



BRAND IDENTITY GUIDELINES

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2026 / v3.3

This brand book marks a pivotal moment —not just in how we look, but in who we are becoming. Inside, you'll find the tools to bring our evolved brand to life with clarity and consistency. Because a brand is more than a logo or a tagline. It's the story we tell, the impression we leave, and the trust we build. Every single time we show up. Let's make it unmistakably us.

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BRAND FOUNDATION

Brand values

These are the values that guide our actions—everywhere, every day.

Humble

Keep an open mind.
Cultivate kindness.
Be a team player.
Check your ego.

Bold

Speak up.
Act with courage.
Make decisions.
Think big.

Immersed

Be curious.
Be passionate.
Own what you do.
Be customer-centric.

Fast

Practice agility.
Prioritize simplicity.
Drive results.
Be proactive.

**Our brand should
manifest these
values and bring
them to life in
every touchpoint.**

Tone of voice

Our unique tone of voice—human, direct, non-jargony, and warm—is one of our most powerful brand assets. It encourages people to recognize us, remember us, and trust us. It helps us cut through the noise, connect with our audience, and stand out like an oasis in a desert of tech-speak. Here are its key aspects:

Friendly

Let's invite everyone into this great conversation we're having, OK?

Oh, and it goes without saying (which is quite a ridiculous phrase, when you think about it, so don't) this IS a conversation, not a lecture.

Empathetic

What does **"40% of what workers do every day could be automated"** FEEL like to an actual worker?

How might our technology help people bring their best, happiest, most creative, and most human selves to work?

Or, help leaders deliver the best quarter ever to their shareholders... **every** quarter?

Before you put fingers to keyboards, have a think on it.

Down-to-earth

No one likes a show-off or a know-it-all. People want to be talked with, not talked at. So make sure you keep the conversation peer-to-peer.

And remember, good marketing starts with great listening: to the market, to different perspectives, to what customers really want and need. Be ready to change your going-in assumptions and pivot to a better idea.

By staying grounded, practical, and down-to-earth, we can build trust and connect more fully with our audience.

Engaging

Most tech writing is as boring as a dust sandwich. Let's give people something substantive and interesting to consume, instead.

That means, try to have some fun while you're writing. (Or maybe prompt ChatGPT to add in some clever turns of phrase.)

After all, if it's a slog to write, it'll be a slog to read.

Tone of voice: bringing it to life

How we execute matters, too. The big three things to remember:

Get to the point.

Lead with the "why" and the big benefits for our audience. Don't drone on.

Make it "skimmable."

People read differently in digital. They scan. They scroll. They swipe. So, use:

- Short sentences, headlines, and paragraphs
- Lots of white space
- Headers and subheaders that spark interest, and make people read further

Say something interesting.

Even if you're writing about something dry and technical, have some fun with it. Find a twist that catches the reader's eye.

Tell people something they didn't know. In a way that makes them want to tell someone else.

Start with their needs and wants, not our technology's bells and whistles.

01 LOGO

Corporate logo
Free space/minimum sizes
Logo layout position
Application example
How not to use
Logo lockups
Co-branding
Glyph

The UiPath corporate logo is the face of our brand at its highest level. It's our most recognizable asset—and with that comes responsibility. That means sticking to the design standards and using it right, every time. **Because when the logo looks good, we all look good.**

01 Corporate logo



The UiPath corporate logo represents our brand at its highest level.

Color combinations

Use the 'white-out' version of the logo on colored backgrounds.

The black logo may be used on white or light backgrounds where sufficient contrast is required to ensure legibility.

You can access logos in the [Brand Center](#).



The all-orange logo is reserved exclusively for digital use cases. It should not be used in print.

It exists as a functional exception for environments that need to adapt between light and dark modes, such as email signatures.



01 Free space/minimum sizes

Always leave clear space around the logo. The minimum clear space is defined by the size of the 'U' in the logo and applies on all sides.

We recommend using the logo at a minimum size of 80 pixels for digital formats, or 1 inch (25 mm) for print applications.

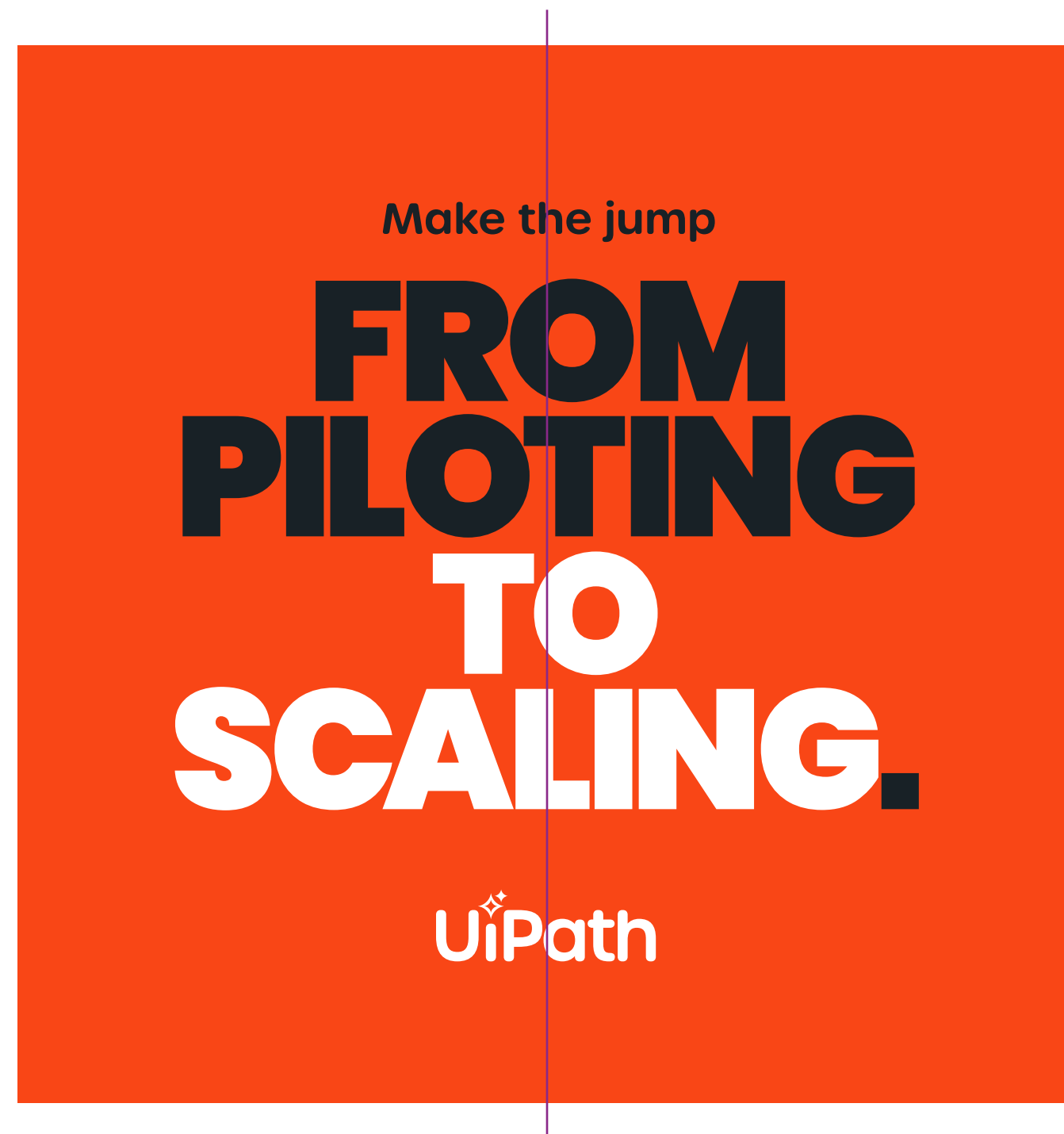


Recommended sizes

UiPath
80 px

UiPath
1 in/25 mm

01 Logo layout position

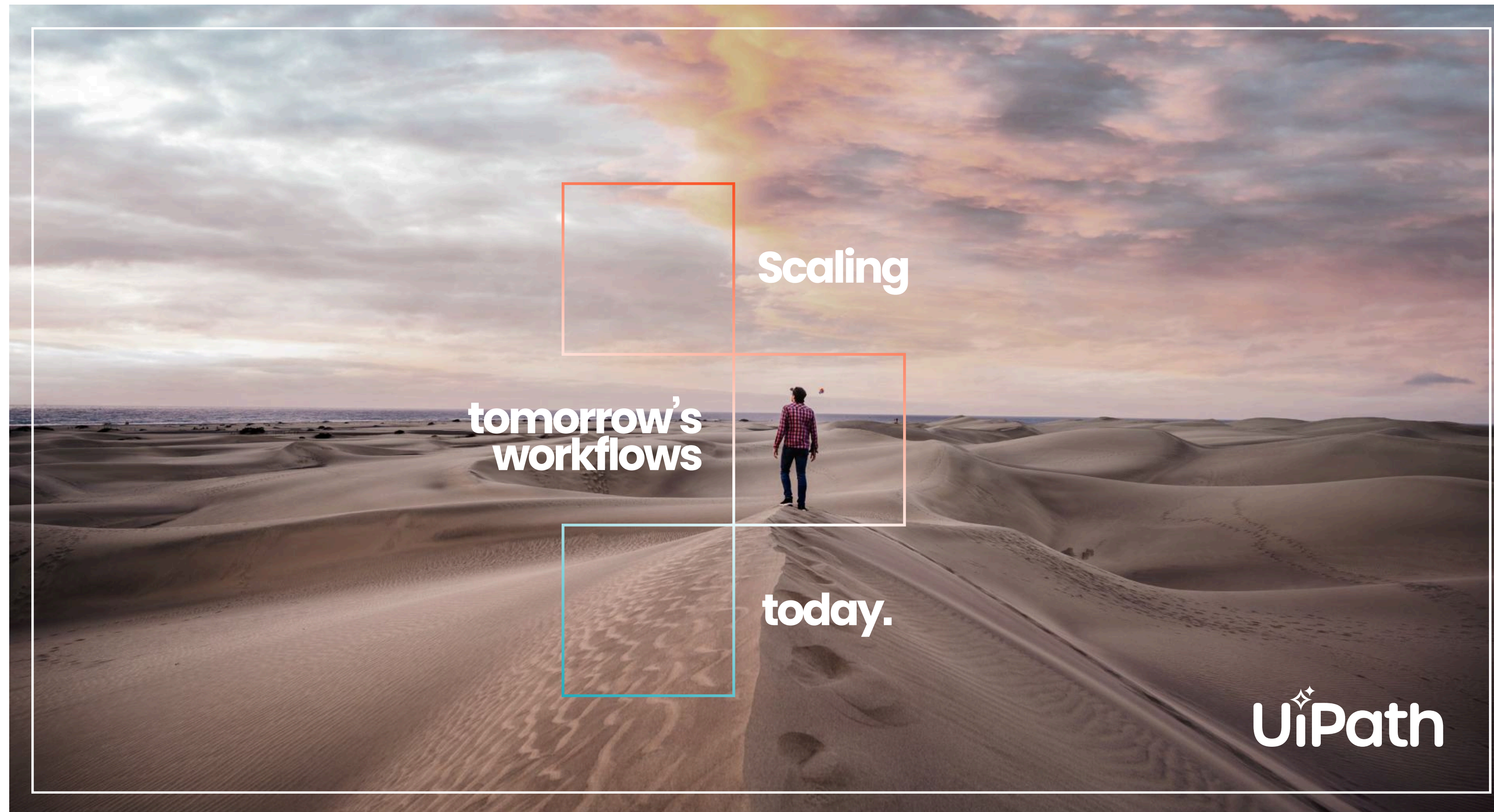


The logo can be positioned in any of the four corners, or centered at the top or bottom, depending on the layout and text alignment.

To ensure consistent padding, align the logo correctly to the layout grid.

When possible, ad text content should be vertically aligned no higher than the bottom of the logo.

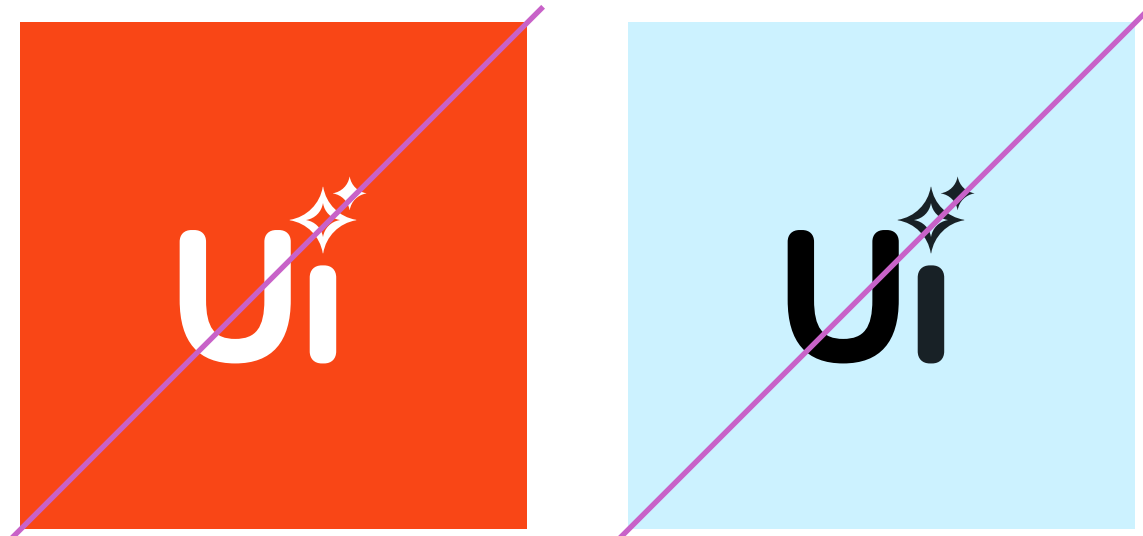
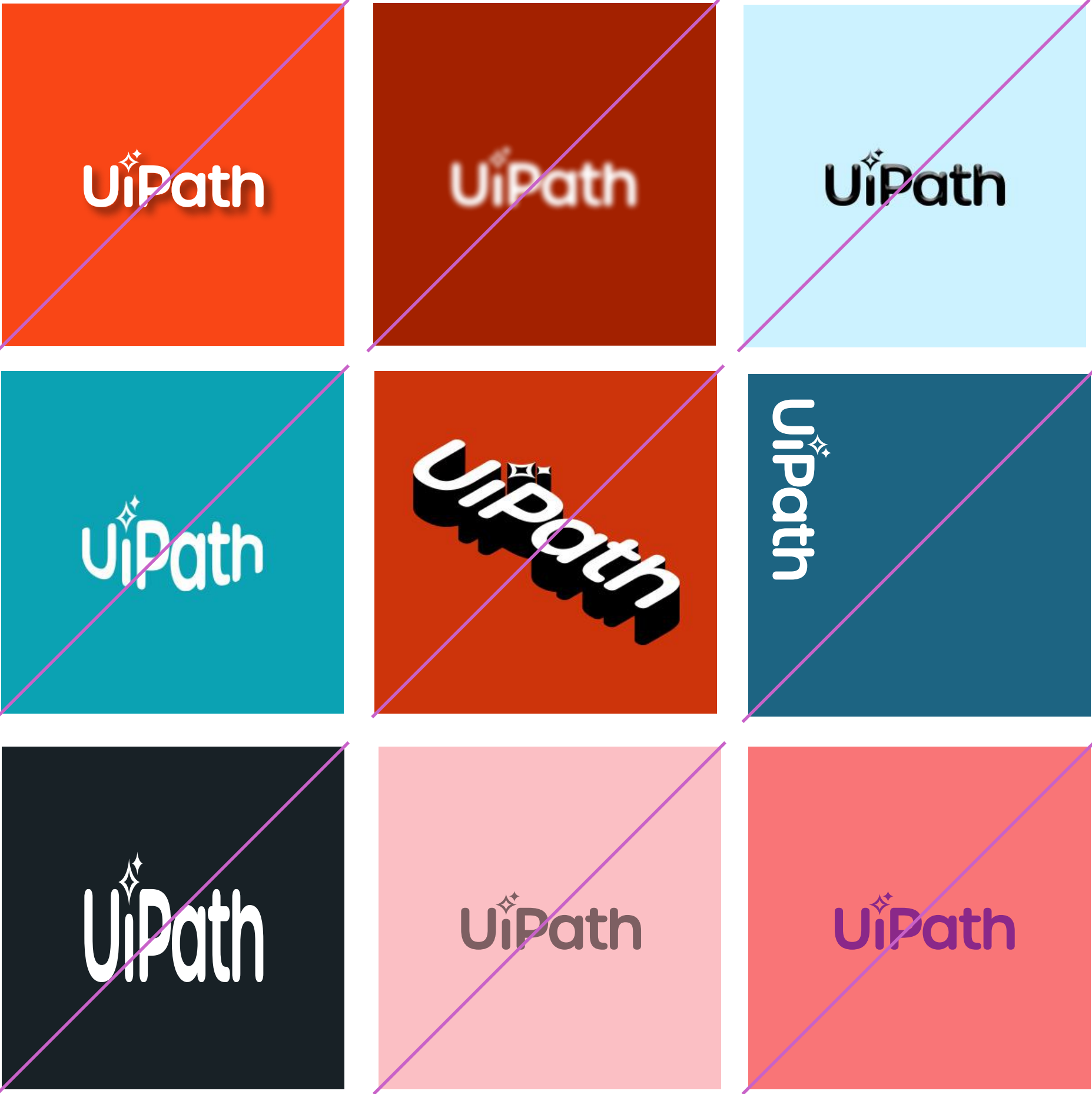
01 Application example



When placing a logo over photography, use the 'white-out' version and position in a darker corner for clear legibility.

Avoid corners where the photography is too busy—pick a spot where the logo stands out clearly.

01 How not to use



These examples show incorrect logo usage and should not be replicated.

Logo positioning

Do not place the logo too close to other graphic elements, particularly within visually dense layouts.

In such cases, the minimum space around the logo may need to be increased beyond the standard 'U' space padding.

Logo variations

Do not crop or alter the logo. Always use the full logo as provided.

01 Logo lockups

We’re building a brand that shows up with clarity and confidence—and that means the corporate logo should lead the way. Most of the time, it’s all you need. It carries the story and does the heavy lifting.

But sometimes, you might need a visual identity that connects the name of a **significant product, program, service**, or **event**, back to our brand. That’s where **logo lockups** come into play.

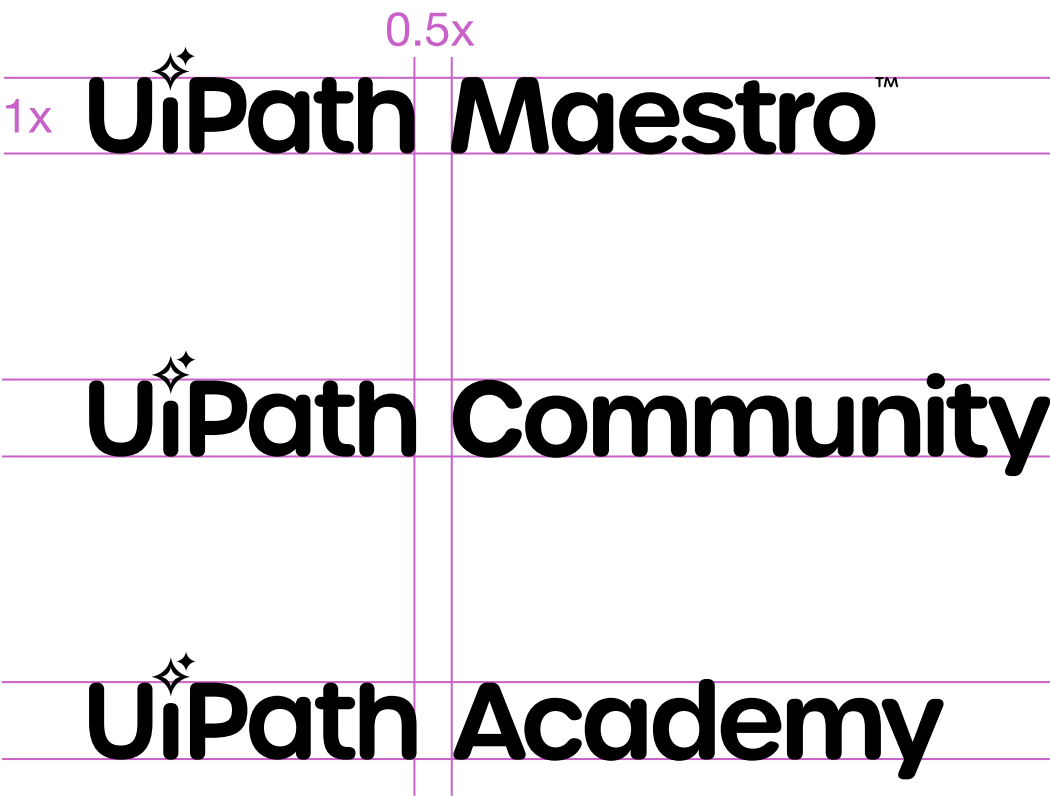
Use lockups sparingly—and go through the UiPath Creative Studio to get one!

We want to avoid having a gazillion lockups cluttering up the visual landscape and taking attention away from our corporate logo . So, not everything merits its own logo lockup. As a first step, the UiPath Creative Studio will perform an assessment to determine if a lockup is warranted.

If so, the UiPath Creative Studio will create the lockup for you—don’t try to do it yourself! Logo lockups definitely aren’t one-size-fits-all (check out the examples on the right to see some of the template variations). The UiPath Creative Studio will apply the right template, spacing, and hierarchy so every lockup feels consistent and unmistakably on-brand.

Need a lockup?

If you think a lockup might be warranted, please don’t guess or try to build your own. Let the UiPath Creative Studio help you get it right. Start by opening a [Jira ticket](#) or dropping us a Slack at [#help-branding](#).



UiPath DevCon
ONLINE

UiPath AI Center

PREFERRED
UiPath Service Provider

UiPath GenAI Activities

UiPath Clipboard AI™

CUSTOMER
UiPath Advisory Board
AMERICAS

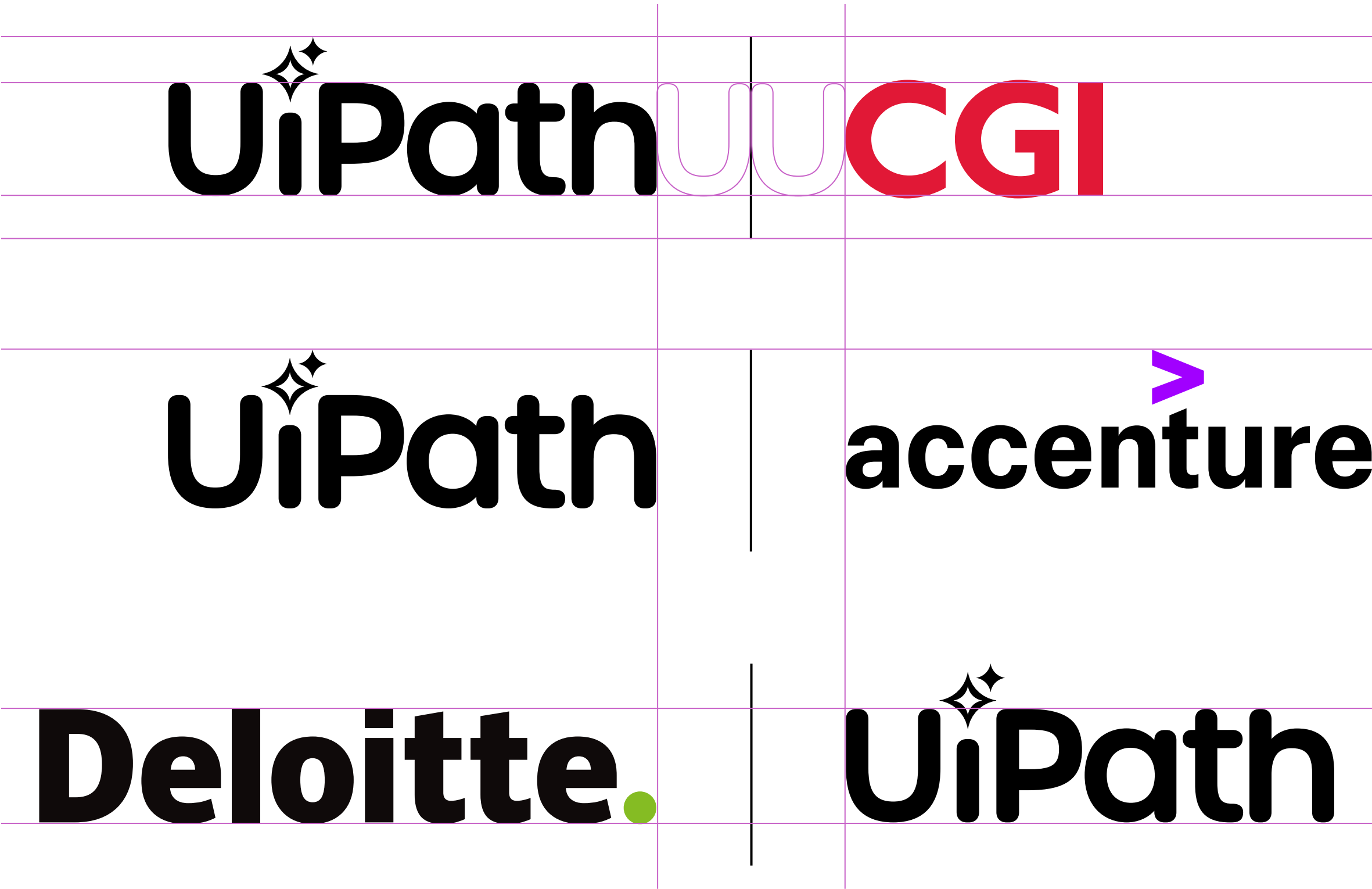
UiPath Automation Cloud™
PUBLIC SECTOR

The laws of logo lockups:

- ✓ Use only the files provided
- ✗ Don’t modify, rebuild, or guess
- ✗ Don’t stretch, recolor, or retype
- ✗ Don’t try to design your own

01 Co-branding

Co-branding refers to any visual pairing of the UiPath logo with a partner logo. It applies to cases such as joint communications, shared initiatives, or other collaborative materials. Co-branding should always use our corporate logo.



Partner logos (equal height): Use a stacked layout with a dividing line. Both logos should fit within areas of equal dimensions, and fully within the area boundary.

Partner logos (different height): When logos vary in height, align them optically. For a balanced composition, center both logos based on visual weight rather than exact size.

Alternative logo positioning: In some cases, the partner logo may appear before the UiPath logo. Aim for visual balance and baseline alignment between the two logos.

01 Glyph



Use the glyph in space-constrained or UI-focused environments—like app icons, favicons, and internal tools—where brand recognition is already established.

For profile images on third-party apps, use the squared corner glyph to avoid issues with auto-applied rounded corners.

