

# BRAND IDENTITY GUIDELINES

**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.

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## 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:

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## 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:

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## Get to the point.

Write headers and subheaders that can tell the story by themselves. Follow the “what-why-how” framework of storytelling. 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  
Promo 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—that is, the logo that does NOT include our tagline—is the logo we use in more formal or official communications.

### Color combinations

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

The black logo with orange “i” is designed specifically for use on white backgrounds only.





# 01 Promo logo

This logo, which includes our tagline, is what we use to communicate the value of doing business with UiPath. It typically appears in marketing materials, campaigns, displays, and digital channels.

## Color combinations

The same color usage rules apply as for the corporate logo.

The black logo with orange “i” is designed specifically for use on white backgrounds only.

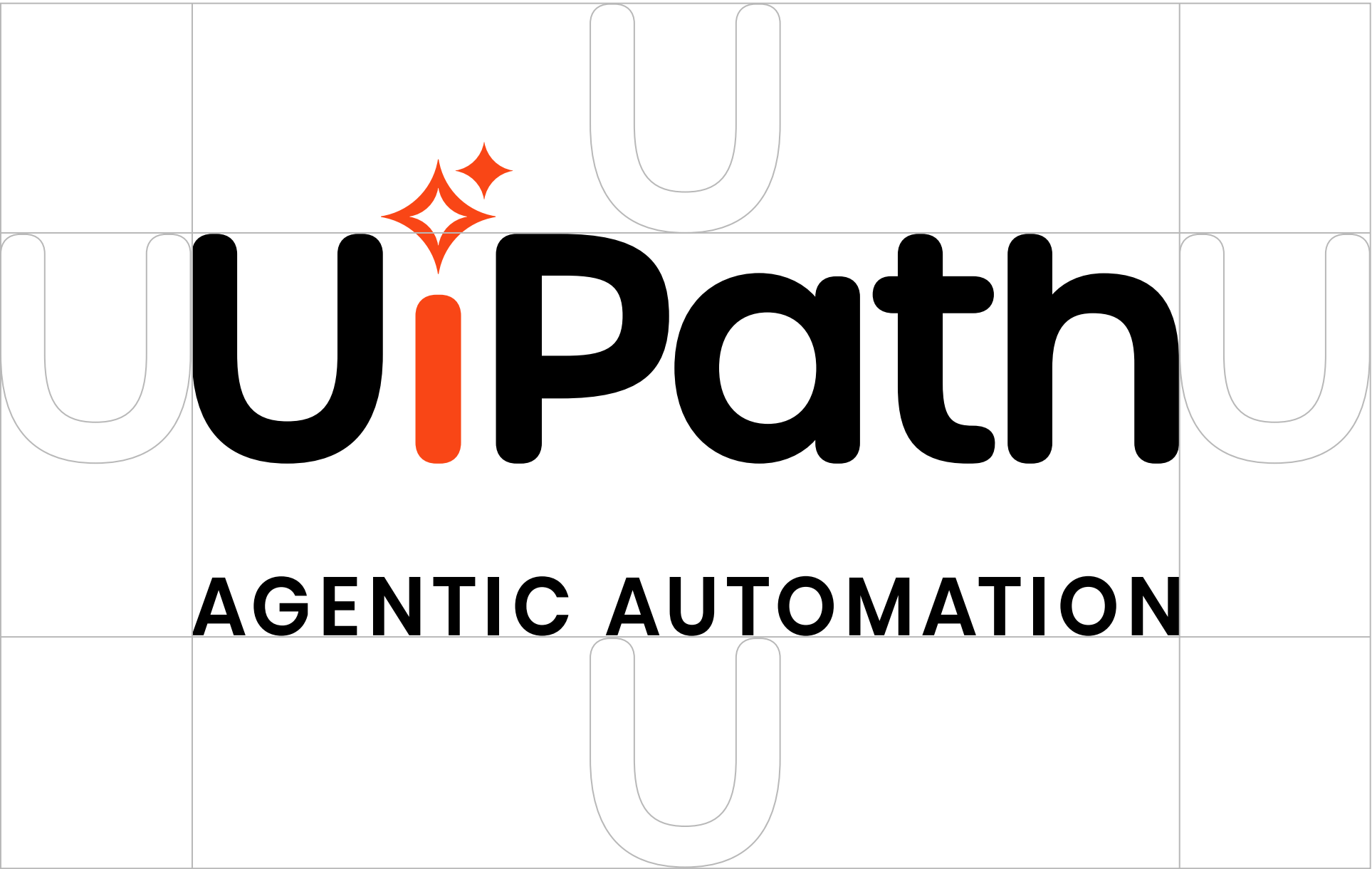


# 01 Free space / minimum sizes



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. This guideline applies to both the corporate logo and the promotional version with the ‘Agentic Automation’ tagline.



## Recommended sizes

UiPath

80 px

UiPath

1 in / 25 mm

UiPath  
AGENTIC AUTOMATION

80 px

UiPath  
AGENTIC AUTOMATION

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

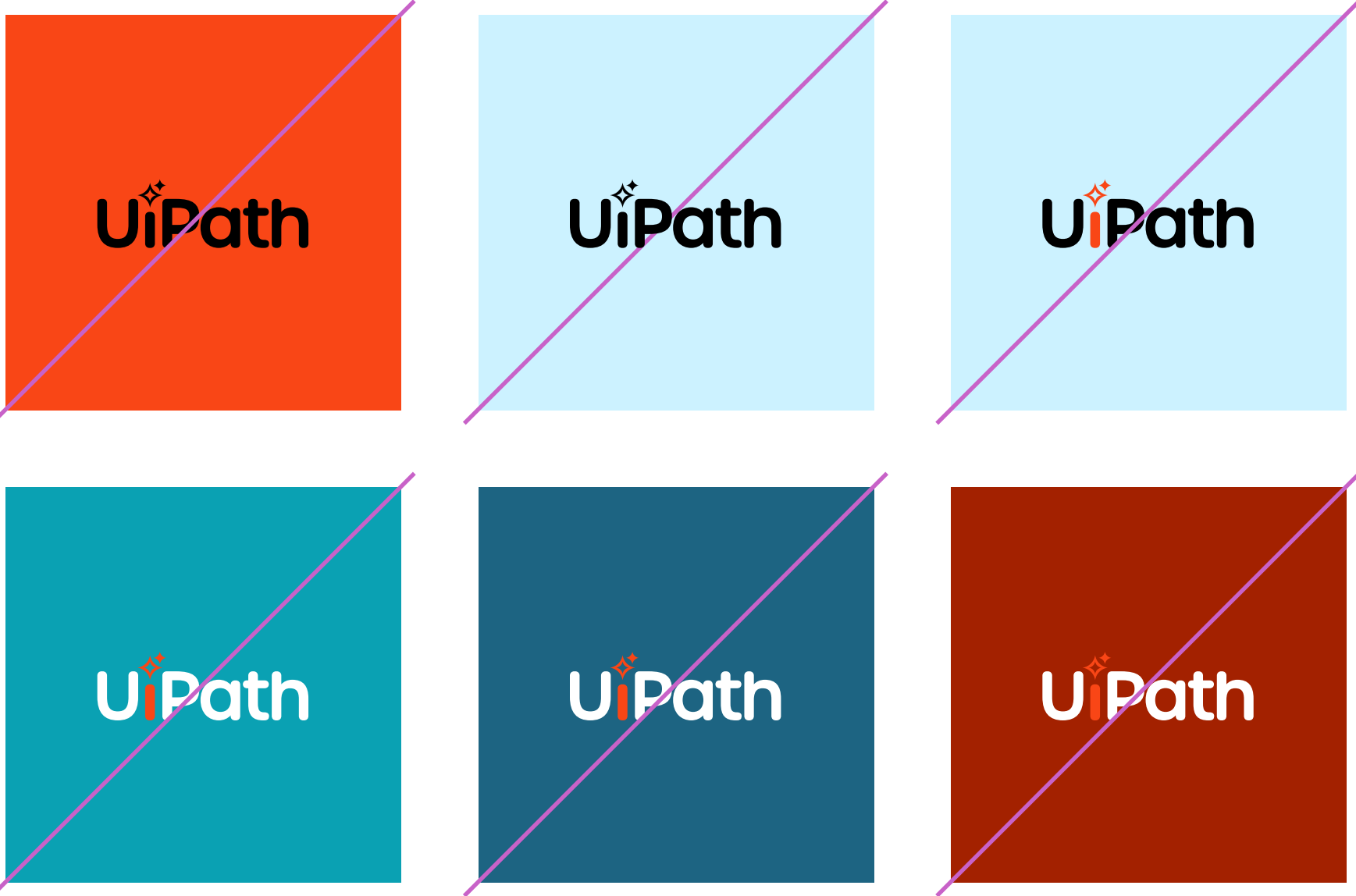


When placing a logo over photography, use the 'white-out' version and position in a darker corner for clear legibility.

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



# 01 How not to use



## Color combinations

Only use approved background colors or logo/background combinations. Avoid light colors, other than white, behind all logo variants. The black logo with orange “i” is designed specifically for use on white backgrounds only.

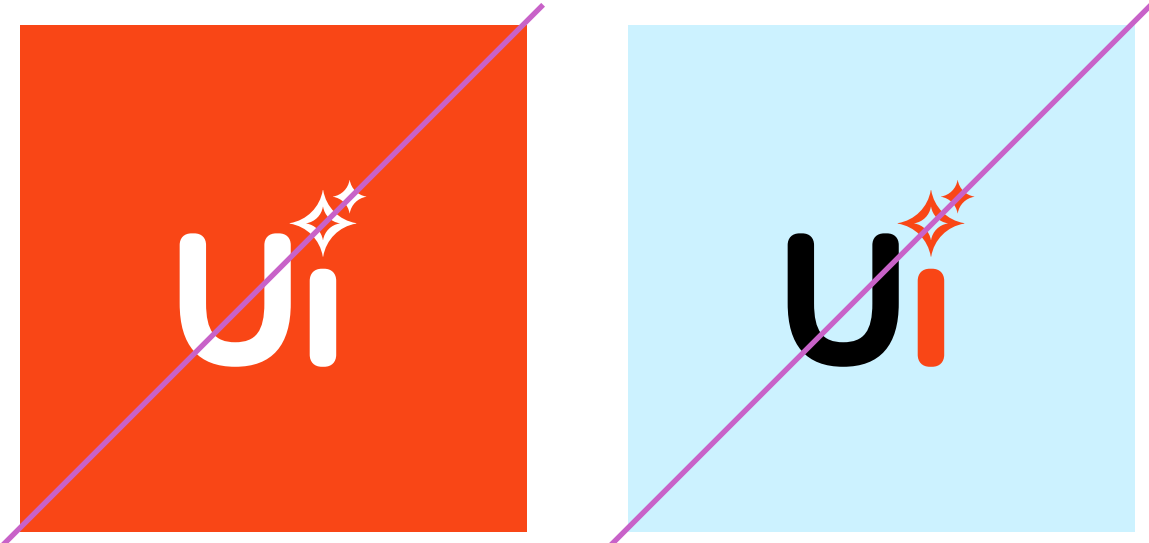
For correct applications, refer to the color combination rules on pages 10 and 11.



## 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.

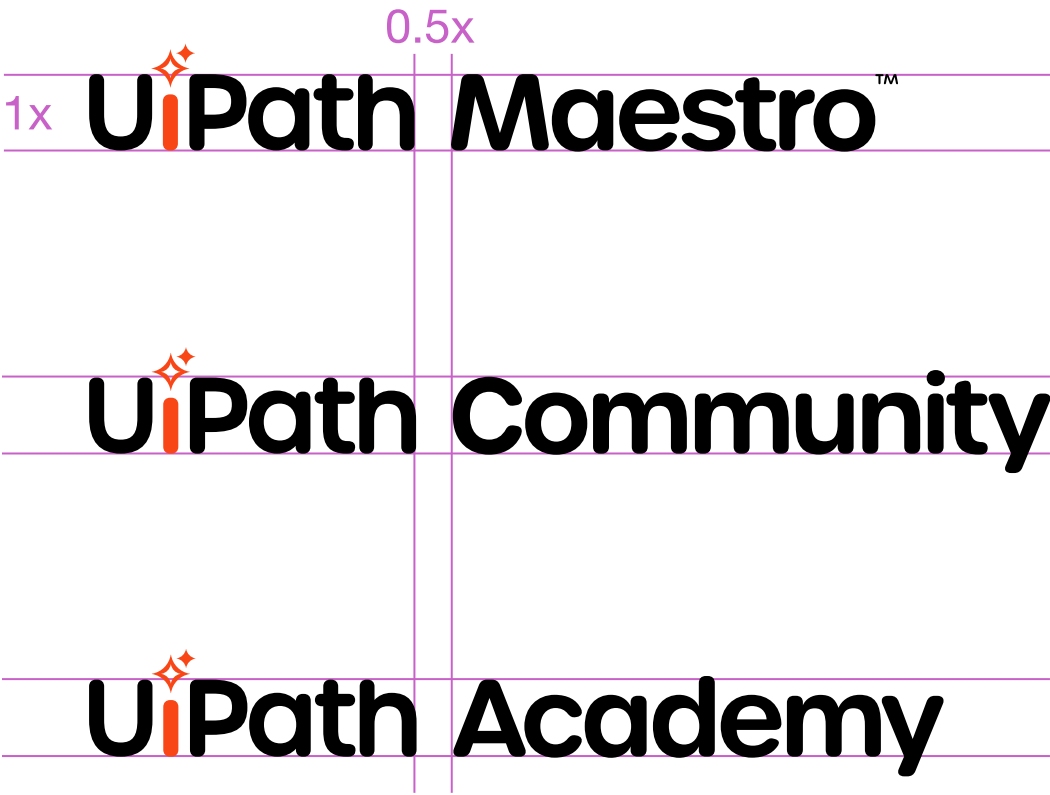
Use lockups sparingly—and go through the UiPath Creative Studio to get one!

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](#).

