Our values

How our brand speaks is every bit as important as how it looks. Our voice, tone, and style in both art and copy bring our brand and its values to life on the page and screen.

Get the writing style guidelines

Humble
Listen
learn
help others

Bold
Challenge
experiment
explore

Immersed
Consider
reflect
imagine

Fast
Take action
preempt
transform

Logo

Our primary logo tagline lockup is shown with the Reboot Work™ tagline to the right of the UiPath logo.

Our stacked logo with tagline (not shown) should only be used when horizontal space is limited.

Get the full UiPath style guidelines

Download the logos here

Primary usage

Secondary usage

White Primary Logo with Tagline over Color Background

Reverse Primary Logo with Tagline over Dark Background

Primary Logo with Tagline over Light Background

Color palette

Color should be used with clear intent—as a backdrop for layouts or to clearly draw attention to information.

Our core orange should appear in all UiPath communications with blue playing a secondary role to our orange. Tertiary colors should be used sparingly.

Get the full UiPath style guidelines

Primary color

Secondary color

Neutral tones

Tertiary colors:

A balanced proportion of UiPath colors across communications establishes a distinct and consistent UiPath look and feel.

"A robot works beautifully for adding the correct percentage of blue in designs."

Our warm colors are used to support our primary orange at three levels.

Our cool colors are used to support our blue at three levels.

Tertiary colors are also used as alert colors.

Typography

Our core fonts are Helvetica Neue LT Pro and Source Sans Pro. Headlines, subheads and body copy are almost always left justified.

Helvetica Neue
is Used in Headlines

Source Sans Pro is for most subheads, body copy, and button copy.

Helvetica Neue Thin
Helvetica Neue Light
- Helvetica Neue Regular
  Helvetica Neue Regular Italic
- Helvetica Neue Medium
  Helvetica Neue Medium Italic
- **Helvetica Neue Bold**
  Helvetica Neue Bold Italic

- Source Sans Pro Regular
  Source Sans Pro Regular Italic
- Source Sans Pro Semibold
  Source Sans Pro Semibold Italic
- **Source Sans Pro Bold**
  Source Sans Pro Bold Italic

Arial is our web-safe and system fall-back when the preferred typefaces are unavailable.

Inter is our headline font (H1) for websites and other web-based content.

- Preferred weights to use in layout

Helvetica Neue Thin
120/120

03.

"Helvetica Neue Thin is a great choice for larger numbers. Screen back the opacity so they don't dominate the design."

Helvetica Neue Bold
30/30
Optical Kerning
Tracking between -25 to -45

Source Sans Pro Regular
26/38
Optical Kerning set to -10

Source Sans Pro Semibold
26/38

Source Sans Pro Regular
12/15.5 Sentence Case
Kerning set to -10

Headlines Use Title Case With No Punctuation*

Use sentence case for subheads. A conversational and friendly tone is important in our communications.