Available in 128 px, 64 px, and 32 px sizes to support multiple resolutions.

You can access glyphs in the [Brand Center](#).



128 px



64 px



32 px



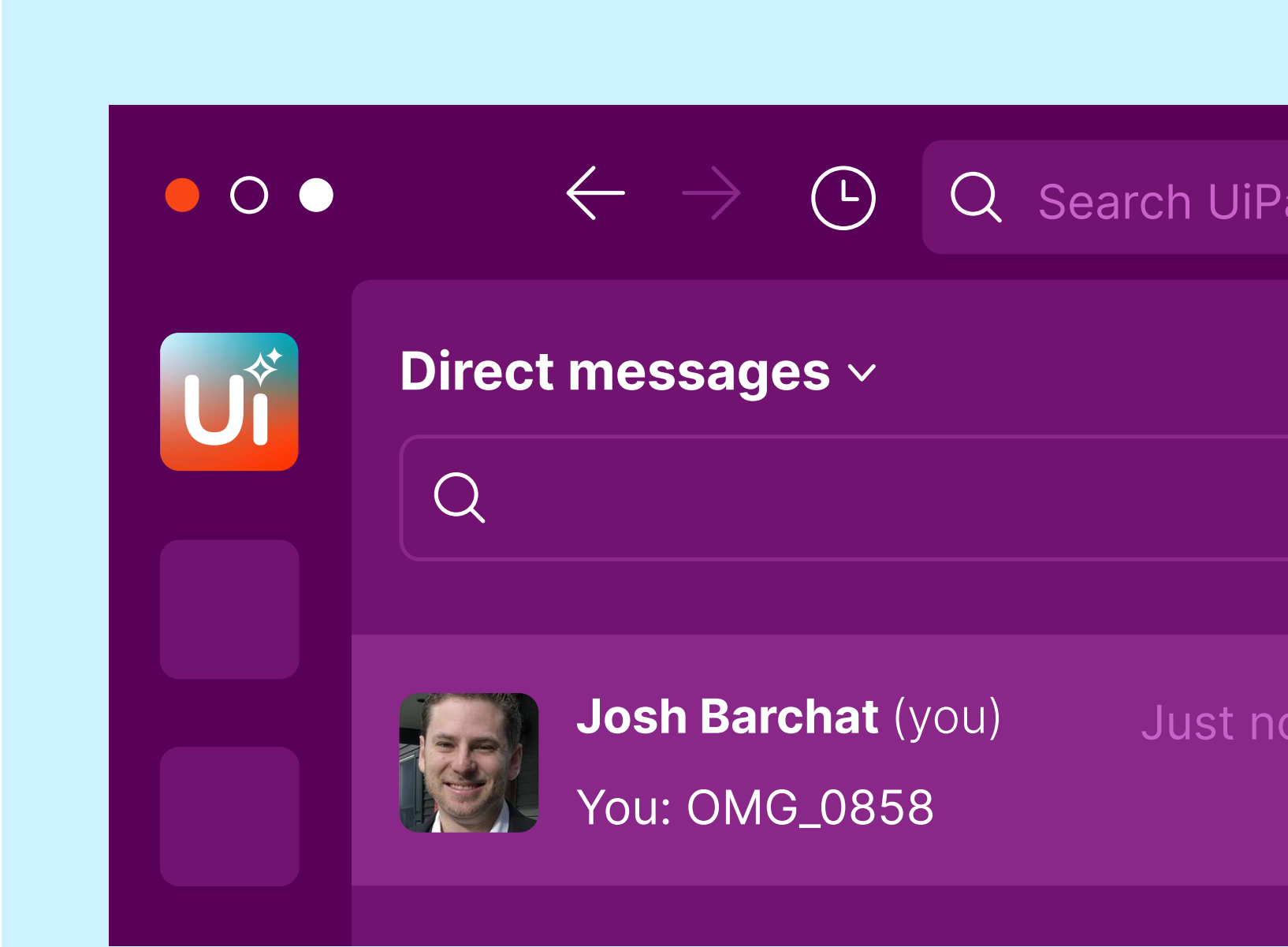
128 px



64 px



32 px



02 COLOR

Primary colors
Secondary colors
Tertiary colors
Neutral colors
Color hierarchy
Color combos
Gradient
Usage examples

Our new brand palette brings the spark to life.

These colors aren't just pretty—they're purposeful. Each shade was chosen to reflect who we are now and where we're going: boldly leading the way into the new era of agentic automation. Use them with intention. Use them consistently. Let's paint a clear, confident picture of the brand—every time.

02 Primary colors

HEX
FA4616

RGB
250 70 22

CMYK
0 86 99 0

ROBOTIC
ORANGE

HEX
182126

RGB
24 33 38

CMYK
80 67 62 72

DEEP
BLUE

HEX
0BA2B3

RGB
11 162 179

CMYK
78 16 28 0

AGENTIC
TEAL

HEX
FFFFFF

RGB
255 255 255

CMYK
0 0 0 0

BRIGHT
WHITE

Our primary colors are the foundation of the UiPath visual identity. Robotic Orange is the hero color and should be featured prominently.

When representing our integration of agentic AI and RPA, use orange for robots and teal for agents.

02 Secondary colors

HEX
CCF2FF

RGB
204 242 255

CMYK
18 0 0 0

BRIGHT
BLUE

HEX
1E6482

RGB
30 100 130

CMYK
89 54 33 11

DARK
BLUE

HEX
A32200

RGB
163 34 0

CMYK
24 97 100 20

OFFSET
ORANGE

HEX
000000

RGB
0 0 0

CMYK
0 0 0 100

BLACK

HEX
8B288A

RGB
139 40 138

CMYK
54 100 5 0

TESTING
PURPLE

HEX
D9D9D9

RGB
217 217 217

CMYK
14 10 11 0

OFFSET
GREY

Our secondary colors add clarity, structure, and depth to our visual system. Black is used for platform-specific content or on white and light backgrounds—typically to represent people. Testing Purple is reserved for all testing-related content. The rest of the palette supports visual hierarchy, highlights key content, and enhances utility elements like charts and diagrams.

02 Tertiary colors

ROBOTIC ORANGE		OFFSET ORANGE
HEX FA7678		HEX CE340B
RGB 250 118 120		RGB 206 52 11
CMYK 0 70 40 0		CMYK 13 93 100 4
HEX FCC0C5	HEX FB6B45	
RGB 252 192 197	RGB 251 107 69	
CMYK 0 30 10 0	CMYK 0 73 77 0	

Use lighter and darker shades to add warmth or emphasis while complementing the core brand color.

AGENTIC TEAL		DARK BLUE
	HEX 5BCBDE	HEX 15839A
	RGB 91 203 222	RGB 21 131 154
	CMYK 57 0 13 0	CMYK 84 35 32 3
BRIGHT BLUE	HEX A5E2F0	HEX 3CB5C2
	RGB 165 226 240	RGB 60 181 194
	CMYK 32 0 5 0	CMYK 70 5 25 0

Teal tints and shades offer flexibility for supporting agent-related content in a subtle way, so they don't overpower the main brand colors.

02 Tertiary colors

DEEP BLUE	HEX 2D373C	
	RGB 45 55 60	
	CMYK 77 64 57 52	
	HEX 646E78	HEX 3C464B
	RGB 100 110 120	RGB 60 70 75
	CMYK 64 50 42 13	CMYK 75 60 55 40
HEX A0AAB9		
RGB 160 170 185		
CMYK 40 25 20 0		

Tints and shades of Deep Blue help create depth, balance, and contrast, especially in layouts that support core brand content.

TESTING PURPLE		HEX 5A005A
		RGB 90 0 90
		CMYK 70 100 30 28
	HEX C862C8	HEX 721472
	RGB 200 98 200	RGB 114 20 114
	CMYK 30 70 0 0	CMYK 65 100 20 10
HEX FFCBFF		
RGB 255 203 255		
CMYK 5 20 0 0		

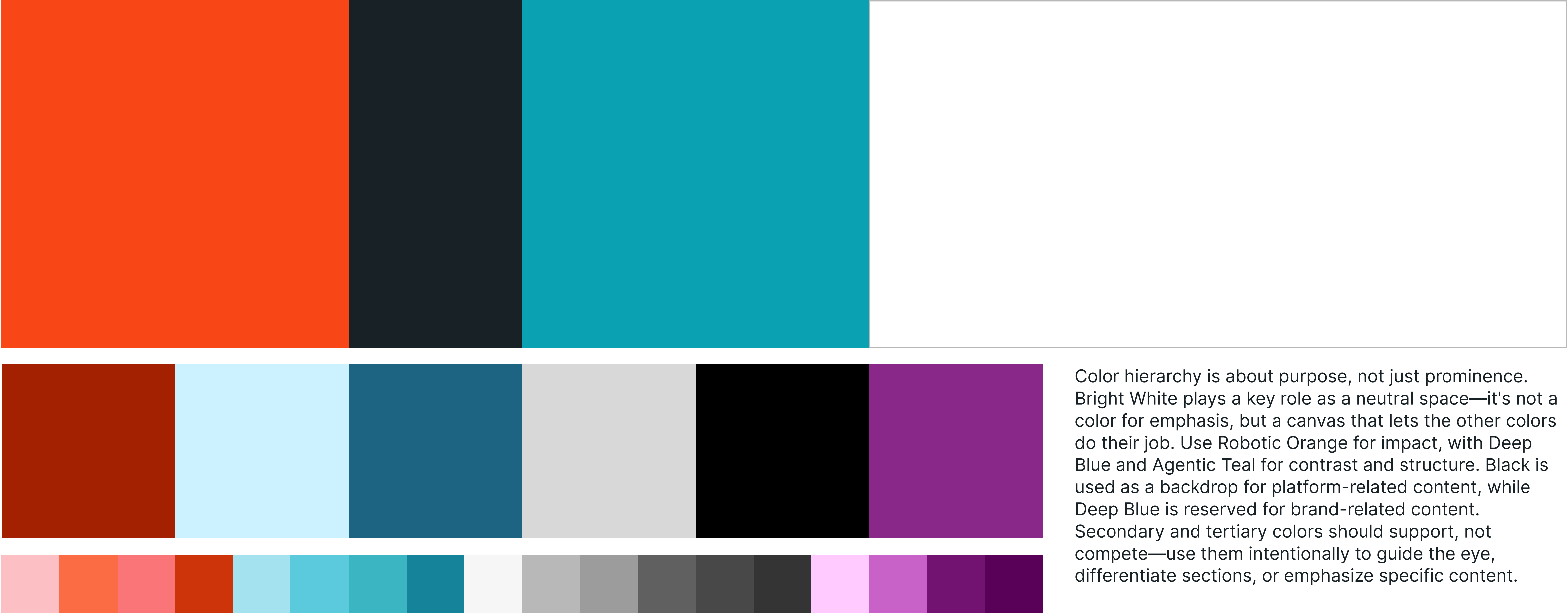
Different shades and tints of purple help build structure across testing materials and differentiate levels of information.

02 Neutral colors

BLACK		HEX 343434	HEX 484848
		RGB 52 52 52	RGB 72 72 72
		CMYK 70 62 63 57	CMYK 66 60 60 40
	HEX B9B9B9	HEX 9D9D9D	HEX 616161
	RGB 185 185 185	RGB 157 157 157	RGB 97 97 97
	CMYK 27 22 22 0	CMYK 41 33 34 0	CMYK 60 53 52 23
	OFFSET GREY		
	HEX F6F6F6		
	RGB 246 246 246		
	CMYK 0 0 0 5		

Neutral colors provide structure, contrast, and balance. They complement the primary and secondary palette without drawing attention and are essential for layouts, typography, and other layout elements that support and frame the core content without competing for attention.

02 Color hierarchy



Color hierarchy is about purpose, not just prominence. Bright White plays a key role as a neutral space—it's not a color for emphasis, but a canvas that lets the other colors do their job. Use Robotic Orange for impact, with Deep Blue and Agentic Teal for contrast and structure. Black is used as a backdrop for platform-related content, while Deep Blue is reserved for brand-related content. Secondary and tertiary colors should support, not compete—use them intentionally to guide the eye, differentiate sections, or emphasize specific content.

02 Color combos



Color combinations strengthen meaning and improve clarity.

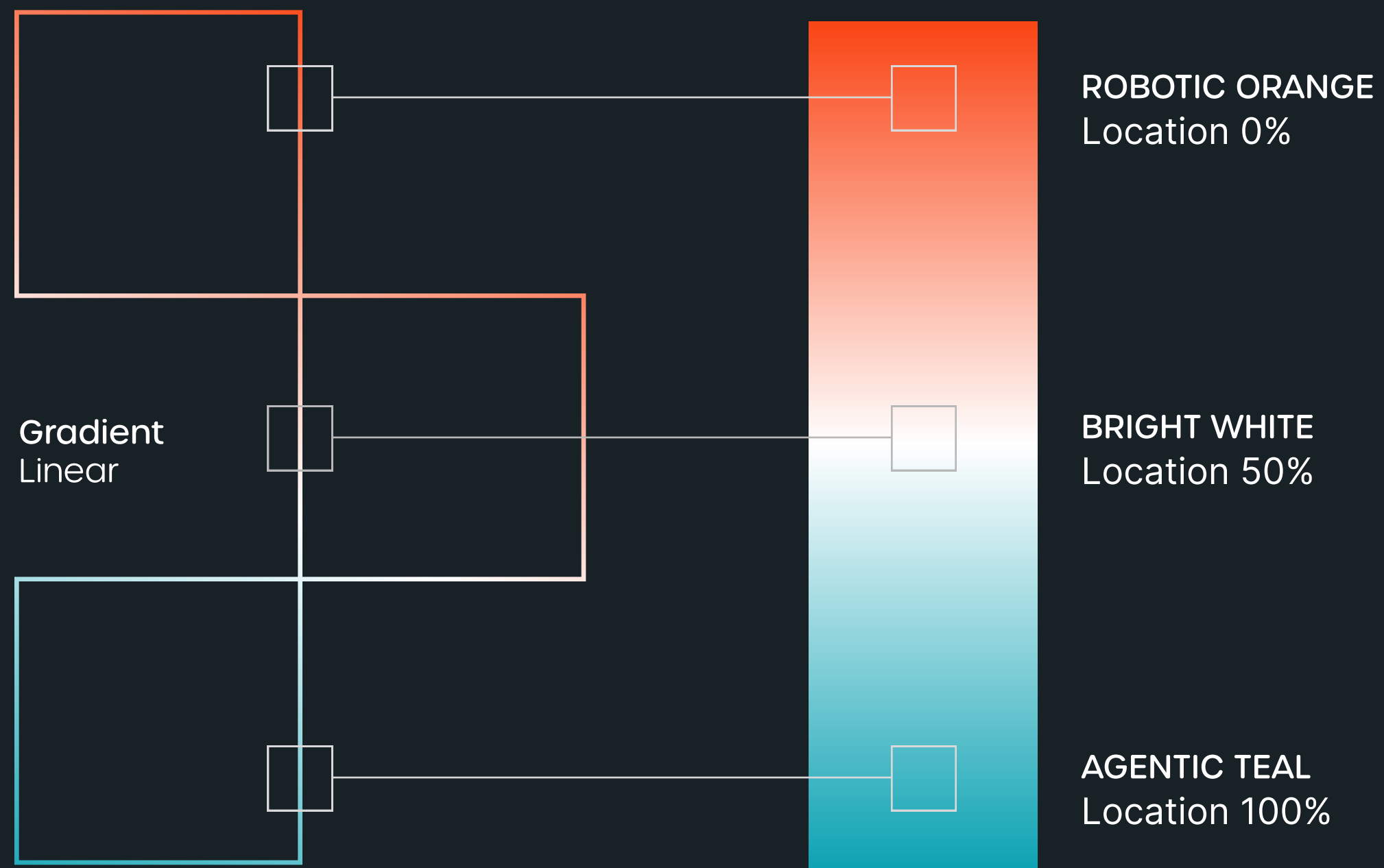
Cool tints work well with Agentic Teal, while warm tints complement Robotic Orange.



Cool and warm colors can be combined—if they differ in gamma—to create contrast without clashing.

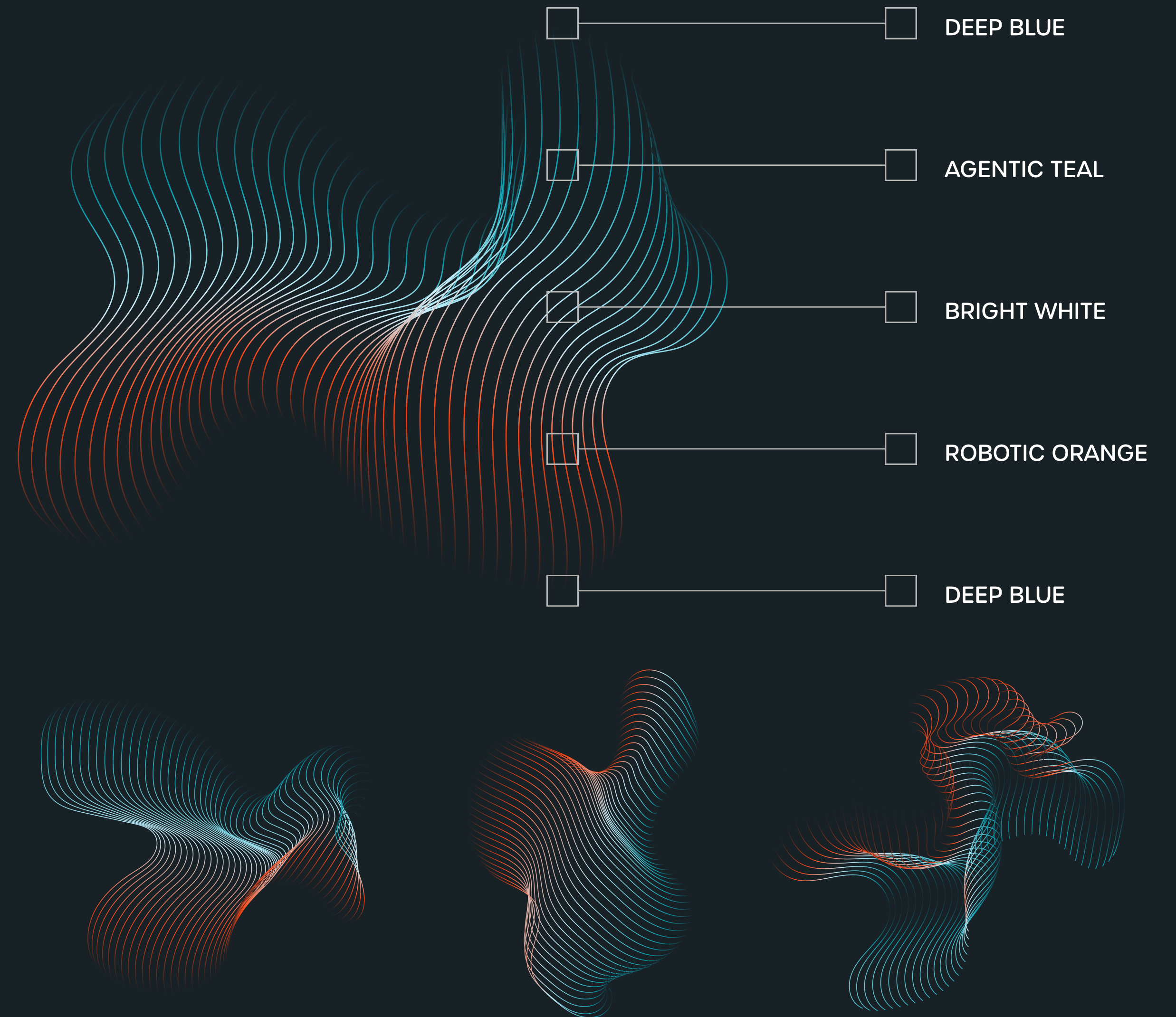
Always check for legibility and balance, especially when layering bold colors.

02 Gradient



This gradient blends core brand colors to create a sense of energy and flow.

The design on the right is intended for use by UiPath Creative Studio or trusted external design partners, but if you believe it could work for you, feel free to open a [Jira ticket](#), and we'll review it.



02 Usage examples



Use Robotic Orange to represent robots, Agentic Teal for agents, and Bright White—or Black when used on white or light backgrounds—for people. This example demonstrates how the font colors communicate the three roles. These associations bring clarity to our stories—use them intentionally in headlines and key phrases.



When using saturated colors, pair them with colors like Deep Blue, Black, or Bright White for legibility and impact.

Avoid overusing Robotic Orange so it remains attention-grabbing when it matters most, like in headlines, CTAs, and key highlights.

03

TYP- GRAPHY

Primary typefaces
Web typefaces
Canva typefaces
PPT presentation + backup typeface
Calls to action

Typography is visual tone of voice—it shapes how people feel when they see our words. We chose Poppins for its clarity and confidence, Urbane Rounded to add warmth and approachability, and Inter for its clean lines and readability. All were selected to stand out from other tech companies. Our typography reflects who we are: bold, substantive, and unmistakably human.

03 Primary typefaces

Poppins

Black
Bold
Semi Bold

Poppins is available for free via Google Fonts.

ABCDEF

Urbane Rounded

Medium
Demi Bold

Urbane Rounded is a commercial paid font available through Adobe Fonts as part of an Adobe Creative Cloud license. In most cases, it should only be used by designers.

AaBbCc

Inter

Regular
Bold
Extra Bold

Inter is available for free via Google Fonts.

AaBbCc

03 Primary typefaces for brand campaigns

These layouts are defined and delivered by the UiPath Creative Studio to ensure visual strength and consistency across global activations. Poppins Black leads with strong, all-caps headlines; Urbane Rounded adds personality in subheadlines and callouts; Inter Regular brings clarity to supporting details. This combination is designed for large-scale use, not for everyday materials.

The standard Poppins full stop is a circle, but should be adjusted to a square where applicable.

The kerning between the two characters is set to Metrics for all three fonts across all Adobe tools.

Headline

Poppins Black

Subheadline

Urbane Rounded Medium

Body text

Inter Regular

AGENTS.
ROBOTS.
PEOPLE.
ALL IN SYNC.

Orchestrate it all with
UiPath Maestro™.

See how agentic automation improves speed, accuracy,
and efficiency across the entire P2P process.

03 Primary typefaces/brand campaign/Poppins UPPERCASE

Tracking -45

ALL IN SYNC.

Metrics Kerning
reduces the amount of
hand-kerning required

Tight Tracking
Bold, rounded letters almost
touching

Poppins is our headline hero.

Used in all-caps with Black weight and tight spacing, it brings impact and rhythm to campaign headlines. Tracking is set to -45 and we use metrics kerning by default, as it reduces the amount of hand-kerning required. Leading typically follows a 1.2:1 ratio and should be adjusted to avoid crowding. Punctuation may use brand colors for emphasis—matching or contrasting the copy. Use discretion to ensure it adds distinction, not distraction.

The standard Poppins full stop is a circle and it should be adjusted to a square.

FROM PILOTING
TO SCALING.

Tight Leading
The font size/leading ratio
is 140/120

Punctuation
Offset punctuation color for distinction—
match or contrast copy with intent.

Poppins has a alternative set for square
punctuation that can be found in glyphs
across Adobe tools.

03 Primary typefaces for general use

Unlock smarter
procure-to-pay with
agentic automation.

Headline

Poppins Bold
Leading/tight
Tracking /-45

Reimagine finance

Subheadline

Urbane Rounded Medium
Leading/auto
Tracking/auto

See how agentic automation improves speed, accuracy,
and efficiency across the entire P2P process.

Body text

Inter Regular
Leading/auto
Tracking/auto

03 Primary typefaces/general use/Poppins Bold

Tracking -45

All in sync.

Metrics Kerning
reduces the amount of
hand-kerning required

Tight Tracking
Bold, rounded letters almost touching

Poppins Bold is used for headlines in everyday use.

Set in sentence case for improved readability. Tracking is set to -45, and we use metrics kerning by default, as it reduces the amount of hand-kerning required. Punctuation can be offset with brand color to support visual distinction.

Always check that ascenders and descenders don't collide.

The standard Poppins full stop is a circle and it should be adjusted to a square.

From piloting

to scaling.

Tight Leading
The font size/leading ratio is 130/145

Punctuation
Offset punctuation color to create visual distinction.

Poppins has a alternative set for square punctuation that can be found in glyphs across Adobe tools.

03 Primary typefaces/Urbane Rounded

Logo typeface

Urbane Rounded is the foundation of the UiPath logo and a key part of our brand narrative. While it's not used extensively in layouts, it anchors our identity and brings a distinct character to the wordmark.

From piloting
to scaling

Auto Leading

The font size/leading ratio is 140/168

Ad subheadline typeface

Urbane Rounded is used selectively across materials to add emphasis or a softer contrast, most often in subheadlines or supporting lines. Always set in sentence case. Use auto leading by default for optimal legibility; the typical ratio is around 1:1.2, but adjust manually when needed. Use metrics kerning by default, as it reduces the amount of hand-kerning required.

Brand typefaces are intended for use by Creative Studio and approved design partners.

They are used to maintain consistency across high-impact brand materials, campaigns, and designed assets.

Please use the fonts as specified in each template or file.

Unlock smarter
procure-to-pay with
agentic automation.

Headline

Poppins Bold
Leading/tight
Tracking/-45

The web team decides whether
punctuation is needed—if used,
it should be the square full stop.

Subheadline

Urbane Rounded Medium
Leading/auto
Tracking/auto

Alternative subheadline

Poppins Bold/Semi Bold
Leading/auto
Tracking/auto

Body text

Inter Regular
Leading/auto
Tracking/auto

Reimagine finance

Reimagine finance

See how agentic automation improves speed, accuracy,
and efficiency across the entire P2P process.

Unlock smarter
procure-to-pay with
agentic automation

Headline

Inter Extra Bold
Leading/tight
Tracking/-45

Do not use punctuation
at the end of the sentence
in Canva ads.

Reimagine finance

Subheadline

Inter Regular
Leading/auto
Tracking/auto

See how agentic automation improves speed, accuracy,
and efficiency across the entire P2P process.

Body text

Inter Regular
Leading/auto
Tracking/auto

Canva templates use preset fonts selected by the brand team. Keep the assigned fonts in each template to maintain consistency across layouts. Poppins is available in Canva and may be used where it has been included in an existing brand template. **Do not replace preset template fonts unless directed by the brand team.**

03 PPT presentation + backup typeface

Arial is the approved font for PowerPoint decks.

It also serves as the backup font when the main brand fonts are not available, especially in shared documents, collaborative environments, or non-design software.

Apply the kerning and leading rules defined on [page 40](#), and adjust optically to maintain visual balance.

The PPT template comes with built-in kerning and leading, so most users won't need to adjust these settings manually.

The official fonts for the Chinese language approved for brand use are **Noto Sans TC** and **Noto Sans SC**.

