UiPath logo appears in either black or white.
Partner Lockups
Clear Space

Just like the primary logo, half of the height of the UiPath logo defines the clear space on all sides of the lockup.

Proper clear space around the partner lockups maintain the integrity and hierarchy of the UiPath brand in partner communications.

These clear space rules apply to Silver, Gold, and Diamond Partner lockups.
03

Color
Color Palette

Our core colors are Orange and Blue. At least one of these core colors should appear in every UiPath communication.

Our neutral palette includes Black, White, and three Greys. In most cases, Black is used for text, White for the page color, and Greys add layers and dimension to graphic elements and sections of layouts.
Color Usage

With a range of vibrant and bold colors in our color palette, striking the right balance between them is key.

Color should be used with clear intent— as a backdrop for layouts or to clearly draw attention to information.

A balanced proportion of UiPath’s colors across communications establishes a distinct and consistent UiPath look and feel.
Robotic Process Automation is here to stay. The sooner you harvest its potential, the faster you create a competitive edge for your business. Improvement is the keyword you are looking for — an RPA software ‘robot’ never sleeps, makes zero mistakes and is considerably faster.
Helvetica Neue is our primary typeface used in headlines.

Source Sans Pro is our supporting typeface for subheads, body copy, and most everything else.

Arial is our web-safe and system fall-back when the preferred typefaces are unavailable.
Large Scale
Headlines,
Pull Quotes,
Graphic
Treatments

Helvexta Neue UltraLight
Helvexta Neue UltraLight Italic
Helvexta Neue Thin
Helvexta Neue Thin Italic
Helvexta Neue Light
Helvexta Neue Light Italic
• Helvexta Neue Regular
Helvexta Neue Regular Italic
Helvexta Neue Medium
Helvexta Neue Medium Italic
• Helvexta Neue Bold
Helvexta Neue Bold Italic
Helvexta Neue Heavy
Helvexta Neue Heavy Italic
Helvexta Neue Black
Helvexta Neue Black Italic

Supporting Copy
Body Copy
Subheads
Calls to Action
Buttons

Source Sans Pro Extra Light
Source Sans Pro Extra Light Italic
Source Sans Pro Light
Source Sans Pro Light Italic
• Source Sans Pro Regular
Source Sans Pro Regular Italic
Source Sans Pro Semibold
Source Sans Pro Semibold Italic
Source Sans Pro Bold
Source Sans Pro Bold Italic
Source Sans Pro Extrabold
Source Sans Pro Extrabold Italic

The complete Helvetica
Neue type family is
available to license from
Monotype, here:
myfonts.com/fonts/
linotype/neue-helvetica
Preferred weights to use in layout

The complete Source Sans
Pro type family is available
for free from Google Fonts,
here:
fonts.google.com/
specimen/Source+Sans+Pro
Preferred weights to use in layout
Large headlines are set solid in Helvetica Neue.

Subheads and section headers are set solid in Source Sans Pro.

Calls to Action are set in Source Sans Pro

Body copy is set in Source Sans Pro with 120% leading. Paragraph spacing after is equal to leading.

Breaking Down Silos to fast track RPA implementation

By Abid Mustafa

29 March 2019

TOPICS: RPA, RPA IMPLEMENTATION, STRATEGIC RPA, RPA DEPLOYMENT, TOP-DOWN RPA

With any new technology, it takes time for business benefits to accrue. Robotic Process Automation (RPA) is no exception. However, RPA has the potential to deliver business benefits more quickly than many other technologies. The ease of designing robots and the avoidance of making deep system changes through integration has made RPA deployment much faster. Yet despite this, organizations seem to struggle with the time it takes to identify use cases and translate them into deployable software robots.

One major reason for these struggles is that most organizations fail to make the necessary structural changes to support rapid RPA deployment. Organizations still prefer to work in archaic silo structures, which conflicts with the agility required to support RPA deployments. The image below depicts entrenched silos handling different activities. Typically, RPA activities are undertaken sequentially, which prevents communication and collaboration between different stakeholders. As a result, those stakeholders are unable to play an effective role in accelerating RPA deployment.

Business users define the RPA requirements, prioritize use cases and underwrite business cases. On the other hand, the Information Technology (IT) department assesses the technical suitability of RPA use cases, designs and deploys robots.
Grid Pattern

The grid pattern is a subtle, foundational graphic element that echoes the structure of the logo and signals an open path in all directions.

Use the dotted grid pattern in black or white.

Enlarged for detail below, the individual square dots that make up the grid pattern are 1/18 the height of the logo.
Grid Pattern Density

In layout, the grid pattern is defined by the height of the UiPath logo.

Relative to the UiPath logo, the density of the grid pattern may be adjusted to one of the two levels show here: Grid 1 on the left or Grid 2 on the right.

**Grid 1** works best when integrated over photography and to create open, airy patterns.

**Grid 2** works best to create dense, energetic, graphic-heavy patterns.
Basic Components

Three simplified, geometric components found in the letters ‘u’ and ‘i’ are built on top of the grid.

