

UiPath Style Guide

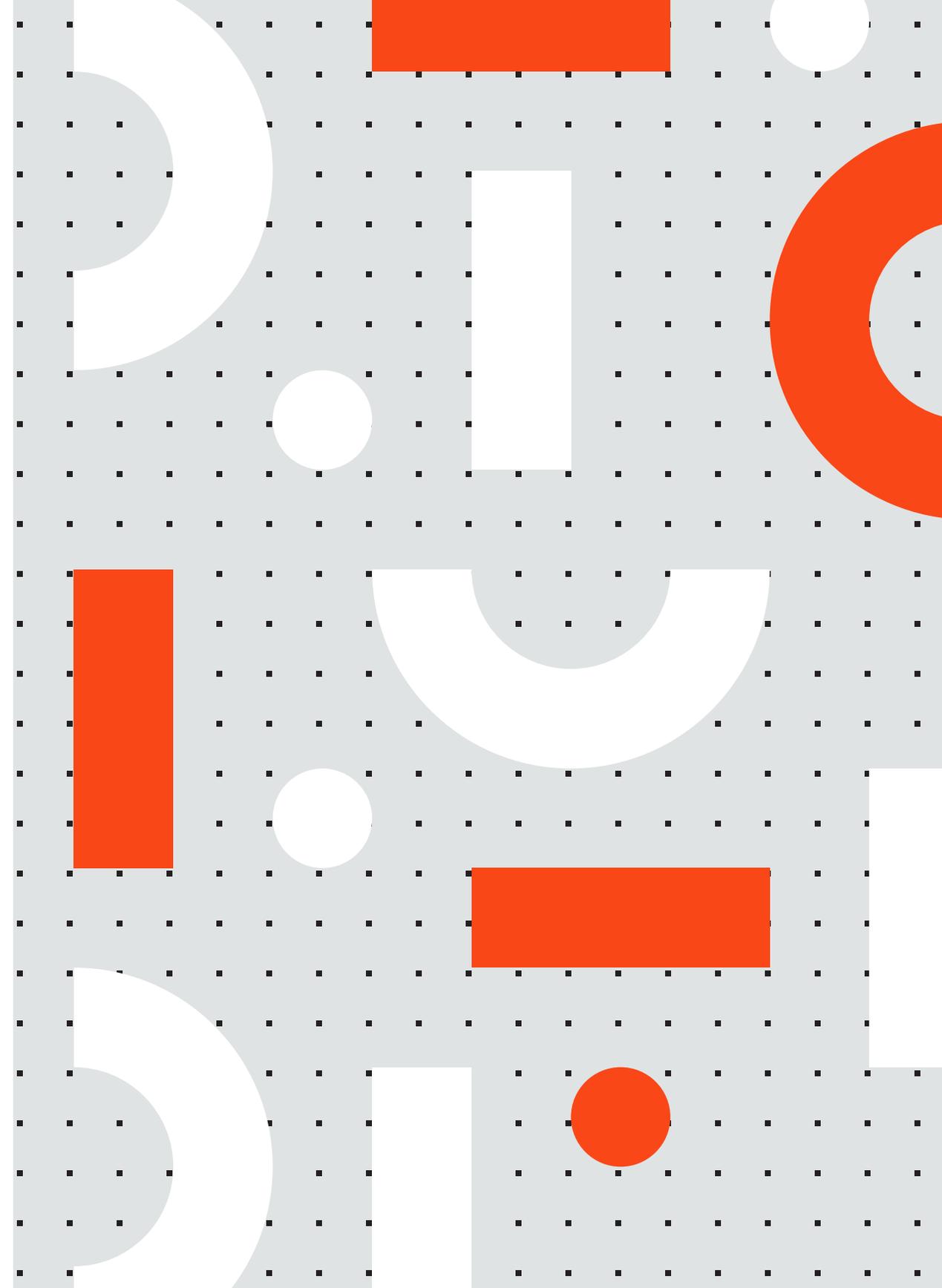
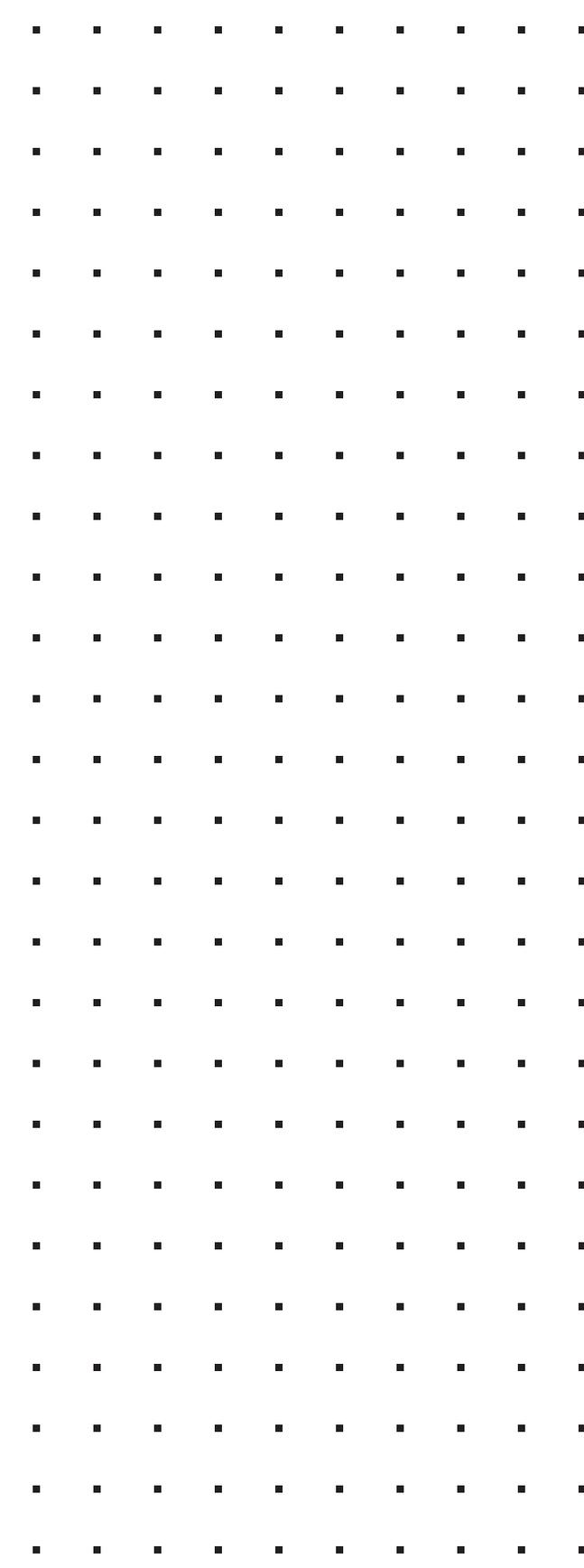


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01

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.**

humble

Listen, learn, and help others.

bold

Challenge, experiment, and explore.

immersed

Consider, reflect, and imagine.

fast

Take action, preempt, and transform.

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 and over uncluttered, dark backgrounds.

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

Orange Primary Logo over Light Background



Reverse Primary Logo over Color Background



Reverse Primary Logo over Color Background



Reverse Primary Logo over Dark Background



Black Primary Logo over Light Background



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 and over uncluttered, dark backgrounds.

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

Orange Secondary Logo over Light Background



Reverse Secondary Logo over Color Background



Reverse Secondary Logo over Color Background



Reverse Secondary Logo over Dark Background



Black Secondary Logo over Light Background



UiPath Logo Clear Space

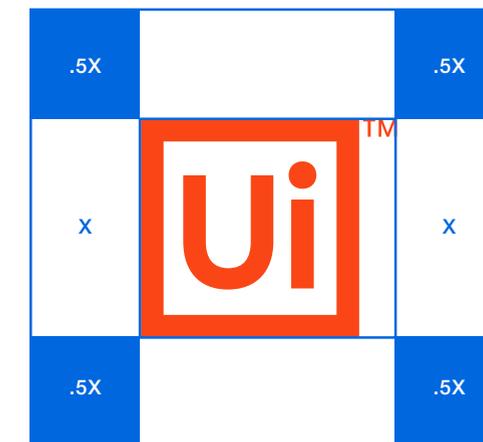
Half of the height of the logo defines the clear space on all sides.

Ensure proper clear space around the logo across all UiPath communications.

Primary Logo Clear Space



Secondary Logo Clear Space



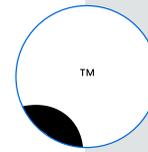
Optical Sizing

The Preferred Size logo is the go-to artwork to cover most use cases.

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.



Extra-Large Size
e.g. Environmental
Graphics



Large Size
e.g. Posters



Preferred Size
e.g. Letterhead



Small Size
e.g. Website, Email



Logo Don'ts

X Don't use the previous UiPath logo



X Don't stretch or rotate any UiPath logos or lockups



X Don't edit the arrangement of elements within the logo



X Don't use any colored logos over background colors that yield low contrast



X Don't use the logo over complex imagery that reduces legibility of the letterforms



X Don't edit or use unapproved colors in the logo



03

Lockups

Primary Logo Tagline Lockup

Our primary logo tagline lockup is shown with 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.

Orange Primary Logo with Tagline over Light Background



Reverse Primary Logo with Tagline over Color Background



Reverse Primary Logo with Tagline over Color Background



Reverse Primary Logo with Tagline over Dark Background



Black Primary Logo with Tagline over Light Background



Stacked Logos Tagline Lockup

Our stacked logo 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.

Orange Primary Logo with Tagline over Light Background



Reverse Primary Logo with Tagline over Color Background



Reverse Primary Logo with Tagline over Color Background



Reverse Primary Logo with Tagline over Dark Background



Black Primary Logo with Tagline over Light Background



Tagline Lockups Clear Space

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

Ensure proper clear space around the lockups across all UiPath communications.

Primary Logo Tagline Lockup Clear Space



Stacked Logo Tagline Lockup Clear Space



UiPath Business Partner Logo Lockups

UiPath business partner logo lockups are available for Silver, Gold, and Diamond levels—each with a corresponding color.

For these partner logo lockups, the UiPath logo appears in either black or white.

Files are available for print and digital use, and in large, preferred, and small sizes.

Positive UiPath Partner Silver Logo Lockup over Light Background



Positive UiPath Partner Gold Logo Lockup over Light Background



Positive UiPath Partner Diamond Logo Lockup over Light Background



Reverse UiPath Partner Silver Logo Lockup over Dark Background



Reverse UiPath Partner Gold Lockup over Dark Background



Reverse UiPath Partner Diamond Logo Lockup over Dark Background



UiPath Business Partner Logo Lockups Clear Space

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

Ensure proper clear space around the partner logo lockups across all UiPath partner communications.

Partner Logo Lockup Clear Space



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

UiPath Technology Partner Logo Lockups

UiPath technology partner logo lockups are available for Certified and Premium levels.

For these partner logo lockups, the UiPath logo appears in either black or white.

Files are available for print and digital use, and in large, preferred, and small sizes.

Positive Certified Technology Partner Logo Lockup over Light Background



Black Certified Technology Partner Logo Lockup over Light Background



Reverse Certified Technology Partner Logo Lockup over Light Background



Positive Premium Technology Partner Logo Lockup over Light Background



Black Premium Technology Partner Logo Lockup over Light Background



Reverse Premium Technology Partner Logo Lockup over Light Background



UiPath Technology Partner Logo Lockups Clear Space

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

Ensure proper clear space around the partner logo lockups across all UiPath partner communications.

Partner Logo Lockup Clear Space



These clear space rules apply to Certified and Premium Technology Partner logo lockups.

UiPath Partner Logo Lockups In Layout

In layout, the UiPath partner logo lockup should have an equal, balanced visual weight with the partner's logo.

The examples to the right show the UiPath partner logo lockup visually balanced with both a horizontal logo and a vertical logo.

When possible, the UiPath partner logo lockup should be placed in an opposing corner from the partner's logo.

To avoid confusion, the UiPath partner logo lockup **should not** be directly locked up to other logos.