Calls to Action
Sentence case for CTAs

Body copy is set in Source Sans Pro with 130% leading. Paragraph spacing after is equal to leading.
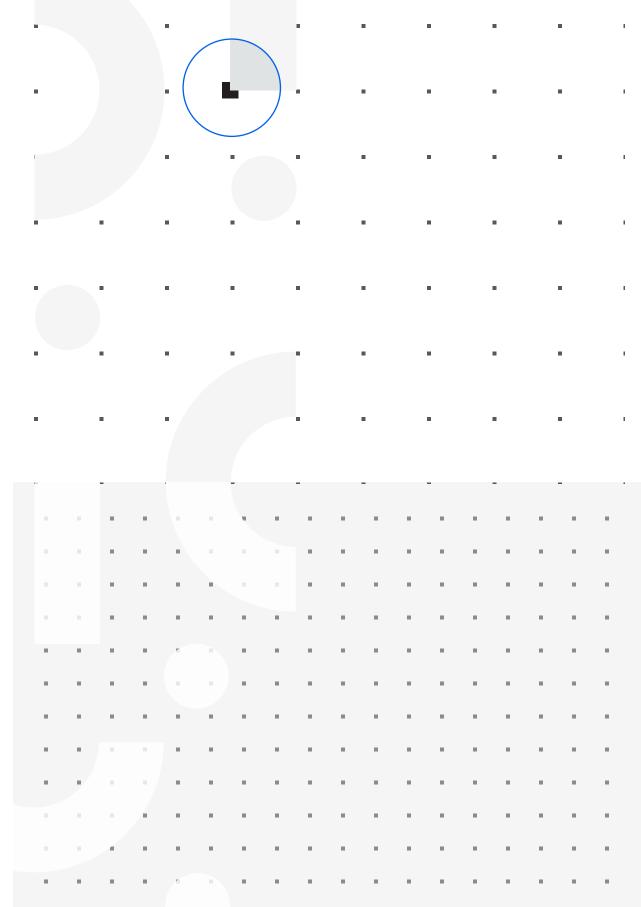
*Question marks are okay to use in headlines
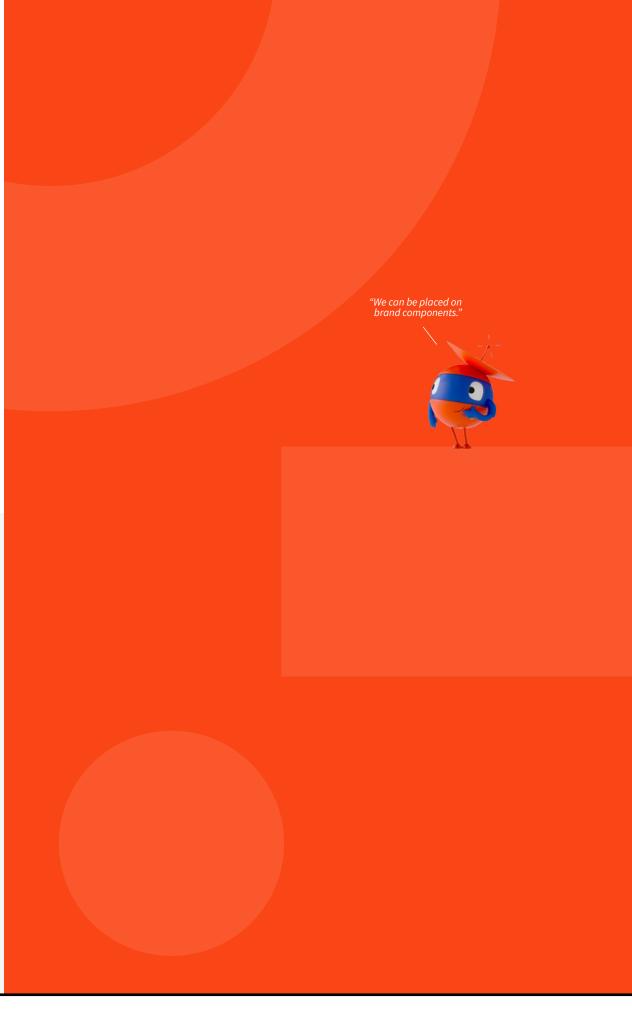
Components

Our components (macaroni) are three simplified, geometric shapes found in the letters "U" and "i".

Components may only be rotated in 90° increments and must lock into the matrix pattern.

When creating a pattern, ensure all components share the same scale.

The **minimum spacing** between components may use a single unit of the grid.

Components can either be gray or white or an opacity of gray or white. Do not use color in your components.
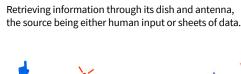
"We can be placed on tinted components."

Robots

Our robots help us show — in a simple, engaging way — how automation can do the work we humans hate, freeing us to do work that's more creative and rewarding.

Our six robot characters come in 2D and 3D variations, with different rules for using each (see the chart).

Get the full Robot Guidelines
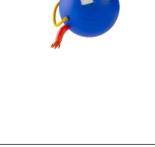
Download the robots here

Receiving Robot
Retrieving information through its dish and antenna, the source being either human team or sheets of data.

Searching Robot
Always looking for new tasks and more work. The magnifying glasses embody how our robots are detail oriented and perform with precision.
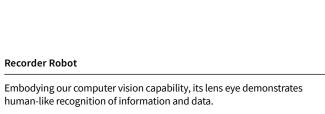
"It sounds obvious, but flying robots fly and should be placed near the top of a layout in motion."

Listening Robot
A great listener. Its microphone arms are paying attention to the information that's being shared, allowing it to understand the tasks at hand.

