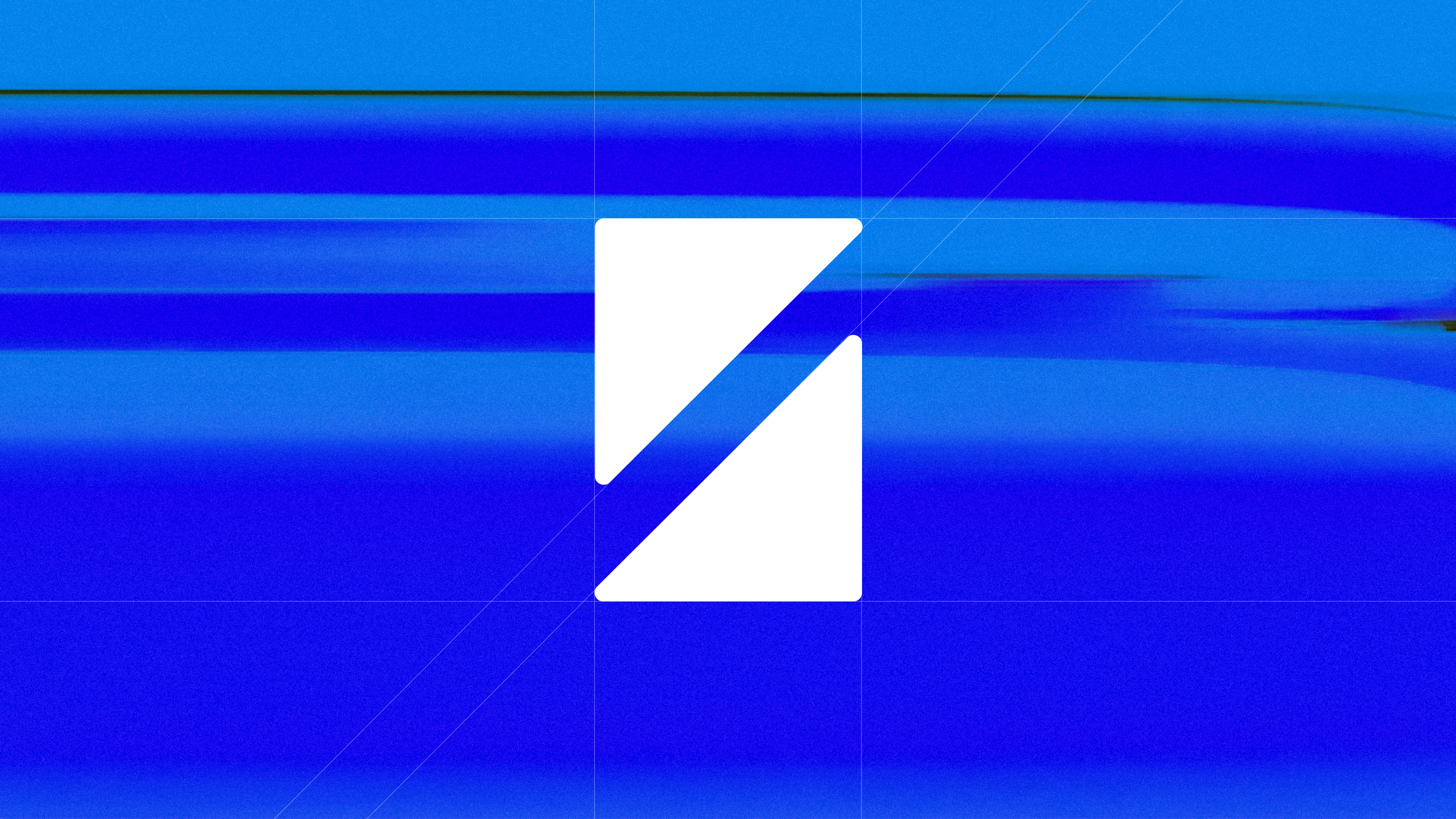


Brand Book



01. Identity



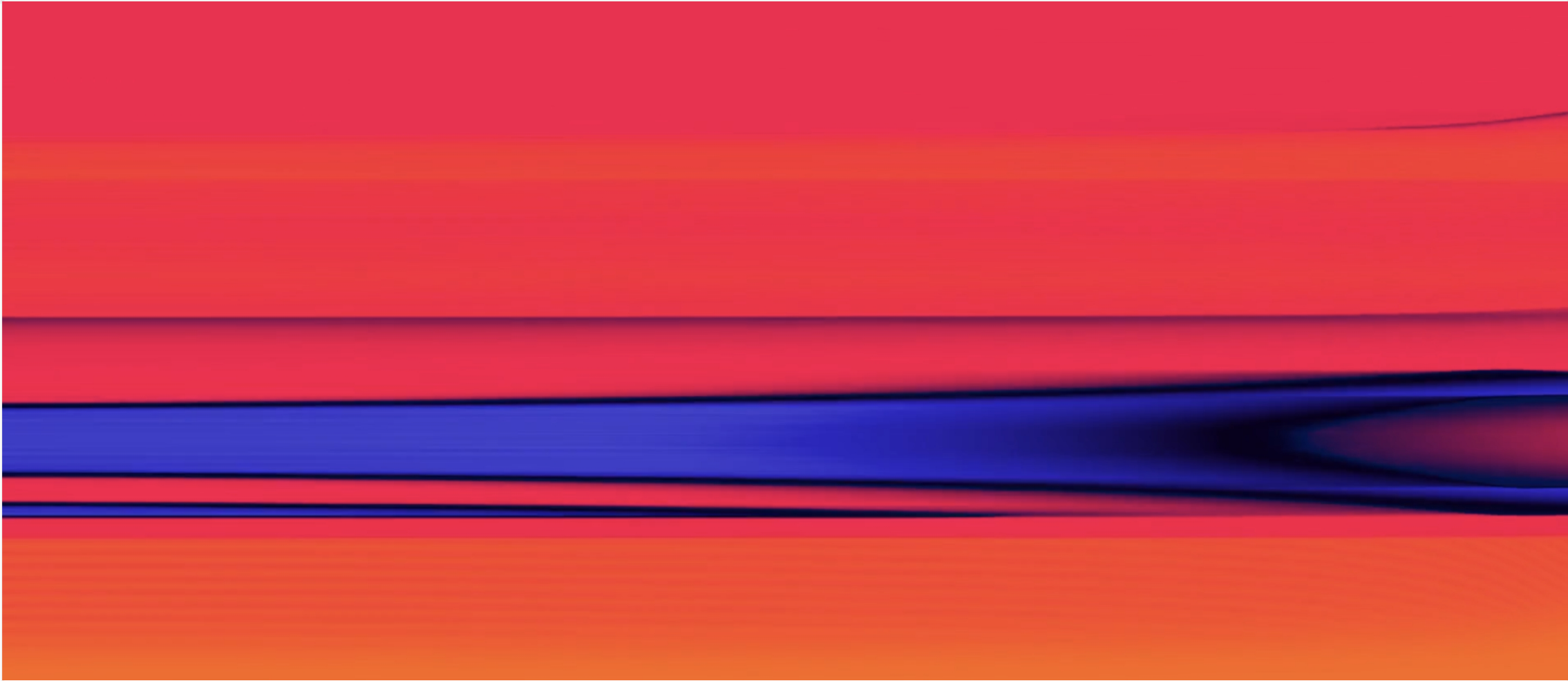


Uplane

Altitude

Uplane is the infrastructure that makes altitude possible. Market intelligence, high-velocity asset production, algorithmic campaign management, and continuous optimisation, unified in a single platform. It operates at enterprise grade, deploys across any environment, and learns without rest. The result is not just faster marketing. It is marketing that

compounds. The brands that will define the next decade are not outspending the competition. They are outthinking it. They have moved from manual execution to autonomous precision, from reactive decisions to perpetual intelligence. They have found their altitude. That is what Uplane is built for.



Every great leap in human capability begins the same way. The moment where intuition becomes intelligence, where effort becomes architecture, and where the marketer's highest potential is no longer constrained by execution.



