

UP

UNPLUG. PLUG IN.

01 · PRINCIPLES

A movement, not a backlash.

UP is about reclaiming childhood from technology overreach — and reinvesting that time in nature, family, and community. The brand should never look like it's against something. It should look like it's going somewhere.

01

Forward, not against.

The mark points up. The tagline lands on a verb. We celebrate what we're plugging into, not what we're unplugging from.

03

Colorado, plainly.

Forest greens, mesa red, snowfield white — the state's own palette. Place is a feature, not a slogan.

02

Warm, not aggressive.

Activist tone, optimistic register. Bold typography, but never shouting. Mesa red is the accent, never the field.

04

Works on a yard sign.

If it doesn't read at 50 feet, redesign it. The lockup must hold from a phone icon to a legislative brief to a lawn.

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PRIMARY LOCKUP · ARCHIVO BLACK · MESA RULE · ARCHIVO 900 TAGLINE

03 · LOCKUP VARIANTS

Three treatments. One identity.

Pick by surface. Forest-on-snow is primary. Reverse on dark backgrounds. Use mono only when color isn't an option.



PRIMARY · FOREST ON SNOW

USE PRIMARY

Yard signs, social tiles, websites, decks, merch, the default everywhere.



REVERSED · SNOW ON FOREST

USE REVERSED

Forest backgrounds, photography overlays, t-shirt prints, late-evening event signage.



MONOCHROME · SINGLE-COLOR PRINT

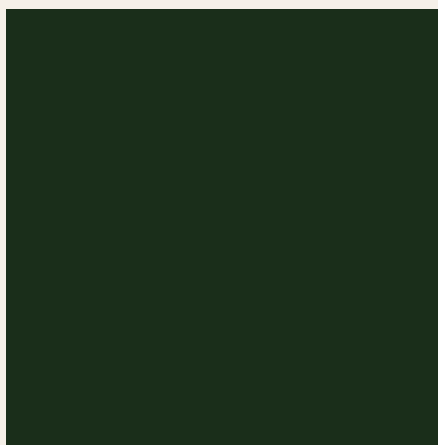
USE MONOCHROME

Newspaper ads, fax, embossing, legal docs, stamps. The mesa rule may match the body color.

04 · COLOR

Four colors. No gradients.

The palette is the state. Forest is the field. Mesa is the accent. Snow is the ground. Alpine is the breath of air.



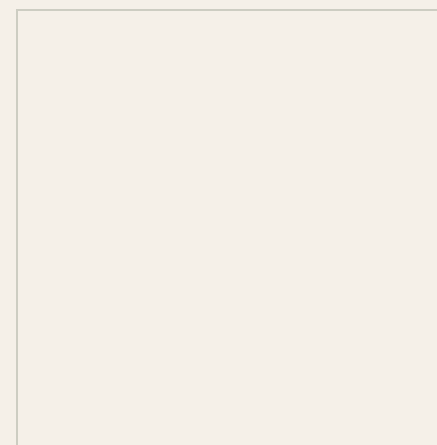
FOREST #1A2E1A
PRIMARY · FIELDS, TYPE



ALPINE #7ABF7A
SECONDARY · ILLUSTRATION



MESA #D4401A
ACCENT · CTAs, RULES



SNOWFIELD #F5F0E8
GROUND · NEGATIVE SPACE

RATIO

Roughly 60% snowfield · 30% forest · 8% alpine · 2% mesa. Mesa is a punctuation mark, not a paragraph.

NEVER

No gradients. No drop shadows on color fields. No mesa as a background larger than a button.

ACCESSIBILITY

Forest on Snow \geq 12:1 contrast. Snow on Forest \geq 11:1. Always check Alpine on Snow at body sizes.

05 · TYPOGRAPHY

Two weights of one family.

