



H UPPTIO

Upptio, a visionary web agency renowned for innovation, quality, and professional digital solutions.

Symbol & Typeface

A minimalist brand mark fuses the letters H, U, and M, symbolizing strength, creativity, and modern expansion. The use of bold geometric cuts conveys progress and innovation, while the clean sans-serif typography reinforces Upptio's timeless, professional, and luxury-driven identity

Brand Pattern

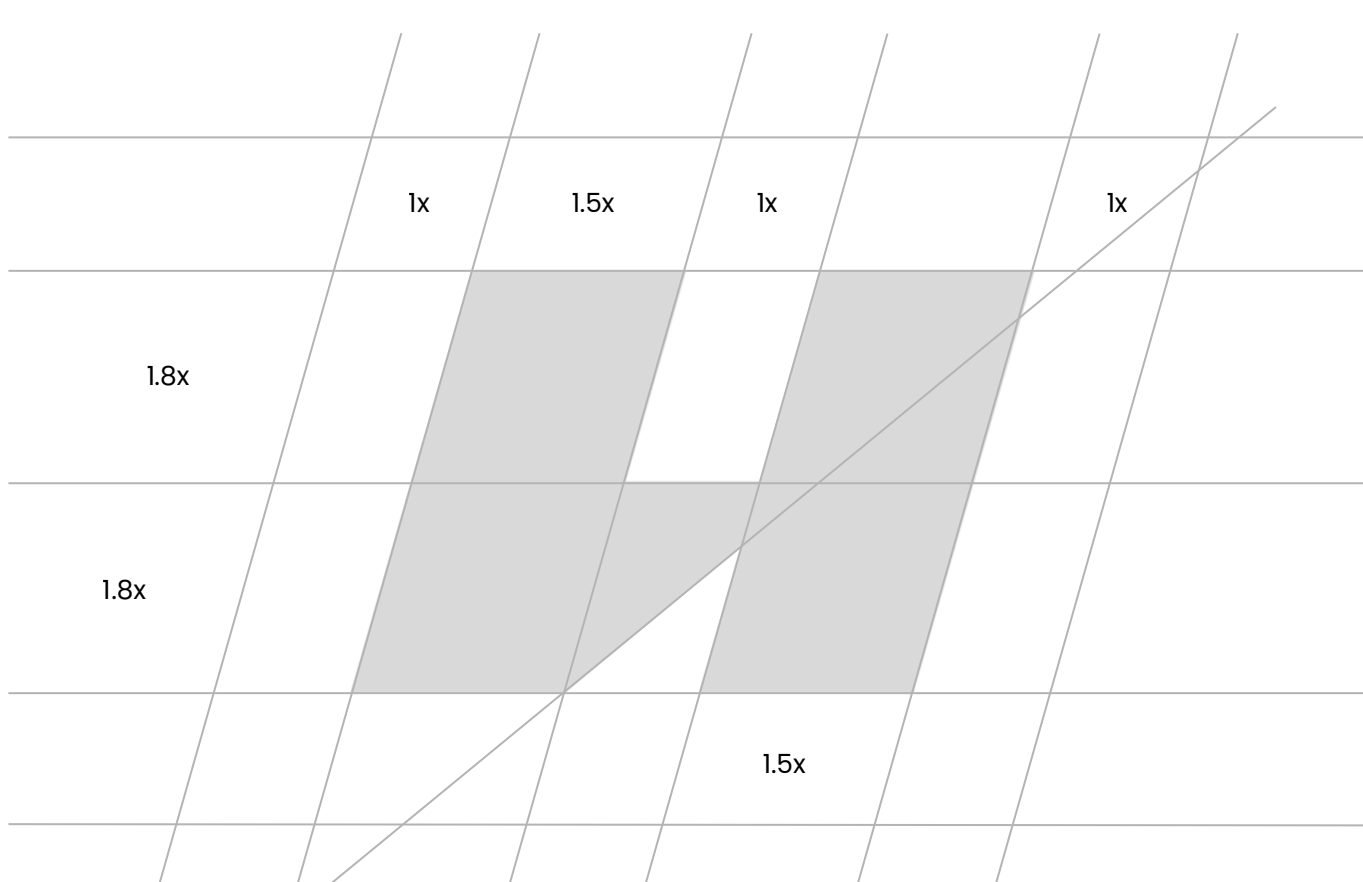
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Evakee Design Studio

