



unqork

Design | January 2025

Brand Guidelines



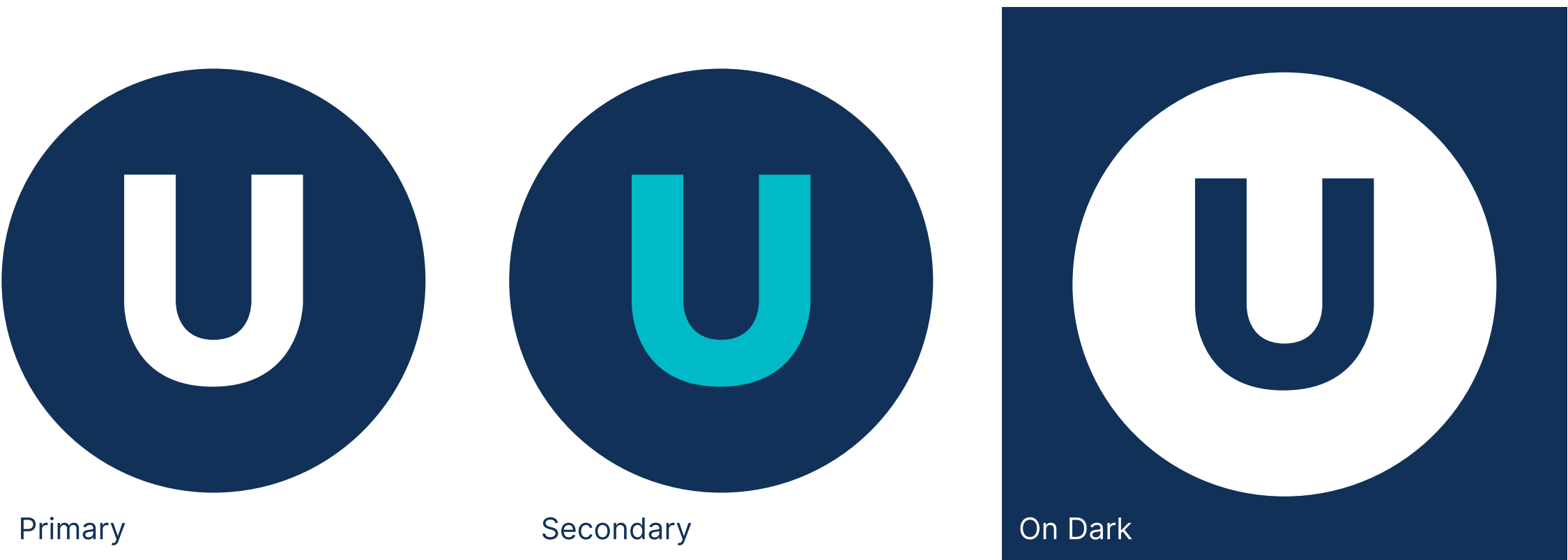
Wordmark

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.



Icon

Our logo can be paired with the tagline to complete the brand lockup.



Primary

Secondary

On Dark

Clear Space

The minimum clear space is equal to the height or width of the lowercase “u” in Unqork.

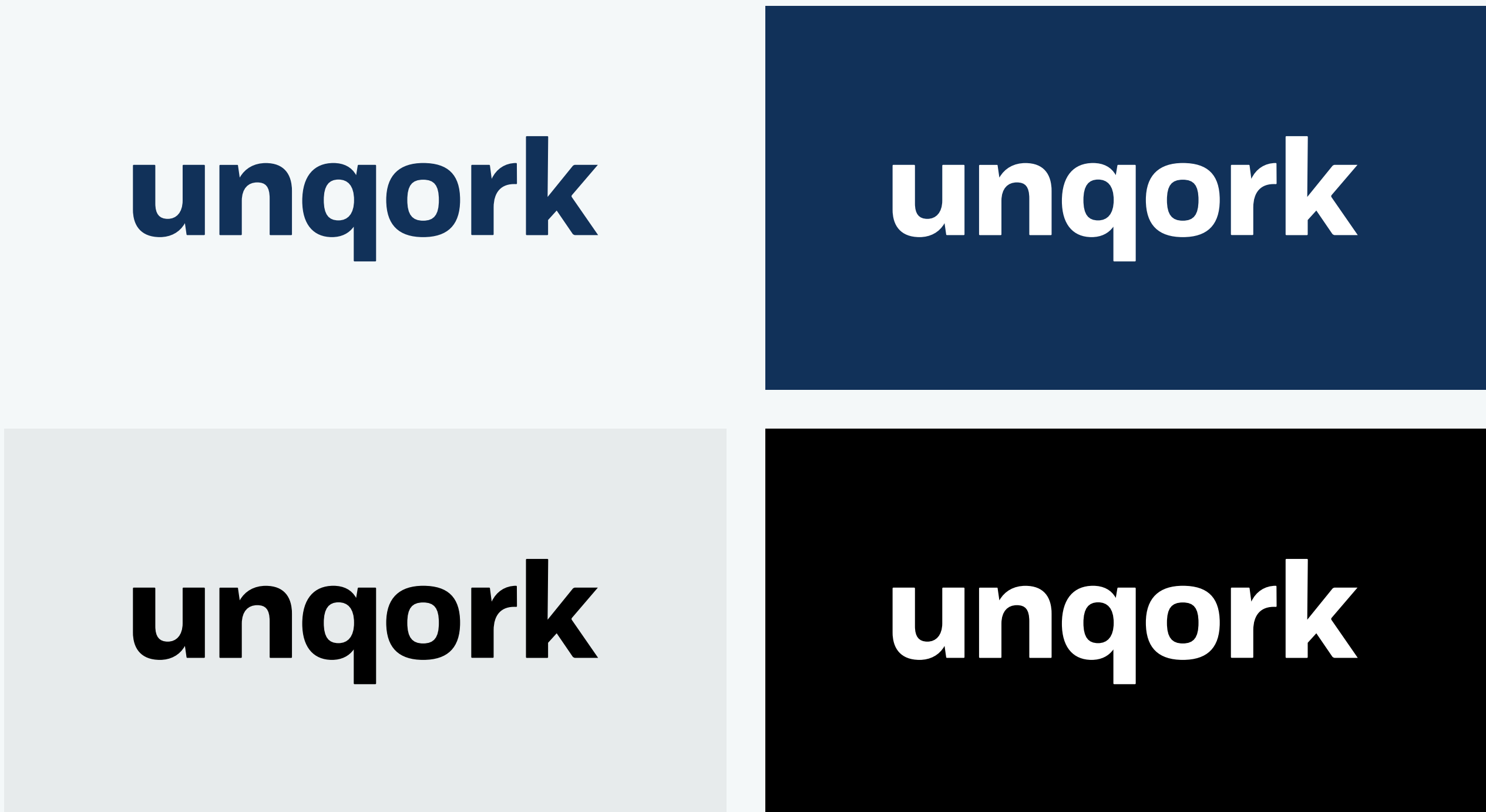


Color Usage

Always maintain our wordmark’s visual impact by reproducing it in a high-contrast manner.

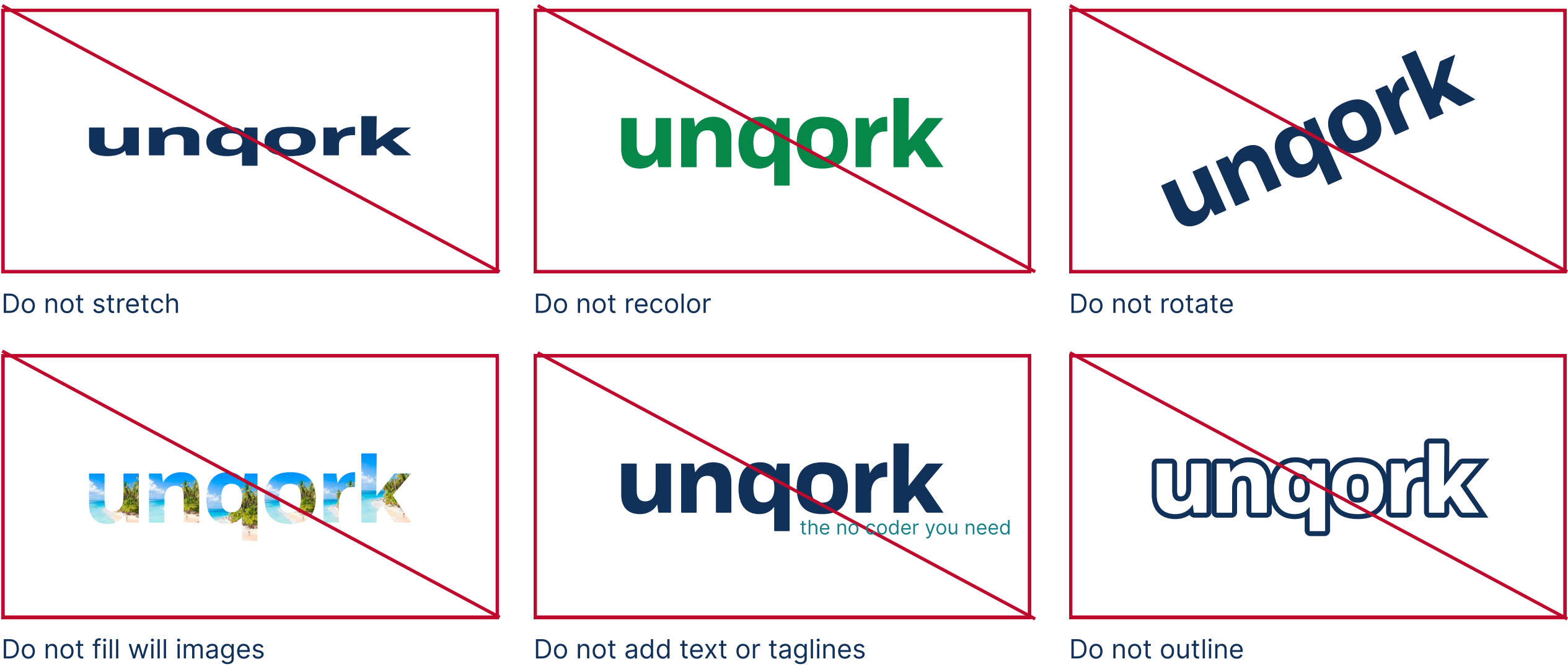
The Unqork wordmark **should be colored Blue Zodiac 500 (Hex #0C2340)** on light backgrounds and white on dark backgrounds.When using the white wordmark, the default background should be Blue Zodiac 500.

The black version of the wordmark should only be used when the application does not allow color.



Misuse

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 fill with images

Do not add text or taglines

Do not outline

Lockup

Our logo can be paired with the tagline or The U to complete the brand lockup.

