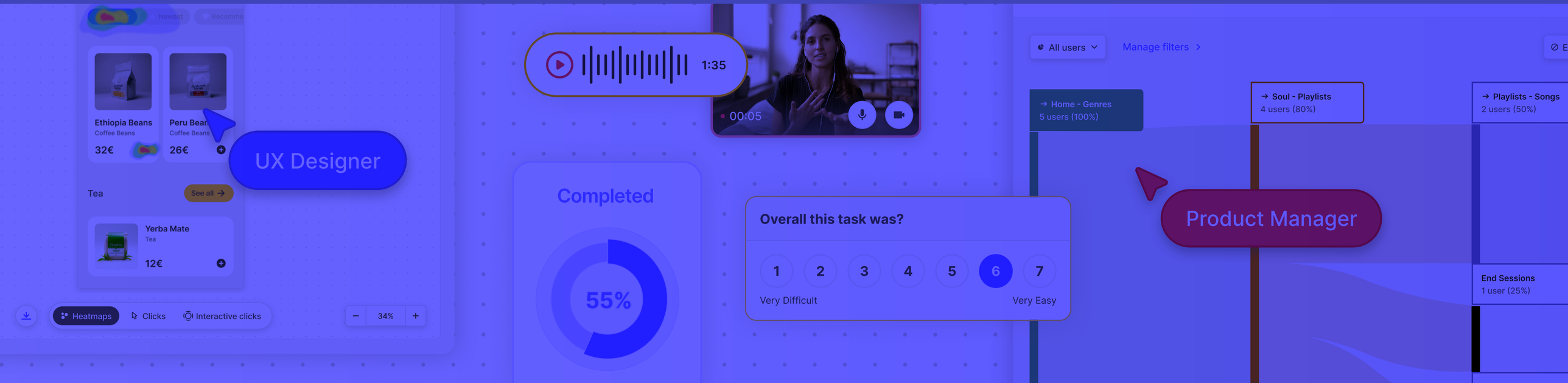
useberry

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.

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Voice & Tone

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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

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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

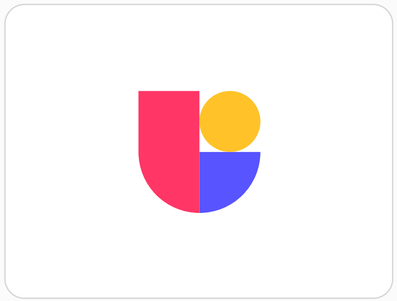
Black & White Logo

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

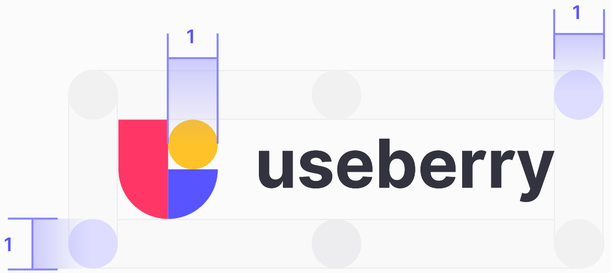


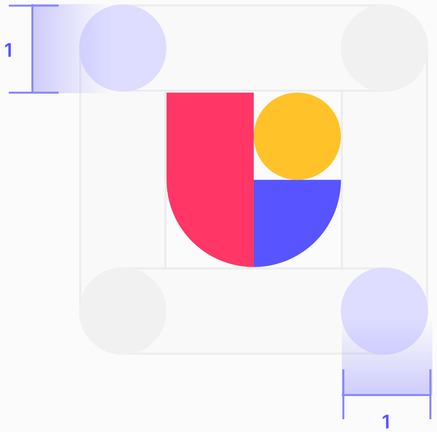
White Logomark

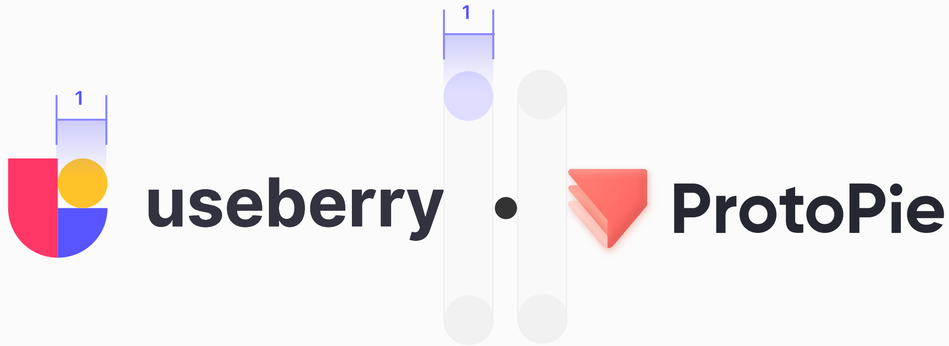
Dark Logomark

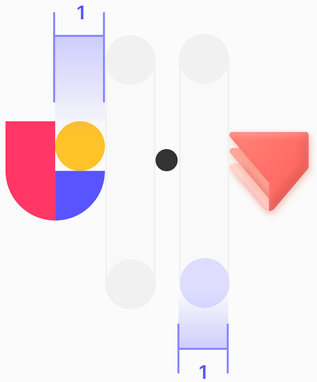
Spacing & Size

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.

