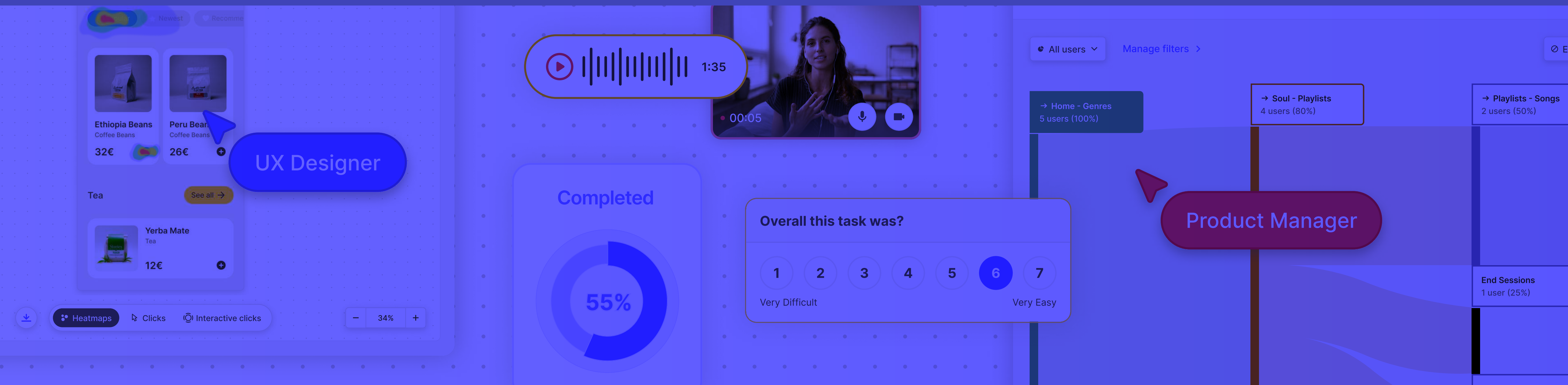


# Useberry Brand Guidelines

February 2023

V 1.0



**Introduction**  
**Voice & Tone**  
**Logo**  
**Color Palette**

**Typography**  
**Marketing Assets**  
**Iconography**  
**Platform UI**

# Supercharge Your UX Research

At Useberry, we are on a mission to spark a revolution in user testing. We empower businesses to create exceptional products by putting user testing at the forefront of their development process. Our brand is built on the principle of putting our users first, and we strive to create solutions that meet their needs and exceed their expectations. In this presentation, you will find everything you need to know about our brand guidelines.



Useberry  
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# Voice & Tone

V 1.0

# Voice

Our brand's voice is impactful, decisive, innovative, and clear.

## Impactful

Our voice is impactful and influential, emphasizing the significant impact that user testing can have on product development and business success.

## Decisive

We approach user testing with a decisive mindset, making clear and confident decisions based on data and insights.

## Innovative

Our voice is forward-thinking and creative, reflecting our passion for exploring new technologies and approaches to user testing.

## Clear

We communicate clearly and concisely, ensuring that our users understand the value and importance of UX research in product development.

# Tone

Our tone is clear, confident, and empowering, establishing a consistent expectation of who we are and what we stand for.

## Product Success Enabled

At Useberry, our tone is clear, confident, and empowering. We believe in the importance of user testing and providing a platform that makes it easy for our users to conduct successful studies. Our tone is always impactful and decisive, whether we're explaining how to use our platform or collaborating with clients. We strive for innovation and encourage our clients to explore new ideas, while ensuring clear and straightforward communication. Whether our users are professionals or new to UX research, our tone is always supportive and collaborative. We're committed to providing the tools and resources our clients need to succeed.



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# Logo

V 1.0

# Logo

Our logo is a distinctive representation of our brand. The full color logotype is the preferred version and should be used wherever possible. Use the full color logotype or logomark on white or light backgrounds.

Horizontal Logo



Vertical Logo



# Black & White Logo

When there are a limited number of colors available for reproduction, choose the monochrome version. No other colors besides black and white should be used.



# Logomark

Our logomark is a geometrical icon that can be used as a standalone symbol to represent our brand. There are three color versions of the logomark to ensure legibility and optimum reproduction quality for all print and digital needs.

Color Logomark



White Logomark

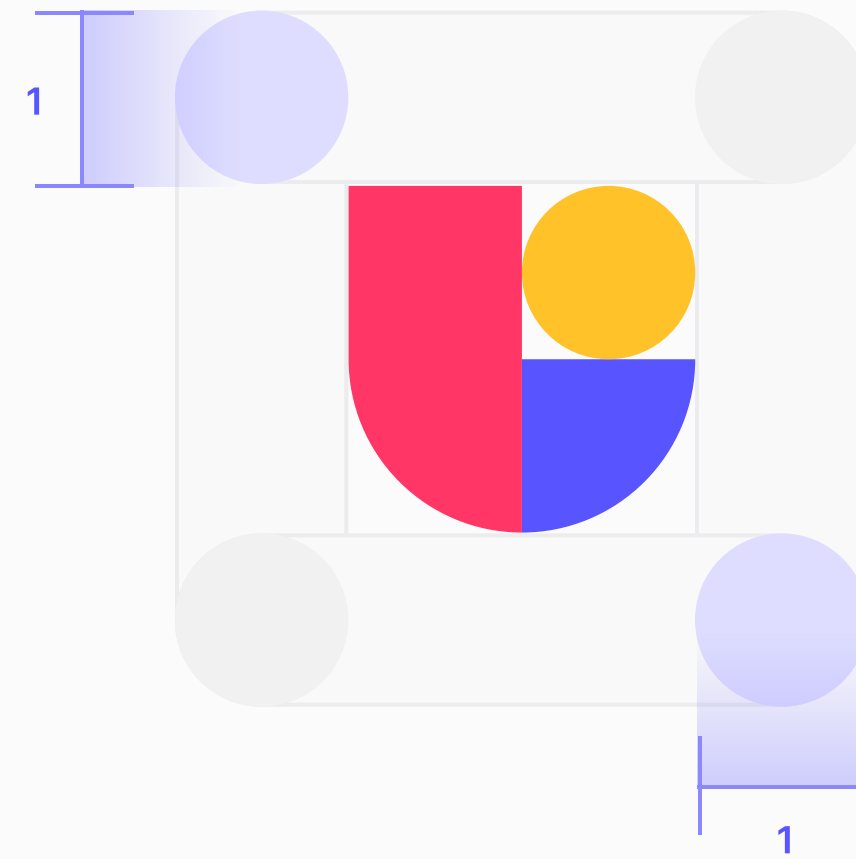
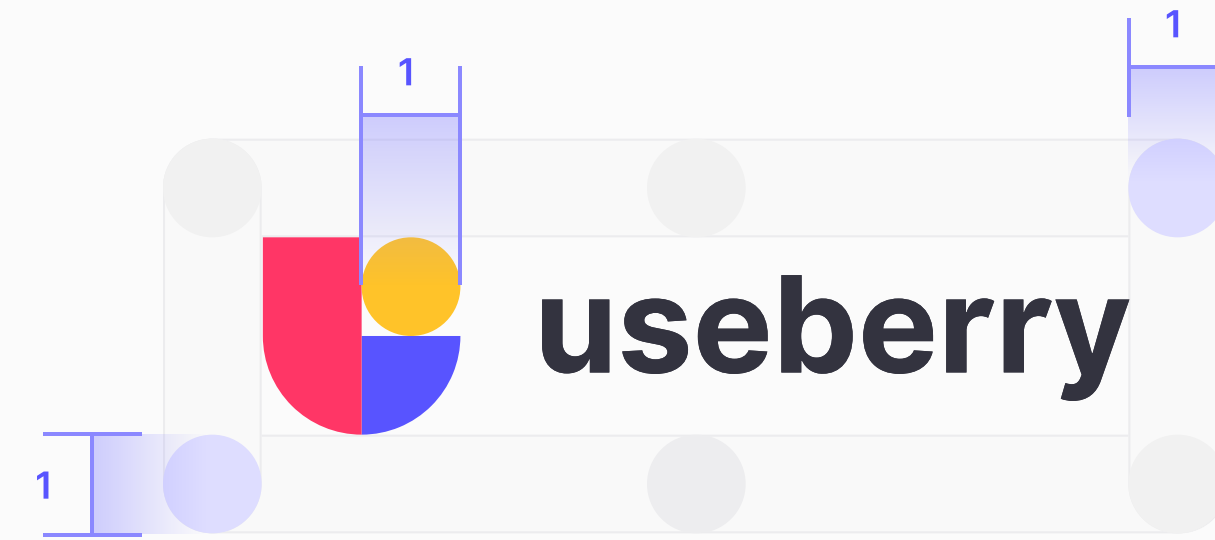