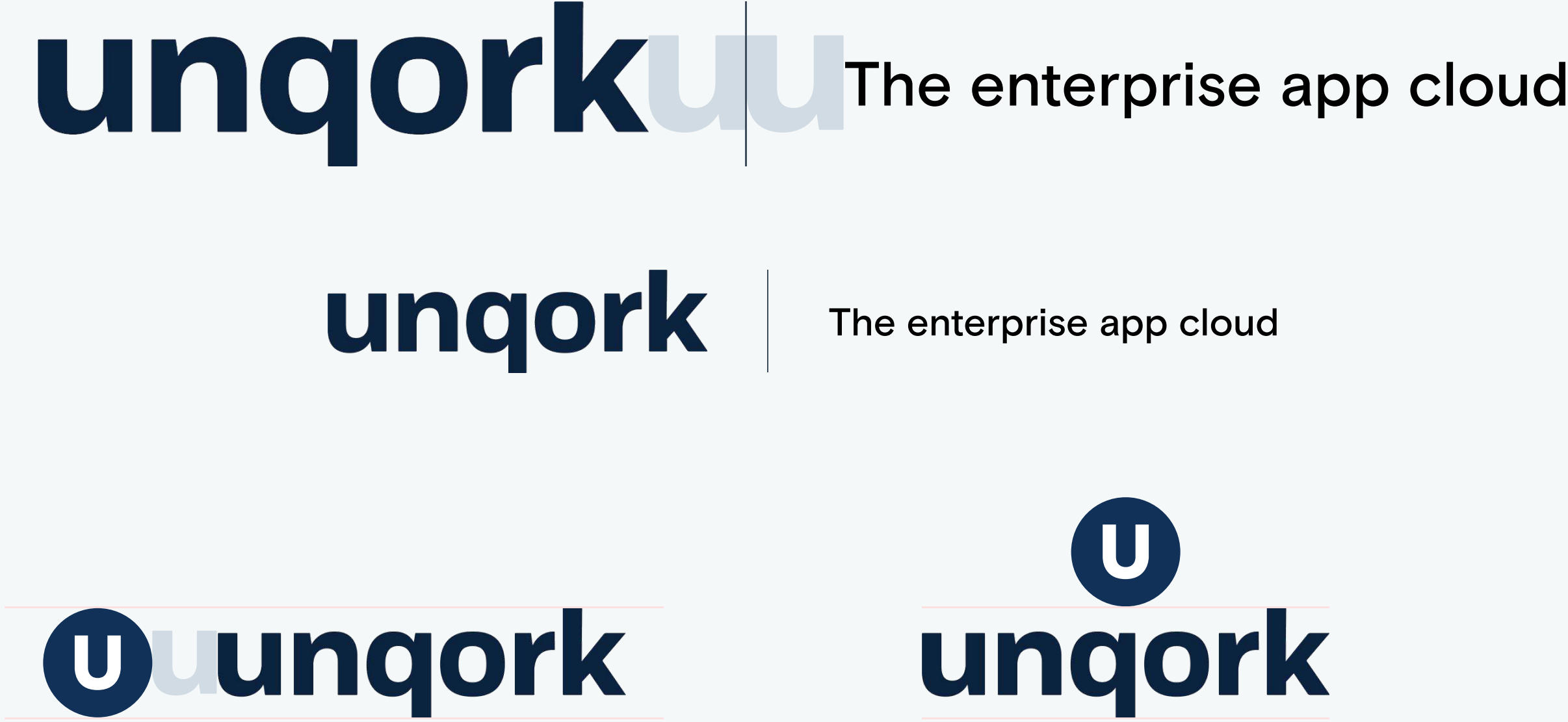
Clear Space

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.



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.



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.

Blue

#0C2340

Aqua

#00bcc8

Royal

#1c75bc

Regal

#402CA5

Rose

#A73269

Secondary Palette

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.

Navy

#123259

Lavender

#8E78FF

Pink

#D87CA7

Sage

#5795A6

Error

#E02D45

Warning

#FFB340

Success

#008874C

Neutral Palette

A collection of neutral warm greys helps to extend the palette and allow for added flexibility with both product and brand application.

Grey 50

#F0F0F0

Grey 200

#C3C3C3

Grey 400

#878787

Grey 500

#696969

Grey 600

#545454

Grey 800

#2A2A2A

Black

#000000

White

#FFFFFF

Gradients

Your gradient design colors should instead be uniquely tailored to the emotive and actionable reaction you are trying to evoke from your target audience.

These gradients will be use with in hero backgrounds and 'Qorks' and should be at a 45° angle Dark to light

#0c2340 to #123259

#00bcc8 to #00F0FF

#402CA5 to #6648FF

#A73269 to #FF489E

#1C75BC to #46ADFF

Industry Specific

We are going to be giving our industry specific work it's own place at the table, each of these new color designations will be used on website, presentations and advertising to set a tone for Unqork in all of thee spaces

Financial Services

#77ACD7

Insurance

#8B7FC9

Healthcare

#CA84A5

Government

#5795A6

Financial Services

#0c2340 to #77ACD7

Insurance

#0c2340 to #8B7FC9

Healthcare

#0c2340 to #CA84A5

Government

#0c2340 to #5795A6

Color Shades

Your gradient design colors should instead be uniquely tailored to the emotive and actionable reaction you are trying to evoke from your target audience.

These gradients will be use with in hero backgrounds and 'Qorks' and should be at a 45° angle Dark to light

0

#8BB4E9

0.5

#7EA6D8

1

#7297C7

2

#587AA5

3

#3F5D84

4

#254062

5

#0C2340

6

#0A1C33

7

#071526

8

#050E1A

0

#F1FEFF

0.5

#D9F7FA

1

#C1F1F4

2

#91EAE9

3

#60D6DE

4

#30C9D3

5

#00BCC8

6

#0096A0

7

#007178

8

#004B50

0

#FFFFFF

0.5

#E8F1F8

1

#D2E3F2

2

#A4C8E4

3

#77ACD7

4

#4991C9

5

#1C75BC

6

#165E96

7

#114671

8

#0B2F4B

0

#F4F7F7

0.5

#E4EAEA

1

#D3DDDC

2

#B2C3C1

3

#91A8A7

4

#708E8C

5

#4F7471

6

#3F5D5A

7

#2F4644

8

#202E2D

0

#FBFBFE

0.5

#E8E6F5

1

#D6D2EC

2

#B0A8DA

3

#8B7FC9

4

#6555B7

5

#402CA5

6

#332384

7

#261A63

8

#1A1242

0

#FFFFFF

0.5

#F6E6F0

1

#EDDEE1

2

#DCADC3

3

#CA84A5

4

#B95B87

5

#A73269

6

#862854

7

#641E3F

8

#43142A

0

#F4F7F7

0.5

#E4EAEA

1

#D3DDDC

2

#B2C3C1

3

#91A8A7

4

#708E8C

5

#4F7471

6

#3F5D5A

7

#2F4644

8

#202E2D

0

#FDFDFD

0.5

#EEEEEE

1

#DFDFDF

2

#C2C2C2

3

#A4A4A4

4

#878787

5

#696969

6

#545454

7

#3F3F3F

8

#2A2A2A

Our Typefaces

Display Type

Typography is a core building block of any effective visual system. Our display typeface for print and web is Basis Grotesque.

Basis Grotesque is a proprietary font used within our marketing materials and the Unqork platform.

In instances when Basis Grotesque is not available (such as within Google Apps or when third parties may be designing), Inter should be used as our display font.

[Purchase Basis Grotesque Here](#)

Basis Grotesque

Black
Bold
Medium
Regular
Light

Body Type

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

[Download Inter Here](#)

Inter

Black
Semi Bold
Medium
Regular
Light

Type Styling

Headers

All headers are set in Basis Grotesque, with the default color on white background being Gray 600.Unless set in uppercase, all headers should be set in sentence case.

Buttons

Buttons are styled as a solid round rectangle, with type set in Basis Grotesque. Hover state is one shade darker than the default color chosen (Teal 300 buttons will show Teal 400 on hover).

Eyebrow Header
Basis Grotesque Medium
Uppercase Gray 600
Letter spacing 1.5px

H1 Header
Basis Grotesque Bold
Gray 600
Letter spacing 0px
Type size 72/78

H2 Header
Basis Grotesque Medium
Gray 600
Letter spacing 0px
Type size 52/62

H3 Section Header
Basis Grotesque Bold
Gray 600
Letter spacing 0px
Type size 36/46

H4 Category Header
Basis Grotesque Bold
Gray 600
Letter spacing 0px
Type size 24/34

H5 Text Header
Inter Bold
Gray 600
Letter spacing 0px
Type size 20/26

Paragraph
Inter
Gray 600
Letter spacing 0px
Type size 16/26

Text Link
Basis Grotesque
Teal 300
Letter spacing 0.5px
Type size 16

Button Type
Basis Grotesque Bold

EYEBROW HEADER

H1 Header is the most important

H2 Header helps to supports the H1 header

H3 Section Header

H4 Category

H5 Text Display

H6 Text Headers

Paragraph text Bancor ren velas klaytn monero celsius telcoin amp PancakeSwap. Polygon ox telcoin decred filecoin polygon hive. Tezos klaytn ethereum stellar helium tether. Bancor siacoin chainlink BitTorrent kava avalanche ren.

Legal Text

[Text Link](#)

Request Demo

Request Demo

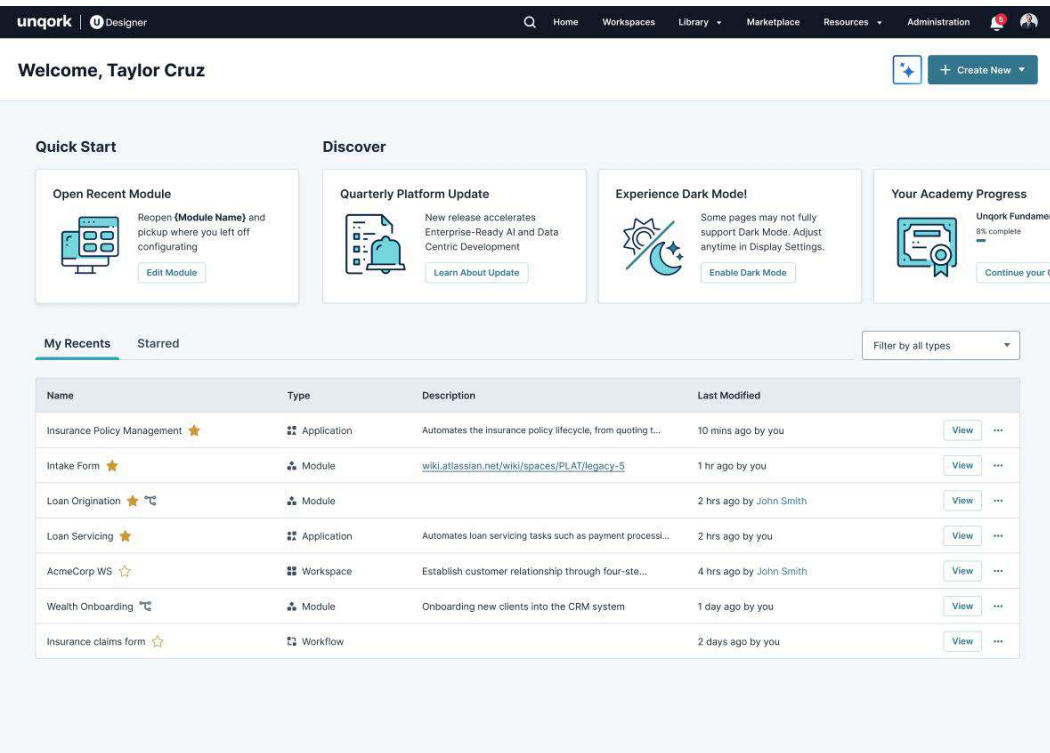
Request Demo

Platform Screens

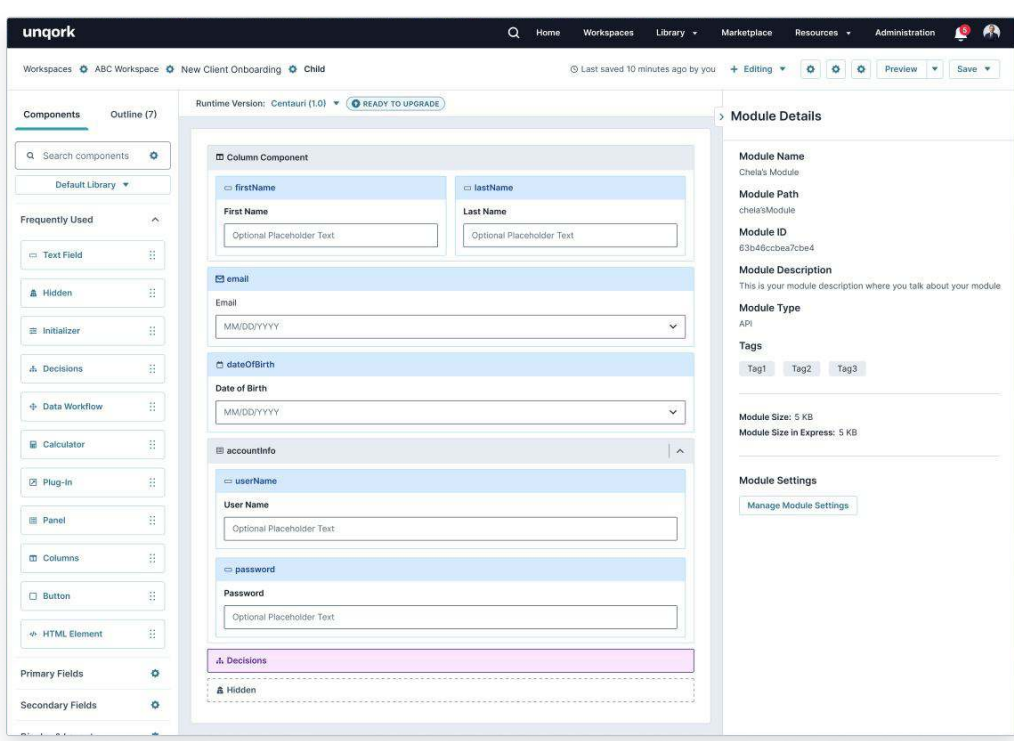
Platform screenshots and feature images should always be presented with clarity and focus, highlighting the functionality and benefits of the Unqork platform. Use clean layouts with ample whitespace to ensure the screenshots are easily digestible and aligned with the brand’s modern aesthetic.