The stroke width of components are shown at right and are based on the grid structure and height of the UiPath logo.
Component Scales

Components may be used at one of three different scales, relative to the height of the UiPath logo.

1:2 components will fit more pieces into available space, creating a more detailed and complex pattern.

1:1 components are most commonly used and aim to strike an even visual balance with our logo and messaging.

2:1 components allow for fewer in available space, but force a stronger sense of scale and focus through cropping.
Components with Grid

When combining components with the grid, use one of the following approved combinations. Do not use the smallest components with Grid 1.
Component Pattern

When creating a pattern, ensure all components share the same scale.

The preferred spacing between components is equal to the short edge of the rectangular component.

The minimum spacing between components may use a single unit of the grid.

Components may be rotated in 90° increments.
Component Frame

Fewer, more generously spaced components can be used to frame imagery or messaging.

Similar to the component pattern, ensure all components share the same scale.

The preferred spacing between components is equal to the short edge of the rectangular component.

The minimum spacing between components may use a single unit of the grid.

Components may be rotated in 90˚ increments.
Component Pattern Example One

When using color as a highlight, apply highlight color to roughly 1/3 of the components.

Use only one core color at a time.
Component Pattern
Example Two

When using color as a highlight, apply highlight color to roughly 1/3 of the components.

Use only one core color at a time.

<table>
<thead>
<tr>
<th>Background Color</th>
<th>Grid Color</th>
<th>Component Base Color</th>
<th>Component Highlight Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lt Grey</td>
<td>Black</td>
<td>White</td>
<td>Orange</td>
</tr>
</tbody>
</table>
Component Pattern Example Three

When color is used in the background, the pattern and grid appear only in black and/or white.
Component Pattern
Color Reference

This chart helps identify which color combinations are approved when assembling layouts using colors, the grid, and the components.

These pairings range in impact from subtle, layered neutrals to bold and powerful spreads of color.

The light grey background offers the most flexibility and options for layering neutrals with a highlight of orange or blue.

Some colorways have limited uses, such as the one starting with a black background which yields a monochrome combination.

Due to the strength of black against our core colors, this chart eliminates the option for pairing black backgrounds or black components with colored highlights.

<table>
<thead>
<tr>
<th>Background Color</th>
<th>Grid Color</th>
<th>Component Primary Color</th>
<th>Component Highlight Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light grey</td>
<td>Black</td>
<td>Grey</td>
<td>Blue OR Red</td>
</tr>
<tr>
<td>Black</td>
<td>Light grey</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Light grey</td>
<td>Black</td>
<td>Light grey</td>
<td>Blue OR Red</td>
</tr>
<tr>
<td>Black</td>
<td>Light grey</td>
<td>Black</td>
<td>None</td>
</tr>
<tr>
<td>Red</td>
<td>Black</td>
<td>Grey</td>
<td>Blue OR Red</td>
</tr>
<tr>
<td>Black</td>
<td>Red</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Blue</td>
<td>Black</td>
<td>Grey</td>
<td>Blue OR Red</td>
</tr>
<tr>
<td>Black</td>
<td>Blue</td>
<td>None</td>
<td>None</td>
</tr>
</tbody>
</table>

OR

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE

NONE
Photography

Images are for stylistic and illustrative purposes only. Licenses are available through images' respective stock houses.
Photography Style

Our values—humble, bold, immersed, and fast—are the cornerstones of our organization. We approach everything we do with openness and collaboration, and always aim to accelerate human achievement. We promote knowledge sharing and learning in order to prepare the world for a change in the way we work.

These characteristics and ideas of who we are and how we do things are brought to life in the captured moments of UiPath’s photography. We convey these concepts through imagery of people in everyday life and through metaphorical imagery.

Photo checklist:

- Full color, bright, engaging, optimistic
- Subjects are lit naturally (with available, natural light, such as by sunlight or ambient light source)
- Shows real life in-action
- Not overly dramatized or staged (real people, real environments)
- People have natural expressions (not overly styled)

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Photography Style
Values to Visuals

1. Humble
We are always listening and learning—opening ourselves to greater possibilities. We make connections by sharing our knowledge and experiences.

Photographs portray people who are receptive, attentive, and listening. Humble people are open. They share and they teach. Consider photography that captures people juxtaposed against something much larger/greater than themselves—perhaps something that beckons to be conquered, climbed, or surpassed.

2. Bold
We challenge both convention, ideas, and each other in the pursuit of growth, knowledge, and innovation. We are fearless in our capacity to experiment and explore.

Photos of people who are expressive—steadfast, fearless, adventurous, focused. Tonally, these photos exhibit bright colors, high contrast, and dynamic composition.

3. Immersed
We immerse ourselves in moments and situations. We consider and reflect on the experiences. This allows us to understand unique viewpoints, experiences, and opens us up to a frontier of possibilities.

