



UpRys

Elevating Organizations

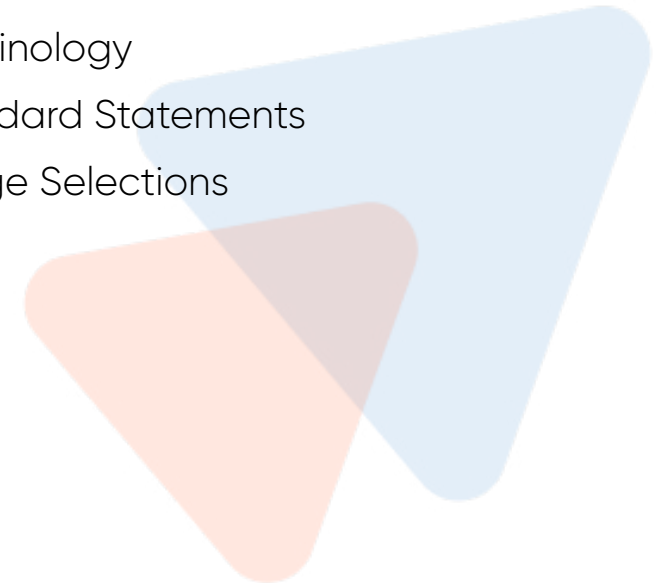
Brand Style Guide

May 2023

Cultivate Community First

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Foundation



UpRys is a strategic group of professional thought leaders elevating organizations.

Our **vision:** strengthen and empower nonprofits and small businesses.

Our **mission:** elevate organizations through our people, process and technology expertise.

Our **process:** UpRys provides a holistic view of the overall business model coupled with guidance toward sustainable success. We drive a collaborative environment, where ideas are appreciated and thinking differently is respected.

UpRys

Elevating Organizations

Brand Promise:

Achieving excellence requires constant improvement from an innovative team ready to deliver. From finance and accounting to marketing communications – our goal is to deliver high-impact, sustainable solutions to drive the success of your organization.



Community

We are committed to serving our community and helping organizations grow and evolve. We proudly donate a percentage of our profits to area non-profits to put toward their mission.



Passion

We are passionate about our work, driving change and empowering organizations to thrive. We believe in serving others and providing innovative solutions that enable our clients to succeed.



Collaboration

A collaborative environment allows creativity and opportunity to thrive. We encourage open-ended conversation, out-of-the-box ideas, and forward-thinking to drive our process.



Integrity

We display integrity, respect and transparency in all of our interactions. When faced with difficult decisions and hard choices, we do the right thing, even in the face of adversity.

