

The colleague who works for you, on WhatsApp.

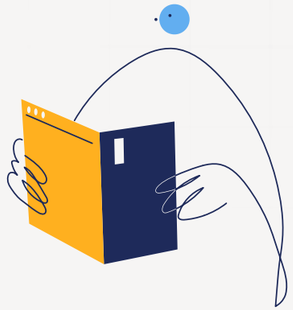
Identity guidelines: logo, colour, typography, illustration, voice.

How to use this document

A simple brand, recognisable everywhere.

Ugo is an assistant you use in a chat. Its brand has to work inside a 32-pixel icon, on a slide, on a business card and in a two-line reply.

These pages collect the rules for everyone who designs, writes about and presents Ugo: our team, agencies, partners and resellers. When a case isn't covered, choose the clearest and simplest solution. That's what Ugo would do.



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Who Ugo is, what it promises and the character it shows.

02 **The logo** 06
A three-letter name. The last one is a speech bubble: Ugo talks, and answers.

03 **Colour** 13
A deep blue that builds trust, a yellow that says hello. And plenty of light paper around them.

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A crisp sans-serif to speak plainly, a gentle serif to tell stories.

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Ugo talks like a capable colleague: direct, kind, concrete. And it never does anything without asking.

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The brand at work: social, print, email signature, WhatsApp profile.

01

The brand

Who Ugo is, what it promises and the character it shows.



MANIFESTO

Working days are full of small things: an email to send, a meeting to move, a customer to call back. Ugo takes care of them. You write, it does. From the chat you already use, just as you would with a colleague. And before acting, it always asks you to confirm.

MISSION

To give time back to people juggling customers, suppliers and deadlines, by taking the repetitive work out of their days.

PROMISE

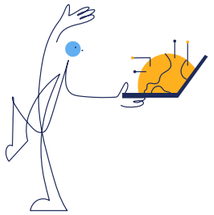
No new app to learn: Ugo lives on WhatsApp and works with your real tools, Google and Microsoft 365.

WHO IT'S FOR

Professionals and small businesses: sales reps, agents, owners, operations, customer support. People with little time in front of a computer.

PERSONALITY

If Ugo were a person, it would be that colleague you ask everything.



Concrete

Is · Gets to the point. Talks about real appointments, emails and customers, with names and times.

Is not · Vague, technical, full of promises.



Reliable

Is · Shows what it is about to do and waits for your OK. Does what it says.

Is not · Impulsive, pushy, mysterious.



Down to earth

Is · Writes like a chat: short sentences, everyday words.

Is not · Formal, bureaucratic, or overly chummy.



Discreet

Is · Works behind the scenes and only writes when it really matters.

Is not · Noisy, insistent, always there.

02



The logo

A three-letter name. The last one is a speech bubble:
Ugo talks, and answers.

THE WORDMARK

Rounded strokes, an o that talks.

The u and the g are drawn with a single thick stroke and rounded ends, like marker lettering. The o is the yellow bubble of a chat: the moment Ugo speaks up.

Letters

Ugo Blue on light backgrounds, white on dark ones. They follow the text colour.

Bubble

Always Ciao Yellow. It is the anchor of the brand and never changes colour.





CONSTRUCTION

Circles and lines, nothing more.

The logo is built from a few geometric elements: circular arcs and vertical stems of the same weight. The bowl of the g and the body of the bubble share the same diameter, so the three letters carry equal weight.

One weight · 34 units for every stem

x-height · from the top of the stems to the base of the u

Bubble · a circle of radius 67 with a 43 counter and a tail on the left

Terminals · always rounded, never cut

Never redraw the logo: always use the original files (SVG) from the kit.

THE SYMBOL

When space is tight, the bubble is enough.



Symbol · yellow bubble



App icon · Ugo Blue background



WhatsApp avatar 64 32 16 px

Avatar and favicon

Use the symbol on its own only where the name Ugo is already written next to it or already known: WhatsApp profile picture, app icon, favicon, stamps and small spaces. Everywhere else, use the full wordmark.