Dark Logomark



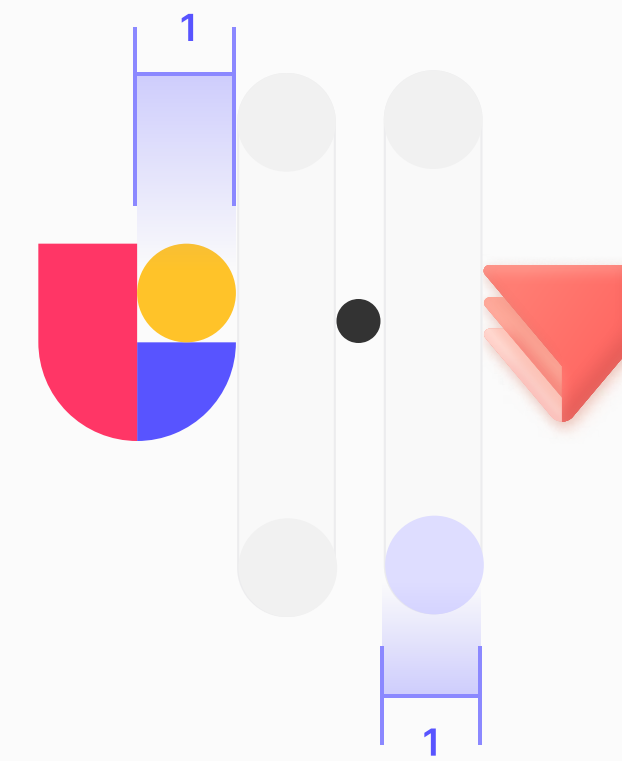
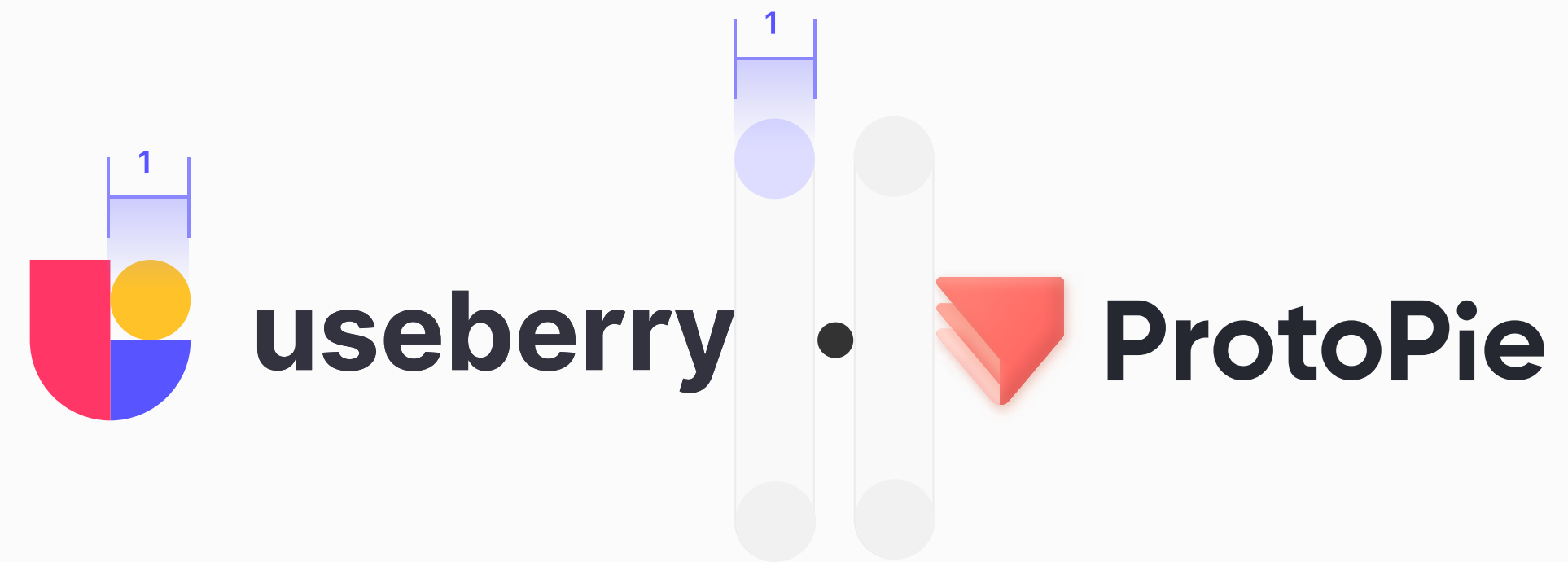
# Spacing & Size

Proper spacing and size are crucial for maintaining clarity and visual coherence of the logo. Leave space around the logo equal to the size of the circle of the Useberry logomark.



# Partnerships

When forming a partnership lockup, use the height of the circle from the Useberry logomark and the partner logo, wordmark, or logomark while placing an interpunct in the middle.





Useberry  
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Guidelines

# Typography

V 1.0

# Typeface

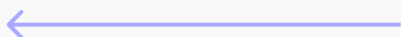
Our brand typeface is Inter. Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. It should be used in all marketing materials, both digital and print.

**Your UX Research  
platform for testing ideas**



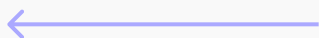
**For large headlines and titles**  
Inter Bold  
Letter spacing: 0%  
Line height: 72%

**Get actionable insights and  
make user-validated decisions  
as a team across the product  
development lifecycle,  
superfast.**



**For longer, smaller headlines**  
Inter Bold  
Letter spacing: 0%  
Line height: 56%

Understand your users and get the answers you need for any research objective with quantitative and qualitative insights.



**For paragraphs and body copy**  
Inter Medium or Semi Bold  
Letter spacing: 0%  
Line height: 28%

**Scale Rate**

**56px 44px 28px 22px 18px 16px 14px**

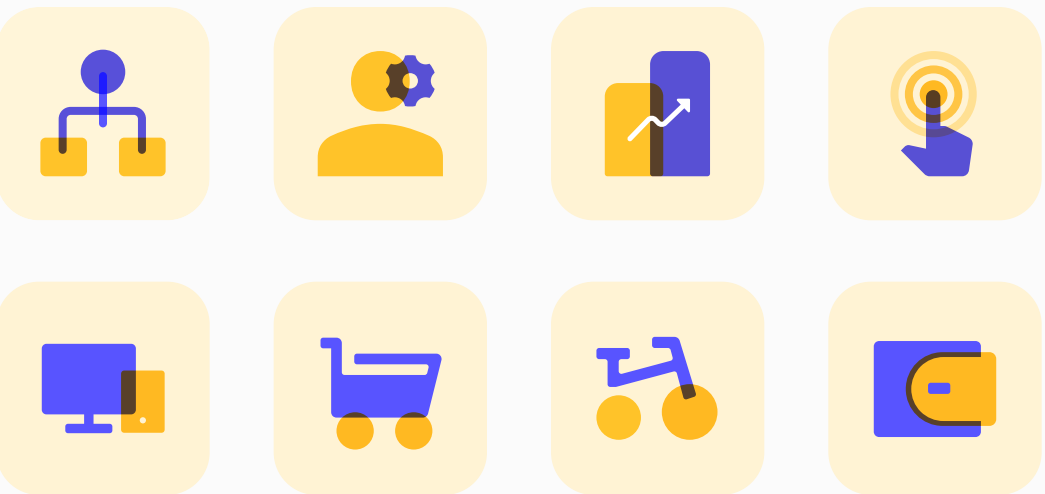


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# Icons

V 1.0

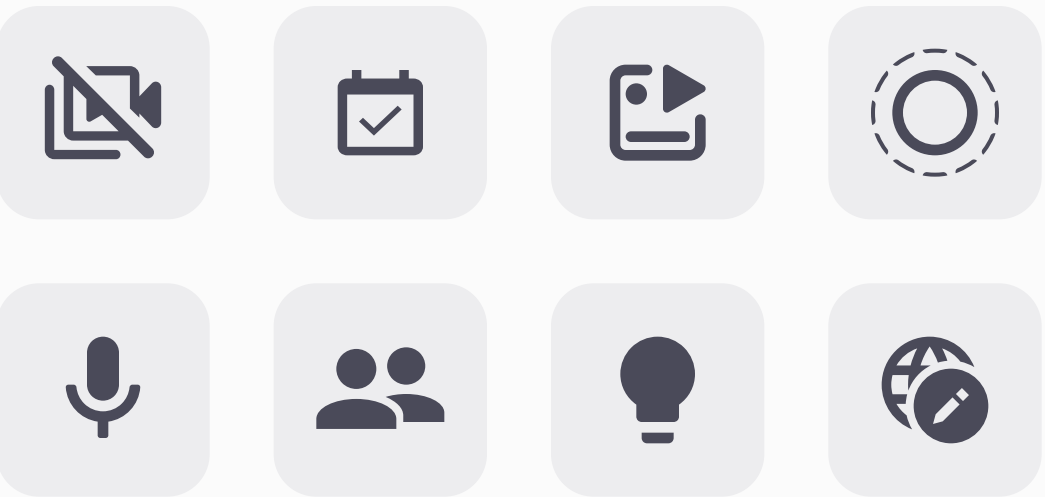
Object Icons



Action Icons



Utility Icons



# Icons

We use a set of custom icons to visually represent different features, functionalities, and services offered by Useberry.



