Brand Guidelines

February 2020
<table>
<thead>
<tr>
<th>Events with wordmark</th>
<th>29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route</td>
<td>30</td>
</tr>
<tr>
<td>Route with wordmark</td>
<td>31</td>
</tr>
<tr>
<td>Simulate</td>
<td>32</td>
</tr>
<tr>
<td>Simulate with wordmark</td>
<td>33</td>
</tr>
<tr>
<td>Minimum dimensions</td>
<td>34</td>
</tr>
</tbody>
</table>

**Communication media**

<table>
<thead>
<tr>
<th>UpHill communication</th>
<th>36</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art of Medicine</td>
<td>37</td>
</tr>
<tr>
<td>Art of Medicine with wordmark</td>
<td>38</td>
</tr>
<tr>
<td>Zenith</td>
<td>39</td>
</tr>
<tr>
<td>Zenith with wordmark</td>
<td>40</td>
</tr>
<tr>
<td>Minimum dimension</td>
<td>41</td>
</tr>
</tbody>
</table>
UpHill

Our Mission / Logo
UpHill is a support platform for clinical compliance

We believe in the value of continuous training and easy access to clinical solutions. To maintain the UpHill brand clear and easily recognized it’s necessary to ensure that all rules set in this Brand Guidelines are upheld. In the next pages follow the rules and restrictions so that the brand’s integrity and notoriety is respected.
Logo

The UpHill identity is clear, modern and contains two types of identifying elements – the logotype and symbol. The symbol is representative of challenge, breakthrough and conquest. The logotype works best with the colors contained in the guidelines and on a white background.
Components

Symbol / Security Margins and dimensions /
Background behavior / Incorrect usage / Colors / Gradients /
Primary and Secondary Typography
Symbol

The construction of both versions of UpHill’s identity is illustrated below. Any disrespect of these norms will result in a poor construction and brand adulteration. There are two versions of UpHill’s identity. The main version is the horizontal version, however whenever the print area or format justifies it the vertical version may be used.

Horizontal version

Vertical version
Security margins and dimensions

To maintain integrity and promote brand consistency use the height of the wordmark (UP) to determine the minimum spacing of the logotype, free of any type of typography, graphism and other elements.

Minimum dimension

88px
23.29 mm
Background behavior

The identity’s behavior on chromatic background. The identity should be represented in its original color until 30% of the color percentage of the background color and from 30% be represented with the negative version.
Photographic background behavior

The application of the logotype on photographic background should be done in white or color. There should be sufficient framework and contrast between the identity and background, as well as an avoidance for noisiest areas of photographies.
Incorrect usage

It’s important that the logotype’s appearance maintains its consistency. The logotype should not be modified or added to other components. Below follow some examples on how not to apply the identity.

- Rotate or modify the identity.
- Apply gradients to the symbol or logotype.
- Apply other chromatic schemes to the identity.
- Deform or distort the logotype in any manner.
- Apply the wordmark without the symbol.
- Use of stroke, transparencies or watermarks.
Colors

The UpHill identity has 5 complementary colors. These colors will serve its institutional and commercial brand communication and should not be applied to the logotype.
### Secondary colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charcoal</td>
<td>#2E3A53</td>
<td>R46 G58 B83</td>
</tr>
<tr>
<td>Han blue</td>
<td>#3F65CE</td>
<td>R63 G101 B206</td>
</tr>
<tr>
<td>Payne’s grey</td>
<td>#5B6477</td>
<td>R91 G100 B119</td>
</tr>
<tr>
<td>Roman silver</td>
<td>#818BA0</td>
<td>R45 G154 B221</td>
</tr>
<tr>
<td>X11 gray</td>
<td>#B4BAC6</td>
<td>R180 G186 B198</td>
</tr>
<tr>
<td>Glitter</td>
<td>#EBEFFA</td>
<td>R235 G239 B250</td>
</tr>
<tr>
<td>Vista blue</td>
<td>#7B8CE5</td>
<td>R123 G140 B229</td>
</tr>
<tr>
<td>Medium turquoise</td>
<td>#2FD2D4</td>
<td>R47 G210 B212</td>
</tr>
<tr>
<td>Sky magenta</td>
<td>#C972BB</td>
<td>R201 G114 B187</td>
</tr>
<tr>
<td>Pastel red</td>
<td>#EE6D64</td>
<td>R238 G109 B100</td>
</tr>
<tr>
<td>Big foot feet</td>
<td>#F68E53</td>
<td>R246 G142 B83</td>
</tr>
<tr>
<td>Mellow apricot</td>
<td>#F6BE77</td>
<td>R246 G190 B119</td>
</tr>
</tbody>
</table>
Gradients