VERSIONS

The letters change colour, the bubble doesn't.


Primary · on Paper


On white


Reversed · on Ugo Blue


Reversed · on Night


On yellow · single-colour Ugo Blue


One-colour print · black



x = diameter of the bubble

CLEAR SPACE

Let the logo breathe.

Always keep a space equal to the diameter of the bubble free around the logo. No text, image or edge may enter this area.

MINIMUM SIZES



Digital · 64 px



Print · 15 mm



Symbol · 16 px

Below these sizes the bubble loses its counter and the letters clog up: use the symbol alone.

MISUSE

Hands off the logo.

None of these variations is allowed, not even for a special occasion. If you need a new version, ask the brand team.



Don't stretch it



Don't recolour the bubble



Don't rotate it



Don't swap the colours



No shadows or effects



Not on busy backgrounds



Don't retype it in a font



No blue on dark backgrounds

03

Colour

A deep blue that builds trust, a yellow that says hello.
And plenty of light paper around them.



PRIMARY PALETTE

Three colours do all the work.

Ugo Blue

Text, wordmark, primary buttons, corporate backgrounds

HEX	#1E2A5A
RGB	30 · 42 · 90
CMYK	67 · 53 · 0 · 65

Ciao Yellow

Bubble, highlighter, illustrations, accents

HEX	#FFB01F
RGB	255 · 176 · 31
CMYK	0 · 31 · 88 · 0

Paper

The background of every page: warm, never stark white

HEX	#F6F5F4
RGB	246 · 245 · 244
CMYK	0 · 0 · 1 · 4

CMYK values are approximate: run a colour proof with your printer before printing.

SUPPORTING PALETTE

Chat Sky
Illustration heads, light, charts
#62AEF0

Coral
Warnings and errors only
#F64932

Night
Deep backgrounds, footers
#02093A

Graphite
Secondary text
#615D59

TINTS

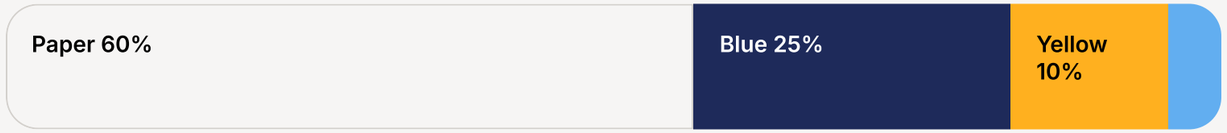
Blue tint
#E8EBF5

Yellow tint
#FFF3D6

Sky tint
#E6F3FE

Coral tint
#FFE1D9

PROPORTIONS



Yellow works because it is rare: one highlighted word, a bubble, a shape in an illustration. Never full yellow backgrounds behind long text.

CONTRAST AND ACCESSIBILITY

Aa	Ugo Blue on Paper	12.6 : 1	AAA
Aa	White on Ugo Blue	13.7 : 1	AAA
Aa	Black on Ciao Yellow	11.5 : 1	AAA
Aa	Ugo Blue on Ciao Yellow	7.5 : 1	AAA
Aa	Graphite on Paper	6.0 : 1	AA
Aa	Ugo Blue on Chat Sky	5.7 : 1	AA
Aa	White on Ciao Yellow	1.8 : 1	Never
Aa	White on Chat Sky	2.4 : 1	Never

04

Aa

Typography

A crisp sans-serif to speak plainly, a gentle serif to tell stories.

HEADLINES, INTERFACE, SHORT COPY

Inter

Aa

Regular **Medium** **Semibold** **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 €@&?!

Rasmus Andersson · SIL Open Font License · rsms.me/inter

SUBTITLES, QUOTES, STORYTELLING

Source Serif 4

Aa

Regular *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 €@&?!

Adobe · SIL Open Font License · Google Fonts

Display
Inter Bold · 84

You write, it does.

Heading
Inter Bold · 48

One assistant, zero new apps

Subheading
Inter Semibold · 24

You write to it like a colleague

Lead
Source Serif · 22

Ugo reads your email, keeps your diary, finds customers and documents, and writes for you.