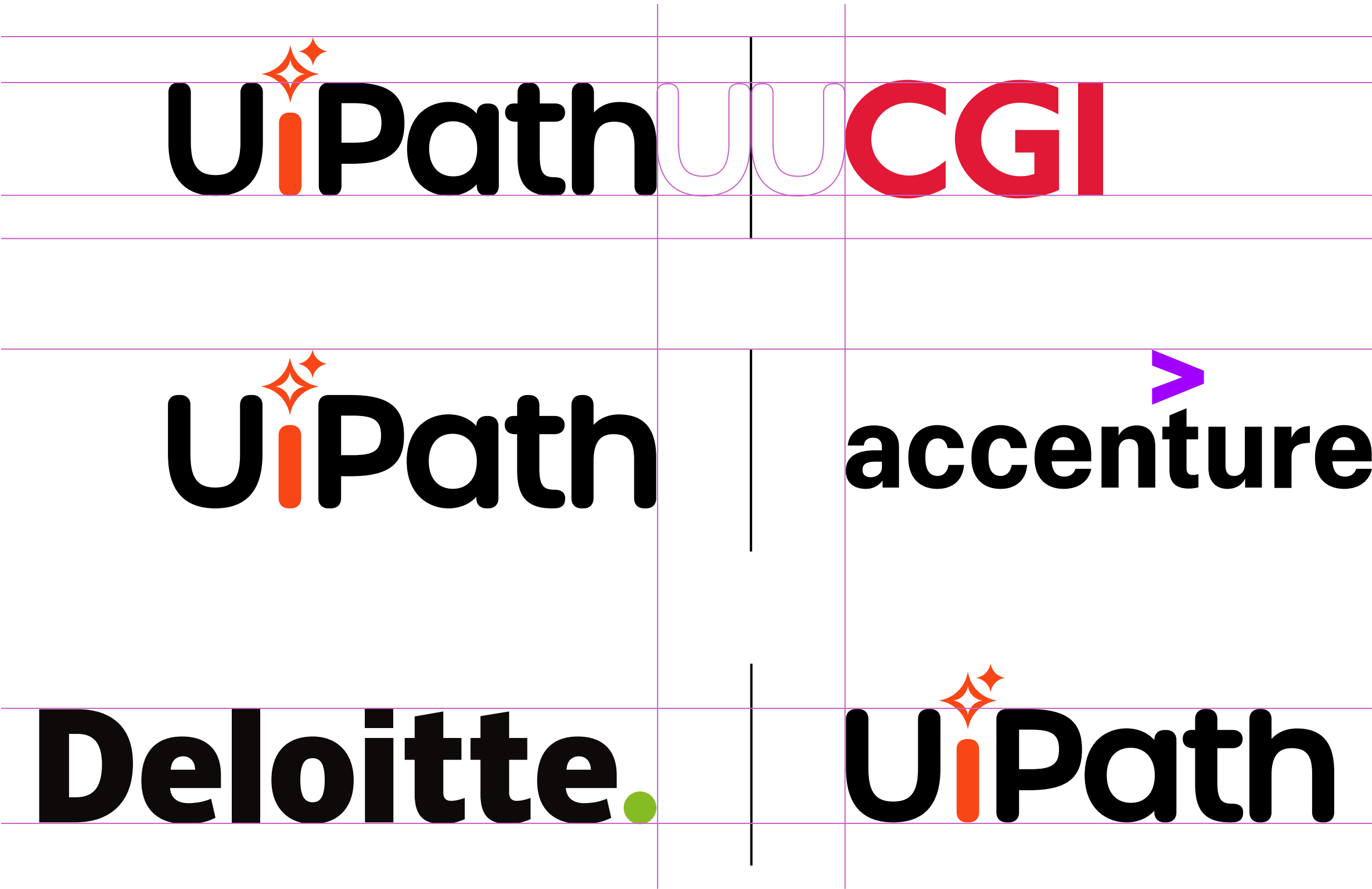


## The laws of logo lockups:

- ✓ 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.



128 px



64 px



32 px



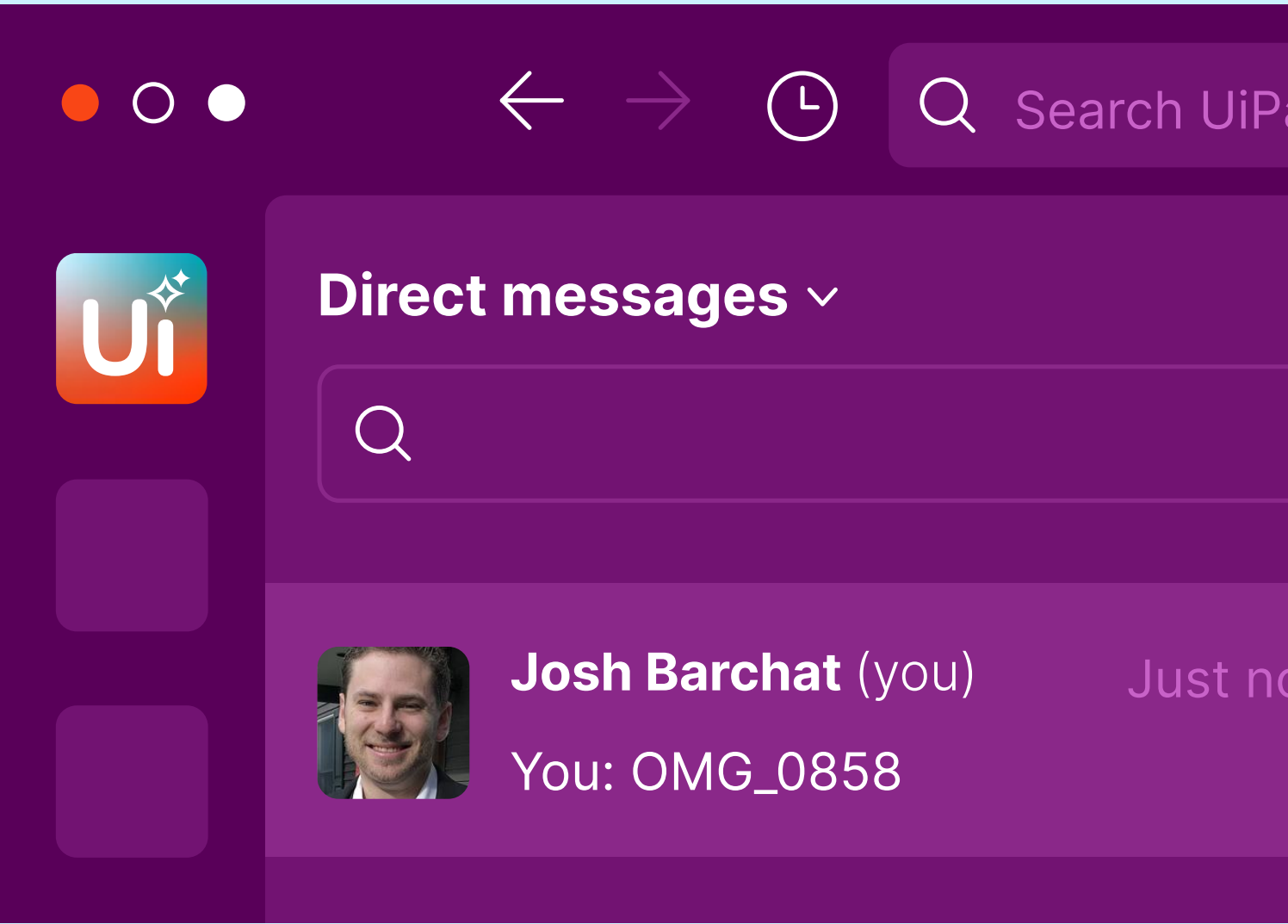
128 px



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		

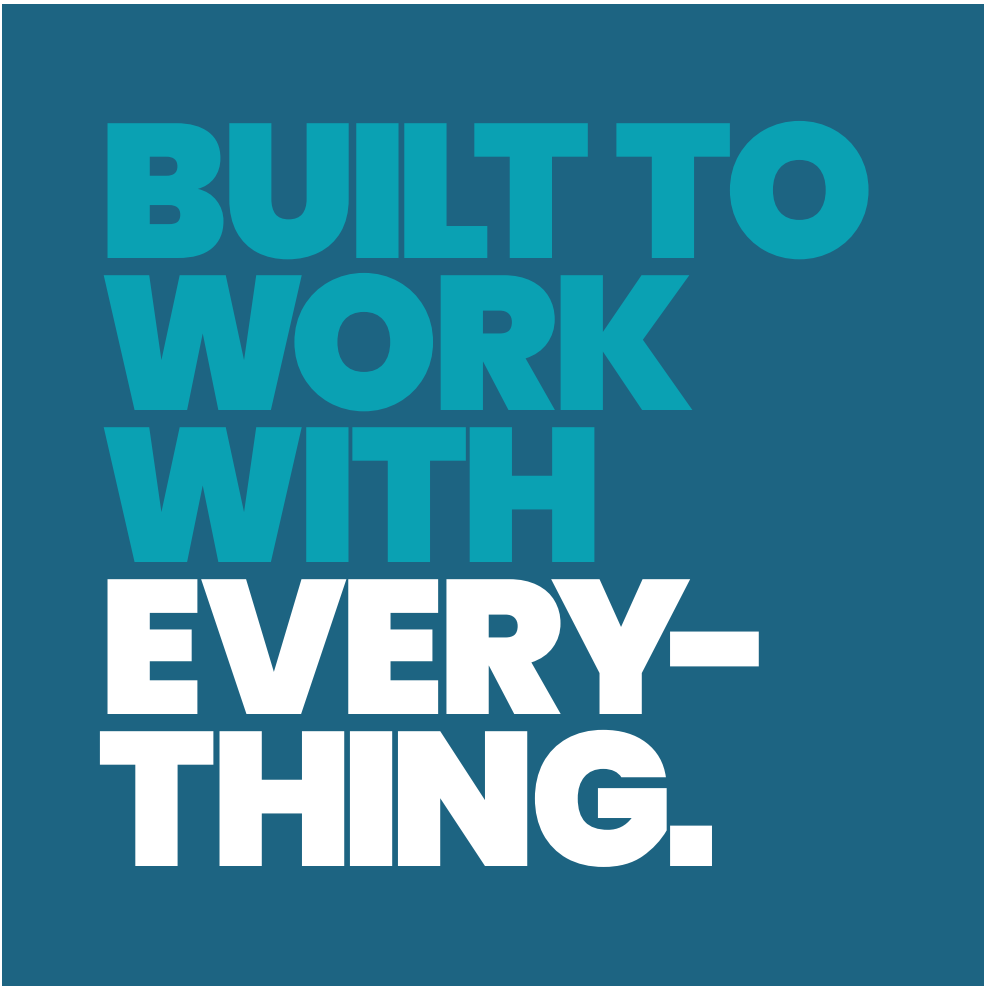
Neutral colors provide structure, contrast, and balance. They complement the primary and secondary palette without drawing attention and are essential for layouts, typography, and other layout elements that support and frame the core content without competing for attention.

# 02 Color hierarchy





# 02 Color combos



Color combinations strengthen meaning and improve clarity.

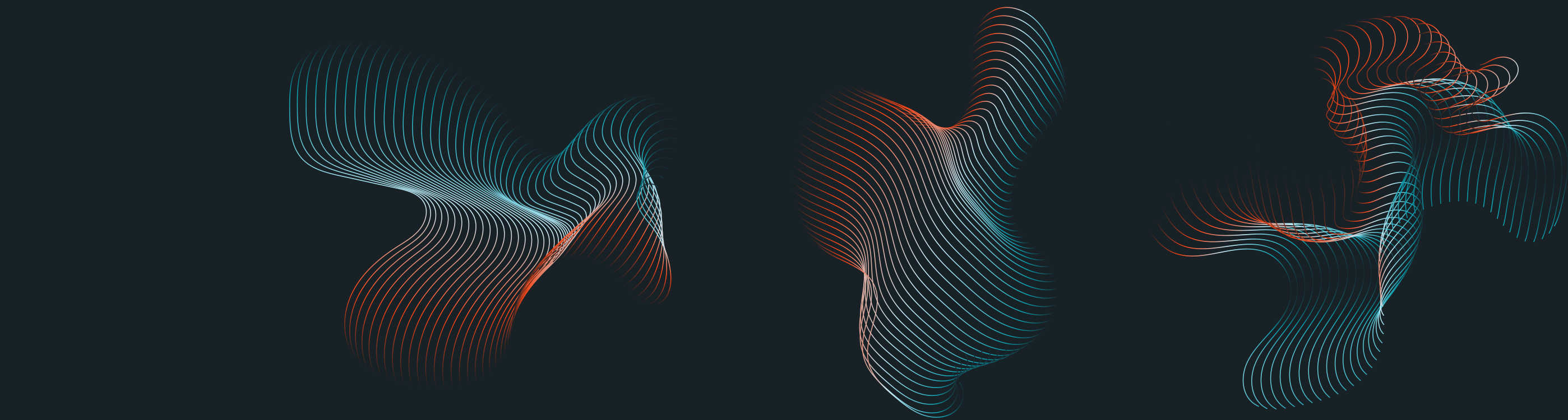
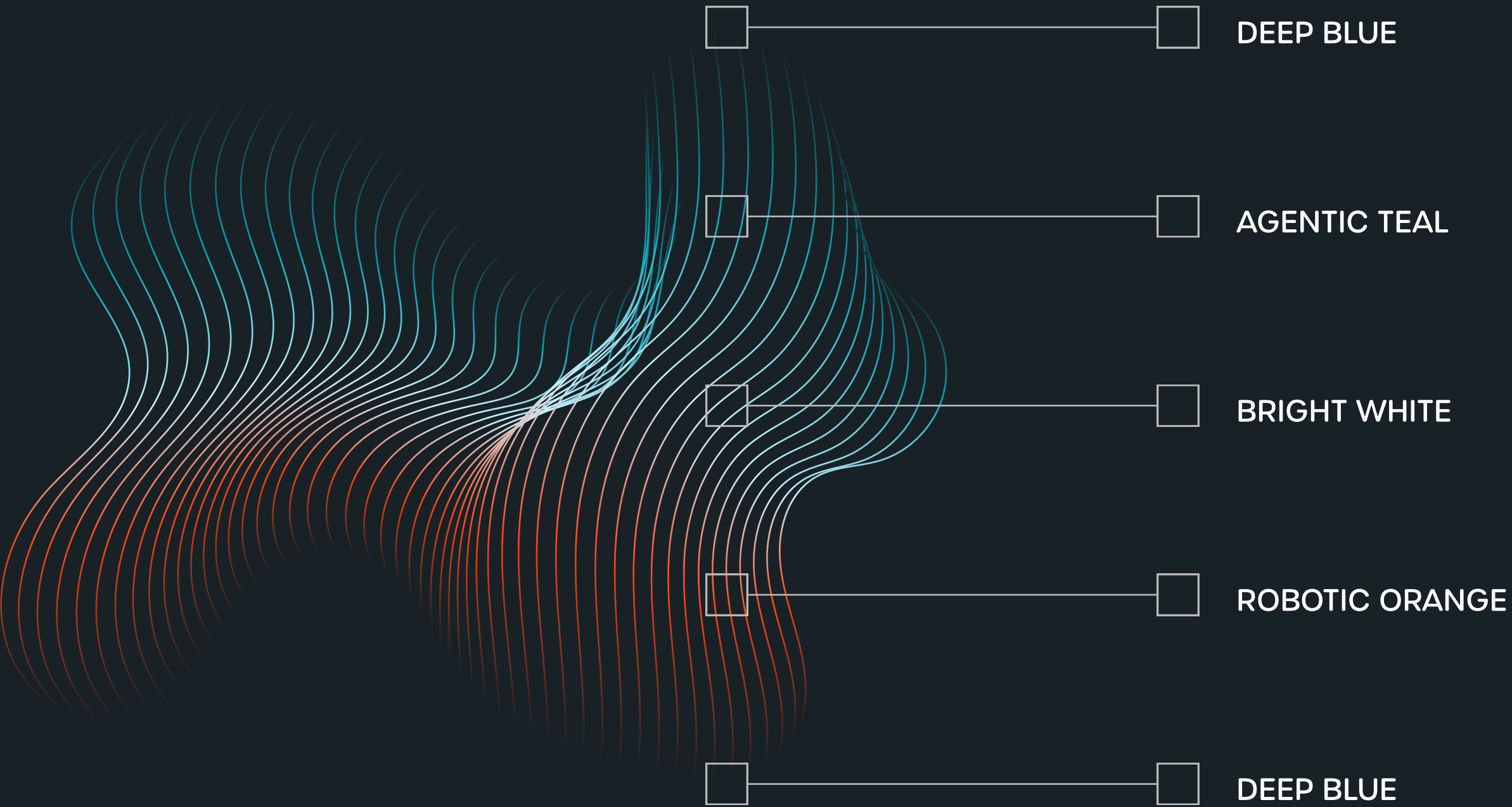
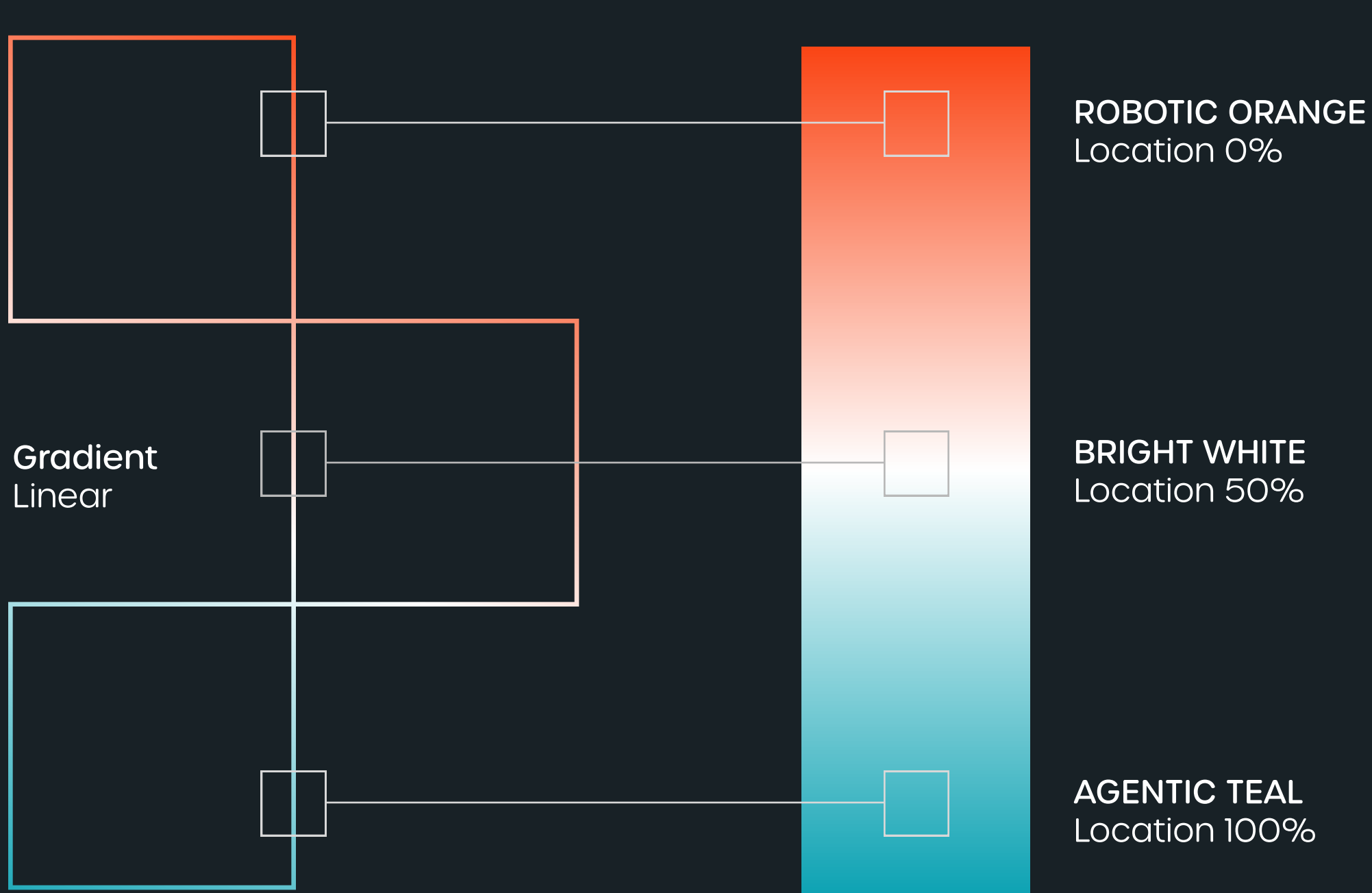
Cool tints work well with Agentic Teal, while warm tints complement Robotic Orange.