When it comes to certain function features within the platform we have a Callout design that uses a blue background and Qorks to focus on the core functionality.

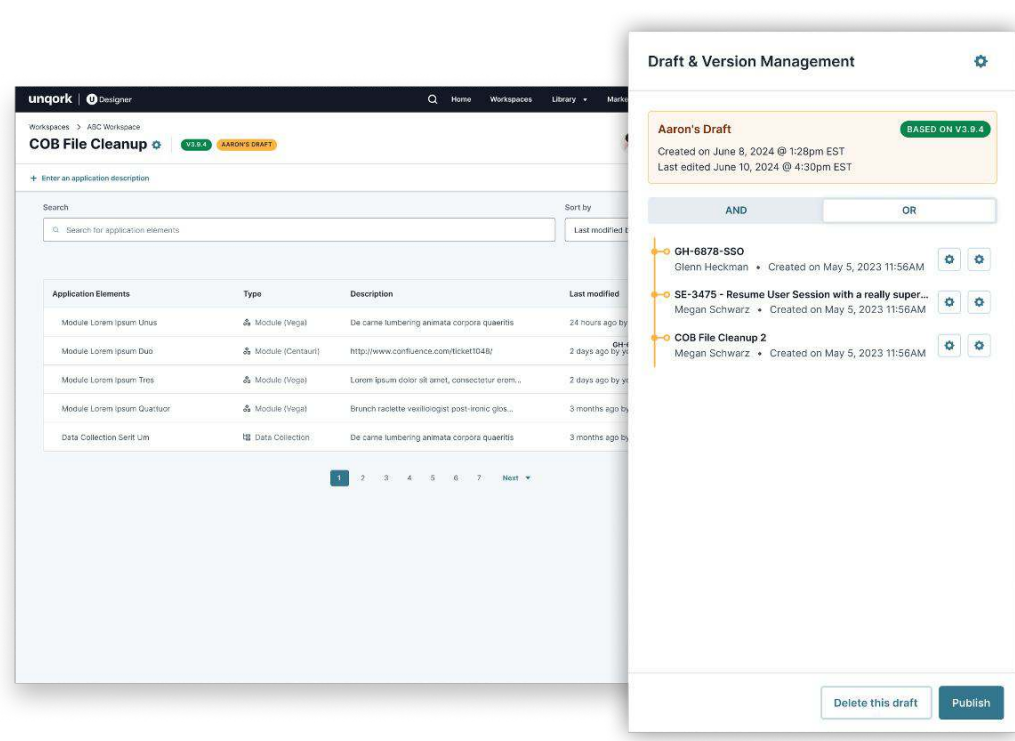
Main Screens



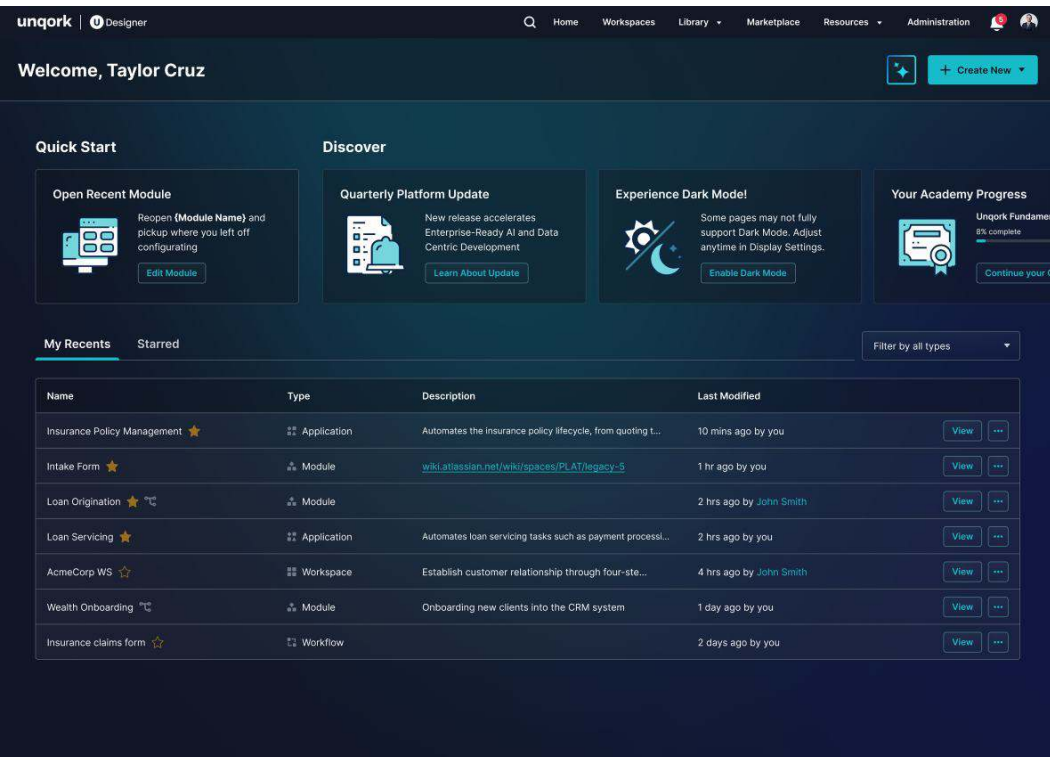
Homepage - Light Mode



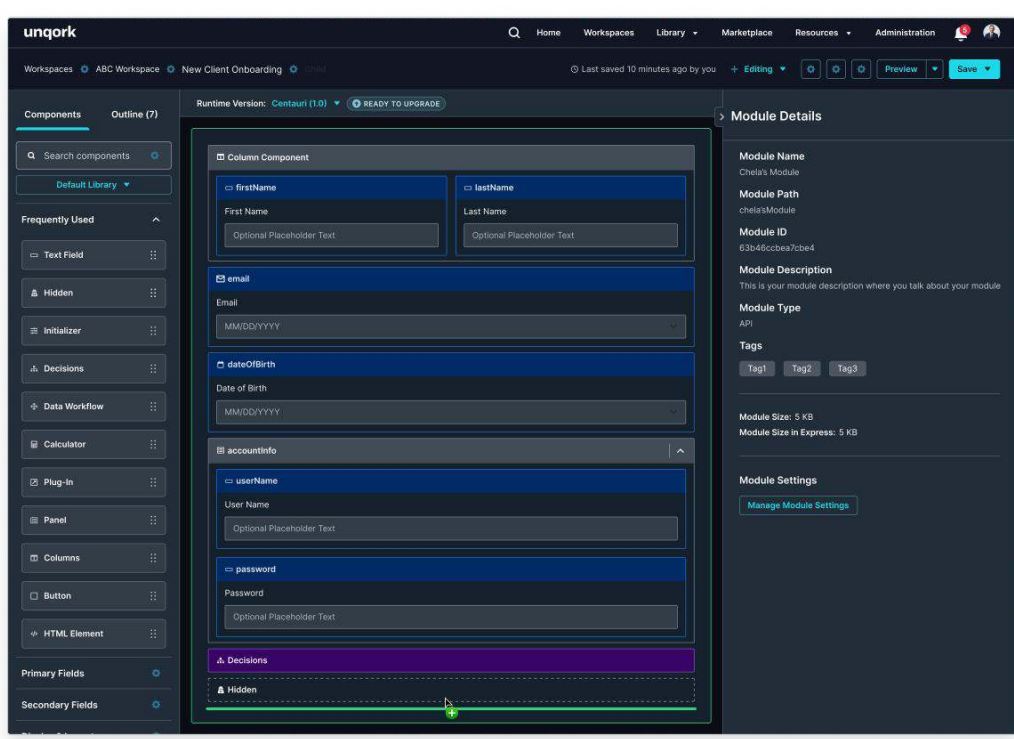
Module Builder - Light Mode



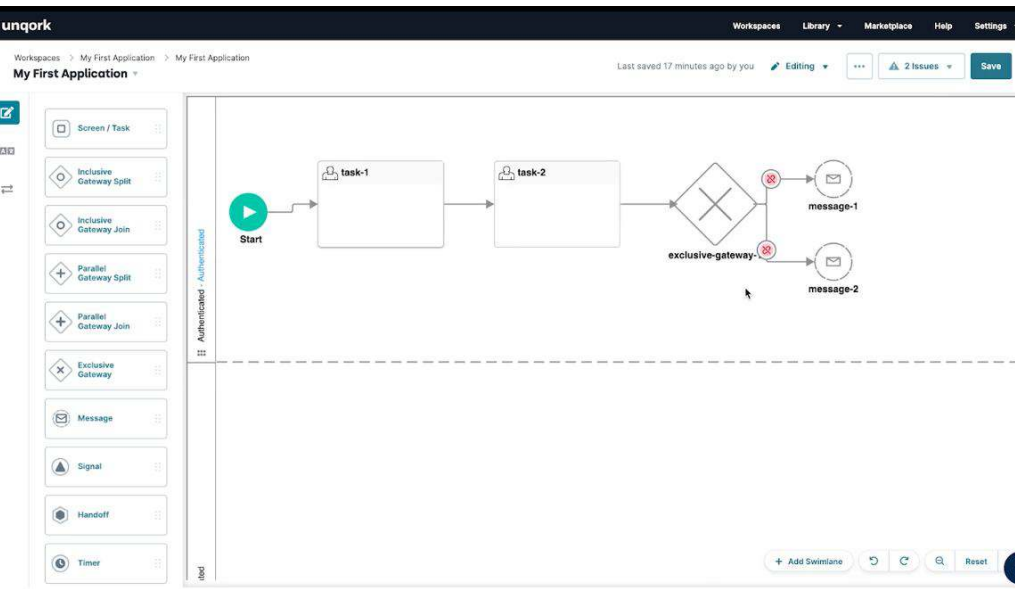
Branch and Merge



Screen with action overlay

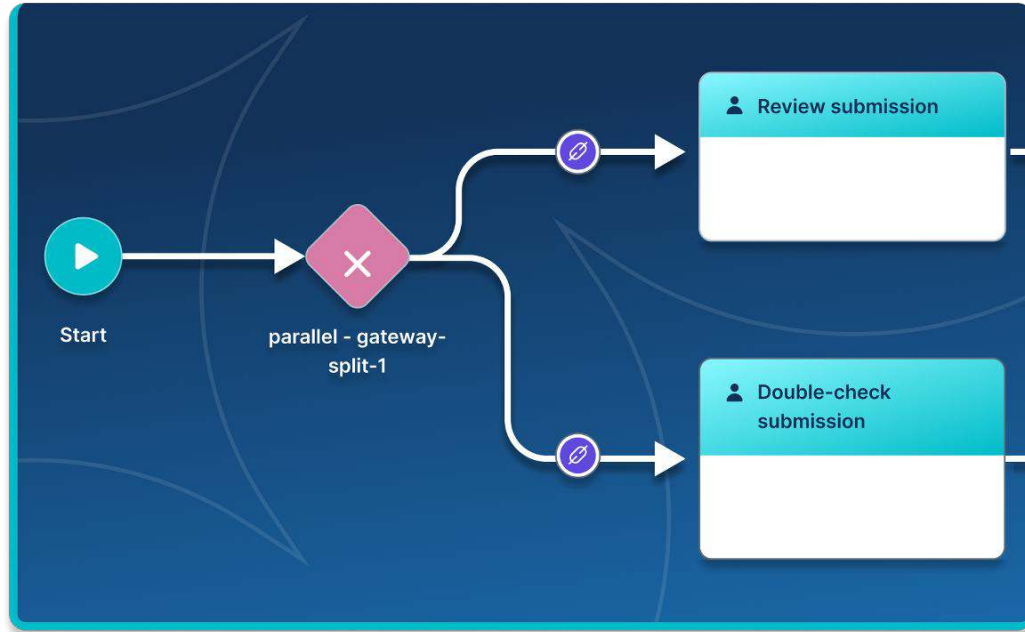


Homepage - Dark Mode

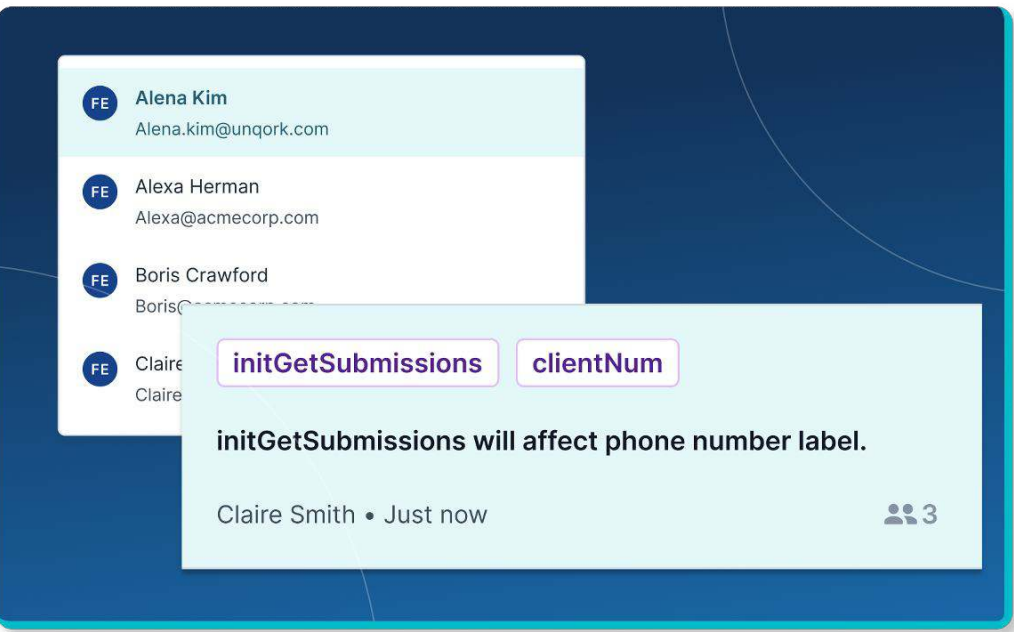


Workflow

Features Callouts