Arial

Black
Bold
Regular

ABCDEF

Noto Sans TC for Traditional Chinese

Bold
Regular

自動化

Noto Sans SC for Simplified Chinese

Bold
Regular

自动化

01

Unlock smarter
procure-to-pay with
agentic automation.

See how agentic automation improves speed, accuracy,
and efficiency across the entire P2P process.

Data points/big numbers

Arial Black
Character spacing/Condensed by approx 20 points

Headline

Arial Bold
Character spacing/Tight
Line spacing/Multiple 0.8

Body text

Arial Regular
Character spacing/Normal
Line spacing/1.0

03 Calls to action

Clear, consistent calls to action drive engagement.

All CTA action buttons use Poppins Semi Bold as the primary typeface, in sentence case with tracking set to -25. Maintain equal padding around the text for balanced layouts.

When the brand typeface isn't available, use Inter Bold, specifically for social media, Canva, and web environments. Apply the same tracking, casing, and padding rules to ensure consistency across platforms.

Use approved color combinations: white on Robotic Orange, Robotic Orange on white, black on the Agentic Teal, or white outlined on dark backgrounds.

CTA button text should only be two or three words long.

Primary Typeface

Poppins Semi Bold
Tracking -25



Secondary Typeface

Inter Bold
Tracking -25



Pixels
Pixels/color
Pixels/speaker headshots
Outlined pixels
Brand avatar
Icons

04 GRAPHICS

Our graphics system is built from pixels—modular, intentional, and designed to scale. These aren't just shapes; they're a visual metaphor for business orchestration and automation in action: adaptable, structured, and full of purpose. **Use them to create rhythm and flow, not clutter—because great design, like great automation, makes complexity feel simple.**

04 Pixels

Pixels are inspired by the modular nature of automation. Simple units coming together to create something greater.

Used in layouts, pixels bring structure, rhythm and contrast, reflecting how we connect and integrate complex end-to-end processes with precision and intent.

Think of them not as decorative shapes, but as visual metaphors for how UiPath works: adaptable, structured, and designed for scale.

Avoid layouts that look like a Tetris grid—we want flow, not a puzzle.

WE

BUILD

BIG

THINGS

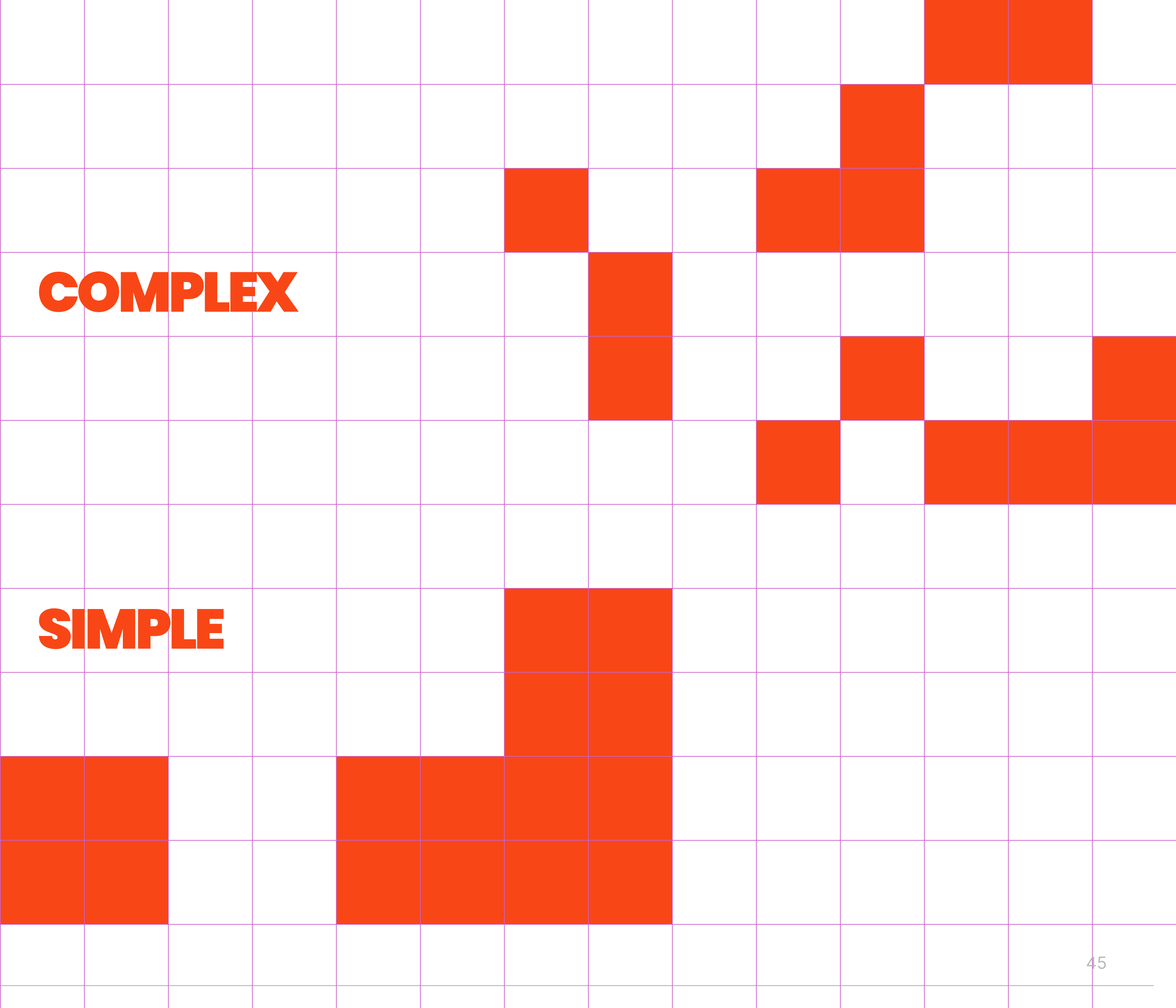
04 Pixels/grid

Pixel compositions can range from simple and heavy to complex and dynamic.

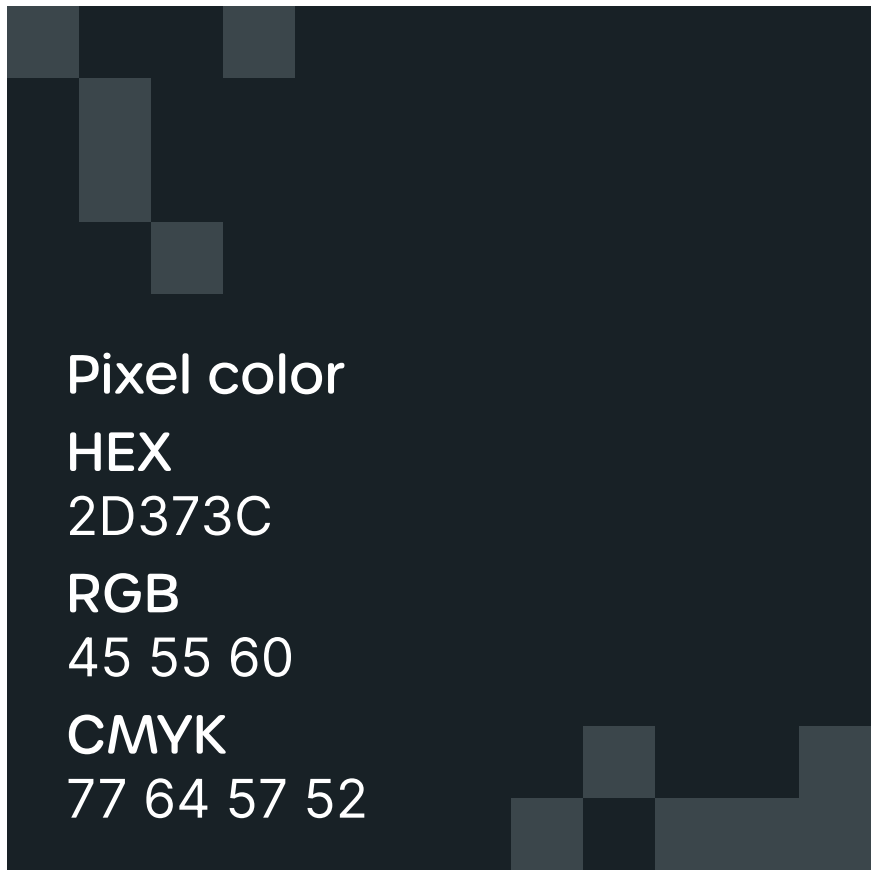
Maintain consistent sizing—randomly mixing large and small pixels disrupts rhythm and visual balance.

Avoid patterns that resemble a Tetris grid; pixels should lead the eye, not compete with the content.

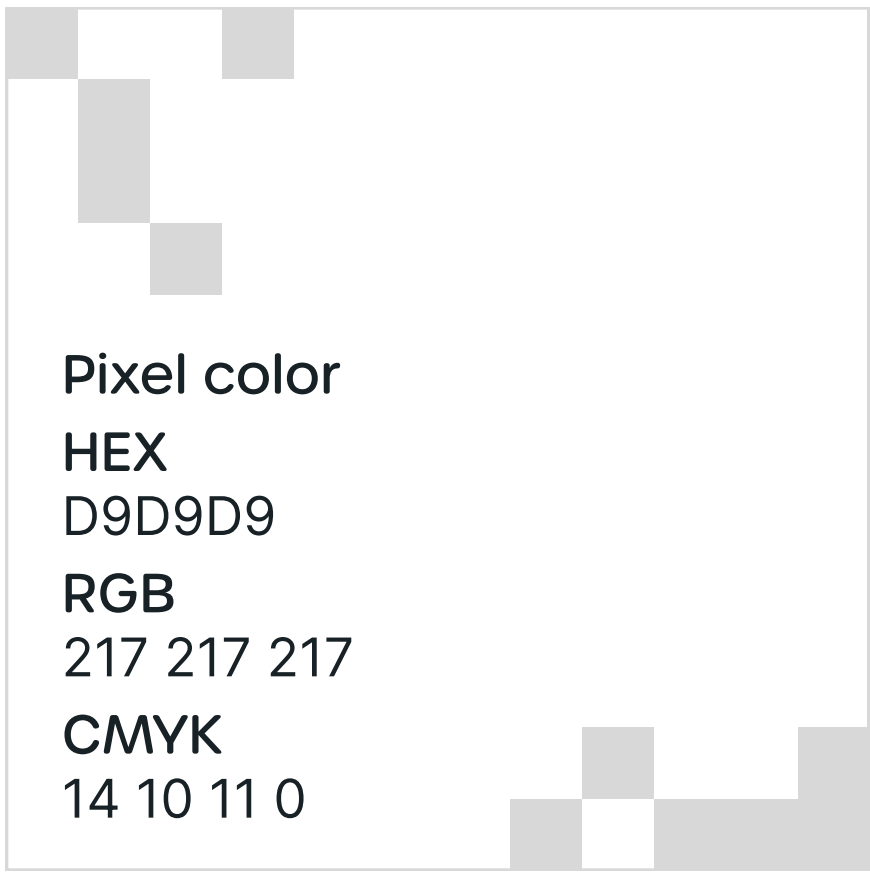
Use this system to build compositions that feel flexible yet stay on brand.



04 Pixels/color



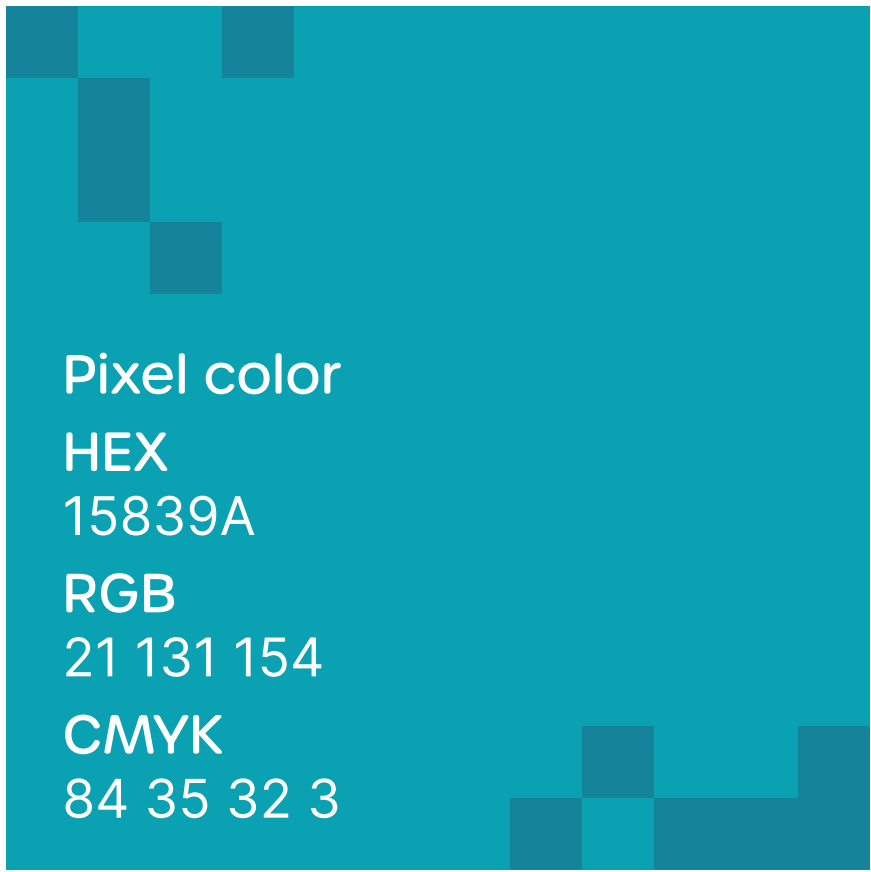
Pixel color
HEX
2D373C
RGB
45 55 60
CMYK
77 64 57 52



Pixel color
HEX
D9D9D9
RGB
217 217 217
CMYK
14 10 11 0

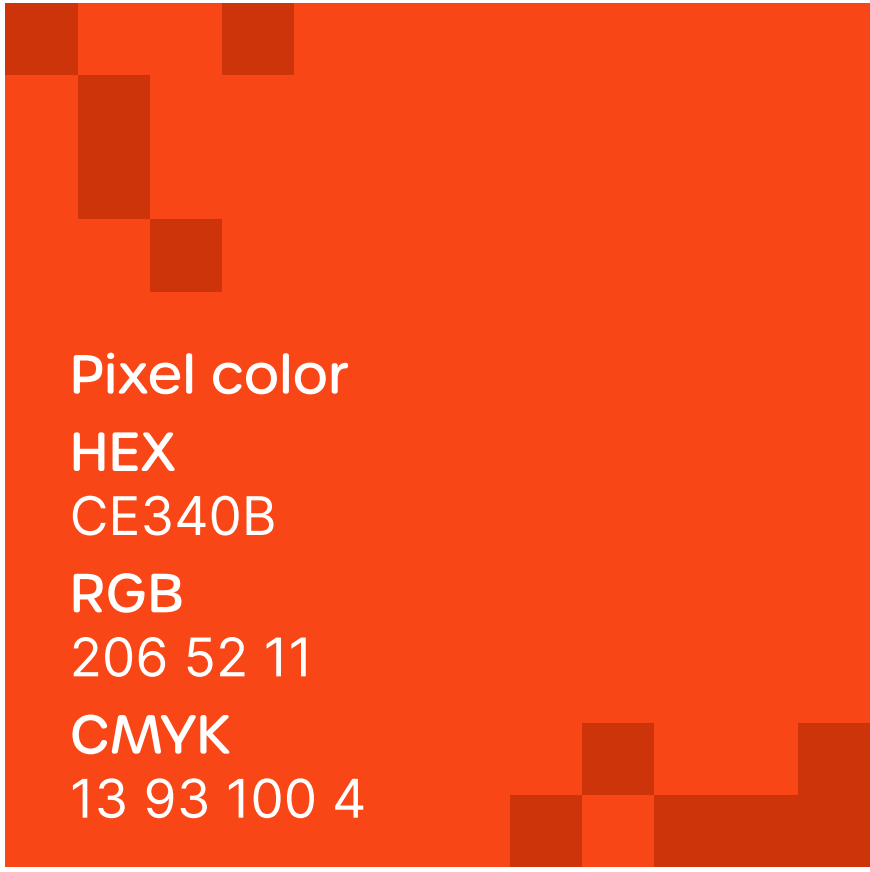


Pixel color
HEX
A5E2F0
RGB
165 226 240
CMYK
32 0 5 0



Pixel color
HEX
15839A
RGB
21 131 154
CMYK
84 35 32 3

Primary

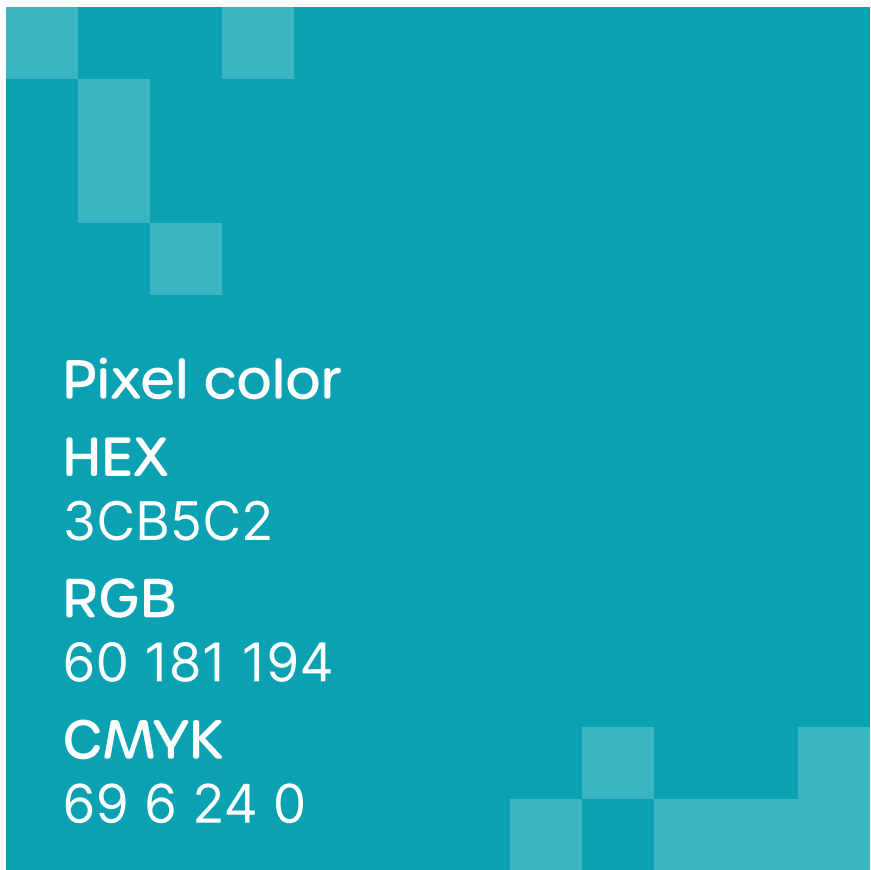


Pixel color
HEX
CE340B
RGB
206 52 11
CMYK
13 93 100 4

Pixels use solid fills from the core color palette.
Avoid using unapproved or off-brand color combinations,
as they can disrupt the system's consistency.

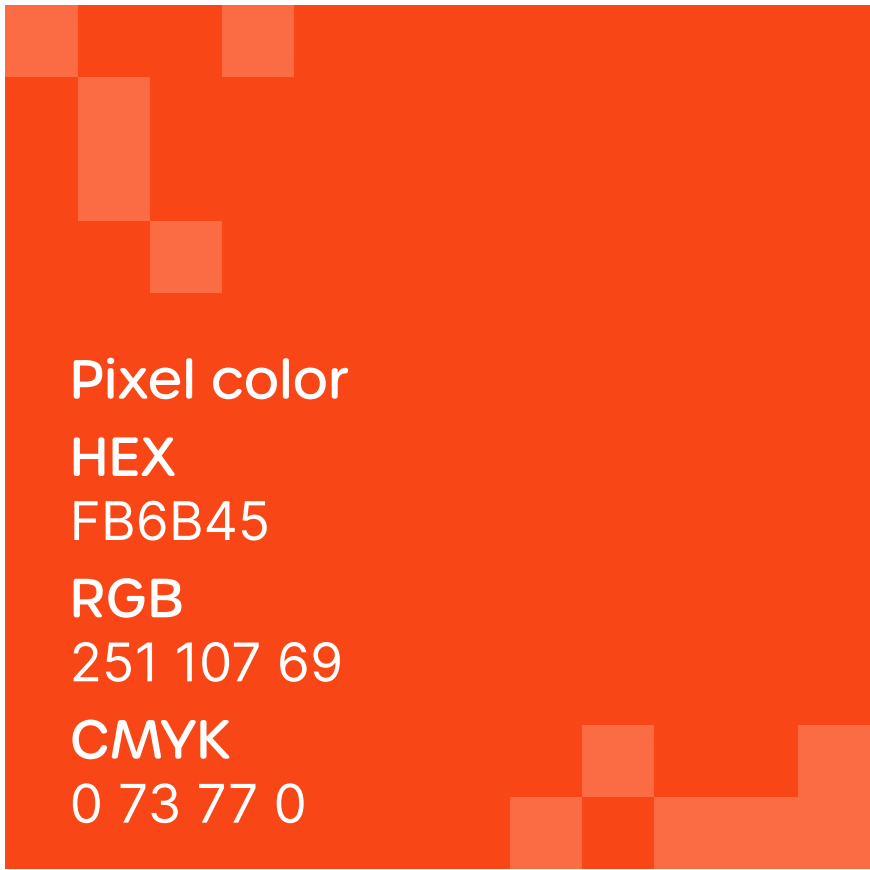
Never use white pixels—they draw too much attention
and can clash with white logos or white text.

Never place the UiPath logo on HEX #A5E2F0.



Pixel color
HEX
3CB5C2
RGB
60 181 194
CMYK
69 6 24 0

Secondary



Pixel color
HEX
FB6B45
RGB
251 107 69
CMYK
0 73 77 0

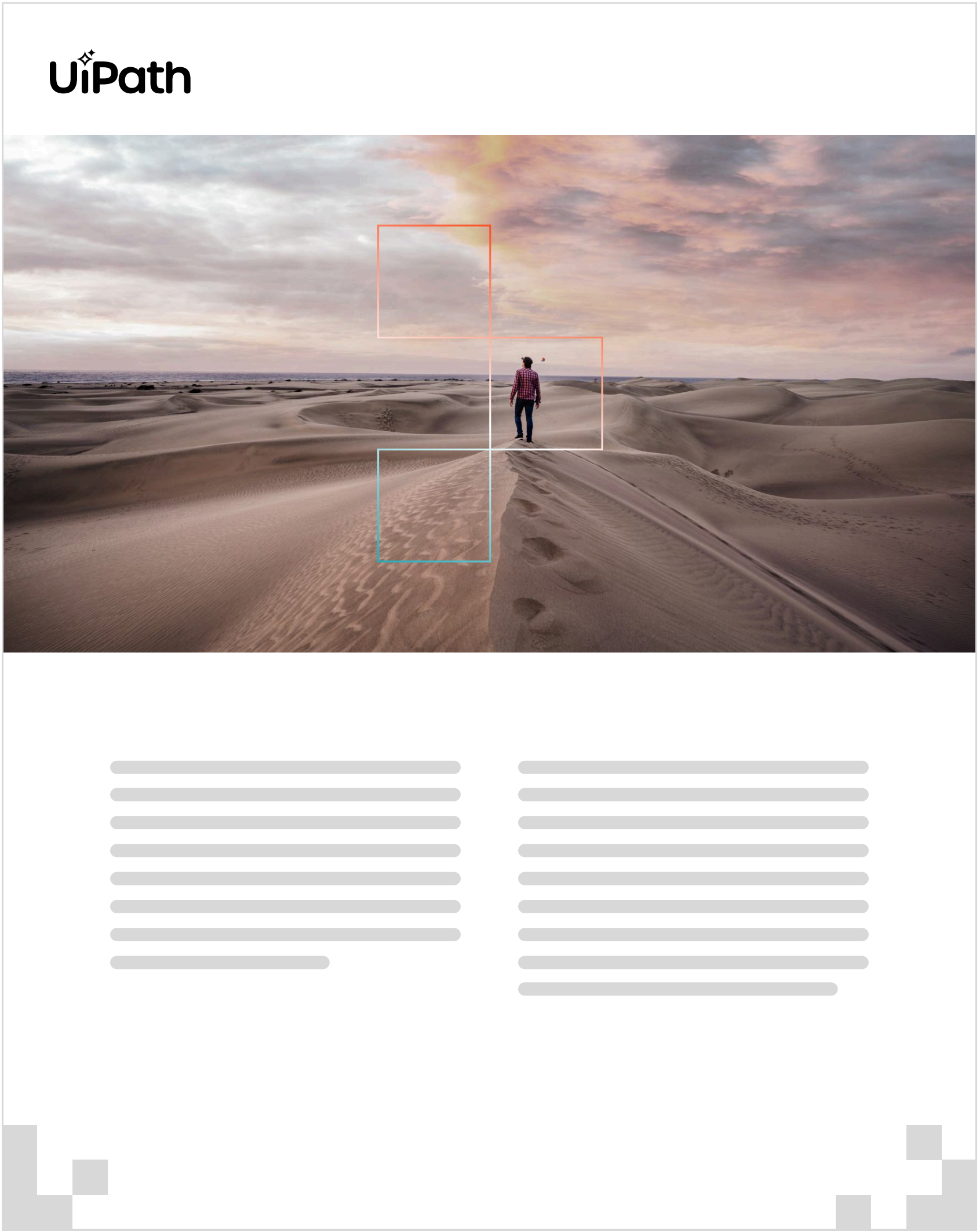
04 Pixels/application examples



The use of brand colors and shaded block elements directly on photos or dark backgrounds is encouraged when it adds impact and supports the message. This ad shows how pixels can add emphasis and draw attention without overwhelming the layout.



When standard pixels are already part of the layout, like in the white paper example, avoid repeating pixels on the image itself. Use outlined pixels instead. This keeps the composition clean, maintains hierarchy, and prevents visual clutter.



04 Pixels/speaker headshots

UiPath

How the world can benefit from AI & automation.

Register for the speaker session.

Register now

Firstname Lastname

Job title, UiPath

UiPath

How the world can benefit from AI & automation.

Register for the speaker session.