Flying Robot
Capable of going anywhere and doing anything. This drone-like character illustrates the ability to rapidly perform one task and move to another.
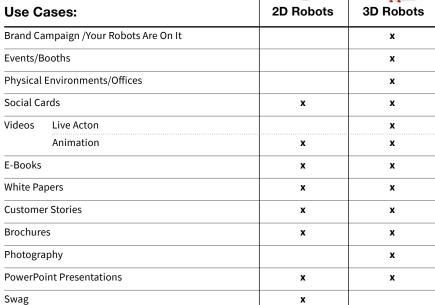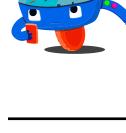
Processing Robot
Retrieving data and processing it into accurate pieces of information. Its dome head allows for deep learning. Its wheel allows for quick and efficient mobility.
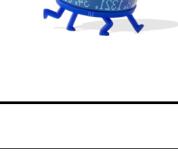
Recorder Robot
Embodying our computer vision capability, its lens eye demonstrates human the recognition of information and data.

"Without robots should be placed in a surface or a graphic element."

Use Cases:	2D Robots	3D Robots
Brand Campaign / Your Robots Are On It		x
Events/Booths		x
Physical Environments/Offices		x
Social Cards	x	x
Videos Line Amr	x	
Animation		x
E-Books	x	x
White Papers	x	x
Customer Stories	x	x
Brochures	x	x
Packaging	x	x
PowerPoint Presentations	x	
Swag	x	x
Digital Communications (website/newsletter/email)	x	x
Product Design Infographics	x	

Photography Style

Our values—humble, bold, immersed, and fast—are the cornerstones of our organization. We approach everything we do with openness and collaboration, and always aim to accelerate human achievement. We promote knowledge sharing and learning in order to prepare the world for a change in the way we work.

These characteristics and ideas of who we are and how we do things are brought to life in everyday instances of UiPath photography. We convey these concepts through imagery of people in everyday life and through metaphorical imagery.

Photo checklist:
- Full color, bright, engaging, optimistic
- Subjects are lit naturally *(with available, natural light, such as by sunlight or ambient light source)*
- Shows real life in action
- Not overly dramatized or staged *(real people, real environments)*
- People have natural expressions *(not overly styled)*

See the UiPath photo library

1. Humble
Photographs portray people who are receptive, attentive, and listening. Humble people are open. They share and they teach. Consider photographs that captures people juxtaposed against something much larger/greater than themselves—perhaps something that beckons to be conquered, climbed, or surpassed.

2. Bold
Photos of people who are expressive—steadfast, fearless, adventurous, focused. Tonally, these photos exhibit bright colors, high contrast, and dynamic composition.

3. Immersed
Depicts individuals as active participants—always "in-the-moment." They are at the center of the action, in the middle of a scene, fully committing to an experience.

4. Fast
Photographs depict people in the act of experimenting, creating, and testing, approaching a challenge or a seemingly insurmountable situation. Metaphors are also possible, depicting humans reacting and achieving impressive feats.

5. Open
Photographs portray a state of mind. They depict people in moments of contemplation. Consider open, receptive, adventurous, and exploratory visuals. Physical metaphors, including vast, boundless expanses and wide, borderless physical spaces.
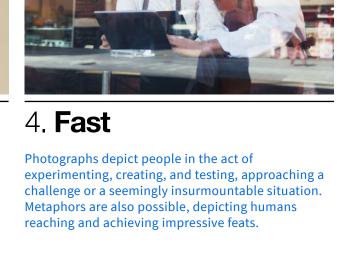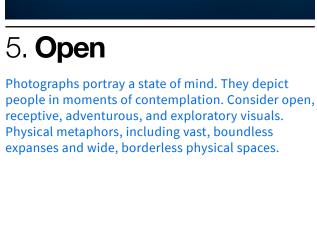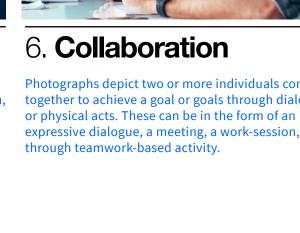
6. Collaboration
Photographs depict two or more individuals coming together to achieve a goal or goals through dialogue or physical acts. These can be in the form of an expressive dialogue, a meeting, a work session, or through teamwork-based activity.