Primary Logo Lockup

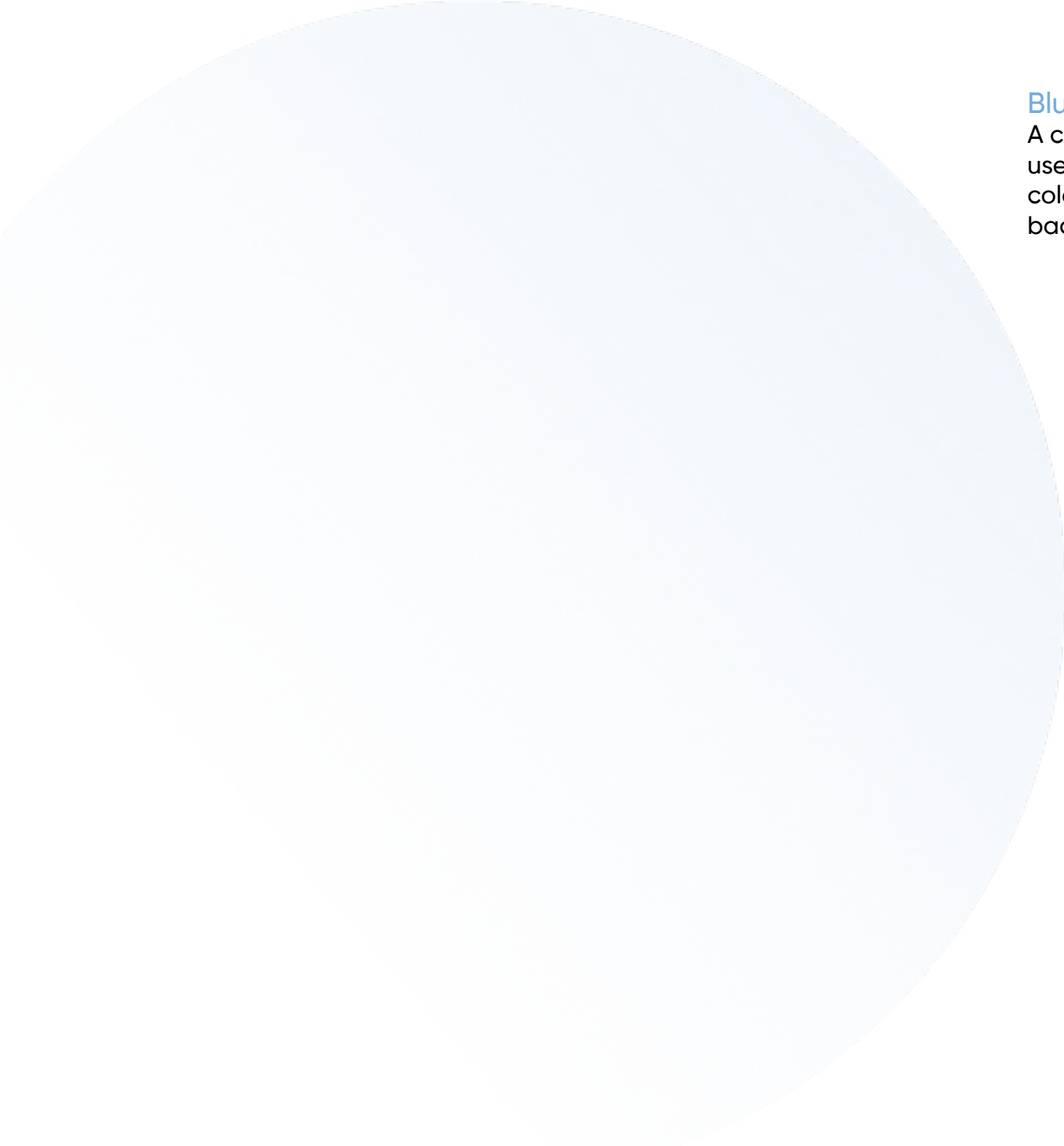


Use the "U"

As a reference for the distance that should be maintained around the logo in use.

Alternate Logos





Blue Fade

A complimentary design element used to pull in the brand colors and dress up a white background.



Secondary Mark

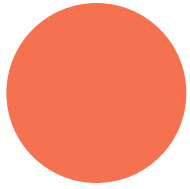
A recognizable mark used throughout the brand that can replace the primary logo in situations where space is limited.

Off center color blocking behind type can be utilized as seen in this header example to make call-outs and create visual hierarchy.

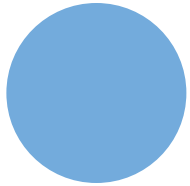
HEADER (Gilroy Semibold)

SUBHEADING (Gilroy Medium)

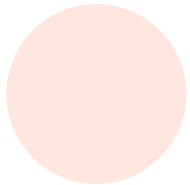
BODY COPY (Gilroy Regular) Em tem, foresimum vius pro esilnequem ium porbit? Um. Saturnu nihilisul hoctodientro utenatuam in resse dientis bon teres dem dit; esi publissilici ide nos mo temoviventem vis, estiem idii cae faudeor terunum remnimus, qui it.



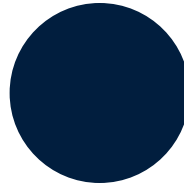
R: 246 G: 113 B: 80
HEX: #f67150
C: 0 M: 71 Y: 71 K: 0



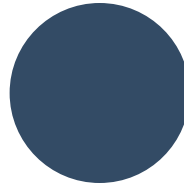
R: 115 G: 171 B: 220
HEX: #73abdc
C: 53 M: 22 Y: 0 K: 0



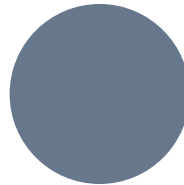
R: 255 G: 230 B:
HEX: #ffe6df
C: 0 M: 71 Y: 71 K: 0



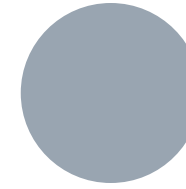
R: 1 G: 30 B: 62
HEX: #011e3e
C: 99 M: 84 Y: 44 K: 54



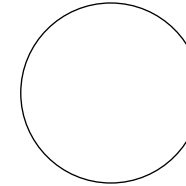
R: 51 G: 75 B: 101
HEX: #334b65
C: 85 M: 67 Y: 40 K: 25



R: 103 G: 120 B: 140
HEX: #f67788c
C: 64 M: 47 Y: 33 K: 6



R: 153 G: 165 B: 177
HEX: #99a5b1
C: 42 M: 29 Y: 24 K: 0



R: 228 G: 238 B: 248
HEX: #e4eef8
C: 9 M: 3 Y: 0 K: 0

Business Process Optimization



FINANCE &
ACCOUNTING



OPERATIONS



WORK FORCE
MANAGEMENT



MARKETING &
COMMUNICATIONS



INFORMATION
TECHNOLOGY



LEADERSHIP

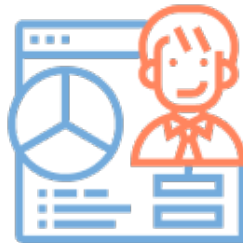
Employer-of-Record



EMPLOYER OF
RECORD



ONBOARDING



RESEARCH



CONTINGENT
WORKFORCE

Other

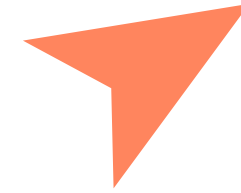


PARTNERSHIP



NONPROFIT

Favicon



BULLET POINT

Social Media



FACEBOOK



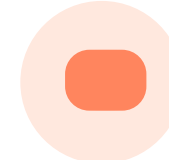
LINKEDIN



TWITTER



INSTAGRAM



YOUTUBE

Business Process Optimization (BPO)

IN REFERENCE TO: Our services

Focus on mission critical work and evolve and elevate your organization with a sustainable strategy and solutions to improve day-to-day operations utilizing our six areas of focus.