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PRECISION
UPLANE engineered by
Uplane

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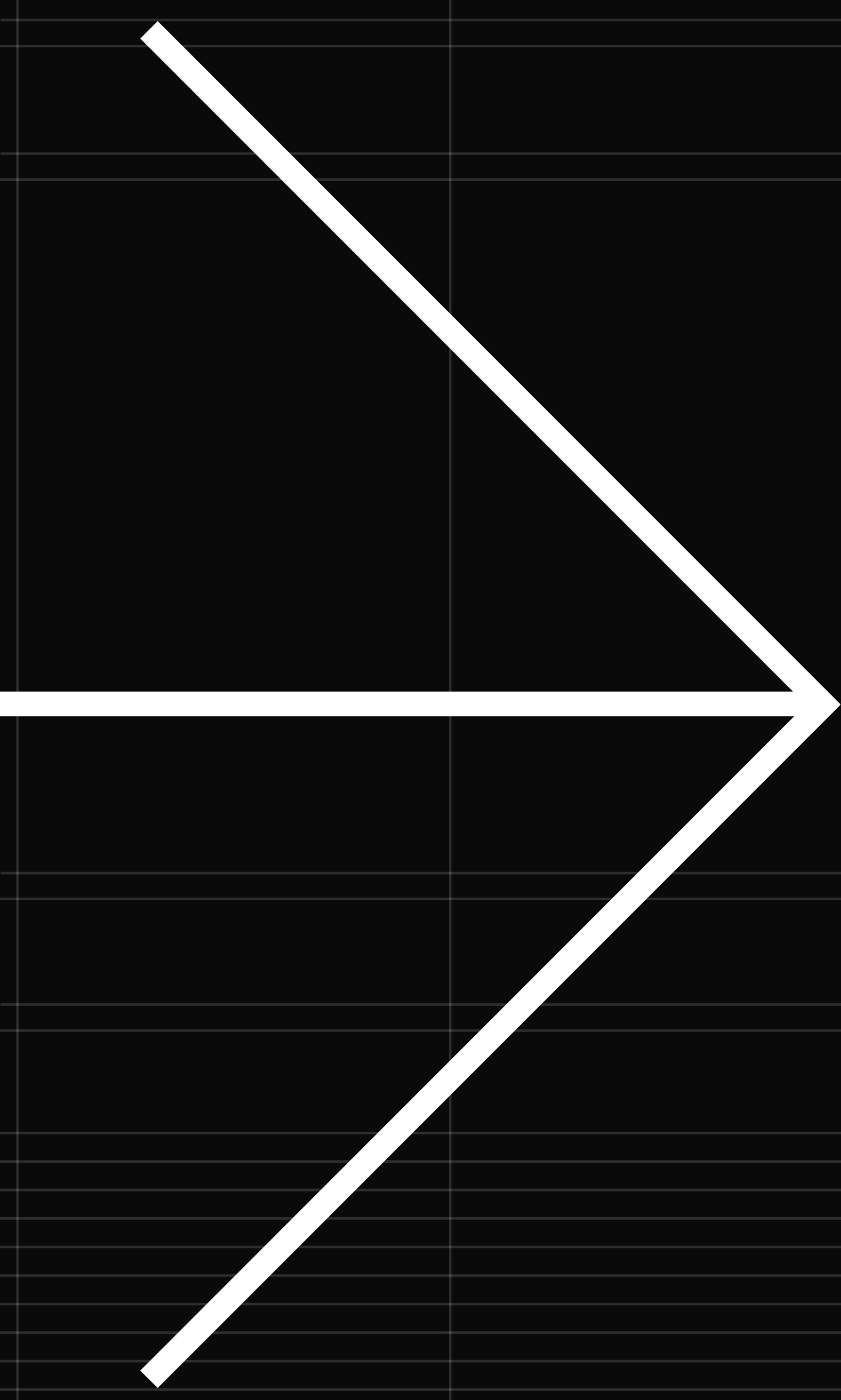
UPL.v1 + ALTITUDE ENGINE
UPL-SYS / MKTG.INFRA
BUILT ON: INTELLIGENCE LOOP
UPL.04 / AUTONOMOUS MODE

