Brand Overview
About Us

Promise

A breath of fresh air in a smoggy world of enterprise technology.

Mission

“Unqork” our customers’ competitive advantage.

By reshaping the common industry assumption that “more complex = more code,” we empower enterprises to:

• Deliver faster
• Improve quality
• Reduce costs
• Minimize risk

Brand Principles

The following guiding themes help us to make decisions and operate efficiently at all levels.

• We’re visual
• We’re easy to use — accessible without being simple
• We’re a breath of fresh air — a new paradigm
Slogan & Values

“I’m sorry, we don’t move that slowly.”

Be Fearless
We lead our clients with the art of the possible. We embrace the unknown. We never slow down.

Choose Optimism
We have a positive attitude and believe we will win. We approach challenges with an enthusiastic spirit.

Embrace Empathy
We draw strength from our collaborations. We contribute outside our specialities and never say “that’s not my job.”

Celebrate Diversity
We are successful because of our varied backgrounds, capabilities, and experiences.

Partner in Platform
We thrive on our clients’ success. We are driven by our desire to change the way the industry creates software.
Our Logo

Unqork Wordmark

The wordmark is the primary logo. It should be used as the exclusive identifier for the Unqork brand.

Although the wordmark has been stylized to showcase a lowercase letter u, the written form of Unqork should always be capitalized.
Logo Specifications

Clear Space
The minimum clear space is equal to the height or width of the lowercase “u” in Unqork.

Minimum Size
If our logo gets too small, it gets compromised.

In digital forms, our logo should never appear smaller than 48 pixels wide. In print, no smaller than 25mm wide (1 inch, or 72pt).
Color Usage

Color
Always maintain our wordmark’s visual impact by reproducing it in a high-contrast manner.

The Unqork wordmark should be colored Navy 400 (Hex #092750) on light backgrounds and white on dark backgrounds. When using the white wordmark, the default background should be Navy 400.

Black and White
The black version of the wordmark should only be used when the application does not allow color.
Misuse

Logo No-No’s

Consistent presentation is an important part of making our logo recognizable. The following examples highlight a few improper uses.

- Do not stretch
- Do not recolor
- Do not rotate
- Do not use on low contrast backgrounds
- Do not fill with photographs
- Do not place over photographs without proper contrast
- Do not resize elements
- Do not add text elements
- Do not outline
Co-branding

Our logo can be paired with a partner logo for co-branding.

Clear Space

Pair the logos horizontally with appropriate clear spacing and a 1px line in Gray 500 between each logo. The gray line should be equal to the length from the q descender to the k ascender.

Proportional Size

Optically, both our logo and the partner logo should have equal weight.

Visually determine the size relationship that feels appropriate based on the shape and structure of the partner logo.
Color
Our Colors

Primary Palette
Our primary palette directly reflects the premium quality of our product. Our gem/jewel tones convey a mystique that’s both sophisticated and energetic.

Neutral Palette
A collection of neutral grays helps to extend the palette and allow for added flexibility with both product and brand application.
Our Colors

Primary Palette Expanded

For use throughout our brand platform, our primary colors are expanded to include a wide range of tints and shades. By using this color system our application can remain consistent and easy to communicate.

Each color has a name corresponding to its hue (Aqua, Teal) and a color corresponding to its shade (50 is lightest, 500 is darkest). Our primary colors are shown bolded and enlarged, whereas the secondary tints and shades allow us to have a full palette for further applications.

<table>
<thead>
<tr>
<th>Color</th>
<th>50</th>
<th>100</th>
<th>200</th>
<th>300</th>
<th>400</th>
<th>500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aqua</td>
<td>#3fcfb</td>
<td>#c7fae</td>
<td>#97e9e4</td>
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<tr>
<td>Teal</td>
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<td>#c3d8e0</td>
<td>#73a5b6</td>
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<td>#1b4f64</td>
<td></td>
</tr>
<tr>
<td>Navy</td>
<td>#f14fa</td>
<td>#e04fa</td>
<td>#324f7b</td>
<td>#183663</td>
<td>#031a3a</td>
<td></td>
</tr>
</tbody>
</table>

unqork Brand Guidelines
### Our Colors

#### Product Design - Additional Palettes

Our full color palette can be used in conjunction with the primary palette to expand the Unqork brand for more specific designs and product applications. These colors should not be used independently or without including colors from the primary palette. They are also appropriate for functional uses such as error messages, announcements or other product elements.

<table>
<thead>
<tr>
<th>Color</th>
<th>50</th>
<th>100</th>
<th>200</th>
<th>300</th>
<th>400</th>
<th>500</th>
<th>600</th>
<th>700</th>
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<tbody>
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<td>#969687</td>
<td>#242e3b</td>
<td>#121826</td>
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<td>#fcf2d3</td>
<td>#f9e3ab</td>
<td>#e8c973</td>
<td>#ce983b</td>
<td>#9a6919</td>
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<td></td>
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<tr>
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<td>#d6edf6</td>
<td>#b4dbf9</td>
<td>#9b72ca</td>
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<td></td>
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<tr>
<td>Violet</td>
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<td>#e9e3e3</td>
<td>#eef9f6</td>
<td>#b4dbf9</td>
<td>#9b72ca</td>
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<td>#f6e9f0</td>
<td>#f6e9f0</td>
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<td></td>
</tr>
</tbody>
</table>
Color Guidelines

Proportional Usage

Generally speaking, color relationships should follow the proportions outlined in the examples on this page. The majority of our type should be set on White and have bright, open feel. For display ads, headers, and call out banners, the Navy or Teal applications are appropriate.