Register now

Firstname Lastname

Job title, UiPath

Firstname Lastname

Job title, UiPath

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Register now

Firstname Lastname

Job title, UiPath

Firstname Lastname

Job title, UiPath

Firstname Lastname

Job title, UiPath

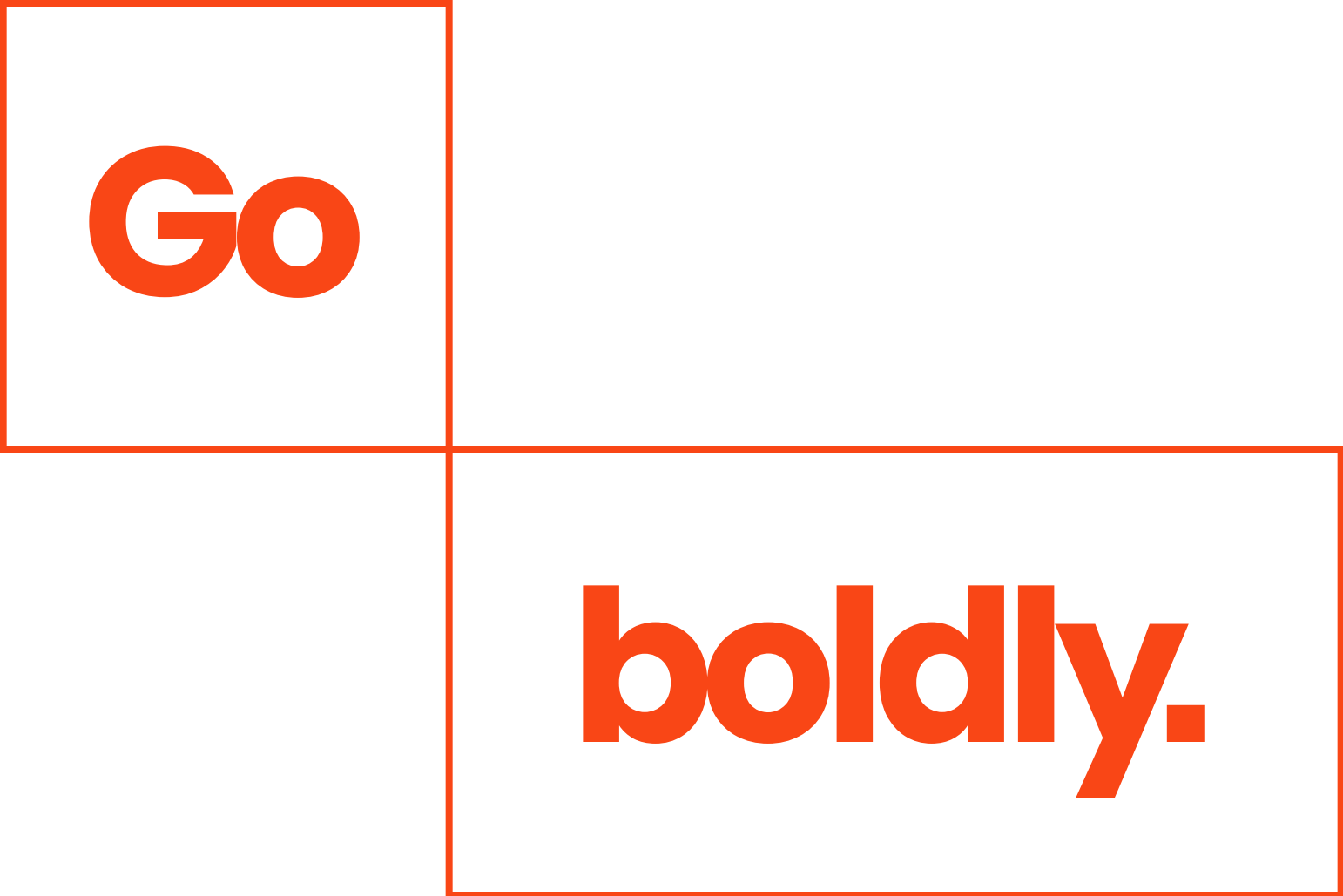
Firstname Lastname

Job title, UiPath

Speaker headshots can be grouped in sets of one to four, depending on the layout and format. Avoid including more than four speakers in a single composition, as it can confuse speaker hierarchy and overcrowd the layout.

Pixels are used to anchor headshots and separate content areas.

04 Outlined pixels



Outlined and gradient pixels add confident expression to layouts while maintaining structure. Text may appear within or beyond the pixels, but the message should always remain dominant.



04 Outlined pixels/application

Match outline and text color for clarity: use white text with white outlines, black text with black outlines. Gradient strokes can be paired with either white or black text, depending on contrast.

In most cases, photography will be delivered blank, with outlined pixels added later via templates or design support.

This style is best reserved for UiPath Creative Studio or trusted external design partners and is most effective in high-impact formats like large-scale ads or key presentations.



04 Brand avatar

Otto: The face of our agentic foundation

Otto isn't just a brand avatar; he's our very first agent. He marked our leap from reactive bots to intelligent autonomy. Long before the world started talking about AI agents, we quietly built one—and gave it a face.

Today, Otto represents a clear and purposeful role within the brand, and may be **used in the following contexts only**:

- ☑ **Community programs**
- ☑ **Developer-facing events**
- ☑ **Internal communications**

Every use of Otto should have purpose and align with these categories.

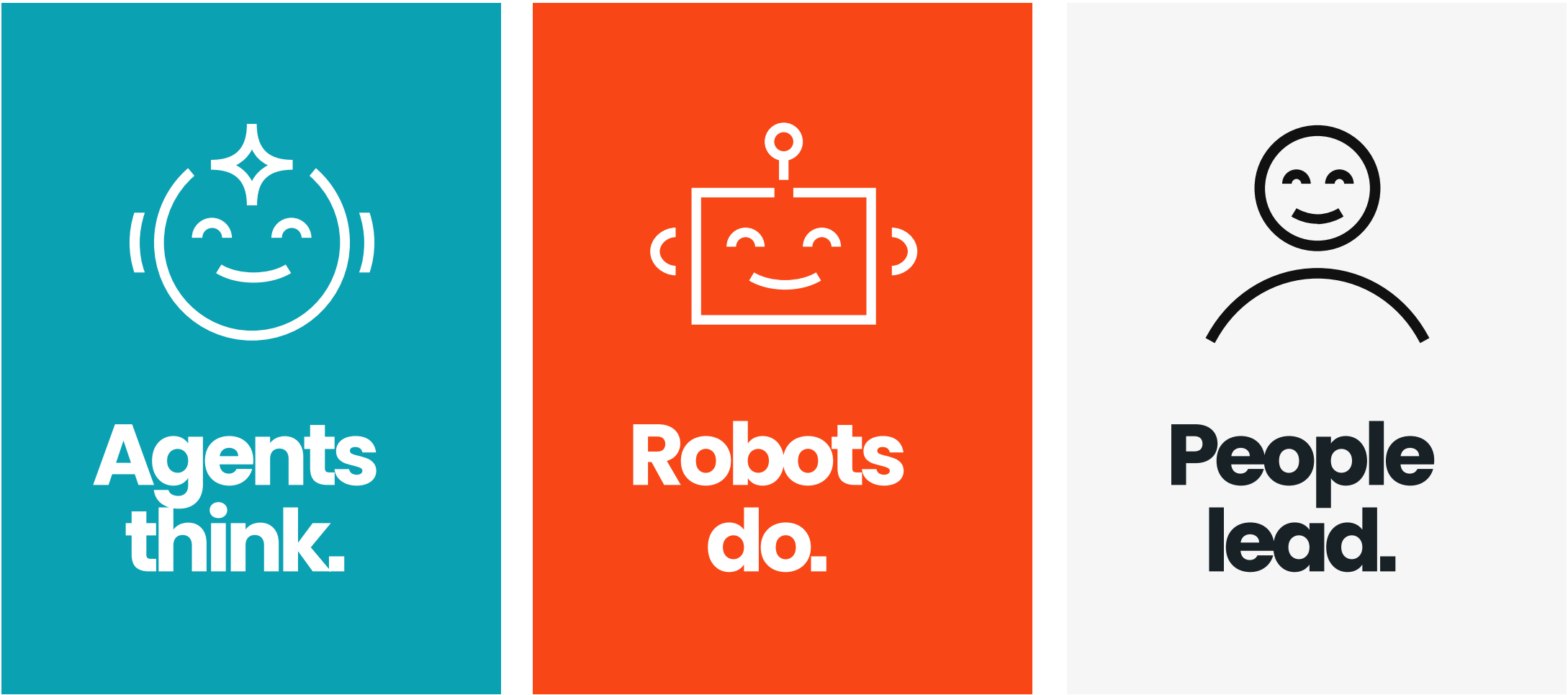
Clever, familiar, and symbolic of our roots in agentic automation, Otto signals what we stand for now: **software that acts with direction—not just instruction.**



Guidelines for using Otto:

- ☑ **Use selectively and intentionally.** Use Otto only in internal, community, and event contexts.
- ☑ **Otto should never be filler or background decoration.**
- ☑ **Match Otto's expression** to the tone of the content (curious, confident, etc.).
- ☑ **Avoid random rotations, cropping, or distortion.** Keep Otto consistent and clean.

04 Icons



Our set of icons simply convey meaning and complement our graphic language. In multiple colorways, they can be used to highlight content elements, improve visual interest, and help grab attention.

Use background color and icon pairings to reinforce core themes—for example, Agentic Teal with the agent-face icon to represent AI agents, Robotic Orange with the robot-face icon for robots, and Bright White or light neutrals with the human icon for people.

View the [UiPath icon library](#).

Icons can also be sourced from the UiPath PowerPoint template.



05 PHOTO- GRAPHY

Photographic style
Urban landscape
Nature
People
Misuse

Photography brings our brand into the real world.

Our imagery should feel authentic, intentional, and emotionally grounded—not overly staged or artificial. Strong composition, natural contrast, and visual space help photography work seamlessly with headlines, pixels, and graphic elements across the brand system.

Our photography reflects who we are: human, focused, and unmistakably real.

05 Photographic style

UiPath photography uses real-world subjects, environments, and situations that support the message without feeling overly staged or generic. Images should have clear composition, enough contrast, and visual space for layouts, headlines, or graphic elements when needed.

Photography assets are available in the [Brand Center](#).

For custom photo tinting requests, open a Jira ticket [here](#), with the project context, intended use, format, timeline, and selected image.

Please select Adobe Stock images with a standard license only, not editorial-use-only images.

The brand team can provide the approved prompt for applying UiPath orange and teal tinting in line with the brand system.



05 Urban landscape

Urban landscape photography is used to show cities, architecture, infrastructure, and other built environments. Choose images with clear perspective, strong composition, and enough visual space to support layouts, headlines, or graphic elements.



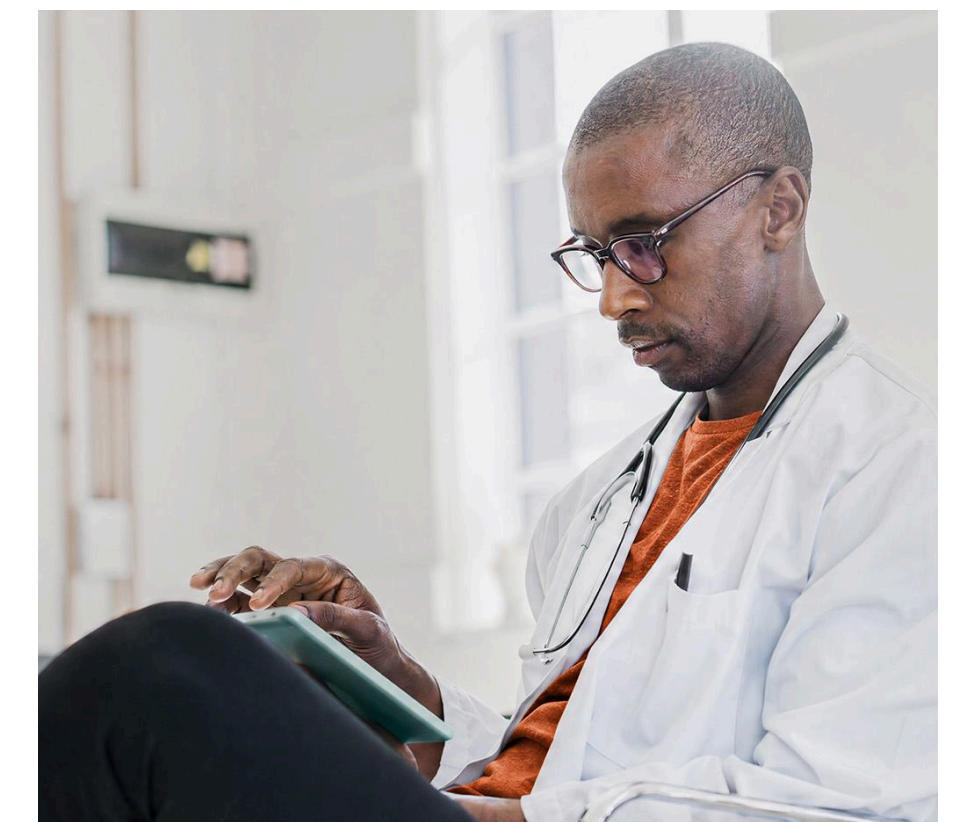
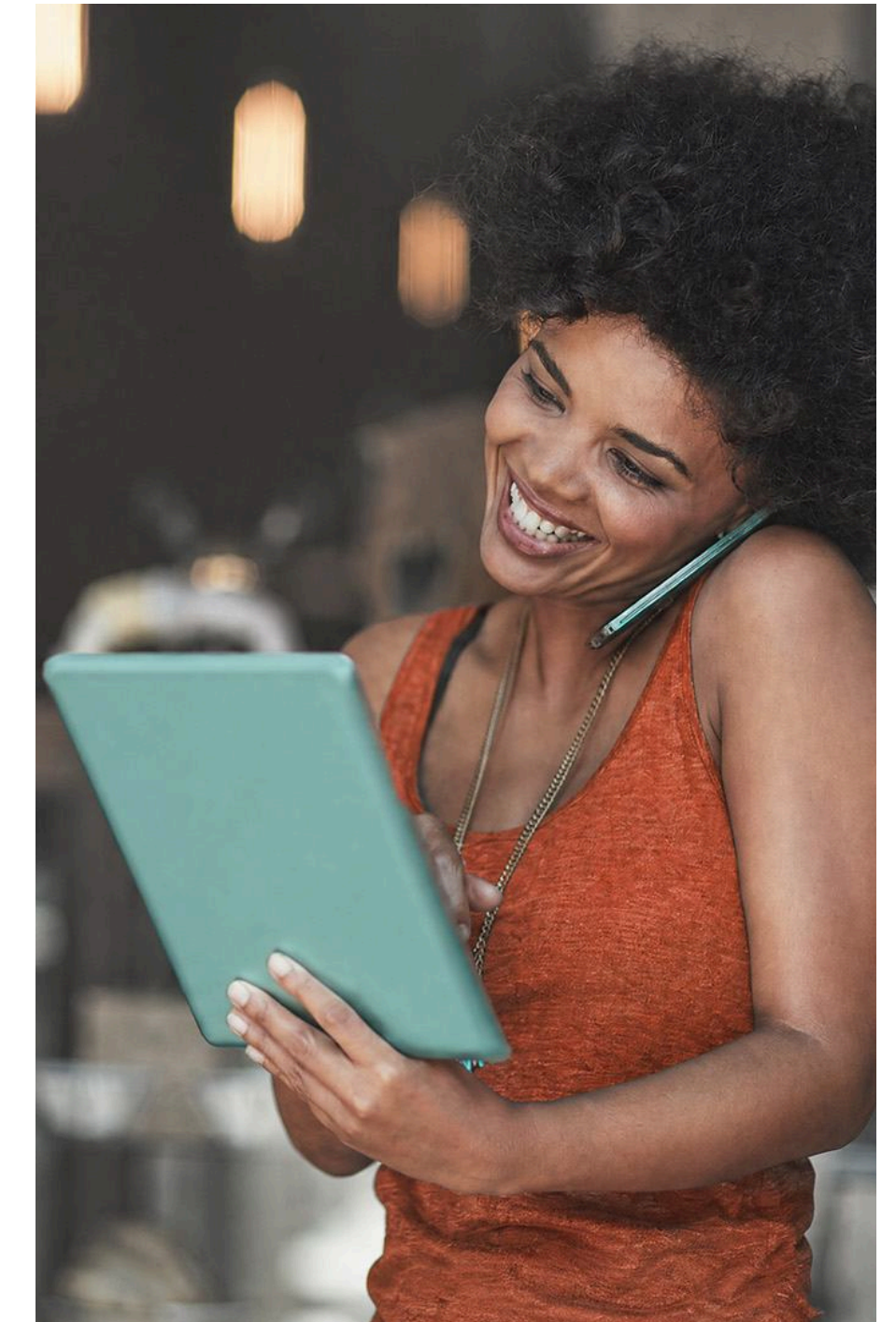
05 Nature



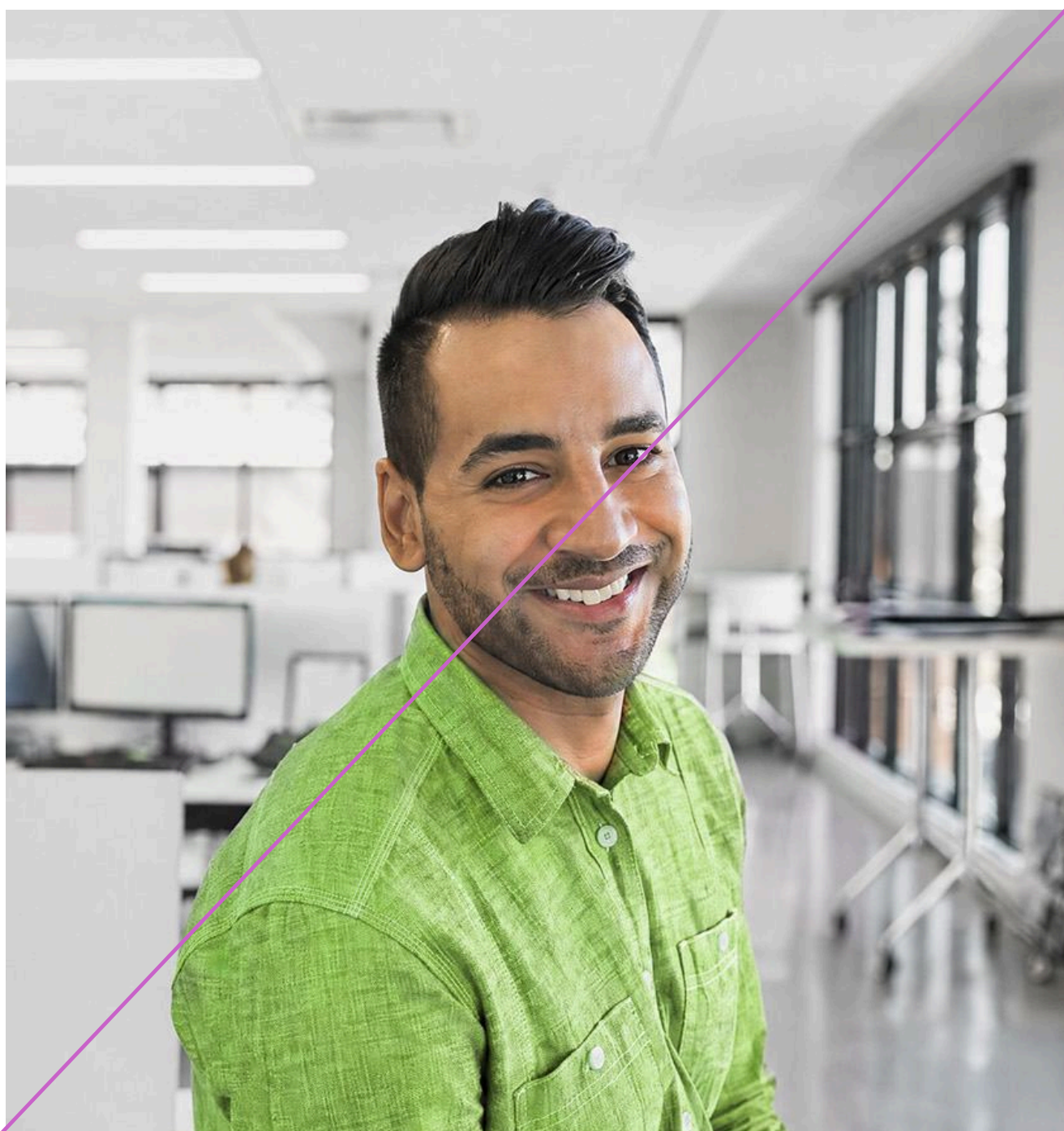
Nature photography is used when the message needs an open, atmospheric, or landscape-led visual. Choose images with clear composition, natural contrast, and either a strong focal point or leading lines that create depth and support the message. Avoid generic landscapes that do not add meaning.

05 People

People photography should feel natural, candid, and human. Choose images that show real collaboration, focus, curiosity, or problem-solving. Avoid staged poses, forced expressions, or stock images that feel too polished to be believable.

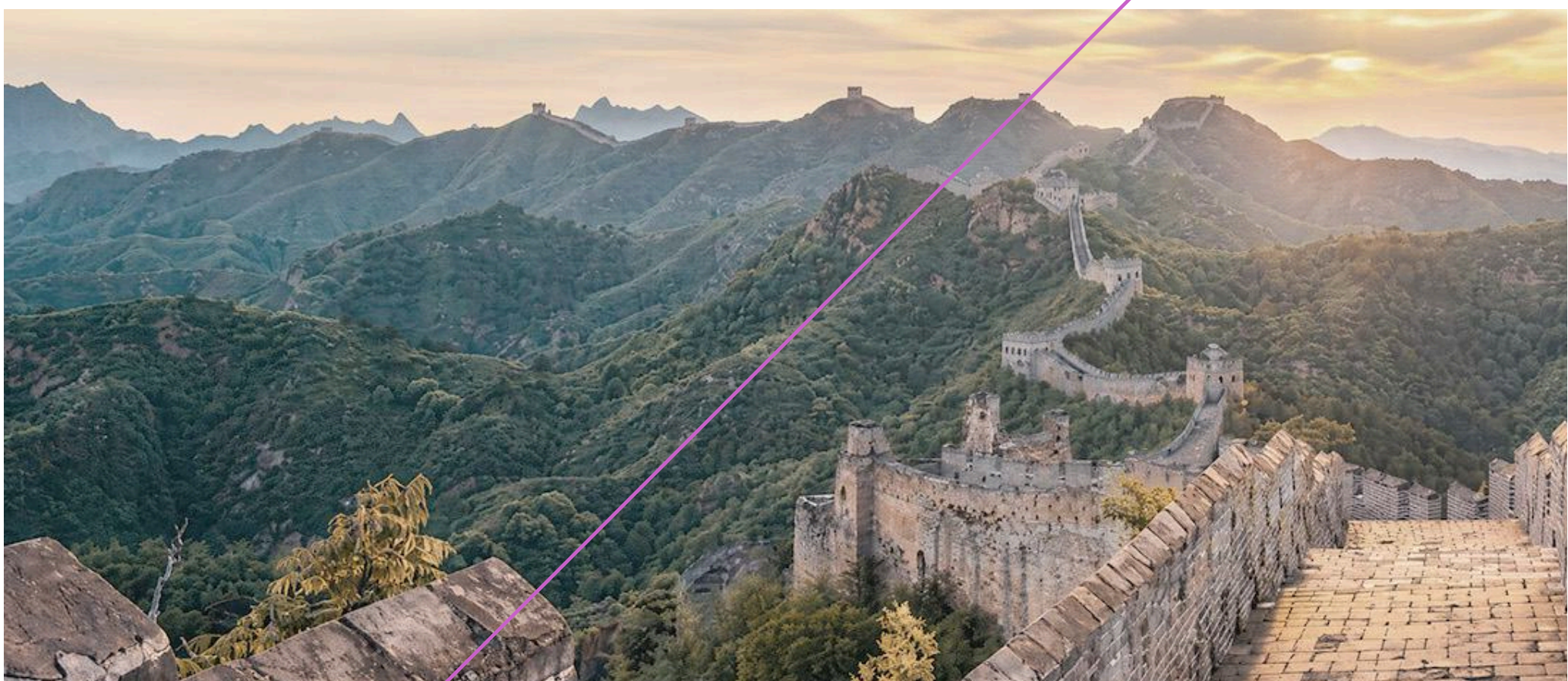
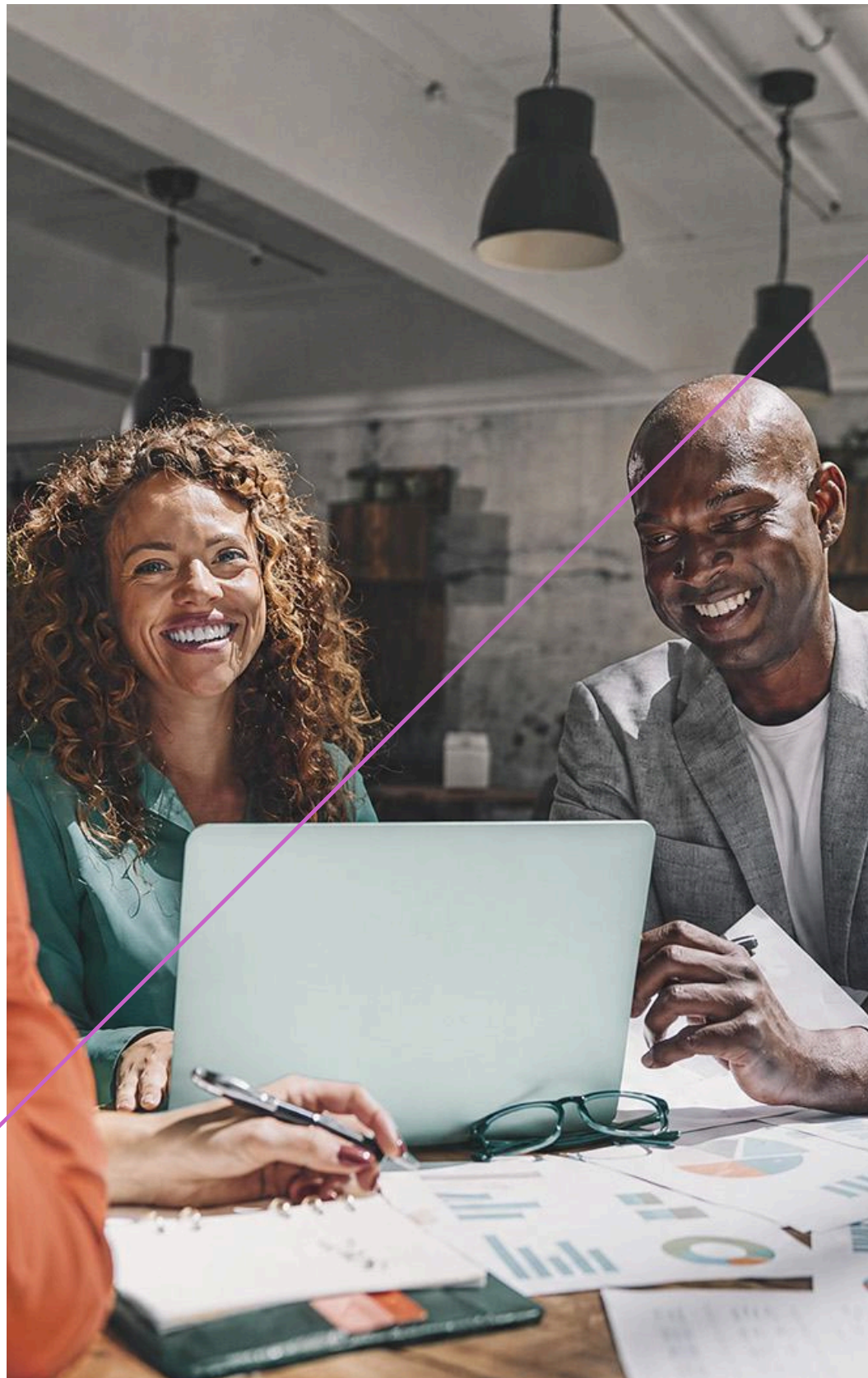


