**UpConnectMe**

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**Branding guidelines**

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# OVERVIEW

This document is a work in progress and aims at providing comprehensive guidelines for the brand identity of UpConnectMe.

# SCOPE

These guidelines apply to all forms of communication from UpConnectMe including website, emails, newsletters, press releases, marketing brochures, print and business cards.

# Color palette

## Color Psychology

The following is a correlation of strong emotions to colors, as generally perceived.

* Blue : Trust, Reliability and Security
* Orange : Confidence
* Yellow : Happiness
* White : Purity
* Black : Exclusiveness

## Branding Color Guidelines

Given the above color psychology primer, we established the following color relevant branding guidelines for UpConnectMe and they need to be adhered to in all forms of communication so that the **integrity** of the brand identity is maintained and projected in a **consistent** manner :

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**Blue** : The monochromatic blue color palette shown below in this document shall be used whenever the communication is supposed to project a sense of **security, privacy and protection** offered by UpConnectMe : no data mining and third party access free nature.

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**Orange** : This is the complementary ( **contrasting** color ) to be used as an **accenting** color for communication in which blue ( from our color palette ) is primarily used . This enables the users to experience a **visual break** in a harmonious and balanced manner because Orange is on the opposite end of the color spectrum from blue.





**Yellow** : This color is to be used when the communication is expected to emphasize the **happy, vibrant** and relaxed connections enabled and empowered by UpConnectMe’s ad free and data mining free nature.





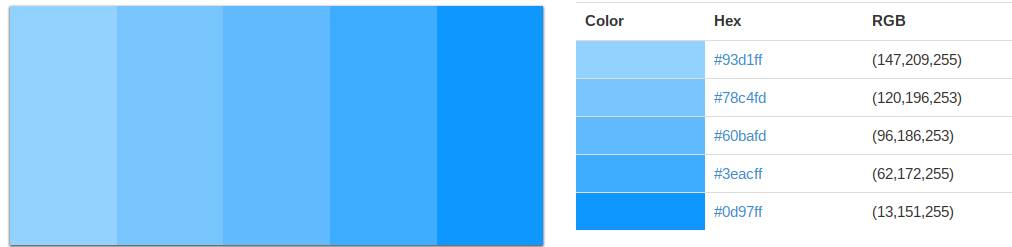
**Black** : This color is to be used when the communication is expected to emphasize the exclusive / upscale and PAID nature of the UpConnectMe platform, appealing to the savvy and discerning.

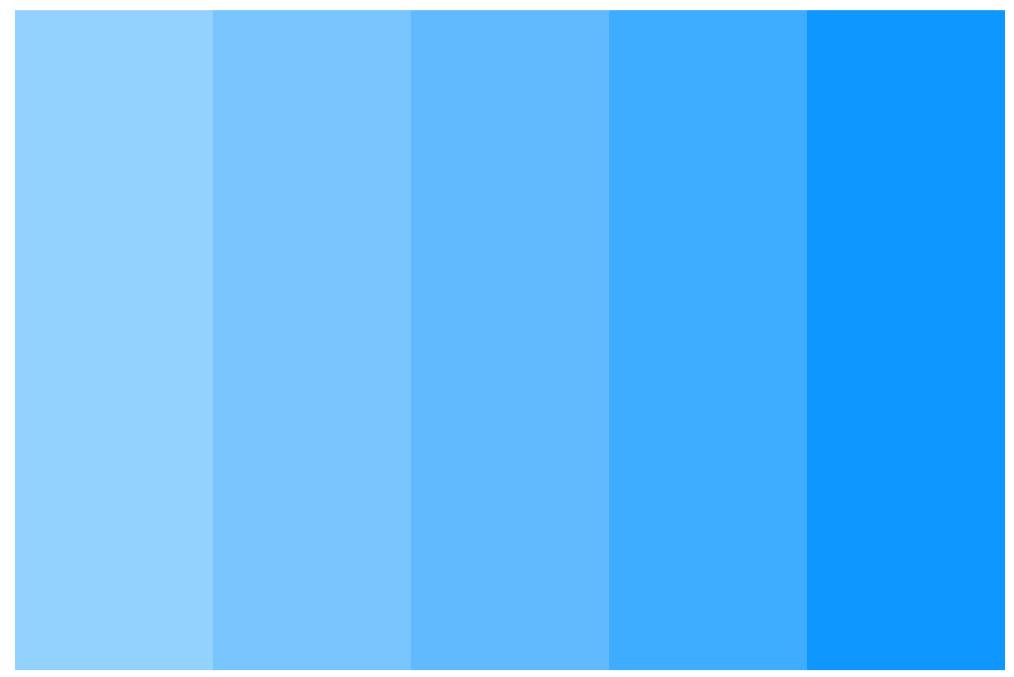


**White** : Pure white ( for lettering, background or whitespace) is to be used when the communication is expected to project a sense of pristine / clean space offered by the ad free nature of the UpConnectMe app.

## Branding Color Palettes :

Blue Color Palette :





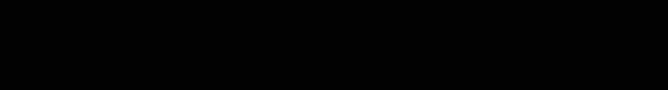
Orange : # fe8900



Yellow : # ffcc33



Black : # oooooo



White : # ffffff