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



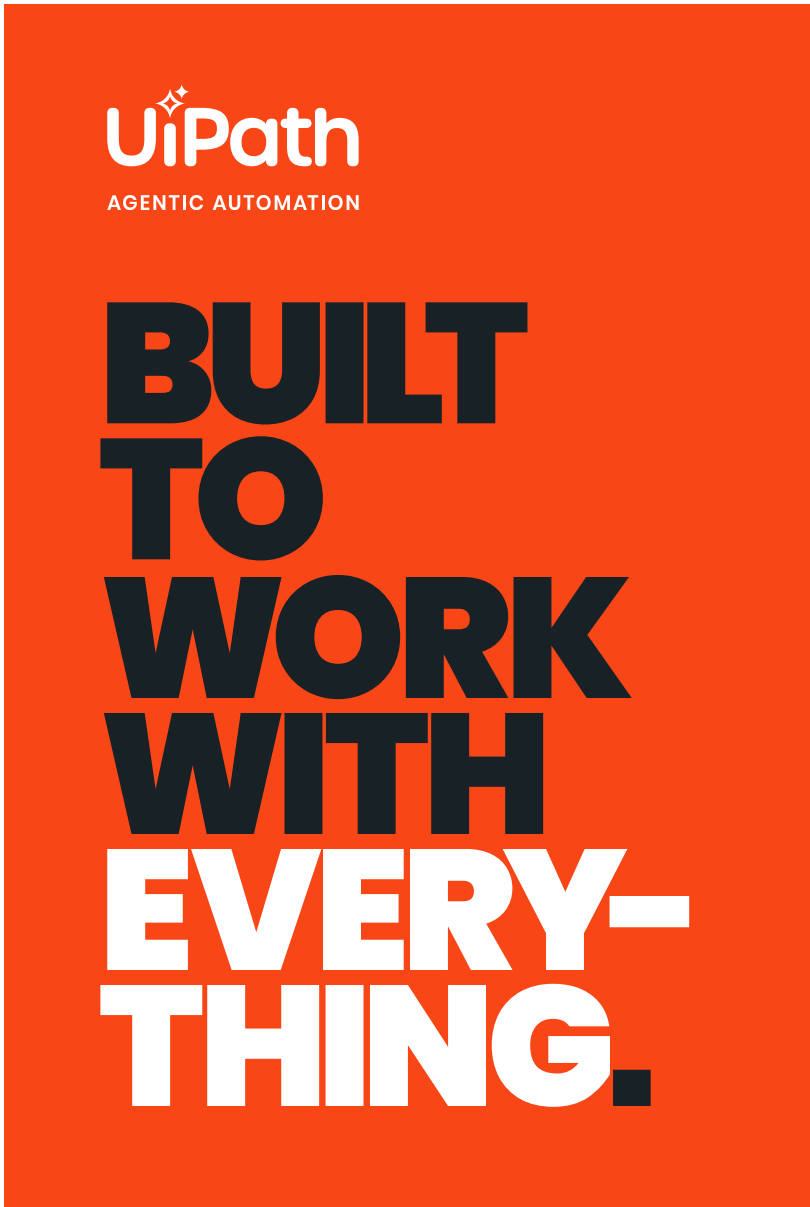
This gradient blends core brand colors to create a sense of energy and flow.

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

# TYPO- GRAPHY

Primary typefaces  
Web typefaces  
Canva typefaces  
Backup typefaces  
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

---

ABCDEF

## Urbane Rounded

Medium  
Demi Bold

---

AaBbCc

## Inter

Regular  
Bold  
Extra Bold

---

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.

Unlock smarter  
procure-to-pay with  
agentic automation.

Headline

Poppins Bold  
Leading / tight  
Tracking / -45

The web team to decide 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

Reimagine finance

Reimagine finance

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

Body text

Inter Regular  
Leading / auto  
Tracking / auto

Unlock smarter  
procure-to-pay with  
agentic automation

Headline

Inter Extra Bold  
Leading / tight  
Tracking / -45

Do not use the 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

# 03 Backup typefaces

## Arial

Black  
Bold  
Regular

ABCDEF

Arial typefaces are our backups for everyday use.

When brand fonts aren't available, especially in PowerPoint decks, shared docs, or collaborative environments, use Arial as a substitute.

Apply the kerning and leading rules defined on [page 41](#), 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.

# 03 Backup typeface for presentation decks

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





# 04 GRAPHICS

Blocks  
Blocks / color  
Blocks / speaker headshots  
Outlined blocks  
Brand avatar  
Line art illustrations  
Icons

**Our graphics system is built from blocks—modular, intentional, and designed to scale. These aren't just shapes; they're a visual metaphor for agentic 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.**

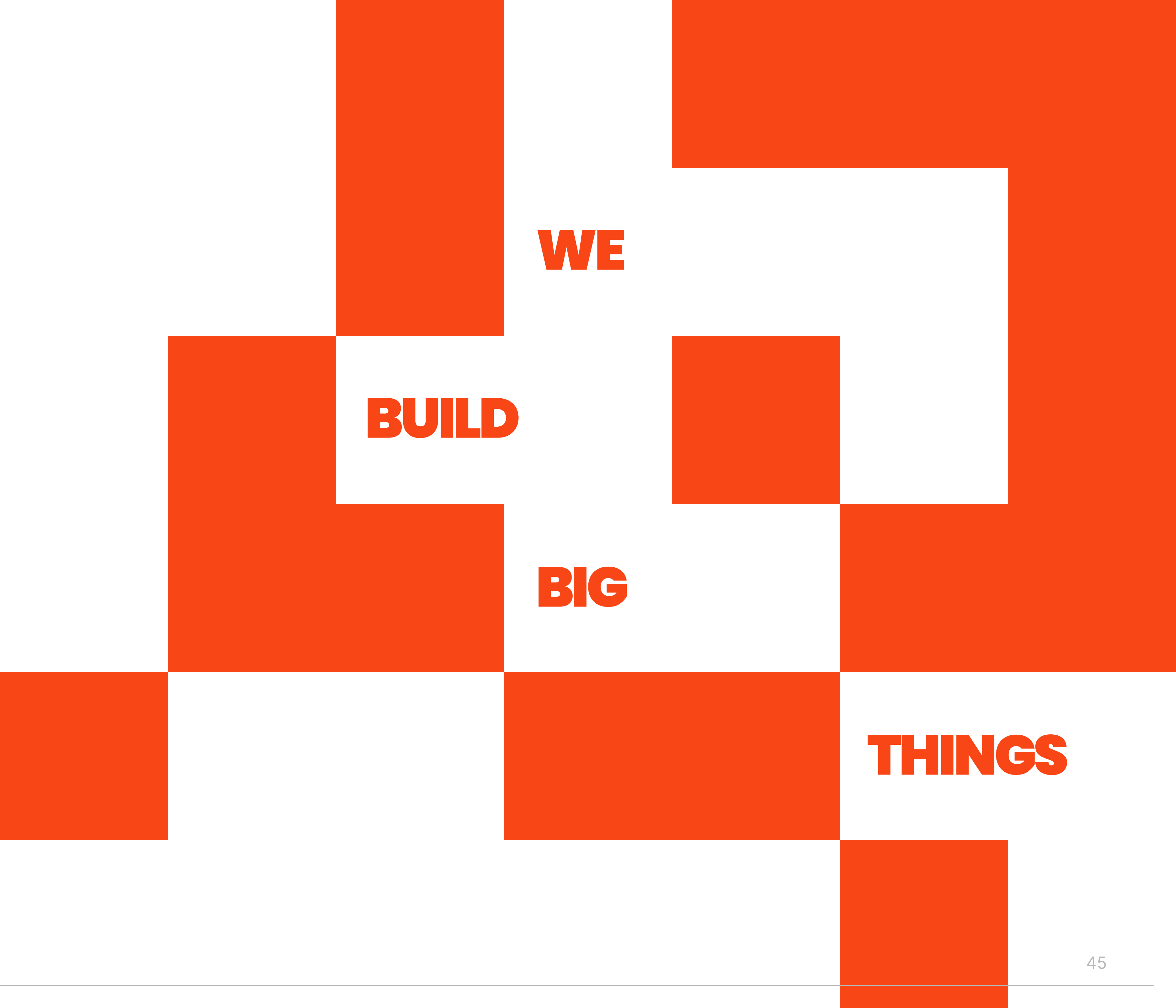
# 04 Blocks

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

Used in layouts, blocks 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.



