

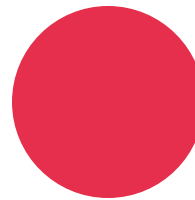
Userlane Style Guide



What are the elements that make up our Visual Identity? The words you choose. The type you use. The colors, graphics and imagery you communicate with. The way you use the Userlane logo. These are the key building blocks that help tell the Userlane story and shape people's perception of Userlane - from consumer to shareholder, from partner to employee.

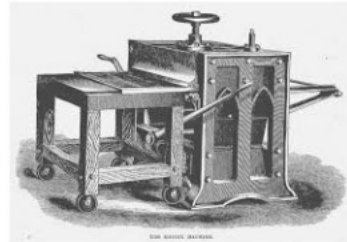
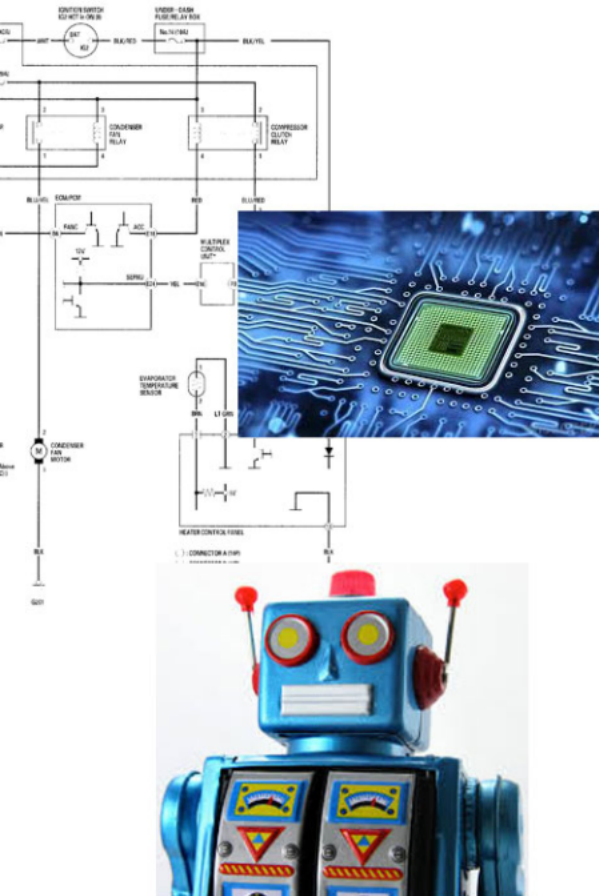
Userlane Story

If we look at elementary shapes, humans can be associated with roundness and the passion and emotions which are typical of our species are associated with the color red.



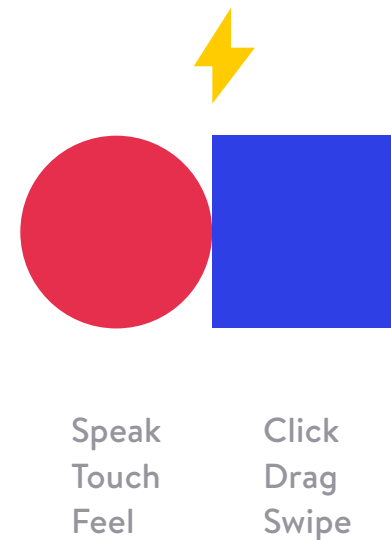
Userlane Story

Machines lack of human warmth, are artificial and therefore linked to colder colors like blue. In basic shapes, machines are often associated with straight lines and edges which typically do not exist in nature.



Userlane Story

There's a knowledge gap between humans and machines which derives from increased complexity in software applications. If, on the one hand, this allows humans to do a lot more within each single piece of software, on the other hand, it becomes increasingly more difficult to keep up with the sheer number of new processes. Thus, learning has become an obstacle between us and software applications.