Partner Logo Lockup in Layout

Paired with Horizontal Partner Logo

Paired with Vertical Partner Logo

E-commerce has grown significantly over the last five years. Given that digital retail now accounts for more than 18% of retail sales in Europe, it's no surprise that many brick-and-mortar retail stores struggle to keep up with the everchanging e-commerce environment and demand for omni-channel offerings. In an increasingly complex and connected world, retailers, moreover, face an ever-growing number of processes and a limited number of employees able to handle them manually. Squeezed margins and growing expectations from customers also isn't anything new.

These developments mean having to rethink business practices — and fast. In order to achieve sustainable digital transformation and provide cutting-edge customer services, the retail sector is being rapidly propelled towards incorporating new and reinvented tactics. Robotic process automation (RPA) is often being chosen by retail companies for its potential to automate rapidly, efficiently, at scale, and with ease. What's more is that the non-disruptive technology allows retailers to maintain legacy systems and work within existing enterprise ecosystems.

Improved operational efficiency

Rather than being confined to the working hours of a normal employee, RPA software robots are able to tackle operational workloads 24/7/365. Productivity and efficiency, coupled with increased speed and decreased cycle time for revenue-generating transactions, can be quickly attained across the value chain. Because of RPA's fast implementation time and scalability, the time between adoption and achieving an ROI can be less than a year for many adopters.

Unlike their human counterparts, RPA software robots are able to consistently execute processes and identify process bottlenecks for optimisation. This means that automated tasks in the front office and back office will run more smoothly and accurately — and with substantially mitigated compliance risk. Giving retailers a greater degree of oversight and control over their own operations, the bots' actions are also saved into a central log where they can easily accessed for internal monitoring and external audits.

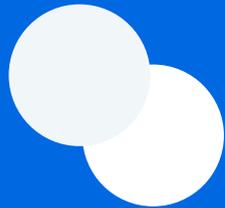


Data Sheet
01.28.2019

**DIGITAL RETAIL
NOW ACCOUNTS
FOR MORE THAN
18% OF RETAIL
SALES IN EUROPE**

04

Color



Color Palette

Our core colors are orange and blue. At least one of these core colors should appear in any uipath communications.

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 layer and dimension to graphic elements and sections of layouts.

Our secondary colors should only be used in a supporting role to color sub-brands, new levels of data, chart graphics, and detailed information.

Core Colors



Orange

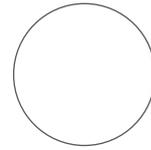
PMS C	PMS U
172	1655
CMYK	
0 / 73 / 87 / 0	
RGB	
250 / 70 / 22	
HEX	
#FA4616	



Blue

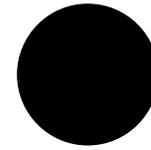
PMS C	PMS U
285	2194
CMYK	
98 / 42 / 0 / 0	
RGB	
0 / 103 / 223	
HEX	
#0067DF	

Neutral Colors



White

PMS C	PMS U
N/A	N/A
CMYK	
0 / 0 / 0 / 0	
RGB	
255 / 255 / 255	
HEX	
#FFFFFF	



Black

PMS C	PMS U
Black	Black
CMYK	
0 / 0 / 0 / 100	
RGB	
0 / 0 / 0	
HEX	
#000000	



Dark Grey

PMS	
Black 80% Tint	
CMYK	
0 / 0 / 0 / 80	
RGB	
88 / 89 / 91	
HEX	
#58595B	



Light Grey

PMS	
Black 12% Tint	
CMYK	
0 / 0 / 0 / 12	
RGB	
223 / 227 / 227	
HEX	
#DFE3E3	



Pale Grey

PMS	
Black 4% Tint	
CMYK	
0 / 0 / 0 / 4	
RGB	
241 / 246 / 248	
HEX	
#F1F6F8	

Secondary Colors



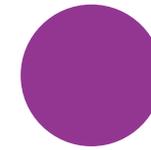
Red

PMS C	PMS U
2040	2040
CMYK	
0 / 96 / 43 / 0	
RGB	
237 / 20 / 91	
HEX	
#ED145B	



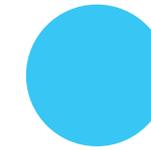
Yellow

PMS C	PMS U
2010	2010
CMYK	
0 / 35 / 100 / 0	
RGB	
255 / 180 / 14	
HEX	
#FFB40E	



Purple

PMS C	PMS U
513	254
CMYK	
53 / 99 / 0 / 0	
RGB	
147 / 54 / 146	
HEX	
#933692	



Light Blue

PMS C	PMS U
637	305
CMYK	
62 / 0 / 0 / 8	
RGB	
56 / 198 / 244	
HEX	
#38C6F4	



Green

PMS C	PMS U
2270	2270
CMYK	
61 / 0 / 73 / 0	
RGB	
52 / 222 / 105	
HEX	
#34DE69	

Color Palette

In use, our vibrant range of colors support our core orange and blue by extending the palette to supporting information, sub-brands, and functional design elements across all UiPath communications.

The secondary palette creates an extended range of hues around the two core colors. Each color of the secondary palette can individually serve as a strong, vibrant color while also complementing the core colors.



**Our warm colors
are used to
support our
core orange
at three levels.**



**Our cool colors
are used to
support our
core blue
at three levels.**



**Secondary colors are used
in our sub-branding, such
as partner logo lockups.**



**Secondary colors are
also used as functional
alert colors.**

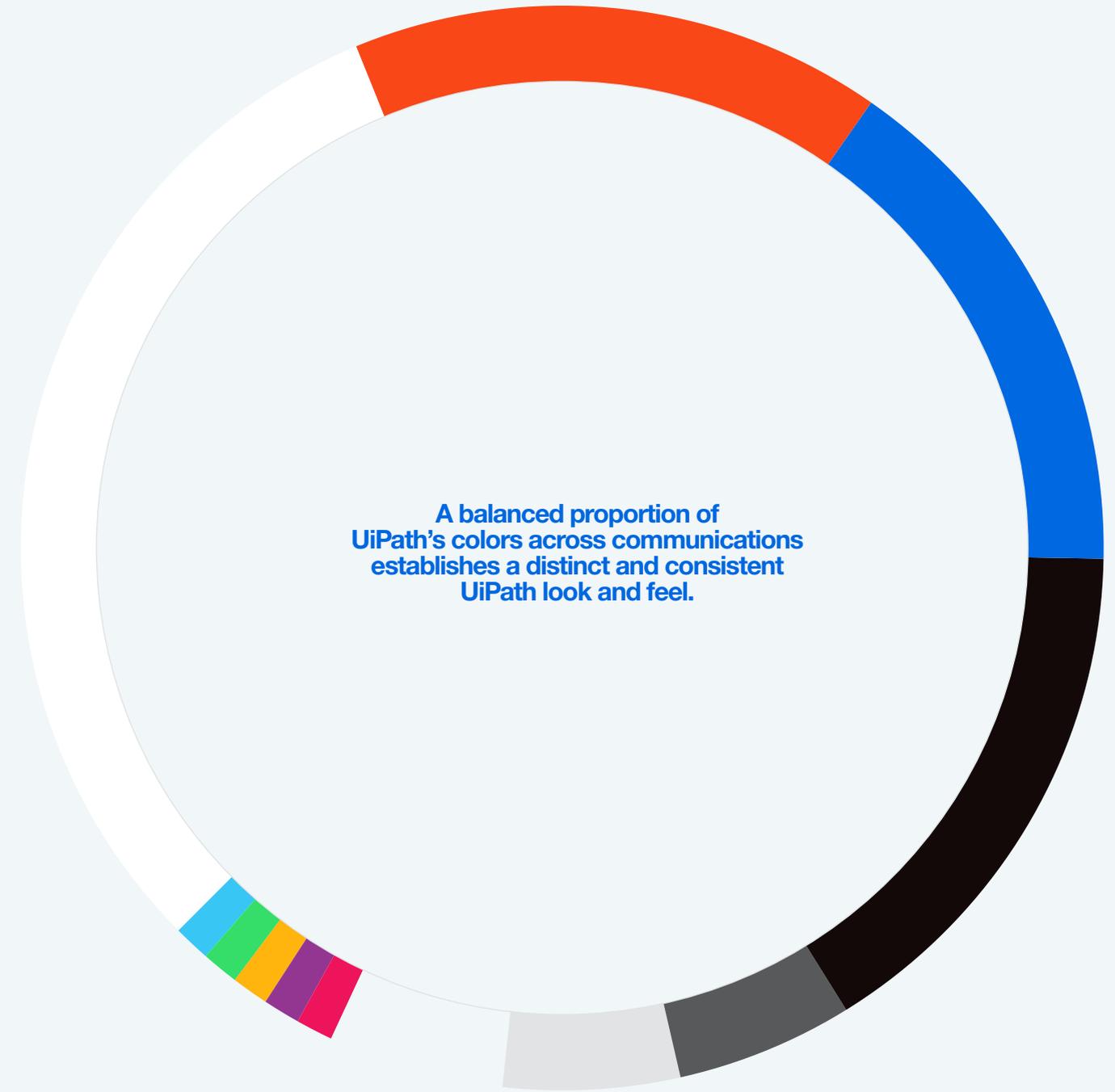
Color Usage

With a range of vibrant and bold colors in our the 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.

Most communications will only require the use of core colors and neutrals—the **secondary colors should only be used in a supporting role** to color new levels of data, chart graphics, and detailed information.

- Orange
- Black
- Light Blue
- Blue
- Dark Grey
- Green
- White
- Light Grey
- Yellow
- Pale Grey
- Purple
- Red

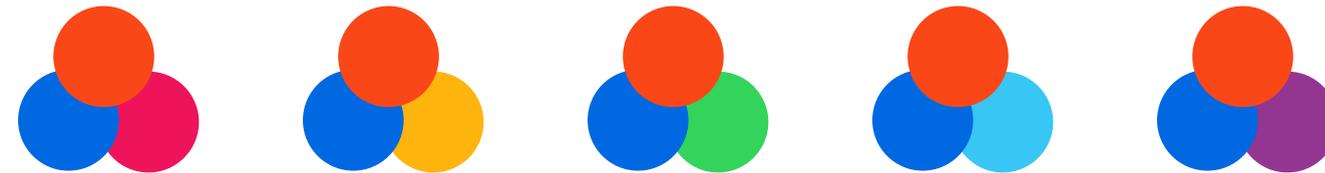


Color Pairings

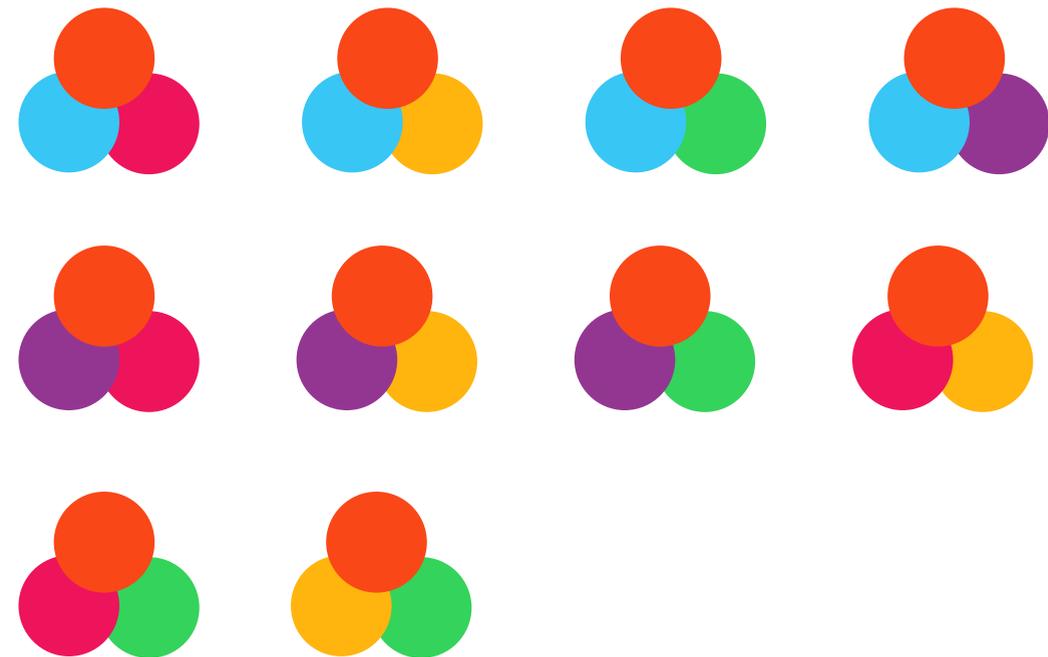
With vibrant supporting colors, we can extend our core color palette to create a range of effective color pairings.