Body
Inter Regular · 16

Before sending an email, booking a meeting or changing a file, Ugo shows you what it's about to do and waits for your “Confirm”.

Label
Inter Medium · 13

AI assistant on WhatsApp

RULES

Tight headlines. Inter Bold, line height 1.05 and negative tracking (−3% to −4.5%).

One highlight only. At most one word or short phrase per headline, in the yellow pill. It's the word that matters.

The serif tells stories. Source Serif only for leads, quotes and long subtitles, never for headlines or buttons.

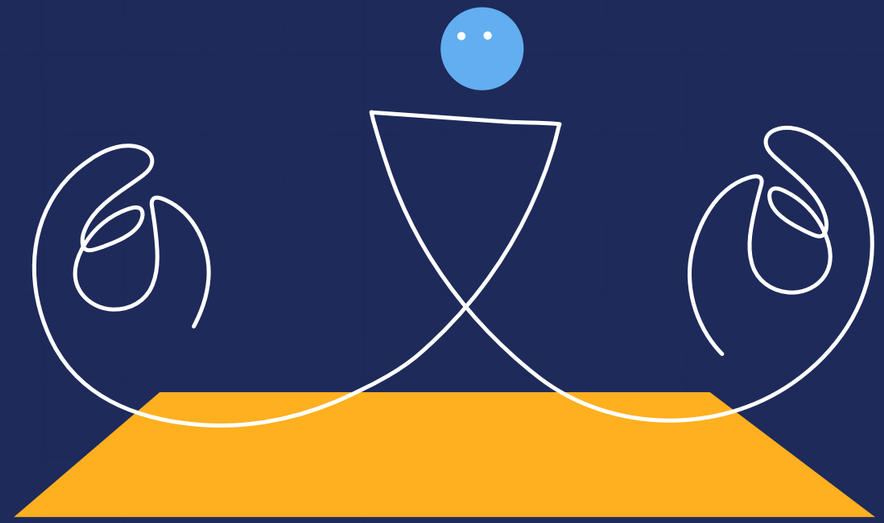
Short sentences. A headline fits on two lines, three at most. A closing full stop is welcome.

Fallbacks. Where Inter isn't available: Helvetica Neue, Arial. For the serif: Georgia.

05

Visual language

Line illustrations, squared paper, soft light. A light world, never a cold one.



SIGNATURE ELEMENTS

Five elements, one family look.

works

The highlighter

A yellow pill behind the key word. Rounded, slightly taller than the text.

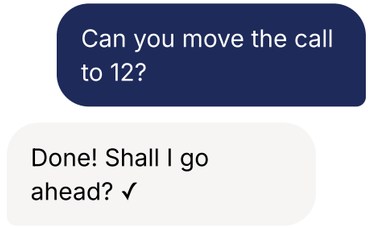
Squared paper

A hairline grid on Paper, fading at the edges. It brings order without being noticed.



The light

Soft glows of yellow and sky blue at the edges, like morning light. Never in the centre, never sharp.



The chat bubble

Conversations are our photography: they show the product at work.