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# Color Palette

V 1.0

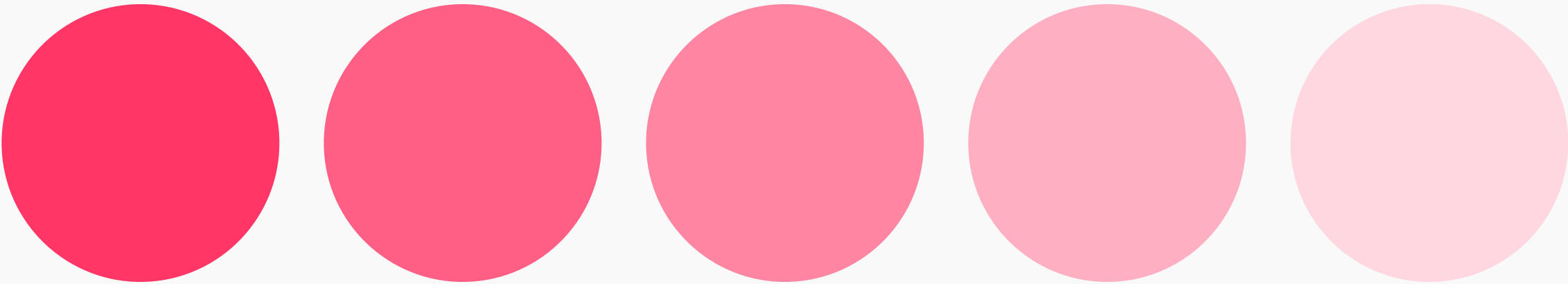
# Primary Colors

Our main color palette includes the bold and powerful hues of purple, red, yellow, and gunmetal. These colors should be used most often throughout the product and marketing material when making a first impression.

**Purple**  
HEX #5854FF  
RGB 88 84 255



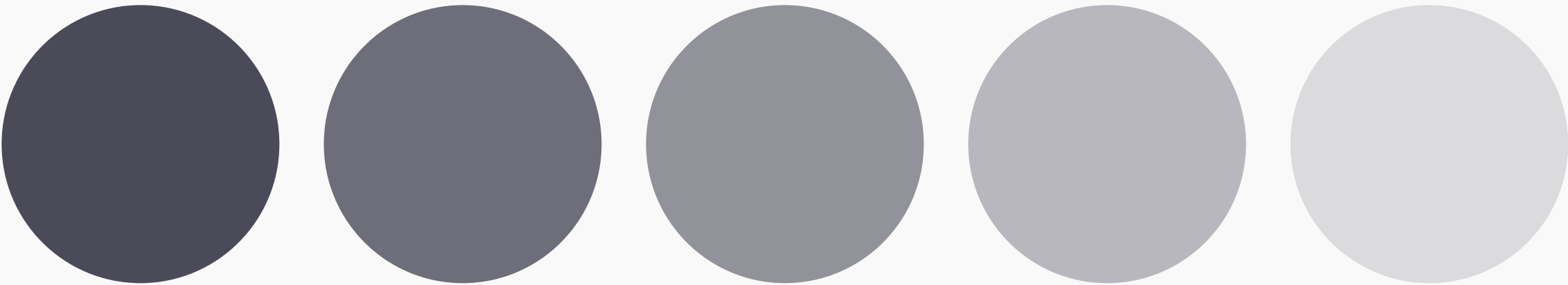
**Red**  
HEX #FF366  
RGB 255 54 102



**Yellow**  
HEX #FFC329  
RGB 255 195 41



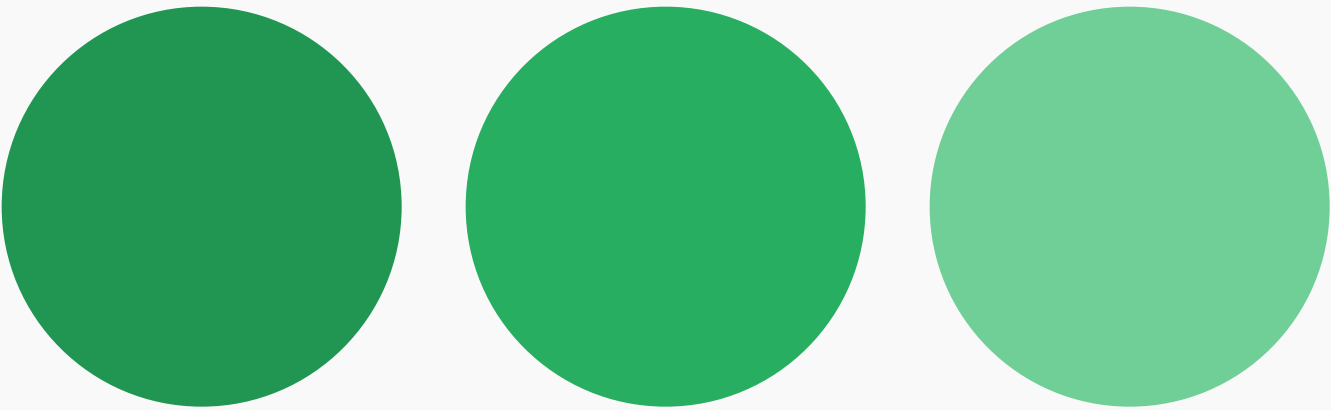
**Gunmetal**  
HEX #FFC329  
RGB 255 195 41



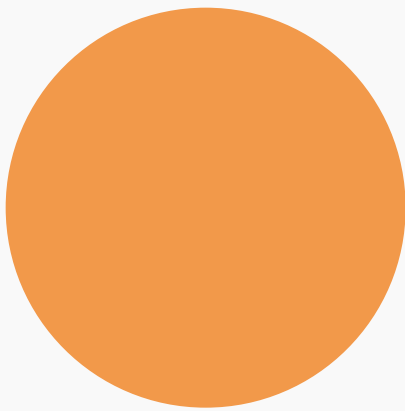
# Secondary Colors

Our main palette uses bright colors to bring a boldness to our brand, and is used in logical ways throughout product and marketing to guide the eye and highlight the important stuff.

**Green**  
HEX #219653  
RGB 33 150 83



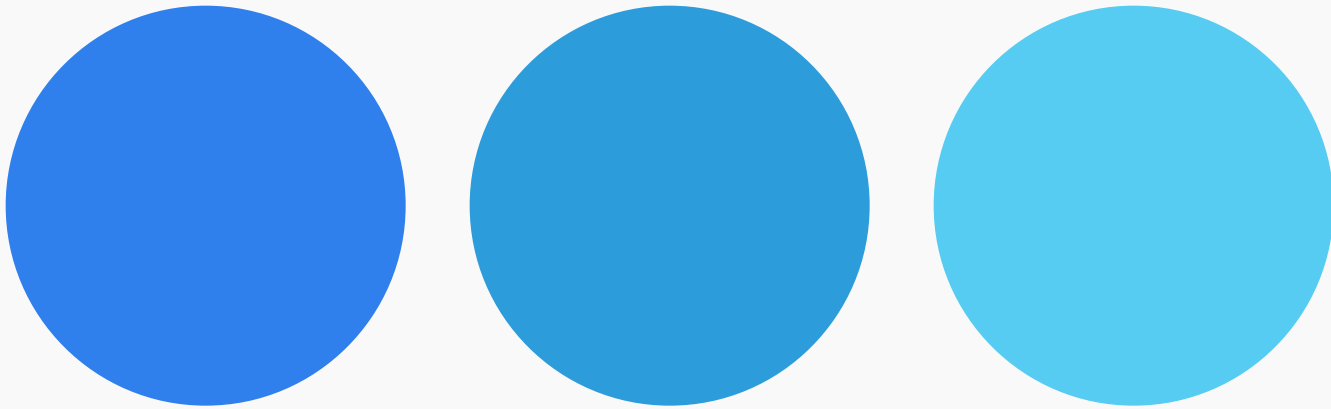
**Light Orange**  
HEX #F2994A  
RGB 244 153 74



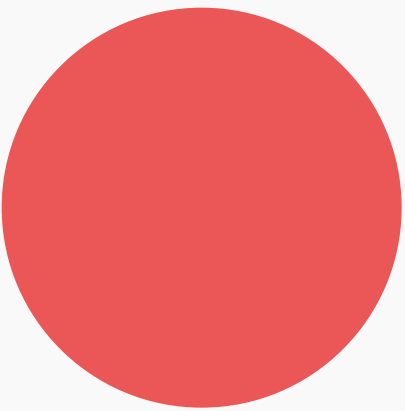
**Light Purple**  
HEX #9B51E0  
RGB 155 81 224



