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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

bold

immersed

fast

Listen, learn, and help others.

Challenge, experiment, and explore.

Consider, reflect, and imagine.

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.
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.
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.
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.
Logo Don’ts

- Don’t use the previous UiPath logo
- Don’t stretch or rotate any UiPath logos or lockups
- Don’t edit the arrangement of elements within the logo
- Don’t use any colored logos over background colors that yield low contrast
- Don’t use the logo over complex imagery that reduces legibility of the letterforms
- 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.
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.
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.
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.
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.
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.

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.

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.
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.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS C</th>
<th>PMS U</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange</td>
<td>#FF6600</td>
<td>0 / 33 / 67 / 0</td>
<td>255 / 102 / 0</td>
<td>172</td>
<td>665</td>
</tr>
<tr>
<td>Blue</td>
<td>#0066CC</td>
<td>0 / 90 / 0 / 0</td>
<td>0 / 70 / 22</td>
<td>185</td>
<td>264</td>
</tr>
<tr>
<td>Purple</td>
<td>#933692</td>
<td>53 / 91 / 0 / 0</td>
<td>147 / 54 / 147</td>
<td>513</td>
<td>254</td>
</tr>
<tr>
<td>Red</td>
<td>#F01458</td>
<td>0 / 59 / 48 / 0</td>
<td>250 / 86 / 22</td>
<td>2010</td>
<td>2010</td>
</tr>
<tr>
<td>Yellow</td>
<td>#FFCD00</td>
<td>0 / 24 / 35 / 0</td>
<td>255 / 180 / 14</td>
<td>2010</td>
<td>2010</td>
</tr>
<tr>
<td>Green</td>
<td>#34DE69</td>
<td>0 / 123 / 73 / 0</td>
<td>52 / 222 / 105</td>
<td>2270</td>
<td>2270</td>
</tr>
<tr>
<td>Black</td>
<td>#000000</td>
<td>0 / 0 / 0 / 0</td>
<td>0 / 0 / 0</td>
<td>2840</td>
<td>2840</td>
</tr>
</tbody>
</table>

---

### Core Colors

- **Orange**: #FF6600
- **Blue**: #0066CC

### Neutral Colors

- **White**: #FFFFFF
- **Black**: #000000
- **Light Grey**: #DDE3E3
- **Dark Grey**: #58595B
- **Pale Grey**: #EDEBEF
- **Light Blue**: #38C6F4
- **Yellow**: #FFCD00
- **Red**: #F01458
- **Purple**: #933692
- **Green**: #34DE69

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### Secondary Colors

- **Orange**: #FF6600
- **Blue**: #0066CC
- **Purple**: #933692
- **Red**: #F01458
- **Yellow**: #FFCD00
- **Green**: #34DE69

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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 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.
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.
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 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.
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

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

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

UIPATH STYLE GUIDE
TYPOGRAPHY
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.
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.
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.
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.

think automation first
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.
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.
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><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /></td>
<td><img src="http://example.com/orange.png" alt="Orange" /> OR <img src="http://example.com/red.png" alt="Red" /></td>
</tr>
<tr>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /> NONE</td>
</tr>
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<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /> NONE</td>
</tr>
<tr>
<td><img src="http://example.com/gray.png" alt="Gray" /></td>
<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/orange.png" alt="Orange" /> OR <img src="http://example.com/red.png" alt="Red" /></td>
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<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /> NONE</td>
</tr>
<tr>
<td><img src="http://example.com/red.png" alt="Red" /></td>
<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /> NONE</td>
</tr>
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<td><img src="http://example.com/orange.png" alt="Orange" /> OR <img src="http://example.com/red.png" alt="Red" /></td>
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<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /> NONE</td>
</tr>
<tr>
<td><img src="http://example.com/red.png" alt="Red" /></td>
<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /> NONE</td>
</tr>
<tr>
<td><img src="http://example.com/gray.png" alt="Gray" /></td>
<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/orange.png" alt="Orange" /> OR <img src="http://example.com/red.png" alt="Red" /></td>
</tr>
<tr>
<td><img src="http://example.com/orange.png" alt="Orange" /></td>
<td><img src="http://example.com/light-grey.png" alt="Light Grey" /></td>
<td><img src="http://example.com/black.png" alt="Black" /></td>
<td><img src="http://example.com/gray.png" alt="Gray" /> NONE</td>
</tr>
</tbody>
</table>
Graphic Language

Don’ts

- Don’t use the grid in colors other than black or white
- Don’t overlap the components or create patterns that violate the components’ clear space
- Don’t misalign the components over the grid or rotate components in increments other than 90°
- Don’t use grid dots at a larger scale than detailed in the pattern section
- Don’t use multiple core or any secondary colors in the pattern
- Don’t use components at different scales within the same pattern
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.

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.

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.

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.