The sparkle

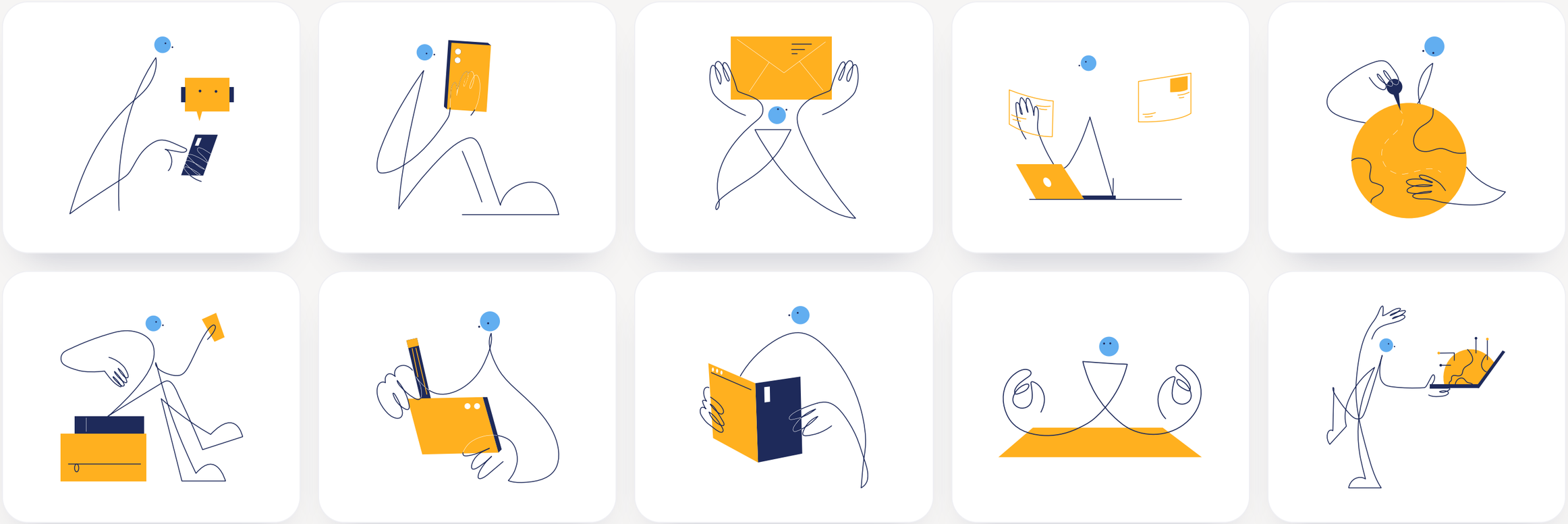
Small, yellow, next to labels. It signals Ugo's intelligence without shouting about it.

Radii: 999 px for pills and buttons, 24–34 px for cards and chats, 16 px for small elements. Wide, soft shadows tinted blue, never black.

ILLUSTRATIONS

Real people, drawn in one line.

Figures made of one thin continuous line, with a few solid yellow objects and a sky-blue head. They show people at work, relaxed: the time Ugo gives back.



HOW TO DRAW

Three colours, one line.

Ugo Blue line, thin and even, with round ends.

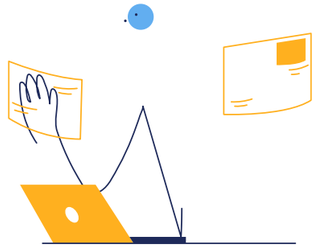
Ciao Yellow shapes for objects: phones, envelopes, documents.

Chat Sky head: a circle, two dots. No detailed faces.

Ugo Blue fills only for small details and shadows.

On dark backgrounds the line turns white and the yellows stay yellow. Illustrations appear by drawing themselves: first the line, then the colours.

✓ Yes



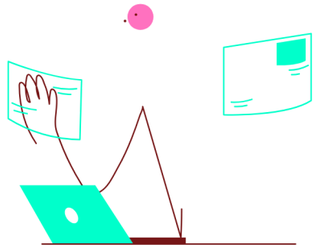
Original colours and weights

✓ Yes



Dark background version

✕ No



Off-palette colours

✕ No



Thickened lines, added fills

INTERFACE

The chat is the showcase.

When you show Ugo, show it at work: a real question, a concrete answer, the confirmation buttons. The user's messages are blue, Ugo's sit on Paper.

