

Uplivra brand guide

How to show the Uplivra name and logo. Questions: media@uplivra.com.

Logo

- Use `uplivra-on-light.svg` on white or light backgrounds and `uplivra-on-dark.svg` on dark or photo backgrounds.
- Keep clear space around the logo at least the height of the "U" mark on every side.
- Smallest size: 120 px (or 30 mm) wide for the full logo; below that use the mark alone.
- Don't recolor, stretch, rotate, outline, add effects to, or rearrange the logo, and don't put it on busy backgrounds that hide it.
- Partners: show your logo and ours side by side with a divider ("Uplivra partner"), never merged into one mark.

Colors



Deep

`#0F2A43` · text, headers, dark backgrounds



Signal

`#19B5A5` · primary buttons, highlights



Current

`#35C2D6` · accents, links on dark



Signal text

`#0B6E65` · Signal for text on light



Ice

`#E9F2F5` · soft backgrounds



Graphite

`#1E2A3A` · body text

Status colors in the product: healthy `#22C55E`, warning `#F59E0B`, critical `#EF4444`, info `#3B82F6`, maintenance `#8B5CF6`.

Type

Headings	Manrope, bold (800)
Body	Inter, regular and semibold
Code and numbers	IBM Plex Mono

All three are open-source (SIL Open Font License) and included in the media kit.

The name

Uplivra, one word, capital U. Said "UP-live-ruh": Up for always up, Live for live data, Ra for remote access.

Tagline: *Infrastructure, understood.*

Voice

- Plain words, short sentences, no jargon a busy office manager wouldn't know.
- Honest: publish prices, say what isn't built yet ("in development"), never invent reviews or numbers.
- Calm and specific: say what broke, where, and what to do next.

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