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Uplane
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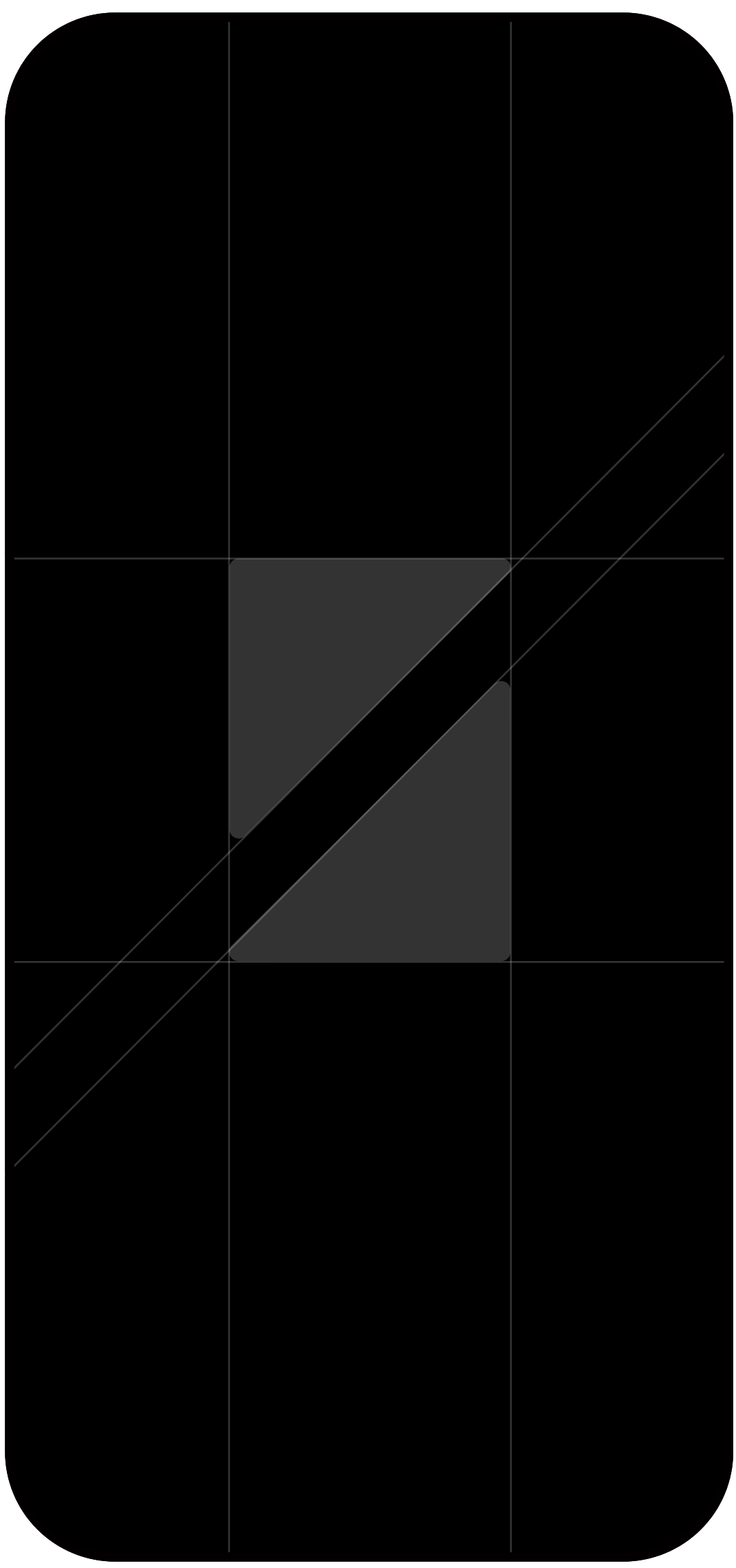
UPL.v1 + ALTITUDE ENGINE UPL-SYS / MKTG.INFRA
BUILT ON: INTELLIGENCE LOOP UPL.04 / AUTONOMOUS MODE

Built for
Altitude





The shift from doing to directing.
From managing budgets to
commanding intelligence. From
chasing performance to building
the conditions in which
performance becomes inevitable.



uplane			
BUILT FOR ALTITUDE			
Intuition	Intelligence		
Effort	Architecture		
Execution	Elevation		
Signal	Impact		



