

BrandlyUp. Correct by design.

One spelling. One recognisable identity. Use these updated assets for every new placement.



Capital U. Orange Up.

Always write BrandlyUp, with B and U capital. Keep the complete Up suffix orange (#F97316) in purple, white and black wordmark variants. The bird and B symbols retain their base colour.

Core colours



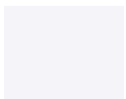
Primary purple

#4608AD



Up orange

#F97316



Mist

#F5F4F8

Secondary #7A3EF7 | Accent #9B5CFF | Lavender #C4AFFF

Ink #0A0A0A | White #FFFFFF

One logo. Every background.

Use the base colour for contrast. Up stays orange in each wordmark.



Purple Brandly + orange Up on light backgrounds.



White Brandly + orange Up on purple or dark backgrounds.

Space and scale

Reserve clear space equal to at least 10% of the logo width. Scale proportionally. Minimum digital widths: primary logo 140px, wordmark 100px, bird symbol 24px.

Use the supplied artwork

Use the current SVG or PNG. Avoid stretching, rotation, outlines, shadows or recolouring Up. No triangular accent is used.

Ready to reuse.

The downloadable kit follows this revised identity across logos, templates and documentation.

01 / Logos & icons

Primary logo, wordmark, stacked logo, bird, B monogram and B + bird mark. Browser, app and touch icons use the approved bird.

02 / Typography

Poppins: Bold for display headlines, Semibold for headings, Regular for body copy and Medium for UI labels. Font files and the Open Font License are included.

03 / Editable templates

Business card, letterhead, social post, story, cover, presentation and web banner templates carry the current vector logo. Edit sample copy and contact details before use.

04 / Regeneration

Run `npm run assets:brand` in the website repository to rebuild the corrected logos, guidelines and downloadable ZIPs. Use the current kit for new work.