**Blue**  
HEX #2F80ED  
RGB 47 128 237



**Coral**  
HEX #EB5757  
RGB 235 87 87





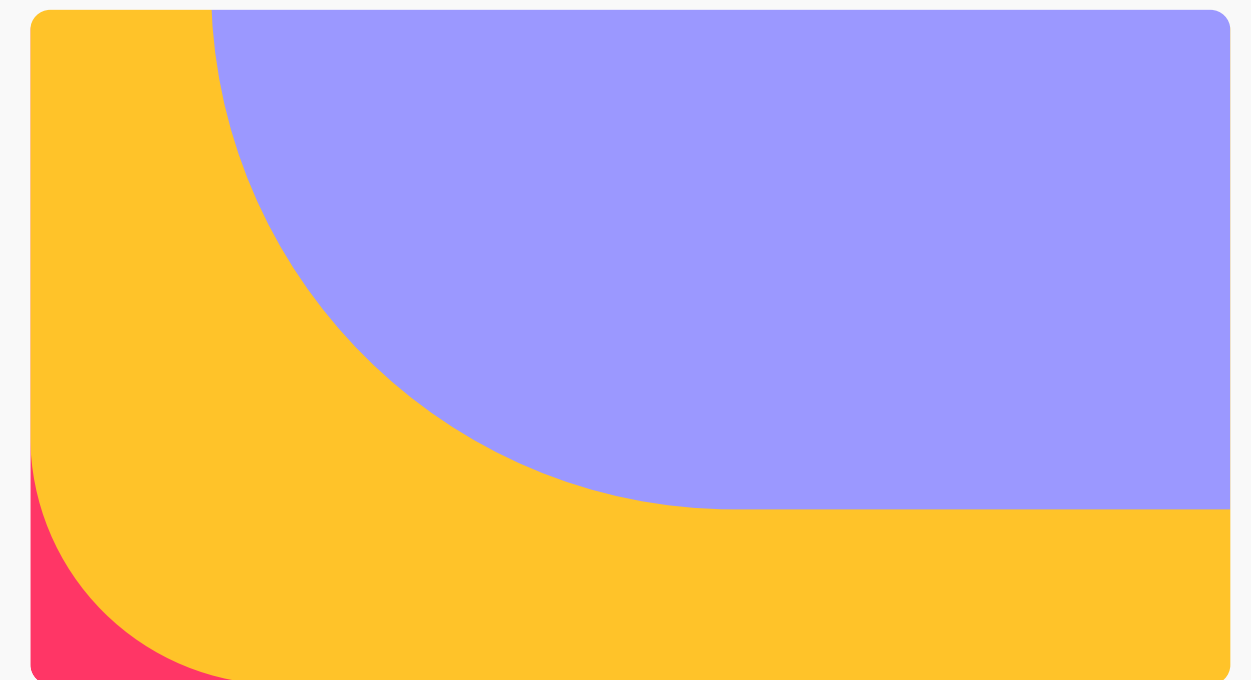
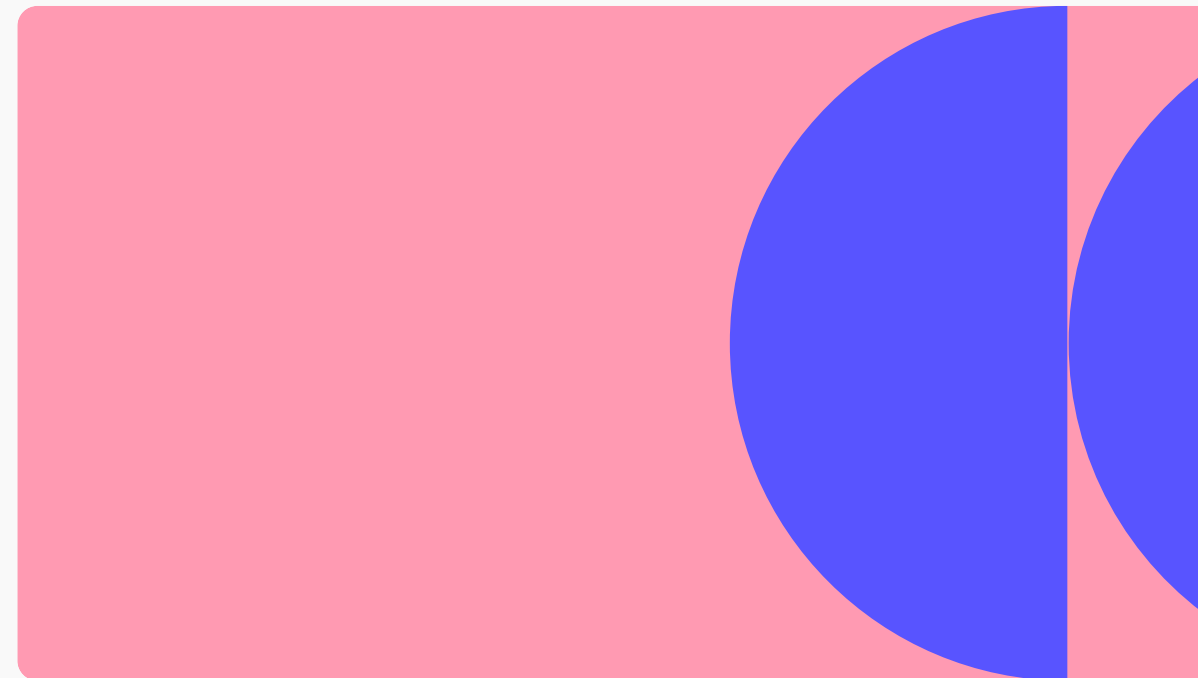
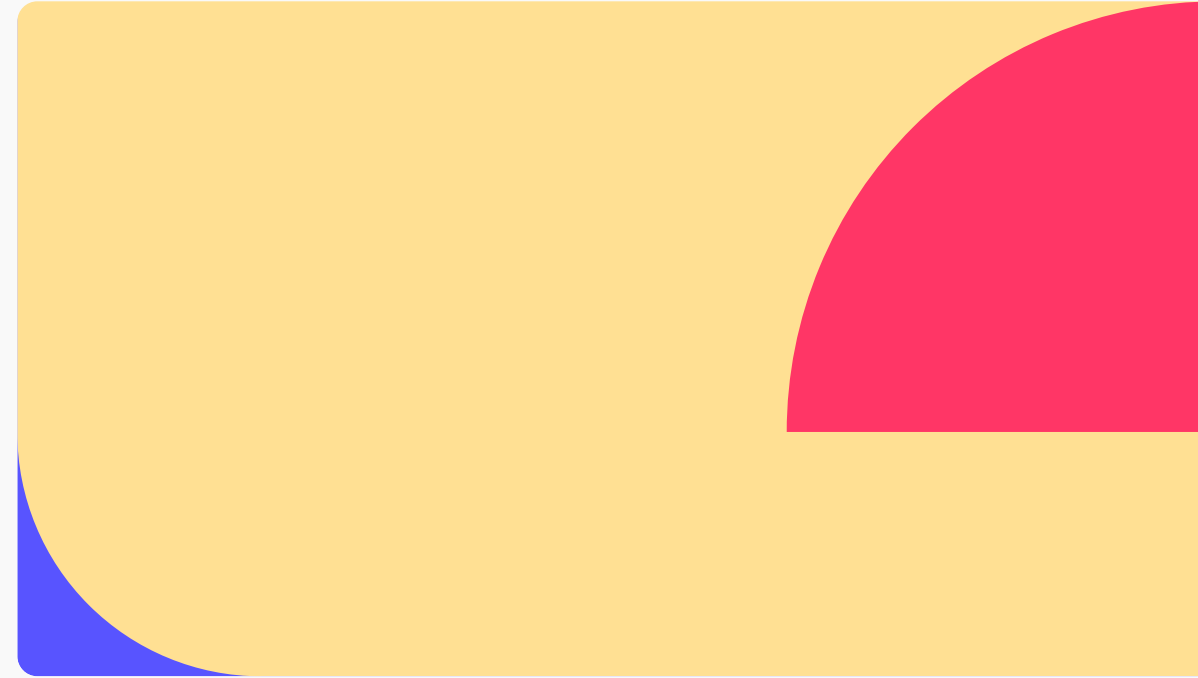
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# Marketing Assets