02. Logo

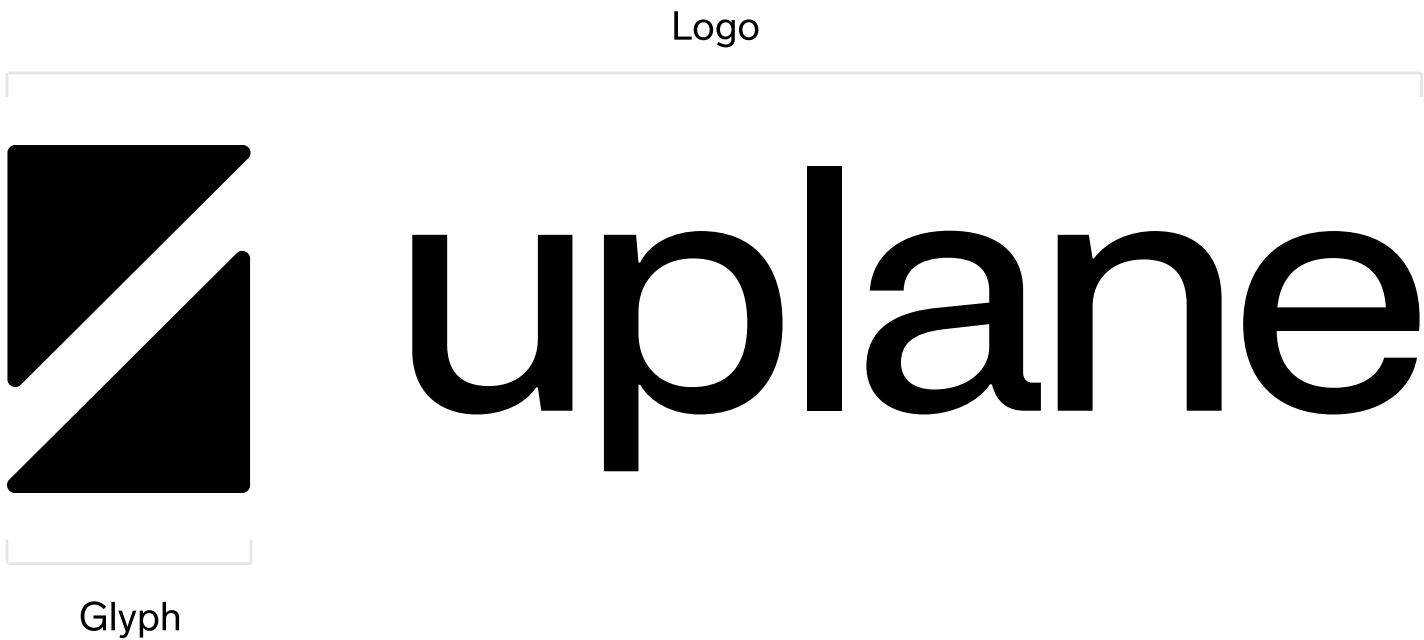
Our Logo

Our Primary Logo

The Uplane mark is built from disciplined geometry. Clean angles, controlled weight, no ornament. The wordmark and glyph work as one system. Together they carry the brand’s intent: structure over noise, precision over performance, altitude over motion.

The full logo is Uplane’s primary signature. It appears across product, platform, and enterprise communication. It is used in its approved colorways only, and never modified, reconstructed, or rebuilt.

Only the provided logo files may be used. This protects the integrity of the mark and the consistency of the system across every surface the brand touches.