BUTTONS

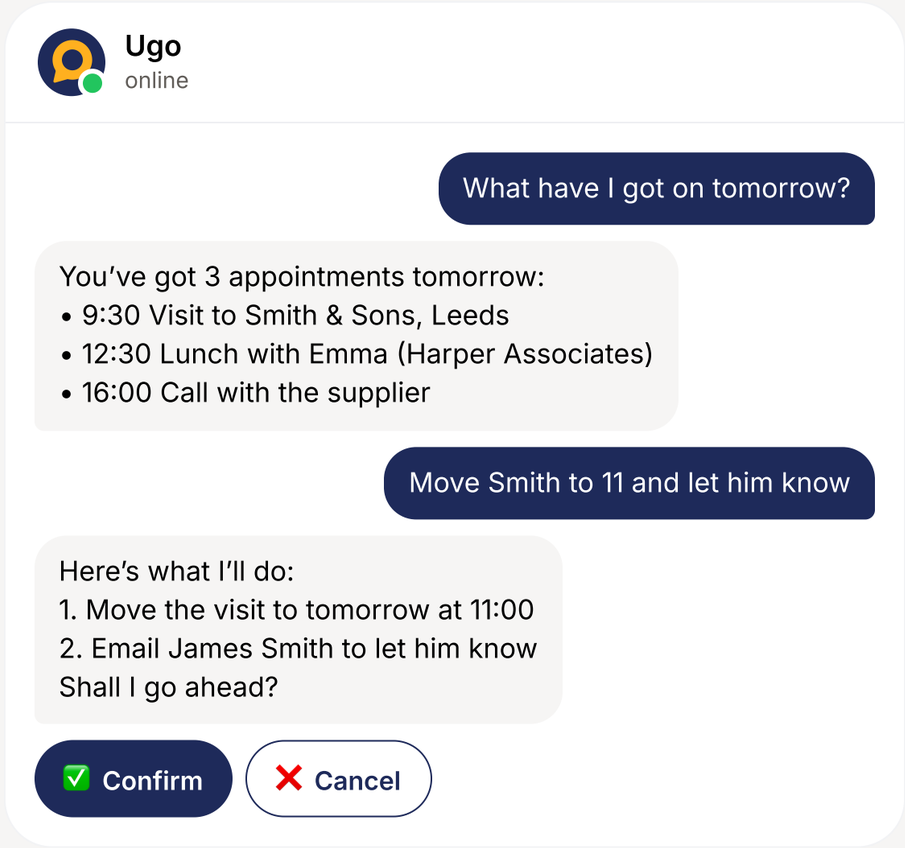
Try Ugo → See how it works Cancel

LABELS AND STATES

New • Connected Waiting for confirmation Expired

ICONS

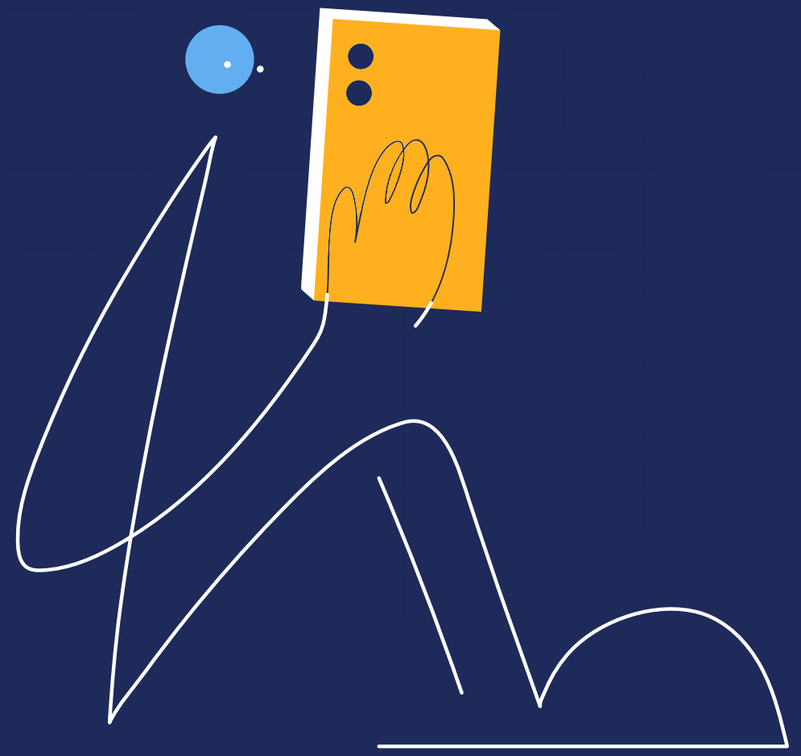
24 px line icons, 2 px stroke, rounded corners (Lucide / Heroicons outline), on tinted tiles.