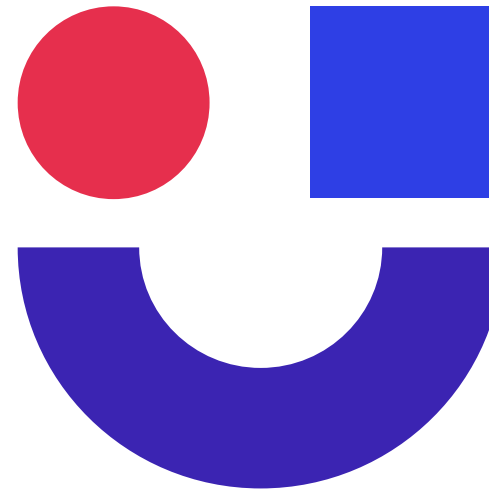


Userlane Story

Userlane has the mission to connect humans and machines intuitively and instantaneously.

Userlane is the “U” element that connects the two elements.

The warmth of the color red is mixed with blue to form a new color: purple.



Userlane Logo

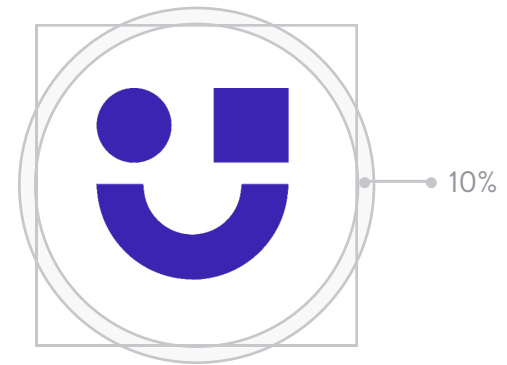
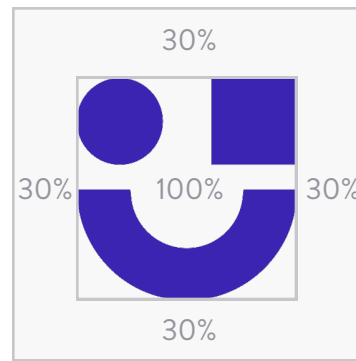
Keep at least a Userlane worth of space between the logotype and other elements.



Userlane Logo

When using the logomark, it's best to leave about 30% whitespace between it and adjacent elements.

Reduce the logomark by 10% when putting it inside of a circle.