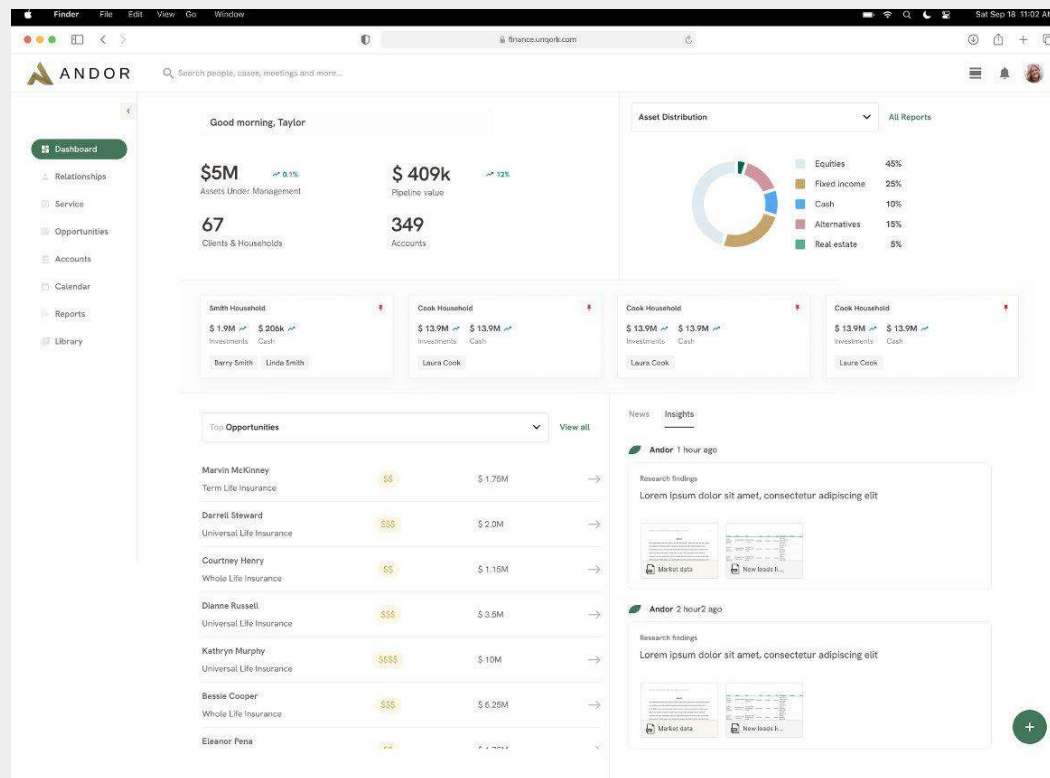
Workflow



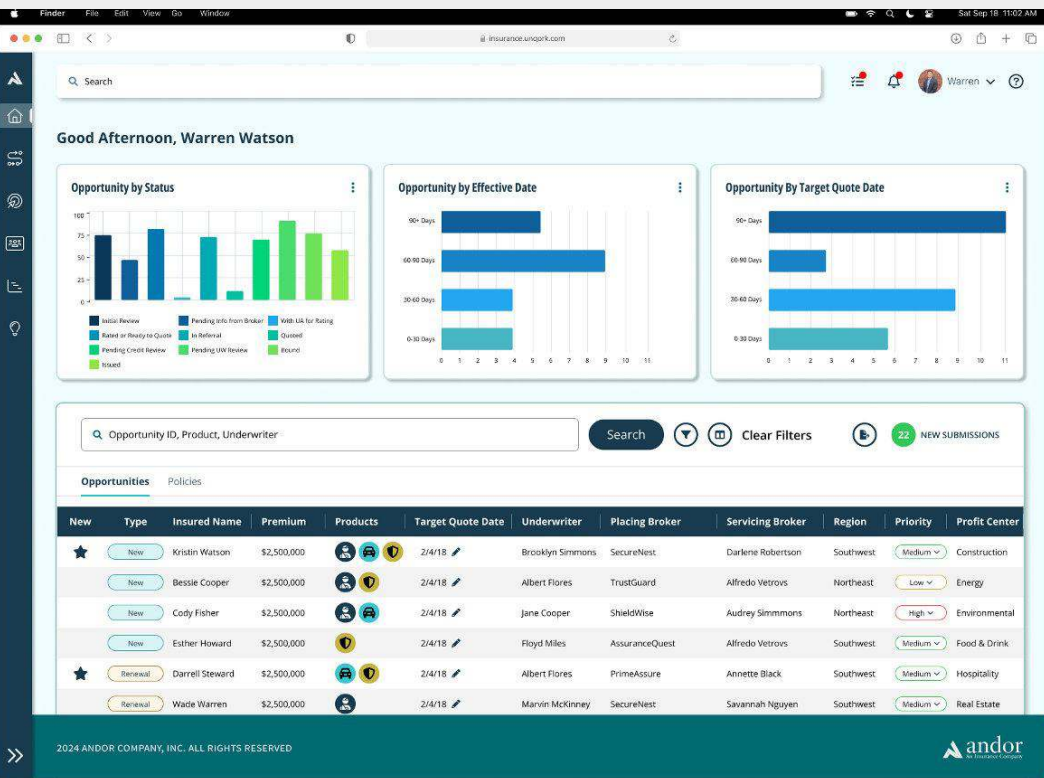
Co-Building

Unqork In Action Screens

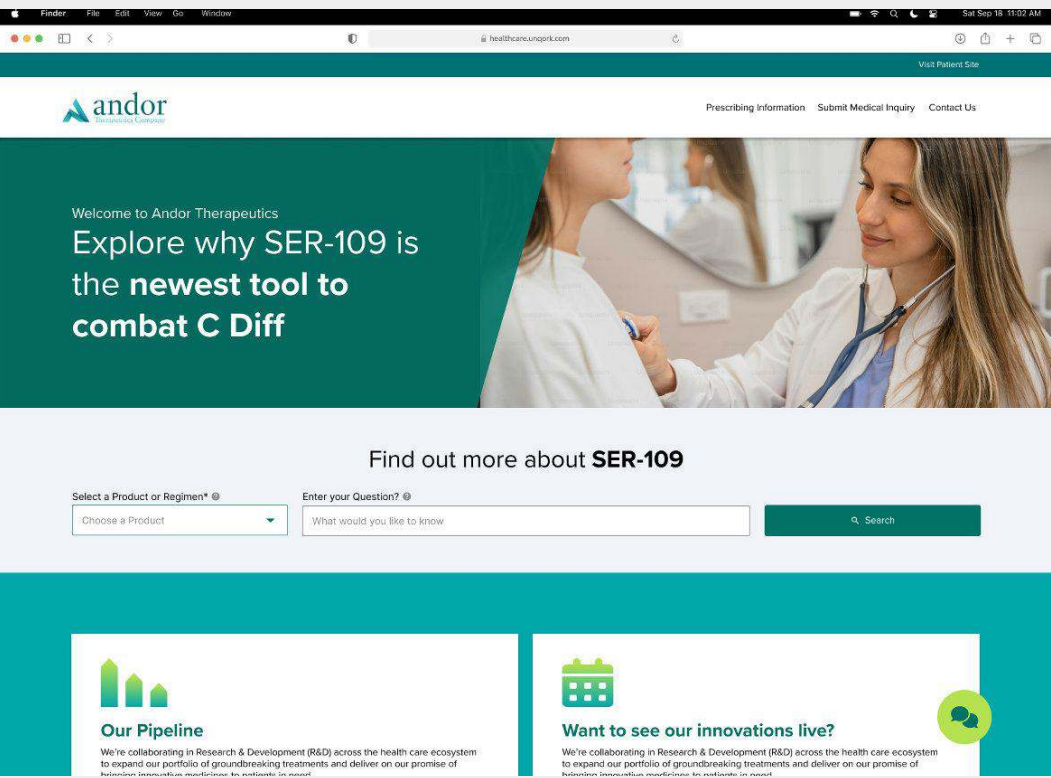
The front-end views of the Unqork platform empower enterprises to deliver tailored user experiences across a wide range of use cases. From intuitive customer-facing portals to complex internal dashboards, Unqork’s no-code interface ensures seamless customization and scalability. Its flexibility enables organizations to rapidly design, deploy, and optimize solutions that align with their unique business needs



