

unqork

Brand Guidelines

Last updated: 06/12/20



Contents

- Brand Overview 3
- Logo 6
- Color 12
- Typography 18
- Photography 22
- Visual Assets 27
- Qorks 30
- Display Ads 36

Brand Overview



About Us

Promise

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

Unqork is the no-code application platform that helps large enterprises build software faster, with higher quality, and lower costs than conventional approaches. We combine an intuitive, visual “no-code” interface with enterprise grade functionality, security, and scale, enabling customers to build, deploy and manage complex, secure applications through configuration, not coding.

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.

Logo



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.

unqork

unqork

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.



unqork



unqork



unqork



unqork

Misuse

Logo No-No's

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



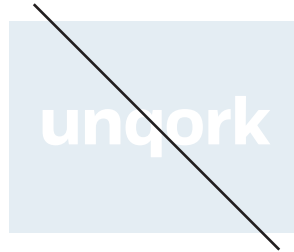
Do not stretch



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.

unqork |

Partner Logo

unqork |

Partner Logo

unqork |

Partner Logo

unqork |



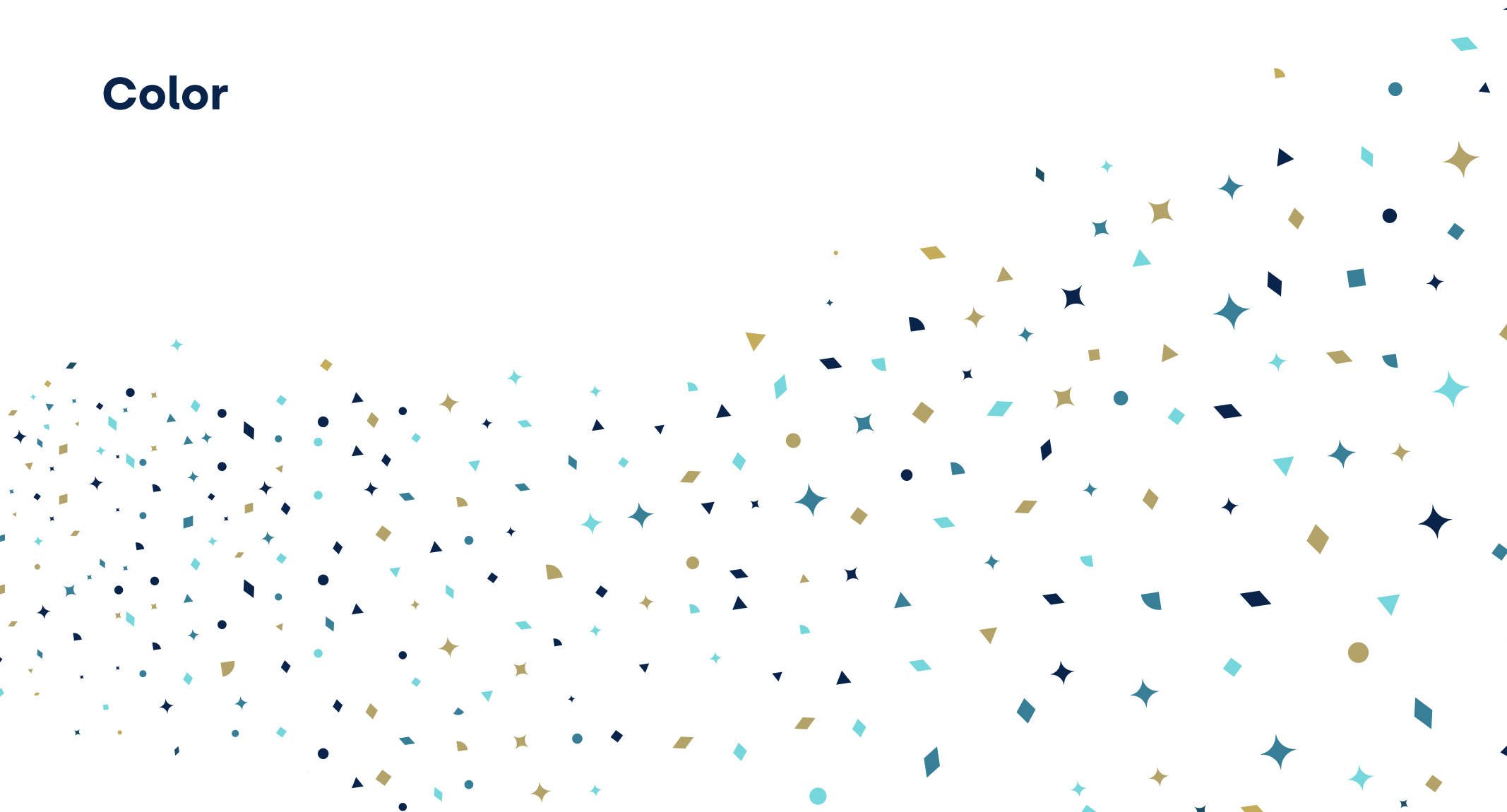
Ex: vertical logo

unqork |



Ex: horizontal 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.

Primary Colors



Navy 400

#092750 CMYK 100 88 39 38
RGB 21 41 79 Pantone 289 C



Teal 300

#33768e CMYK 82 44 33 6
RGB 51 118 142 Pantone 7708 C



Aqua 300

#75d6db CMYK 49 0 17 0
RGB 117 214 219 Pantone 3252 C



Antique Gold 300

#b3a369 CMYK 15 35 96 0
RGB 218 165 50 Pantone 4515 C

Neutral Colors