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Typography

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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

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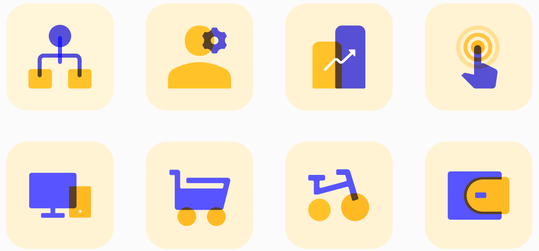
Icons

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

Object Icons



Action Icons

Utility Icons

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Color Palette

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Primary Colors

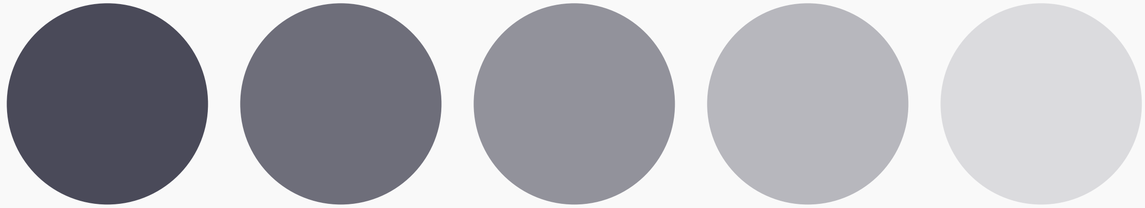
Our main color palette includes the bold and powerful hues of purple, red, yellow, and gunmetal. These colors should be used most often throughout the product and marketing material when making a first impression.

Purple
HEX #5854FF
RGB 88 84 255

Red
HEX #FF366
RGB 255 54 102

Yellow
HEX #
RGB 255 195 41

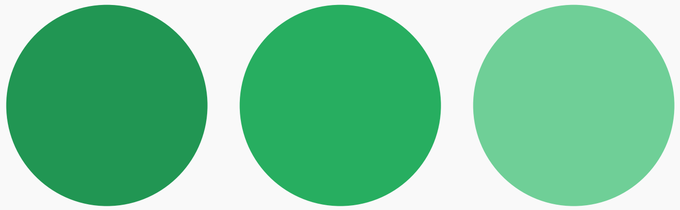
Gunmetal
HEX #FFC329
RGB 255 195 41



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

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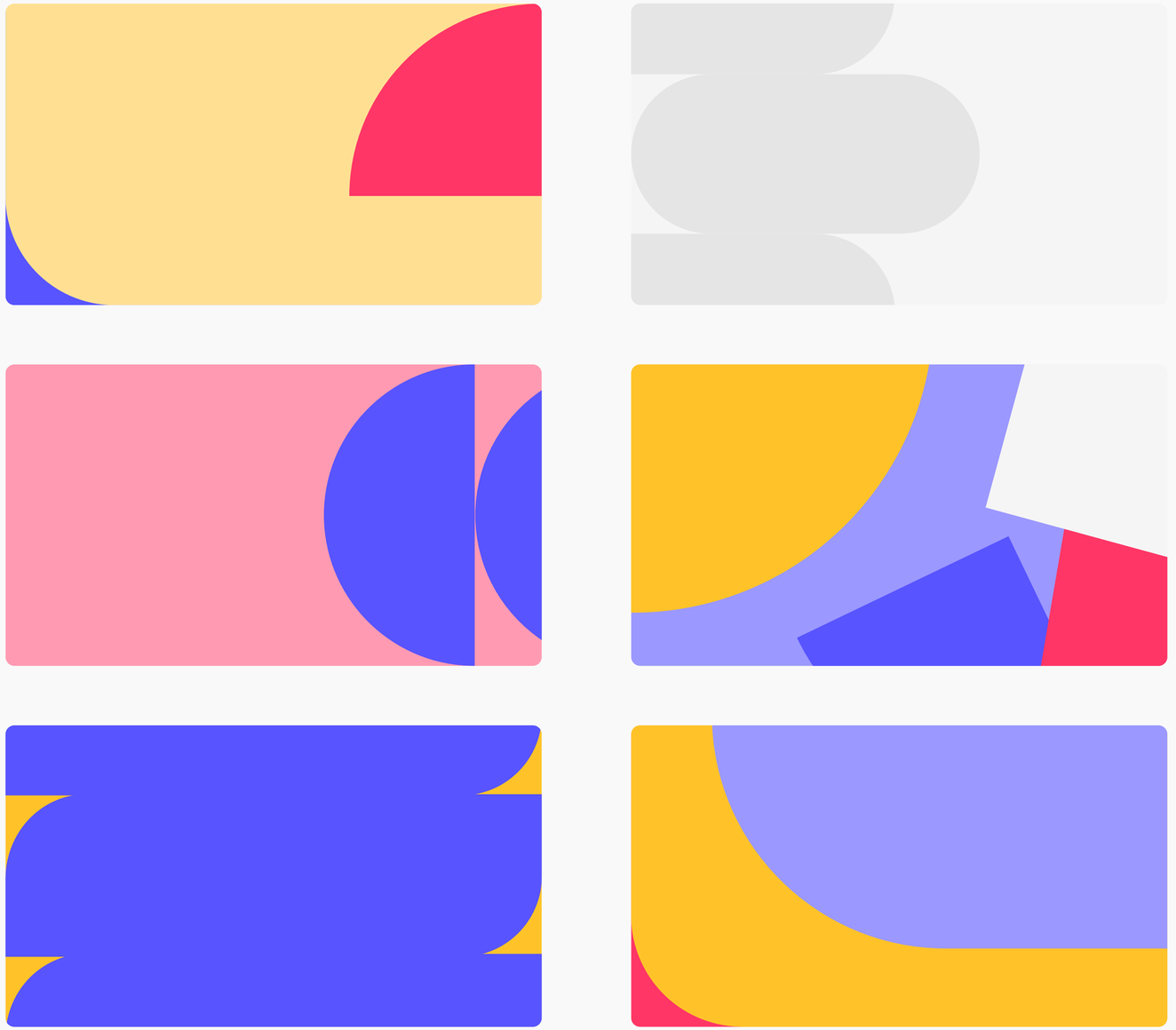
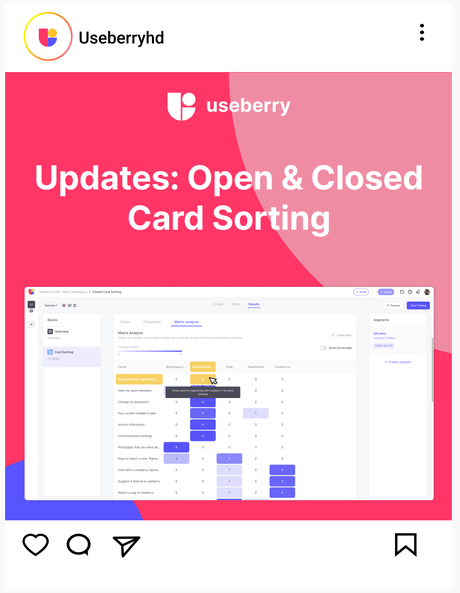
Templates