The background color should always dominate the layout. Do not use Aqua as a primary background color.
**Color Guidelines**

**Type and Color**

Contrast is important to maintain for accessibility and legibility across all platforms. Use the following guidelines for display copy, body copy, buttons and hyperlinks when using with our color palette.

Here are some examples of typesetting on each of our backgrounds. We will go into more detail on typesetting for copy and interactive items further in the guide.
Typography
Our Typefaces

Display Type - Silka

Typography is a core building block of any effective visual system. Our display typeface for print and web is Silka.

Silka is a proprietary font used within our marketing materials and the Unqork platform.

In instances when Silka is not available (such as within Google Apps or when third parties may be designing), Inter should be used as our display font.

Body Type - Inter

For body copy, we use Inter - an open source font available through Google Fonts.
Type Styling

Headers

All headers are set in Silka, with the default color on white background being Gray 600. Unless set in uppercase, all headers should be set in sentence case.

Buttons

Buttons are styled as a solid rounded rectangle, with type set in Inter. Hover state is one shade darker than the default color chosen (Teal 300 buttons will show Teal 400 on hover).
Body Copy and Hyperlinks

Body copy is set in Inter, with hyperlinks being bold and set in Teal 300 or an alternative brand color when appropriate. On white, body copy is set in Gray 600.

On colored backgrounds, follow the guidelines to ensure maximum contrast.

Unqork follows Associated Press (AP) style guidelines. AP style balances brevity with clarity. We deviate from these guidelines when it promotes comprehension.

When written as a url and/or call-to-action, unqork.com should always be lowercase. All urls should follow this convention.

Numbered lists are punctuated, while bulleted lists are not.


CALL TO ACTION HERE
Photography
Photography Style

Our photography should represent the future forward and confident mission of Unqork. Our core values of fearlessness and optimism showcase are brought to life in the captured moments of Unqork's photography.

We convey these concepts through imagery of people in everyday life and through metaphorical imagery. The photography we use should feel contemporary and representative of the people we work with.

Photography chosen to represent Unqork should have natural lighting and settings, bright warm colors, and show real life in-action, not overly dramatized or staged interactions.
Photo Treatments

Qork Flow Treatment

Monochromatic qork flows with various transparencies can be added to photography to create branded visuals. Mask larger objects within the photograph to create a feeling of depth and movement with the flow.

Unqork for Payers

Rapidly build enterprise-grade applications to onboard members, gather information, and incorporate business logic to surface benefits and care pathways.

Customer Onboarding

Rapidly build and effectively manage a robust legal entity onboarding process, with risk and compliance capabilities, for large commercial to small business customers.
Photo Treatments

Big Qork Treatment

For certain photography, using a few large qorks for emphasis is also acceptable. These should be monochromatic with varying size and transparencies, and should not impede the subject of the photography.
Photo Treatments

Big Qorks as Frames

Use diamond or circle qorks as a frame to emphasize photography, alongside other overlapping qorks of varying sizes. This should not be used in conjunction with larger flows.
Visual Assets
Iconography

Line Icons – Color

Our line icons provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms. These icons should be used in presentations, decks, and to accentuate key points. Each icon may be used for multiple uses.

Color icons should ONLY be used on a white background and should not be embellished with qorks, additional colors, or additional illustrations.

The full library of icons can be found online on Confluence.

Line Icons – White

When placing icons on a dark or color background, use the white line icons.
Product Treatments

Standalone Screens
When showing multiple product screens, keep the shots separate and without a device framing. You can use “zoomed” in visuals to feature aspects of each shot.

Screens in Devices
Product shots shown within a device should not include reflections or shadows. Devices used should be white, simplified, clean and bright.
Product Treatments

Qork flows

Use flows behind product shots. Flows showing product on a white background may be full color - on colored background or photography in situ, qorks should be monochromatic.
Qorks
Qorks & Flows

Our visual system

Qorks are a collection of shapes that represent a stylized visual personification of the modules and components that make up the Unqork platform. These qorks form the foundation of the Unqork visual system.
Qork Usage

Qork Flow
A combination of smaller qorks in varying sizes, shapes, colors or opacity, shown in an organic “movement.” This can be used discreetly within photography to indicate that this is an Unqork visual, or as an accent to product shots.

Big Qorks
Qorks may also be used as a larger visual element. When enlarging qorks, they may overlap and “cluster,” but should still retain organic spacings and a variety of sizes and colors/opacities. Big qorks may be used as a framing device for photography or can be implemented as a stand alone visual.

unqork  Brand Guidelines

Qork Flow
Works great as a general visual, especially in large formats.

Big Qorks
Works well as standalone visual or as a framing device for photography.
Visuals - Do’s & Don’ts

Icons
Line icons should live in a separate environment from qorks and illustrations. Icons are meant to serve a practical use by conveying complex ideas simplistically and accompanying text/within the content, while qorks and illustrations should serve as moments of delight.

Qorks
Qorks should be used as a visual element to indicate movement. Individual qorks should not be used to symbolize content or act as a bullet/icon within content. Qorks should not be used as an embellishment underneath type or titles and should flow from one end of a container to another.

Do not mix icons with qorks or illustrations
Do not recolor icons
Do not rotate icons
Do not use qorks to emphasize type or titles
Do not contain qork flow fully within the frame
Do not use qorks as icons or to symbolize content
Creative References
Display Ads

Display ads should be simple and easy to read, using our primary color palette for background and CTAs. Type should be White or Grey 600.
If you have any questions about this document or the graphic standards it outlines, please contact a member of the Unqork marketing team.