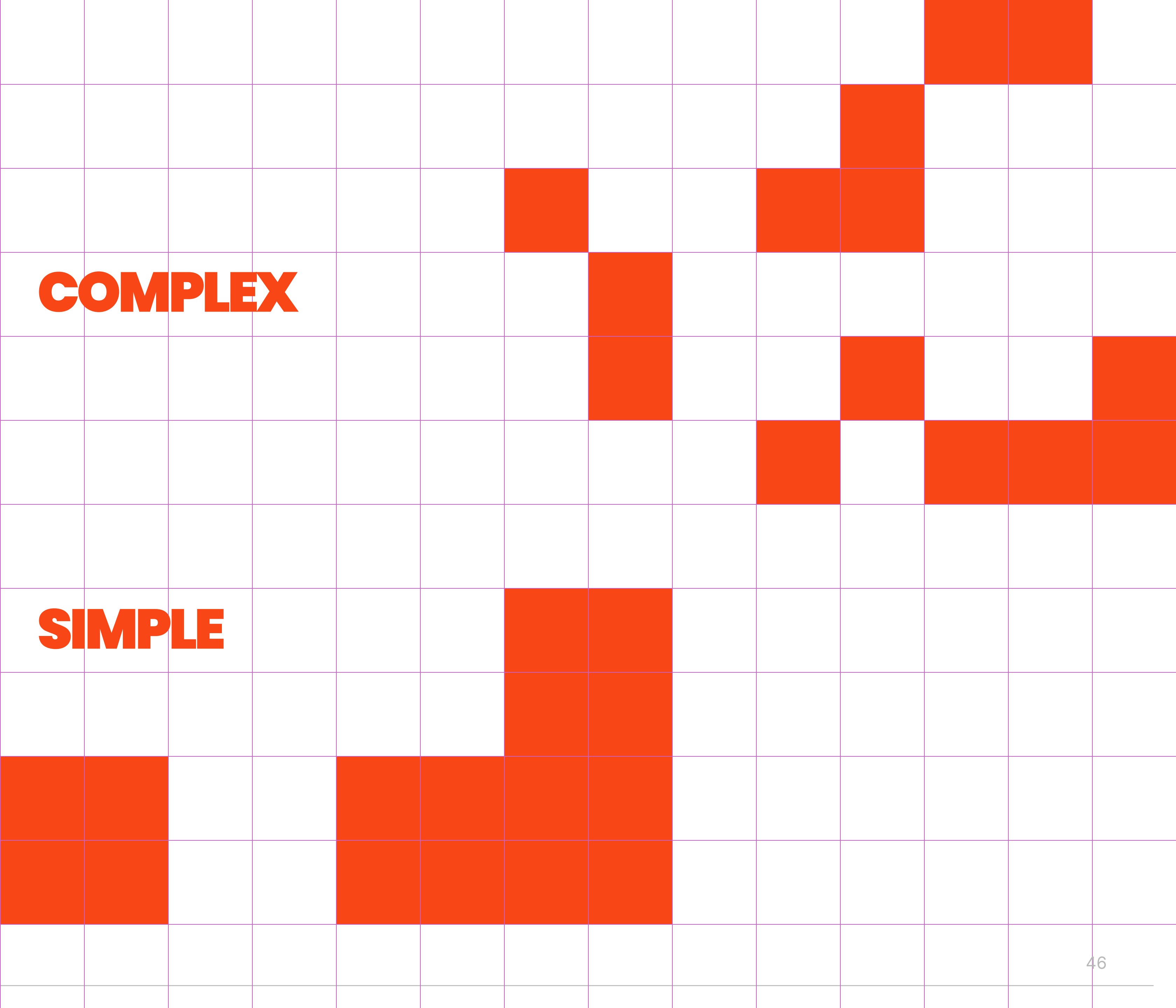
# 04 Blocks / grid

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

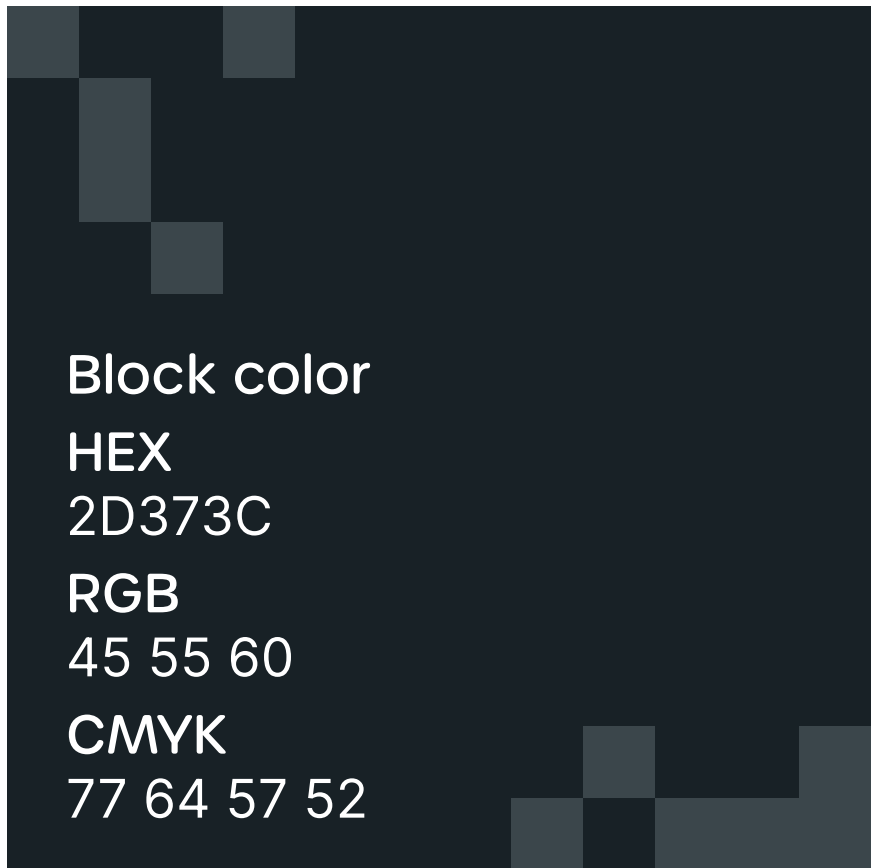
Maintain consistent sizing—randomly mixing large and small blocks disrupts rhythm and visual balance.

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

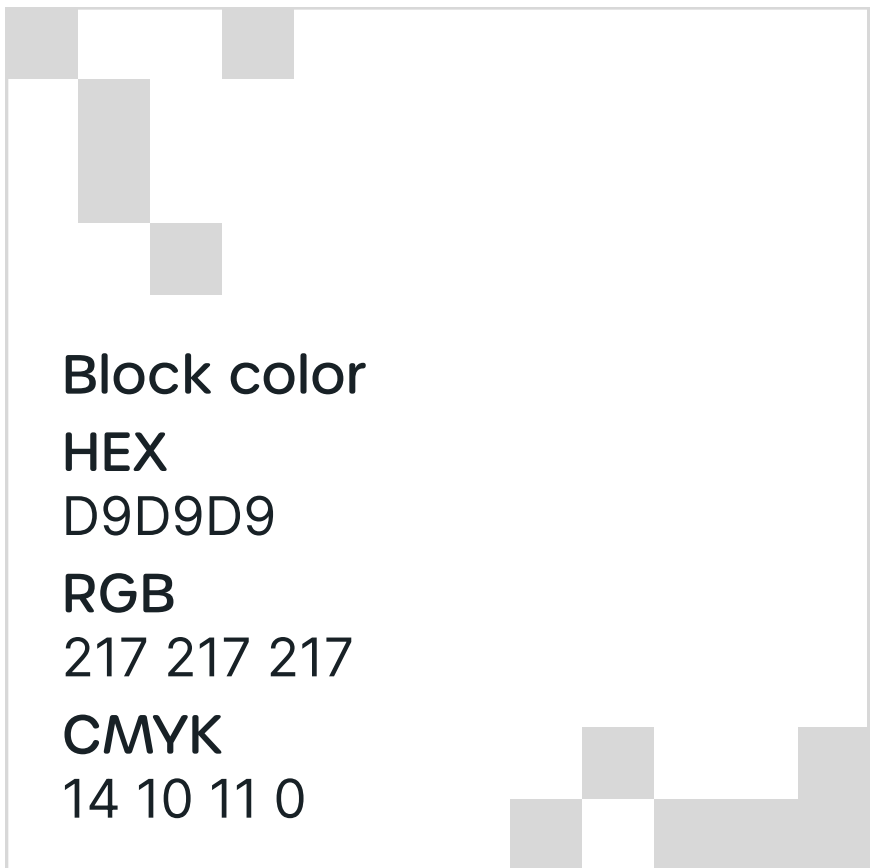
Use this system to build compositions that feel flexible yet stay on brand.



# 04 Blocks / color



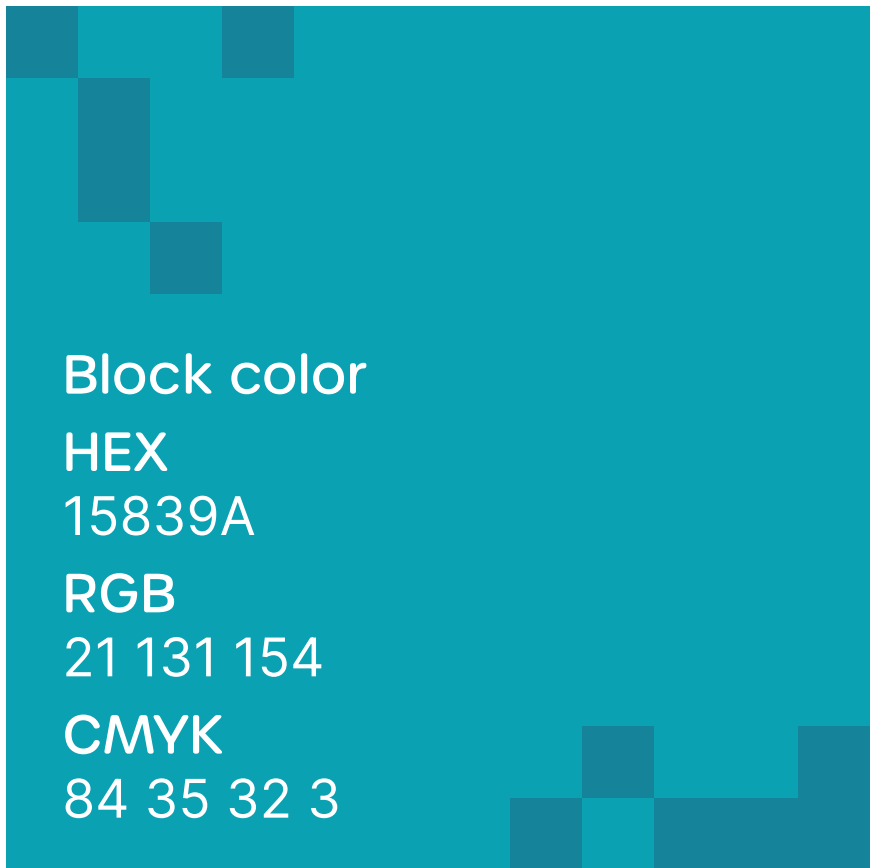
Block color  
HEX  
2D373C  
RGB  
45 55 60  
CMYK  
77 64 57 52



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

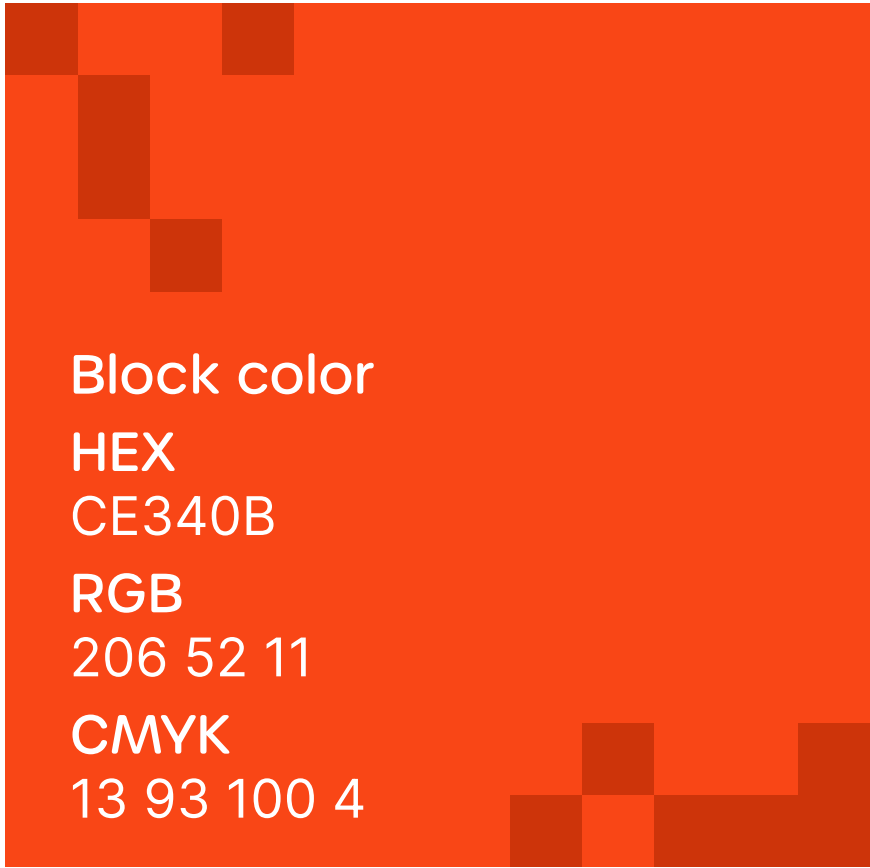


Block color  
HEX  
A5E2F0  
RGB  
165 226 240  
CMYK  
32 0 5 0



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

Primary

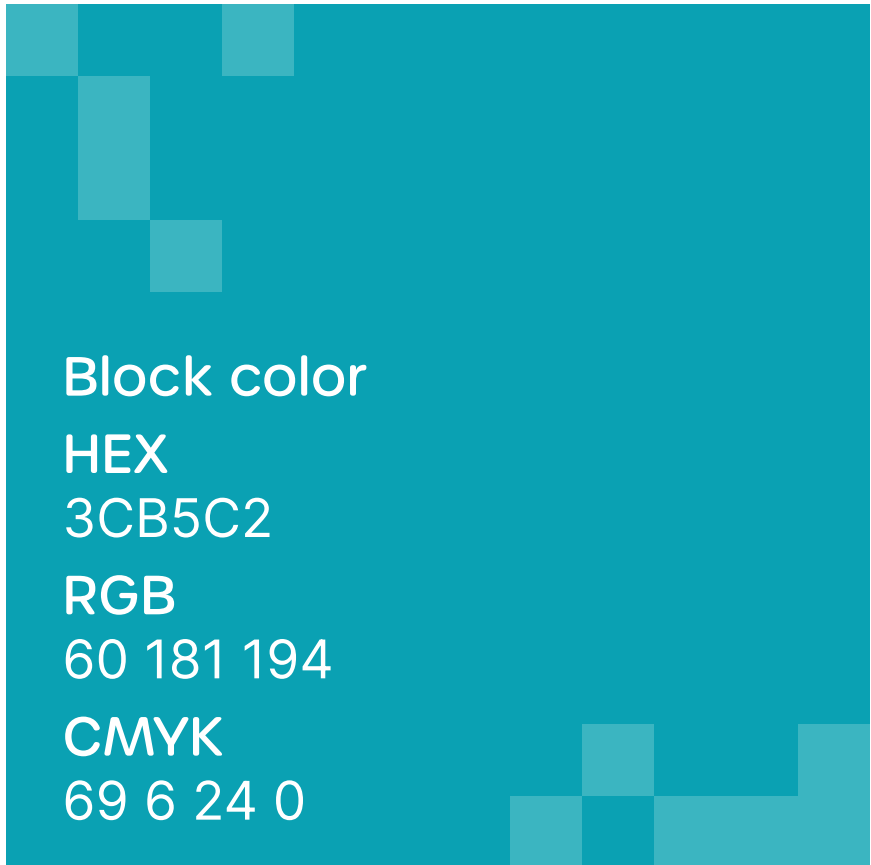


Block color  
HEX  
CE340B  
RGB  
206 52 11  
CMYK  
13 93 100 4

Blocks 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 blocks—they draw too much attention  
and can clash with white logos or white text.

Never place the UiPath logo on HEX #A5E2F0.



