

upskiller

Brand & Visual Identity

Stockholm, April 2025.

01 Brand Core

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Vision

We see a future where AEC professionals seamlessly access, understand, and apply information and knowledge to build a better world.

Mission

We develop open, accessible, dependable software to simplify complexity, turn design information into meaningful insights and empower AEC professionals to work efficiently.

**Tools you trust,
insights you depend on.**

Open

Our tools are open by design.
No barriers, just effortless collaboration.

Human-Centric

Friendly, intuitive, and always helpful.
Tools that feel human, so your tech works with you,
not against you.

Insightful

Our software turns complexity into clear decisions,
not just more data. Real insights, real clarity, because
information should empower action.

Trustworthy

Dependable by nature.
Tools you trust, results you rely on. Clear, honest tech.
No jargon, no nonsense, just reliable performance.

04 Applications

up

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02 Brand Voice

Transparent tools,
limitless collaboration.

Tools built around you.
Naturally intuitive.

Tools you trust,
insights you depend on.

Turn complexity
into clarity.



Openness

Our apps are open by default, no gatekeeping, just powerful tools anyone can use.

Human Centric

We design intuitive tools that feel like a teammate, not a task.

Insightful

Cut through complexity to surface the insights that actually drive decisions.

Trustworthy

Dependable by nature. Tools you trust, results you rely on



Openness

Our apps are open by default,
no gatekeeping, just powerful tools
anyone can use.



Human Centric

We design intuitive tools that feel like
a teammate, not a task.



Insightful

Cut through complexity
to surface the insights
that drive decisions.

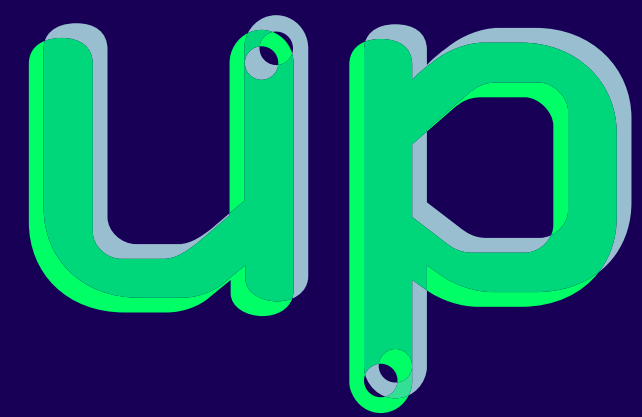


Trustworthy

Dependable by nature.
Tools you trust,
results you rely on.



03 Visual Identity



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Spring Green Desaturated
#00d67a

Midnight Purple Dark
#180057

Steel Blue Saturated
#005d8a

Sky Blue Desaturated – Share 3
#f4fffa

Accent
#00ff66

Spring Green Desaturated
#00d67a

Aa

9.24

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#00d67a

Foreground color

#180058

Spring Green Desaturated – Shade 1
#33de95

Aa

10.22

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#33de95

Foreground color

#180057

Spring Green Desaturated – Shade 2
#99efca

Aa

13.22

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#99efca

Foreground color

#180057

Midnight Purple Dark
#180057

Aa

17.45

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#180057

Foreground color

#f4fffa

Midnight Purple Dark – Shade 1
#4e378a

Aa

9.18

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#4e378a

Foreground color

#f4fffa

Sky Blue Desaturated – Shade 2
#a39fbc

Aa

7.01

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#a39fbc

Foreground color

#180057

Steal Blue Saturated
#005d8a

Aa

7.00

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#005d8a

Foreground color

#f4fffa

Sky Blue Desaturated – Shade 1
#337ca1

Aa

4.52

Pass

Pass

Pass

Fail

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#337ca1

Foreground color

#f4fffa

Sky Blue Desaturated – Share 2
#99bed0

Aa

9.04

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#99bed0

Foreground color

#180057

Sky Blue Desaturated – Share 3
#f4fffa

Aa

17.45

Pass

Pass

Pass

Pass

AA Large

AAA Large

AA Normal

AAA Normal

Background color

#f4fffa

Foreground color

#180057

Colour: Palette

Main

Secondary

Terciary

Background

Accent

These are the main colours. Start with them if possible. Use them from top to bottom.

