Brand and usage

Uptick Board is **the ad exchange for AI categories**: a public board where each category has a ticker and a price, and companies pay to hold the top spot. This page holds the marks, the colours and the language. It exists mainly for the language.

LAST UPDATED 6 OCTOBER 2026 · v1.3 · REVISION HISTORY AT THE FOOT OF THE PAGE

The line that governs everything else

> Placements on Uptick Board are advertising, not investments. Stakes are non-refundable, non-transferable, and confer no ownership of anything. Prices reflect what advertisers have paid for placement.

Reproduce it verbatim wherever the mechanism is described. It appears here, in the footer of every page, and on every category page. One short form is approved for social cards only, where the full line will not set: **Placements are advertising, not investments.** Use it nowhere else.

Boilerplate

For press, use it whole. Uptick Board is a public board of AI categories. Each category carries a three- or four-letter ticker and a price. Companies pay to hold the top spot in a category, and the holder's mark appears on the board until someone pays more. Placements are advertising: a stake buys visibility and nothing else, with no shares, no ownership, no claim on a category, a company or Uptick Board itself, and no return beyond the placement purchased. The published price is a record of what advertisers have paid, not a valuation of anything. Uptick Board also publishes The Uptick

Report, a Monday newsletter on movement across the board. Uptick Board is operated by Gusto Solutions, LLC of Redding, California. More at uptickboard.com.

Short. Uptick Board is a public board of AI categories where companies pay to hold the top spot. Placements are advertising.

186 CATEGORIES	**16** LAYERS	**$250** OPENING PRICE
$25 TICK	**6 OCT** SEALED STAKES OPEN	**16 OCT** THE LOCK
17 OCT THE OPEN	**MON** THE UPTICK REPORT	

Vocabulary

The board borrows the furniture of an exchange. It is not one. The words below carry legal weight, and the wrong one turns an advertising product into a description of a security.

Do not write	Write instead	Why
invest, investment, investor	place, take a placement, stake, advertiser	A stake buys advertising. It returns no money and cannot be redeemed.
buy a category, sell a category	take the top spot, take #1, hold a placement	Nothing changes hands. The category is not property and is not for sale.
shares, equity, a stake in the category	placement, listing, the top spot	There is no unit of ownership. "Stake" is fine as money staked; "a stake in" is not.
portfolio, positions, holdings	placements held, listings, holder record	A portfolio implies assets. These are ad placements.
returns, ROI, upside, yield, performance	visibility, placement	Nothing pays out.
market cap, valuation, worth	price, the price of the top spot	The price records what was paid for advertising, not what anything is worth.
trade, trading, traded	place, hold, take	No instrument exists to trade.

the market says, the market values	the board shows, the current price is	The board reports payments. It does not aggregate opinion.
bet, odds, wager	place, stake, sponsor	Not a bet. No contingent payout, no element of chance.
bid, auction, outbid, win, lose	sealed stake, Claim Price, passed, take the top spot	Prices are set by the board's rule, not matched between parties.
IPO, a company "listed"	a category is listed; the Opening Bell; the Open	The word is fine in our sense and wrong in theirs. Companies are never "listed" as a financing event.
delisted (a company leaving a market)	delisted (a placement removed after a reversed payment)	Same word, our meaning only. There is no editorial delisting.
a percentage next to a price, gain, loss	a dollar change: +$50	Nothing is held that can gain or lose. Prices record payments, so a change is a dollar figure, never a percentage.

Approved throughout: listing, placement, stake, sealed stake, Stake Payment, Total Stake, Claim Price, standing stake, Cap, sponsorship, hold, holder, take the top spot, passed, price, tick, uptick, ticker, category, layer, board, the Opening Bell, the Lock, the Open, founding holder.

On the word "exchange". Our descriptor is *The ad exchange for AI categories*. "Ad exchange" is the advertising industry's own term for a place where ad placements are priced and sold, and that is all it claims here: it is not a claim that trading occurs or that a market exists. Never shorten it to "the AI exchange" or "the category exchange". If a single word is needed, "board" is always correct.