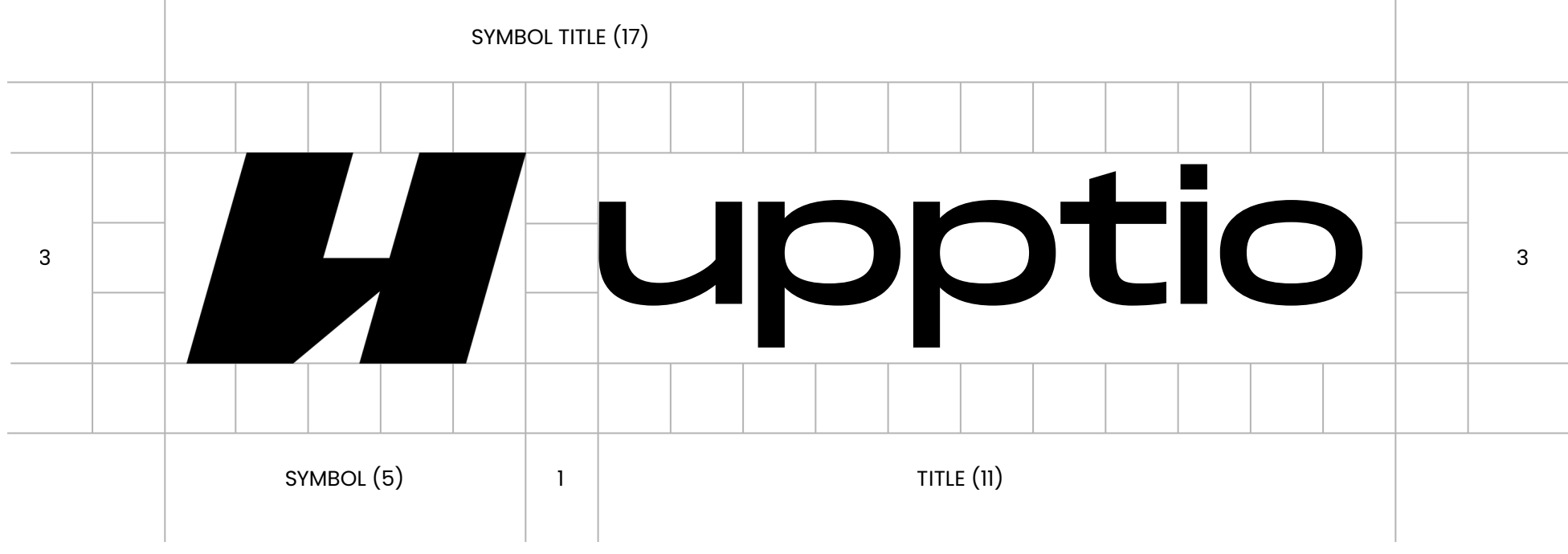
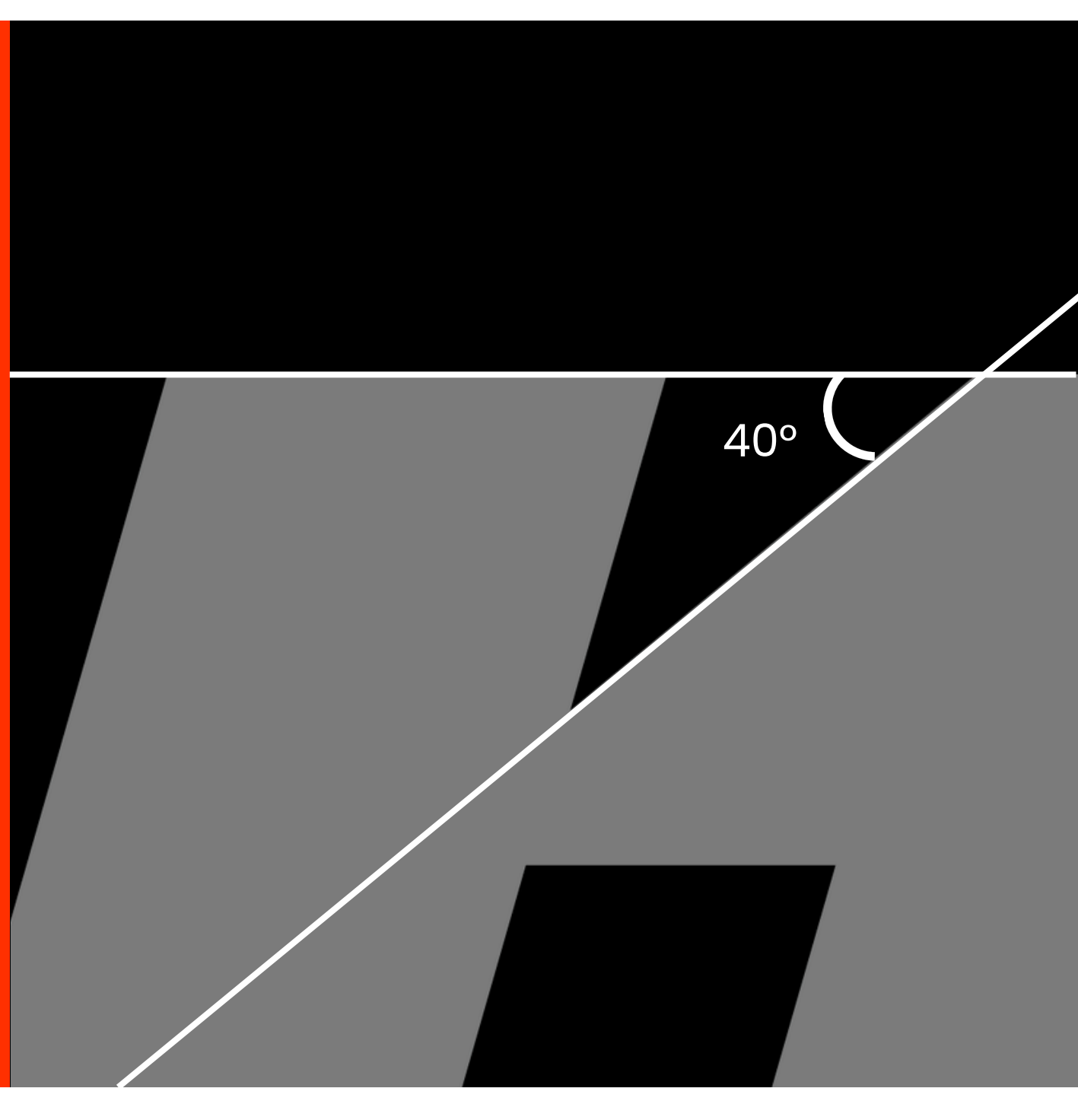
Upptio Website Development Agency