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

Secondary



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



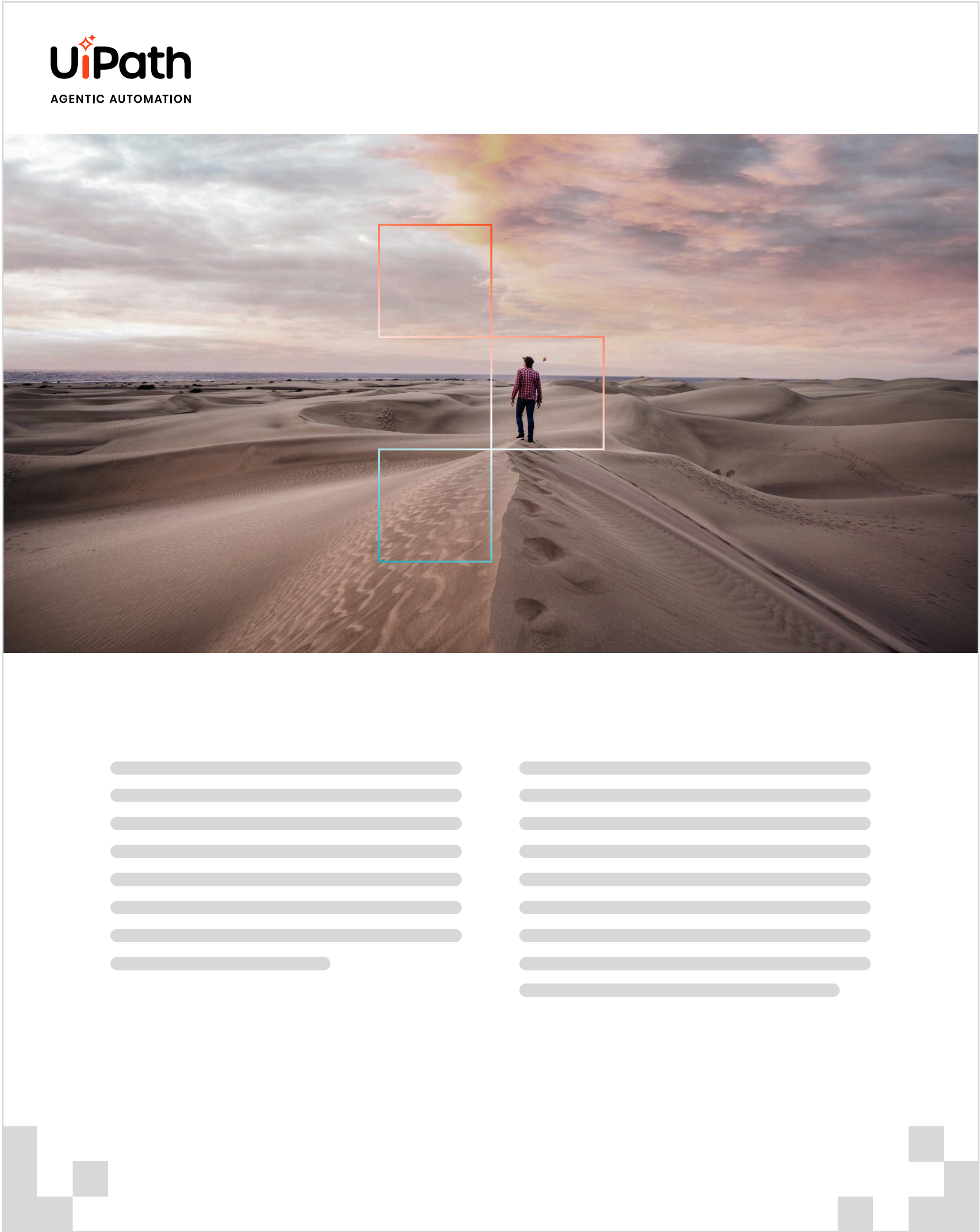
# 04 Blocks / application examples



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 blocks can add emphasis and draw attention without overwhelming the layout.

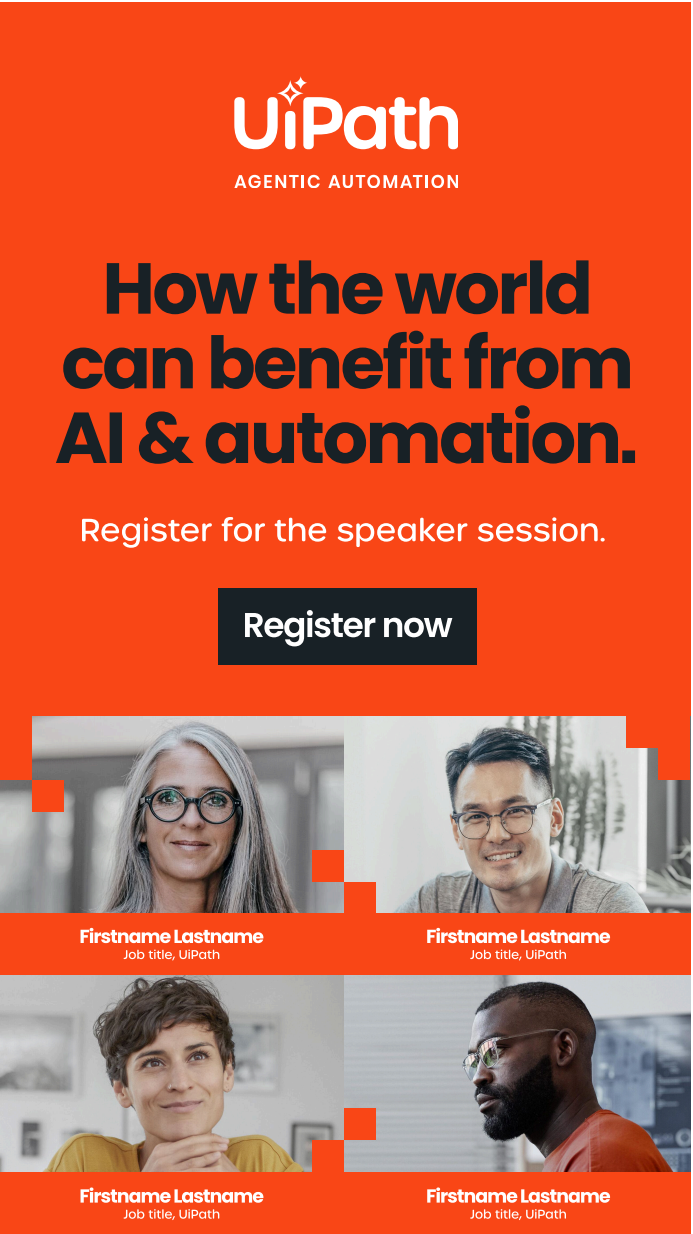
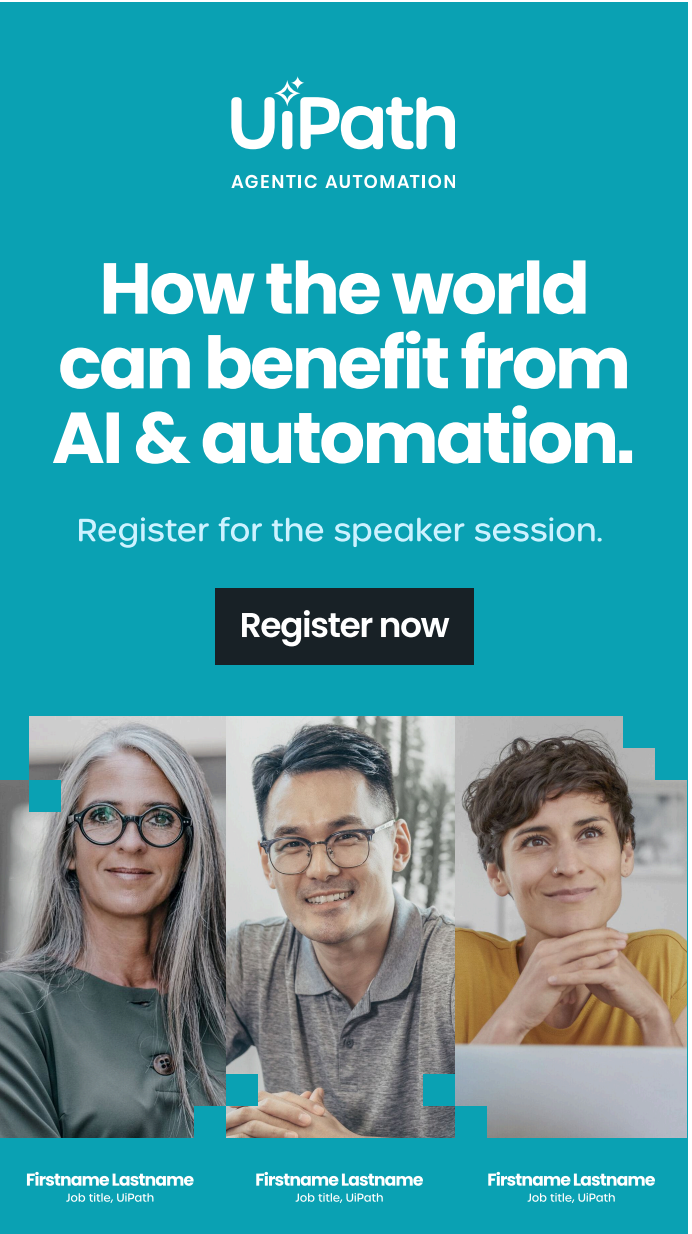
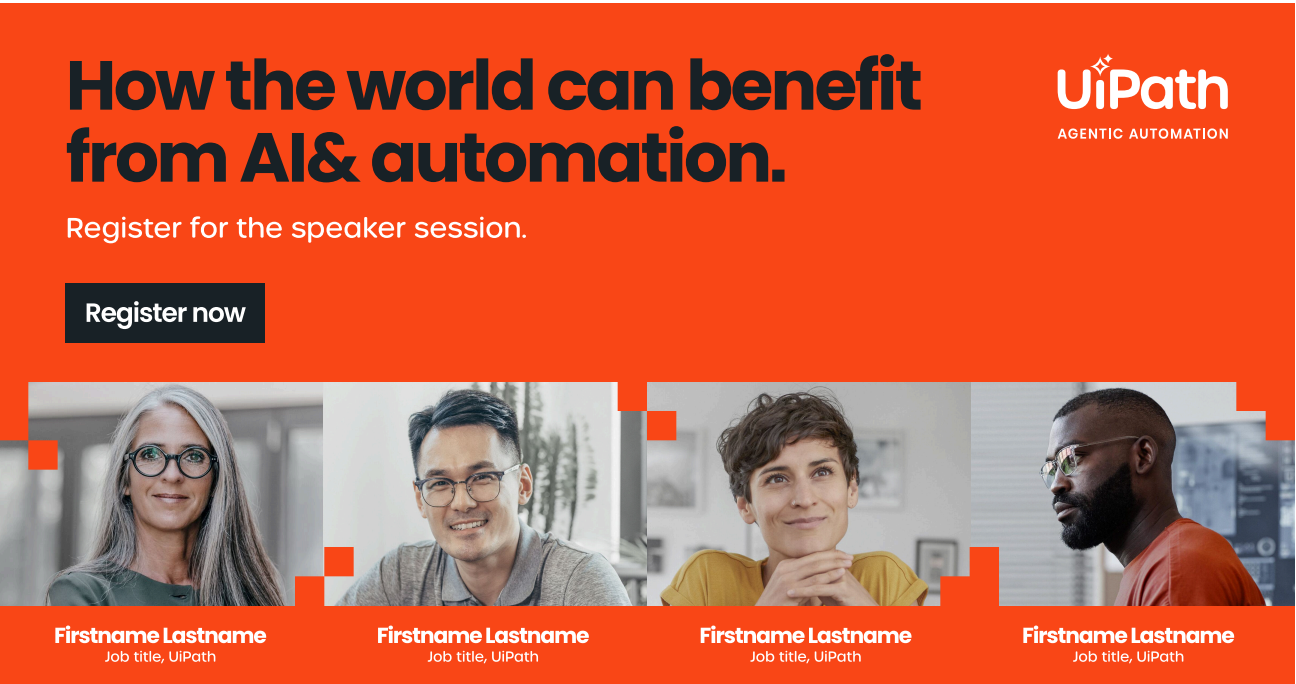
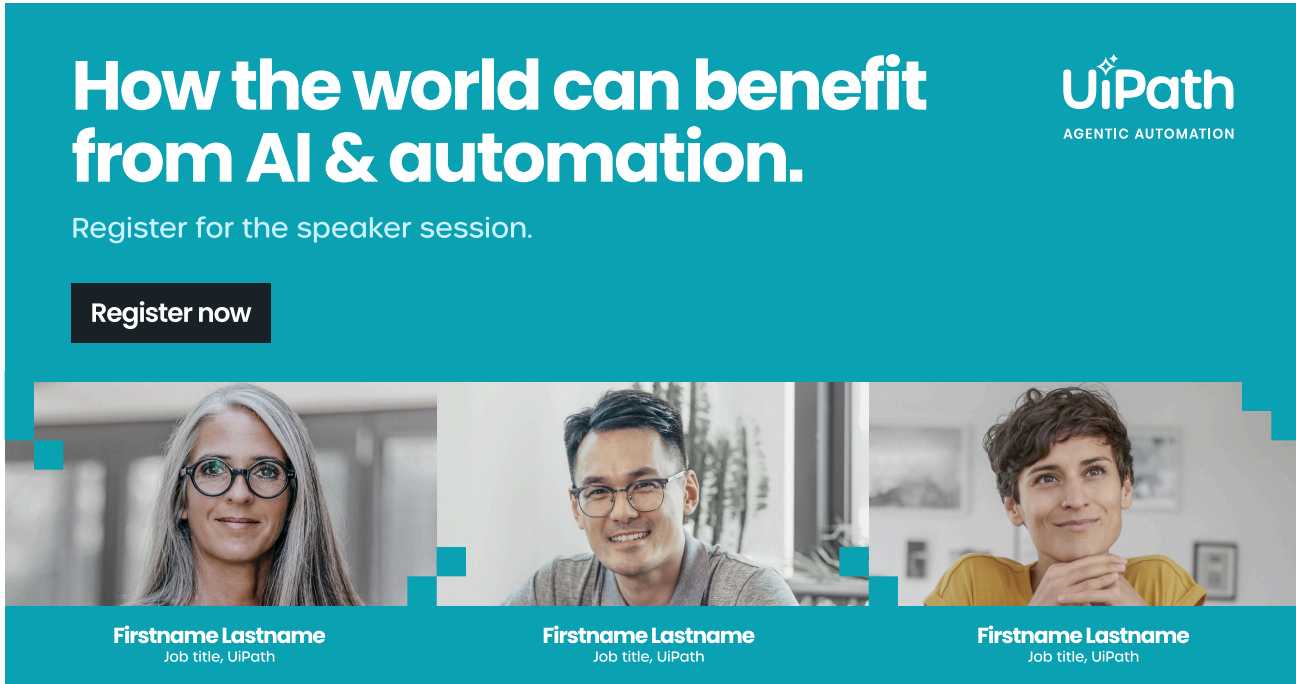
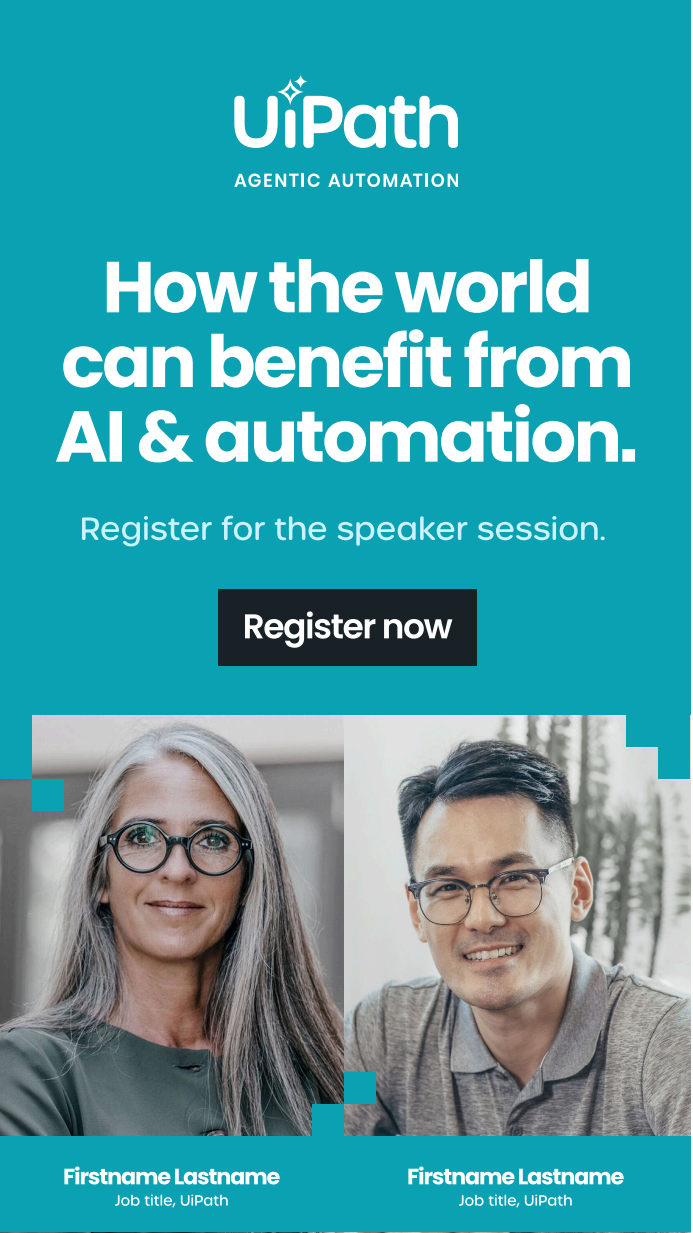
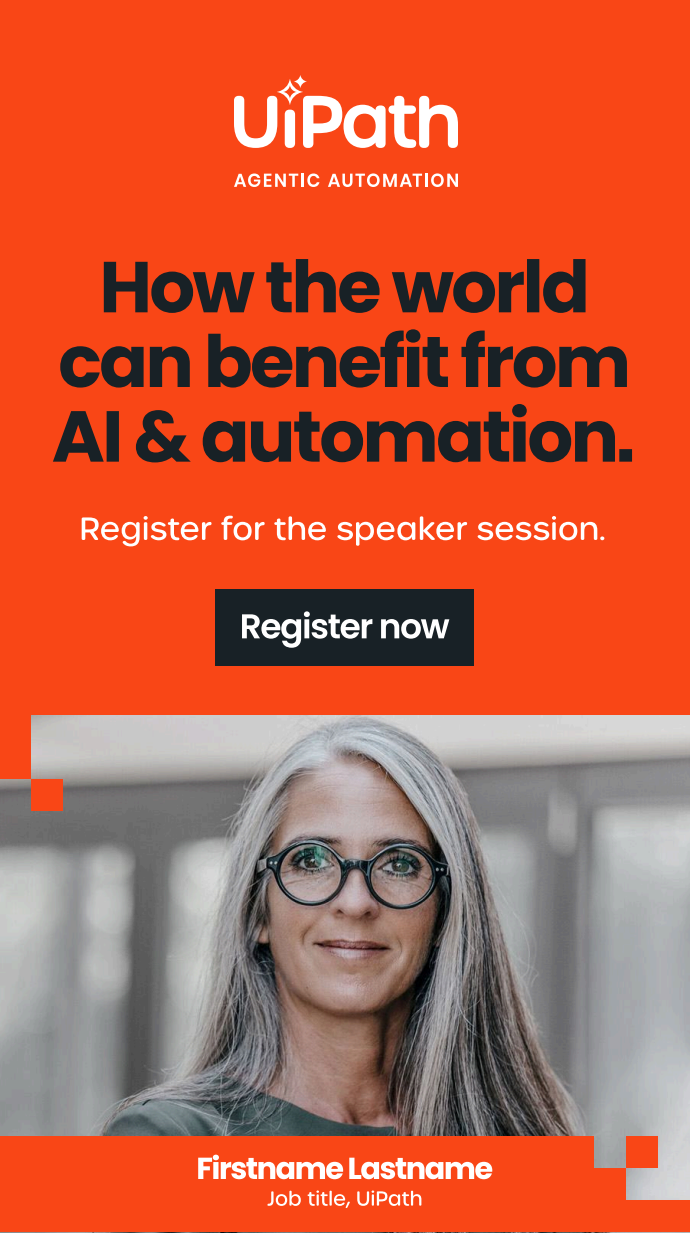
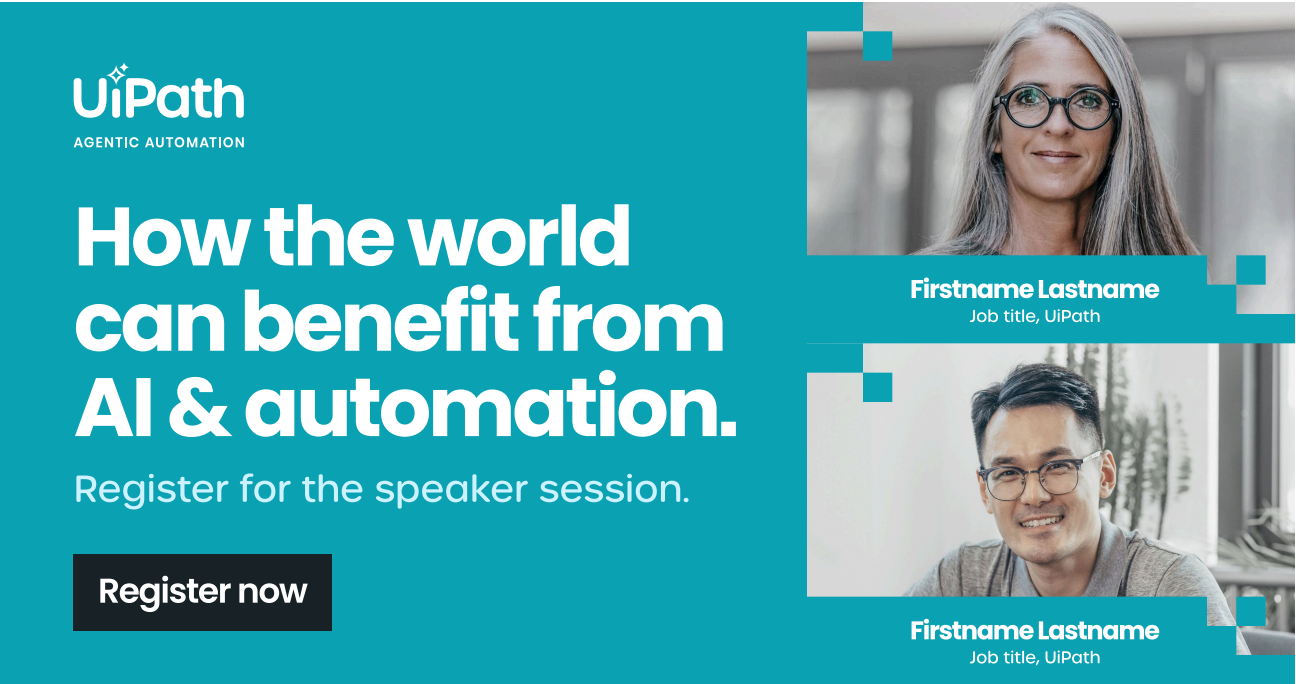
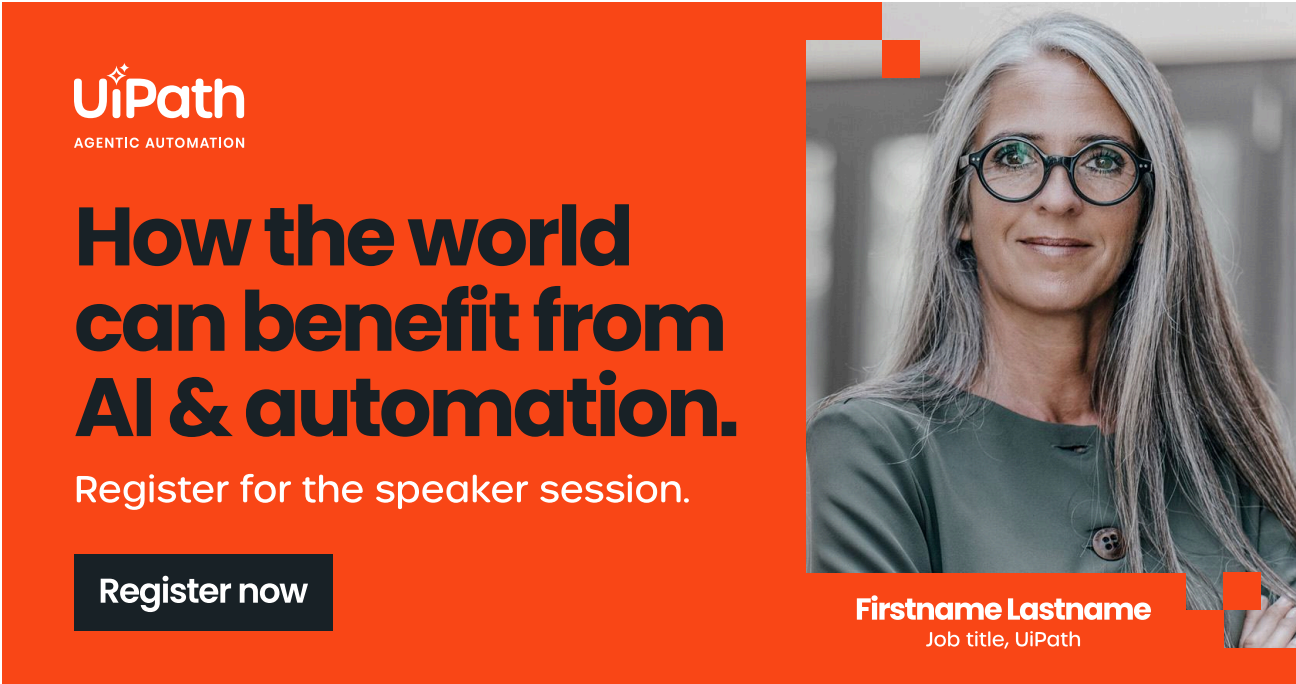