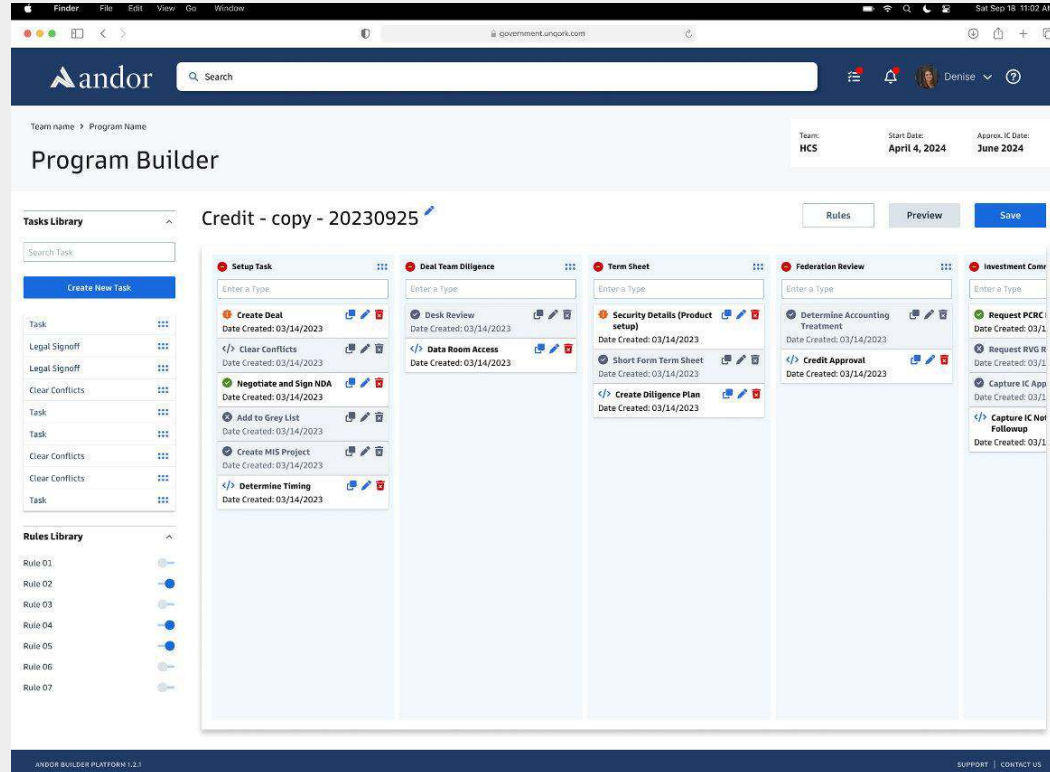
Financial Services Dashboard



Insurance Dashboard



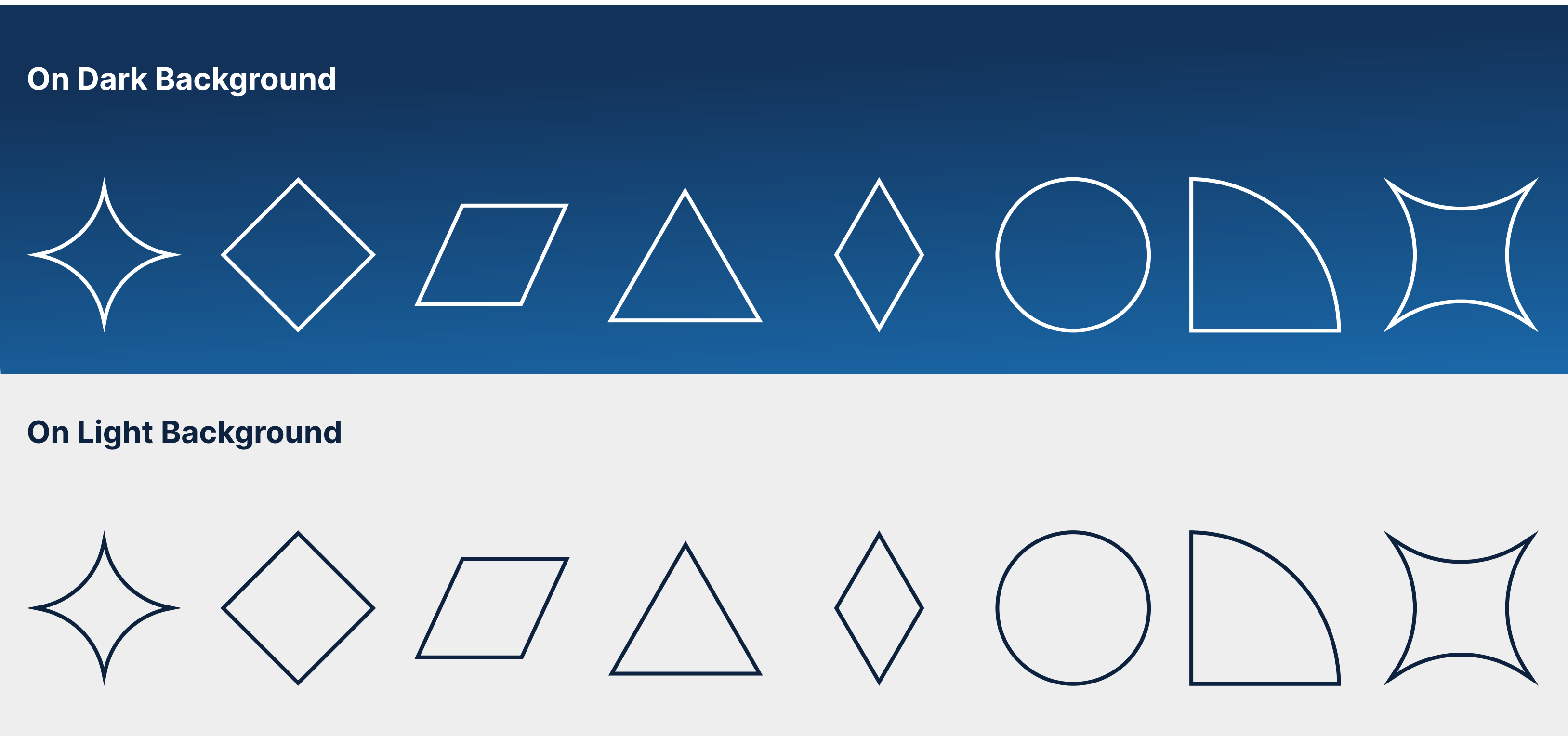
Healthcare Onboarding



Government Management

Qorks

Qorks are a signature design element that encapsulate the essence of the brand through their clean and dynamic geometric forms. They are versatile and adaptable, providing visual cohesion across a variety of digital and physical mediums. The shapes and their configurations are crafted to evoke innovation, precision, and a modern aesthetic, reinforcing the brand's commitment to forward-thinking solutions. Qorks should always maintain a balance between subtlety and impact, complementing the content without overwhelming it.



Qorks by industry

Like with the designated colors we have for the industries, we have also given each one a specific Qork to make it identifiable.



Qorks in action

Blog images:
In blog headers, Qorks function as an eye-catching visual device that enhances the content's appeal. Strategically placed within the header image, they provide structure and sophistication, drawing attention to the subject matter. Use soft, clean lines and seamlessly integrate the shapes into the design, maintaining balance with the headline text and imagery.

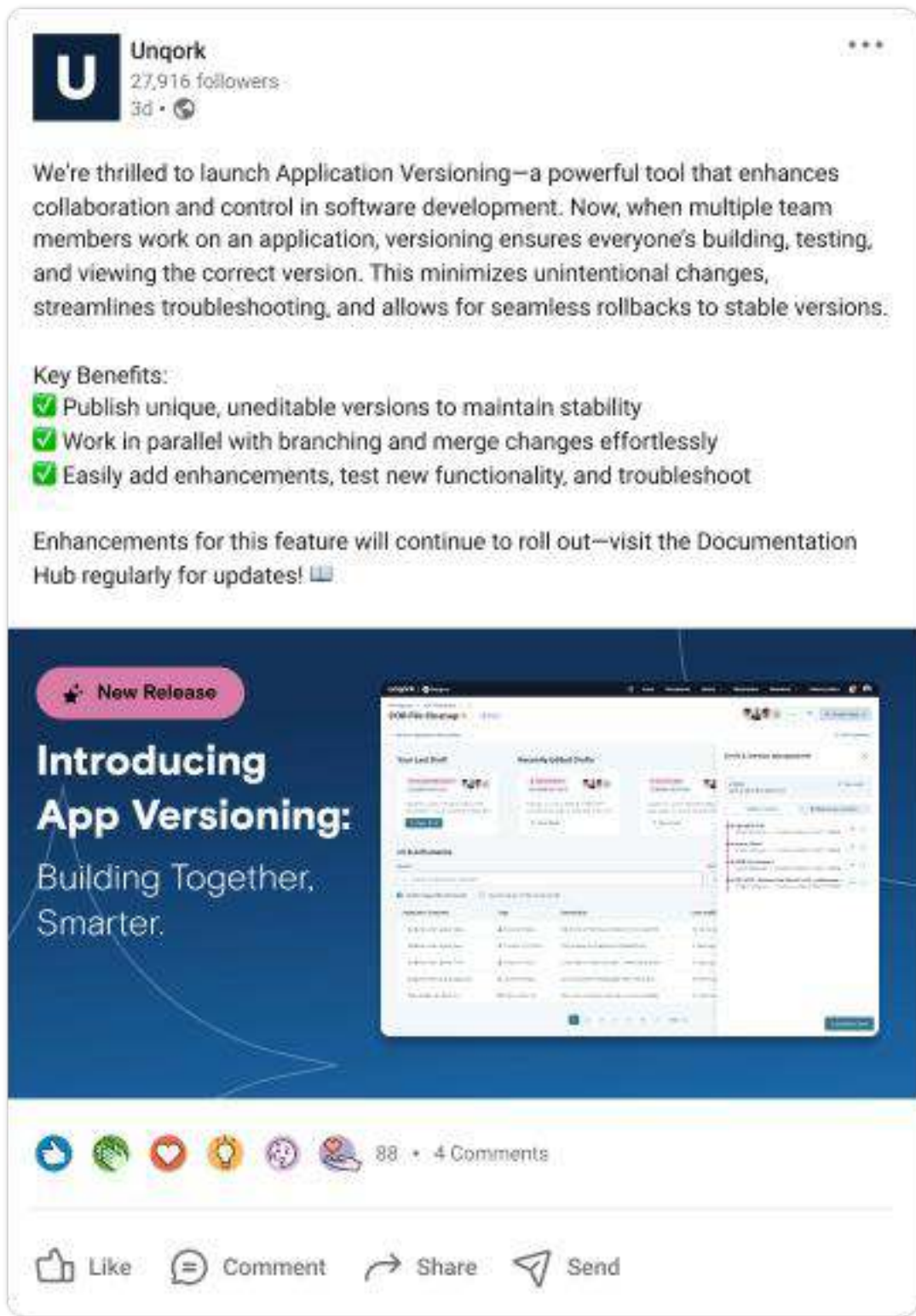
Social Media:
On social platforms, Qorks act as a unifying brand motif, creating recognizable and engaging posts. They add a sense of movement and innovation, perfectly aligning with the dynamic nature of social media content. Use vibrant colors or gradients aligned with the brand palette, ensuring Qorks amplify the message without cluttering the layout.

Background Elements:
Qorks shine as subtle, repeating patterns or standalone elements in backgrounds, providing texture and depth. This application is ideal for forms, call-to-action sections (e.g., "Get a Demo"), and landing pages. Use muted tones or semi-transparent layers to avoid competing with the main content, allowing Qorks to enrich the visual hierarchy without distraction. When the Qorks appear behind the text, they will be at a 25% opacity to not impede on readability.

Qorks on Images



Qorks In Social Posts



Qorks as a Background

Get a Demo

Enter First Name *

Enter Last Name *

Enter Company Name *

Enter Email Address *

Select a Country *

Select an Industry *

How did you hear about unqork? *

SUBMIT

By providing us with your contact information, you explicitly consent to the collection and processing of your personal data in accordance with our [Privacy Policy](#) and agree to abide by our [Terms of Service](#).