In the main colours are not suitable, use tonal colors. Dont mix them. Constrain to the shades in a single row.

- No pure white. Use the “Background” colour instead.
- The Accent colour can only be use for one element in the entire page design: call to action or a warning. Dont use unless necessary.

Do

Hierarchical

Non-Hierarchical

Tonal

Example application of hierarchical and non-hierarchical. Pay attention to the use of the accent colour!

Don't do

Hierarchical

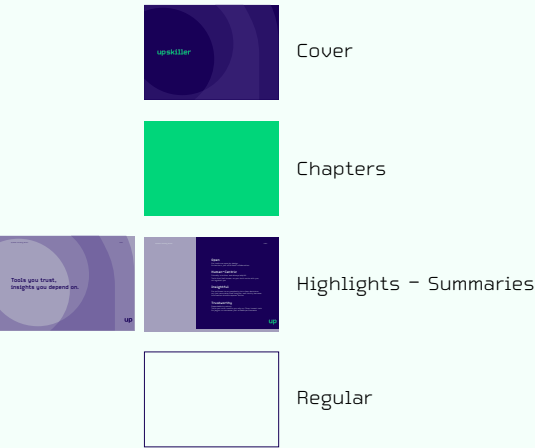
Non-Hierarchical

Tonal

Colour: Slides, Letters, Posters

Do

Slides



Letters



Posters



Don't do

Slides

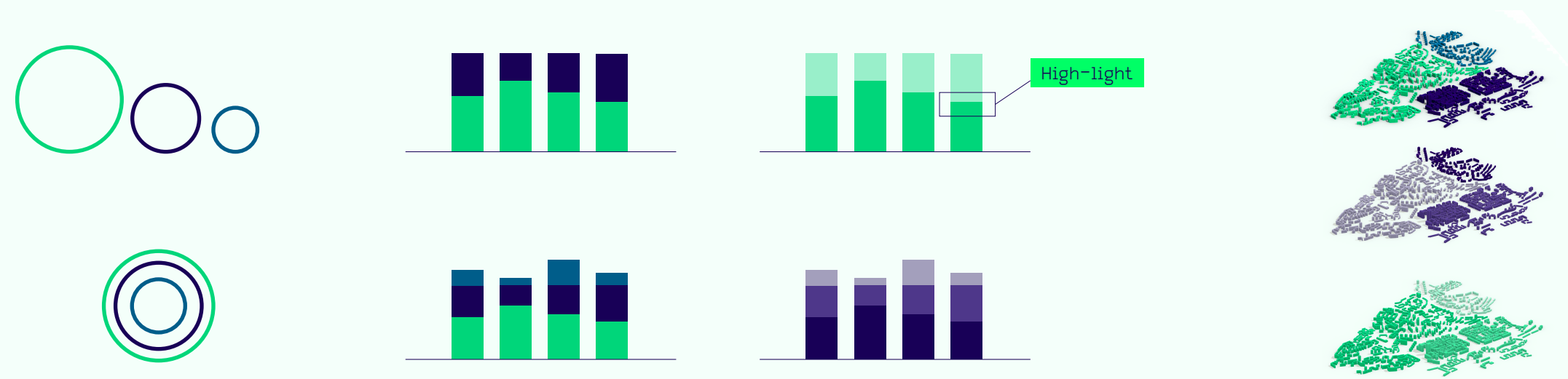
Letters

Posters

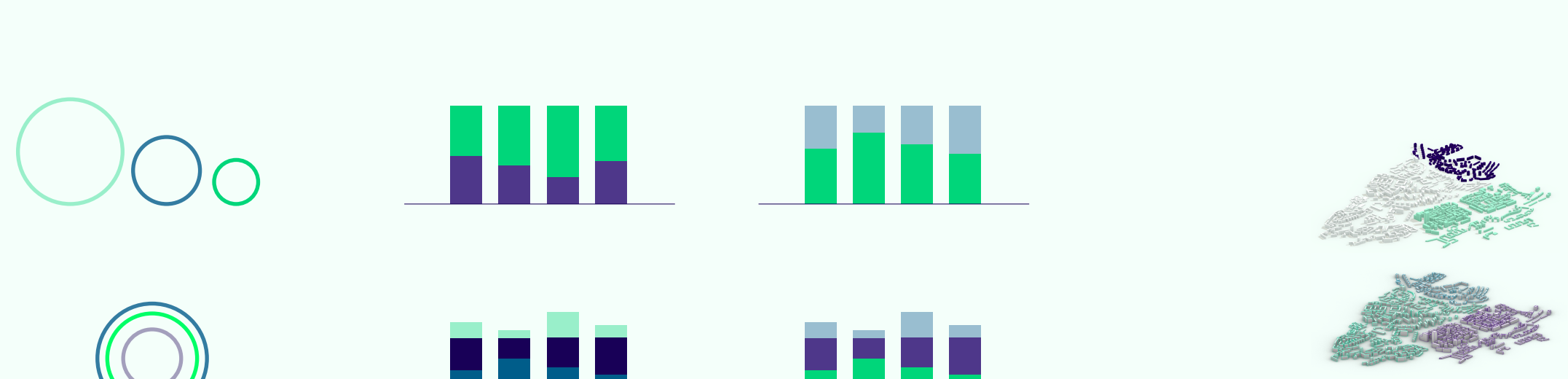


Colour: Infographics or Charts

Do



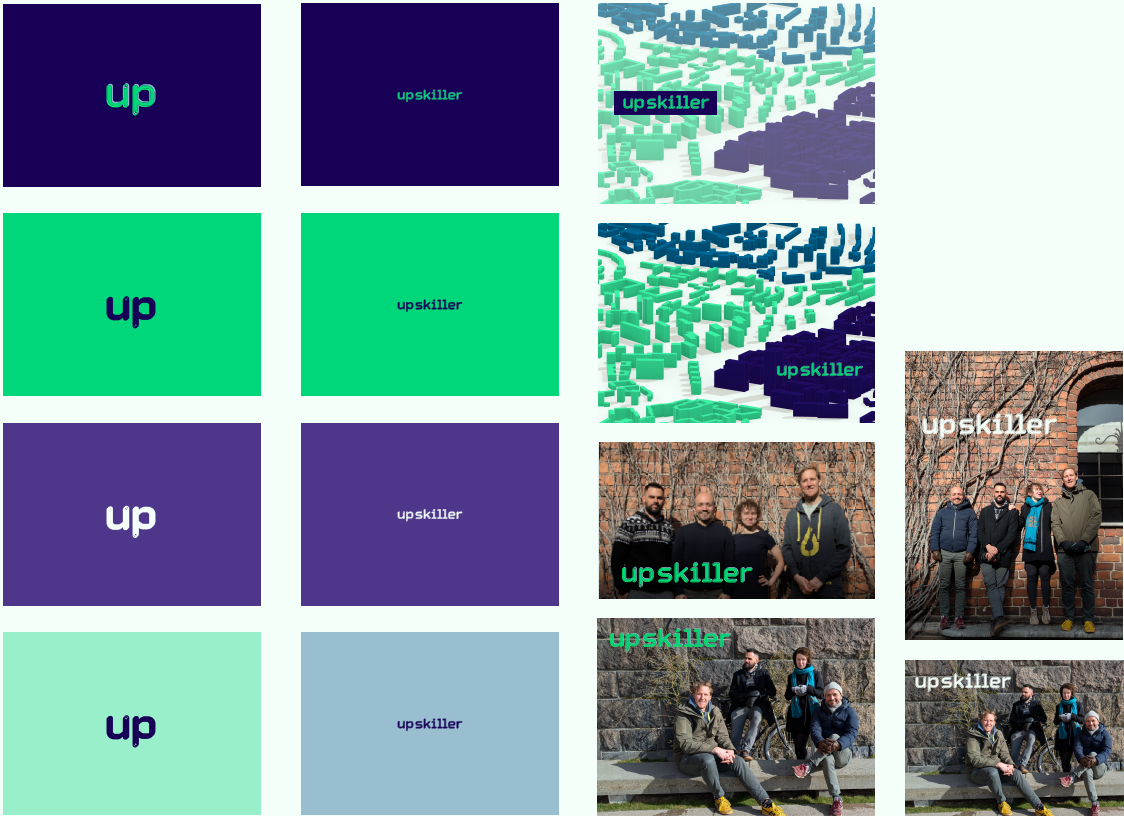
Don't do



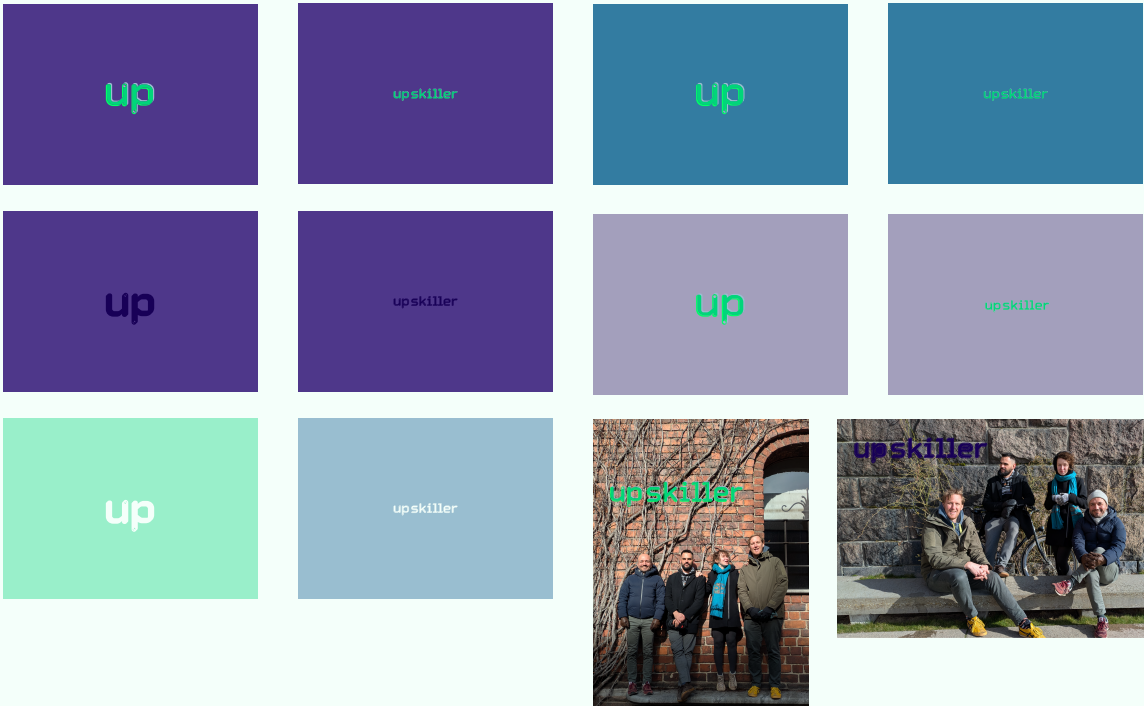
Colour: Logo

- When posible use the logo in colour.
- Monochrome on main [green] colour.

Do



Don't do



Colour: Text

- Text only in Purple Dark or off-white.
- Refer to the color pallette to see AAA accessible contrasts.

Do

Purple	Purple	Purple	
Purple	White	White	
Purple	White	White	White
		Purple	
		Purple	

Don't do

White	White	White	
Blue	Green	Green	
Blue	Green	Green	
		Purple	
		Purple	

Font: Character Sizes

Recommended sizes in points [pt]

119

89

67

50

37

28

21

16

12

9

7

5

4

- Start with the title size.
- Go down one size for a subtitle.
- Go down two more steps for paragraph.