Aa Bb

Aa Bb

01

01

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

ARCHIVO BLACK

WORDMARK · DISPLAY · HEADLINES

ARCHIVO 400 / 600 / 800 / 900

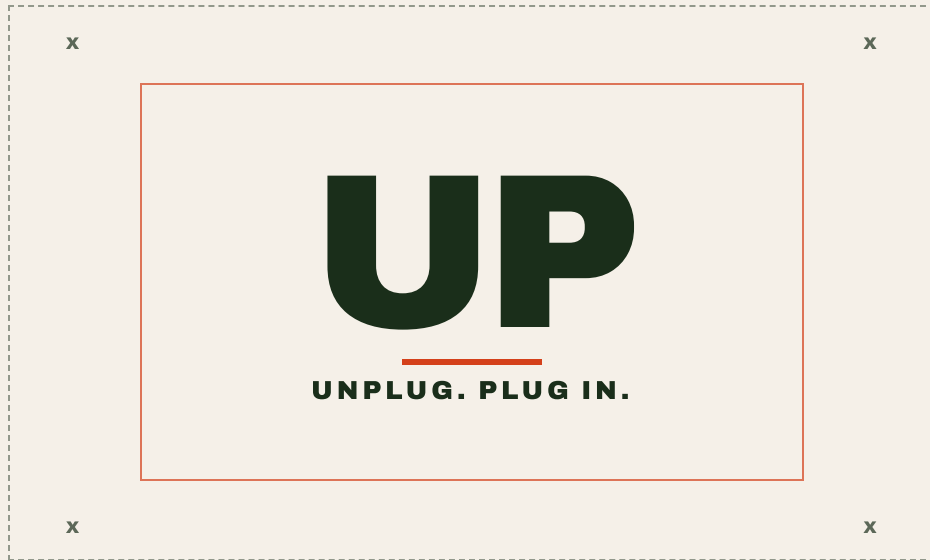
TAGLINE · BODY · UI · CAPTIONS

USE	FAMILY / WEIGHT	SIZE	TRACKING
Wordmark UP	Archivo Black	Optical, 240px+	-5%
Tagline (lockup)	Archivo 900	Optical, ~14% of UP height	+3% letterspacing
Display headlines	Archivo Black	44-88pt	-1 to -2%
Body	Archivo 400 / 600	11-14pt	0
UP — BRAND SHEET Eyebrow / labels	Archivo 800	10-12pt	+15% (uppercase)

06 · USAGE RULES

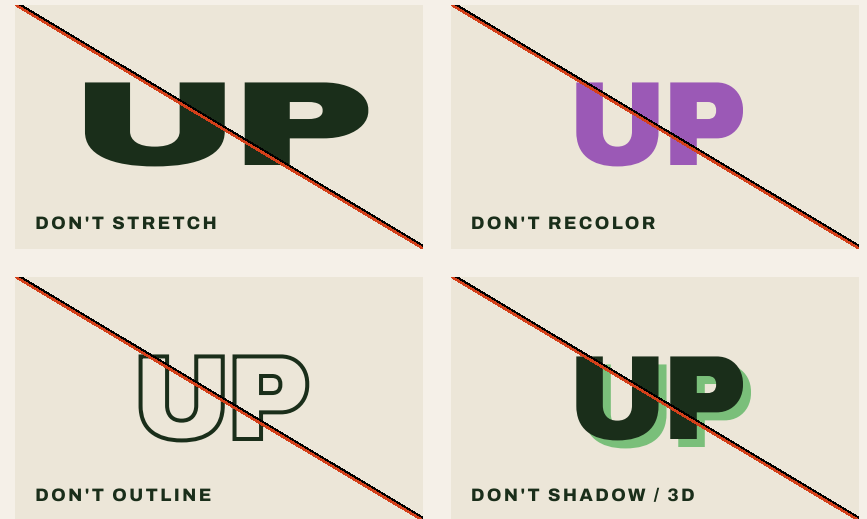
Hold the space. Don't decorate.

CLEARSPACE — X = STEM WIDTH OF U



Maintain padding of at least one stem-width on all sides. Never crop, never crowd.

DON'TS

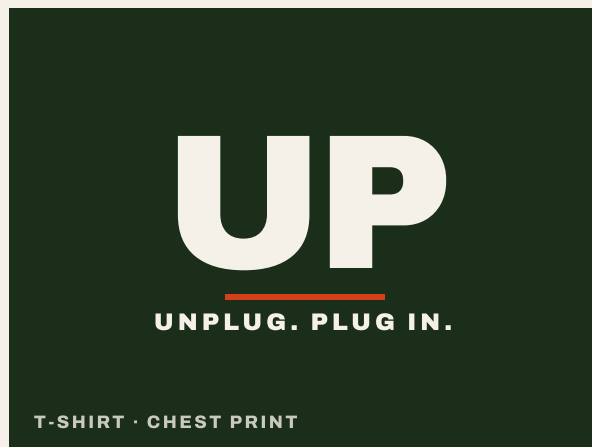


APPLICATIONS



UP — BRAND SHEET

YARD SIGN · 24x18



T-SHIRT · CHEST PRINT



APP ICON · LIGHT & DARK

The moment
you put the
phone down
and **look up.**

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