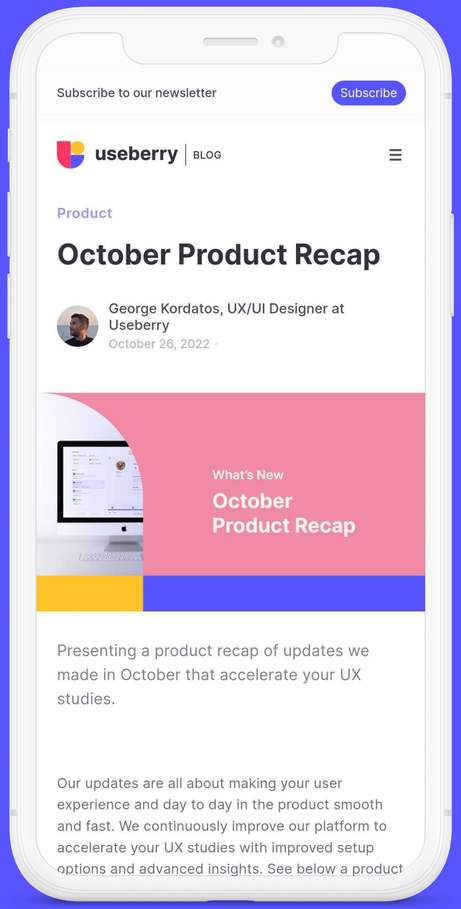
Useberry's templates are designed to bring out a dynamic and vivid look for our brand. The templates are created with our specific color palette, font choices, and graphic elements, ensuring that all marketing materials have a consistent and recognizable visual identity.