These sample pairings illustrate (1) both core colors with one secondary color, (2) orange with two secondary colors, and (3) blue with two secondary colors.

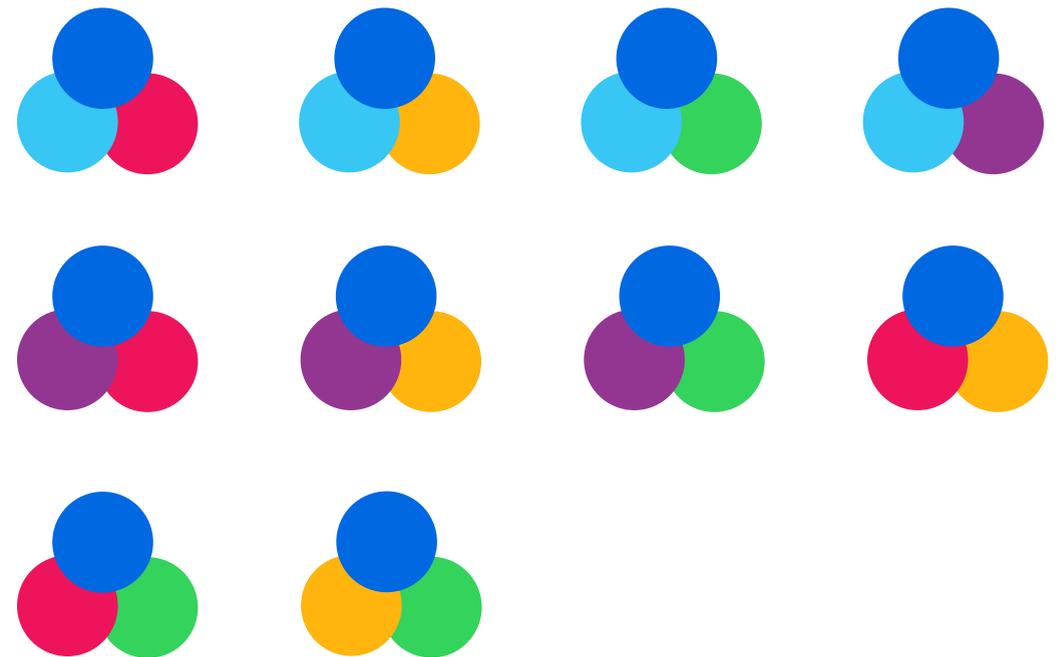
Core Orange and Core Blue Paired with One Secondary Color



Core Orange Paired with Two Secondary Colors



Core Blue Paired with Two Secondary Colors



05 **Typography**

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 considered

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

Helvetica Neue UltraLight

Helvetica Neue UltraLight Italic

Helvetica Neue Thin

Helvetica Neue Thin Italic

Helvetica Neue Light

Helvetica Neue Light Italic

- Helvetica Neue Regular

Helvetica Neue Regular Italic

Helvetica Neue Medium

Helvetica Neue Medium Italic

- Helvetica Neue Bold

Helvetica Neue Bold Italic

Helvetica Neue Heavy

Helvetica Neue Heavy Italic

Helvetica Neue Black

Helvetica Neue Black 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

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 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

Helvetica Neue Bold
50/50

Large headlines are set solid in Helvetica Neue.

Source Sans Regular
16/16

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

Source Sans Semibold
16/16

Calls to Action

are set in Source Sans Pro

Source Sans Regular
12/14.4
Sentence Case

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

Helvetica Neue Bold
50/50

Breaking Down Silos track RPA implemente

Source Sans
16/16

By Abid Mustafa

Source Sans
Regular
10/10

29 March 2019

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

Source Sans Regular
12/14.4
Sentence Case

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

with the agility required to support RPA deployments. The image below shows entrenched silos handling different

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 RPA deployment.

Business users define the RPA requirements, prioritize use cases and underwrite the cases. On the other hand, the Information Technology (IT) department assesses

06

Graphic Language

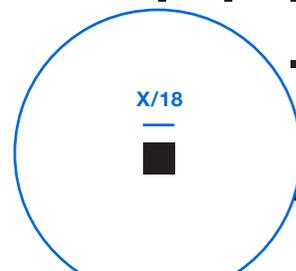
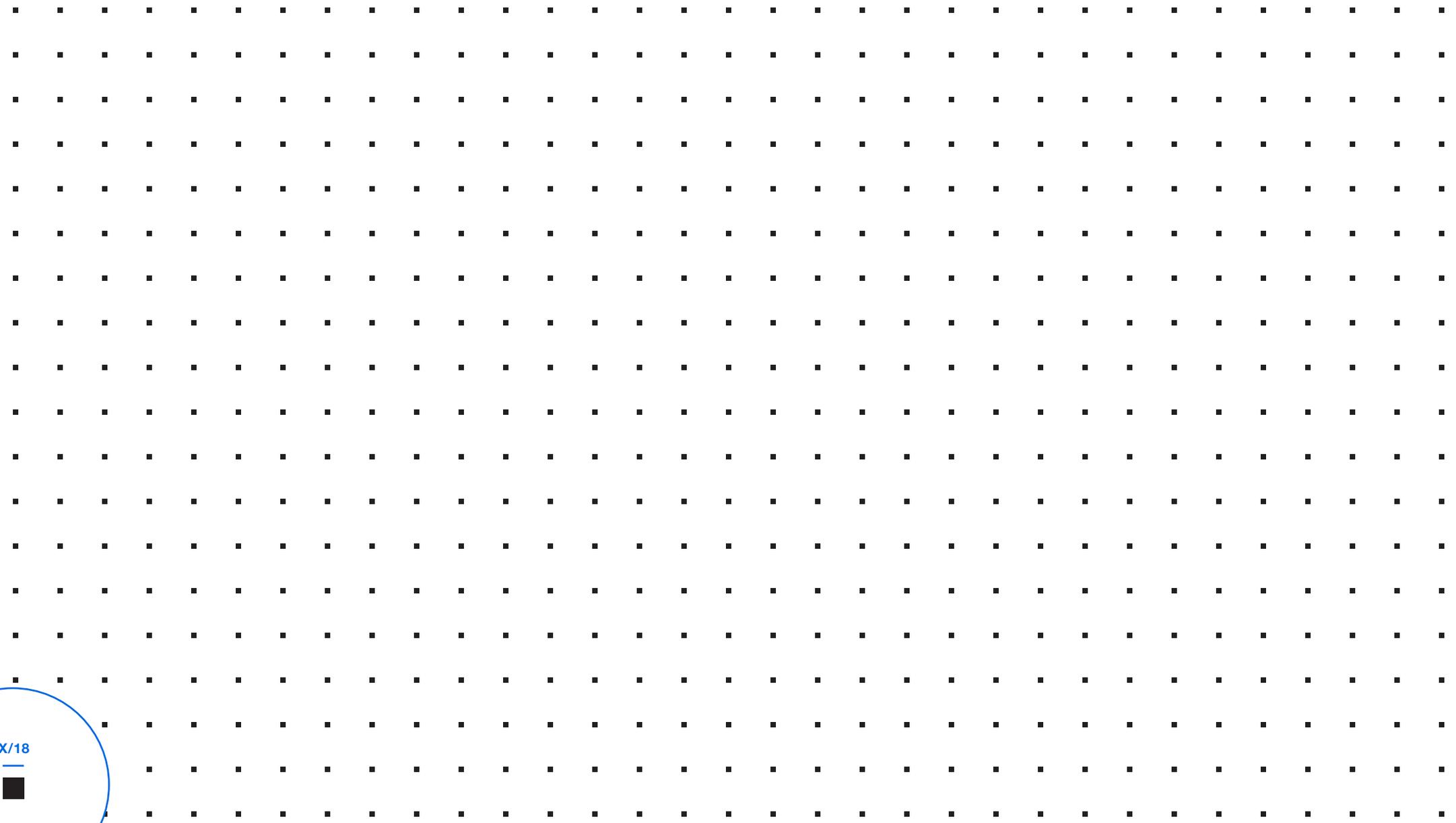


Grid Pattern

The grid pattern is a 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

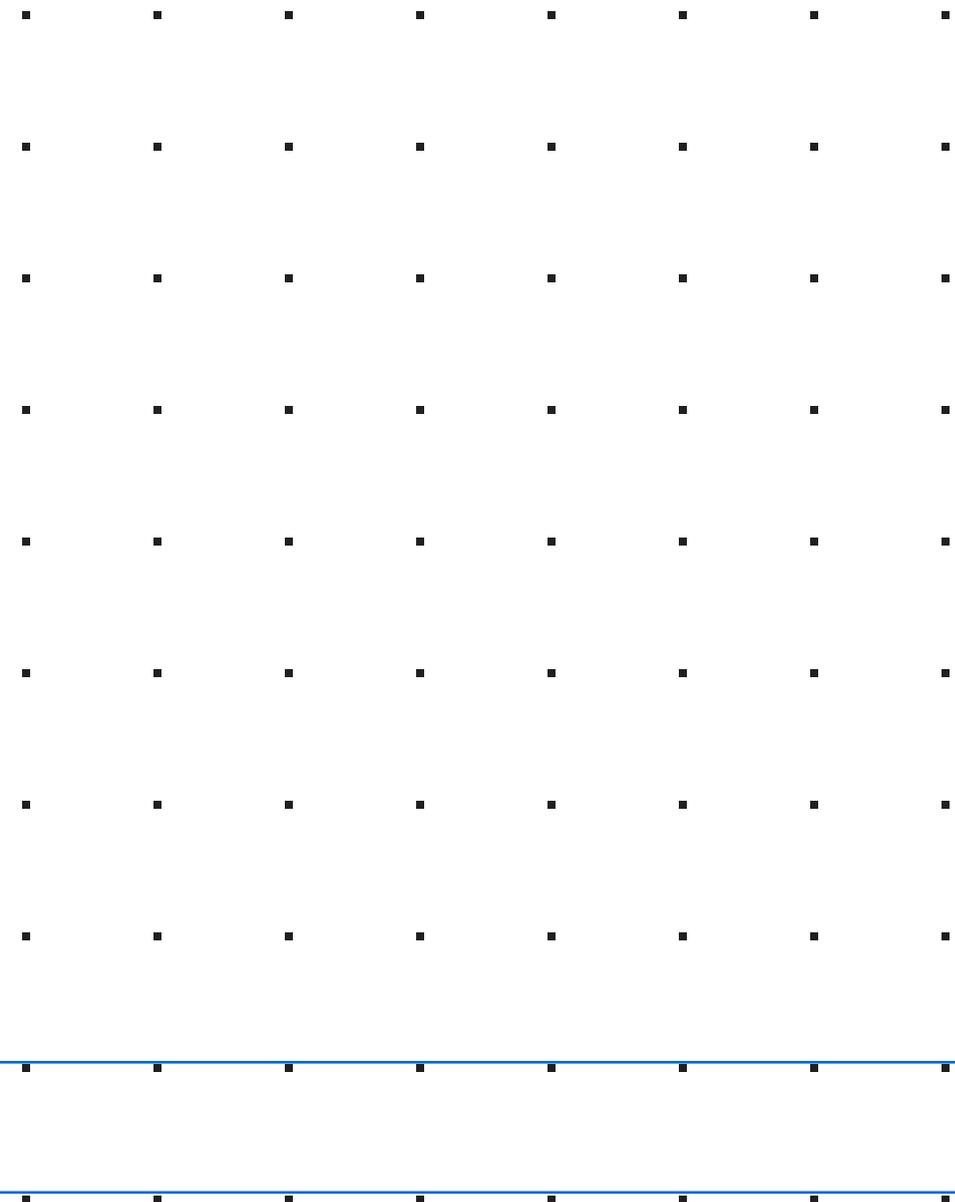
In layout, the grid pattern is defined by the height of the UiPath logo.