- #2534B7 > #2C63B0
- #E0B7D > #C871BC
- #8783E2 > #24DBD2
- #04B6B2 > #0CDBB3
- #5760E8 > #2D9ADD
- #ED6962 > #F8C076
- #FF6481 > #FFAC90
Primary typography

The Raleway font is the official typography for UpHill identity and should be applied in every communication materials.

Raleway

Regular  Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
          Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
          0123456789& @$%[]?!°

Medium   Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
          Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
          0123456789& @$%[]?!°

Bold     Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
          Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
          0123456789& @$%[]?!°
We mean to empower institutions with the knowledge and tools they need to provide a state of the art healthcare learning experience.
Secondary typography

The Roboto font is used as the complementary typography for UpHill identity.

Roboto

Regular       Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr
              Ss Tt Uu Vv Ww Xx Yy Zz
              0123456789&@£$%[]?!*°

Medium        Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr
              Ss Tt Uu Vv Ww Xx Yy Zz
              0123456789&@£$%[]?!*°

Bold          Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
              Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
              0123456789&@£$%[]?!*°
UpHill updates

Quality Improvement in healthcare

We mean to empower institutions with the knowledge and tools they need to provide a state of the art healthcare learning experience.

Fevereiro 2020
UpHill Applications

Achieve / Analyze / Community / Events / Route / Simulate
Brands and Applications

This section will have the collective of UpHill sub applications, their positioning and exposure as UpHill brands.
Achieve

Achieve will serve as the identity for the monitoring and performance metrics platform.
Achieve with wordmark

The product Achieve should be illustrated with the UpHill wordmark whenever applied to an external environment.
Analyze

Analyze will serve as identity for the compliance and behavior analysis registry platform.
Analyze with wordmark

The product Analyze should be illustrated with UpHill wordmark whenever applied to an external environment.
Community

Community will serve as identity for the public forum platform with tools such as peer review and public threads.
Community with wordmark

The product Community should be illustrated with UpHill wordmark whenever applied to an external environment.
Events

Events will serve as the identity for on-site training and certification event platform.
Events with wordmark

The product Event should be illustrated with the UpHill wordmark whenever applied to an external environment.
Route

Route will serve as identity for pathway viewing and creation platform.
Route with wordmark

The product Route should be illustrated with the UpHill wordmark whenever applied to an external environment.
Simulate

Simulate will serve as identity for the training simulation and clinical cases virtual platform.
Simulate with wordmark

The product Simulate should be illustrated with the UpHill wordmark whenever applied to an external environment.
Minimum dimensions

The minimum dimensions for the applications are set to 28px height (7.41mm) therefore any rescaling below this height is considered improper use.
Communication media UpHill

Art of Medicine / Zenith
UpHill Communication

This section details the collective of UpHill sub applications and their positioning and exposure as part of the UpHill brand.
Art of Medicine

Art of Medicine will serve as identity for the UpHill communication media form as a podcast for doctors.
Art of Medicine with wordmark

The product Art of Medicine should be illustrated with the UpHill wordmark whenever applied to an external environment.
Zenith

Zenith will serve as identity for the UpHill communication media form for articles and public resources produced by UpHill.
Zenith with wordmark

The product Zenith should be illustrated with the UpHill wordmark whenever applied to an external environment.
Minimum dimensions

The minimum dimensions for the communication media are set for 28px height (7.41mm) therefore any rescaling beyond this height is considered improper use.

ART OF MEDICINE  28px (7.41 mm)

ZENITH  28px (7.41 mm)
Any questions or doubts?

Get in contact with us through geral@uphill.pt