Our Logo

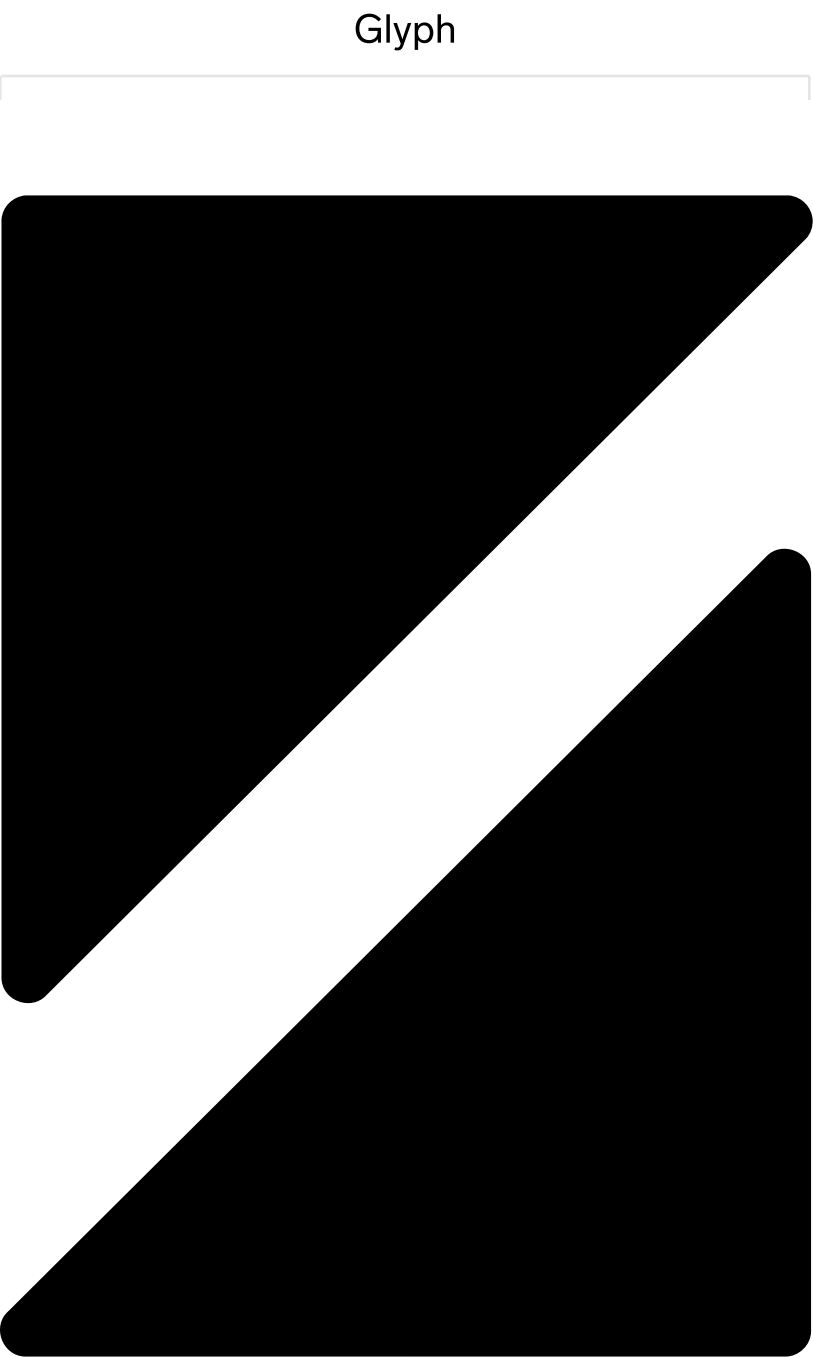
Our Glyph

The glyph is the condensed form of the Uplane identity. It carries the full weight of the brand in a single geometric figure.

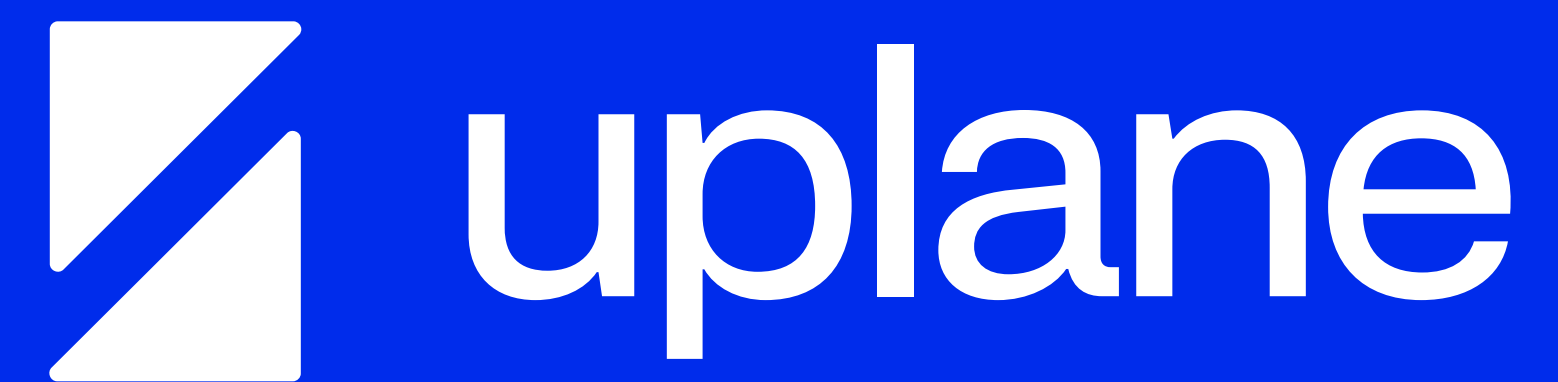
It is used where space is constrained, where the wordmark would lose clarity, or where a quieter, more iconic presence is required. App icons, favicons, product surfaces, compact collateral.

