Our logo is the symbol of who we are.

The Upwork logo represents the aspiration, energy and optimism of redefining the future of work. It is the single most important visual aspect of our brand—the symbol of who we are—so we must follow strict rules and apply it consistently across all applications.
Use the Upwork logo correctly.

It's important that we never modify our logo in any way, don’t use our logo too small or use it in a way that makes it hard to read.
We strongly prefer the use of the full color logo on a white background.
Single color logos are to be used only as a last resort.

Secondary treatments

Black should only appear on White
Ensure there is adequate contrast when used with photography.

The Up Green Primary Logo can only be used on white or near white space of the photo.

Equivalent to 50% black.
Don’t do this.

- Change “work” to colors not specified in this guide
- Place Logo on background with improper contrast
- Place Logo on visually busy photography
- Put “work” in another typeface
- Use stroke outline on “work”
- Apply effects or filters on “work”
- Use “work” from the Logo in context
- Do not incorporate customized “Up” into Logo
- Scale Logo elements individually
- Transform or rotate the Logo