



upstream
research™

Marketing Look Book

Fall 2016

1. MASTER LOGOTYPE & MARK

Upstream Research lives at the intersection of Engineering, Geography & Wellness. Our logotype & mark represent meaning and empathy for the world, its environment and its people.

The “^upstream” mark is a badge that represents this mission. We will protect and assist our customers by helping to change the future through prevention, always focusing upstream preventing disease and human suffering until it’s absent.

Logotype



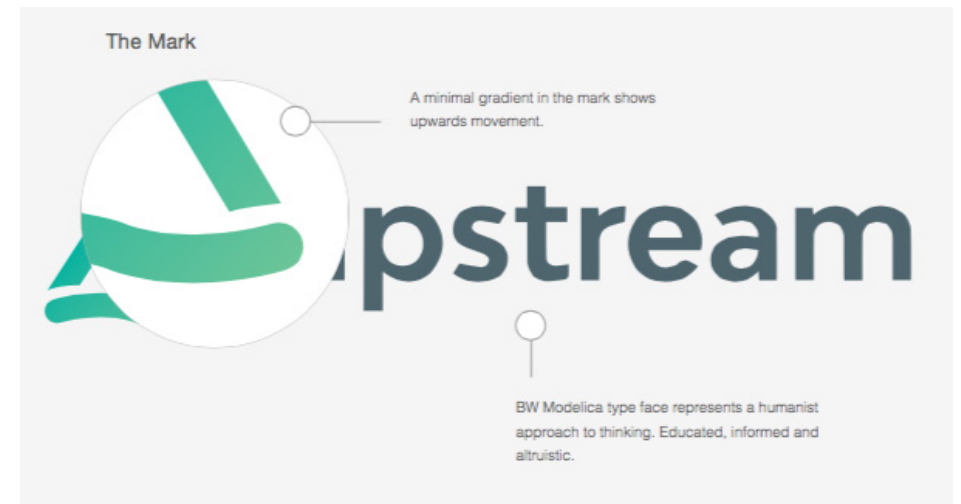
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Mark



2. ANATOMY

The mark is simple, yet sturdy and recognizable. It can be used on its own and scales to small sizes very well. However, when there is room for a proper full lockup, this is preferred.



3. TYPOGRAPHY

Type sets our tone and voice, graphically. Both modern type faces that are designed for the digital screen (Lato) and classic type that has evolved over decades (Georgia), we represent a company that is born-digital but has deep roots in humanity. Our type conveys that our software is made beautifully and also crafted with care.

Logotype



Lato Bold
(uppercase)

PLACE MATTERS

Lato

Upstream Research exists to prevent illness, environmental degradation and human suffering.
[#moveupstream](#)

Georgia

“We are drowning in information, while starving for wisdom.”

Georgia

It is not in the stars to hold our destiny but in ourselves

Georgia Italic

The future belongs to those who prepare for it today.

“We are drowning in information, while starving for wisdom. The world henceforth will be run by synthesizers, people able to put together the right information at the right time, think critically about it, and make important choices wisely.”

–E.O WILSON

4. PHOTOGRAPHY

Photography should represent altruism and restoration. Our product exists to better the world. Our photography always focuses on the outcomes. Never the suffering.

Our photos should never feel like stock. Each should be distinctly unique and instantly emotional.

Photos should not be overly processed or filtered and should be natural and dynamic.

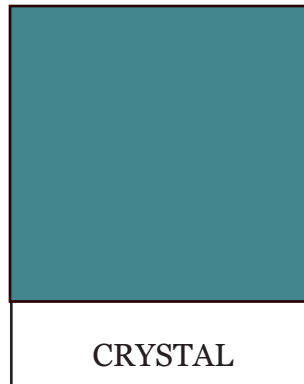


5. COLOR

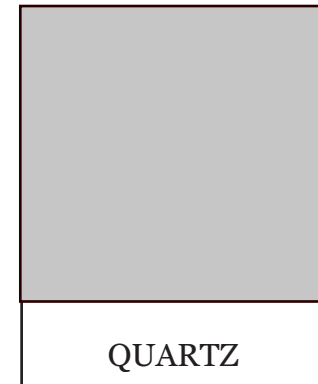
Color sets the stage for emotion. We target pure and natural colors for our main brand to further connote our mission: restoration for and prevention of illness, disease and environmental degradation.