V 1.0

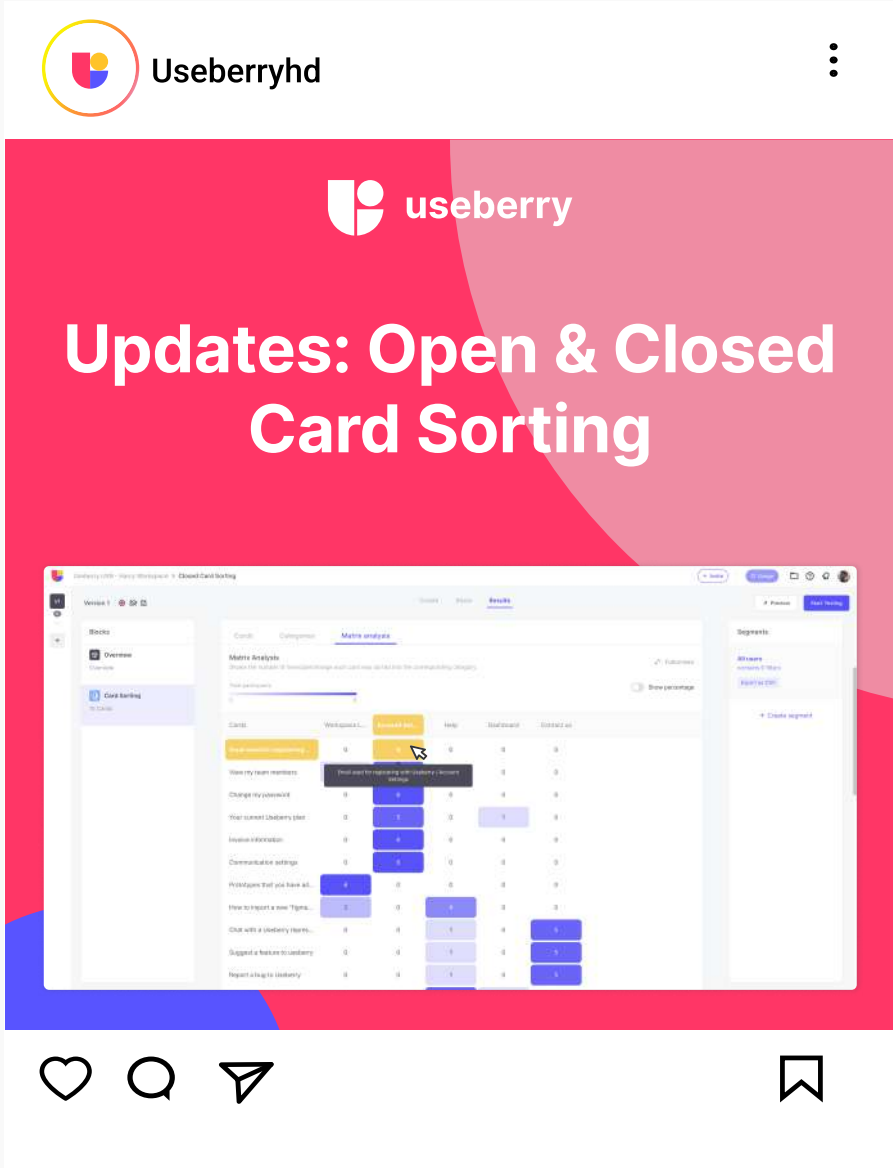
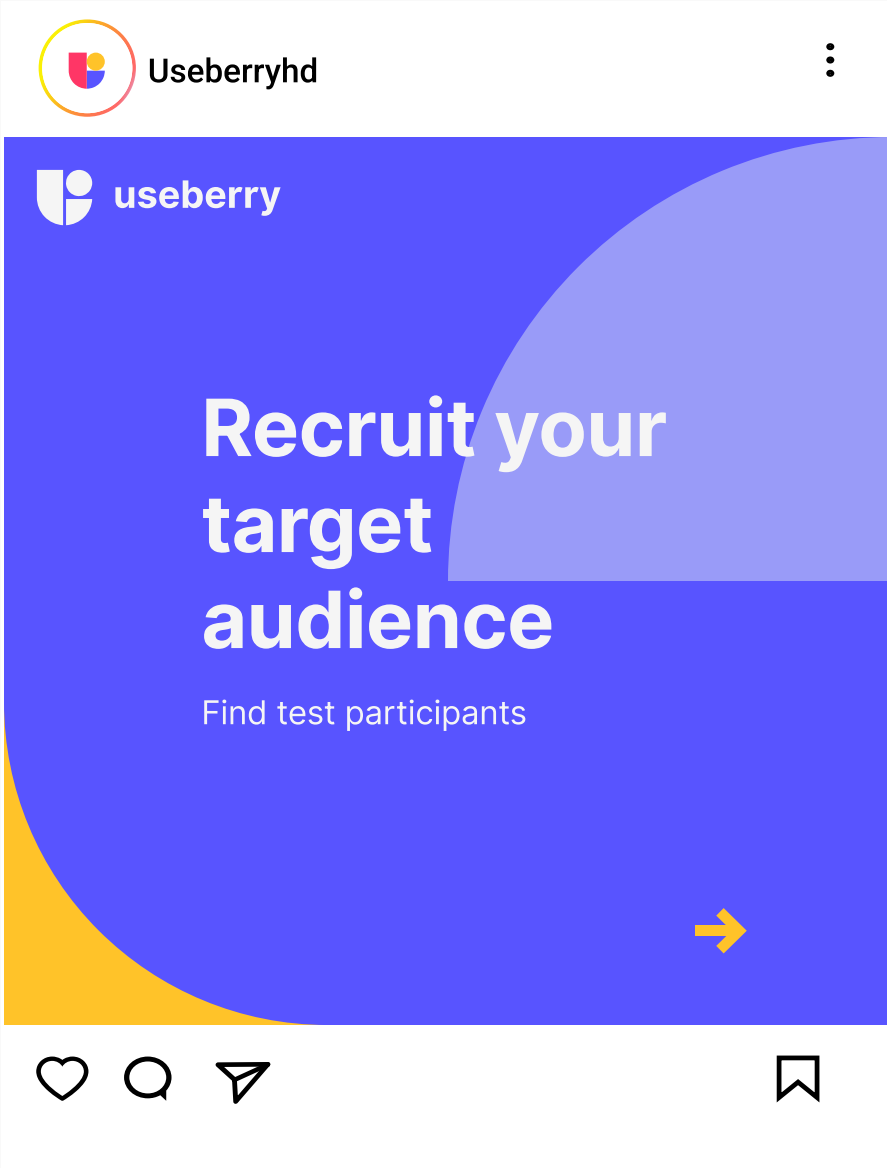
# Templates