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
Photography Style

Values to Visuals

1. Humble
2. Bold
3. Immersed
4. Fast
5. Open
6. Collaboration
7. Learning
8. Human Achievement
Photography Style
Values to Visuals

1. Humble
2. Bold
3. Immersed
4. Fast
5. Open
6. Collaboration
7. Learning
8. Human Achievement
Photography Style
Values to Visuals

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

Primary UiPath Logo, Prof. Optical Size

Helvetica Neue Roman
8/9.6

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

accelerate human achievement
Think Automation First

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

<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>

- **2005**
- **2013**
- **2015**
- **2016**
- **2017**
- **2018**
Think Automation First
Section 2
Democratizing RPA

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
Before and After Examples
Enterprise RPA Stories

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

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 UiPath’s orchestrations 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

Customer: Shared services arm of a large European insurer
Processes Automated: Core insurance processes

UIPATH.COM  |  ENATE.NET
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. Issues started with multiple sources of input: emails, phone conversations, and scheduled activity from pre-existing applications and systems. These made tasks complicated and prone to errors, with a resulting need for greater control over the operating environment and capacity. Increasing overtime threatened to disrupt employees' work satisfaction and efficiency, with the service provider having to tackle the challenges head-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.

Key benefits, by the numbers

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduction in incoming Email resolution time</td>
<td>56%</td>
</tr>
<tr>
<td>Reduction in incoming phone call volumes</td>
<td>38%</td>
</tr>
</tbody>
</table>

The right solutions at the right time

Failing to find the right tool to boost visibility and control from the start was a huge problem. The company understood the need for a better solution. They realized that visibility and control were essential for success, and that implementing an RPA solution could provide the necessary way. To see where a robot could work, they started by eliminating the company's existing tools where they could be automated first. This was coupled with an overview of the center's day-to-day operations. The company realized that robotic Process Automation was the next natural step. One key element was learning from the group's previous implementations, and performing a cost-benefit analysis before getting started.

Using the Enate orchestration platform, the company knew what to automate to deliver a clear value back to the business. 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) to deliver the right solution.
**Enterprise RPA Stories**

**Interior Pages**

**Secondary Color Options**

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**Before + After Examples**

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Too many emails, too little time

In a world of fast, real-time communication, email-based processing is a necessary evil. emails, phone conversations, and pre-existing applications all rely on the ability to process pre-existing applications and schedule activity from emails, phone conversations, and Excel spreadsheets. Tracking and handling processes, employees, and customers from all the parties involved in insurance-centric tasks can be a challenge.

Too many emails, too little time

As with most financial services companies, email-based processes with little forwarding or confirmations are common. The challenge is not the volume of emails, but the lack of a clear direction and efficiency. To prevent the challenges, the company selected the orchestration platform provided by Enate in May 2017. Next, it rolled out a platform when the company's operations were running was the first necessary step. To get an overview of all the processes, the company realized that robotic process automation was the next natural step. One key element in the right solutions at the right time

The right solutions at the right time

The right solutions at the right time. Finding a tool that brought visibility and cost savings wasn’t easy. There were too many choices, and too many robots were out there. The company realized that robotic process automation was the next natural step. One key element in the right solutions at the right time was learning from the group’s previous implementations, as well as performing a cost-benefit analysis before getting started. The right solutions at the right time.

The right solutions at the right time

To find the ‘sweet spot’ of each process, the company understood that automation was the next necessary step. To get an overview of all the processes, the company realized that robotic process automation was the next natural step. One key element in the right solutions at the right time was learning from the group’s previous implementations, as well as performing a cost-benefit analysis before getting started. The right solutions at the right time.

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**New Identity**

**Color Balance**
Enter the Automation First Era

Adopting an "automation-first" mindset is the first step to making digital transformation real in the enterprise.

It enables your company to move faster, serve customers better, and drastically improve process compliance.

Automation-first thinking will give you a competitive advantage, enabling your enterprise to operationalize RPA and allow your workforce to focus on problem solving and creating value.

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Previous Identity

New Identity

Color Balance
Enterprise RPA Platform Brochure

Back
Today, we announced that UiPath has closed a $568 million Series D funding round. This event is a major milestone in our company history, makes UiPath the highest valued enterprise software company in the world, and cements Robotic Process Automation (RPA) as the leading technology transforming companies in the “automation first” era.

UiPath Inc.
90 Park Ave, New York NY 10036 United States

To choose the types of emails you receive, or to opt yourself out completely, let us know here.

Author: Bobby Patrick

A Closer Look at our Series D Funding Round—and Why It’s So Exciting

What else are we talking about at UiPath?

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Gallery
We see boundless potential in the way we live.

It drives the way we work.

We take bold risks, always driving for humanity at risk, we remain open to even greater possibilities.

We enable boundless between ourselves and our customers through continuous learning and growth. Our successes aren’t meant to be held, they’re meant to be released.

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

We are defined by diversity of all kinds. The open way we listen, the open way we speak, the openness to 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.
Contact

Questions or concerns?
Please contact barbara.dorf@uipath.com

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