Get a Demo

Enter First Name *

Enter Last Name *

Enter Company Name *

Enter Email Address *

Select a Country *

Select an Industry *

How did you hear about unqork? *

SUBMIT

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Modules

Cards

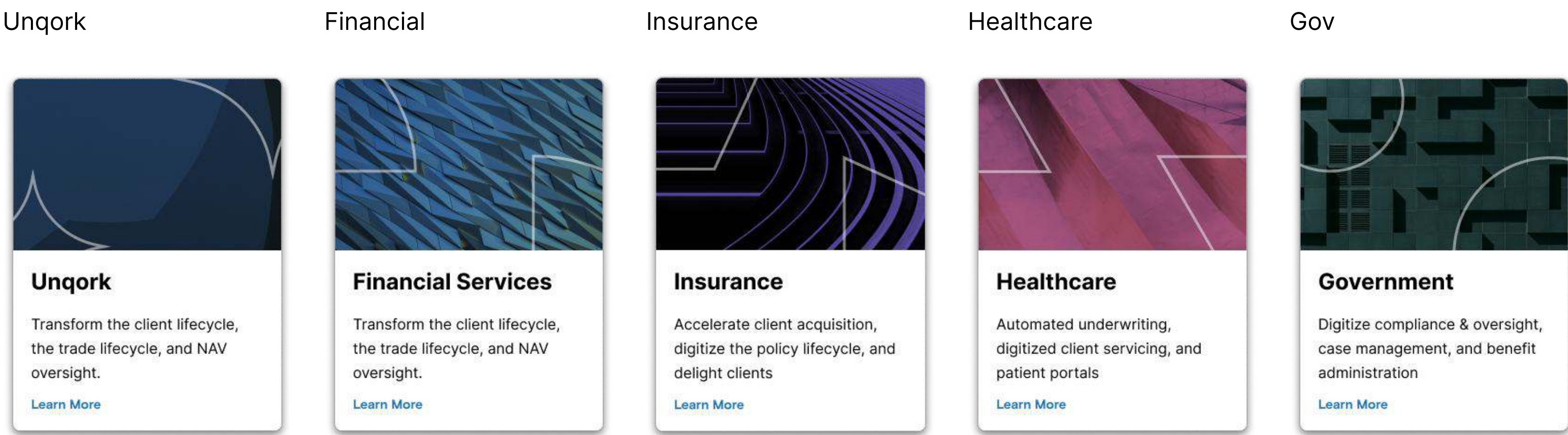
Card Style Guidelines

These cards serve as a visual framework for the Unqork brand, adaptable for various industries. Maintaining consistency is paramount, ensuring a unified brand experience across all card styles. This includes adhering to the defined typography, color palettes, and spacing guidelines. While maintaining brand consistency, it's crucial to tailor card styles to resonate with specific industries. Employing industry-appropriate imagery and color schemes creates a sense of familiarity and relevance for the target audience.

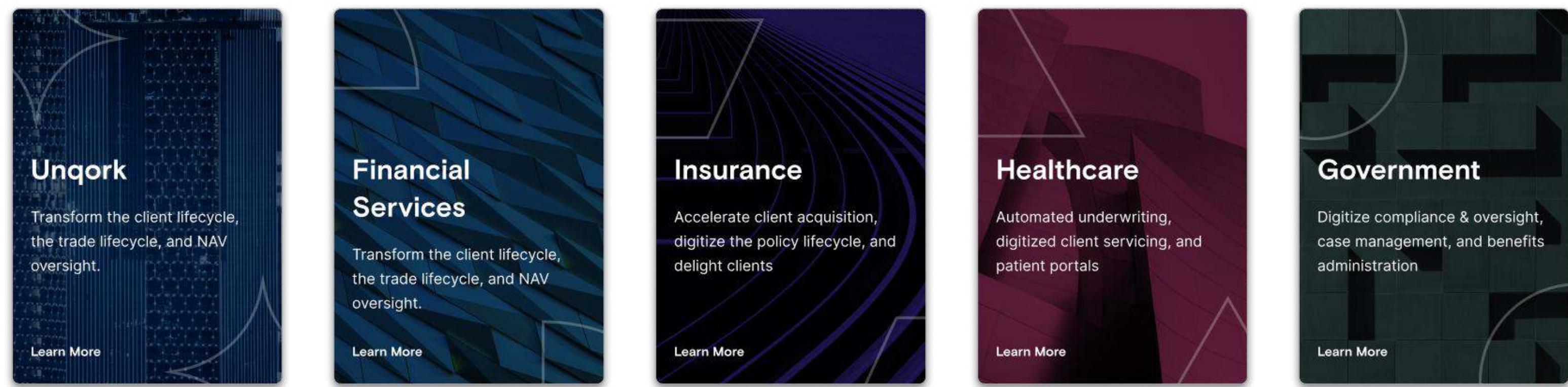
Key Considerations

Clear and concise messaging within the cards is essential, with text limited to essential information and strong calls to action to encourage user engagement. A clear visual hierarchy is necessary to guide user attention, utilizing bolding, font size variations, and spacing to emphasize key information and create a sense of order. Accessibility is paramount, ensuring all card styles are accessible to users with disabilities through sufficient color contrast, alternative text for images, and consideration for keyboard navigation. Responsive design is crucial, with cards adapting seamlessly across different screen sizes and devices. While maintaining these guidelines, flexibility and adaptability are essential to accommodate evolving brand needs and creative expression.