05 Photography misuse

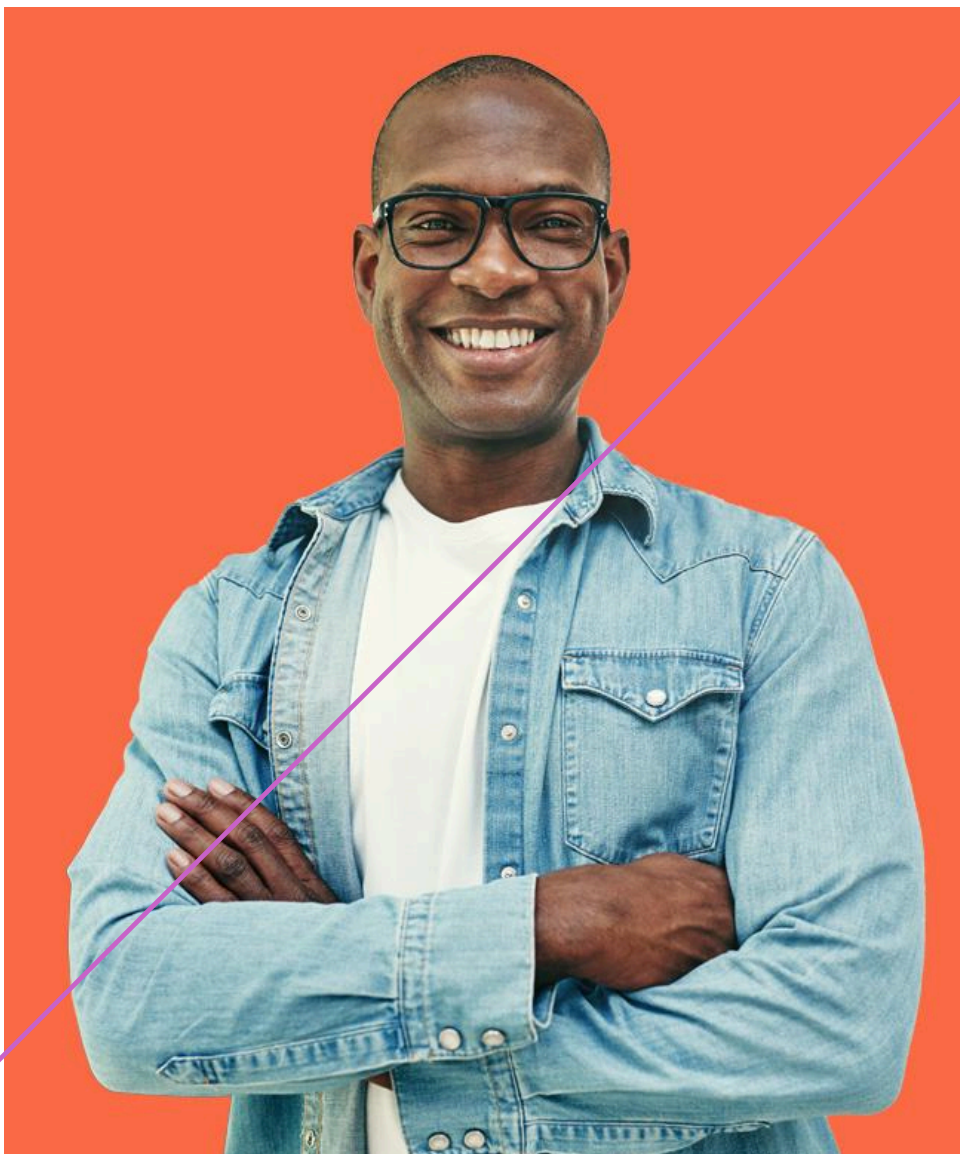


Avoid accent colors that are not from the UiPath color palette.

Avoid cluttered cropping and unnecessary details in photos.



Avoid washed-out images with little contrast between light and dark values.



Avoid staged images that feel unnatural.

06

BRAND USE

Overview
UiPath signature experiences
Campaigns
Social media
White papers
Documents
Reports
Zoom backgrounds
Events
Creative pixel use
Awards and badges
Offices
Video and audio

Everything starts with a pixel. Not a technical dot on a screen, but a graphical unit of intention. **A building block. A beginning.**

From a single pixel as the core design element, structure emerges. Grids take shape. Elements align with clarity and confidence. Color and type work in concert with the system, gaining strength from the framework beneath them.

Our pixel system brings order to complexity. It gives clarity to composition and momentum to every story. It speaks a visual language that is indisputably ours, instantaneously recognizable.

By design, it's a visual echo of what UiPath does uniquely well: providing the structure and discipline that transforms complexity into orchestrated and trustworthy workflows.

The UiPath pixel. One foundation. Endless expression. Always unmistakably UiPath.

A stylized, handwritten signature in black ink, likely belonging to William Redmond, the Brand Creative Director. The signature is fluid and cursive, with a large, sweeping initial 'W'.

William Redmond, Brand Creative Director

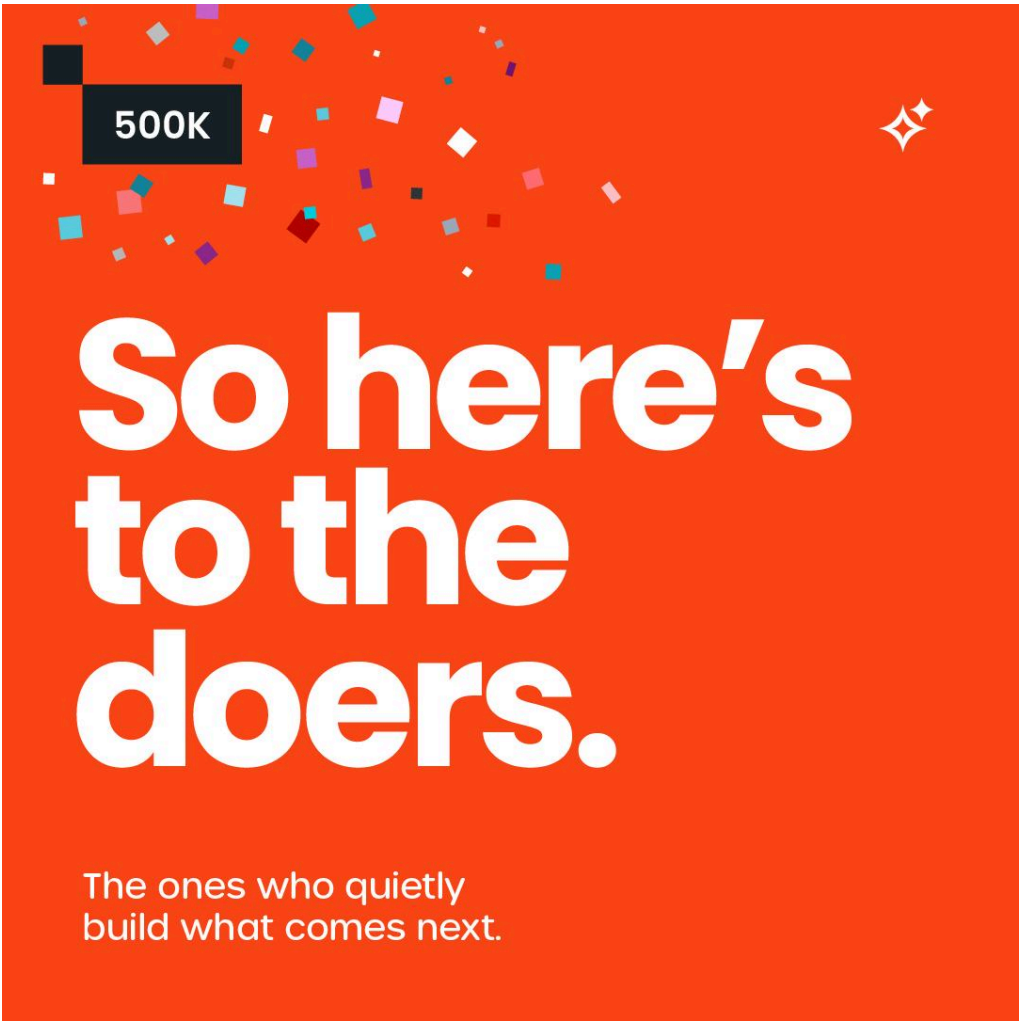
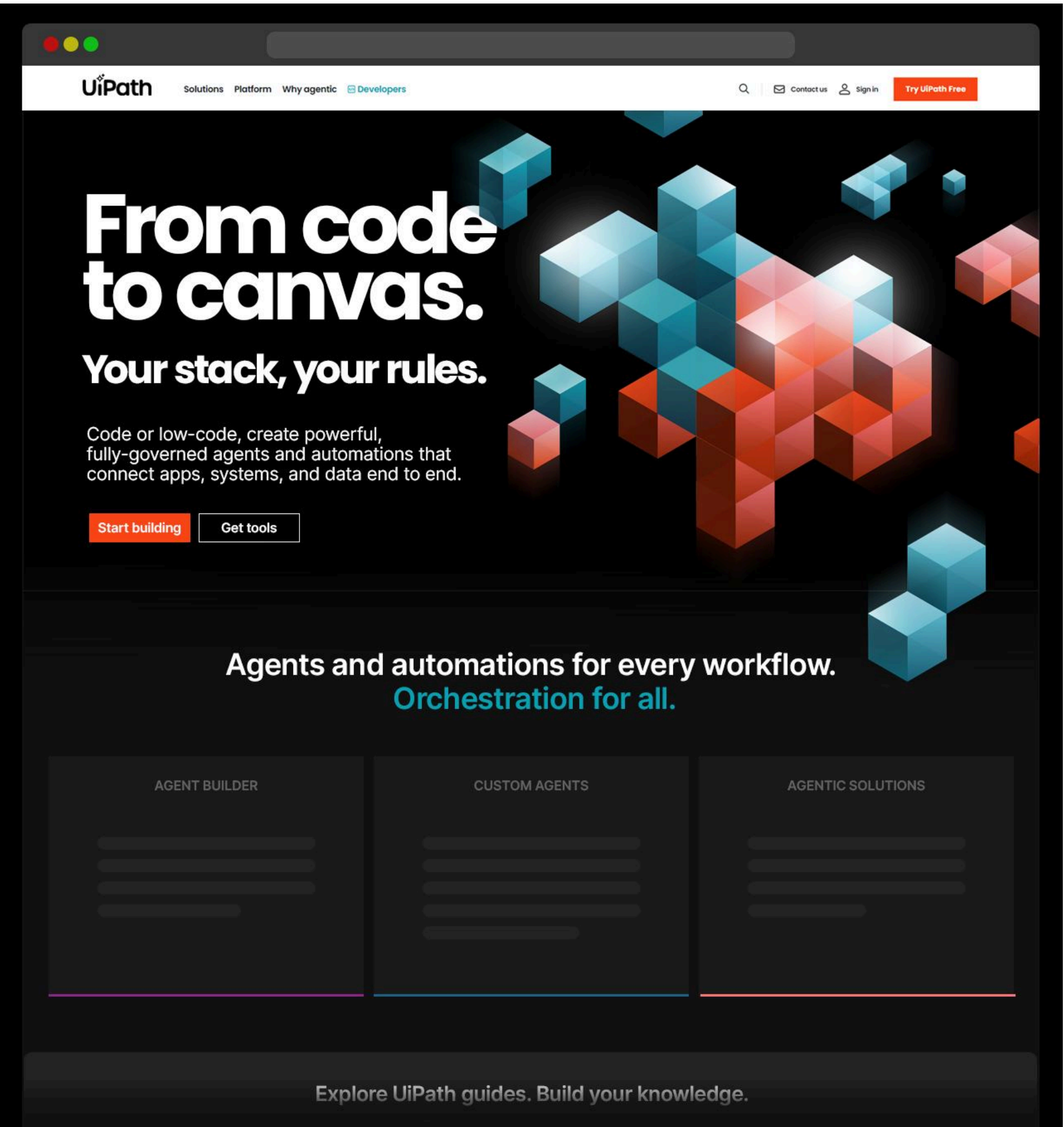
06 Overview

We’ve consciously created visual elements and copy that not only signal “UiPath is here,” but also “we’ve got something interesting to say.”

Bold, bright hues and color juxtapositions that are ours alone. Solid, confident type treatments. Pixels and curves that communicate our momentum. Otto, our brand avatar, to bring us down to human scale. And copy that makes the point in a flash, with attitude and humor.

Spin through the next couple of pages to see how it’s playing out through every medium and every touchpoint.

Note: Reference the Otto page on proper usage for Otto.



06 UiPath signature experiences

At UiPath events, design does more than decorate—it defines the experience.

We over-index on the overwhelm, amping our visuals up the wazoo. Towering banners. Massive stage screens. Big-picture vistas that draw you in and lift you higher.

There's positive energy, positively everywhere. Colors pop-pop-pop. Blocks bring rhythm. Gradients bring motion. And of course, Otto brings a smile.

Our environments say, “We know what we’re doing.” “We’re immersed in your success.” “We see a great future for you—and we’ll bring you into it.”

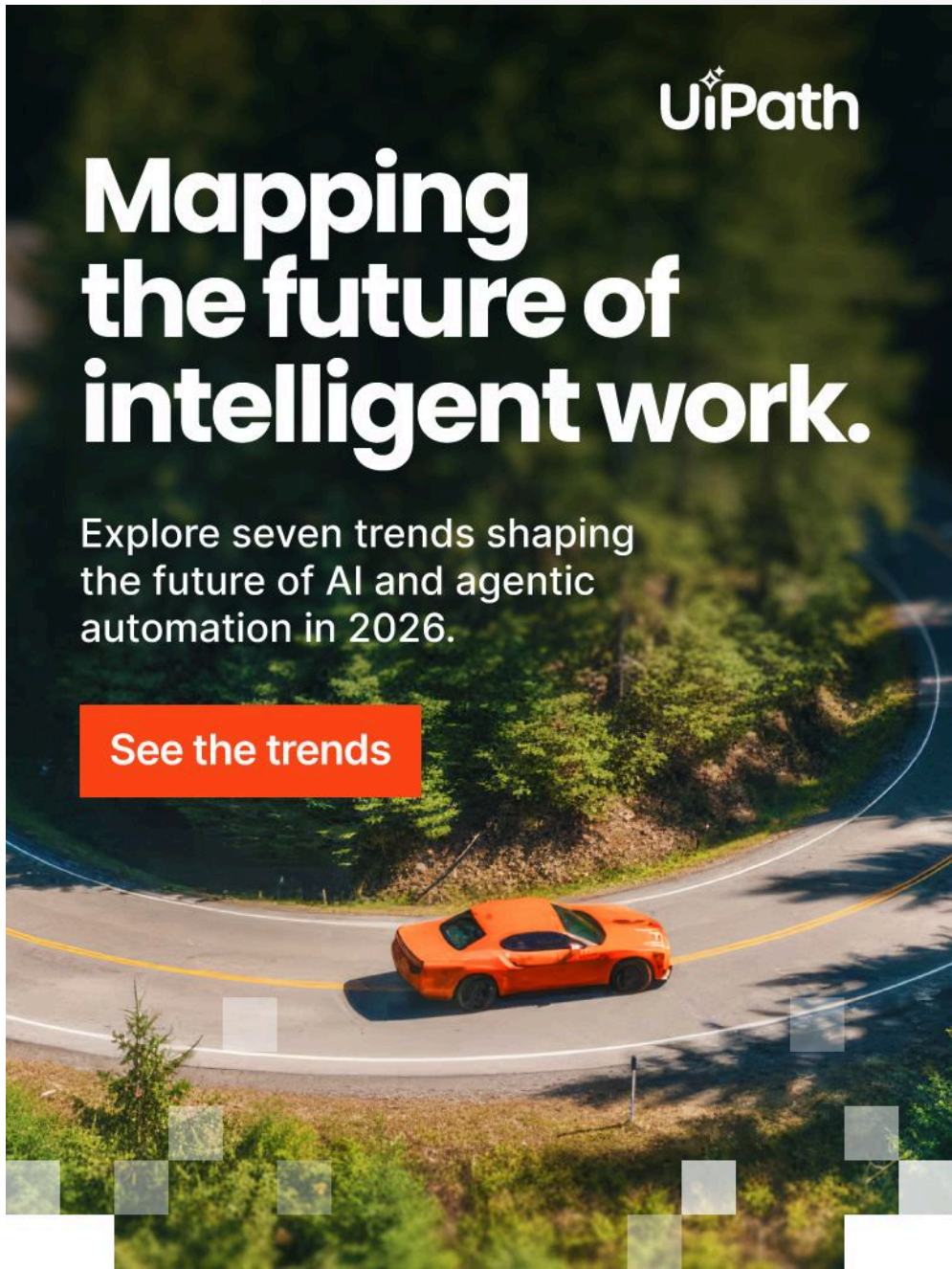
It’s design with purpose: to get people energized, optimistic, and on our side. Because when you set a mood like that, you set all the wheels in motion.



06 Campaigns

Campaigns are focused marketing initiatives built around a central theme or objective. They align messaging, visuals, and content across channels to drive a specific business outcome.

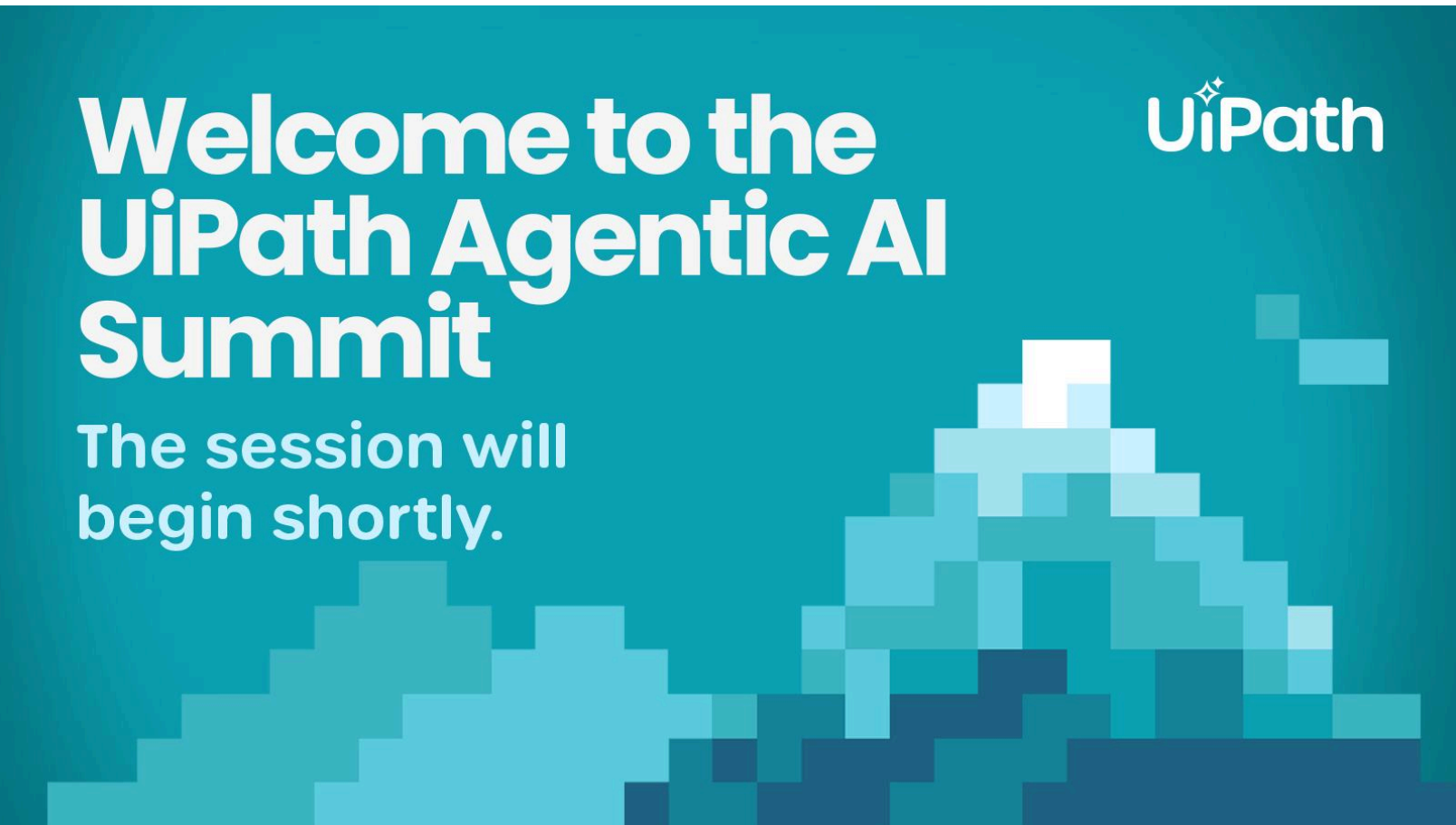
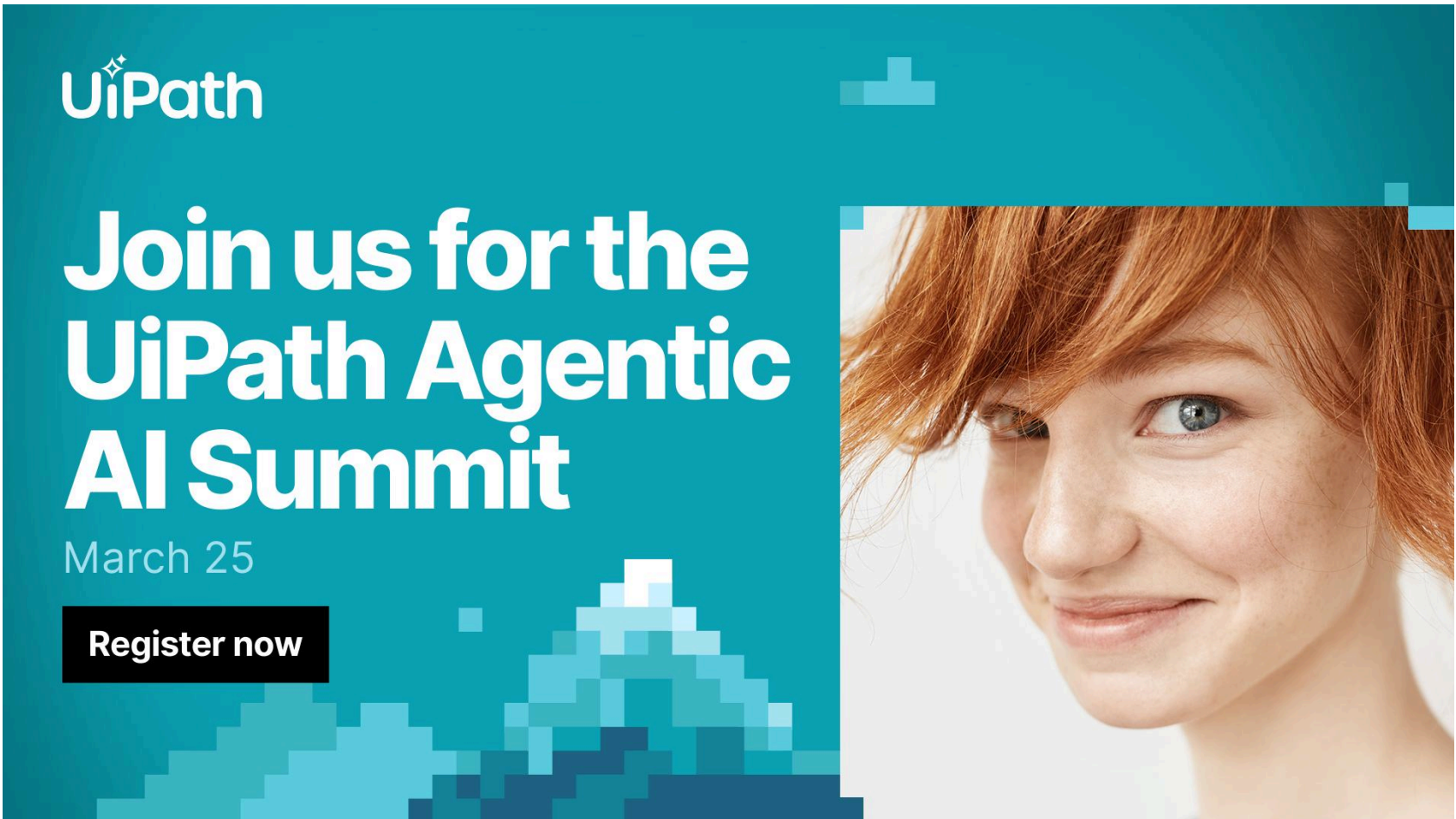
Some assets shown here demonstrate how the brand can flex. Certain designs were created for specific initiatives and aren't intended for use beyond their original context.



Welcome to this year's **UiPath Trends Report**, our annual examination of the most powerful forces shaping the next wave of AI and agentic automation.