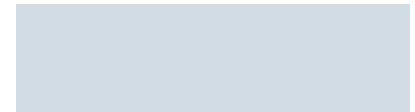
Gray 600

#242e3b



Gray 500

#647587



Gray 300

#d2dce4



Gray 100

#f4f8fa

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.

Antique Gold	50 #ffffe0	100 #fcf7c2	200 #d9cc8c	300	400 #8b733d	500 #735926
Aqua	50 #f3fcfb	100 #c7faef	200 #97e9e4	300	400 #53bec6	500 #31a0aa
Teal	50 #eff7fa	100 #c3d8e0	200 #73a5b6	300	400 #245f75	500 #1b4f64
Navy	50 #f1f4fa	100 #506d95	200 #324f7b	300 #183663	400	500 #031a3a

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.

	50	100	200	300	400	500	600	700
Neutral	#f9fafb	#f4f8fa	#e6ecf1	#d2dce4	#acbbc8	#647587	#242e3b	#121826
Goldenrod	#fffbef	#fcf2d3	#f9e3ab	#e8c973	#ce983b	#9a6919		
Blue	#edf6fc	#d6edfd	#b4dbf9	#2b72ca	#17438d	#002b70		
Violet	#faf9ff	#e9e3fe	#cebffb	#6149df	#402ca5	#251d7c		
Purple	#faf9fb	#f9e6ff	#e2c2f5	#8247bd	#52248f	#3a0467		
Magenta	#fff8f8	#ffe5e8	#ff6b8cb	#c54084	#7a1566	#5b0159		
	50	100	200	300	400	500		
Red	#fef6f7	#ffe0e0	#ff9999	#e02d45	#bd0a2e	#830119		
Orange	#fef7f0	#fde5c3	#ffce85	#ffb340	#c25700	#802f00		
Green	#f4fbf7	#d5f6e7	#88ddb1	#08874c	#046739	#0f4226		

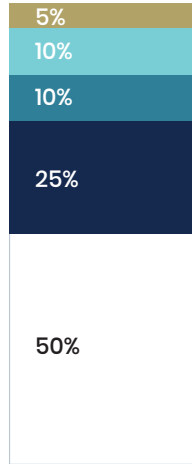
Color Guidelines

Proportional Usage

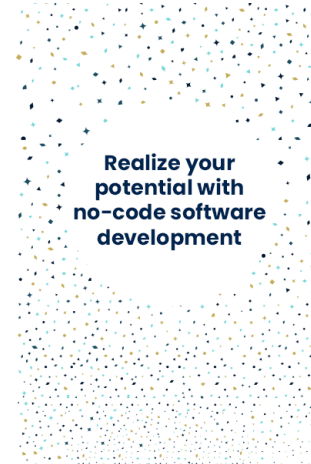
Generally speaking, color relationships should follow the proportions outlined in the examples on this page. The majority of our type should be set on White and have bright, open feel. For display ads, headers, and call out banners, the Navy or Teal applications are appropriate.

The background color should always dominate the layout. Do not use Antique Gold or Aqua as a primary background color.

