



upturn

# Rationale

Our creativity is all over the place, but our results always take you forward, towards growth.

The swishes can show disruption in the tech space, and how we use the latest and greatest to turn things around.



initial word

initial word

arrow

icon

U + P + → =



# Logo Variations

The first thing that should be shown in your brand guidelines is your logo design. This is the main form of the logo, and the design that you would expect to see 90% of the time.

In the first instance, it should be shown in full colour, in all its glory. Be proud of it! Check out this post if you're looking for tips to make your logo design more effective.



# Don'ts

Don't add any kind of gradient



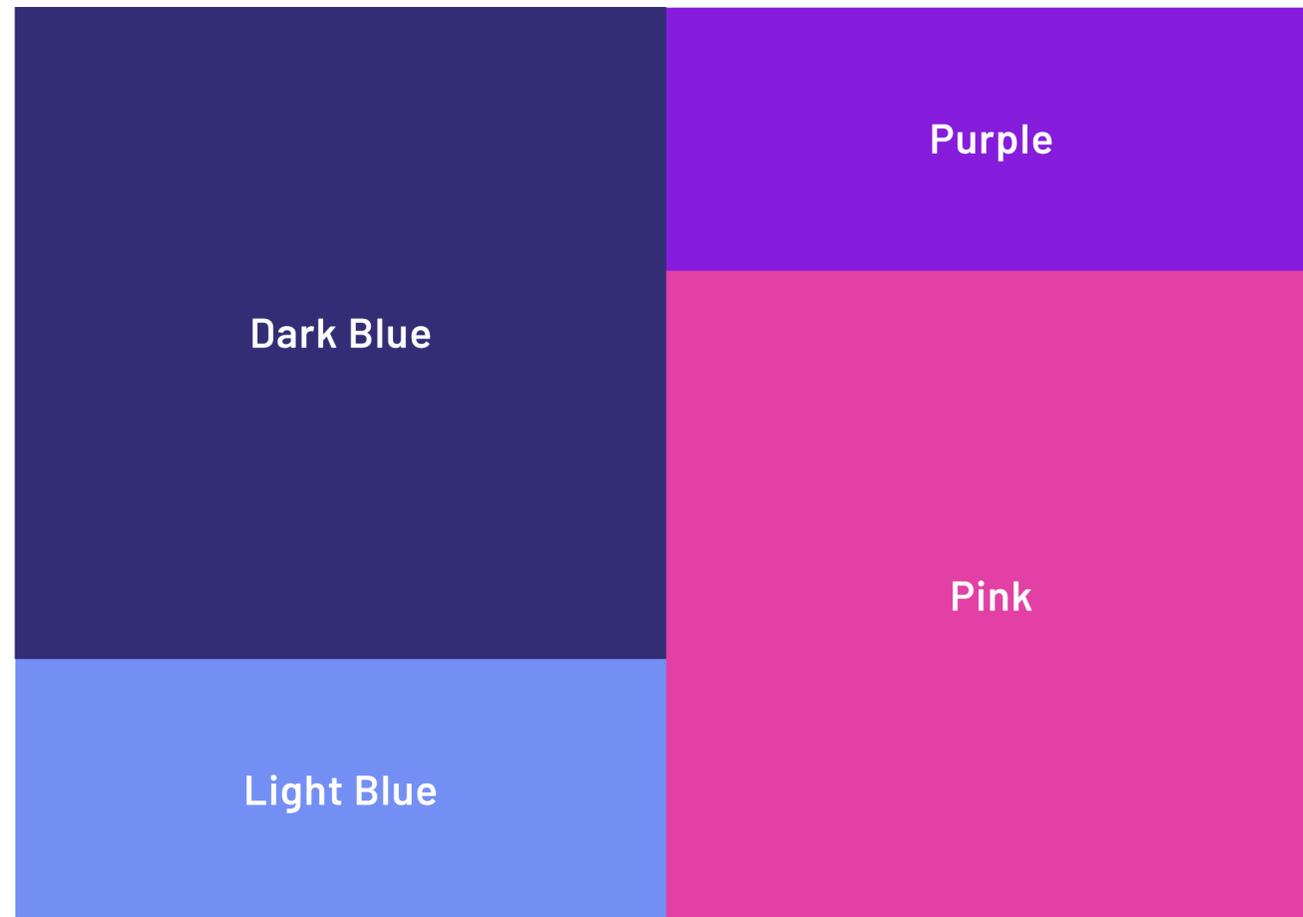
Don't add drop shadow

Don't distort the logo in any way



Don't change the original solid color with an outline

# Logo Colors



In the first instance, it should be shown in full colour, in all its glory. Be proud of it! Check out this post if you're looking for tips to make your logo design more effective.



HEX: 9a45fc  
RGB: 154, 69, 252  
CMYK: 59, 74, 0, 0



HEX: 21d3ed  
RGB: 33, 211, 237  
CMYK: 62, 0, 10, 0



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# Font Used

## Primary Colors

**Garavito**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**!#\$%^&\*()\_+{|}?**

## Secondary Colors

**BEBAS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

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