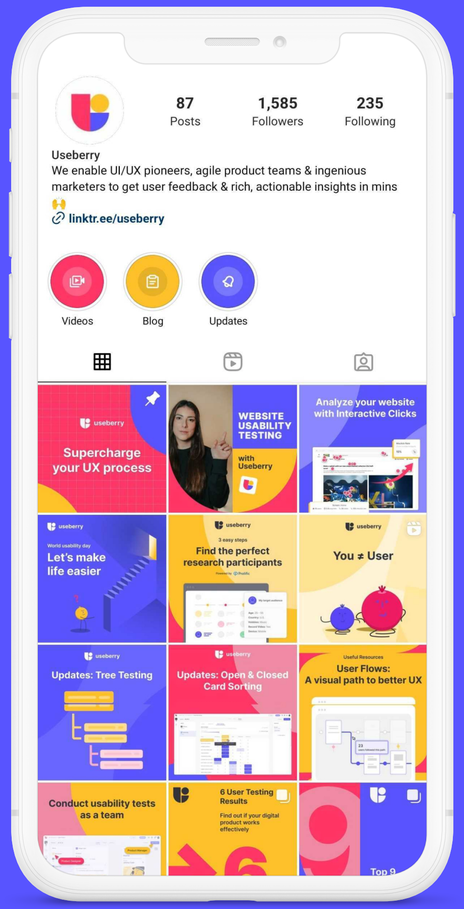


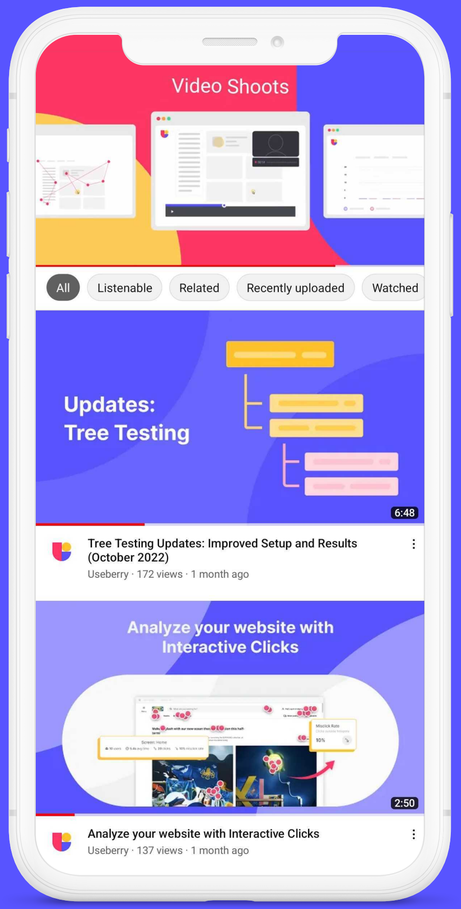
Social Media

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.




Subscribe to our newsletter
Subscribe
useberry | BLOG
Product
October Product Recap
George Kordatos, UX/UI Designer at Useberry
October 26, 2022 ·
What's New
October Product Recap
Presenting a product recap of updates we made in October that accelerate your UX studies.
Our updates are all about making your user experience and day to day in the product smooth and fast. We continuously improve our platform to accelerate your UX studies with improved setup options and advanced insights. See below a product


87
Posts
1,585
Followers
235
Following
Useberry
We enable UI/UX pioneers, agile product teams & ingenious marketers to get user feedback & rich, actionable insights in mins
linktr.ee/useberry
Videos
Blog
Updates
Supercharge your UX process
WEBSITE USABILITY TESTING
with Useberry
Analyze your website with Interactive Clicks
Let's make life easier
Find the perfect research participants
You ≠ User
Updates: Tree Testing
Updates: Open & Closed Card Sorting
User Flows: A visual path to better UX
Conduct usability tests as a team
6 User Testing Results
Top 9


Video Shoots
All
Listenable
Related
Recently uploaded
Watched
Updates: Tree Testing
6:48
Tree Testing Updates: Improved Setup and Results (October 2022)
Useberry · 172 views · 1 month ago
Analyze your website with Interactive Clicks
2:50
Analyze your website with Interactive Clicks
Useberry · 137 views · 1 month ago