When standard blocks are already part of the layout, like in the white paper example, avoid repeating blocks on the image itself. Use outlined blocks instead. This keeps the composition clean, maintains hierarchy, and prevents visual clutter.





# 04 Blocks / speaker headshots

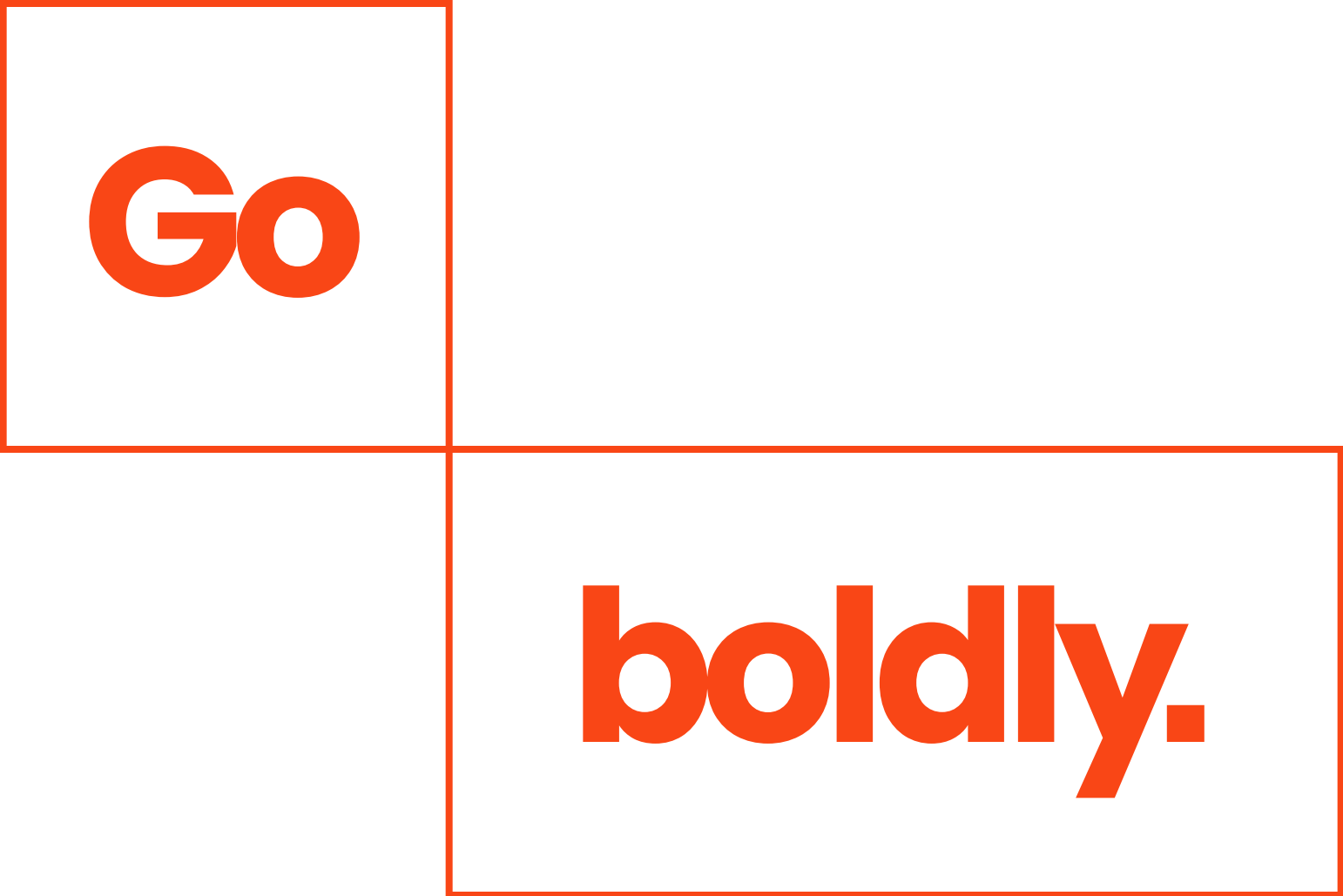
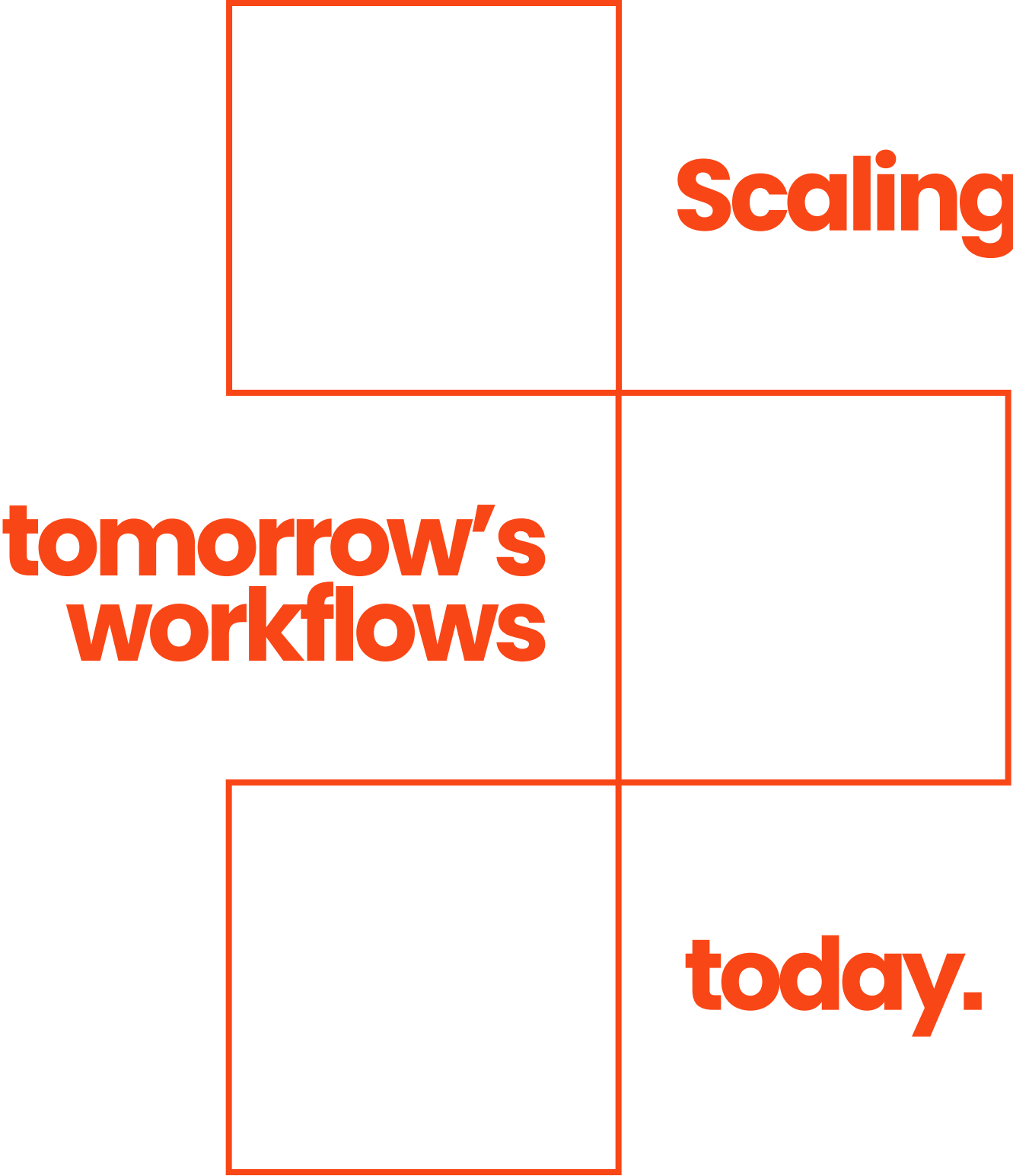