Primary Application

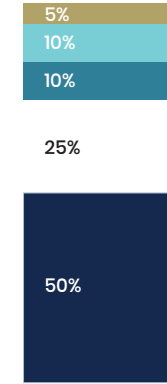


White

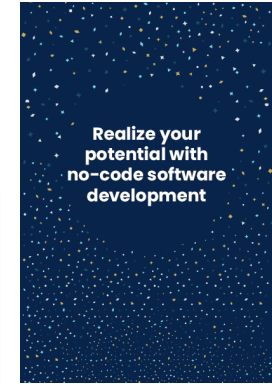


In Use

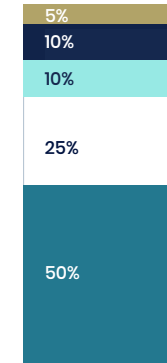
Secondary Application



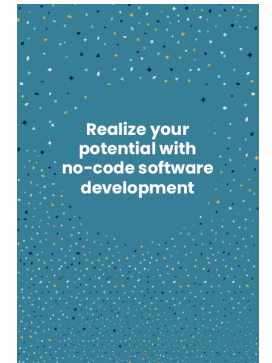
Navy



In Use



Teal



In Use

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.

Do not use Antique Gold as a primary text color for body copy, buttons or hyperlinks.

White

EYEBROW HEADER

H1 Header is very bold and strong

H2 Header goes underneath

H3 Category Header

This is an example of body copy. This is an example of a [hyperlink within the copy](#). This is the last sentence.

Call to Action

Navy

EYEBROW HEADER

H1 Header is very bold and strong

H2 Header goes underneath

H3 Category Header

This is an example of body copy. This is an example of a [hyperlink within the copy](#). This is the last sentence.

Call to Action

Teal

EYEBROW HEADER

H1 Header is very bold and strong

H2 Header goes underneath

H3 Category Header

This is an example of body copy. This is an example of a [hyperlink within the copy](#). This is the last sentence.

Call to Action

Gray 100

EYEBROW HEADER

H1 Header is very bold and strong

H2 Header goes underneath

H3 Category Header

This is an example of body copy. This is an example of a [hyperlink within the copy](#). This is the last sentence.

Call to Action

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 simple, geometric sans-serif built for the web. It's an internationalist take on the genre & comes in a wide range of weights.

In instances when Silka is not available, Poppins is an acceptable alternative.

Body Type - Inter

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

Silka

Bold
SemiBold
Medium
Regular
Light

Inter

Bold
SemiBold
Medium
Regular
Light

Type Styling

Headers

All headers are set in Silka, with the default color on white background being Navy 400. Unless set in uppercase, all headers should be set in sentence case. Headers should not include periods.

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).

Eyebrow Header
Silka - Bold Italics
Uppercase Teal 300
Letter spacing 1px

H1 Header
Silka - Bold
Navy 400
Letter spacing 0px
Type size 36/40

H2 Header
Silka - Regular
Navy 400
Letter spacing 0px
Type size 24/27

H3 Category Header
Silka - SemiBold
Navy 400
Letter spacing 0px
Type size 14/18

Button Type
Inter - Regular

EYEBROW HEADER

H1 Header is the most important

H2 Header helps to supports the primary header

H3 Category or Section Header

H4 SUBSECTION HEADER

H4 Subsection Header
Silka - Bold
Navy 400
Letter spacing 0.5px
Type size 9/11

Call to Action

White #FFF

Call to Action

Navy 400

Type Styling

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.

Body Copy
Inter - Regular
Grey 600
Type size 10/14

Hyperlink
Inter - Bold
Teal 300

Maecenas felis orci, porttitor ut fringilla sed, porta ac lorem. **Aenean in nisi felis.** Suspendisse et est convallis, blandit purus at, elementum dolor. Phasellus faucibus sed sem quis sodales. Nulla facilisi. Donec a nunc a urna vulputate condimentum in eu lacus. Vestibulum consequat, quam quis sodales vestibulum, augue risus fringilla tortor, a malesuada ut arcu.

Call to action here

Navy

EYEBROW HEADER

H1 Header

H2 Header

H3 Category Header

H4 CATEGORY HEADER

This is an example of body copy. This is an example of a **hyperlink within the copy.**

Call to Action

Teal

EYEBROW HEADER

H1 Header

H2 Header

H3 Category Header

H4 CATEGORY HEADER

This is an example of body copy. This is an example of a **hyperlink within the copy.**

Call to Action

Aqua

EYEBROW HEADER

H1 Header

H2 Header

H3 Category Header

H4 CATEGORY HEADER

This is an example of body copy. This is an example of a **hyperlink within the copy.**

Call to Action

Photography



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.