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

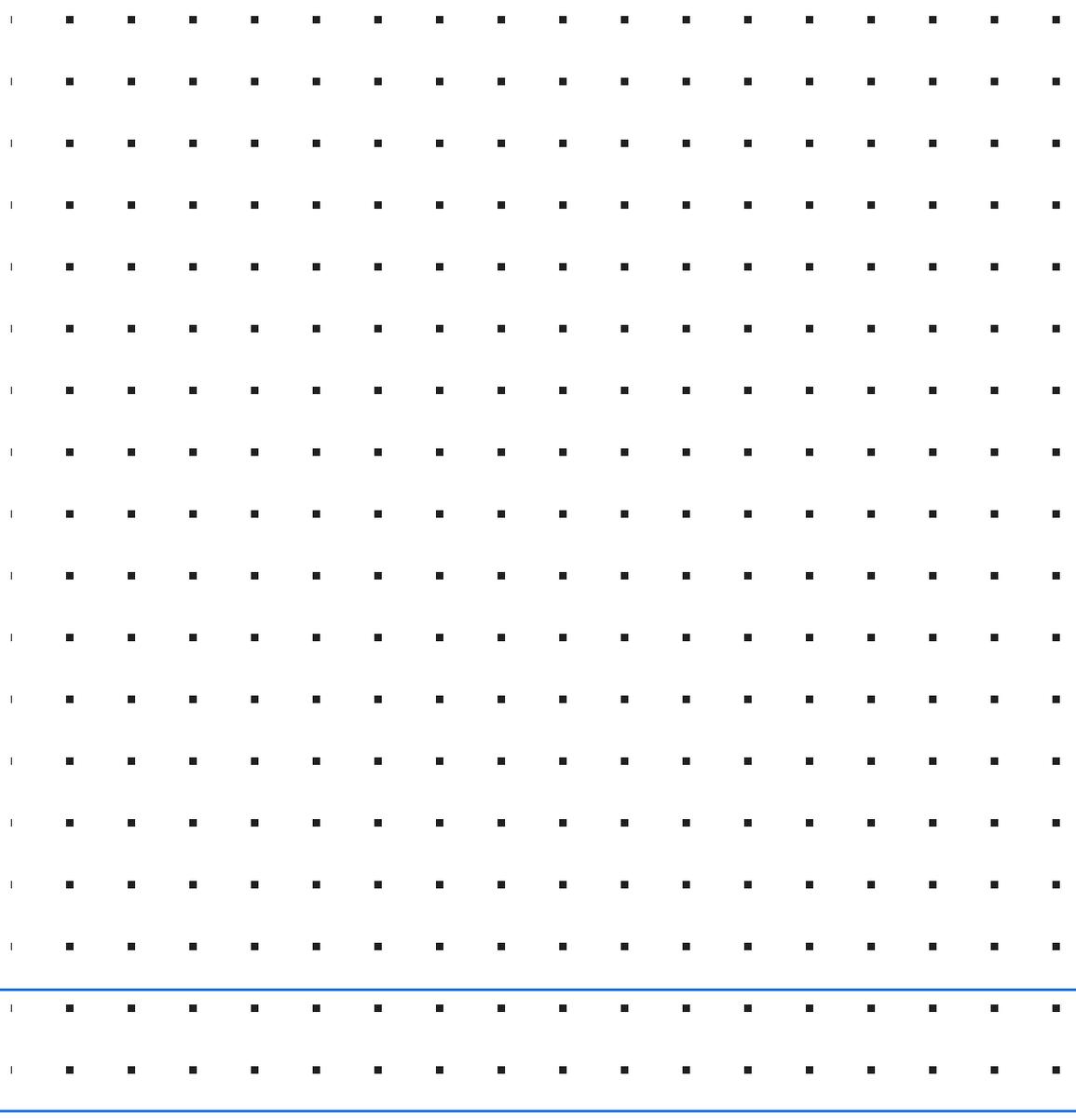
Grid 1 works best when integrated over photography and to create open, airy patterns.

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

Grid 1



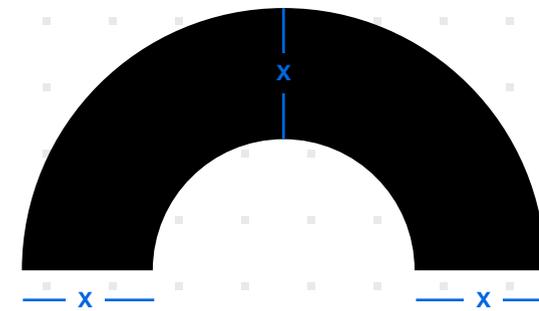
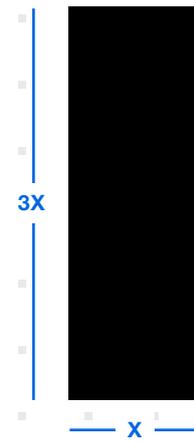
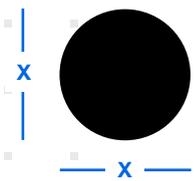
Grid 2



Basic Components

Three simplified, geometric components found in the letters “U” and “i” are built on top of the grid.

The stroke widths 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 create a stronger sense of scale and focus through cropping.

1:2

Component to UiPath Logo Height

1:1

Component to UiPath Logo Height

2:1

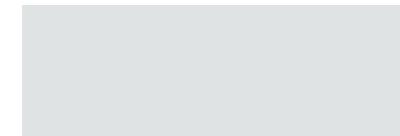
Component to UiPath Logo Height



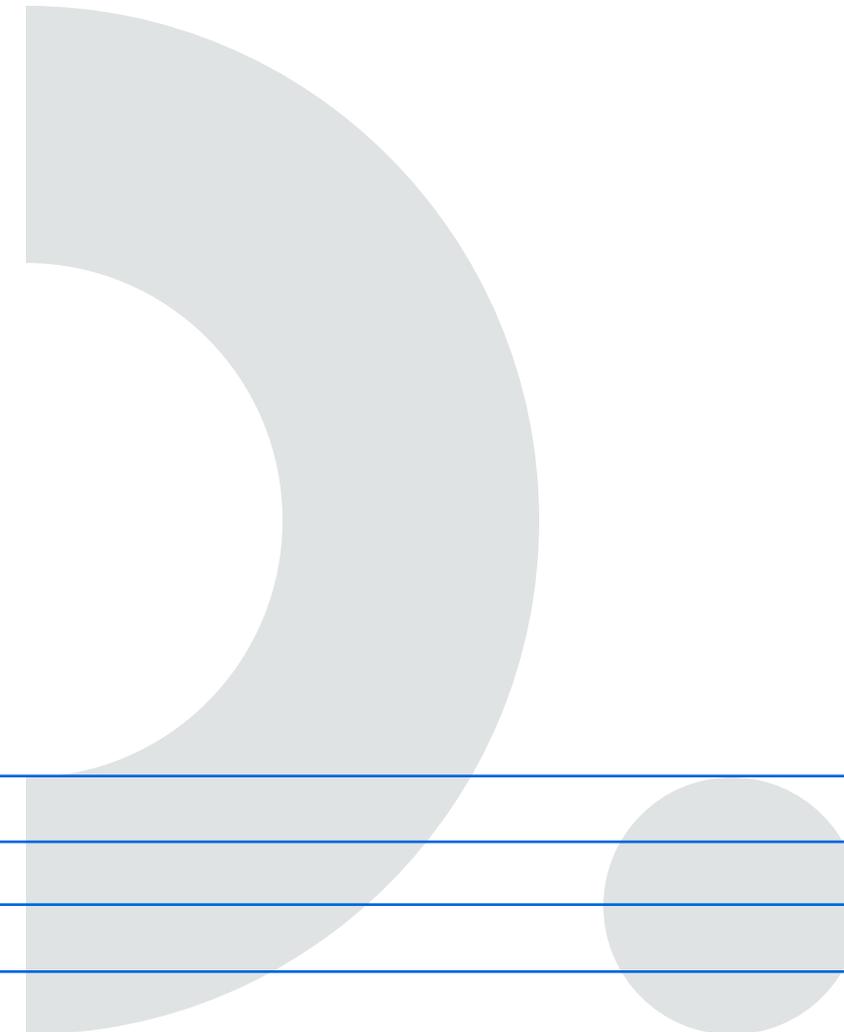
.5X



1X



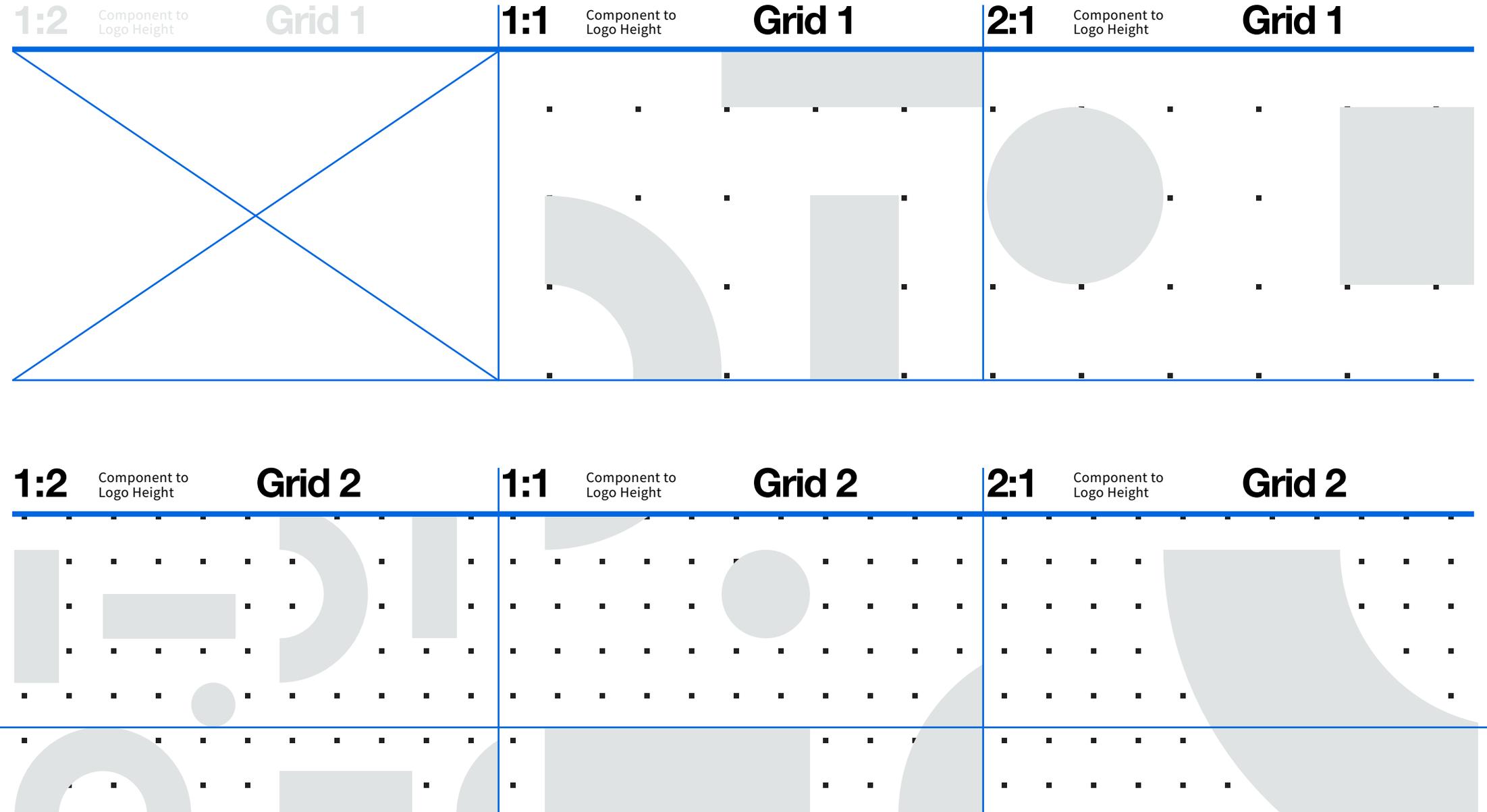
2X



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.