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Digital Applications

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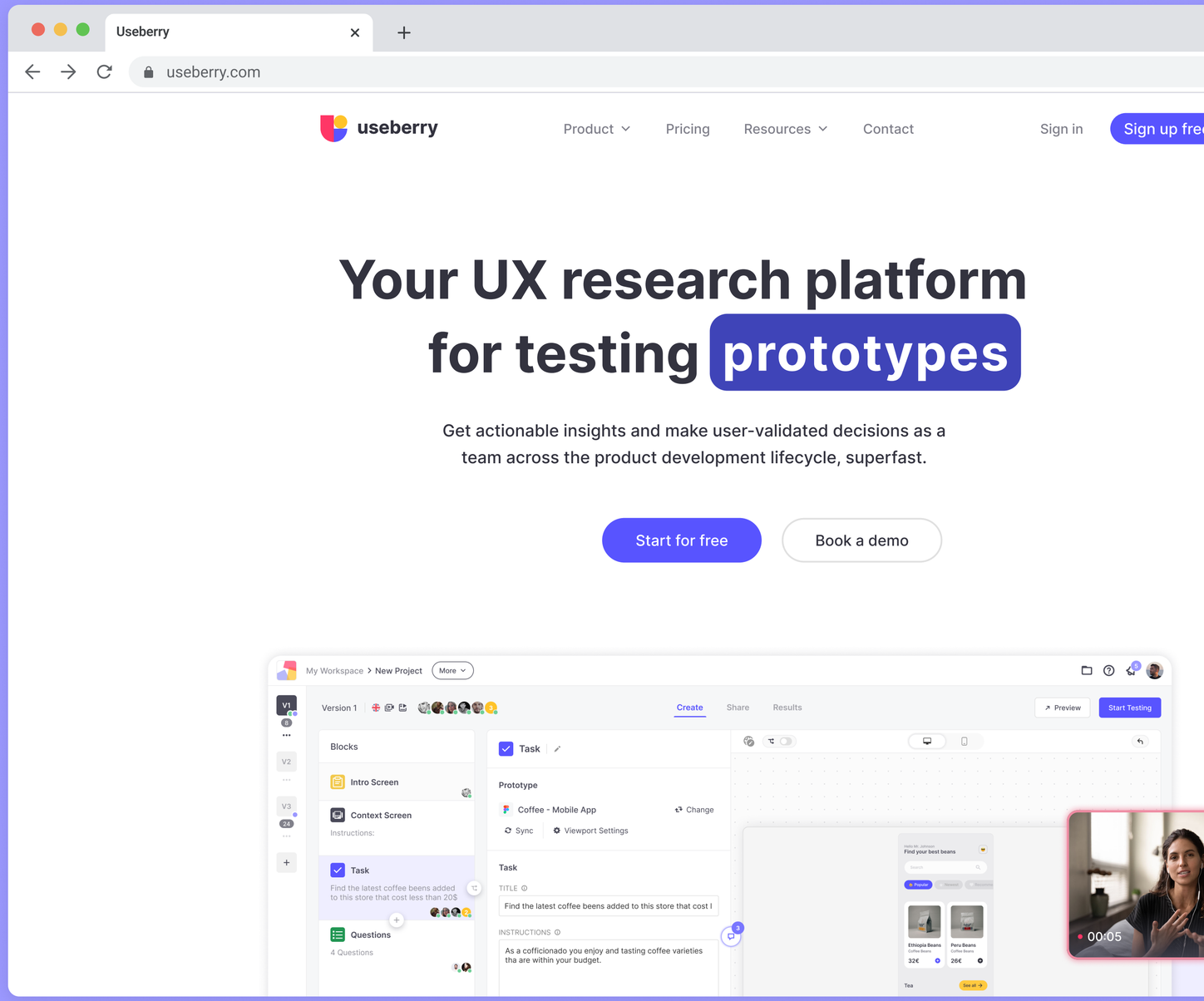
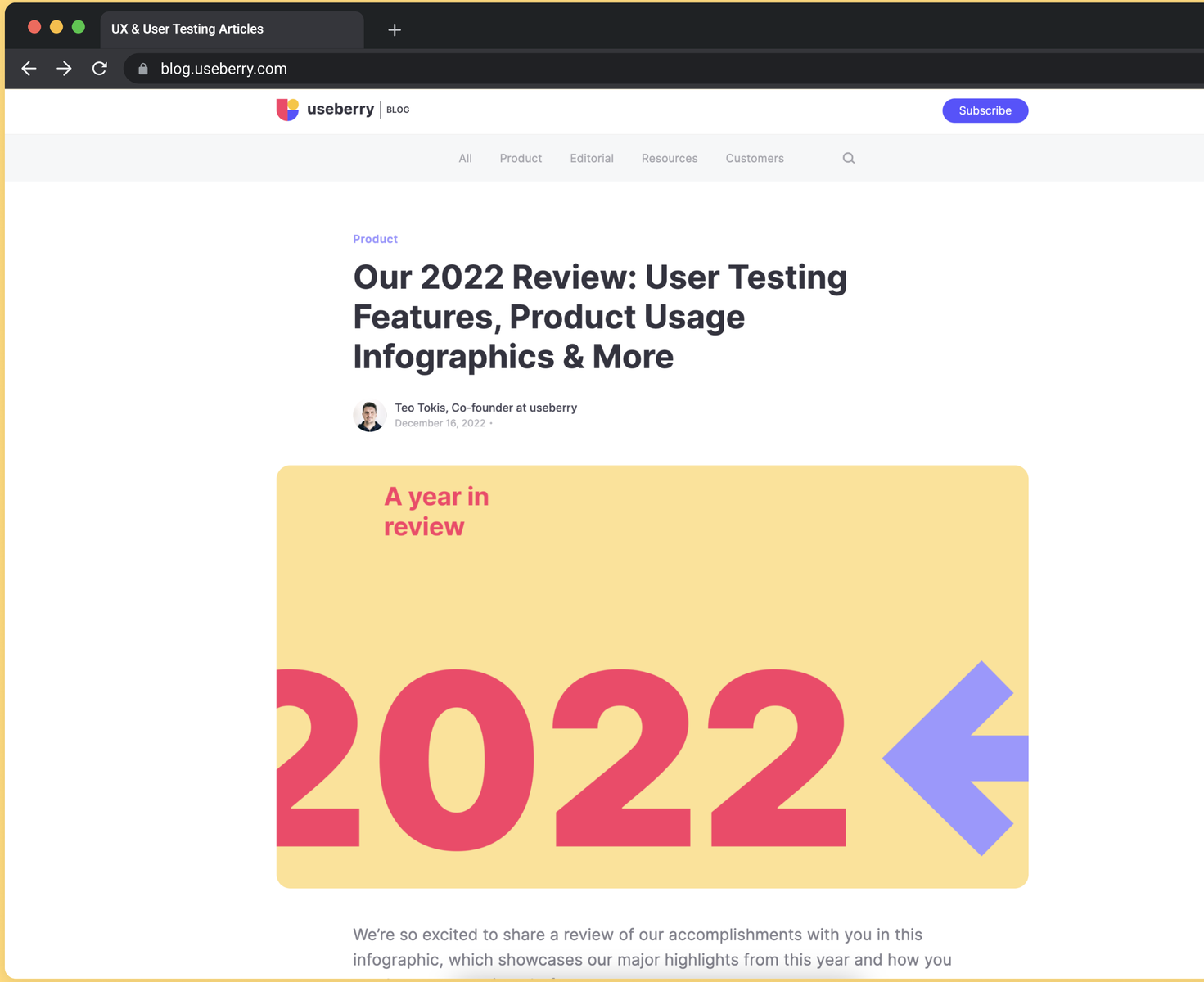
Website