7. Learning
Portray people in collaborative, open, mentor/ mentee moments. Show experimentation, exploration, and/or discovery.

8. Human Achievement
Photographs depict grand feats of artistic/scientific/ intellectual/physical ingenuity, invention, accomplishment, or breakthrough. Objects (architecture, construction) that are representative of human invention, ingenuity, or achievement should also be considered
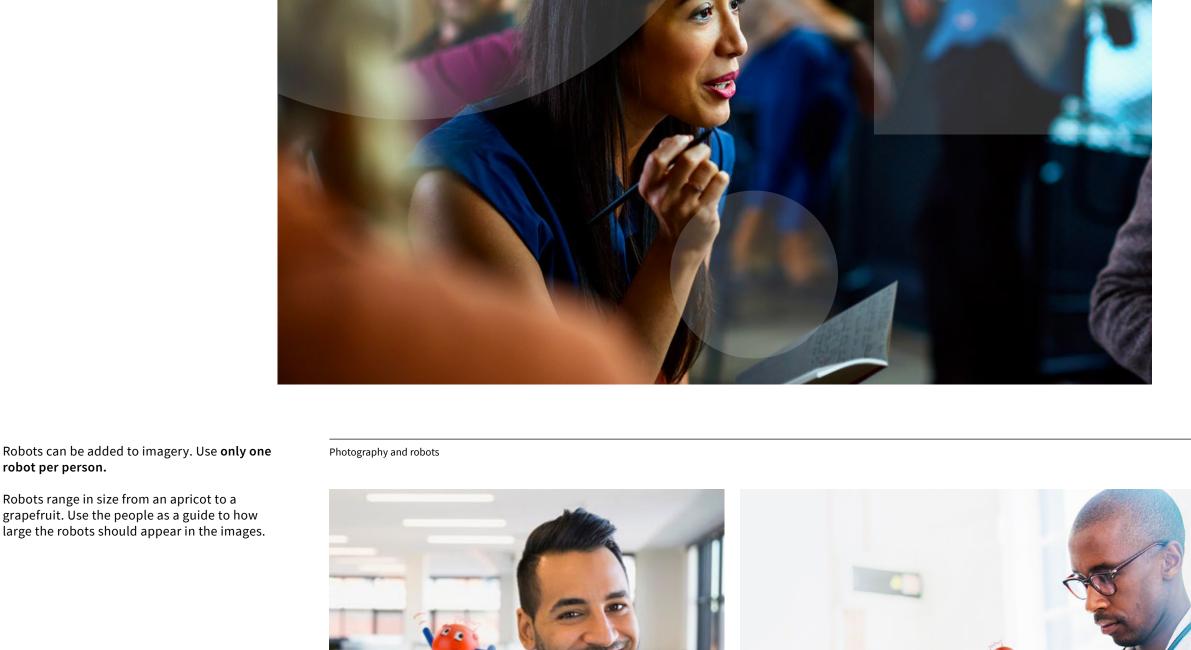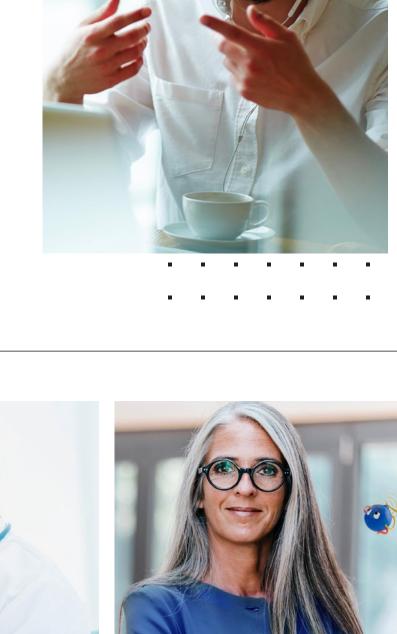
The UiPath components ("macaroni") overlay on imagery adds subtle branding to our communications. They should not detract or distract from the image or the meaning of the image.

Robots can be added to imagery. Use **only one robot per person.**

Robots range in size from an apricot to a grapefruit. Use the people as a guide to how large the robots should appear in the images.

UiPath Reboot Work.™

Complete UiPath style guidelines
Writing style guidelines

Robot guidelines
Robot download

Branded imagery
Branded components