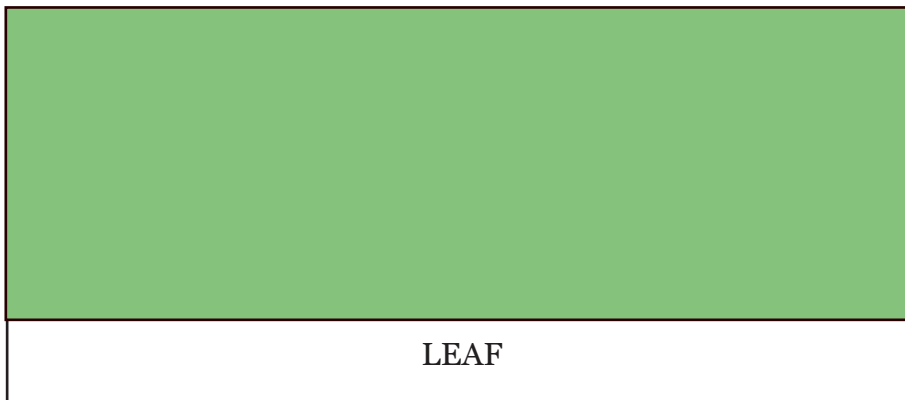
#297393



#438790



#C7C7C7



#88C77C



#104150

COLOR EXTENDED

It's important that our software be able to elegantly show variables of complex sets of data. The extended color palette should be used when displaying complex variables of data (i.e. Reports). We are always careful to consider legible contrast and readability when considering the extended palette.



6. VOICE

Our brand voice is, ultimately, altruistic. Upstream exudes hope and optimism even in the face of any pessimism. We believe science and humans, together, can change the world and change our future.

Altruistic, Hopeful & Educated

We say

The future is ours to change.
#moveupstream with us.

We don't say

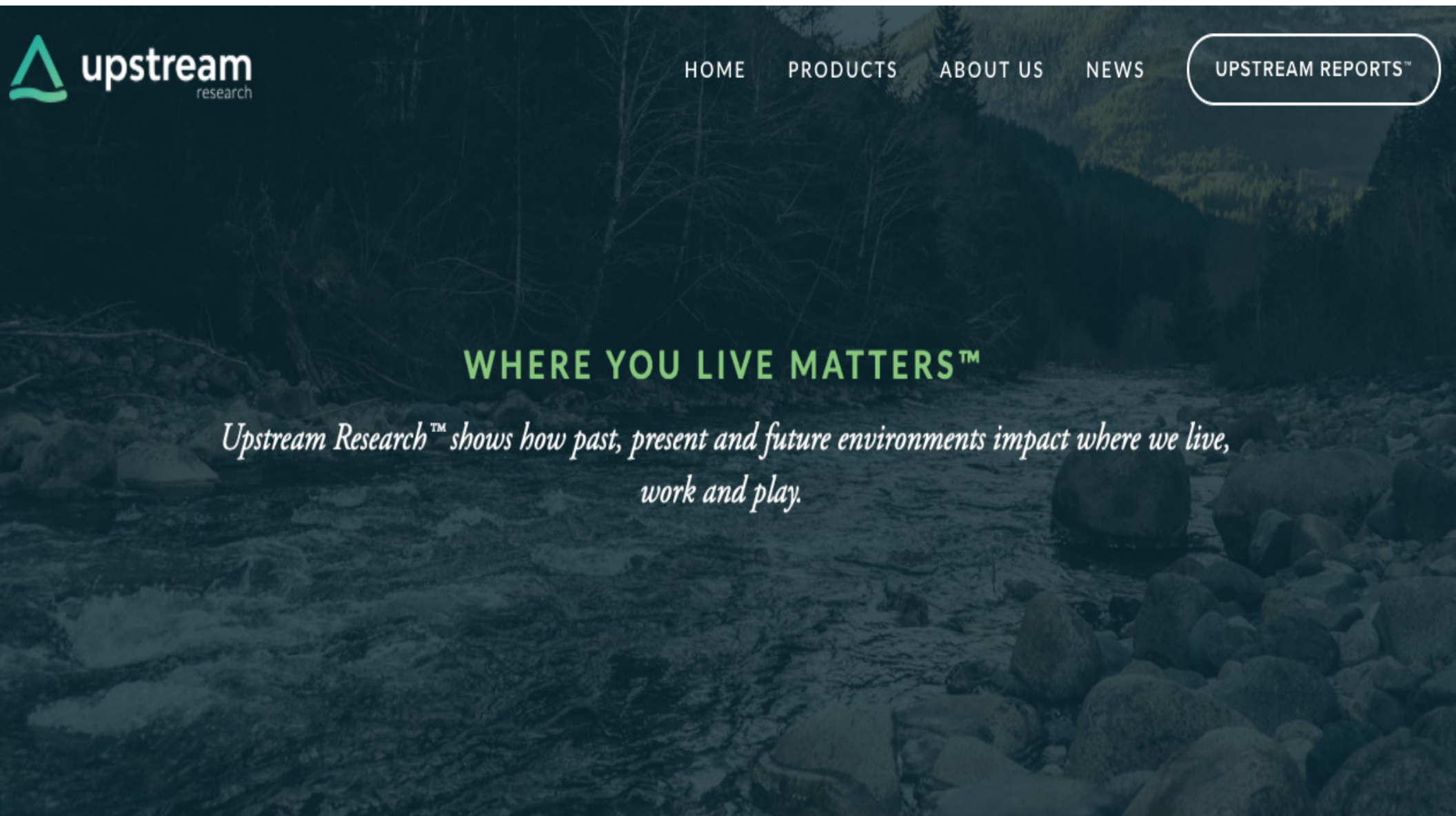
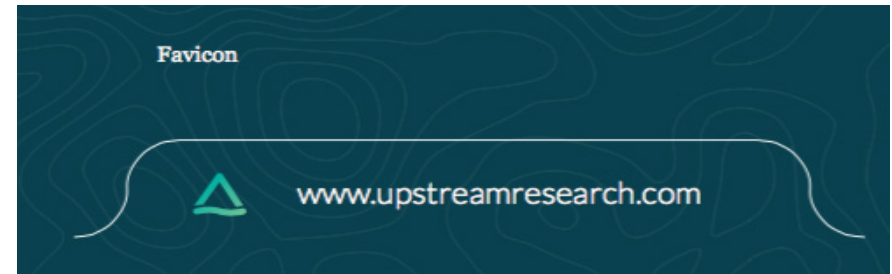
Health and environmental systems are broken and people are suffering.