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.

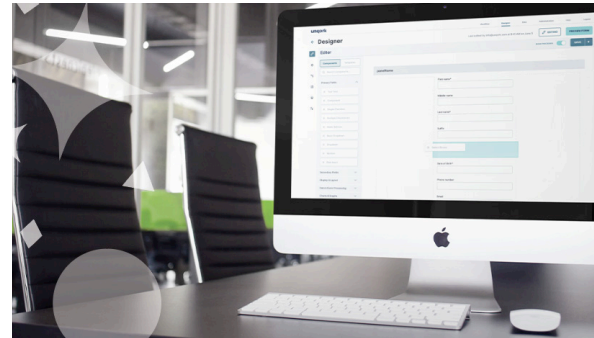


Photo Treatments

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.



Photo Usage

Tinted Photography as Backgrounds

Photographs may be used as backgrounds for social content, events, display ads, and more. Ensure there is enough contrast between the background and the type for legibility. Use Teal as an overlay and monochromatic qorks.



Photography within collateral


When displaying a photo within a document, such as headshot or product, use a “qork” shape (circle or diamond only) as a container. Any photo not contained in a qork should be full width/bleed.

Speaker Introduction: Jane Tran

Part of the Unqork founding team, currently Unqork's Head of Solutions

Prior to Unqork, was on “other side of table” with MetLife, Marsh, and JP Morgan

Have been hands-on involved with almost every major Unqork customer since founding



unqork


DESIGNER

Configure feature-rich software in a completely visual environment

Configure using a vast array of components built to support even the most complex logic. Components can be interactive, display information, or construct layouts.

Arrange using a drag and drop interface to organize the user experience. Specify its settings within a configuration window full of intuitive fields dictating individual behaviors.

Automatically generate a fully responsive UI that works on any device with your own branding and styles; identify and implement changes and improvements rapidly.



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, UX, Design



Webinar, Report, Data



CX, Settings, Support



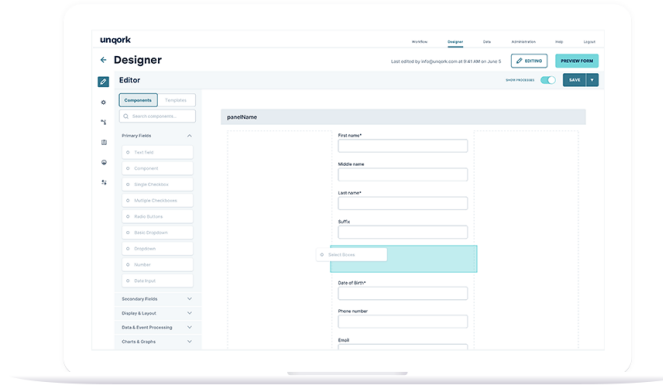
Security, Safety



Product Treatments

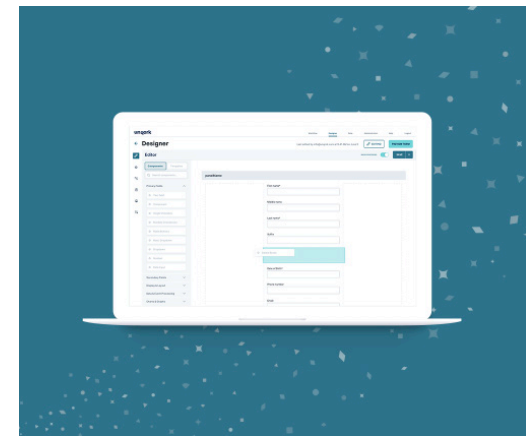
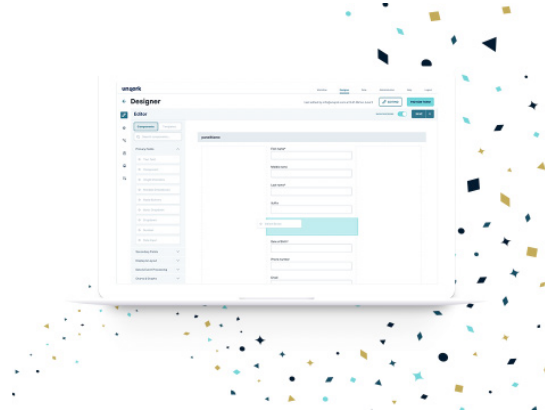
Screens in Devices