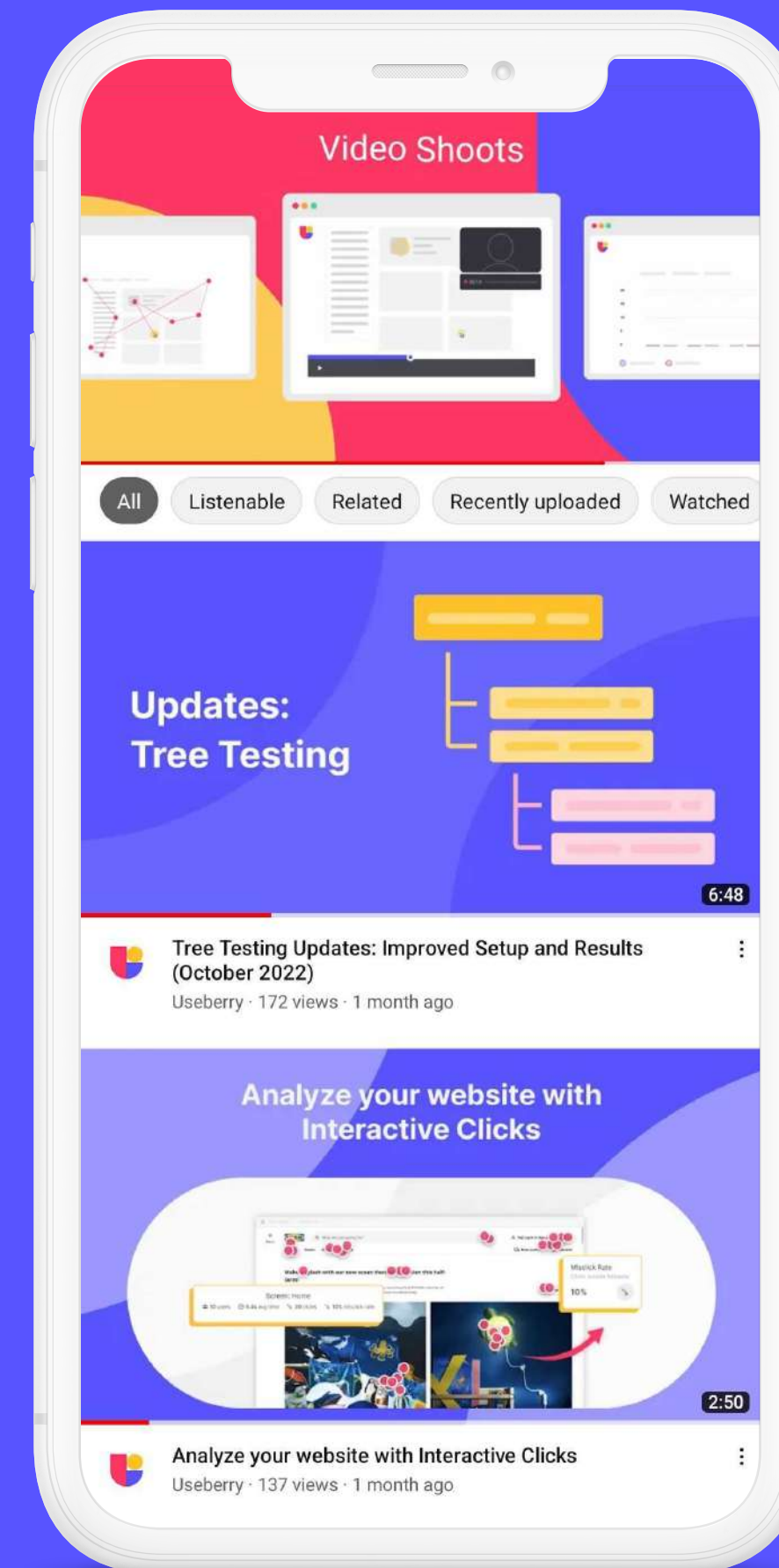
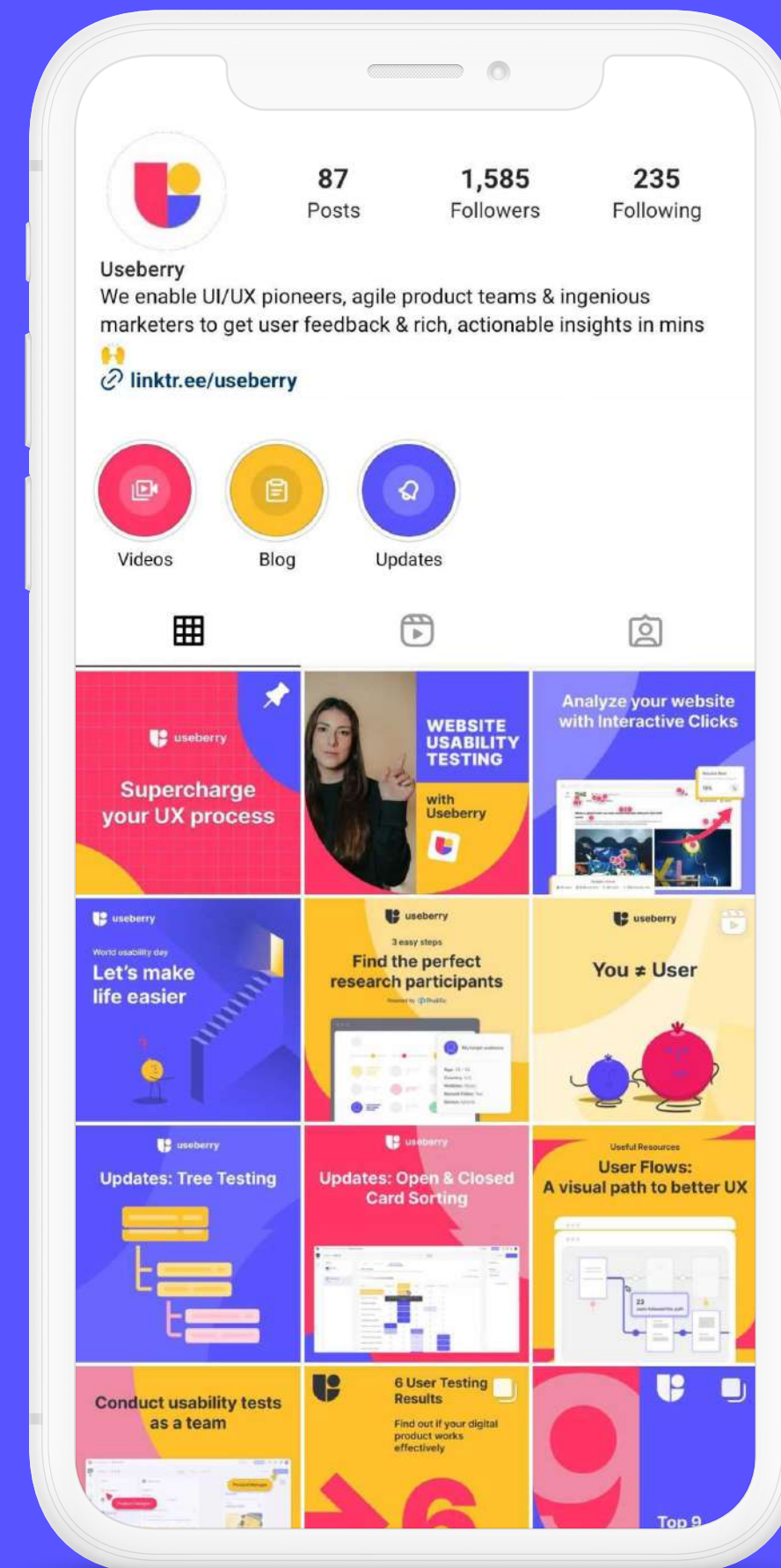
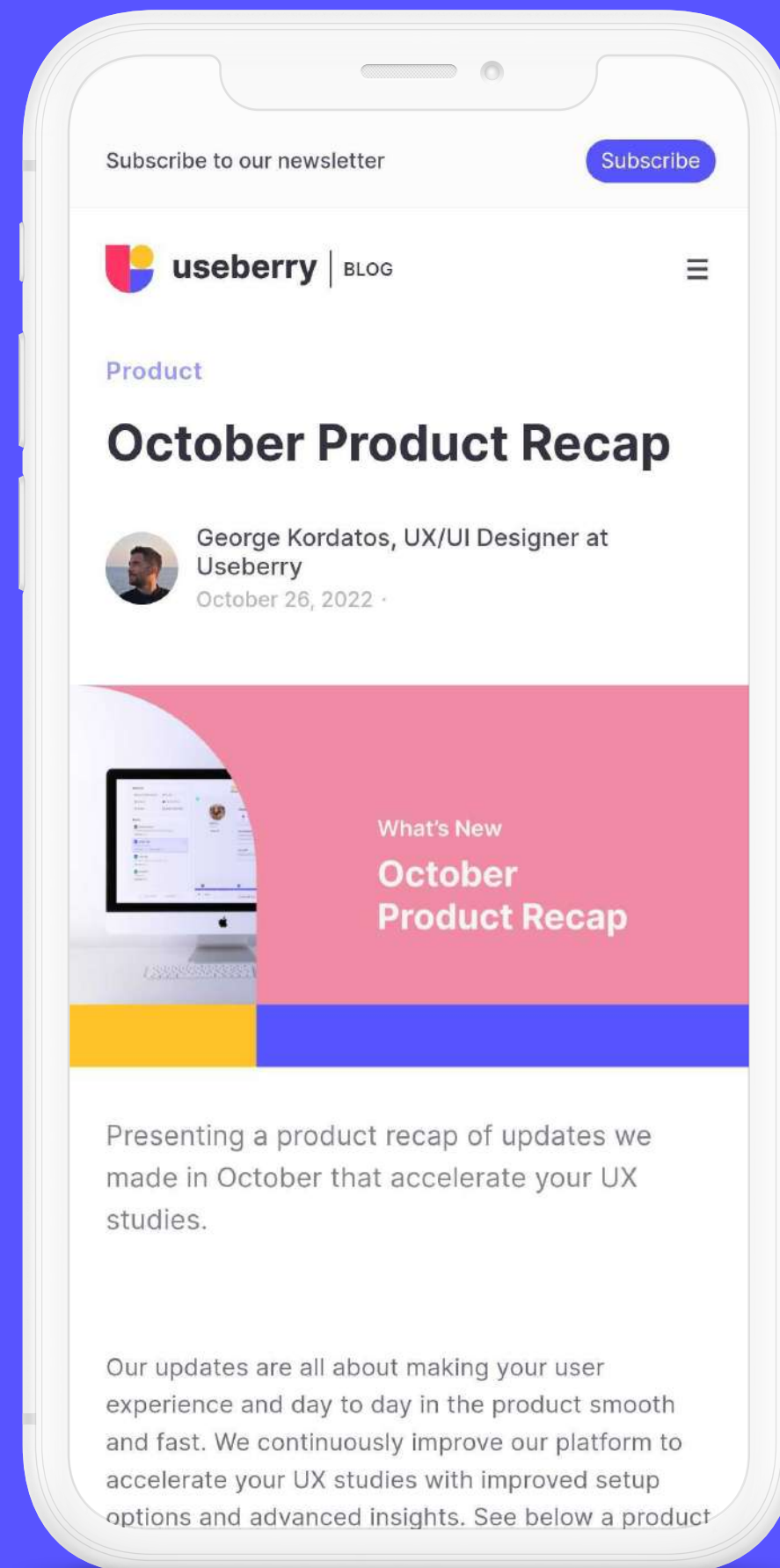
Useberry's templates are designed to bring out a dynamic and vivid look for our brand. The templates are created with our specific color palette, font choices, and graphic elements, ensuring that all marketing materials have a consistent and recognizable visual identity.



# Social Media

Useberry templates are used for creating visually engaging and consistent social media content. Use the templates to create graphics that are branded with our logo, colors, and font choices. These graphics can be used to promote events, share company news, or highlight new features.







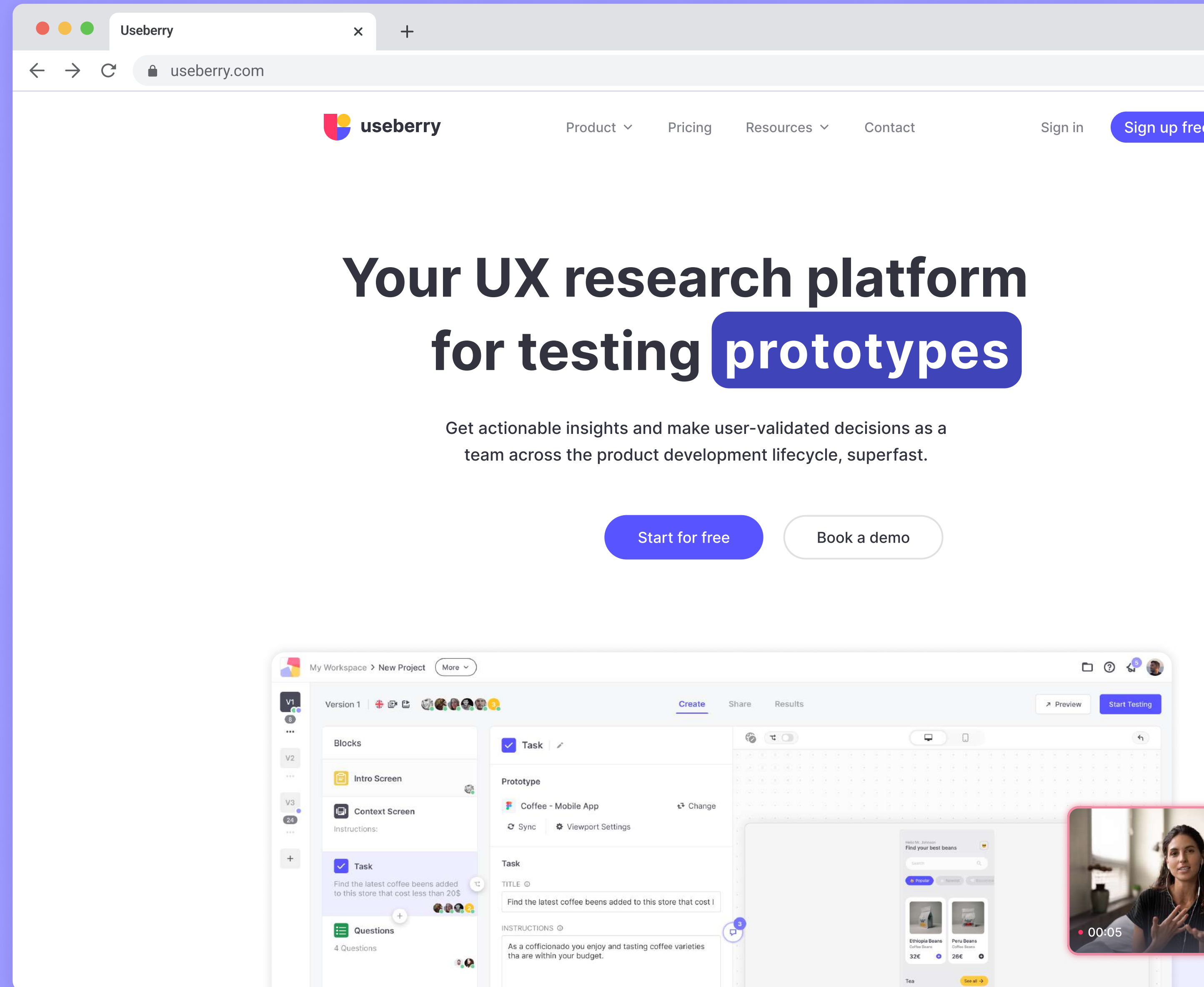
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# Digital Applications