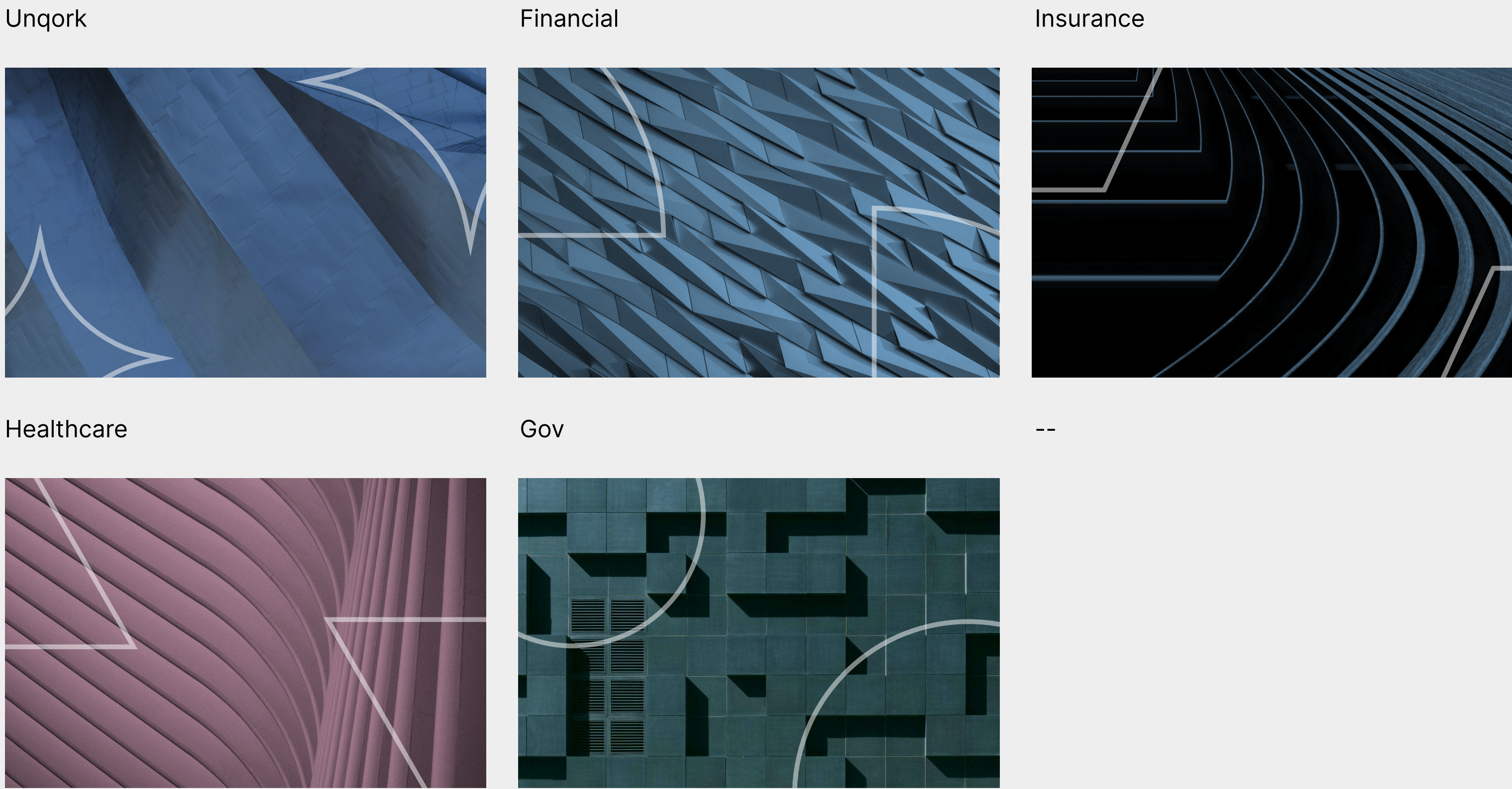
Standard Card



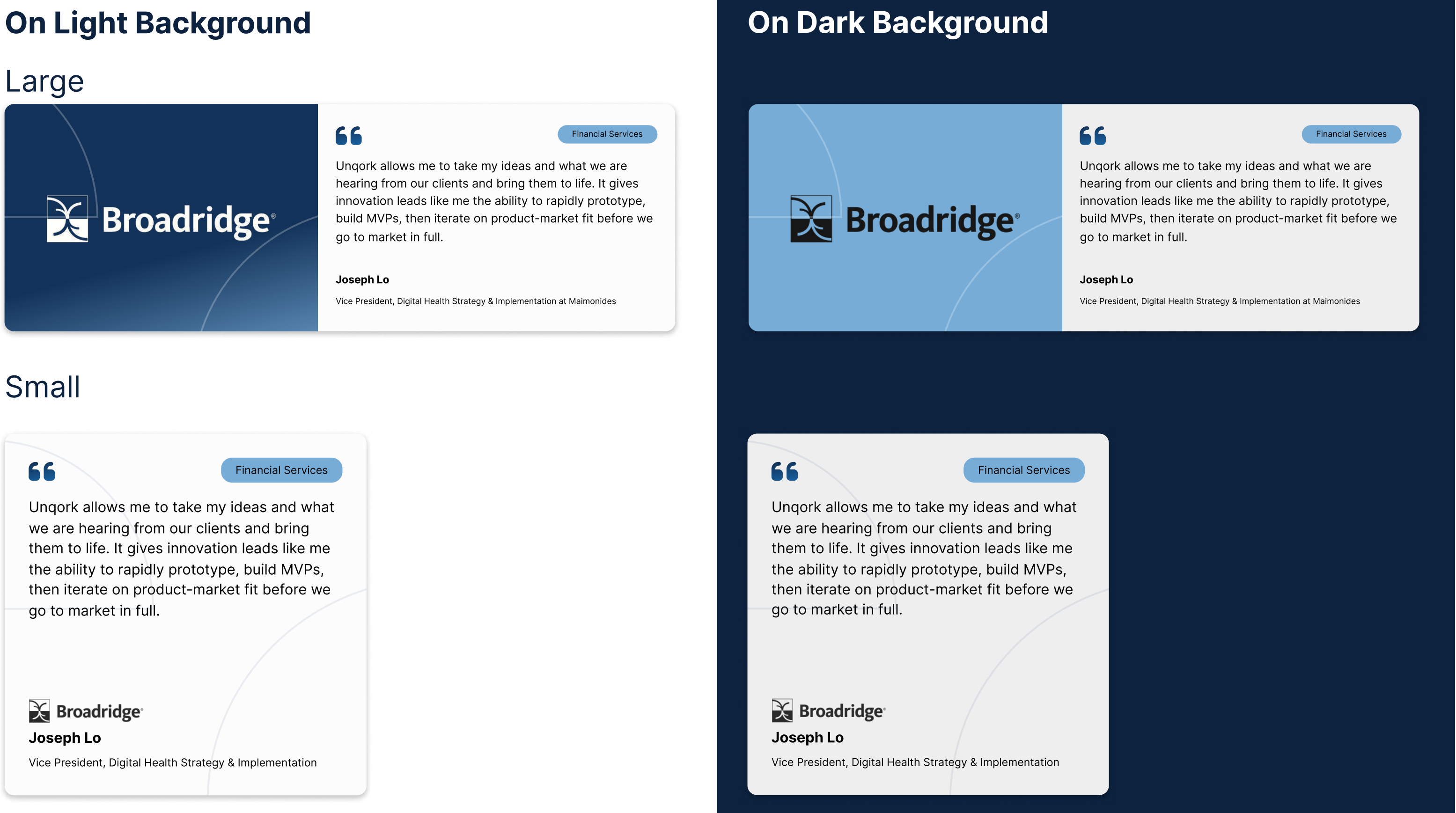
Full Background image Card



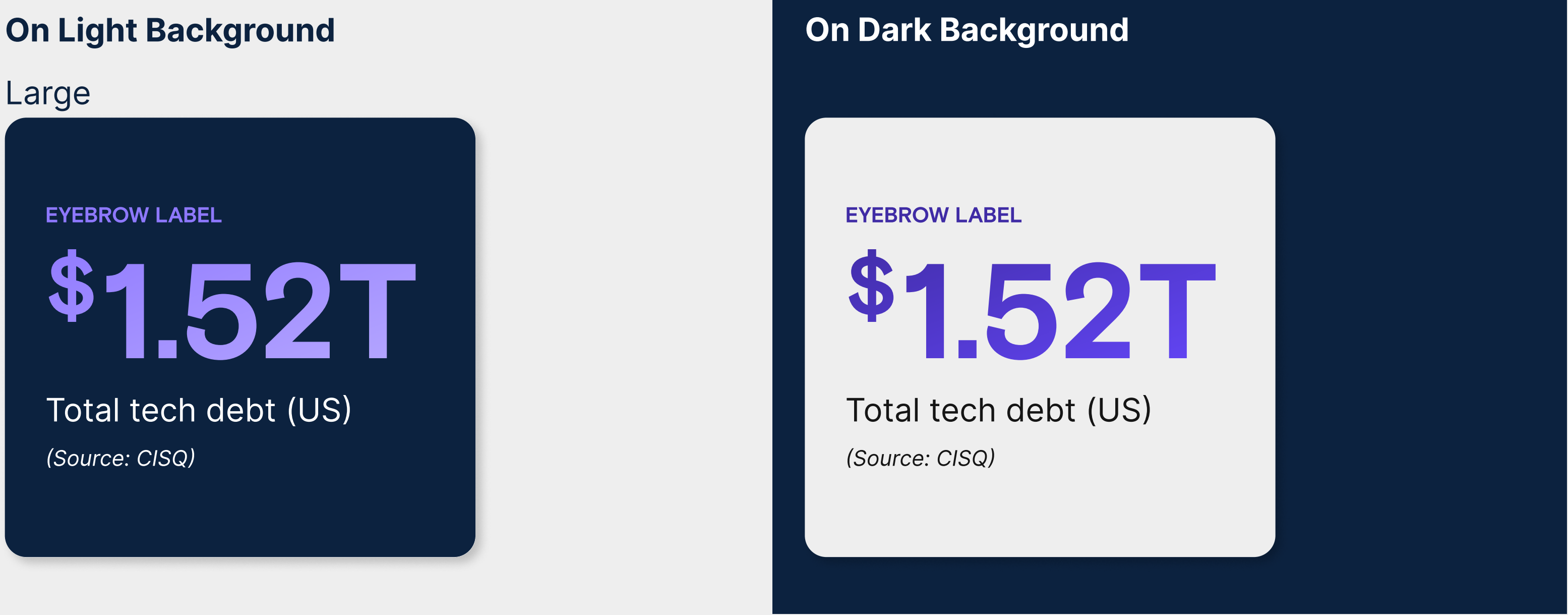
Featured Images



Pull Quotes



Statistics



Social Media

Qorks are a signature design element that encapsulate the essence of the brand through their clean and dynamic geometric forms. They are versatile and adaptable, providing visual cohesion across a variety of digital and physical mediums. The shapes and their configurations are crafted to evoke innovation, precision, and a modern aesthetic, reinforcing the brand's commitment to forward-thinking solutions. Qorks should always maintain a balance between subtlety and impact, complementing the content without overwhelming it.

