



Logo guidelines for media

Our logo is the symbol of who we are.

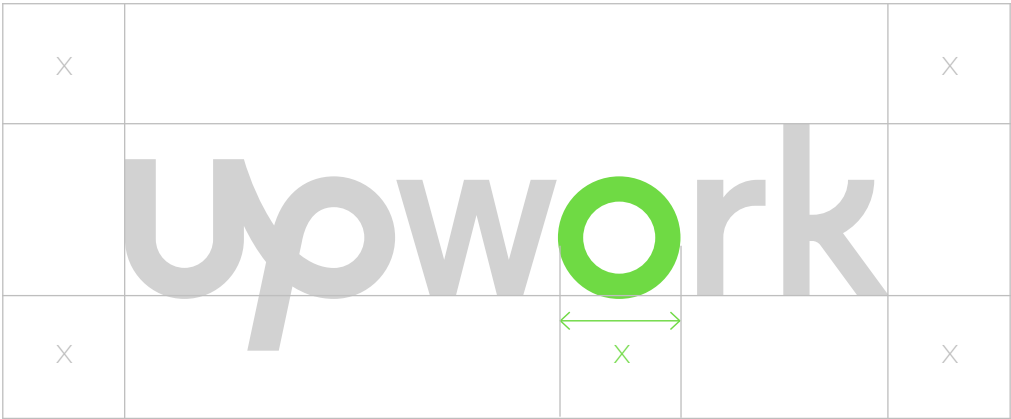
The Upwork logo represents the aspiration, energy and optimism of redefining the future of work. It is the single most important visual aspect of our brand—the symbol of who we are—so we must follow strict rules and apply it consistently across all applications.

The Upwork logo is displayed in a large, bold font. The word "Upwork" is split into two parts: "Up" and "work". The "Up" is rendered in a vibrant green color, while "work" is in a dark grey. The font is a clean, sans-serif typeface. The "Up" is slightly larger and more prominent than the "work" part.

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.

The logo consists of the word "Upwork" in a sans-serif font. The "Up" is rendered in a vibrant green color, while the "work" is in a dark grey or black color.

On white

On green

The logo is displayed on a solid green background. The "Up" is white and the "work" is dark grey or black.

On "work" grey or black

The logo is displayed on a dark grey or black background. The "Up" is green and the "work" is white.

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

Secondary treatments



Upwork



Upwork



Upwork

Black should only appear on White

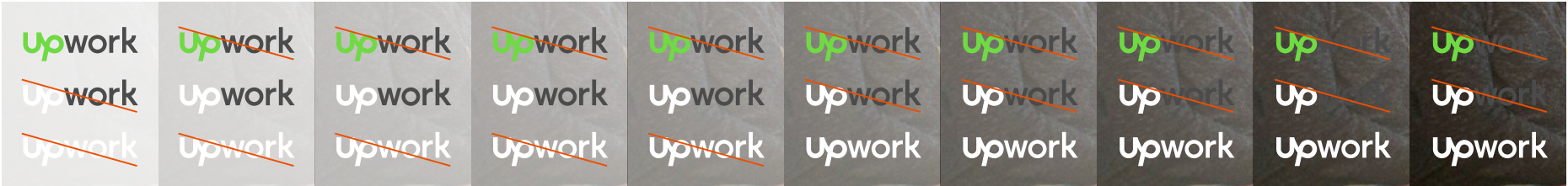


Upwork

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.



Upwork

Change “work” to colors not specified in this guide



Upwork

Place Logo on background with improper contrast



Upwork

Place Logo on visually busy photography



Upwork

Put “work” in another typeface



Upwork

Use stroke outline on “work”



Upwork

Apply effects or filters on “work”



work is
looking up

Use “work” from the Logo in context



Upwork

Do not incorporate customized “Up” into Logo



Upwork

Scale Logo elements individually



Upwork

Transform or rotate the Logo