Speaker headshots can be grouped in sets of one to four, depending on the layout and format. Avoid including more than four speakers in a single composition, as it can confuse speaker hierarchy and overcrowd the layout.

Blocks are used to anchor headshots and separate content areas. Use only approved background colors—Agentic Teal and Robotic Orange—to maintain brand consistency.



# 04 Outlined blocks



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





## 04 Outlined blocks / 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 blocks 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: Holding the line between legacy and lift-off

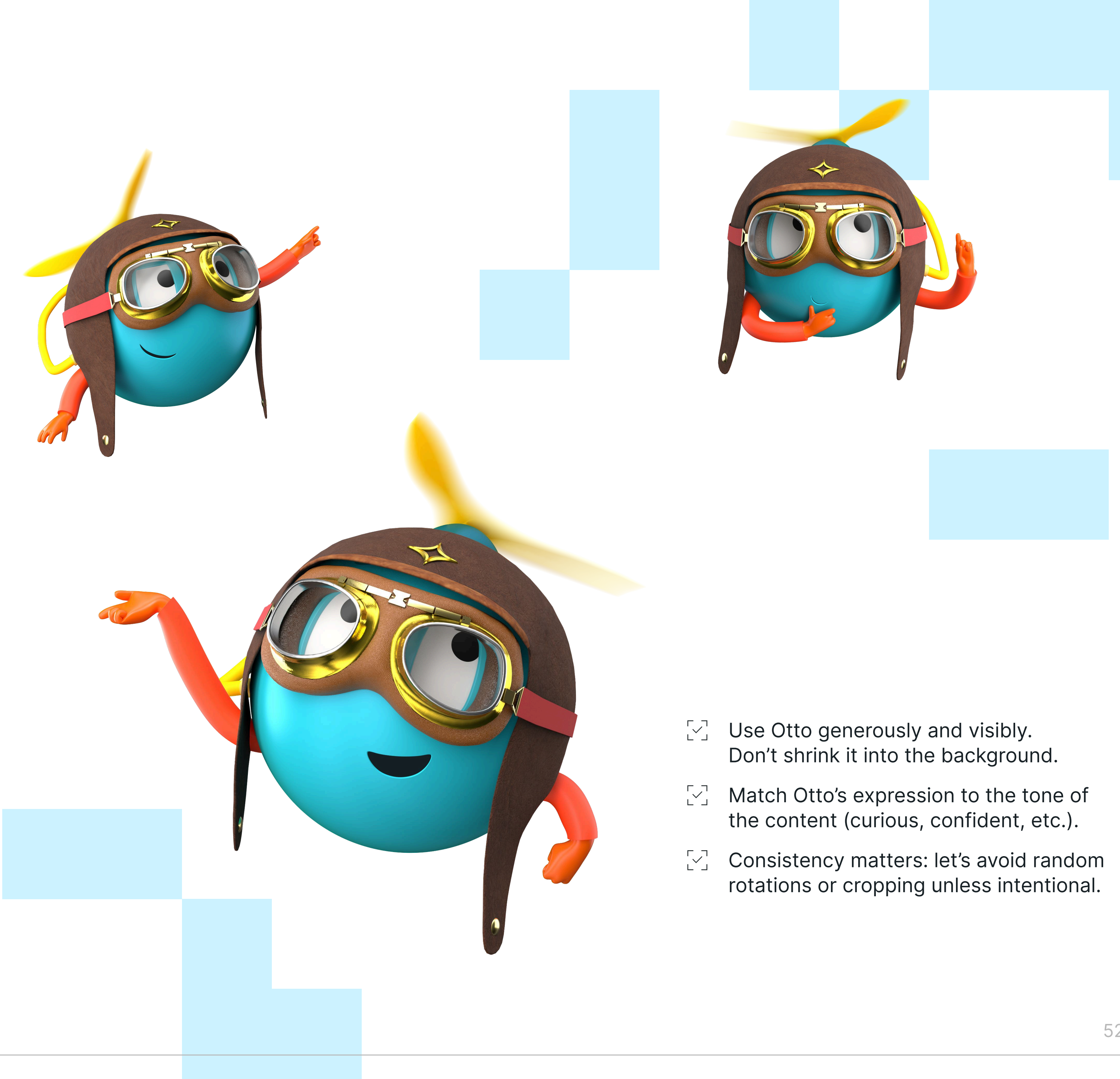
We've retired the full robot fleet. Not out of rejection, but refinement. UiPath is no longer just the RPA company—we're the company of agentic automation. And that calls for a brand posture to match.

Yet one figure remains: **Otto**.

Why? Because Otto wasn't just a brand avatar—it was our first agent. It marked our early 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.

Keeping Otto is not nostalgia. It's intentional. It anchors us to a rich history while pointing decisively forward. It's clever, familiar, and still wonderfully useful—like any good bit of design. And it signals what we stand for now: **software that doesn't just follow instructions—it knows where it's going.**

A visual wink to our roots. A bold nod to our future. That's Otto.



- ☑ Use Otto generously and visibly. Don't shrink it into the background.
- ☑ Match Otto's expression to the tone of the content (curious, confident, etc.).
- ☑ Consistency matters: let's avoid random rotations or cropping unless intentional.

## 04 Line art illustrations

Our simple line art illustrations are typically created by the in-house UiPath Creative Studio.

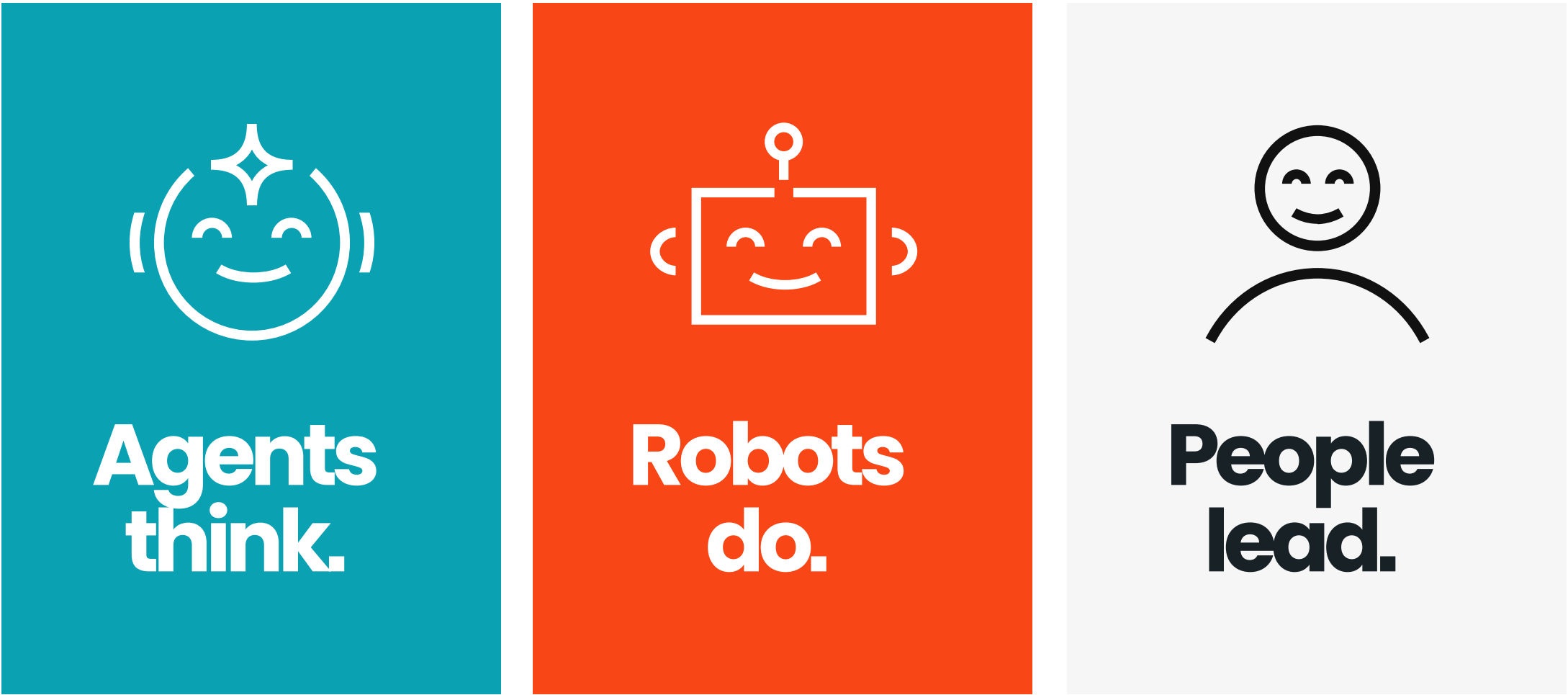
When used in context they liven up content to help tell our story with humor, flow, and presence.

If you would like to commission any illustration, the best way to do that is by [opening up a Jira ticket here](#).





# 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.



Overview  
UiPath signature experiences  
Social media  
White papers  
Zoom backgrounds  
Events

05

# BRAND USE



**Our brand isn't shy. It shows up, stands out,  
and plays well with any format you throw at it.  
From social scroll-stoppers to giant event  
walls, from the smallest Zoom square to the  
boldest booth backdrop—our look flexes  
without losing itself.**

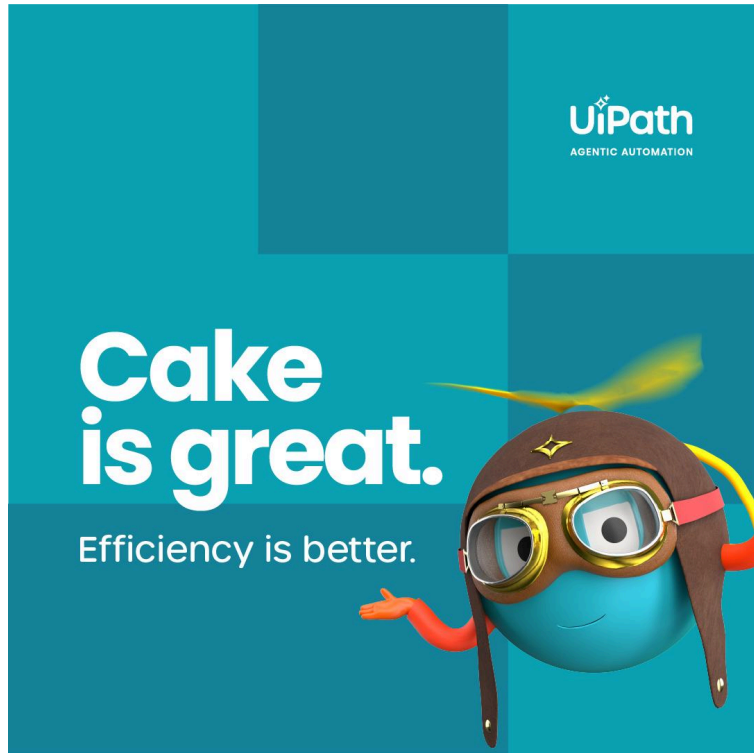
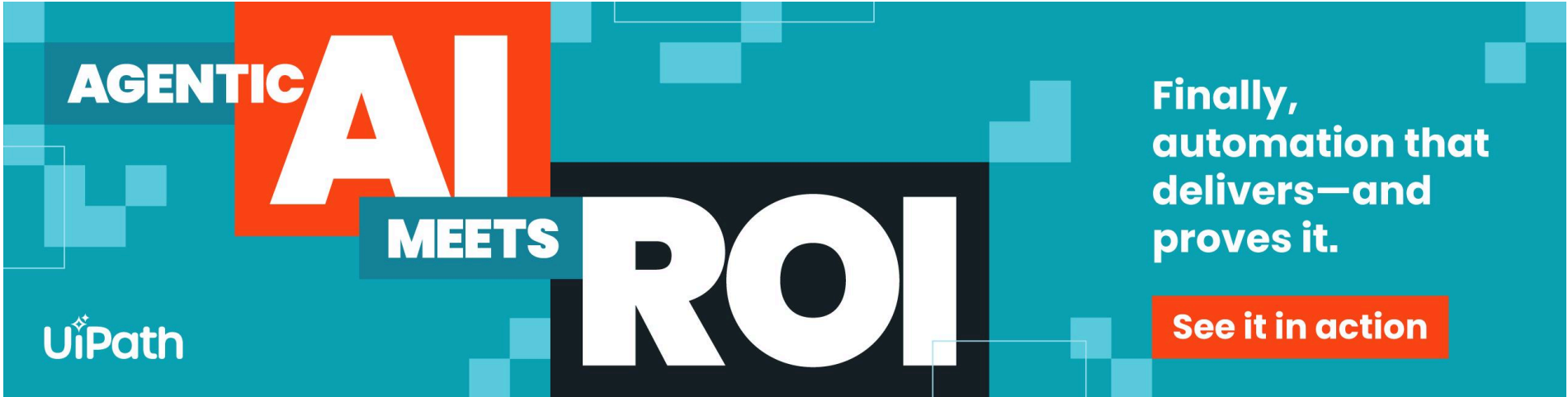


# 05 Overview

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. Pixel blocks 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.