The glyph is never redrawn, re-spaced, or reinterpreted. Only the approved asset is used. Its structure is the signal. Any alteration breaks it. Used correctly, the glyph works as an anchor inside the visual system.

A mark that holds its meaning at any scale.









03. Typography

Our Typography

Primary Typography

Uplane’s typographic system is built for clarity at altitude: confident at display sizes, legible at long reading lengths, disciplined across every interface.

The system pairs two typefaces. Afical Neue carries headlines and brand moments. Its precise geometry and controlled contrast give the display voice weight without volume. Lab Grotesque carries body copy, data, and interface text. Neutral, technical, engineered for sustained reading. Together they mirror the brand itself: architecture above, intelligence below.

The type system is used consistently across product, marketing, and enterprise communication. It is never substituted outside of approved fallbacks.



In Google Workspace environments, Inter is used as the direct substitute for both Afical Neue and Lab Grotesque to preserve rhythm and hierarchy.

Afical Neue

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
012356789

Lab Grotesque

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789



Our Typography

Secondary Typography

Alongside the core type system, Uplane uses one handwritten face: Daniel. It plays a single, deliberate role.

Daniel is used for small moments that sit outside the formal system. Margin notes, annotations, commentary on a chart, a thought pinned next to a headline. It is the human hand inside an architectural system, the reminder that behind the infrastructure there are people thinking, deciding, and directing.

The face is used sparingly and always at a smaller scale than the surrounding type. It is never used for headlines, body copy, product interface, or long-form reading. Overuse removes its meaning. Restraint is what gives it voice.



In Google Workspace environments, Caveat is used as the approved substitute for Daniel to preserve tone and hierarchy.

Daniel

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789



Our Typography

Eyebrow / Lab Grotesque

H1 / Afical Neue

≡ Left aligned Ag Sentence Case
Aa 60pt A 97.5% |A| -10%

H2 / Lab Grotesque

≡ Left aligned Ag Sentence Case
Aa 33pt A 110% |A| 0%

Body Text / Lab Grotesque

≡ Left aligned Ag Sentence Case
Aa 16pt A 110% |A| 0%

Handwritten / Daniel

≡ Left aligned Ag Sentence Case
Aa 16pt A 100% |A| 0%

BUILT FOR ALTITUDE

Marketing needs a
higher vantage point.

From manual execution to
autonomous precision.

Uplane is the infrastructure that makes altitude possible. Market intelligence, high-velocity asset production, algorithmic campaign management, and continuous optimisation, unified in a single platform. It operates at enterprise grade, deploys across any environment, and learns without rest. The result is not just faster marketing. It is marketing that compounds.

A note in the margin





04. Colors

Our Colors

Our Palette

Color in the Uplane system is restrained and load-bearing. It is not decorative. Each value does a specific job inside the brand architecture. The palette is built around five values. Altitude Blue is the primary brand color and Uplane’s signature. Core Black is the foundation that gives the system its gravity. Base White is the working surface that gives it air. Signal Blue is the accent, reserved for moments of emphasis where the reader’s attention must land. Alert Red sits outside the everyday system, used rarely and only where the brand needs to flag something critical.

Used together with discipline, they form a system that is immediately recognizable and built to hold up at any scale. Color pairings are defined. Combinations outside the approved system are not permitted. This discipline is what allows the palette to carry meaning instead of mood.