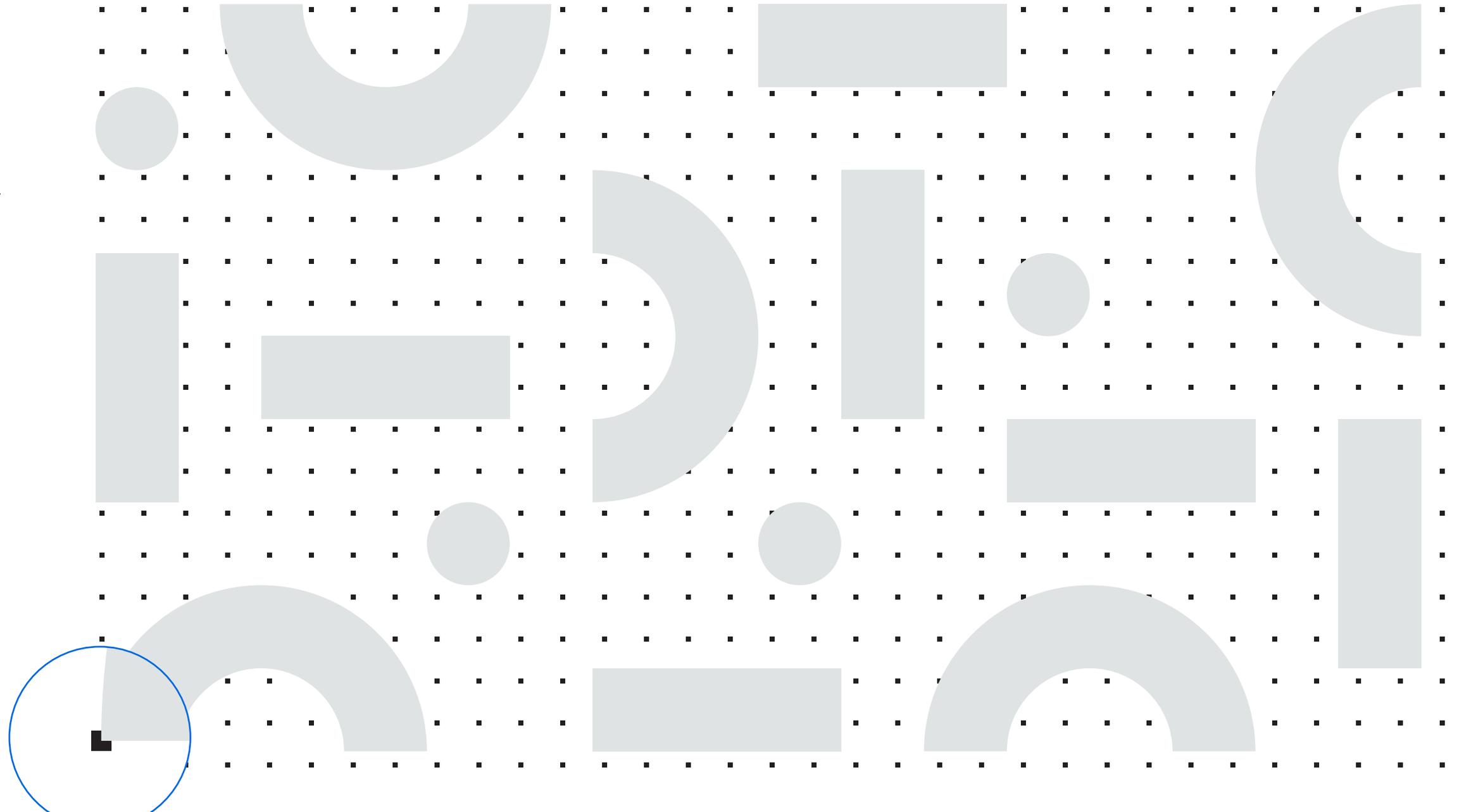
Component Pattern

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.



Alignment Detail
Components' extremes align to the center of each grid dot.

Component Frame

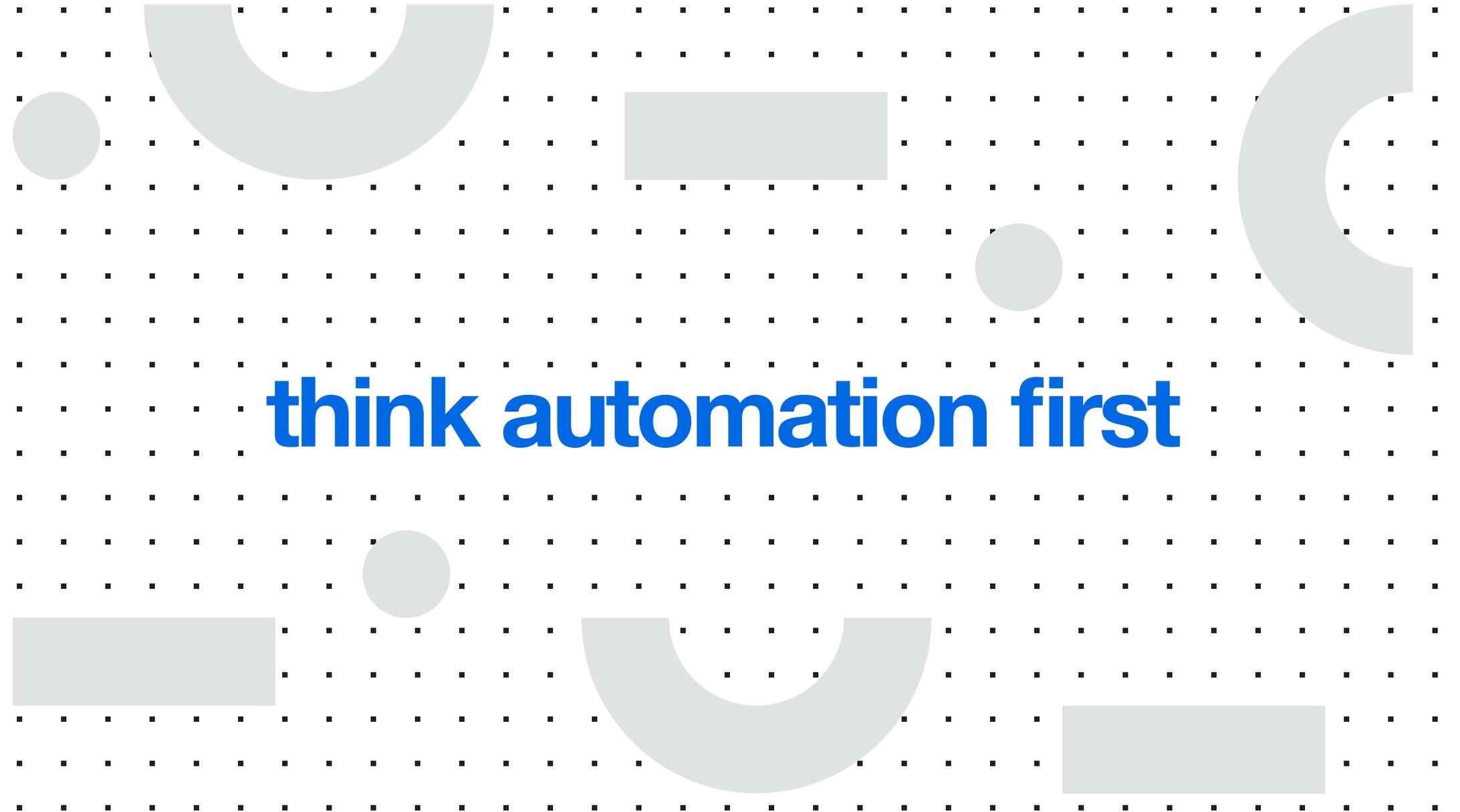
Fewer, more generously spaced components can be used to frame imagery or messaging.

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.

For highlights, use only one core color at a time.



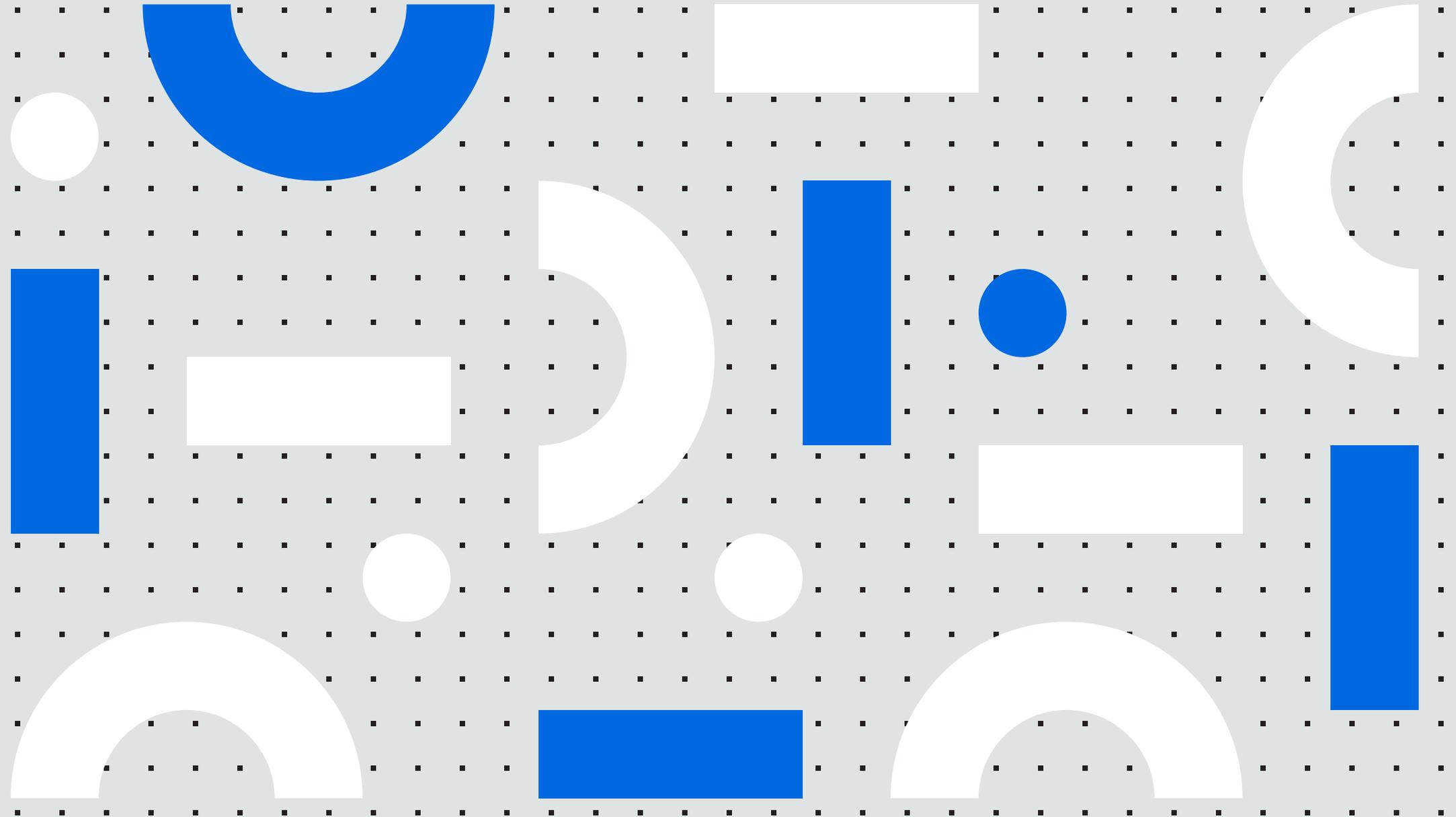
Background Color	Grid Color	Component Base Color	Component Highlight Color
			
White	Black	Lt Grey	Orange

Component Pattern Example Two

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

For highlights, use only one core color at a time.

Background Color	Grid Color	Component Base Color	Component Highlight Color
			
Lt Grey	Black	White	Orange



Component Pattern Example Three

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



Background
Color



Orange

Grid
Color



Black

Component
Base Color



White

Component
Highlight Color



None

Component Pattern Color Reference

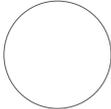
This chart helps identify which color combinations are approved when assembling layouts using colors, the grid, and the components.

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.