Title Twenty Eight
Subtitle Twenty One

Paragraph twelve. Text under some heavy testing. Visual identity testing for reference. More text added for the test. And a little more.

Title Twenty One
Subtitle Sixteen

Paragraph nine. Text under some heavy testing. Visual identity testing for reference. More text added for the text. And a little more.

Title Sixteen
Subtitle Twelve

Paragraph seven. Text under some heavy testing. Visual identity testing for reference. More text added for the text. And a little more.

Title Twenty Eight

Paragraph twelve. Text under some heavy testing. Visual identity testing for reference. More text added for the test. And a little more.

Title Twenty One

Paragraph nine. Text under some heavy testing. Visual identity testing for reference. More text added for the text. And a little more.

Title Sixteen

Paragraph seven. Text under some heavy testing. Visual identity testing for reference. More text added for the text. And a little more.

Font: Titles vs Paragraphs

- Titles [headers] are “**Bold**”.
- Paragraphs “Light”.
- Do not use the “Regular” font style.

Do

Bold Title Twenty Eight

Bold Subtitle Twenty One

Light Paragraph twelve. Text under some heavy testing. Visual identity testing for reference. More text added for the test. And a little more.

Bold Title Twenty Eight

Light Paragraph twelve. Text under some heavy testing. Visual identity testing for reference. More text added for the test. And a little more.

Don't do

Bold Title Twenty Eight

Regular Subtitle Twenty One

Regular Paragraph twelve. Text under some heavy testing. Visual identity testing for reference. More text added for the test. And a little more.

Regular Title Twenty Eight

Bold Paragraph twelve. Text under some heavy testing. Visual identity testing for reference. More text added for the test. And a little more.

Font: Logo vs Text

- The logo is the only text starting in lower case.
- All text starts with uppercase.
- Paragraphs end with a point.
- Titles dont end with a point.
- Dont hyphenate or justify paragraphs.

Do

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Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat.

Ut wisi enim ad minim veniam, quis
nostrud commodo consequat. Duis
autem vel eum iriure dolor in hendrerit
in vulputate velit esse molestie.

Don't do

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lorem ipsum dolor sit amet, consec-
tetuer adipiscing elit, sed diam nonum-
my nibh euismod tincidunt ut laoreet
dolore magna aliquam erat

ut wisi enim ad minim veniam, quis nos-
trud commodo consequat. Duis autem vel
eum iriure dolor in hendrerit in vulpu-
tate velit esse molestie

Font: Alternative Fonts

- The official font is **Automate**.
- For the Google suite (Docs, Slides, etc), use **Tomorrow Medium and Extra Light**.

Official

<https://fonts.google.com/specimen/Tomorrow>

Google Alternative

<https://www.t26.com/fonts/5074-Automate>

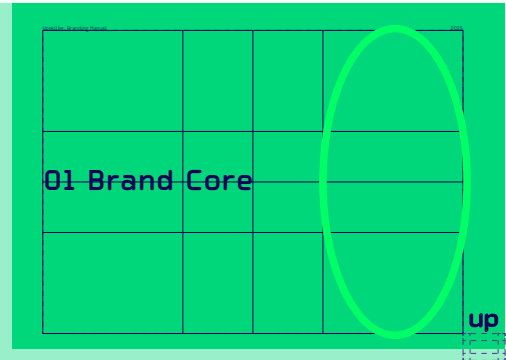
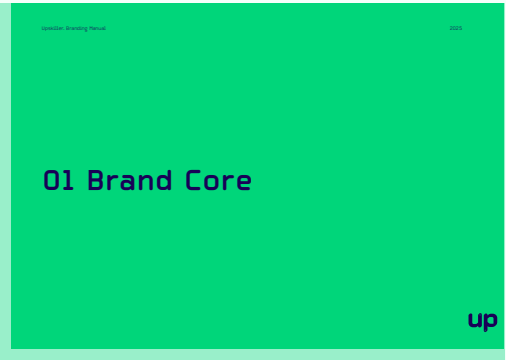
Margins: Front Pages



Margins: Chapter Pages

- Titles [headers] not longer that two left columns.
If longer, break into two lines.