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

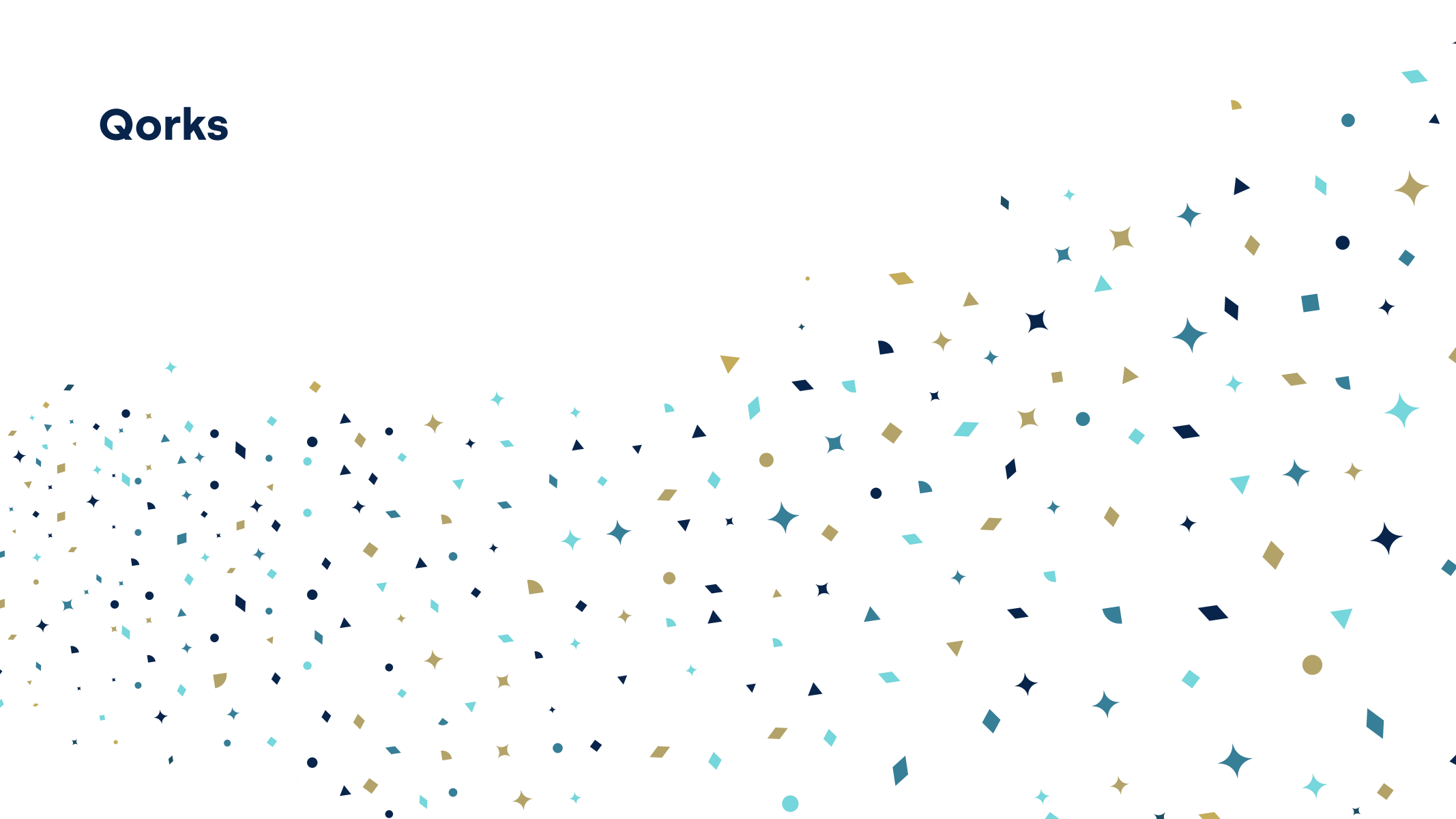


Qork flows

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

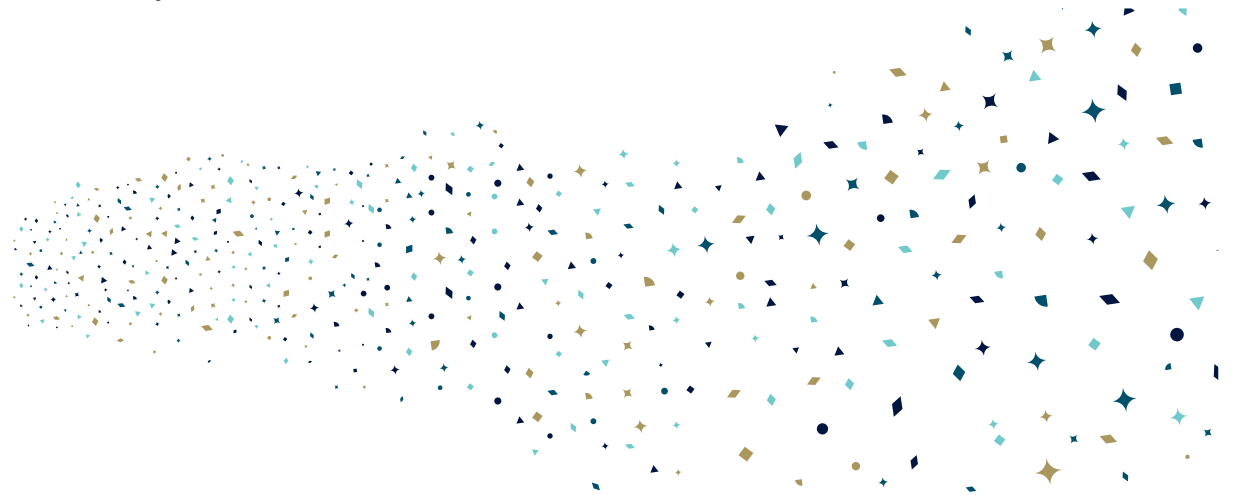
Our visual system

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.

Qorks



Flow Example



Flow Usage

Flow Types

To avoid visual fatigue, we put flow to use in a variety of ways. The examples shown on this page demonstrate how we maximize flexibility while maintaining consistency.

Full Flow



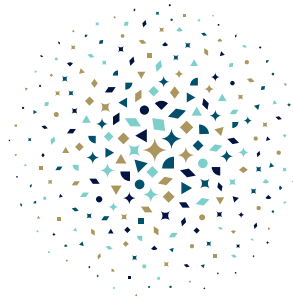
Works great as a general visual, especially in large formats

Silhouettes



Works well as hero visual for specific use cases or campaigns.

Assemble/Burst



Works well as a stand-alone visual, or a backdrop for cutout subjects

Streamline Flow



Great use in spot illustration as a directional/connecting line

Big Qorks

Overlapping 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.



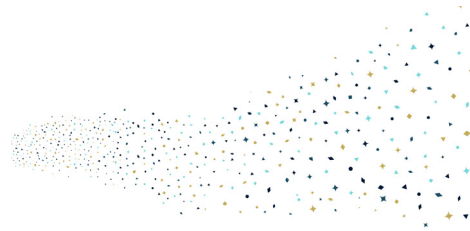
Qorks & Flows

Do's and Don'ts

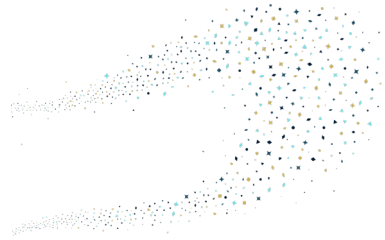
To create a successful flow graphic, please follow these general rules of thumb:

- Qorks must range in both scale and density to create a sense of depth and motion
- Flows must follow a curved and recognizable path
- Qorks should be randomly scattered along the edges of the flow to avoid hard/defined edges and create a more organic feel