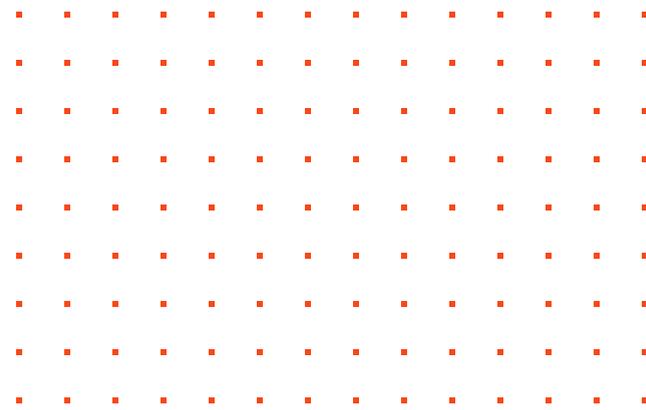
Some colorways have limited uses, such as the one starting with a black background which yields a monochrome combination.

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.

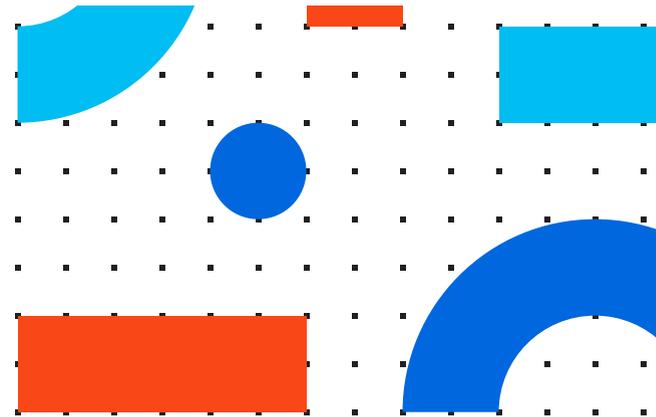
Background Color	Grid Color	Component Primary Color	Component Highlight Color
			 OR 
			NONE
			NONE
			NONE
			 OR 
			NONE
			NONE
			 OR 
		 OR 	NONE
		 OR 	NONE
		 OR 	NONE
		 OR 	NONE

Graphic Language Don'ts

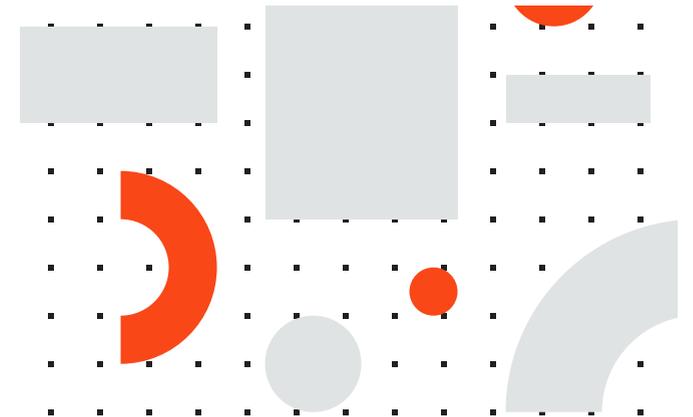
X Don't use the grid in colors other than black or white



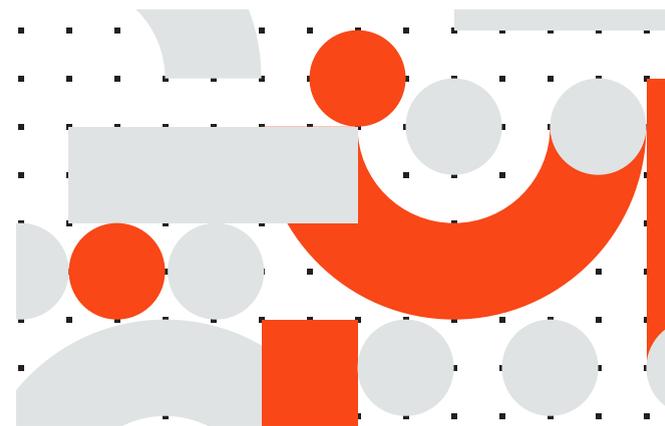
X Don't use multiple core or any secondary colors in the pattern



X Don't use components at different scales within the same pattern



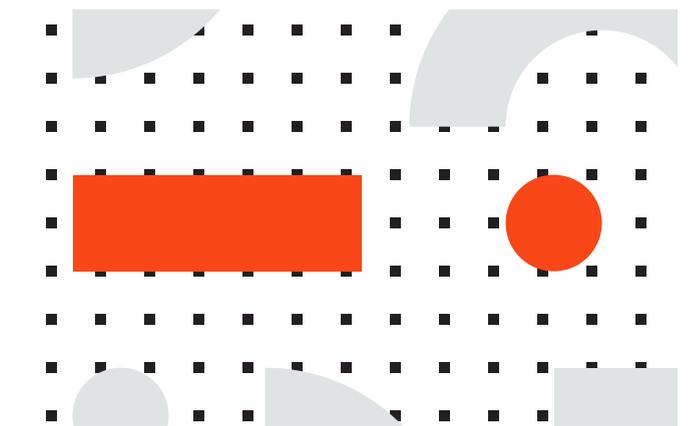
X Don't overlap the components or create patterns that violate the components' clear space



X Don't misalign the components over the grid or rotate components in increments other than 90°



X Don't use grid dots at a larger scale than detailed in the pattern section



07

Photography



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:

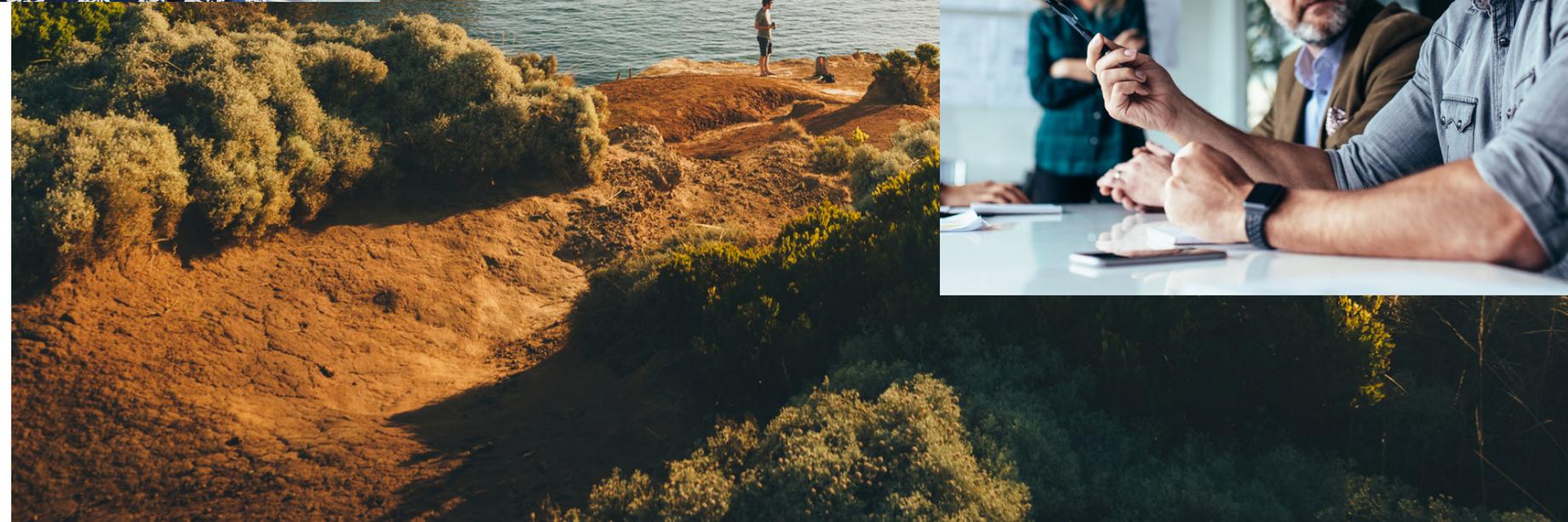
Full color, bright, engaging, optimistic

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)



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.

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.

2. Bold

We challenge 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.

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.

3. Immersed

We immerse ourselves in moments and situations. We consider and reflect on the experiences. This allows us to understand unique viewpoints and 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.

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.

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.

8. Human Achievement

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

Photographs depicts 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**

GETTYIMAGES-616068712.JPG



BOLD IMMERSED HUMAN ACHIEVEMENT FAST COLLABORATION

GETTYIMAGES-483605277.JPG



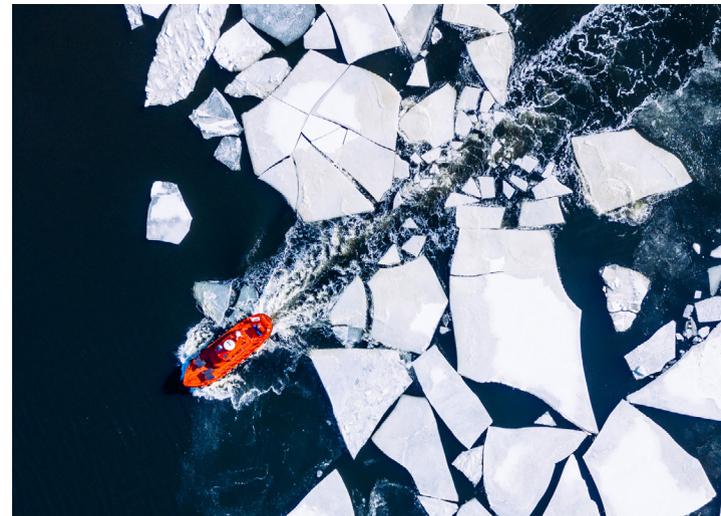
OPEN IMMERSED BOLD HUMAN ACHIEVEMENT FAST

GETTYIMAGES-488084374.JPG



BOLD HUMAN ACHIEVEMENT OPEN FAST

GETTYIMAGES-1021628870.JPG



BOLD FAST HUMAN ACHIEVEMENT OPEN

GETTYIMAGES-582028125.JPG



HUMAN ACHIEVEMENT FAST OPEN BOLD

GETTYIMAGES-570111581.JPG



HUMAN ACHIEVEMENT OPEN COLLABORATION FAST

Photography Style Values to Visuals

1. Humble

2. Bold

3. Immersed

4. Fast

5. Open

6. Collaboration

7. Learning

8. Human Achievement

GETTYIMAGES-680315909.JPG



IMMERSED HUMBLE FAST COLLABORATION LEARNING

GETTYIMAGES-483605277.JPG



LEARNING COLLABORATION HUMBLE OPEN

GETTYIMAGES-1028771818.JPG



IMMERSED HUMBLE FAST LEARNING COLLABORATION

GETTYIMAGES-1063846598.JPG



IMMERSED HUMBLE OPEN

GETTYIMAGES-935644452.JPG



IMMERSED FAST LEARNING BOLD

GETTYIMAGES-519460454.JPG



OPEN LEARNING COLLABORATION IMMERSED HUMBLE

Photography Style Values to Visuals

1. Humble

2. Bold

3. Immersed

4. Fast

5. Open

6. Collaboration

7. Learning

8. Human Achievement

GETTYIMAGES-935646722.JPG



IMMERSED BOLD FAST COLLABORATION OPEN

GETTYIMAGES-483605277.JPG



IMMERSED HUMBLE FAST LEARNING

GETTYIMAGES-1060980282.JPG



IMMERSED LEARNING FAST HUMBLE

TYLER-NIX-601537-UNSPLASH.JPG



IMMERSED HUMBLE LEARNING

GETTYIMAGES-925367430.JPG



IMMERSED FAST LEARNING COLLABORATION OPEN

GETTYIMAGES-960985814.JPG



IMMERSED FAST OPEN

Photography Style Values to Visuals

1. **Humble**

2. **Bold**

3. **Immersed**

4. **Fast**

5. **Open**

6. **Collaboration**

7. **Learning**

8. **Human Achievement**

GETTYIMAGES-470623341.JPG



IMMERSED HUMBLE OPEN FAST BOLD

GETTYIMAGES-142765727.JPG



LEARNING HUMAN ACHIEVEMENT OPEN IMMERSED BOLD

GETTYIMAGES-637908716.JPG



LEARNING OPEN IMMERSED

GETTYIMAGES-1056063686.JPG



IMMERSED BOLD OPEN FAST

GETTYIMAGES-972983792.JPG



BOLD IMMERSED OPEN HUMBLE

GETTYIMAGES-812346366.JPG



OPEN BOLD IMMERSED

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 the grid.