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.



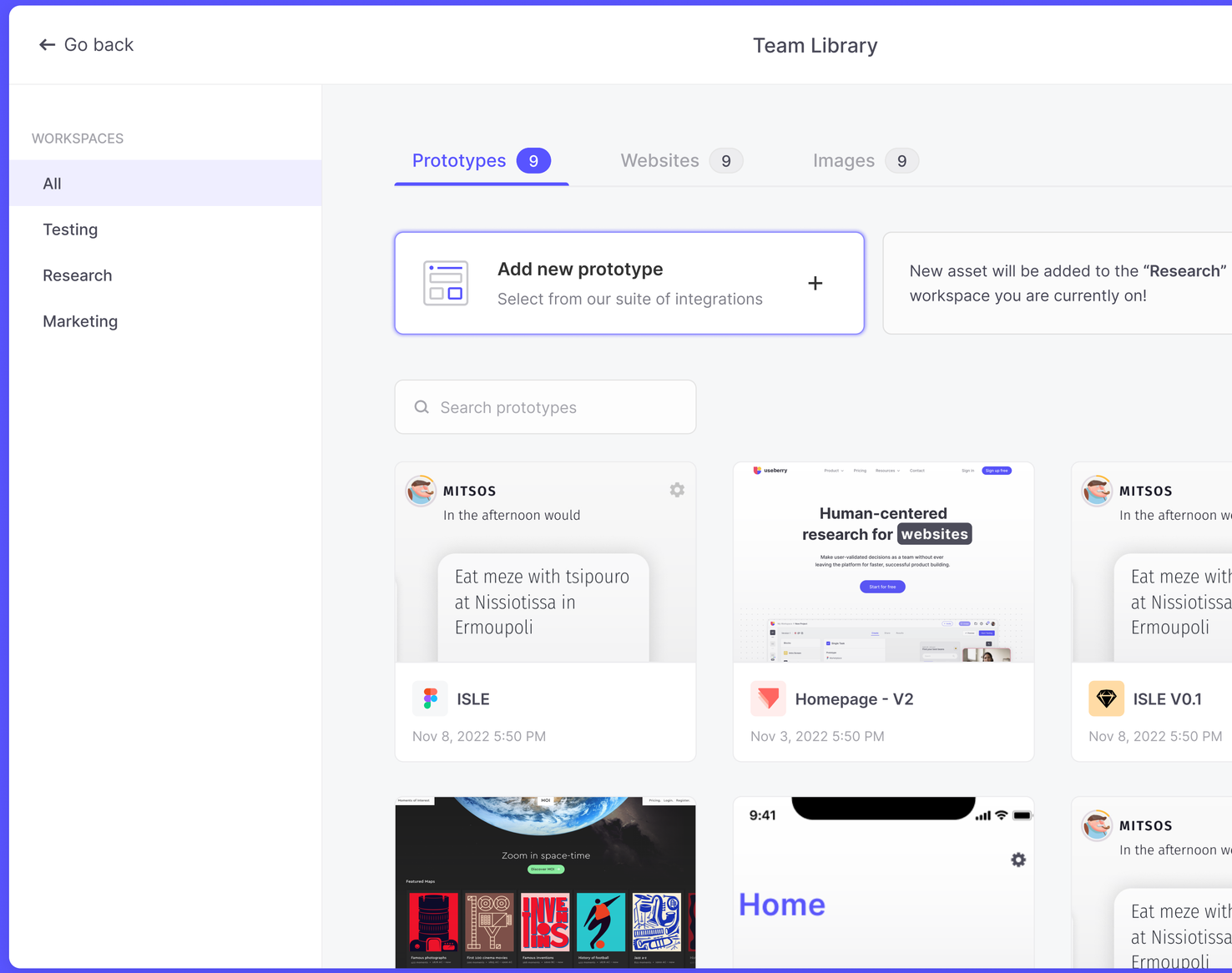
Blog

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

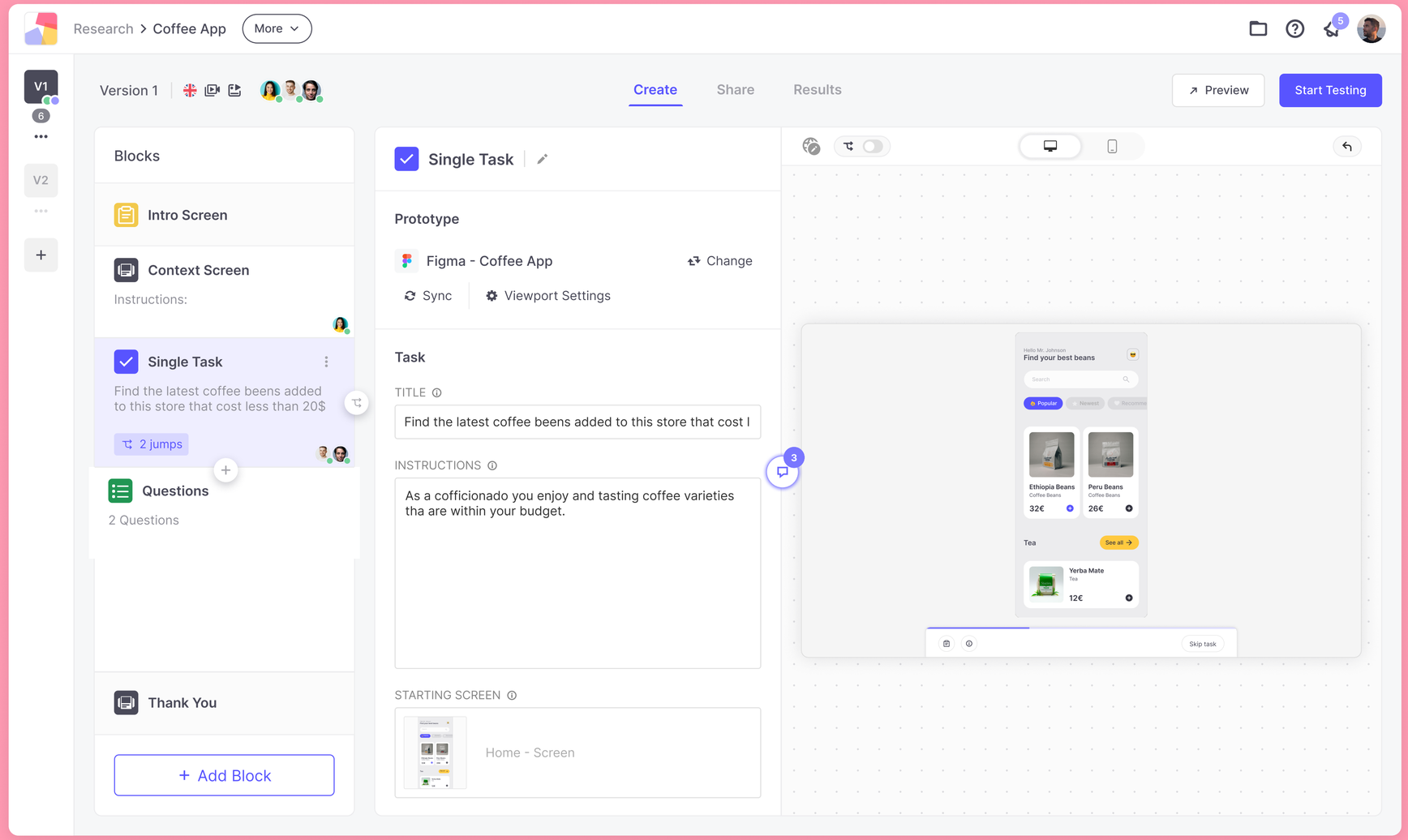


Platform

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.



Create


Research > Coffee App
More
Version 1
Create
Share
Results
Preview
Start Testing
V1
6
V2
Blocks
Intro Screen
Context Screen
Instructions:
Single Task