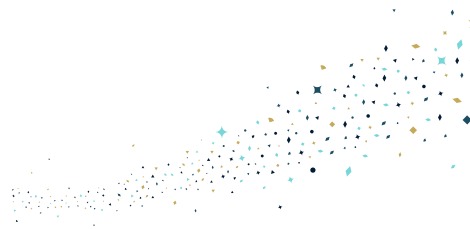
Do's



Range in both scale and density

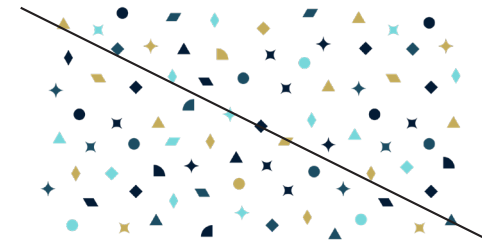


Curved and recognizable path

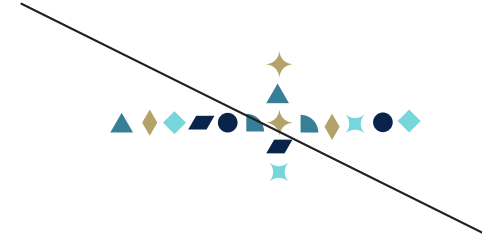


Randomly scattered along edges

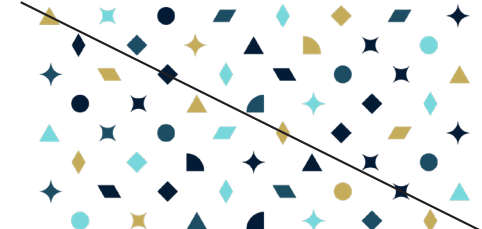
Don'ts



Uniform-sized qorks



Sharp edges or shapes



Oriented to a grid

Visuals Do's & Don'ts

Icons

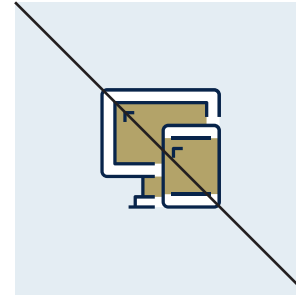
Line icons should live in a separate environment from qorks and illustrations. Icons are meant to serve a practical use by conveying complex ideas simplistically and accompanying text/within the content, while qorks and illustrations should serve as moments of delight.

Qorks

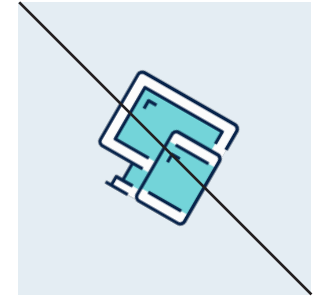
Qorks should be used as a visual element to indicate movement. Individual qorks should not be used to symbolize content or act as a bullet/icon within content. Qorks should not be used as an embellishment underneath type or titles and should flow from one end of a container to another.



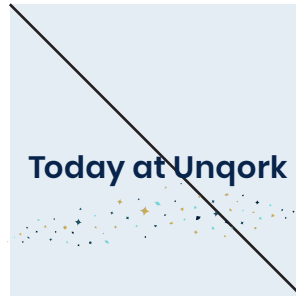
Do not mix icons with qorks or illustrations



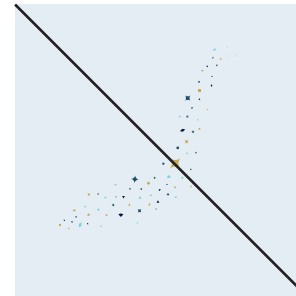
Do not recolor icons



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

Display Ads



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 Navy 400.

Looking to streamline your client onboarding process?
Read this eBook to find out how.

[LEARN MORE](#)

How no-code is changing wealth management client onboarding

unqork

Break the cycle in software development with a no-code platform.

[LEARN MORE](#)

Transform the SDLC with No-Code

unqork

Looking to streamline your client onboarding process?
Read this eBook to find out how.

[LEARN MORE](#)

How no-code is changing wealth management client onboarding

unqork

unqork **Is your client onboarding experience meeting customer expectations?**
Learn how wealth management firms can keep pace.

[LEARN MORE](#)

How no-code is changing wealth management client onboarding

Looking to streamline your client onboarding process?
Read this eBook to find out how.

[LEARN MORE](#)

How no-code is changing wealth management client onboarding

unqork

Break the cycle in software development with a no-code platform.

[LEARN MORE](#)

Transform the SDLC with No-Code

unqork

Break the cycle in software development with a no-code platform.

[LEARN MORE](#)

Transform the SDLC with No-Code

unqork

Break the cycle in software development with a no-code platform.

[LEARN MORE](#)

Transform the SDLC with No-Code

unqork

unqork

If you have any questions about this document or the graphic standards it outlines, please contact a member of the Unqork marketing team.