Depicts individuals as active participants—always “in-the-moment.” They are at the center of the action, in the middle of a scene, fully committing to an experience.

4. Fast
We take action and bold risks, innovating and evolving with speed. This allows us to preempt the unexpected and transform the way we do things in order to adapt quickly.

Photographs depict people in the act of experimenting, creating, and testing; approaching a challenge or a seemingly insurmountable situation. Metaphors are also possible, depicting humans reaching and achieving impressive feats of speed.

5. Open
We are defined by diversity of all kinds and are open to all avenues of experiences, knowledge, and growth. We listen. We are honest and responsive. We erase boundaries.

Photographs portray a state of mind. They depict people in moments of contemplation. Consider open, receptive, adventurous, and exploratory visuals. Physical metaphors, including vast, boundless expanses and wide, borderless physical spaces.

6. Collaboration
We work closely with each other, with our partners, and with our customers. We work to solve common goals and challenges. Our customers’ successes are our successes.

Photographs depict two or more individuals coming together to achieve a goal or goals through dialogue or physical acts. These can be in the form of an expressive dialogue, a meeting, a work-session, or through teamwork-based activity.

7. Learning
We approach new challenges with a beginner’s mindset. We are open and inquisitive, and we learn through sharing.

Portray people in collaborative, open, mentor/mentee moments. Show experimentation, exploration, and/or discovery.

8. Human Achievement
We believe in using the transformative power of automation to liberate the boundless potential of human achievement.

Photographs depict grand feats of artistic/scientific/intellectual/physical ingenuity, invention, accomplishment, or breakthrough. Objects (architecture, construction) that are representative of human invention, ingenuity, or achievement should also be considered.
Photography Style
Values to Visuals

1. Humble
2. Bold
3. Immersed
4. Fast
5. Open
6. Collaboration
7. Learning
8. Human Achievement

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Photography Style
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2. Bold
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4. Fast
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6. Collaboration
7. Learning
8. Human Achievement

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Photography Style

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7. Learning
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6. Collaboration
7. Learning
8. Human Achievement

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Photography and The Grid

Photography can be used on top of the grid, and it can also be used to bridge the open, clear space of layouts to the grid, creating a layering effect and graphic gesture to build dynamic and active layouts.
Photography and The Grid

When merged with photography, the grid sits behind at least one primary subject to create a strong focal point and a uniquely ownable photography style.

To achieve this effect, the primary subject may be isolated in Photoshop and added into the layout as a separate layer. Alternatively, the grid points that obscure the subject may simply be deleted.

Use the components sparingly to create a visual dynamic and frame the subject.

With photography, only use components in black or white.

If the components and the subject intersect, the components sit in the background with the grid.

As a reminder, the dotted grid should only be used in black or white.
Photography and The Grid

As a subtle, alternate treatment over photography, the components may be used at 50% opacity.

When the transparent components are used, the grid color should match (black grid with black components, white grid with white components) and still appear at 100% opacity.

If the components and the subject intersect, the components sit in the background with grid.
Layout Examples
A Few Tips

When possible, the margins equal the height of the logo.

Grid 1 is the preferred option to use when integrated with photography.

Grid 2 is the preferred option to use when building patterns as the primary visual.

When the grid is used, the frame of the logo should clearly align to it.
Poster Example

Photo Background, Full Bleed

Grid 1

White Components, 1:1 Ratio with Logo Height

Helvetica Neue Bold, 218pt

Primary UiPath Logo, Large Optical Size

accelerate human achievement
### Presentation Example

<table>
<thead>
<tr>
<th>Computer Vision</th>
<th>First Robotic Automation</th>
<th>Early Growth</th>
<th>Growth</th>
<th>Global Expansion</th>
<th>Category Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>First automation libraries for developers worldwide</td>
<td>Desktop Automation product for Enterprise RPA</td>
<td>Enterprise RPA Partnerships with global BPO &amp; Consulting Firms</td>
<td>Global offices 100 people 100+ enterprise customers</td>
<td>Entered Japan Launched Academy Series A 700 Customers 550 People 100,000 Community</td>
<td>2,500 Customers 250,000 Community $200 Million Rev 31 Offices 18 Countries Raised $151 Million (or more) Cash-Flow Neutral</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2013</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
</table>

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Think Automation First
Section 2
Democratizing RPA
We see boundless potential in the way we live.

It drives the way we work.

We take bold steps, always driven by humanity to think we remain open to even greater possibilities.

We enable boundaries between ourselves and our customers through constant, shared learning and growth.

Our successes aren't merely viewed; they're irrevocably built.

We accelerate our efforts so that we can innovate and evolve with speed.

We are defined by diversity of all races.

we embrace the open spirit of honest, thoughtful dialogue and we speak, through our actions, for understanding across viewpoints and experiences.

We believe in using the transformative power of automation to liberate the boundless potential of people.

It's how we live.

It's how we **accelerate human achievement**.
Questions or concerns? Please contact placeholder@uipath.com

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