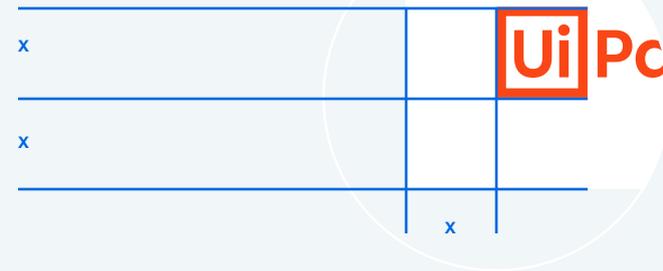


08

Layout Examples

A Few Tips

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



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

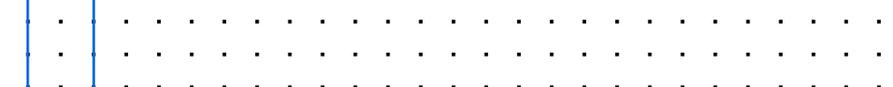
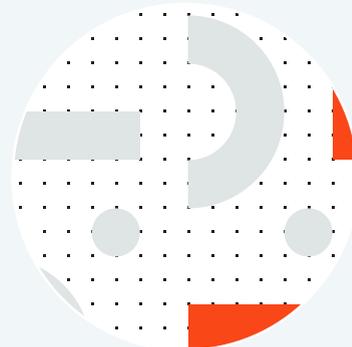


90 Park Ave, 20th Floor
New York, NY 10016
tel. 212.222.2222
fax. 212.343.4231
uipath.com
@uipath

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.



Letterhead Example

Primary UiPath Logo,
Pref. Optical Size



Helvetica Neue Roman
8/9.6

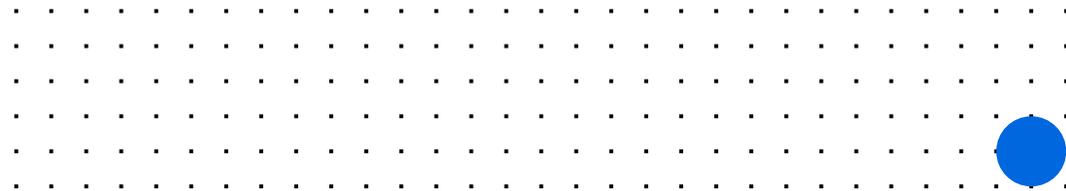
90 Park Ave, 20th Floor
New York, NY 10016

tel. 212.222.2222
fax. 212.343.4231

uipath.com
@uipath

Grid 2

Blue Component,
1:1 Ratio with
Logo Height



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



Presentation Example

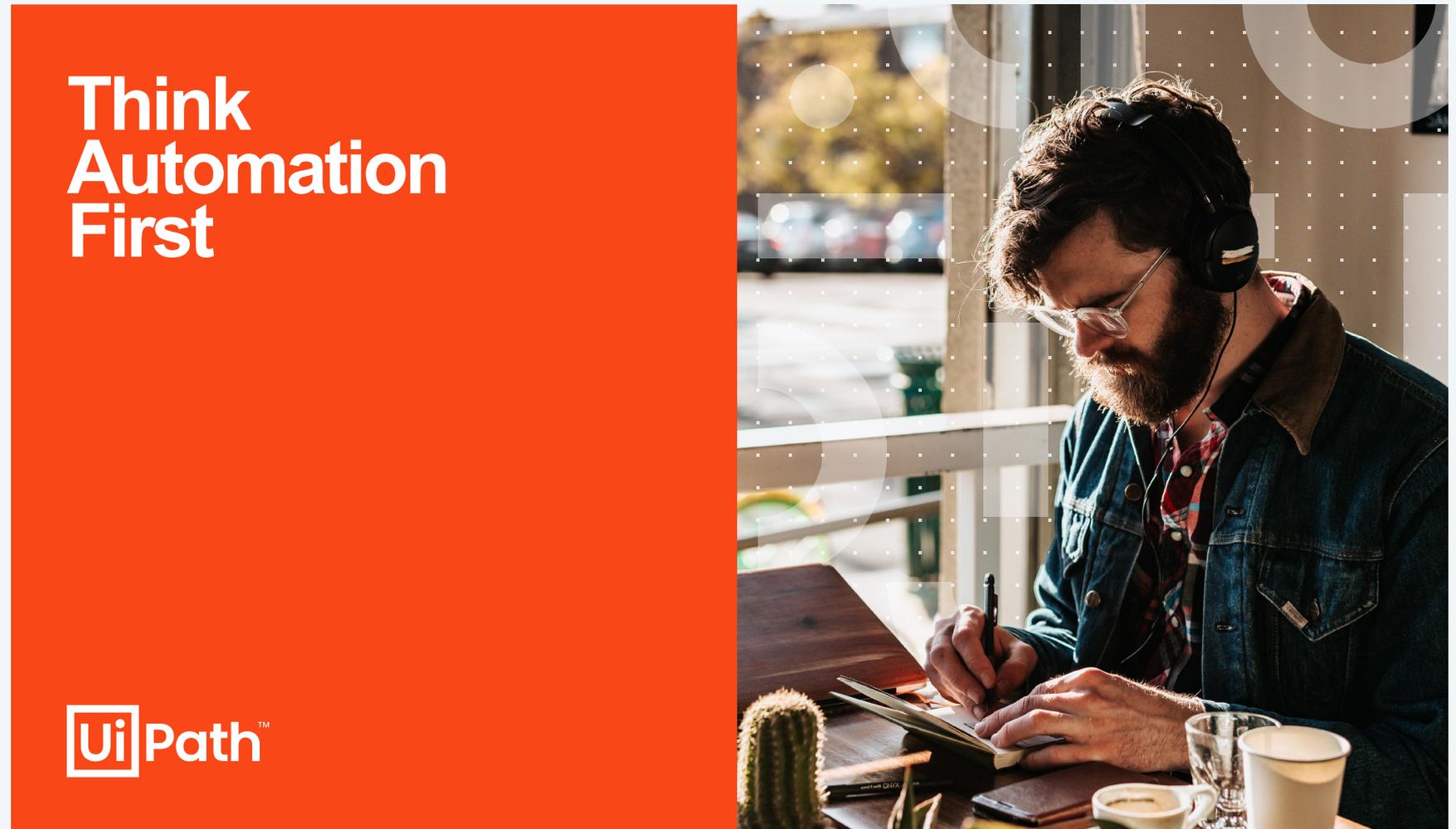
UiPath Orange
Background / Photo

Arial Bold
60/50
System fall-back type

Grid 2

White Components at
50% Opacity,
1:1 Ratio with
Logo Height

Primary UiPath Logo,
Pref. Optical Size



Presentation Example

Arial Bold
18/18
System fall-back type

Arial Regular
18/18
System fall-back type

Arial Bold
50/50
System fall-back type

Arial Bold
9/9
System fall-back type

Computer Vision	First Robotic Automation	Early Growth	Growth	Global Expansion	Category Leader
First automation libraries for developers worldwide	Desktop Automation product for Enterprise RPA	Enterprise RPA Partnerships with global BPO & Consulting Firms	Global offices 100 people 100+ enterprise customers	Entered Japan Launched Academy Series A 700 Customers 550 People 100,000 Community	2,500 Customers 250,000 Community \$200 Million Rev 31 Offices 18 Countries Raised \$151 Million (or more) Cash-Flow Neutral
2005	2013	2015	2016	2017	2018

Presentation Example

Arial Bold
60/50
System fall-back type

White
Light Blue
Blue

Grid 2

White Components with
Blue Highlights,
1:1 Ratio with
Logo Height

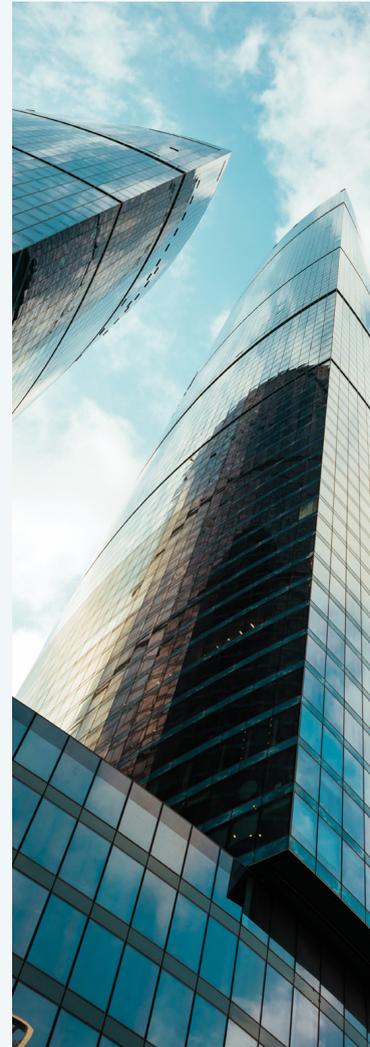
Primary UiPath Logo,
Pref. Optical Size



09

Before and After Examples

Enterprise RPA Stories



Previous Identity



ENTERPRISE RPA STORIES

Shared Services Arm of Major European Insurance Group Reduces Processing Time by 80% with Automation

Customer: Shared services arm of a large European insurance group
Processes automated: Core insurance processes

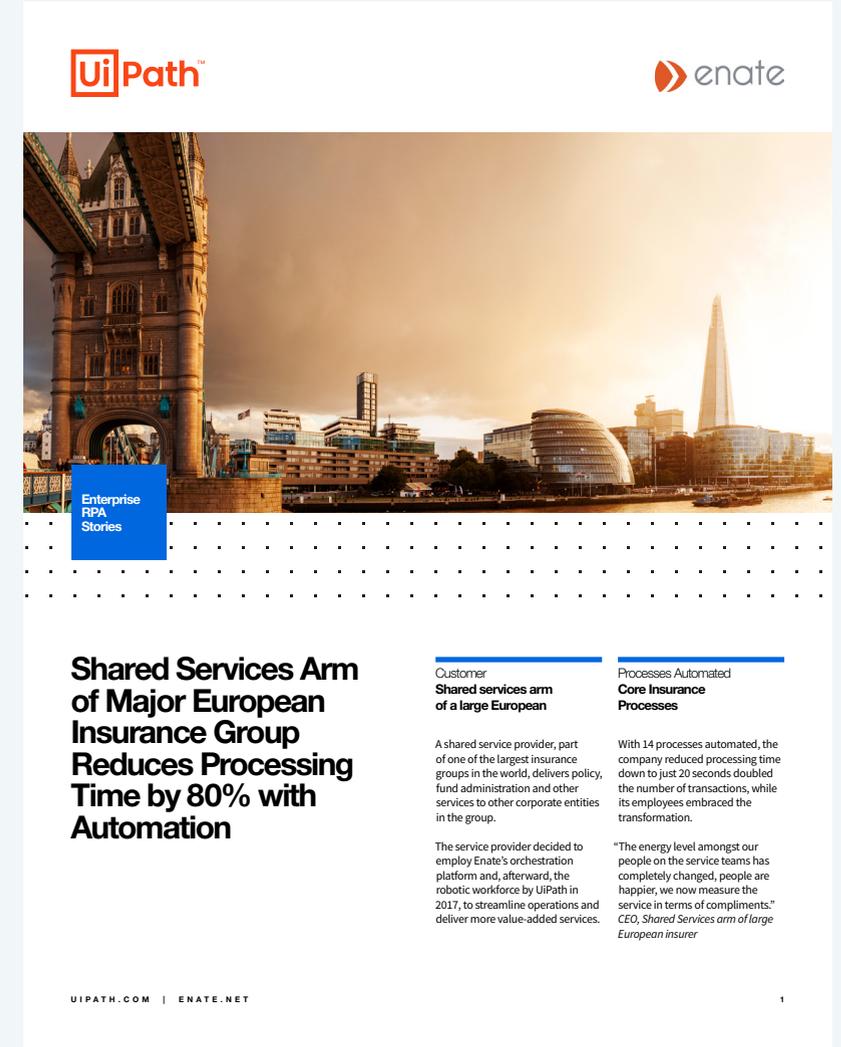
A shared service provider, part of one of the largest insurance groups in the world, delivers policy, fund administration and other services to other corporate entities in the group.

