



Brand Book **Guidelines**



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INTRODUCTION

UCX is the market for IT solutions.

It was created to help organizations discover useful resources, develop ideas, reinvent their brand, and find a platform where they can list their products to gain exposure and expanded reach to interested customers.

This document serves the purpose of ensuring consistency in all our brand representation activities.

Our guidelines cover the presentation of our brand identity, including name, logo, company colors, typography, and tone of voice in traditional and digital media.

Please adhere to these guidelines so the perception of our company remains true to who we are and we show a unified vision of our brand to the public.

ABOUT US

OUR VISION

UCX aims to be the go-to place for businesses to gather when they are in need of deploying or offering any digital solutions.

OUR MISSION

UCX's mission is to empower businesses by giving them the platform and services needed to bring out the best in them.

OUR VALUES

INTEGRITY

Being truthful and having a sound moral compass sets the foundation for our company and all that we do.

GRIT

No matter if smart or talented, our team members have to combine the passion and effort for their work, in order for us to succeed as a whole.

DRIVING INNOVATION

Nothing exceptional can be achieved if we don't push the boundaries and embrace change.

DEDICATION TO EXCELLENCE

Life is a mountain of trials and errors. What matters most is the will to get up and face the challenges until we reach the peak.

THE PURSUIT OF GROWTH AND KNOWLEDGE

Every day is a battle with the previous self, and every day we win if we learn something valuable.

FUN

Genuinely embracing humor and showing our human side is what makes us thrive and enjoy each step of our journey.

This page shows the dos and don'ts of referring to our company name in written form.

- UCX should always be written in capital letters

Correct - To find more information, please visit the UCX homepage.

Incorrect - To find more information, please visit the ucx homepage.

- Do not alter the name in any way, shape or form

Correct - "We believe this partnership will be beneficial," said Adam Zeck, the CEO of UCX.

Incorrect - "We believe this partnership will be beneficial," said Adam Zeck, the CEO of *UCX*.

- Do not add spaces to the name

Correct - UCX was designed to be a bridge between buyers and sellers of digital solutions.

Incorrect - UC X was designed to be a bridge between buyers and sellers of digital solutions.

- Do not refer to UCX as UCX inc

Correct - Attached you can find the statistics of UCX's growth.

Incorrect - Attached you can find the statistics of UCX inc's growth

- Do not use the full name Universal Compute Exchange, without adding the acronym

Correct - We are proud to partner with UCX, Universal Compute Exchange.

Incorrect - We are proud to partner with Universal Compute Exchange.

- Do not use the full name Universal Compute Exchange in possessive form

Correct - Integrity and grit are two of UCX's core values.

Incorrect - Integrity and grit are two of Universal Compute Exchange's core values.

- Do not alter the name of our flagship product, UCXmarket

Correct - Welcome to UCXmarket.

Incorrect - Welcome to UCX market/ ucx Market/ UCX Market/ ucxmarket.

- Do not alter the name of our service page, UCXtech

Correct - UCXtech is where we tailor digital solutions for your needs and budget.

Incorrect - ucxtech/ UCX tech/ UCXTech/ UCX Tech is where we tailor digital solutions for your needs and budget.

COMPANY LOGO

This section shows the versions of our company logo and a guide on how not to use it incorrectly.



Our logo with the main color combination of blue and turquoise should be used whenever it is possible to represent our company. This logo can be used on a white or light-colored background.



Our logo in all white should be used whenever the background has vivid and bold colors that clash with ours.



Our logo with the white and turquoise color combination should be used whenever the background is all black or contains dark color combinations.

LOGO CLEAR SPACE

The UCX logo should have enough space to be clearly visible when compared to other visually stimulating elements or logos, ensuring effective representation.



LOGO VARIATIONS



UCXtech

This logo is used to represent the company when we particularly talk about our services, which include Blockchain as a Service, Custom Software Development, Web Design, Market Setup, Innovation and Prototyping, Managed Marketplace, and Technical Sales and Marketing.



UCXmarket

This logo is used to represent the flagship product of our company, UCXmarket. UCXmarket is a marketplace that automates the selling process of highly configurable products for sellers and provides a tailored buying experience for buyers.

LOGO TREATMENT

Please refrain from using the logo incorrectly by altering its shape, colors, form, etc.