06

Voice

Ugo talks like a capable colleague: direct, kind, concrete. And it never does anything without asking.



TONE OF VOICE

Four rules to write like Ugo.

01

Concrete, not vague

Names, times, numbers. Ugo says what it found and what it will do.

✓ You've got 3 appointments tomorrow: the first at 9:30 at Smith & Sons.

✗ ~~Here is an optimised overview of your day.~~

02

Short, like a chat

One sentence when that's enough. Bullet points for things to do.

✓ Done. I'll remind you on Monday at 9.

✗ ~~Your request has been successfully processed and the reminder has been set.~~

03

Kind, not servile

Says hello, says thanks, uses names. Never ceremonious.

✓ Hi James! I've drafted the reply, want to have a look?

✗ ~~Dear valued user, it would be my utmost pleasure to assist you!~~

04

Transparent, always

Before acting, it says what it will do. If it doesn't know, it says so.

✓ Here's what I'll do: email James Smith. Shall I go ahead?

✗ ~~I've already emailed all your customers.~~

WORDS

Our vocabulary.

✓ We say	✕ We avoid
assistant, colleague	~~revolutionary, disruptive~~
write, ask, confirm	~~AI-powered, next-gen~~
diary, email, customers	~~synergies, ecosystem~~
time saved	~~bot, chatbot~~
on WhatsApp	~~end user~~
asks you to confirm	~~automatically, without you~~

The name is always written **Ugo**: capital U, no article (“message Ugo”, not “message the Ugo”). Ugo is informal and friendly, except where a language or market expects a formal register (vous, Sie).

MICROCOPY

WELCOME	Hi! I’m Ugo, your work assistant on WhatsApp. What can I do for you today?
CONFIRM	Here’s what I’ll do: 1. Create “Call with James” tomorrow at 12 2. Email him to let him know Shall I go ahead?
ERROR	I can’t read your calendar. Could you reconnect it from the Skills page? It takes ten seconds.
PROACTIVE	Good morning! You’ve got 3 appointments and 2 emails to answer today. The most urgent: the quote for Smith & Sons.
LIMIT	I can’t do that yet. But I can draft the text so you can send it yourself.

07

Applications

The brand at work: social, print, email signature, WhatsApp profile.



SOCIAL AND ADVERTISING



LinkedIn cover · 1128 × 191 · the left side stays clear for the page logo · Italian launch campaign



Sponsored carousel · 1080 × 1080 · one problem per card, a chat as proof, the CTA only on the last one · Italian launch campaign

BUSINESS CARD · 85 × 55 MM



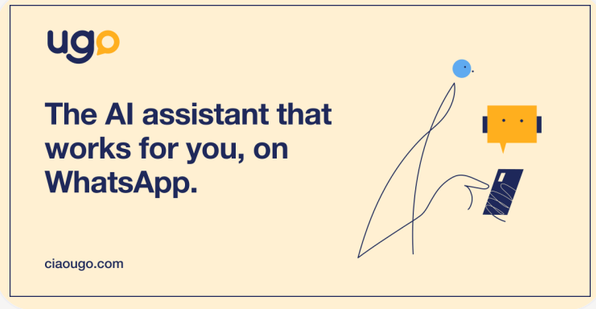
EMAIL SIGNATURE

Alberto Begliardo · Founder
Ugo, the AI assistant that works for you, on WhatsApp
ciaougo.com · Say “Hi” to Ugo: +39 02 8078 1399

WHATSAPP PROFILE

Ugo
Your work assistant. Write to me like a colleague 👋
Business account · ciaougo.com

LINK PREVIEW



Ciao, I'm Ugo.

Questions about the brand, original files and new applications: write to the team.