To formulate these trends, we have gathered perspectives from the UiPath automation ecosystem, which includes 10,000+ customers, 5,000+ partners, and 3 million UiPath Community members. We have also turned to our own experts: UiPath AI scientists, product and software teams, customer success teams, and sales and marketing experts. These diverse viewpoints,

06 Campaigns



06 Social media

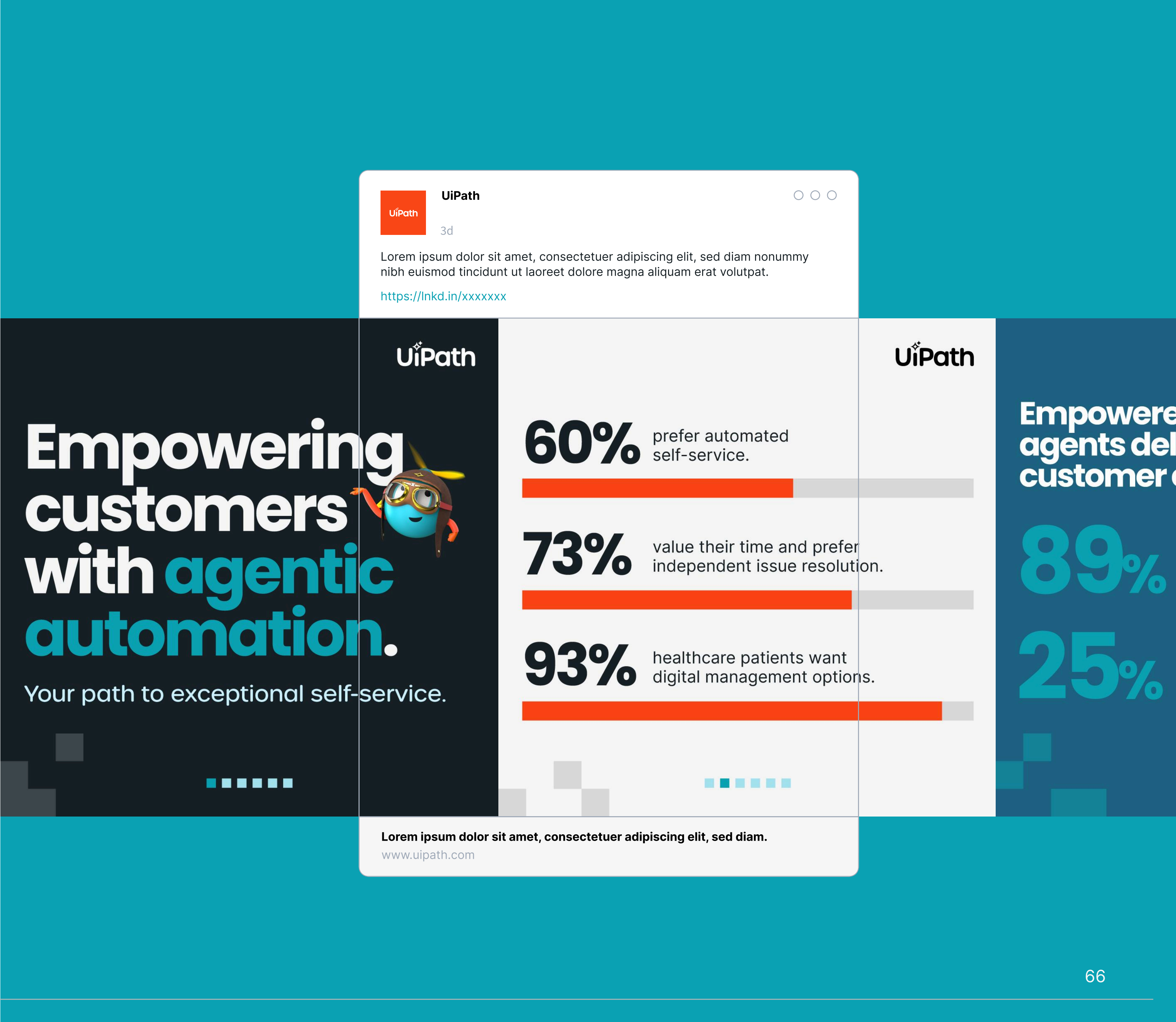
“Made you look.”

That’s the impact we’re going for with our social media templates: scroll-stopping, attention-grabbing bursts of color and signature type treatments, paired with your pause-worthy copy.

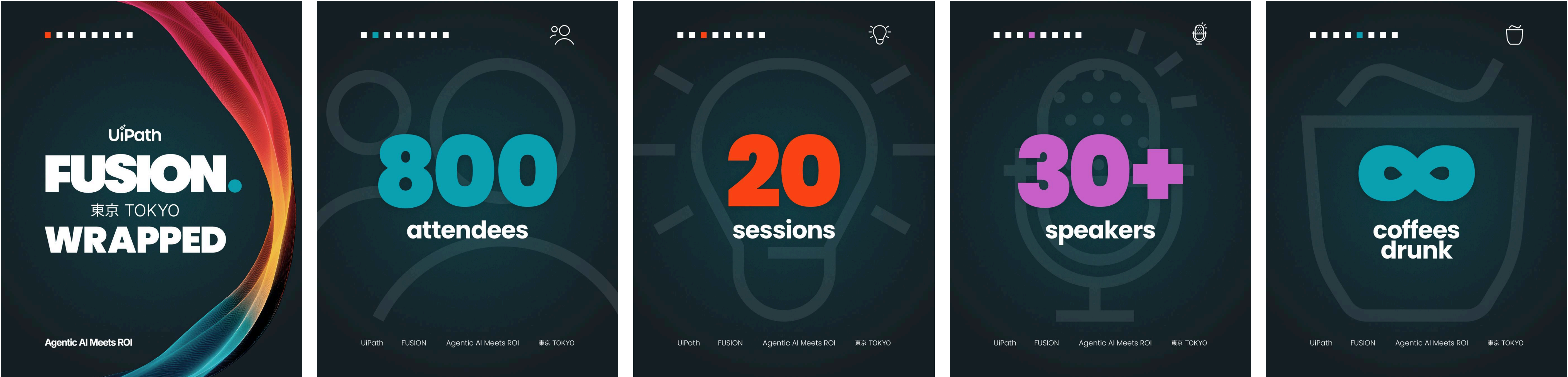
Because in the Social whirl, attention today is pipeline tomorrow.

Ready to feed the feed?

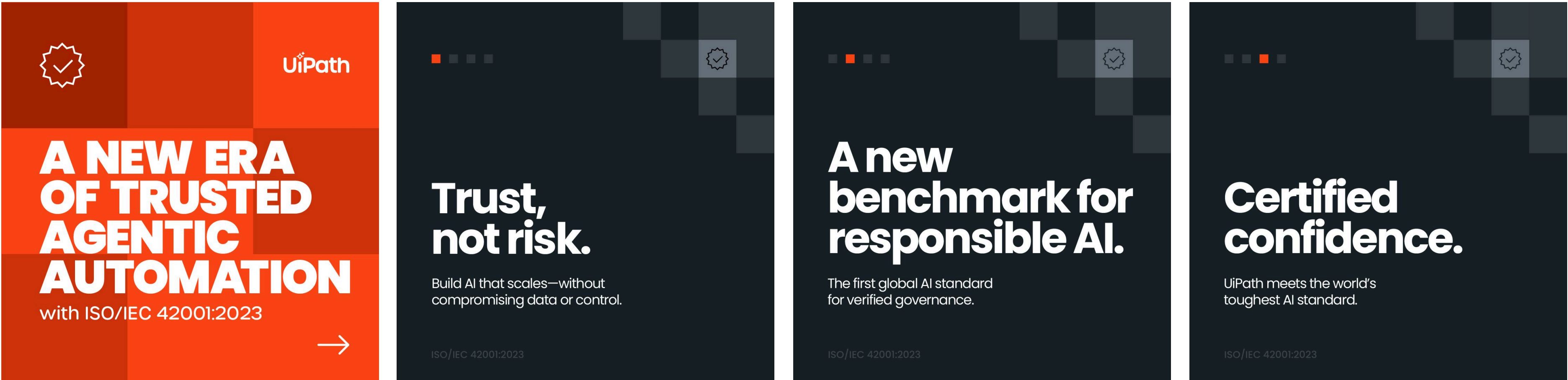
Reach out to Eddie Finch-Hawkes and Alexandra Ilie for Canva license details.



06 Social media



Some assets shown in social media illustrate how the brand can flex. Certain designs were created for specific campaigns and are not intended for use outside their original context.



06 White papers

They may be called UiPath white papers—but no one could call them colorless.

And that’s by design. Because complex stories deserve clarity that invites repeat engagement. (And you deserve a simple way to get your stories out there.)

Our white paper templates compel engagement and communicate with style and authority. With vibrant colors, graphic elements, signature chart, table, and graph treatments, and much more... it’s visual language that turns business-speak into business earned.

You can access templates in the [Brand Center](#).

These templates are also available in Canva. You can reach out to Eddie Finch-Hawkes and Alexandra Ilie for Canva license details.



Content

- 3 The evolving landscape
- 4 Blueprints for success
- 6 From RPA to Agentic Automation

The financial services industry is undergoing a profound transformation driven by macroeconomic shifts, intensifying competition, and rapid technological advancements. Credit unions, while not immune to these forces, face a unique imperative to navigate this changing landscape with strategic precision, particularly in terms of automation adoption. By embracing automation and artificial intelligence (AI), credit unions can significantly enhance their operational resilience, elevate member services, and position themselves for sustainable growth.

UIPATH.COM | BECOMING THE CREDIT UNION OF THE FUTURE.

The evolving landscape: Balancing growth and identity

In recent years, credit unions have experienced a significant surge in merger and acquisition (M&A) activity. This trend, driven by a combination of factors including performance challenges and strategic growth initiatives, underscores a fundamental shift in the industry.

The path forward for credit unions is multifaceted and demands a delicate balance between:

- 1. Operational excellence:** Implementing cost-efficient processes and embracing operational discipline to remain competitive in an increasingly consolidated market. From a technology standpoint, this can mean automation advancements on an operational or process level that redeploy high-value resources to focus on member experience.
- 2. Tech stack modernization:** Scaling smartly is key. Credit unions must pursue growth strategies that maintain the essence of credit union values while adopting cost-effective tech stacks that keep pace with expectations originating from fintech digital experiences.

06 Documents

These are the assets that support the everyday rhythm of the business—case studies, one-pagers, customer stories, e-books.

The everyday essentials and the credibility builders.

Our document system creates consistency at scale: defined hierarchy, standardized typography, approved color application, clear image direction—while staying unmistakably on-brand.

Imagery in documents centers on people—the teams, customers, and industries we support. They represent collaboration, intelligence in action, and real-world impact.

Power enterprise transformation with holistic process intelligence.

Combine the power of Process Mining and Task Mining to get end-to-end visibility and actionable insights across your business operations.

Why your processes and workflows are inefficient

Limited visibility: Most organizations lack transparency into how work actually happens across systems, agents, robots, and people.

Static analysis: Traditional process evaluations capture a moment in time rather than continuous operational change.

Inefficient resource allocation: Without data-driven prioritization, improvement efforts often miss the highest-impact areas.

Siloed operations: Disconnected systems and data prevent full understanding of process dependencies and performance.

Key benefits

- Process excellence**
Drive continuous improvement through data-driven process insights
- Customer experience**
Improve customer journeys by visualizing and streamlining cross-system interactions
- Workforce efficiency**
Reduce manual effort by identifying repetitive or redundant steps
- Capacity creation**
Free up employee capacity by informing automation and optimization efforts
- Revenue optimization**
Identify revenue leakage by exposing bottlenecks and slow approval cycles
- Cost savings**
Prevent costly errors through early detection of process deviations
- Time savings**
Accelerate cycles by removing redundant steps and optimizing flow paths
- Risk management**
Strengthen compliance through KPI monitoring and deviation alerts

The UiPath process intelligence capability

Process Intelligence delivers comprehensive visibility into how work flows across your enterprise. It combines Process Mining and Task Mining to reveal inefficiencies, prioritize improvements, and inform and enhance agentic orchestration with data-driven insights.

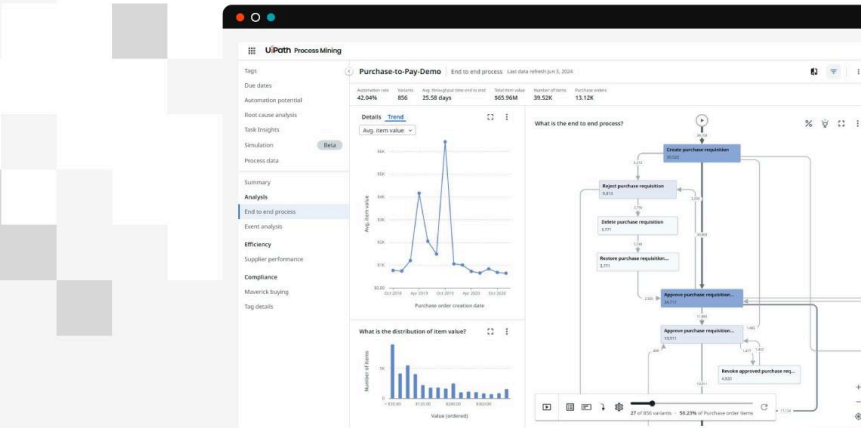
Visualize end-to-end processes
Analyze system event logs and desktop-level known tasks to understand interactions between AI agents, robots, and people.

Enable process optimization
Identify automation and improvement opportunities through data-driven process insights and known task analysis, guiding orchestration priorities.

Derive actionable insights
Use root-cause analysis and variant comparison to reveal process variations, quantify improvement potential, and prioritize initiatives by business impact.

Monitor and improve continuously
Track process health with KPI dashboards and conformance checking, turning operational data into measurable, repeatable improvement cycles.





How does it work?

Process intelligence transforms system and task-level data into actionable insights that inform automation, orchestration, and optimization. It connects event data, desktop activity, and AI analysis to help you visualize, prioritize, and improve end-to-end processes.

DISCOVER
Use our multi-system connectors to gain visibility into end-to-end processes, leveraging data from your systems and desktop activities to uncover insights

ANALYZE
Identify inefficiencies, process variations, and high-value automation opportunities with data-driven analytics

ACT
Align with UiPath capabilities and use insights to drive improvements through automation, orchestration, process redesign, and optimization

MONITOR
Enable continuous process monitoring with KPI dashboards, conformance analytics, and deviation alerts that drive measurable improvement

The combined power of process intelligence and agentic orchestration

Leverage process intelligence together with agentic orchestration (UiPath Maestro) and the UiPath Platform to create an adaptive automation framework that delivers ongoing value and continuous improvement.

- **Identify** automation and optimization opportunities using advanced process intelligence
- **Orchestrate** intelligent workflows across the enterprise with UiPath Maestro
- **Deliver** sustained value through continuous feedback and learning
- **Create** adaptive systems that evolve with your business needs





REGION: NORTH AMERICA CLIENT: ENCOVA INSURANCE INDUSTRY: INSURANCE



Encova Insurance: Customer-focused innovation at its best

CLIENT OVERVIEW: Headquartered in Columbus, Ohio, Encova provides auto, home, and life insurance, as well as workers' compensation through more than 2,000 agents across 28 states. A top 20 mutual insurance company in the U.S., it has assets of more than \$4.1 billion.

Pursuing automation was a key part of the insurer's strategy, and it quickly chose UiPath as its partner.

99% accuracy with UiPath Document Understanding

98% reduction in time spent on policy intake per year

95% reduction in annual processing time in commercial lines endorsements



Securing customer retention through automation

Losing customers is any organization's worst nightmare, especially when a simple, personalized outreach, delivered at a critical point, may be all that's needed to keep them inside. Knowing this, Jeffrey Martin, Solution Architect at Encova, chose just the right use case to kick-start the company's automation journey. The crucial but time-consuming task of customer retention was selected for a high-profile initial proof of concept (PoC).

Martin automated the process, drawing data from customer files and emailing agents with action steps for customers at risk of canceling their policies. The PoC was a huge success.

Agents no longer had to spend half a day per week combing through customer files to pinpoint accounts that required urgent action. More importantly, teams could refocus their energy on building great client relationships and adding value in different areas of the organization.

“Would I recommend working with an automation partner?”

Martin reflects.

“Definitely. We couldn't have achieved what we have without UiPath. And the exciting thing is, there's so much more to do.”

Jeffrey Martin
Solution Architect at Encova

When hi-tech meets hi-touch

Encova didn't stop there. It quickly became clear there were other ways automation could help improve processes and boost customer-centricity. The claims invoice process was a perfect candidate. Staff were spending half a day per week on this important, but tedious, manual task. That all changed with the adoption of AI-powered UiPath Document Understanding.

“We're seeing [claims] processed faster, fewer errors—and when errors do occur, they're quick to fix thanks to UiPath Action Center.”



“When it comes to document understanding, with traditional optical character recognition (OCR) we were getting 40% through without issues and 30% would be partially completed. With this new [UiPath] process, the success rate is 99%.” Jeffrey Martin Solution Architect at Encova	Automated tasks don't just save time and increase efficiency. According to Martin, it “adds value where it matters” with agents spending more time with customers to deliver that all-important trusted, personal service. Scaling automation and expanding the business Automation has changed the way Encova's finance, sales, underwriting, operations, and customer support departments work. In its policy intake program, for instance, manual data entry time has been cut by over 99% over the year. In commercial lines endorsement, another heavily manual process, Martin expects to reduce annual processing time by 95%. “We were looking at around 650 hours of manual entry per month [for the policy intake program]. That has gone down to just 12.5 hour per year. For commercial lines endorsements, estimated at 12,000 hours per year, we'd love to take that down to 640 hours of processing time.” Jeffrey Martin Solution Architect at Encova Encova continues to scale out automation across the business, with “endless use cases for UiPath.” Specifically, the team is looking to include on-demand services in its automation program as well as explore more intelligent automation.
	

Design within the grid, respect the X spacing system, and let alignment and whitespace create structure and balance.

You can access templates in the Brand Center.

These templates are also available in Canva. You can reach out to Eddie Finch-Hawkes and Alexandra Ilie for Canva license details.

06 Reports

Our report system defines how data is visualized across charts, graphs, and infographics.

Structured layouts support complex information without overwhelming the reader.

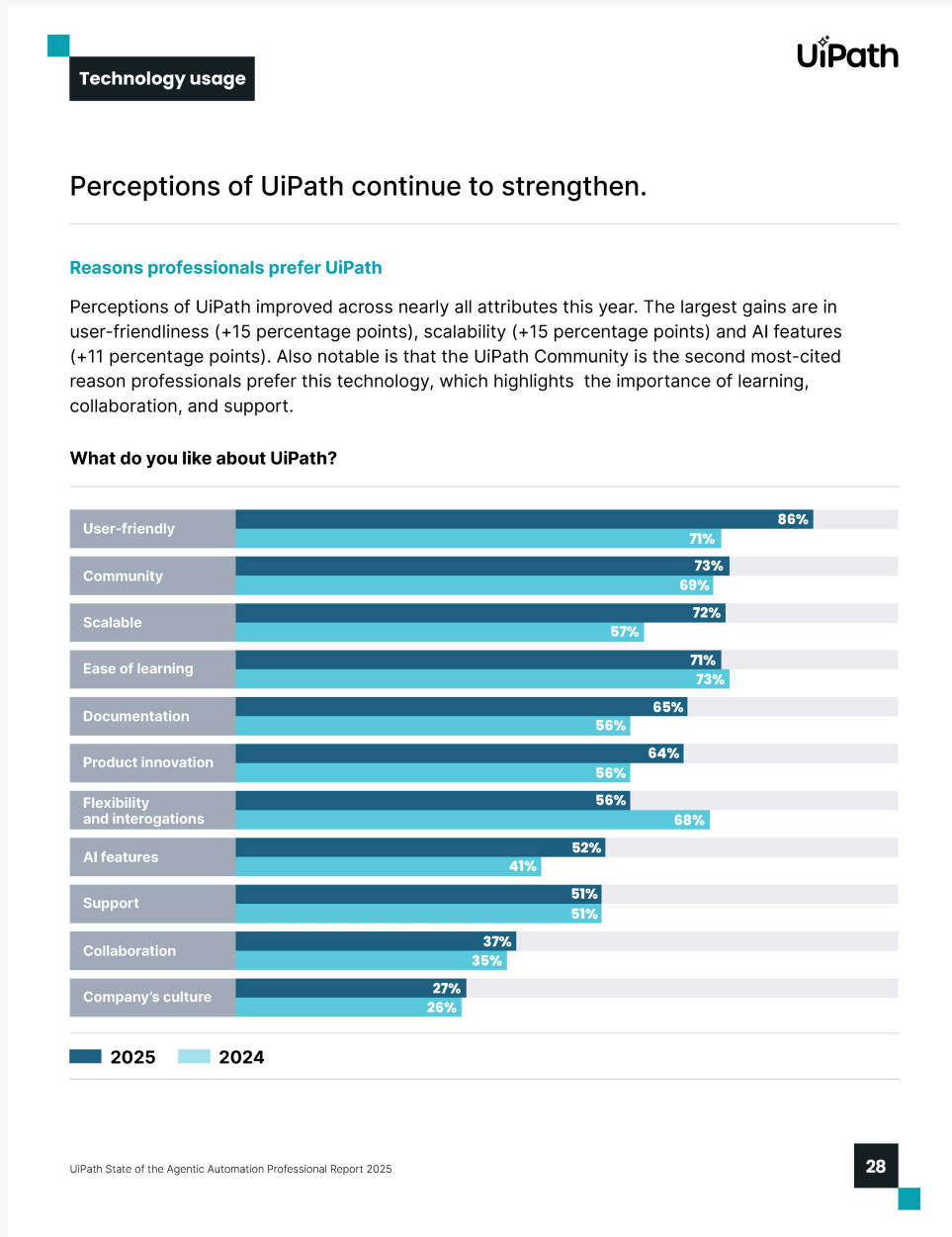
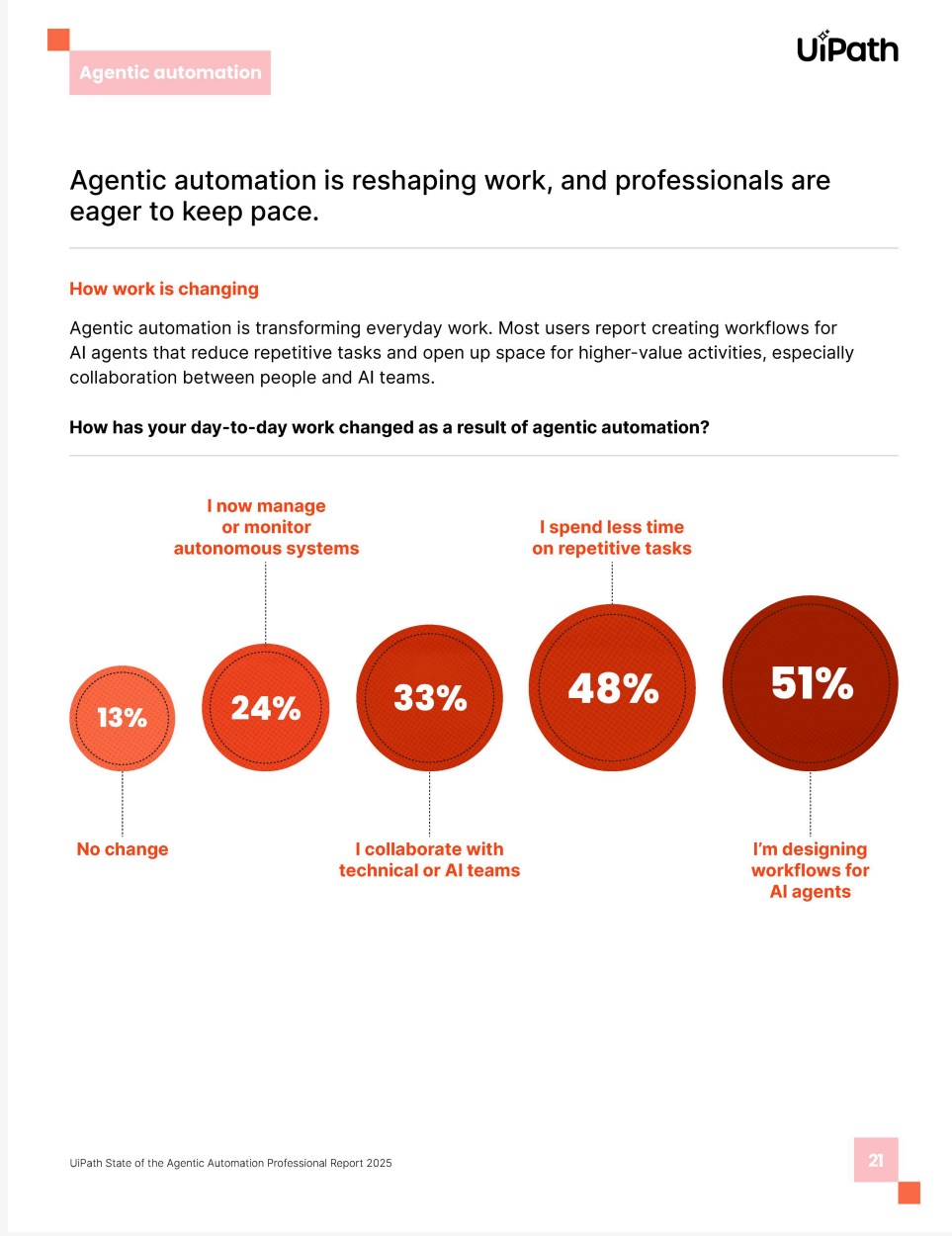
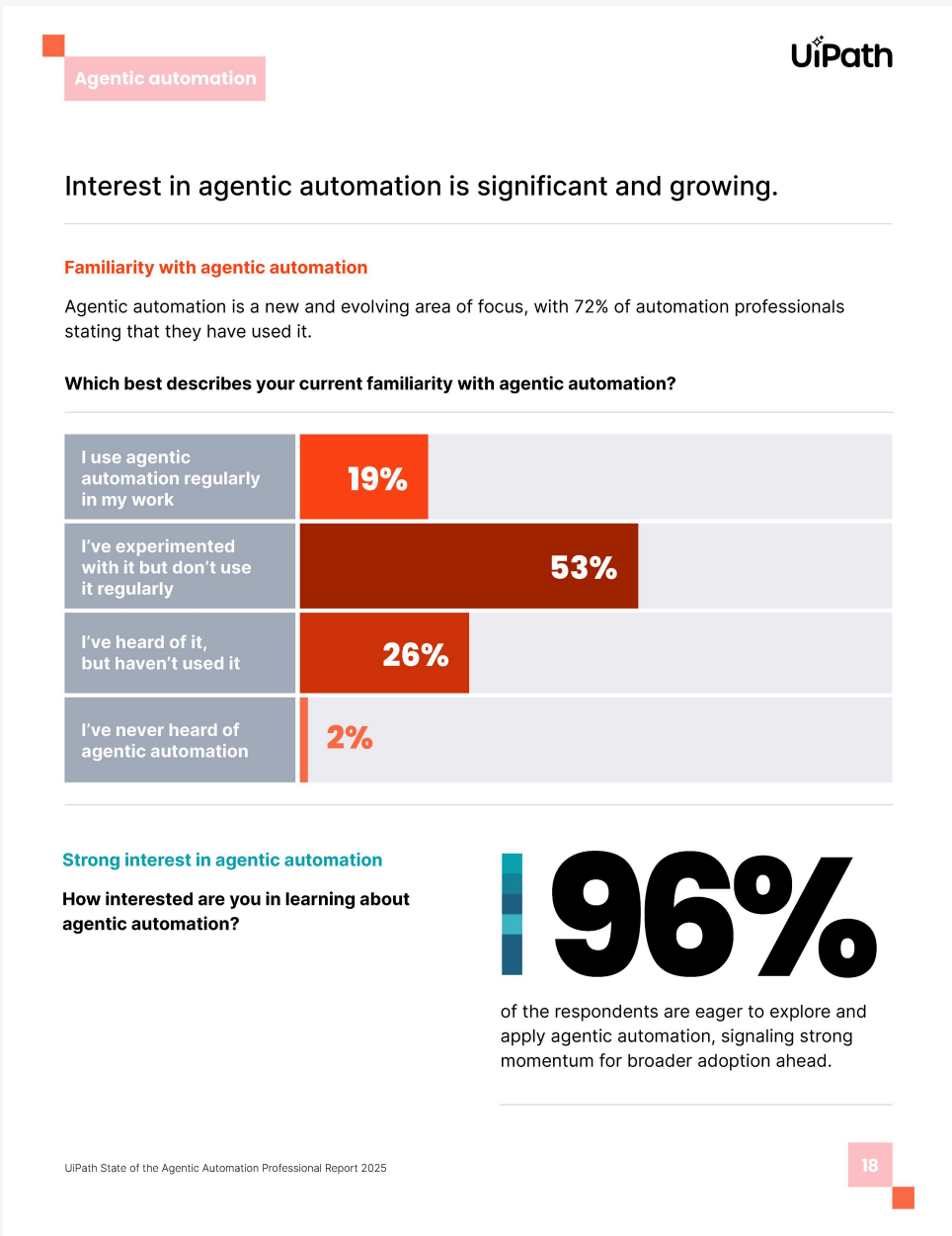
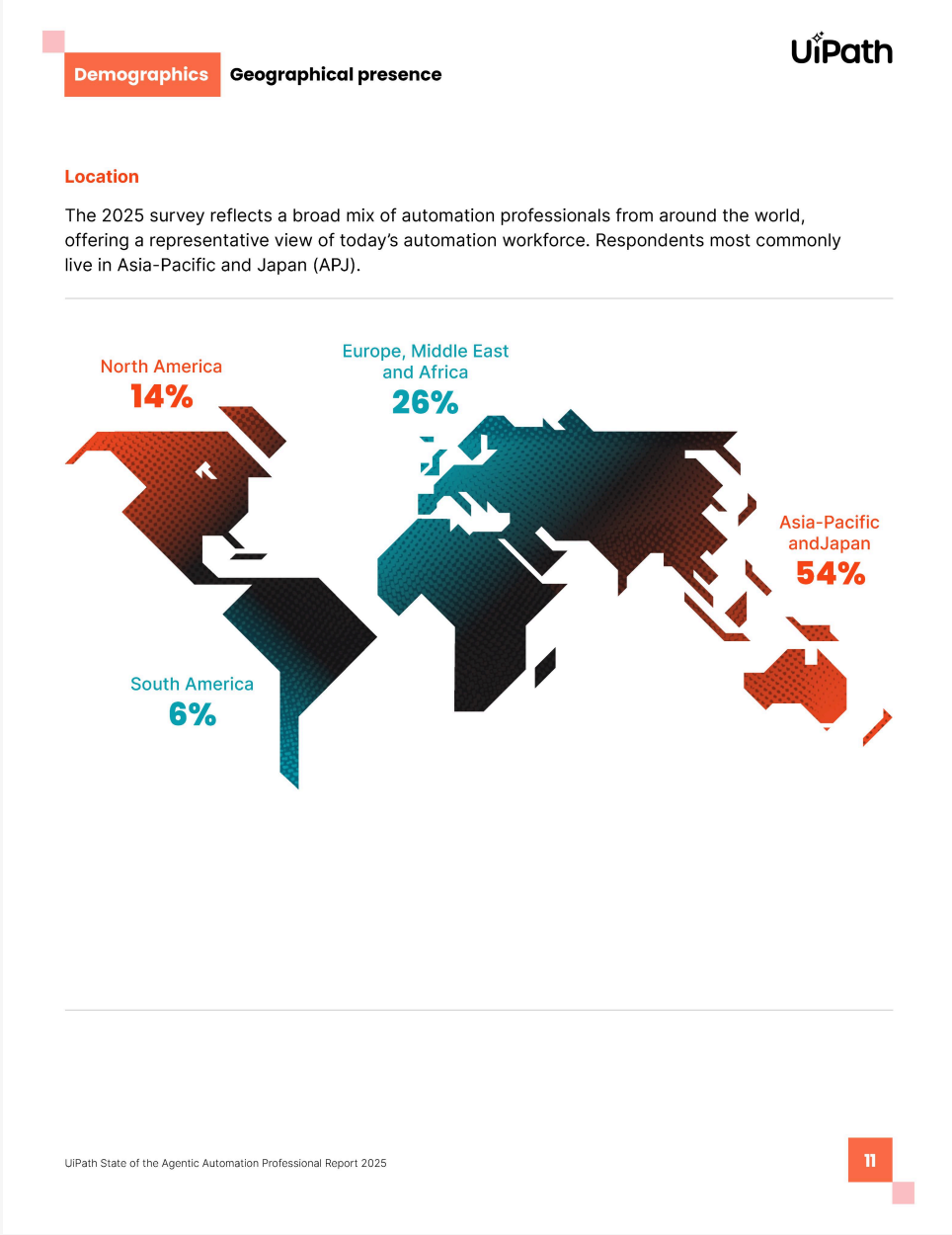
Every chart is designed to prioritize hierarchy and comprehension, using color intentionally to highlight key insights, not decorate the page.