The service provider decided to employ Enate's orchestration platform and, afterward, the robotic workforce by UiPath in 2017, to streamline operations and deliver more value-added services.

With 14 processes automated, the company reduced processing time from five minutes to just 20 seconds, doubled the number of transactions, while its employees embraced the transformation.

"The energy level amongst our people on the service teams has completely changed, people are happier, we now measure the service in terms of compliments." – CEO, Shared Services arm of large European insurer

UIPATH.COM | ENATE.NET P.1



New Identity



Shared Services Arm of Major European Insurance Group Reduces Processing Time by 80% with Automation

Customer
Shared services arm of a large European

A shared service provider, part of one of the largest insurance groups in the world, delivers policy, fund administration and other services to other corporate entities in the group.

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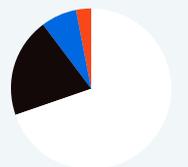
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Core Insurance Processes

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UIPATH.COM | ENATE.NET

1



Color Balance

Enterprise RPA Stories Interior Pages



Key benefits

BY THE NUMBERS

56%
reduction
in incoming Email resolution time

38%
reduction
in incoming phone call volumes, despite an increase in transaction volumes in the same time frame

Too many emails, too little time

As with most financial services companies, email-based processes with little oversight put tremendous pressure on this shared service operation. The insurance-centric tasks involved Excel spreadsheets tracking and consistent communication to and from all the parties involved in handling processes, employees, brokers, and customers. Using input data from multiple sources: emails, phone conversations or scheduled activity from pre-existing applications and systems also made matters more complicated. The company needed greater control over the operating environment and also to determine capacity. With increasing overtime threatening to disrupt employees' work satisfaction and efficiency, the service provider had to tackle the challenges full on.

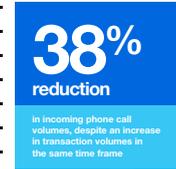
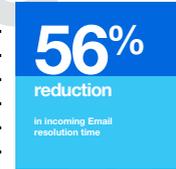
They understood that automation was the right solution but needed to find the 'sweet spot' of each workflow where a robot could take over.

Reduce Processing Time With Automation

UIPATH.COM | ENATE.NET P.2

Previous Identity

Key benefits, by the numbers



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The right solutions at the right time

The right solutions at the right time Finding a tool that brought visibility and control over how operations were running was the first necessary step. To get an overview of all the processes that burdened its employees and the center's efficiency, the company selected the orchestration platform provided by Enate in May 2017. Next, it rolled out a Robotic Process Automation (RPA) implementation at the end of 2017. In the words of Kit Cox, Enate's CEO: "The whole principle around this type of orchestration approach is that you get data coming out of Enate that gives you the direction and tells you: 'We're now measuring what people are doing.'" Enate was also able to connect all the different communication legacy applications the organization used in day-to-day operations. First, it orchestrated the company's delivery and management of services by human employees, mapping processes, their rules and data streams to give insight on which steps had potential

for automation. The company realized that Robotic Process Automation was the next natural step. One key element was learning from the group's previous implementations, as well as performing a cost-benefit analysis before getting started. Picking the right process was important but automating it to deliver a clear value back to the business was crucial. The service provider's CEO adds: "What's the real purpose of actually implementing something? You've got to have facts and figures supporting it. So, if you don't walk into it with your eyes open, you're going to end up where a lot of companies have gone with RPA: they fall flat because they haven't actually done a proper cost benefit from the start." Once Enate's orchestration platform took control of what, where, when, and why the company's resources worked the way they did UIPath Robots were brought in to identify how to take over the workload. The two solutions combined (backed by an existing technology

UIPATH.COM | ENATE.NET

2

New Identity



Color Balance

Enterprise RPA Stories

Interior Pages

Secondary Color Options

Key benefits, by the numbers →

56%
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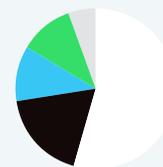
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UIPATH.COM | ENATE.NET 4

New Identity



Color Balance

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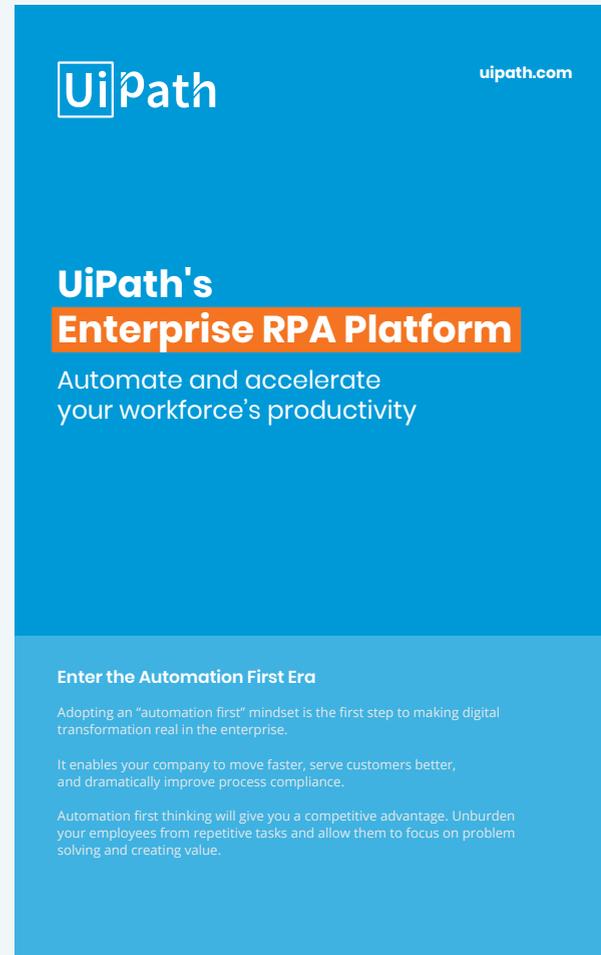
UIPATH.COM | ENATE.NET 5

New Identity



Color Balance

Enterprise RPA Platform Brochure Front



Previous Identity



New Identity



Color Balance

Enterprise RPA Platform Brochure Back

UiPath is Ranked the RPA Leader

The only vendor to be named the "Leader and Star Performer" by Everest Group 2 years in a row. UiPath is ranked as a leader in the 2018 Forrester Wave™ report.

"UiPath is a Leader with shared services and ease of bot design. UiPath is one of the fastest growing RPA vendors."

— Forrester Research

Let's continue the conversation

Select the RPA solution that suits you the best.

uipath.com/freetrial-or-community

UiPath

UiPath is leading the "automation first" era—championing one robot for every person, delivering open and free collaboration, and enabling robots to learn new skills through AI and machine learning.

uipath.com

Previous Identity

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— FORRESTER RESEARCH

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uipath.com/freetrial-or-community

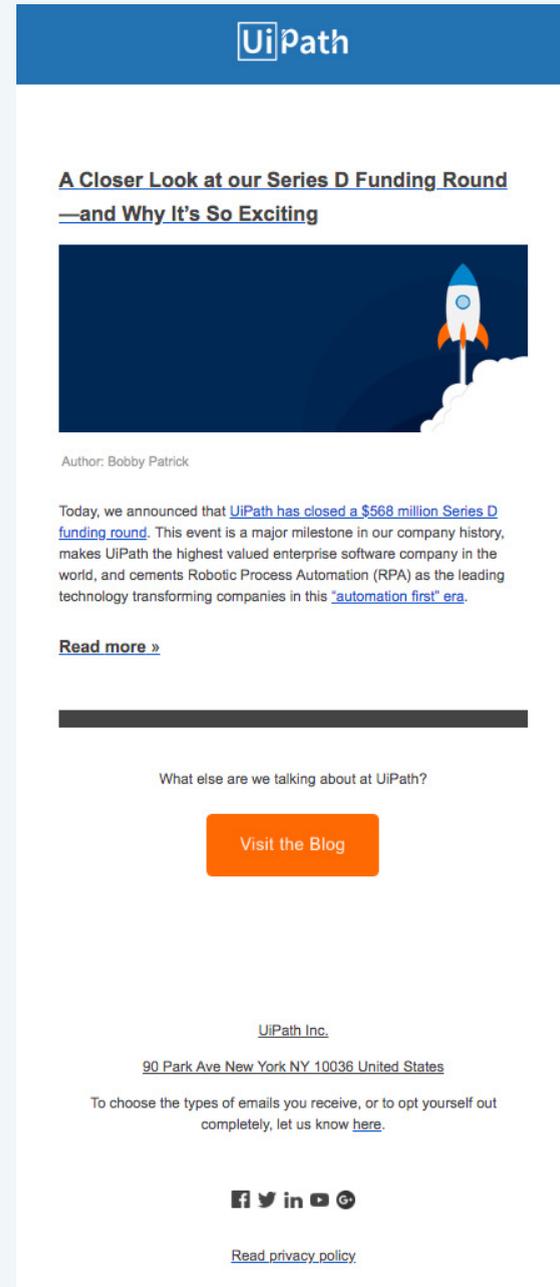
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Scan Here

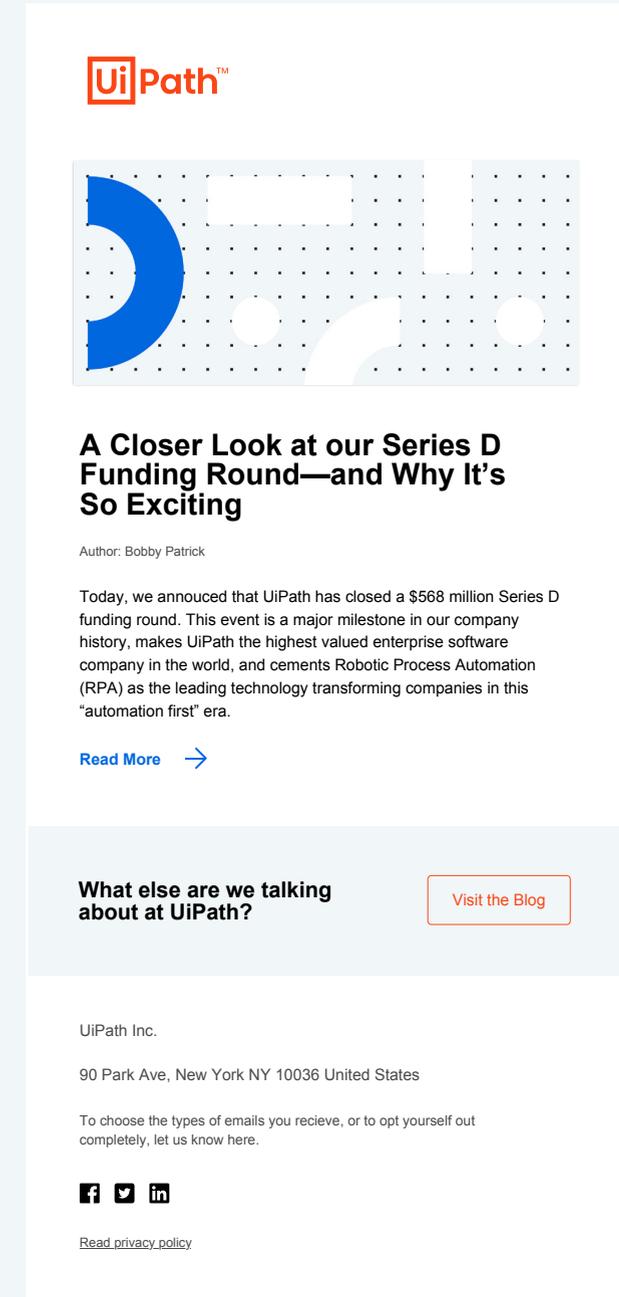
New Identity



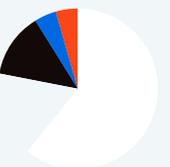
Email



Previous Identity



New Identity



Color Balance

10

Gallery













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.





UiPathTM

accelerate human achievement

FOR HIRE



Contact

Questions or concerns?

Please contact barbara.dorf@uipath.com

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