Do



Don't do



Margins: Regular Pages

Upskiller. Branding Manual2025

Colour: Slides, Letters, Posters

Do

SlidesLettersPosters

Don't do

SlidesLettersPosters

up

Upskiller. Branding Manual2025

Colour: Slides, Letters, Posters

Do

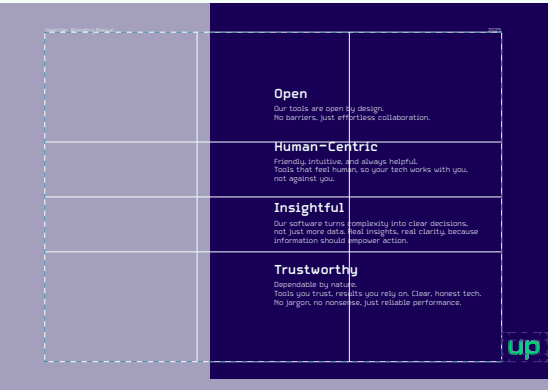
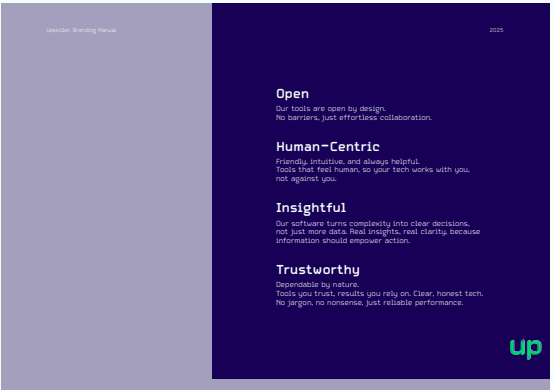
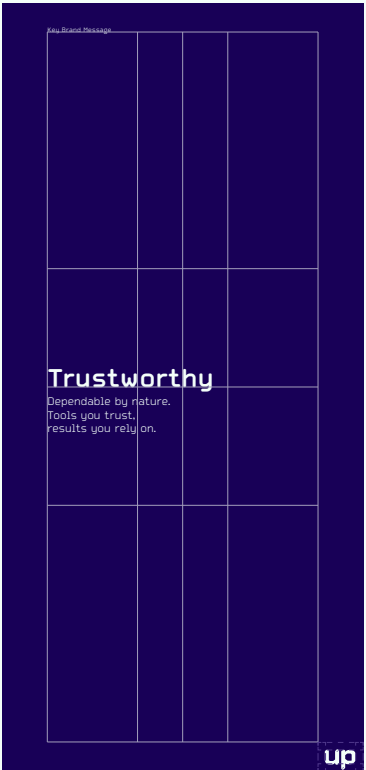
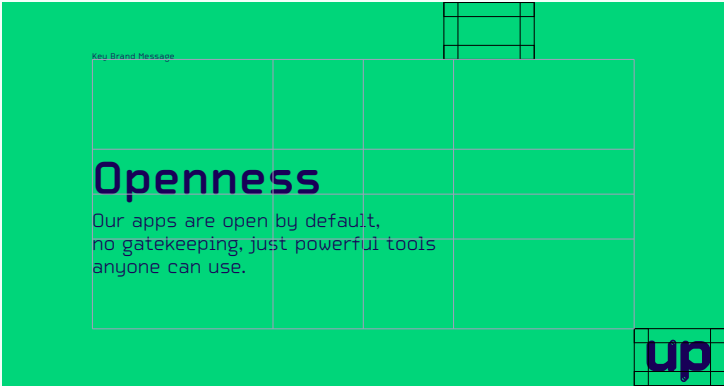
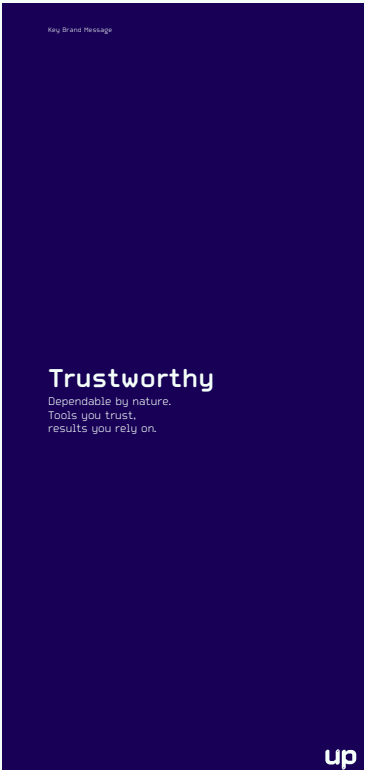
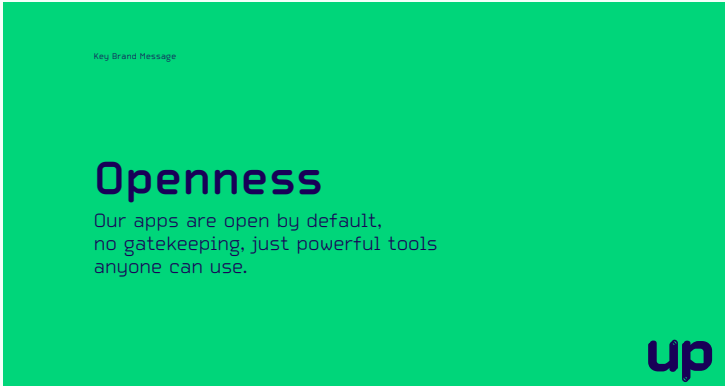
SlidesLettersPosters