Find the latest coffee beens 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 beens 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
Ethiopia Beans
Peru Beans
Tea
Yerba Mate
Skip task

Click Tracking

← Back to results

Click Tracking: Single Task

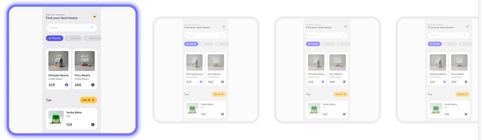
Segment

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

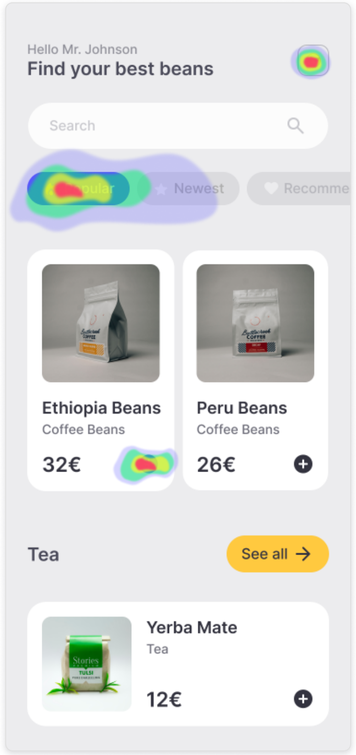
You are viewing

12/20
clicks based on current state mapping

Areas (0)