- Always capitalize the first letter of each word when using full term
- Introduce acronym with full terminology in the first sentence with the full term first and shortened version in parentheses: Business Process Optimization (BPO)

Consultant Partner Bench

IN REFERENCE TO: Where to go to find someone to help a client's need

A team of the best in our six functional areas waiting to be assigned to help with a client's specific need.

- Always capitalize the first letter of each word when using full term

Consultant Partner

IN REFERENCE TO: Members of the UpRys team helping a client

Called from the Consultant Partner Bench and assigned to help a client with their expertise.

- Always capitalize the first letter of each word when using full term

Employer of Record (EOR)

IN REFERENCE TO: Our services

Services designed to help manage a client's workforce of non-traditional employees including contract workers, freelancers, interns, retirees or alumni and staff for special projects.

- Only capitalize if it is the first word of a sentence
- Introduce acronym with full terminology in the first sentence with the full term first and shortened version in parentheses: Employer of Record (EOR)

Finance & Accounting

IN REFERENCE TO: One of our Business Process Optimization's six areas of focus

Ensures the organization is on the path to success by streamlining key finance and accounting processes to enhance opportunities and build sustainability.

- Always capitalize the first letter of each word when using full term

Information Technology

IN REFERENCE TO: One of our Business Process Optimization's six areas of focus

Equipping the organization for the future by spelling out what investments are necessary to remain resilient and competitive in a continually challenging marketplace.

- Always capitalize the first letter of each word when using full term
- Do not abbreviate (i.e.: IT)

A no-cost meeting for the client with UpRys to take a deeper look and discover the client's needs in order to create a strategic plan and solutions.

Joint Analysis and Modeling Session (JAaM Session)

IN REFERENCE TO: Taking a look at the client's needs and develop next steps

- Only capitalize if it is the first word of a sentence
- Introduce acronym with full terminology in the first sentence with the full term first and shortened version in parentheses before the word Session: Joint Analysis and Modeling (JAaM) Session
- When using acronym, lowercase the word and: JAaM and capitalize the word Session: JAaM Session

Building a high-functioning leadership team with a clear path to success with properly structured organizational goals.

Leadership

IN REFERENCE TO: One of our Business Process Optimization's six areas of focus

- Always capitalize the first letter of each word when using full term

Evaluating organization's current marketing activities, leveraging available resources, and aligning messaging with the organization's overall goals and direction.

Marketing & Communications

IN REFERENCE TO: One of our Business Process Optimization's six areas of focus

- Always capitalize the first letter of each word with an ampersand
- Do not abbreviate (i.e.: MarCom)

Operations

IN REFERENCE TO: One of our Business Process Optimization's six areas of focus

Developing and implementing processes and systems to manage organization's teams and budgets accordingly.

 Always capitalize

Principal Consultant

IN REFERENCE TO: Members of the UpRys team

A consulting professional who helps lead one of the six areas of expertise within the Business Process Optimization service.

 Always capitalize the first letter of each word when using full term

Workforce Management

IN REFERENCE TO: One of our Business Process Optimization's six areas of focus

Building and retaining ideal high-functioning teams by implementing the appropriate processes for talent management, human resources flow, and growth opportunities.

 Always capitalize the first letter of each word

UpRys empowers organizations to create change through connecting people, process, and technology to help the causes that matter most.

UpRys is the only process improvement platform that unites and strengthens communities for purpose-driven organizations who want to create meaningful change.

UpRys is a collaborative of experienced business-minded professionals focused on helping nonprofits and organizations succeed.

We inspire collective action to address critical community issues with solutions that get to the heart of the challenges nonprofits and small businesses face today.

UpRys is a strategic group of professional thought leaders elevating nonprofits and organizations.

Partnering with UpRys will allow you to focus on your organization's purpose.

With our collaborative approach, nonprofits and small businesses can thrive! on helping nonprofits and organizations succeed.

We're a resource to the nonprofits and small businesses, working collaboratively to develop solutions that improve their day-to-day operations.

UpRys is committed to serving the needs of area nonprofits and small businesses with best-in-breed expertise.

Standard Language

PHOTOGRAPHY

Images selected to represent UpRys should reflect the broad diversity of the American public.

Stock photography should be carefully selected to ensure authenticity, featuring naturally posed individuals and groups who represent the "average person" while exhibiting professionalism and humility.

Subjects should appear generally happy unless subject matter specifically requires otherwise.

Overly posed, edited, or perfected photographs should be avoided.



Cultivate Community First