@2025



SYMBOL STRUCTURE

evakee
Be the Brand



GRID SYSTEM
SYMBOL AND TITLE

TYPE FACE
MONUMENT



u represents the brand name upptio

Integrated H represents founders Name

Integrated M represents founders Name

SYMBOL MEANING
DESIGNED USING "U", "H", AND "M"

evakee
be the brand

Secondary Color
Onyx

HEX/HTML: #373A36
RGB: (55, 58, 54)
CMYK: (5%, 0%, 7%, 77%)

01

Primary Color
Bright Red-Orange

HEX/HTML: #FF3000
RGB: (255, 48, 0)
CMYK: (0%, 81%, 100%, 0%)

03

Primary Color
Black

HEX/HTML: #000000
RGB: (0, 0, 0)
CMYK: (0%, 0%, 0%, 100%)

02

Secondary Color
Platinum

HEX/HTML: #E6E6E6
RGB: (230, 230, 230)
CMYK: (0%, 0%, 0%, 10%)

04





Font Monument

Monument @2026 Monument

Introducing Monument, a bold geometric typeface designed to make a strong statement. Built with confident proportions and sharp clarity, it comes in multiple weights to perform across headlines, layouts, and brand systems. Monument is crafted for impact without losing precision, making it a reliable choice for modern identities, editorial design, and high-visibility applications. It's a font made to stand tall wherever it's used.

ABODEFGHIJKLMNOPQRSTU
 VWXYZabcdefghijklmnopqrstuvwxyz
 !@#\$%^&*()_+`

Evakee Design Studio

Monument

Monument Bold

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