V 1.0

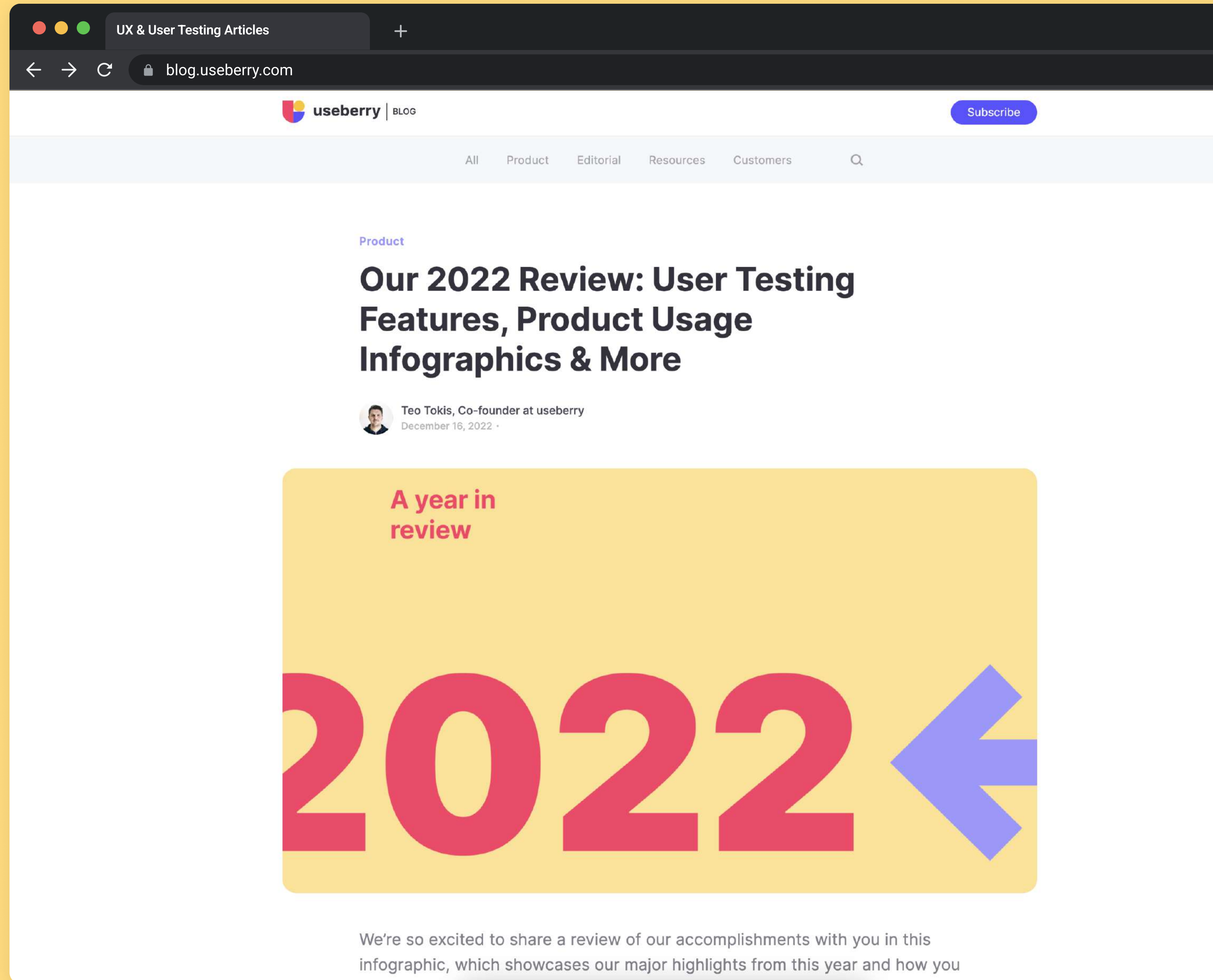
# Website

Our website is the primary hub for all our brand activities. Elements should utilize only the primary palette as it is one of the most important touchpoints.



# Blog

Our blog provides a space to be more creative and playful in our content due to its strong association with the Useberry brand.



# Platform

The Useberry platform has a clean and minimal design that prioritizes ease of use and functionality. We maintain a consistent visual identity using our brand's color palette, typography, and graphic elements.

← Go back

Team Library

WORKSPACES

All

Testing

Research

Marketing

Prototypes 9

Websites 9

Images 9



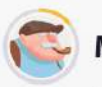
Add new prototype

Select from our suite of integrations



New asset will be added to the “Research” workspace you are currently on!

Search prototypes



MITSOS

In the afternoon would

Eat meze with tsipouro  
at Nissiotissa in  
Ermoupoli



ISLE

Nov 8, 2022 5:50 PM



Human-centered  
research for websites

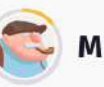
Make user-validated decisions as a team without ever  
leaving the platform for faster, successful product building.

Start for free



Homepage - V2

Nov 3, 2022 5:50 PM



MITSOS

In the afternoon w

Eat meze with  
at Nissiotissa  
Ermoupoli



ISLE V0.1

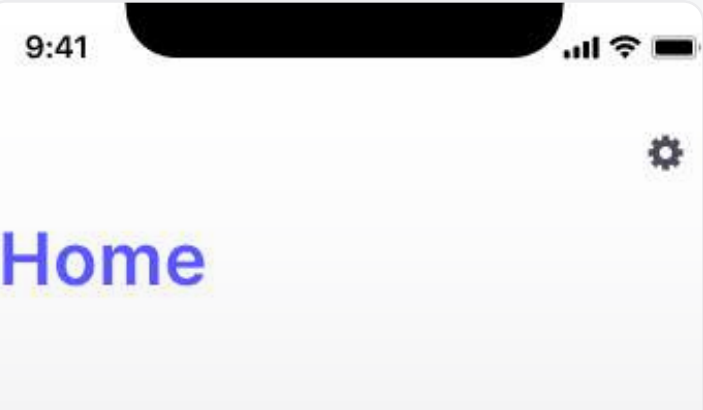
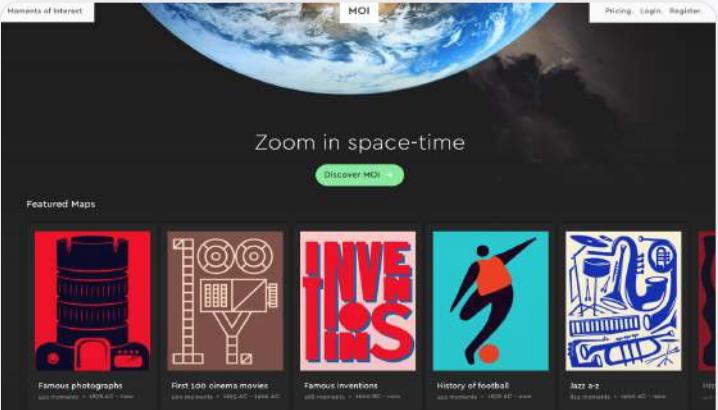
Nov 8, 2022 5:50 PM



MITSOS

In the afternoon w

Eat meze with  
at Nissiotissa  
Ermoupoli



Create

Research > Coffee App

More

V1

6

...

V2

...

+

Version 1

🇬🇧

📱

📄

Create

Share

Results

Preview

Start Testing

Blocks

Intro Screen

Context Screen

Instructions:

Single Task

Find the latest coffee beans added to this store that cost less than 20\$

2 jumps

Questions

2 Questions

Thank You

+ Add Block

Single Task

Prototype

Figma - Coffee App

Change

Sync

Viewport Settings

Task

TITLE

Find the latest coffee beans added to this store that cost l

INSTRUCTIONS

As a cofficionado you enjoy and tasting coffee varieties tha are within your budget.