Don't do

SlidesLettersPosters

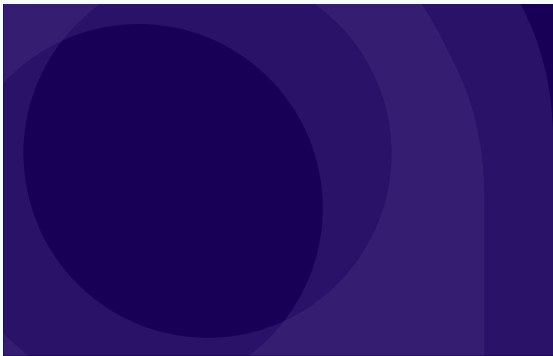
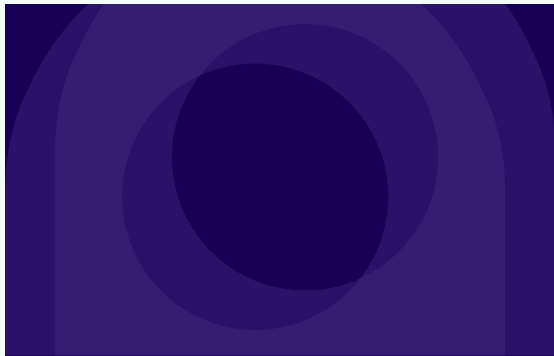
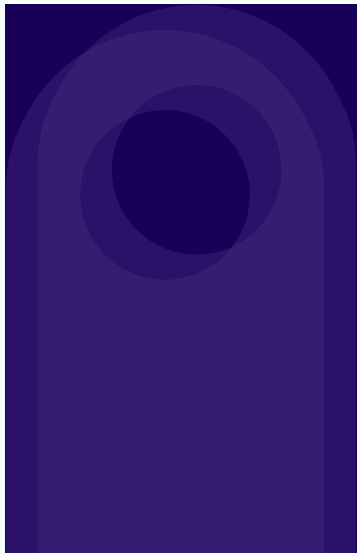
up

Margins: Poster & Others



Decorations: Log Motif

Do



Don't do