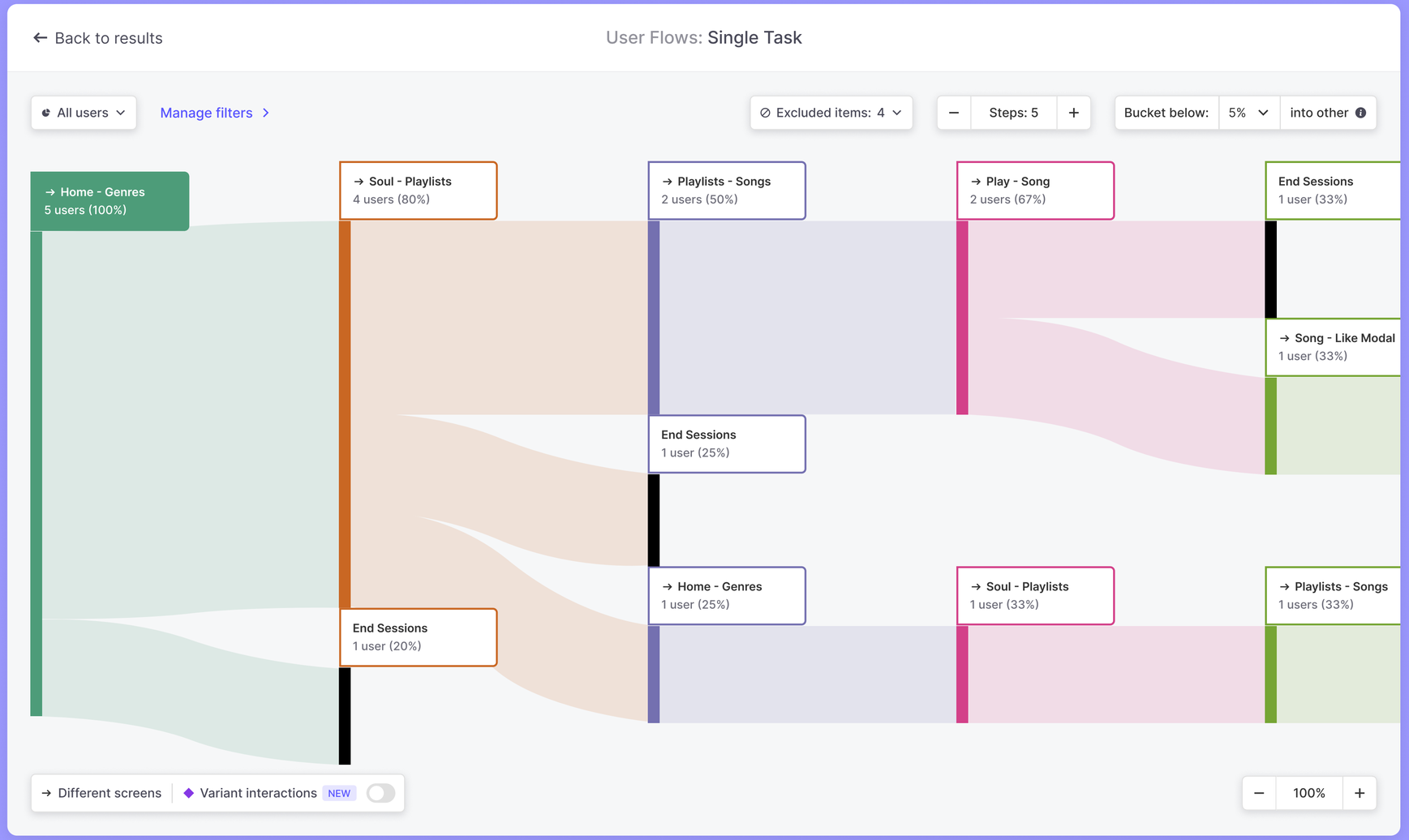
There's currently no selected click area on this screen.

Enable areas mode and then click & drag on a screen to



Heatmaps | Clicks | 12

User Flows


Back to results
User Flows: Single Task
All users
Manage filters
Excluded items: 4
Steps: 5
Bucket below: 5% into other
→ Home - Genres
5 users (100%)
→ Soul - Playlists
4 users (80%)
→ Playlists - Songs
2 users (50%)
→ Play - Song
2 users (67%)
End Sessions
1 user (33%)
→ Song - Like Modal
1 user (33%)
End Sessions
1 user (25%)
End Sessions
1 user (20%)
→ Home - Genres
1 user (25%)
→ Soul - Playlists
1 user (33%)
→ Playlists - Songs
1 users (33%)
→ Different screens
Variant interactions NEW
100%

Thank you

If you need more information or have questions about using these guidelines, contact us via contact@useberry.com