STARTING SCREEN

Home - Screen

🔍

🔄

🔇

📺

📱

↶

Find your best beans

Search

Popular

Newest

Recommend

Ethiopia Beans

Coffee Beans

32€

+

Peru Beans

Coffee Beans

26€

+

Tea

See all

Yerba Mate

Tea

12€

+

📱

🔍

Skip task

Click Tracking

← Back to results

Click Tracking: Single Task

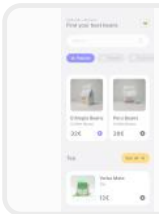
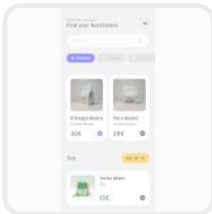
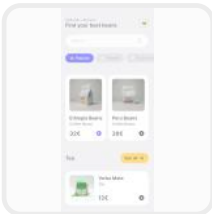
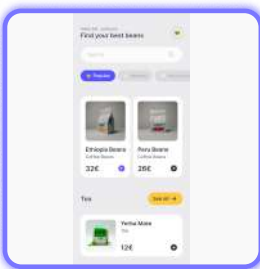
Segment

All users

Manage filters

Screens

Browse all



Home - Coffee

8 users

5.4s avg. time

20 total clicks

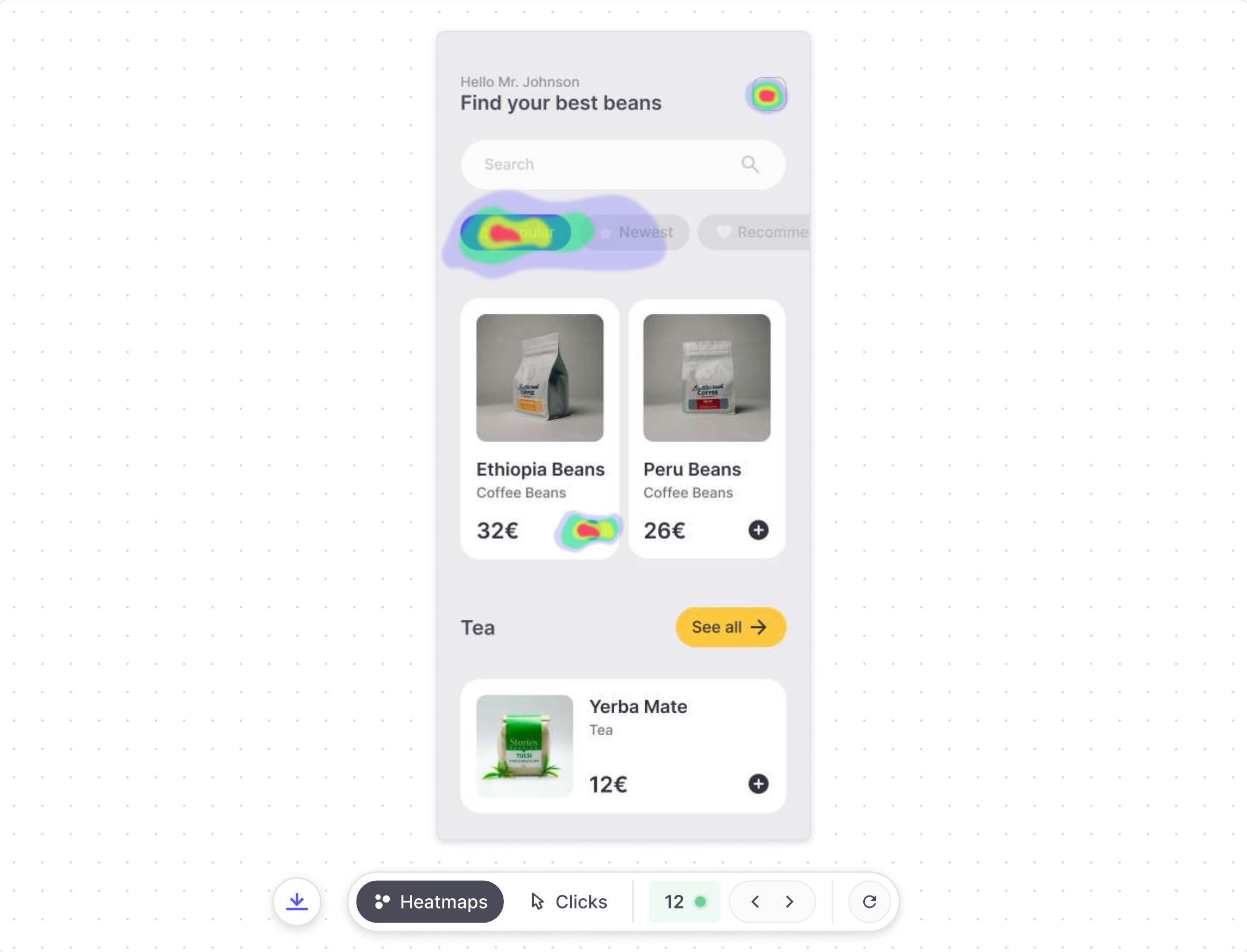
Show all clicks regardless the state mapping

You are viewing

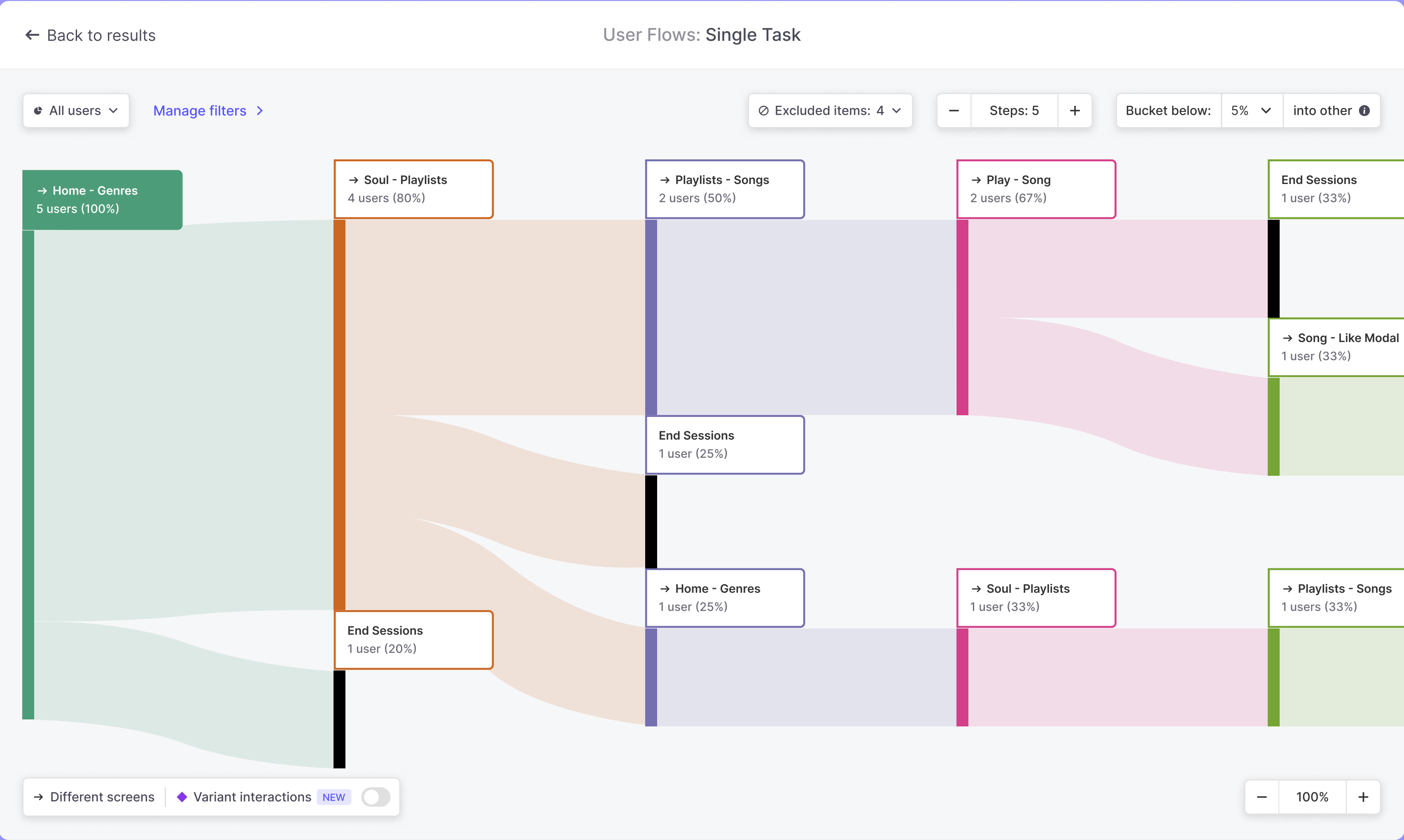
12/20 clicks based on current state mapping

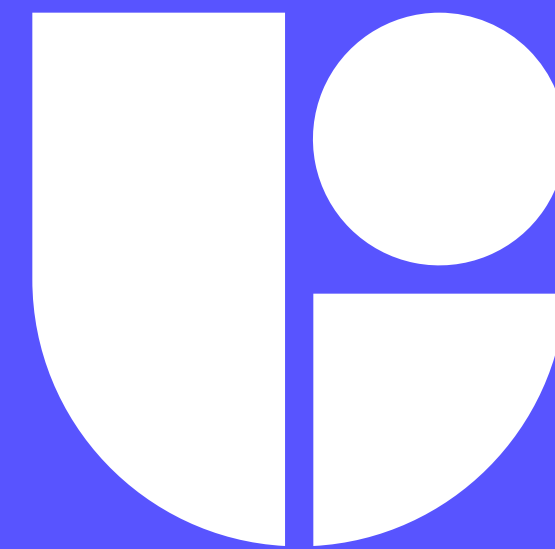
Areas (0)

There's currently no selected click area on this screen.  
Enable areas mode and then click & drag on a screen to create one.



User Flows





# Thank you

If you need more information or have questions about using these guidelines, contact us via  
[contact@useberry.com](mailto:contact@useberry.com)