The result is reports that feel analytical, consistent, and cohesive, regardless of the dataset.

UiPath



State of the
Agentic Automation
Professional 2025

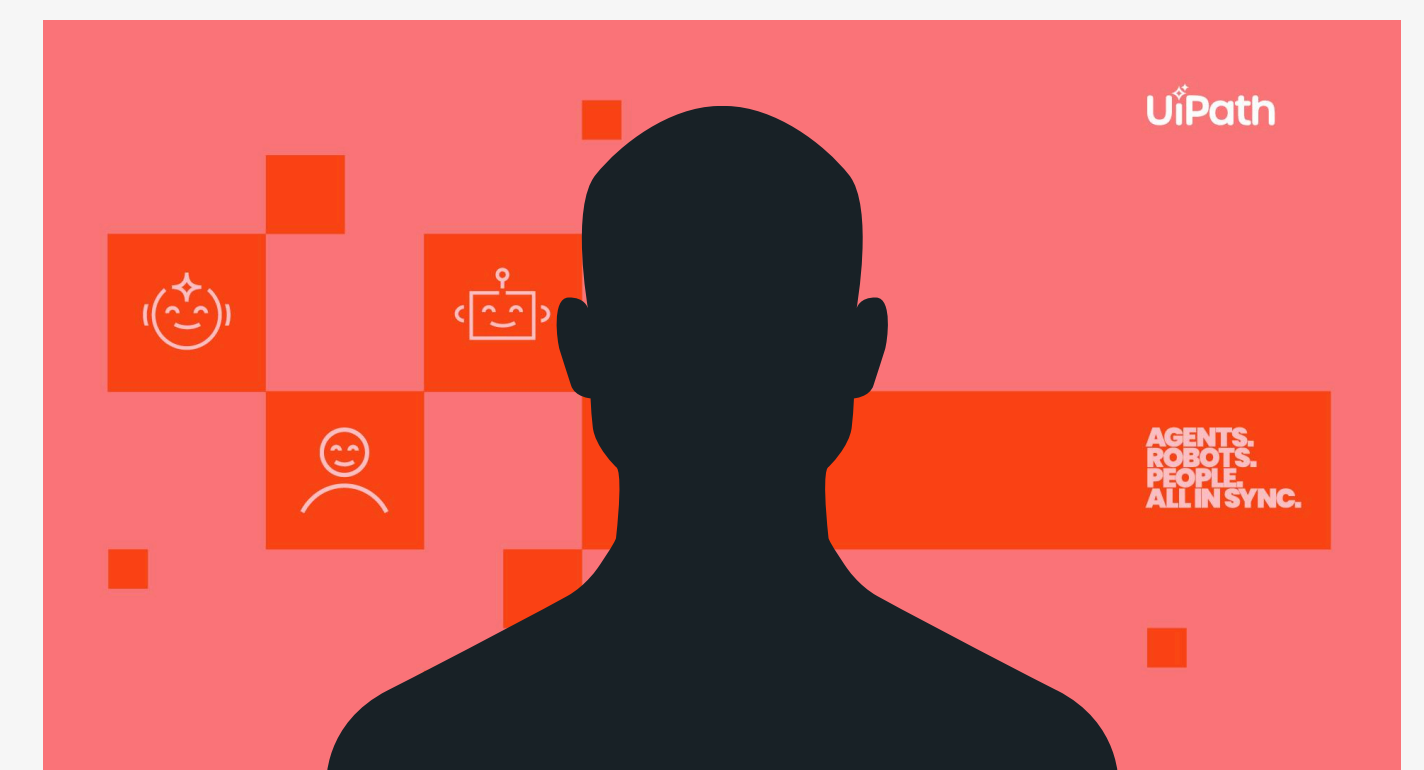
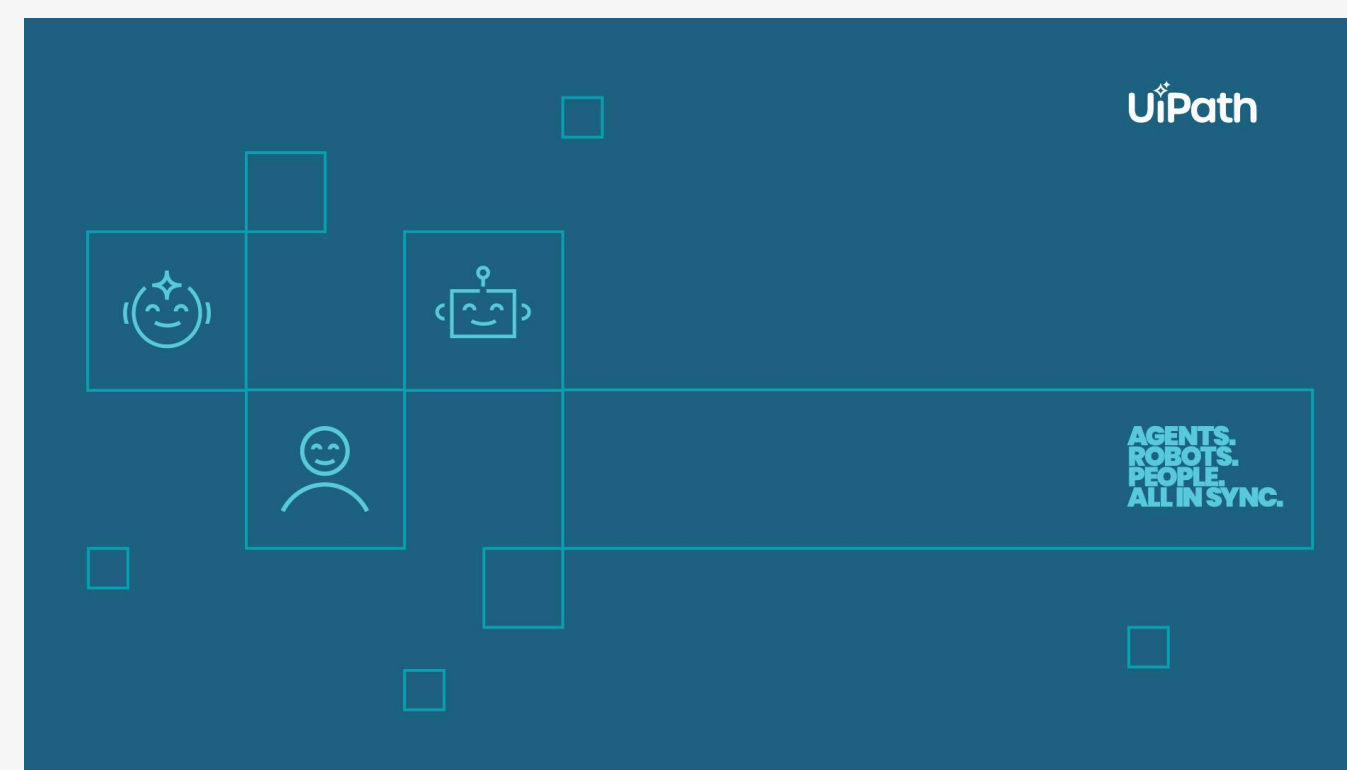


06 Zoom backgrounds

Sometimes the smallest screen makes the biggest impression.

Our Zoom backgrounds turn virtual calls into real-life brand impact, whether you're wrangling a webinar or jumping on a just-called catch-up. They make UiPath—and you—look polished, put-together, and performance-ready. (Not to mention putting our brand messaging on subtle display for the entire length of the call.)

To put more vroom in your Zoom, download backgrounds from the [Brand Center](#).



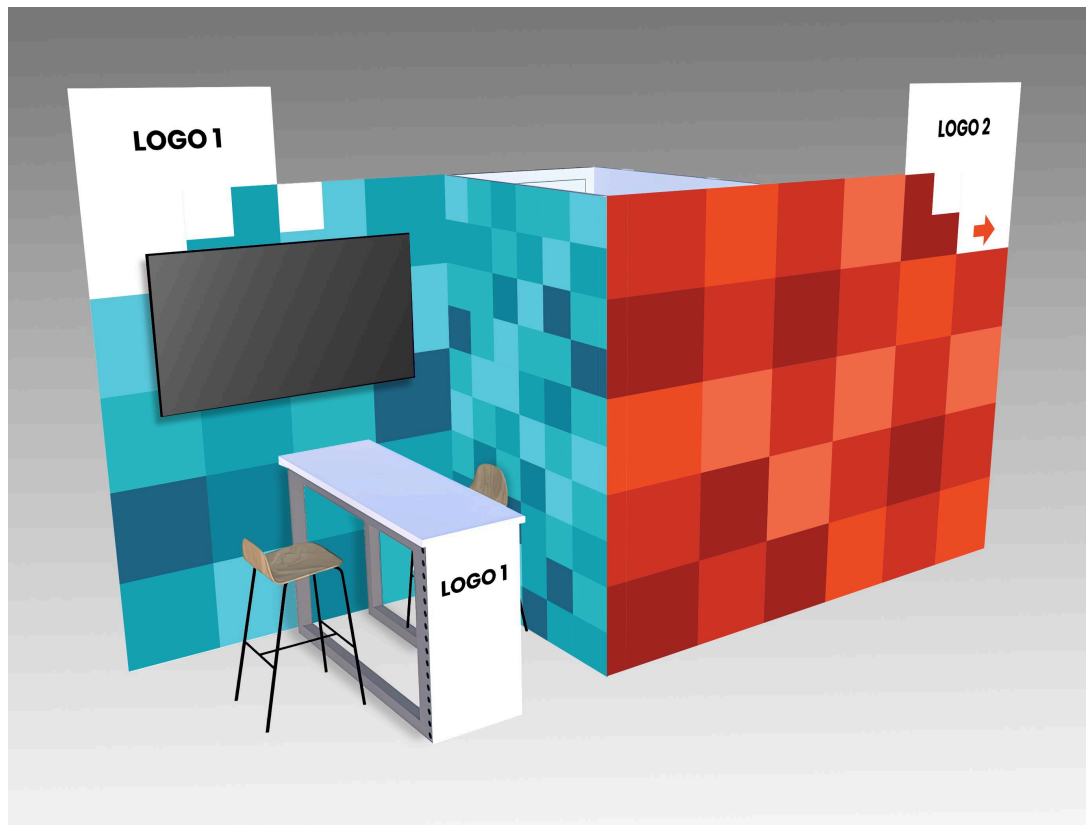
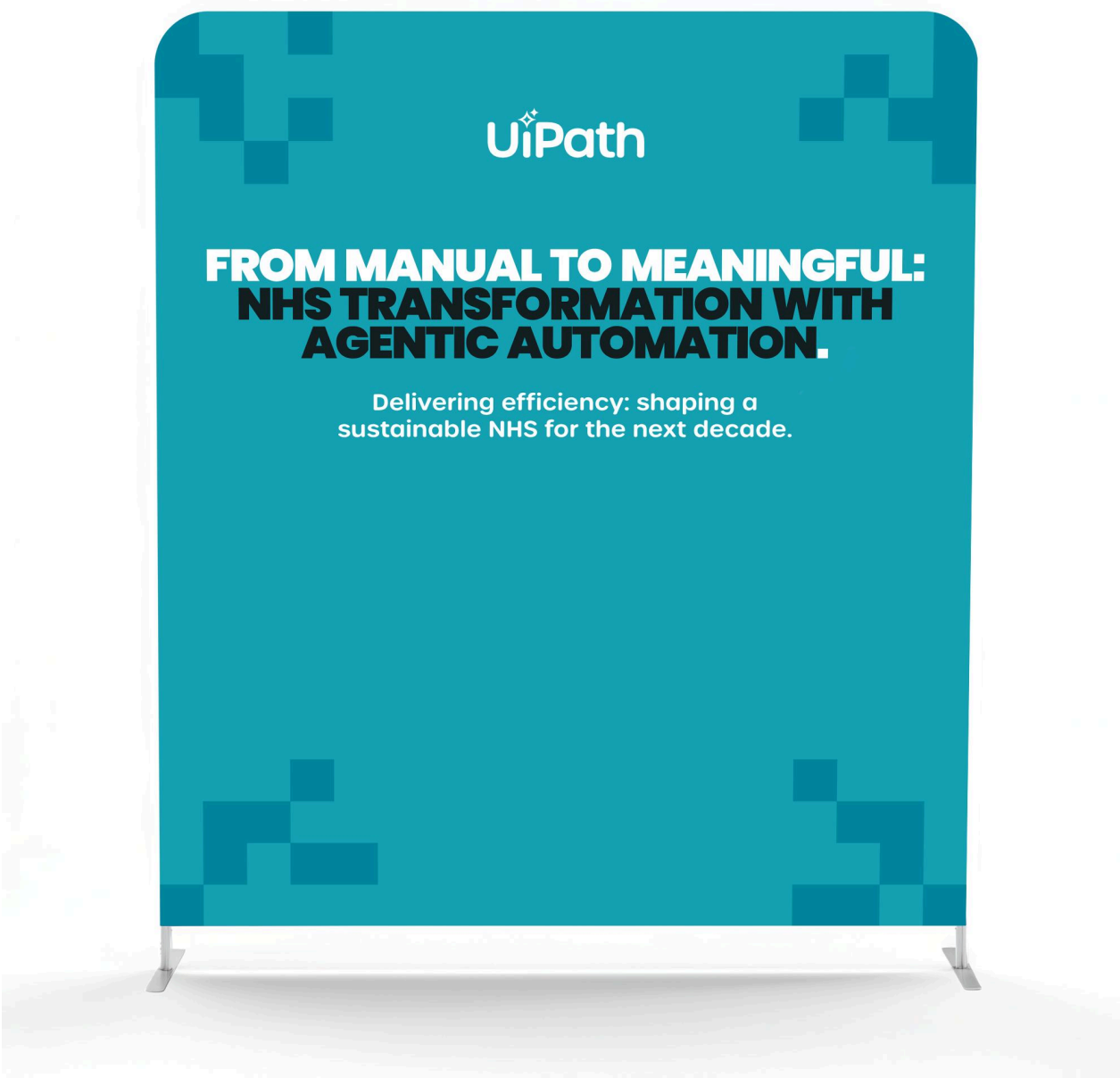
06 Events

From modular booths to photo ops, our brand stands out in the space and the moment. That’s just what we’re aiming for. Because in a sea of booths, bodies, and brouhaha, the brand that commands attention drives the conversations that matter.

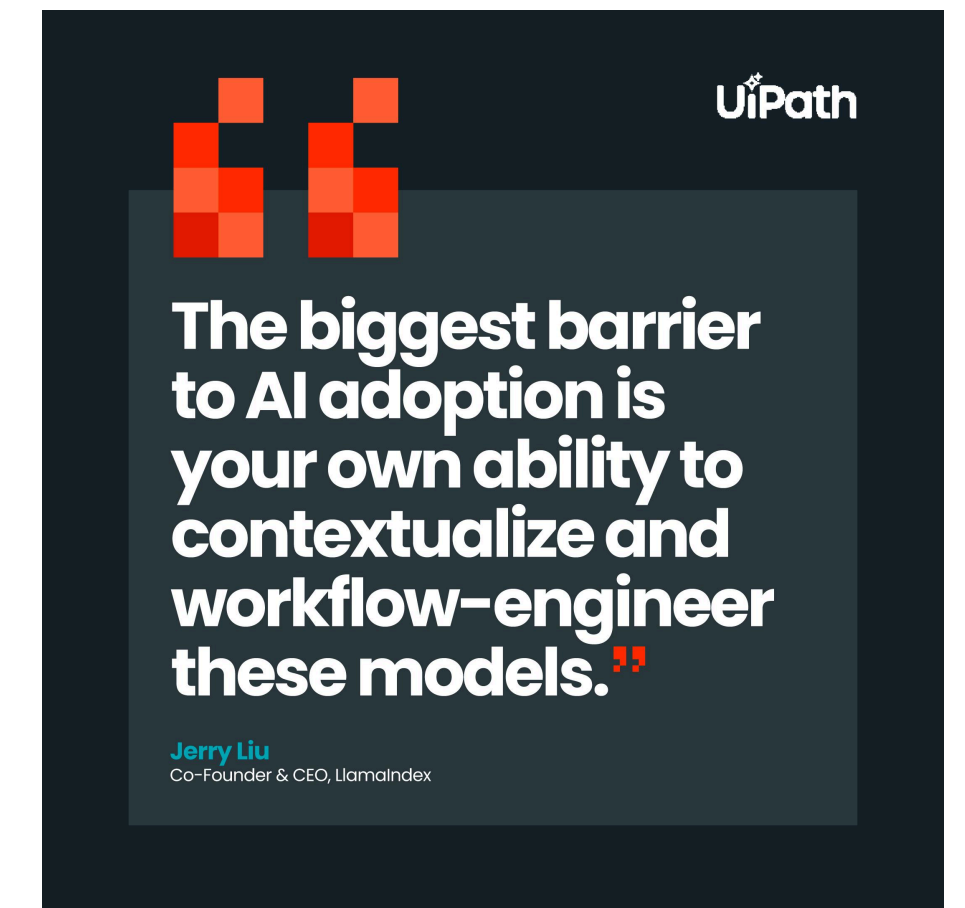
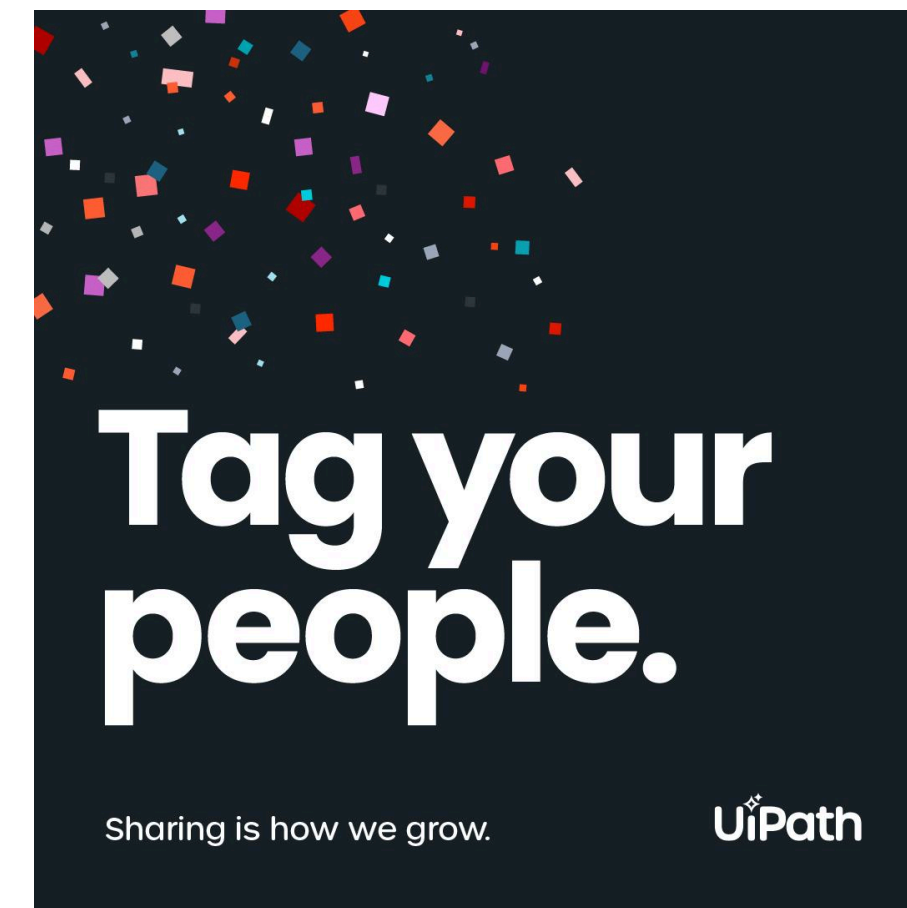
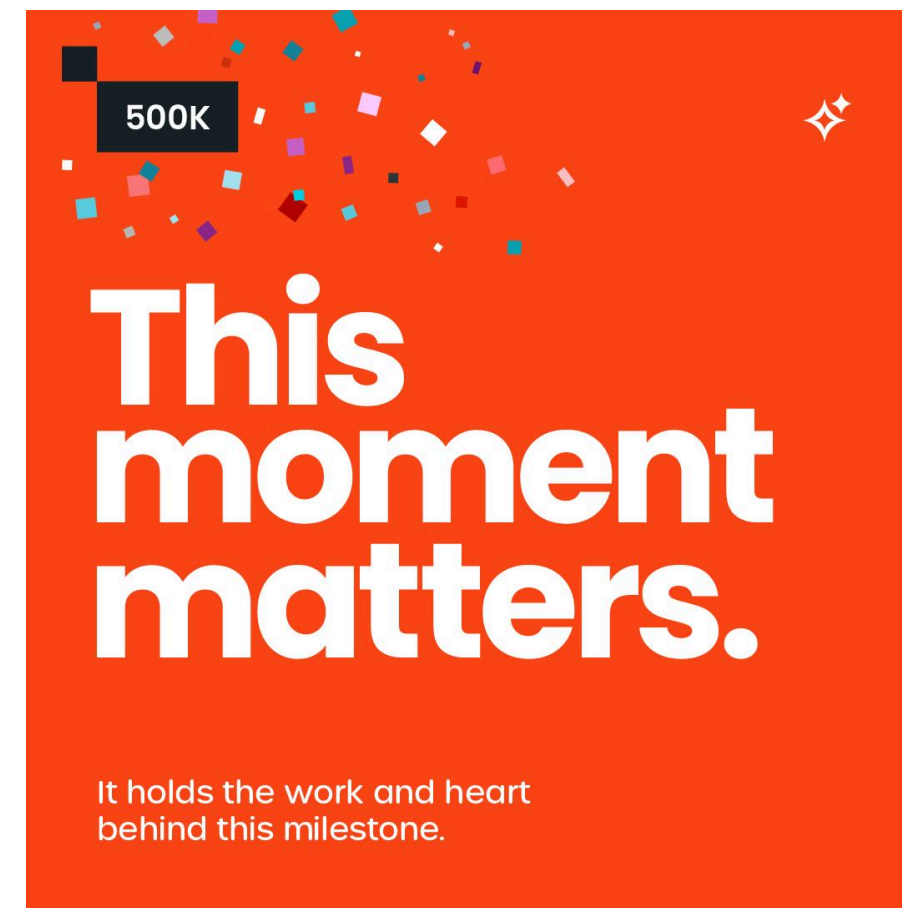
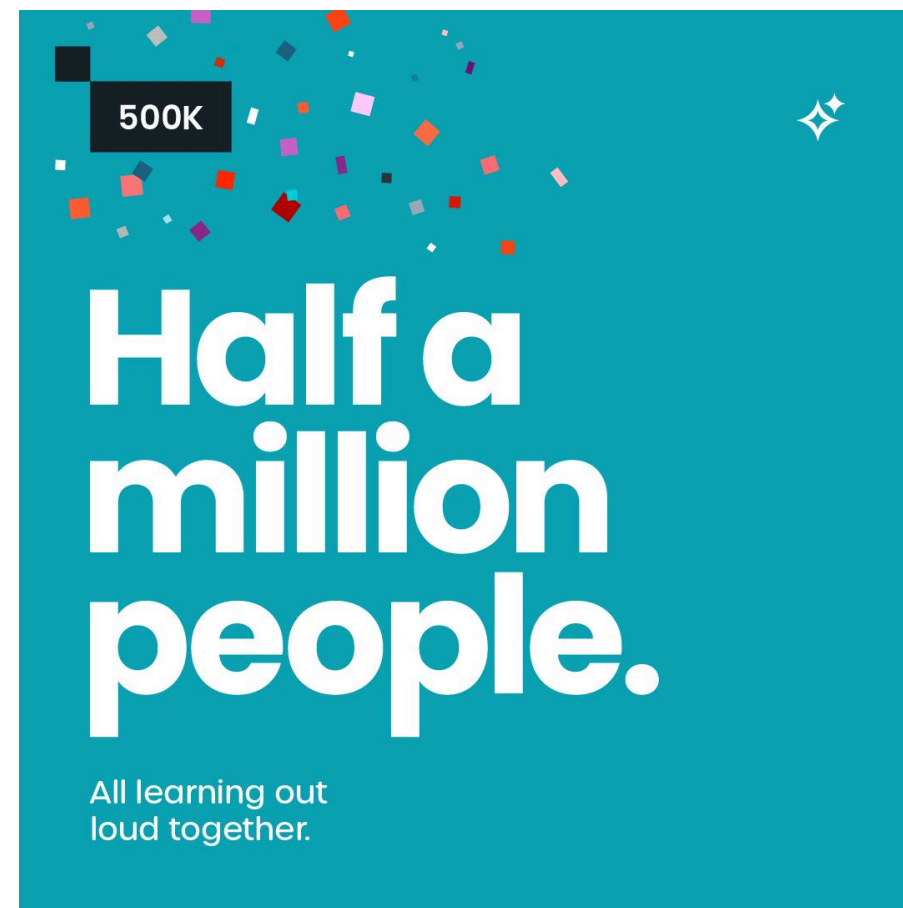
Large-scale blocks and bold type create impact from across the hall; Otto charms up close. Our brand colors play off each other to energize our space, enliven the atmosphere, and focus attention on our presence and our messages.