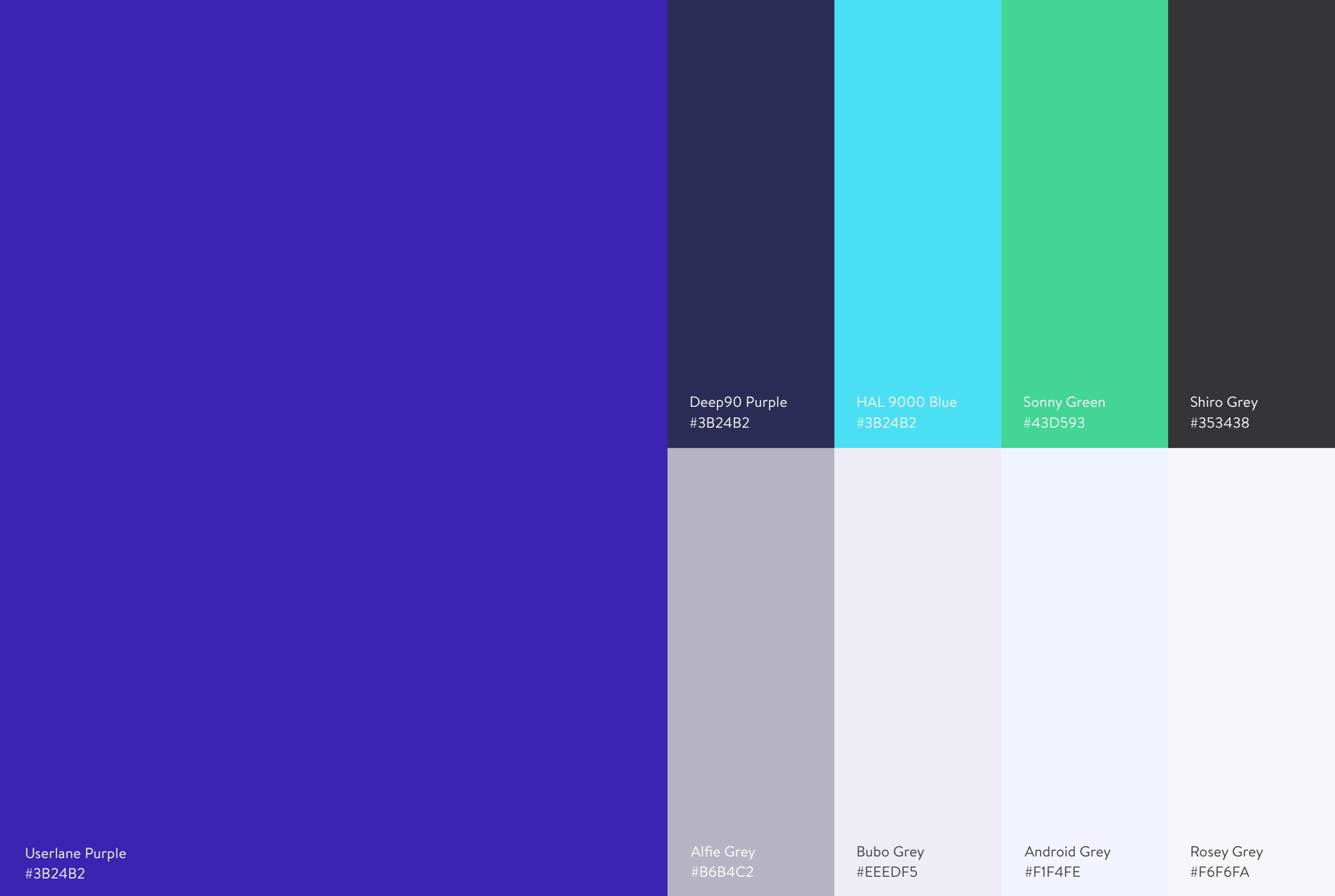
Userlane Logo

We prefer that the logomark and the logotype are kept in their original colours.

When the logo is used on a dark background colour, a white version of the logo must be used.

A black version of the logo is available if the document has to be monochrome.





Userlane Purple
#3B24B2

Deep90 Purple
#3B24B2

HAL 9000 Blue
#3B24B2

Sonny Green
#43D593

Shiro Grey
#353438

Alfie Grey
#B6B4C2

Bubo Grey
#EEEDF5

Android Grey
#F1F4FE

Rosey Grey
#F6F6FA

Userlane Typography

The official typeface used by Userlane is Brandon Text. It is a companion to Brandon Grotesque and is optimized for long texts, small sizes and screens.

Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$
%^&*+?)



Visual application

In order to build and sustain the equity and recognition of the Userlane brand, it is imperative to use the logo in a consistent and legible manner.

The following are examples of unacceptable alterations. The logo must not be stretched or deformed in any way. Only colours within the colourscheme can be used for the logo.

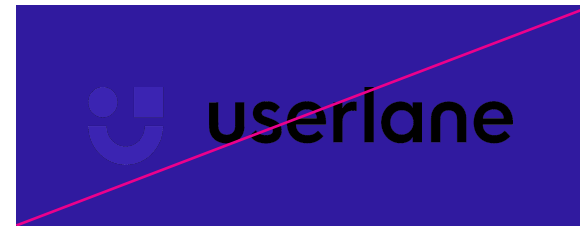


Visual application

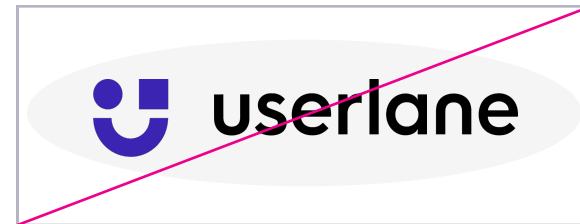
The logo must not be placed on busy backgrounds.



Do not place the logo on a background with improper contrast.



Do not create containing shapes for the logo.



Language

The name Userlane must be written with a capital U and in a single word.

The Userlane name must not be written in CamelCase, capitalized throughout or split into two words.

UserLane

USERLANE

User lane



Questions

If you have questions
about the details contact
us at press@userlane.com