## 05 UiPath signature experiences

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

We over-index on the overwhelm, amping up 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.





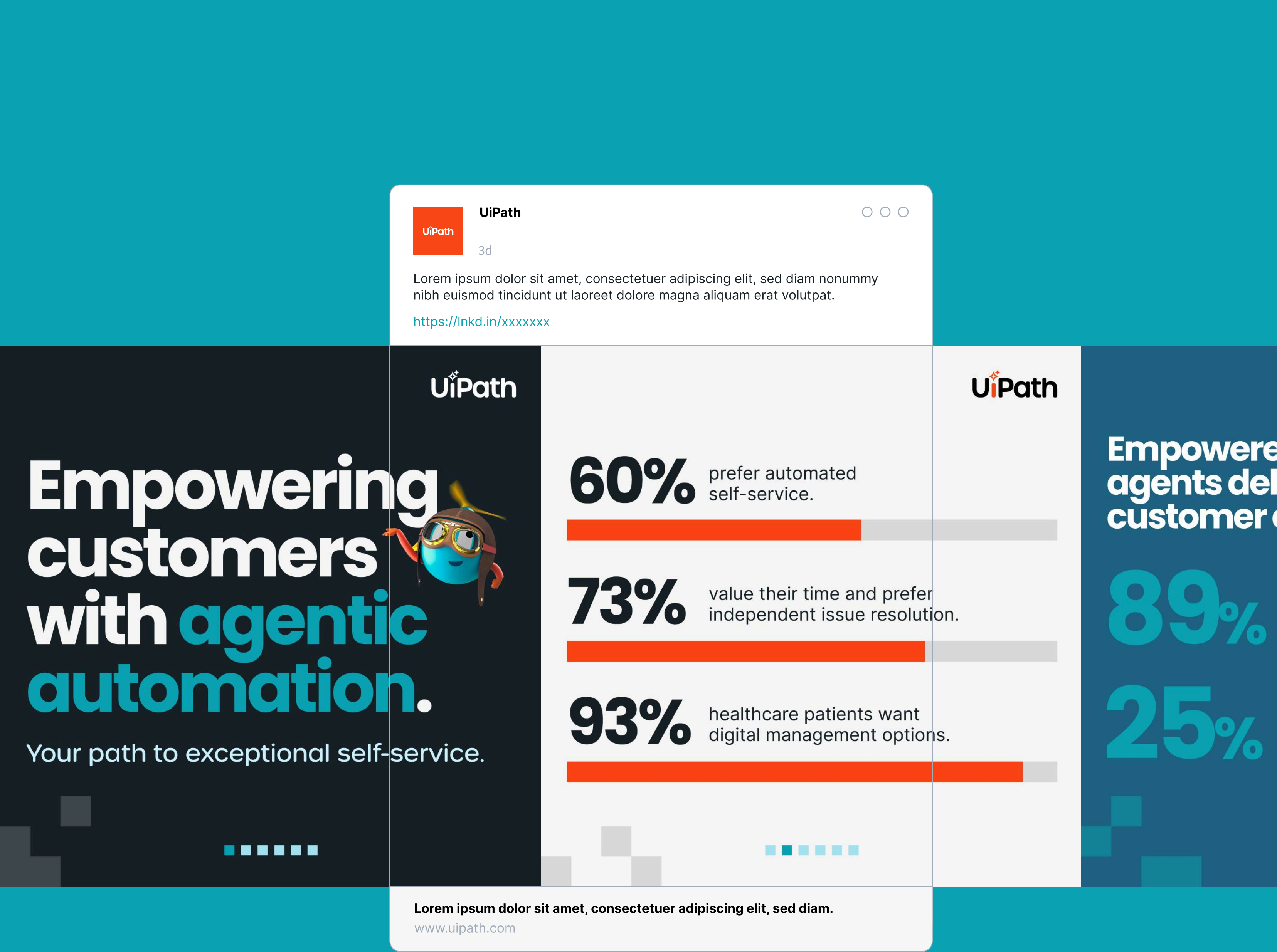
# 05 Social media

“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? [Head to Canva](#) to get started.





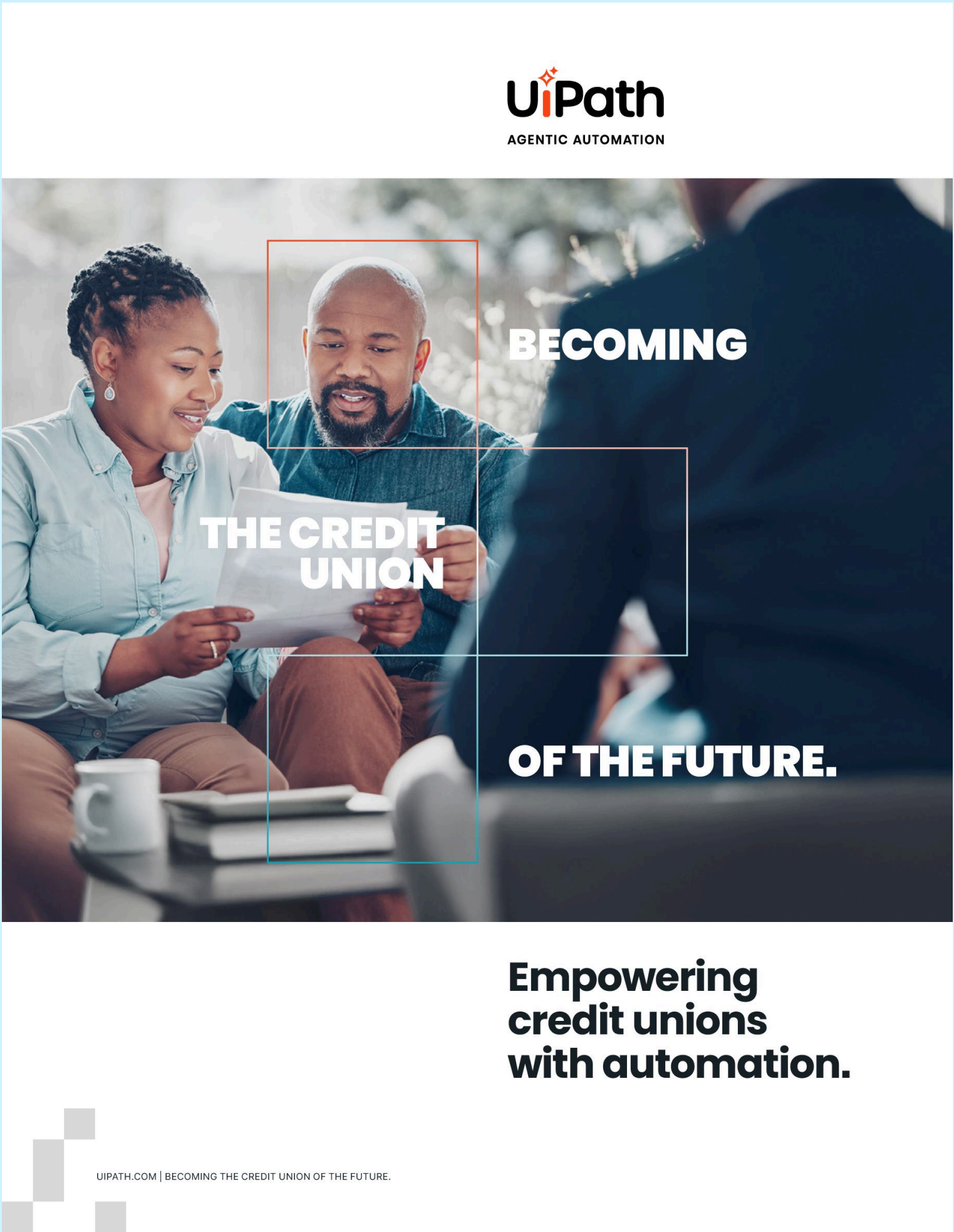
# 05 White papers

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 and elements in [Brand Center](#).



## 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.

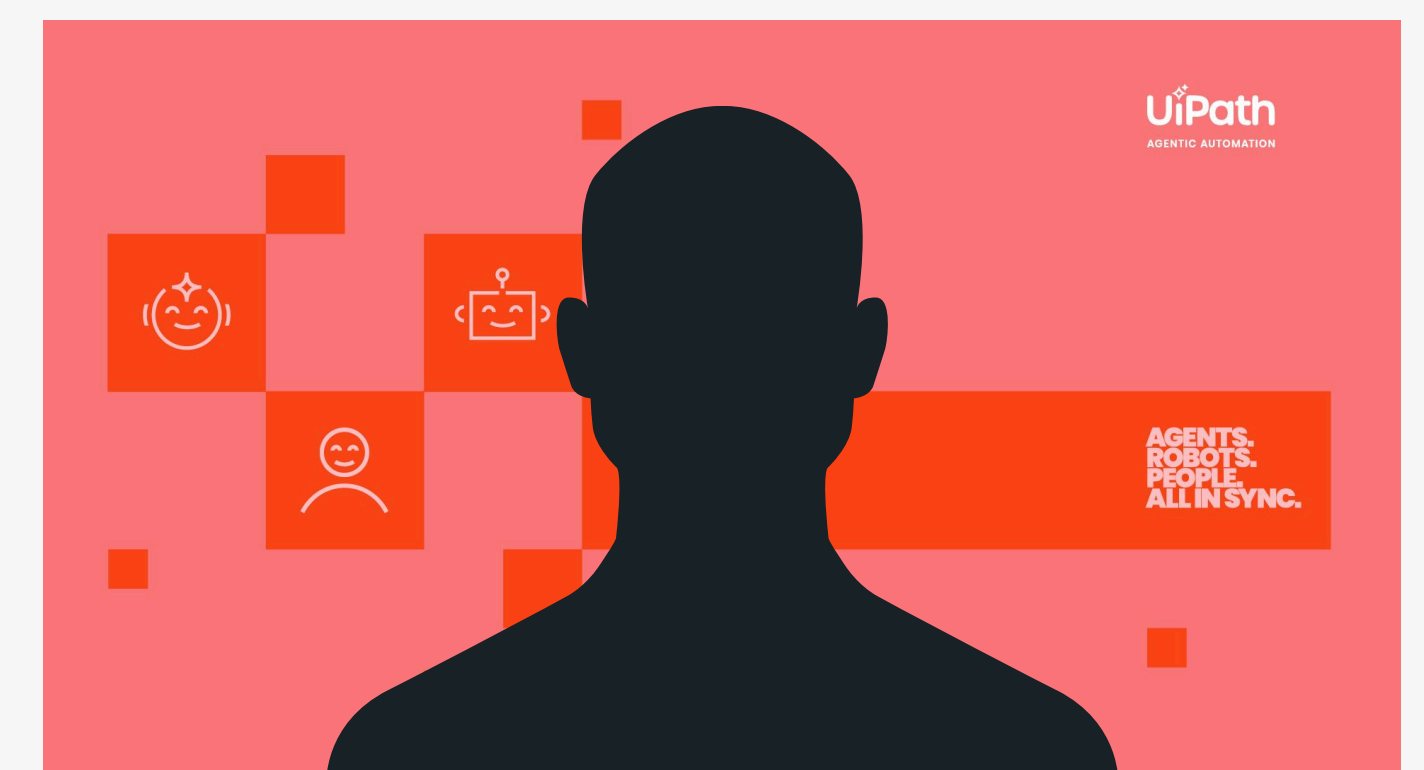
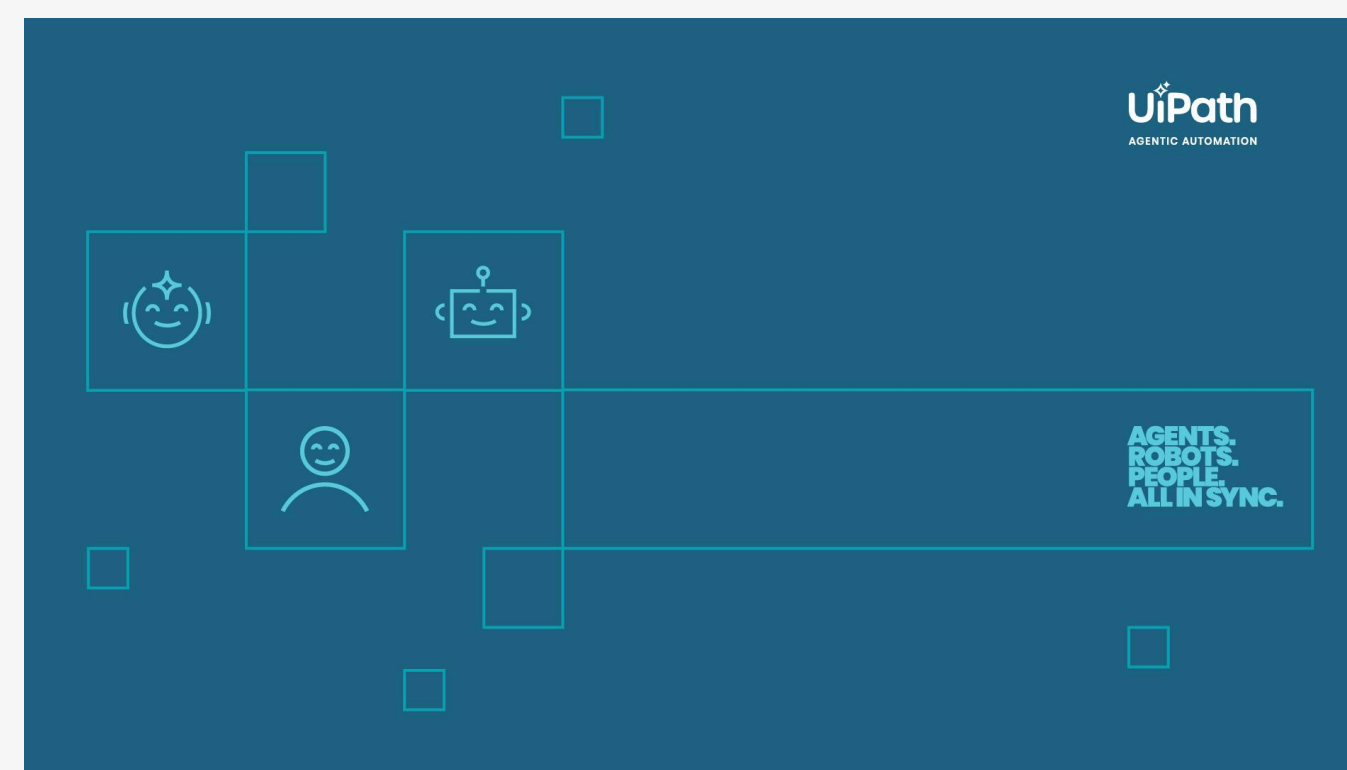


## 05 Zoom backgrounds

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 in [Brand Center](#).



## 05 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](#).



**THANK  
YOU.**