“For time and the world do not stand still. Change is the law of life. And those who look only to the past or the present are certain to miss the future.

—JOHN F. KENNEDY

7. WEB PRESENCE

Web presence should represent the brand with as simple and minimal approach as possible. We state our value up front and never waiver in confidence.



8. WEB GRID SYSTEM

All web and app properties are designed and built upon a grid structure that supports legibility, simplicity and performance across the entire range of devices.



GRID BASED ON 1260

MOCK-UP



9. TAGLINE

Where You Live Matters

#moveupstream #placematters

10. OWNED PRODUCTS

Upstream Research extends to the product, Upstream Reports, and the institution, Upstream Labs.

Past products include Navigator and Nautilus.



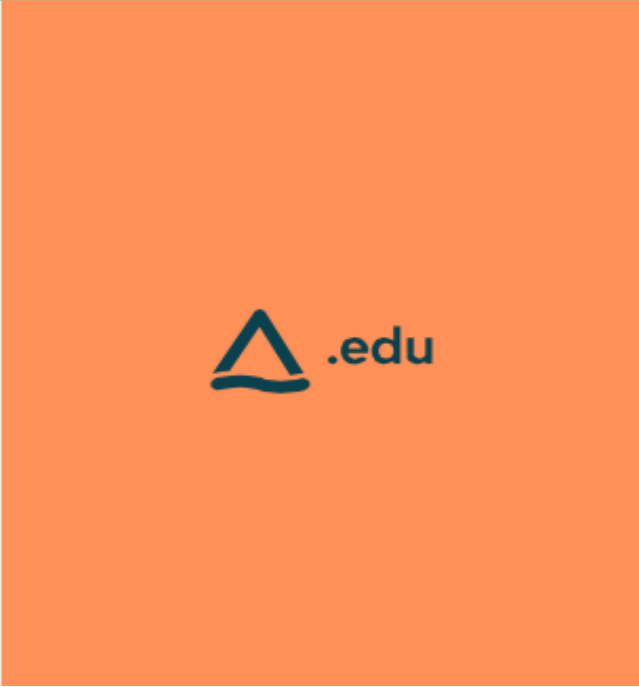
upstream
reports™

upstream
labs

 Navigator

 Nautilus Engine 1.0

THE FUTURE OF UPSTREAM





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