Upwork

Logo guidelines for media

Our logo is the symbol of who we are.

The Upwork logo represents the aspiration, energy and optimism of redefining the future of work. It is the single most important visual aspect of our brand—the symbol of who we are—so we must follow strict rules and apply it consistently across all applications.

Use the Upwork logo correctly.

It's important that we never modify our logo in any way, don't use our logo too small or use it in a way that makes it hard to read.

Clear space
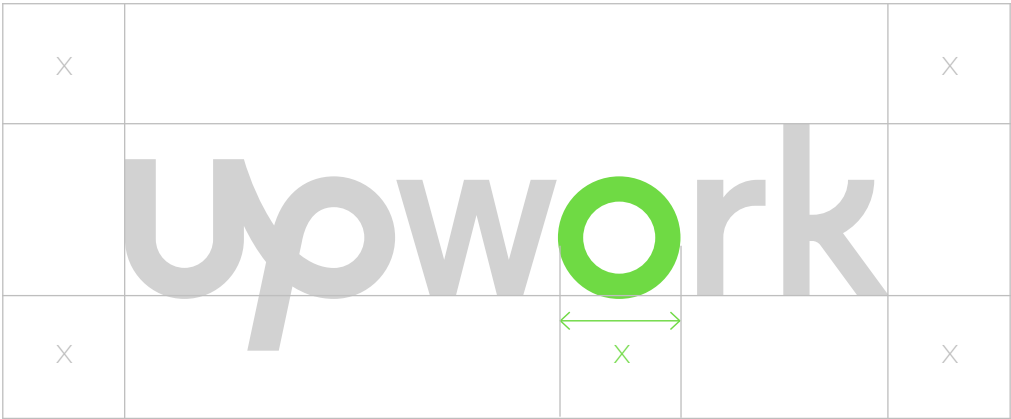
Minimum size

Print: .125 inch

Digital: 15 pixel

We strongly prefer the use of the full color logo on a white background.

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On green

On "work" grey or black

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Single color logos are to be used only as a last resort.

Secondary treatments

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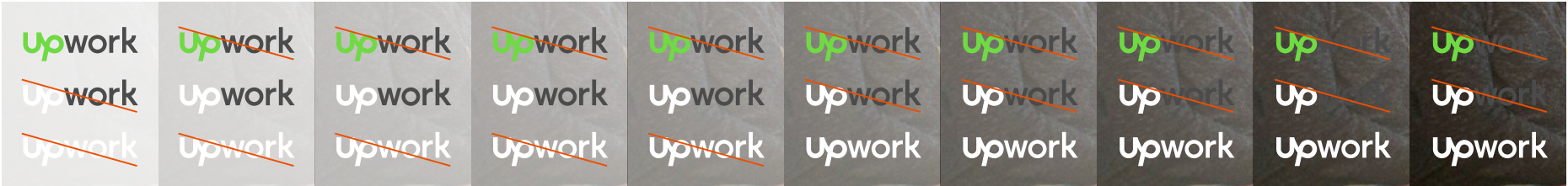Black should only appear on White

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Ensure there is adequate contrast when used with photography.

The Up Green Primary Logo can only be used on white or near white space of the photo.

↑
Equivalent to 50% black.

Don't do this.

Change "work" to colors not specified in this guide

Place Logo on background with improper contrast

Place Logo on visually busy photography

Put "work" in another typeface

Use stroke outline on "work"

Apply effects or filters on "work"

Use "work" from the Logo in context

Do not incorporate customized "Up" into Logo

Scale Logo elements individually

Transform or rotate the Logo