It’s visual shorthand for establishing our credibility, authority, and approachability—setting the stage for more meaningful conversations and productive meetings.

If you need help with a booth or other event-related design work, the best way to do that is by opening up a Jira ticket [here](#).



06 Creative pixel use



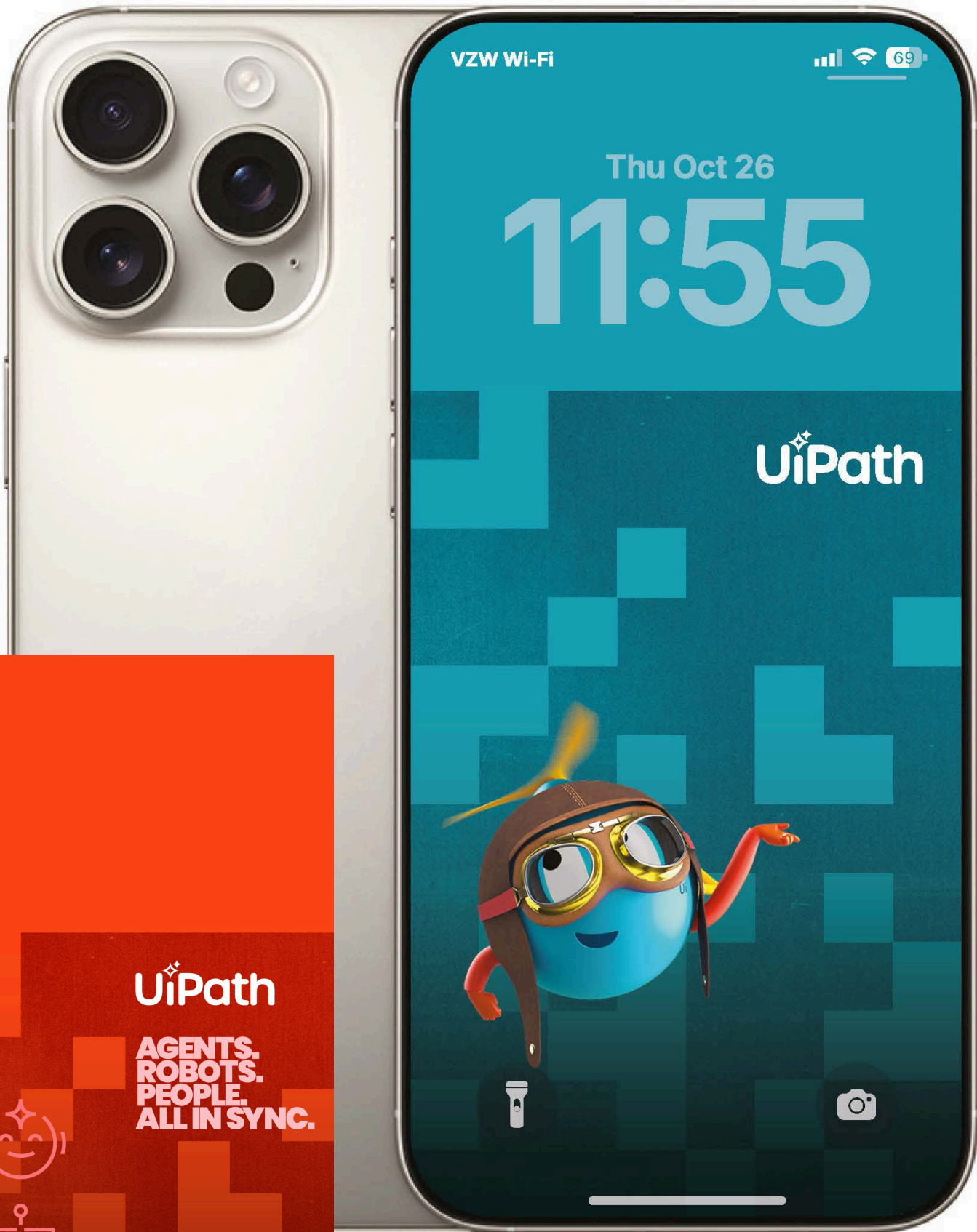
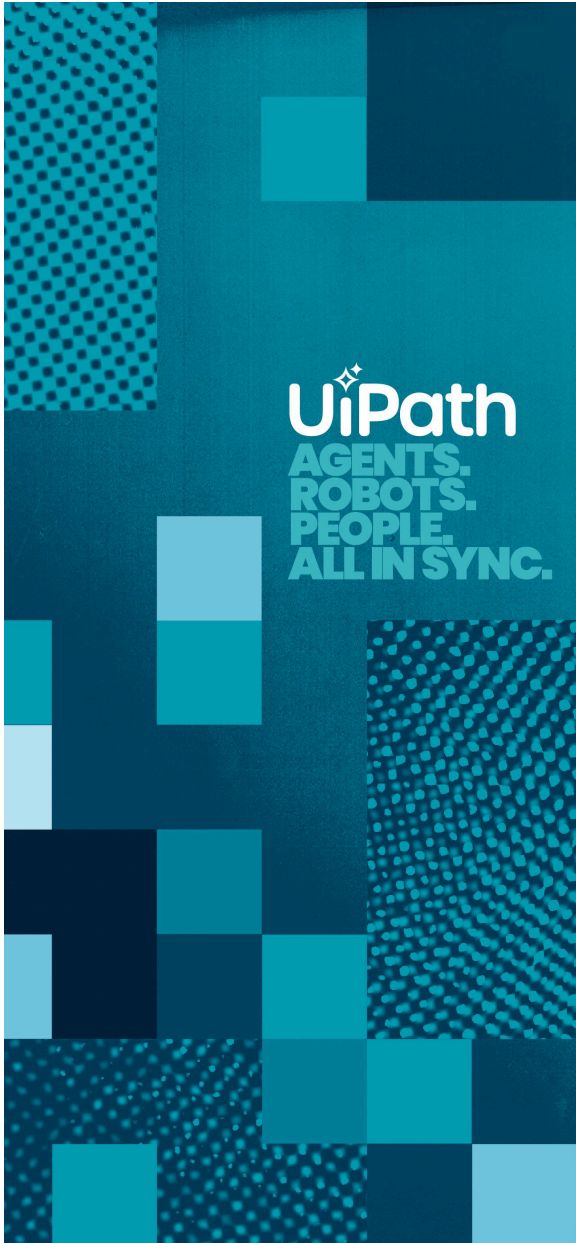
Our pixel system is designed to be flexible—but not limitless.

More expressive or extended applications are reserved for UiPath Creative Studio and approved creative partners to ensure consistency and brand integrity.

If you believe a more advanced pixel treatment could elevate your project, reach out to Creative Studio for guidance before proceeding.



06 Creative pixel use

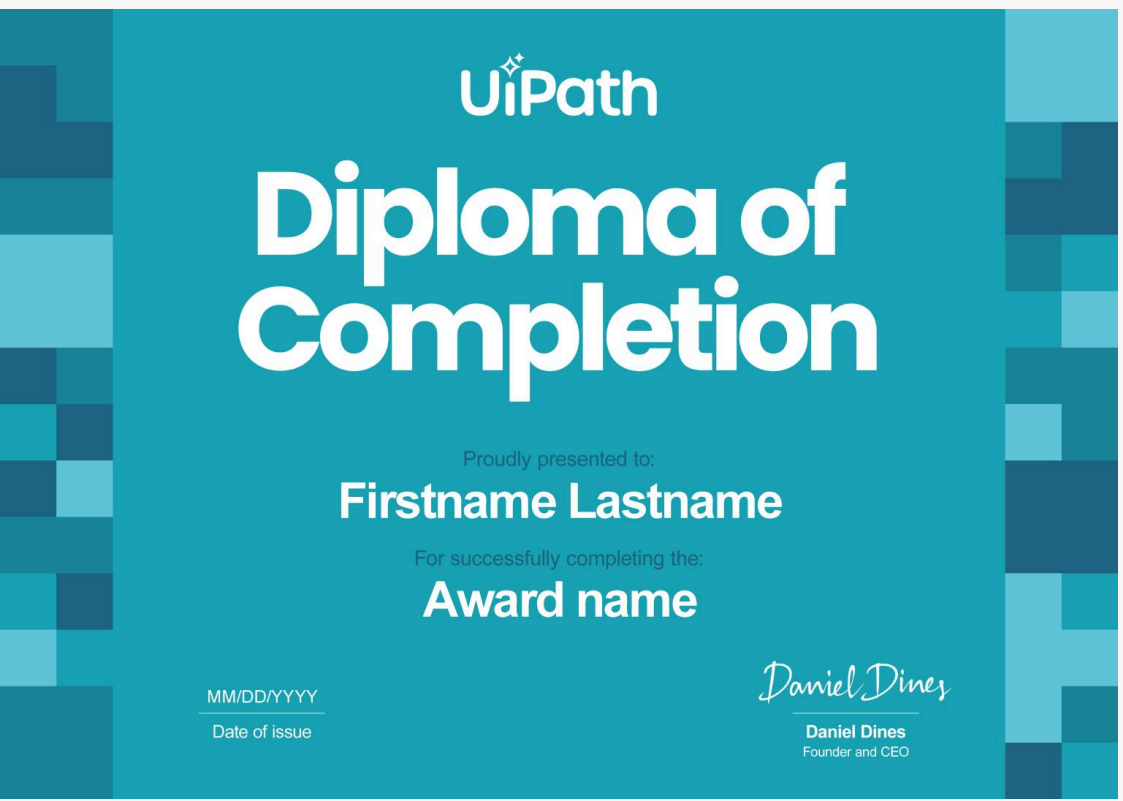
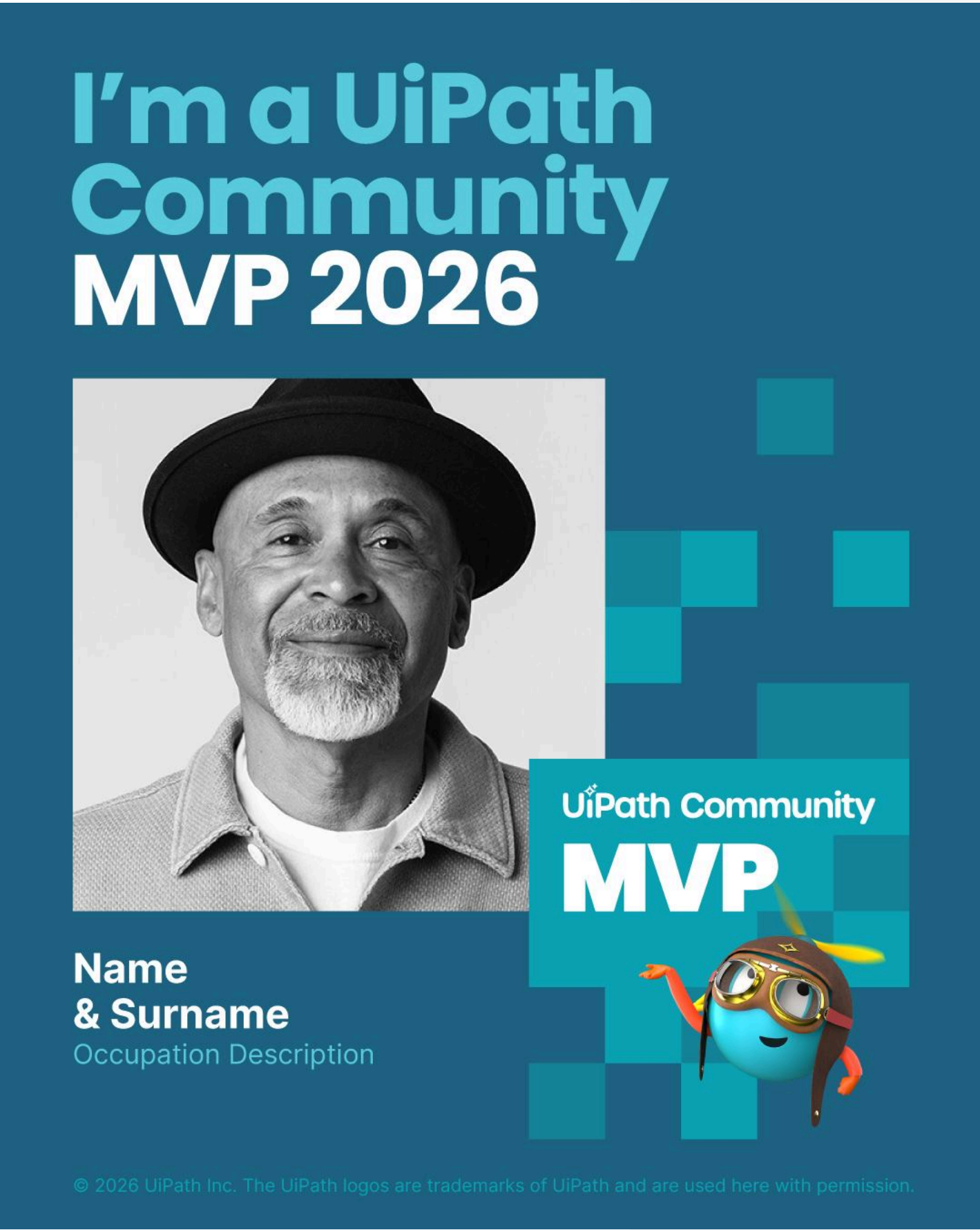


06 Awards and badges

Awards and badges signal trust and achievement. Always use approved files and apply them with clarity, balance, and purpose.

For the standard diploma/digital certificate template, please access the templates in the [Brand Center](#).

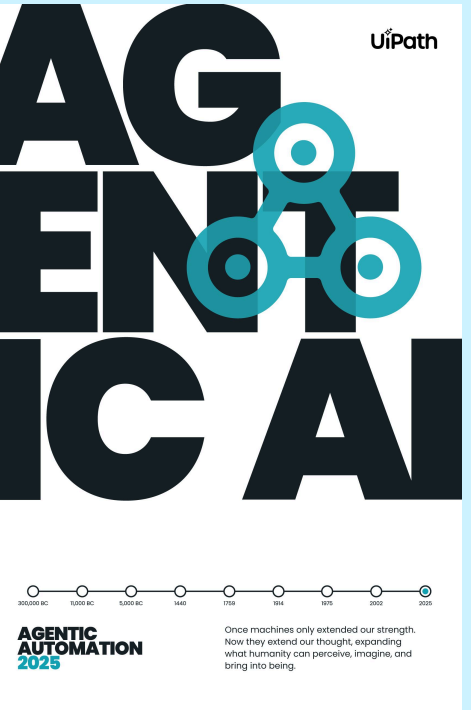
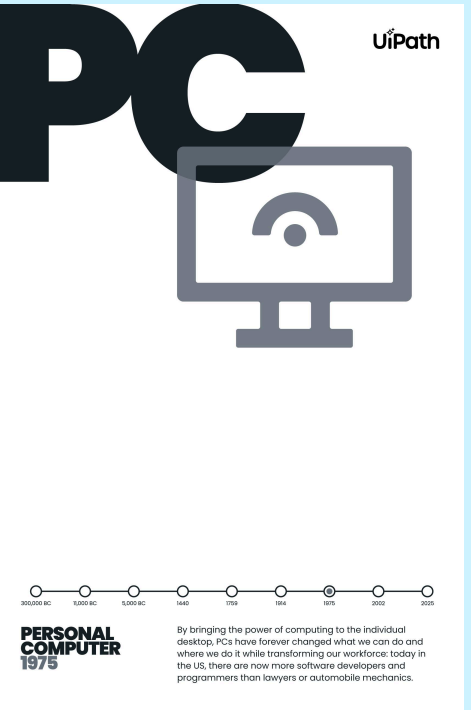
For bespoke award or badge design and any related custom work, the best way to get started is by opening a Jira ticket [here](#).



06 Offices

Office branding brings the UiPath identity into workplace spaces through History of Work posters and related materials.

To order materials, reach out to your local facilities team.



06 Offices

Office screen animation can be used as screensavers or ambient brand moments in workplace spaces.

Download the animation [here](#).

For custom screen sizes, open a Jira ticket [here](#), with the screen specs and intended use.



06 Video and audio

This video branding package includes the core assets needed for post-production, especially when working with third-party vendors. Use it for intro and outro logo animations, YouTube thumbnails, and other branded video or audio materials.

Download the full package [here](#).

Branded music

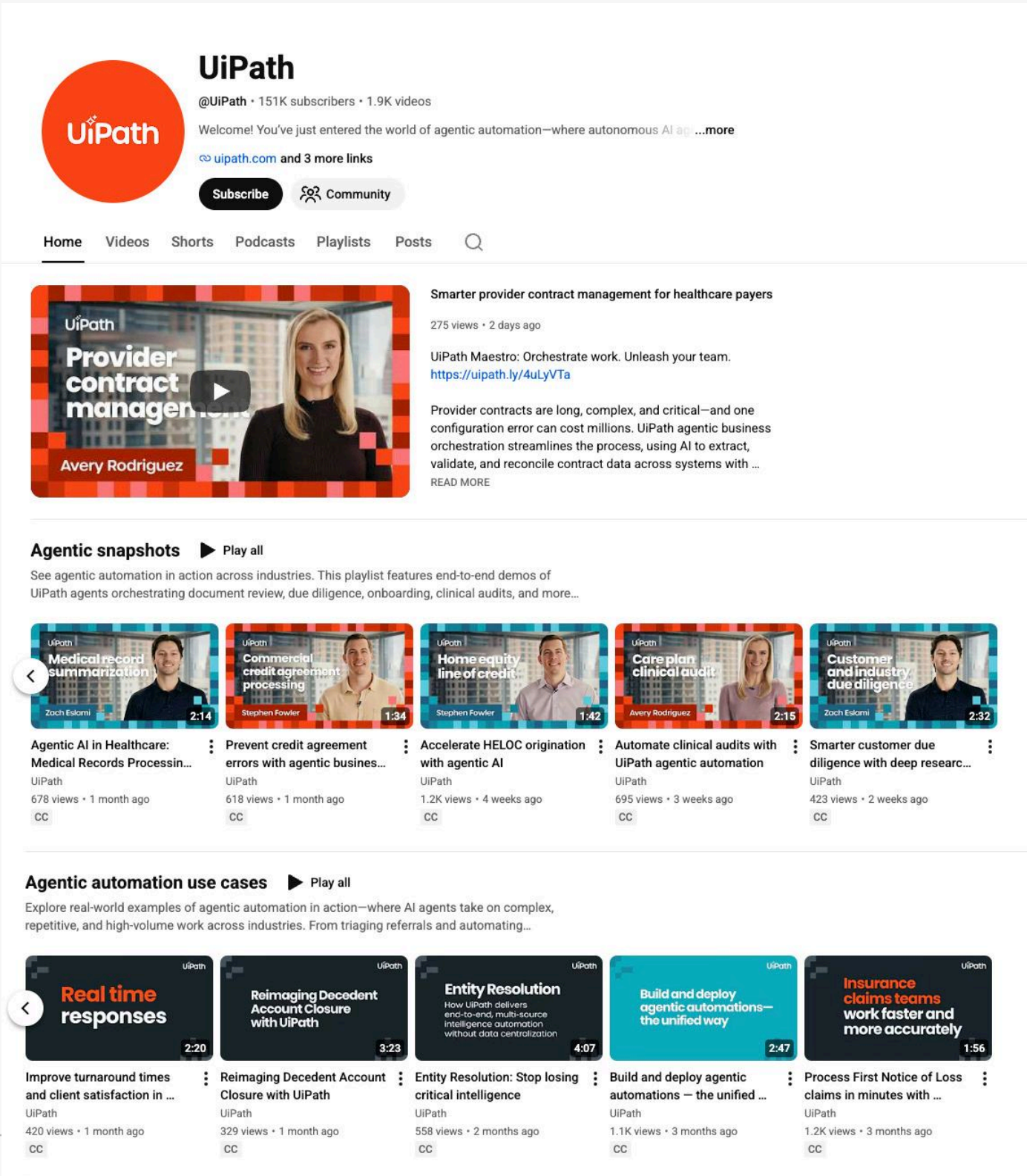
Available for use across UiPath video and audio materials.

Download the music package [here](#).

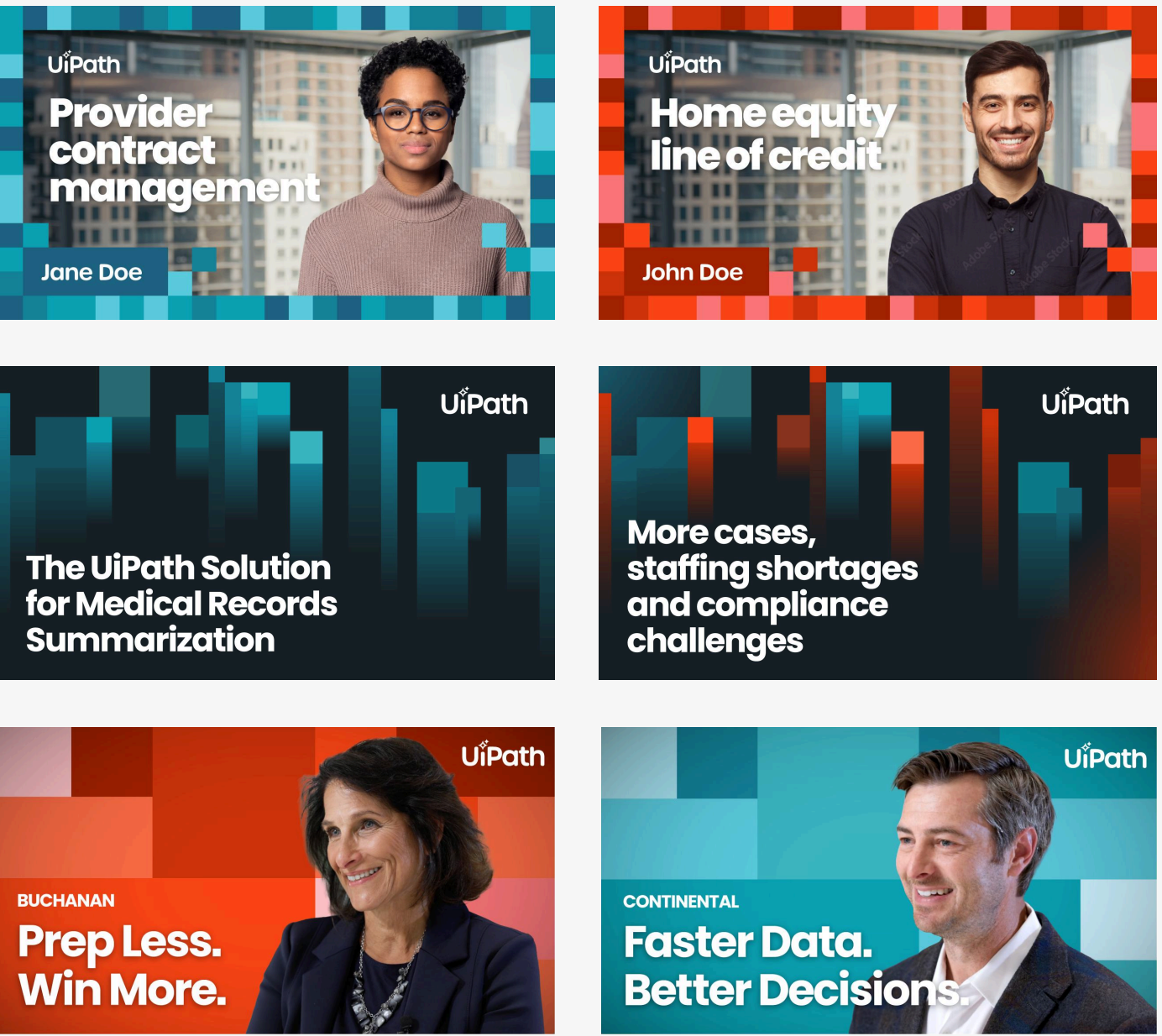
Intro & outro logo animation



Youtube thumbnails



Other animations





**THANK
YOU.**