Types of Posts

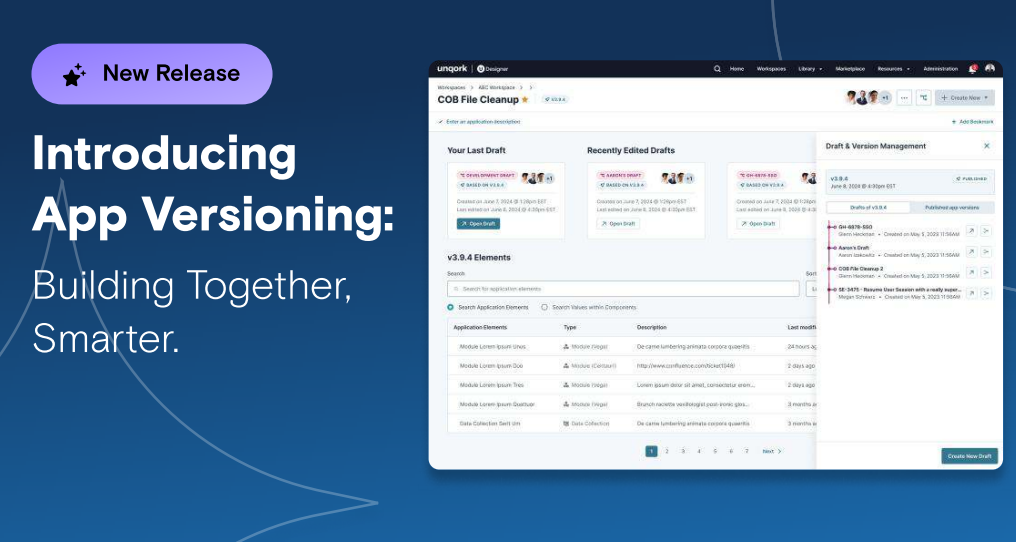
Live Event



News



Product Releases



Industry Specific



Tradeshow



Job Posting

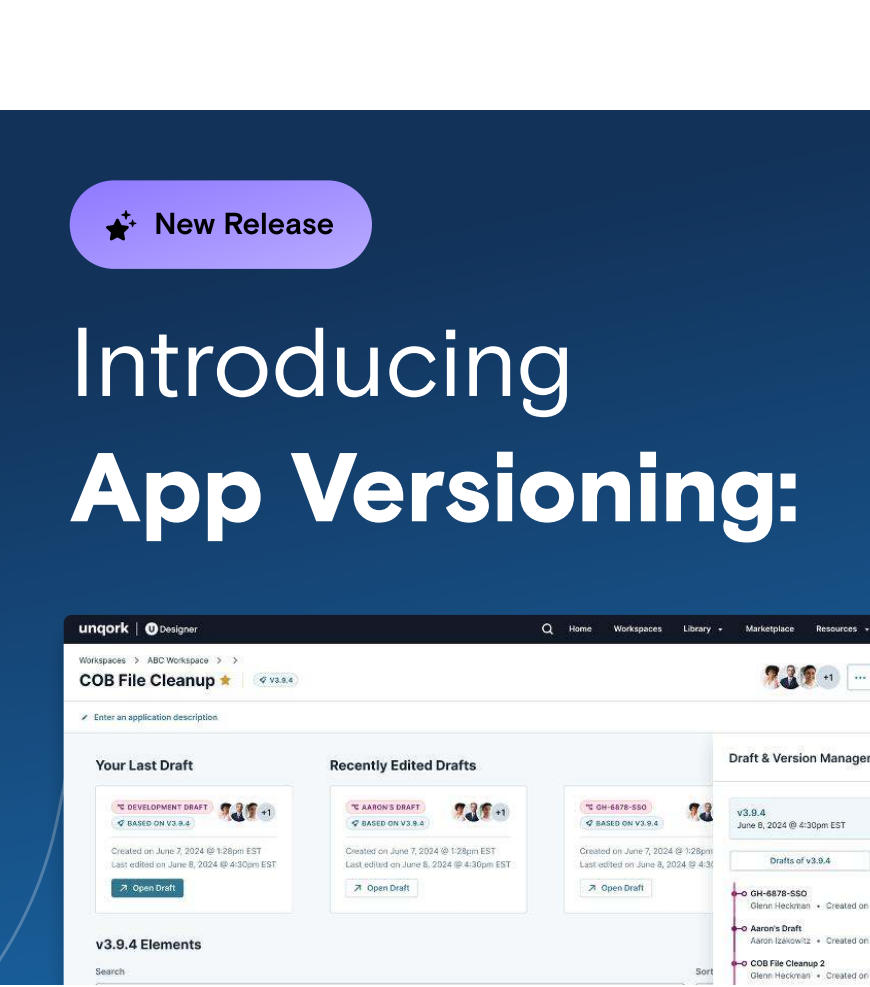


Linkedin

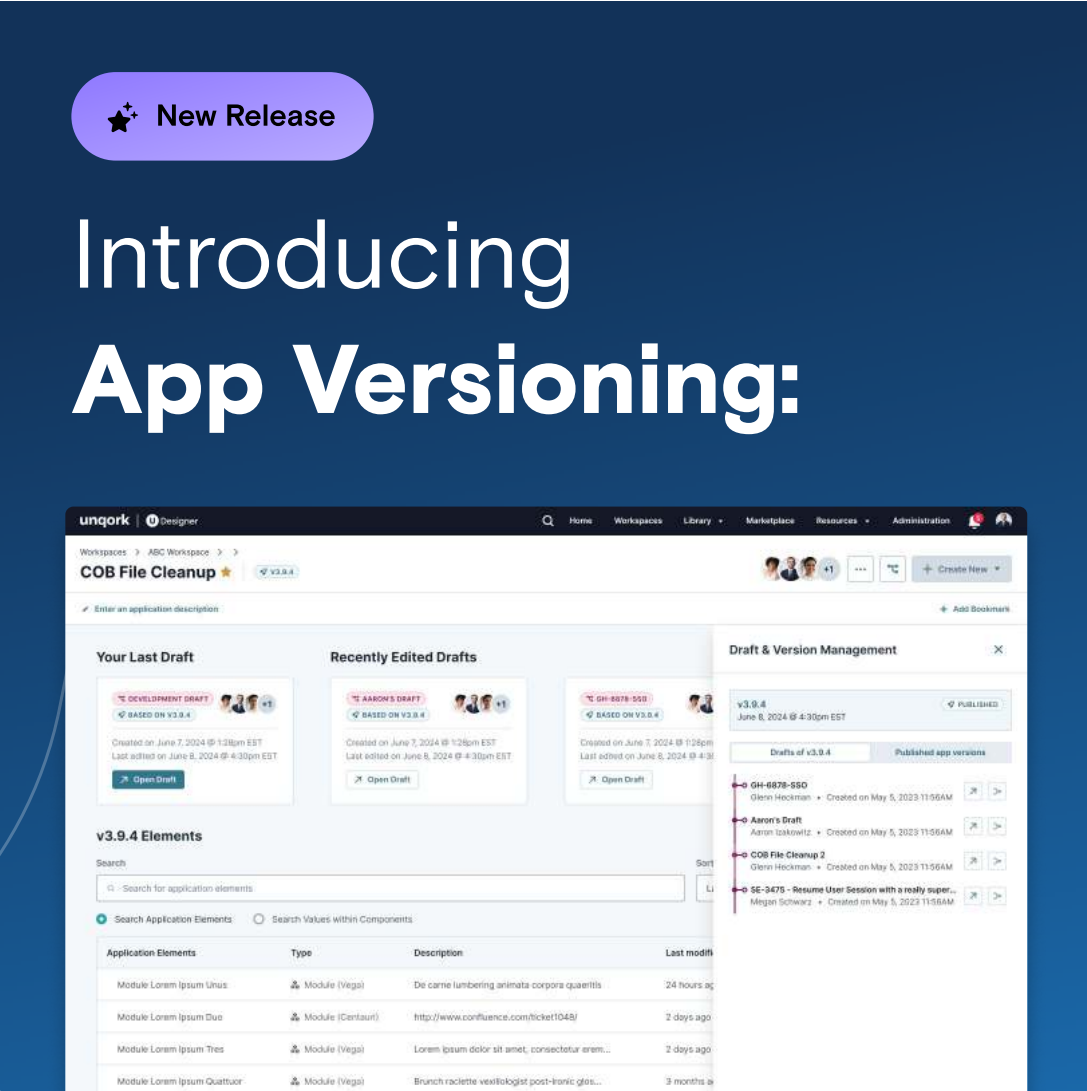
Header Image 1584 × 396



Square Post 1080×1080



Portrait Post 1080×1350



Landscape Post 1200×627



Youtube

Posts Design



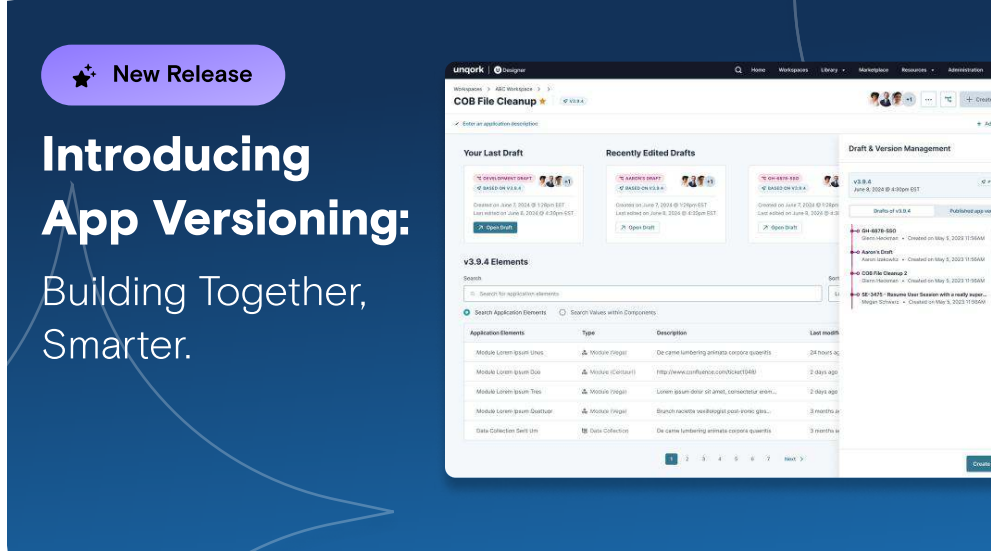
Live Event



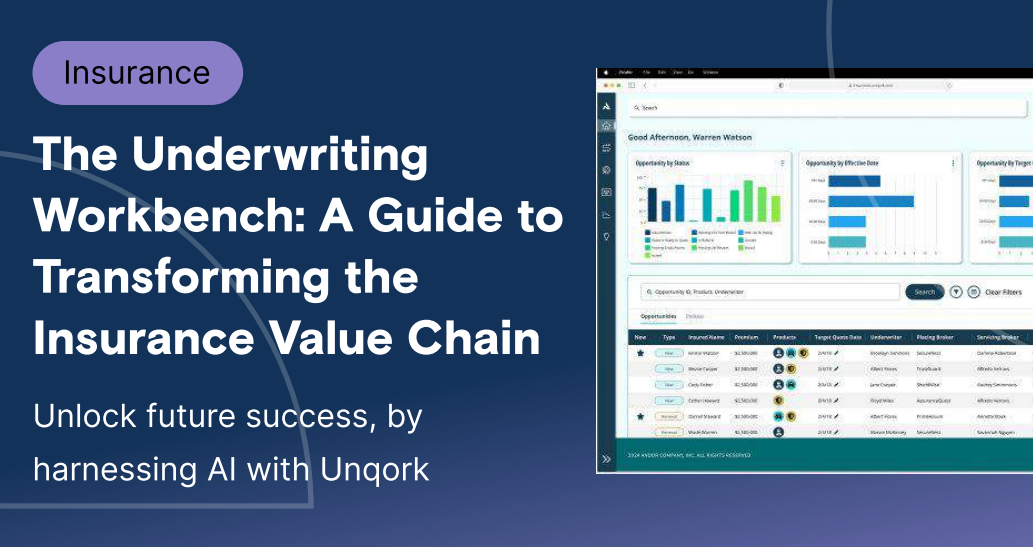
News



Product Releases



Industry Specific




Tradeshow

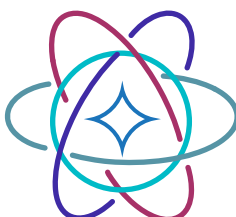
Content

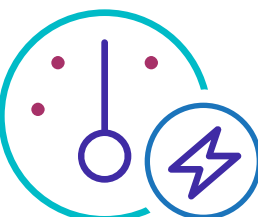
Icons


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.


On a light background



Unqork AI



Regenerative Apps



Accelerated development

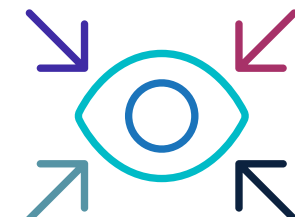

Security



Customers First



Fearless

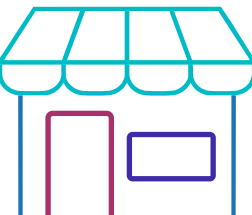

Inclusive



Collaborative



Transparent

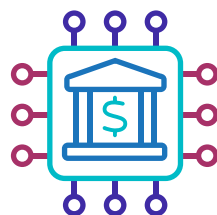

Growth, not maintenance



Go to Market


Marketplace


Insurance


Healthcare


Financial


Private Sector

On a dark background


Unqork AI


Regenerative Apps


Accelerated development


Security


Customers First


Fearless


Inclusive


Collaborative


Transparent


Growth, not maintenance


Go to Market


Marketplace


Insurance


Healthcare


Financial


Private Sector

One Color blue


Unqork AI


Regenerative Apps


Accelerated development


Security


Customers First


Fearless


Inclusive


Collaborative


Transparent


Growth, not maintenance


Go to Market


Marketplace


Insurance


Healthcare


Financial


Private Sector

One Color White


Unqork AI


Regenerative Apps


Accelerated development


Security


Customers First


Fearless


Inclusive


Collaborative


Transparent


Growth, not maintenance


Go to Market


Marketplace


Insurance


Healthcare


Financial


Private Sector

Email Templates

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.

Header

Basic Brand



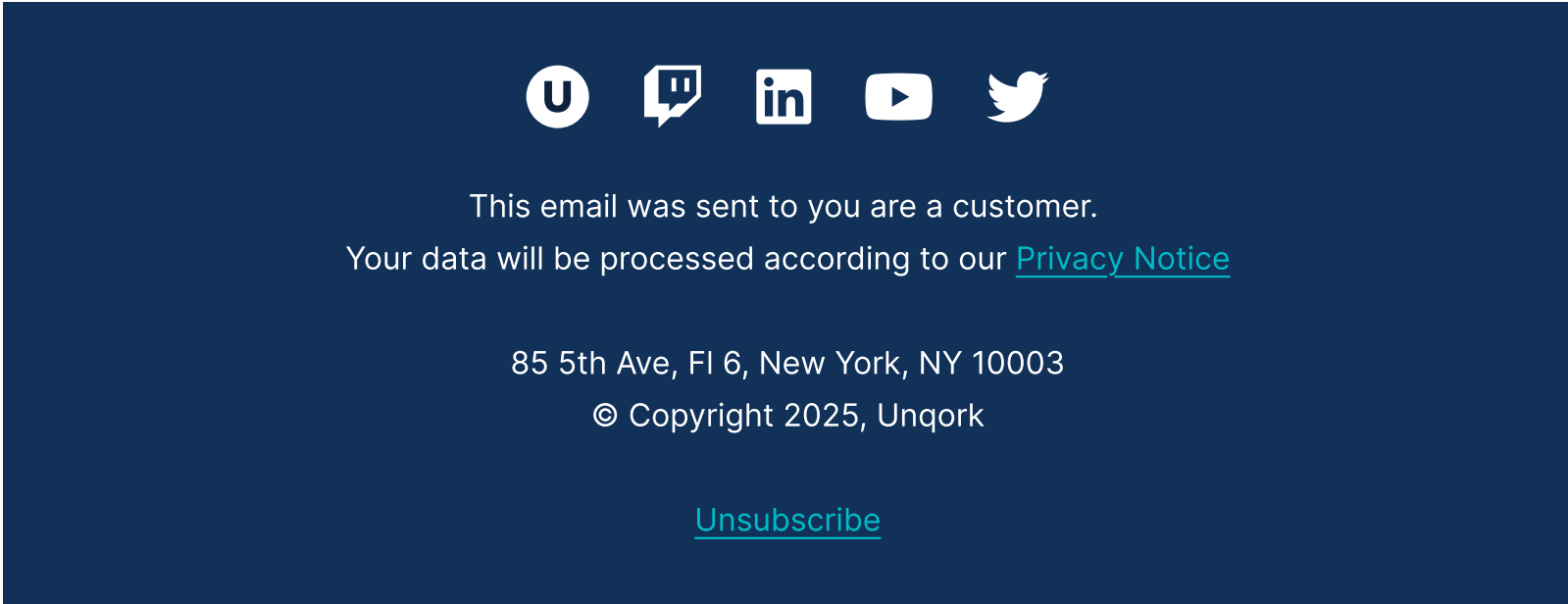
Tagline



Release Notes



Footer



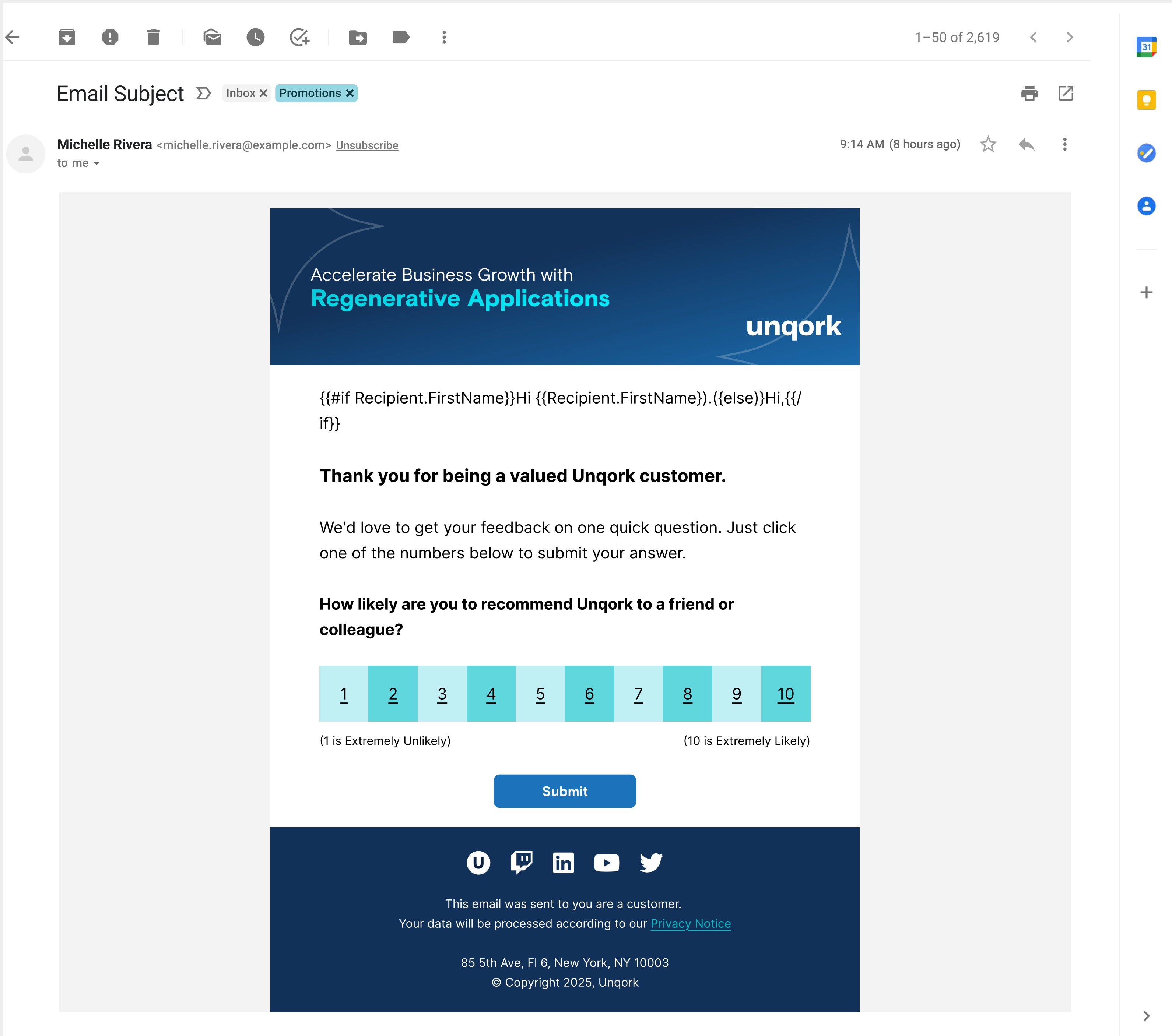
Email Signature



Usage

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.

Basic Brand



Release Notes