Here are a few examples of how NOT to use our logo:

1. Change the logo's direction
2. Disproportionately scale or resize the logo
3. Blur the logo
4. Change the colors to something not previously specified
5. Use the logo's main color combination on dark backgrounds
6. Change the opacity of the logo
7. Outline the logo
8. Ignore the specified clear space of the logo
9. Overlay the logo letters
10. Add special effects to the logo
11. Use only one color for the X in the logo
12. Use the logo on cluttered backgrounds



TYPOGRAPHY

Our typefaces are classified based on the content we are writing for. The letters have to be crisp and easy on the reader’s eye.

Barlow Bold/ Light can be found on our UCXmarket website headings.

Titillium Web Regular is used for paragraph content on our websites.

Montserrat Medium we use on our UCXTech website headings.

Roboto Regular is used for our official company documents.

Barlow/Light (UCXmarket WEB HEADINGS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Titillium Web Regular (PARAGRAPH TEXT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Montserrat Medium(UCXtech WEB HEADINGS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Roboto Regular (Official Company Documents)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

COLORS

Our primary company colors are the perfect combination of fresh, modern, and refined.

Blue - We use an azure blue that represents our friendly nature while symbolizing two characteristics we are proud of, trust and stability.

Turquoise - It's a vibrant color that stands for our balance of creativity and discipline. It's also used to symbolize sophistication and open communication, something we aim to express daily in and outside of our company.

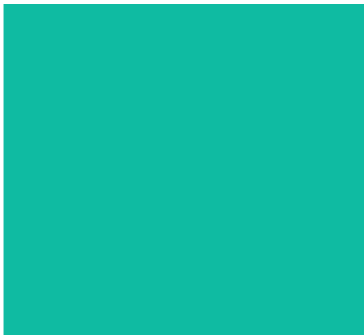
The complimentary colors for our logo go on both ends of the color spectrum.

1



UCX AZURE BLUE

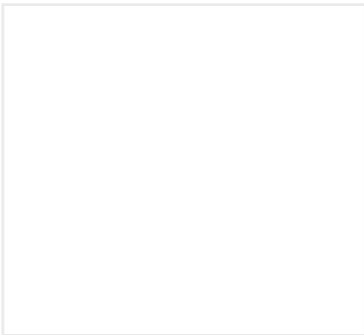
CMYK 75, 42, 0, 0
RGB 0, 140, 244
HEX #008CF4



UCX TURQUOISE MINT

CMYK 74, 0, 48, 0
RGB 15, 187, 162
HEX #0FBBA2

2



WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



DARK GREY BLUE

CMYK 80, 63, 56, 50
RGB 42, 57, 64
HEX #2A3940



DARK GREY

CMYK 63, 44, 42, 10
RGB 102, 120, 127
HEX #66787F

3



UCX AZURE BLUE

CMYK 75, 42, 0, 0
RGB 0, 140, 244
HEX #008CF4

UCX TURQUOISE MINT 0° GRADIENT

CMYK 74, 0, 48, 0
RGB 15, 187, 162
HEX #0FBBA2

OUR VOICE

We use business language that brings the point across.

We tend to have customer-focused messaging that is results-oriented and understandable for experienced and novice users alike.

Our tone of voice is:

Active - Each written sentence conveys what we are about: action. We like keeping our messaging engaging, and not overload it with unnecessary jargon. We can get technical if needed, but it's saved for cases where the topic is specifically engineering related.

Empowering - Everything revolves around our customers and how they can empower their business by employing our solutions.

Professional - There's a fine line between communicating in a stern way and serious way. We are used to treading on that line and sound professional while delivering information in a clear and concise manner.

Authentic - We like to express originality in whatever we do, and that's what we want to convey through our language as well.

Do say: If you would like to have your own personalized platform to list your products online and reach a larger number of customers, start your own project and empower your business today!

Don't say: If you would prefer possessing your individual and distinctive platform to present your products online and outstretch to a prodigious amount of customers, then commence with your own project and unfetter your business potential today!

Having an extensive vocabulary is impressive, but it means little when the message is lost within the wording. We prefer communicating in a straightforward and understandable manner.

Do say: Stop the hassle of going after quotes. Use our unique RFQ feature and watch as providers compete to tailor the perfect solution for your needs.

Don't say: Don't go after quotes. Instead, use our RFQ feature, grab your popcorn and watch as the battle royale for your perfect solution unfolds.

Being descriptive and evoking people's imagination is a great skill, but it should be done respectfully and in moderation. We prefer keeping our language polite and professional.