Register. Plain, declarative, unhurried. No emoji, no exclamation marks, no countdowns, no urgency. Dates are written `Sat 17 Oct · 12:00 AM PT`. The house lines, if you need the pitch of it: *Every AI category has a price.* · *Prices move only when money does.* · *There is no algorithm. The board is a ledger.* · *There are no downticks on this board.*

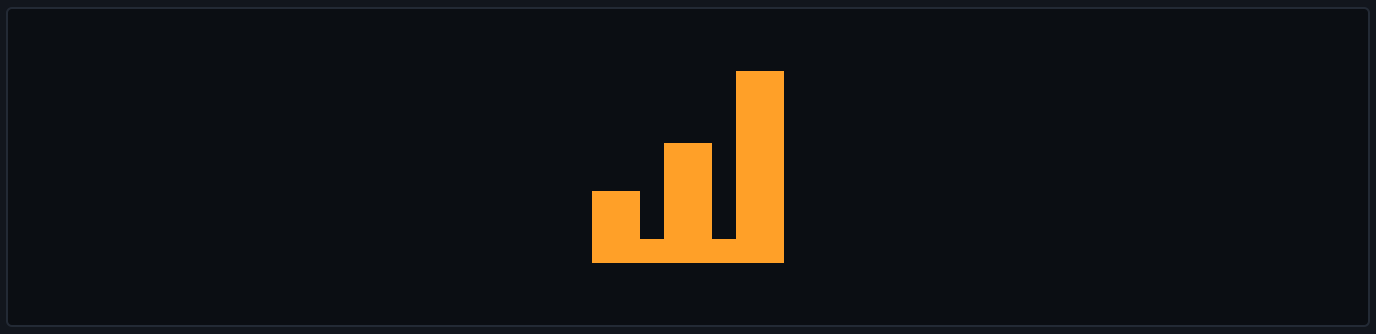
The name

- **Uptick Board**, two words, both capitalised, always. Not Uptickboard, not UpTick, not "the Uptick Board", not "Uptick" alone on first mention. After first mention, "the board".
- **The Uptick Report**: the newsletter, definite article capitalised, Mondays.
- **The Opening Bell** is the launch round of sealed stakes; **the Open** is the moment on Sat 17 Oct; **the Lock** is 24 hours before it.

- Tickers are three or four letters, uppercase, unpunctuated: **GRAG**, never G.R.A.G. and **never $GRAG**. The cashtag reads as a tradable instrument and is the fastest way to misrepresent the product.
- The company is Gusto Solutions, LLC d/b/a Uptick Board, Redding, California. Founder: Richie Booth.

The marks

There are two. They are not interchangeable.



The tape

Three columns on a rule. The primary mark: headers, lockups, board rows, the holder badge, email, social. **The tape is never drawn without its rule.** The rule is part of the mark, not a container it rests on. Minimum 16 px.



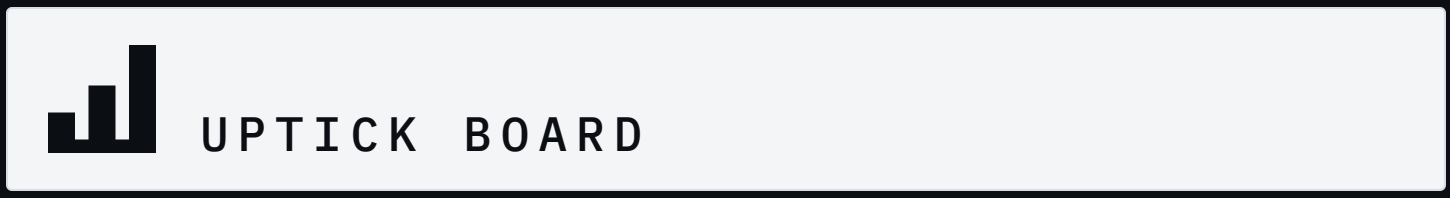
The cell

The uptick cut through a solid square, edge to edge. Square and round placements only: favicon, app icon, avatar, LED tile. **Use it full-bleed.** Never set it inside another square or a circle; where a platform crops avatars round, upload the square and let the crop run the uptick from side to side. Never in a row beside holder marks; there it reads as one more tenant logo. Minimum 16 px.

Lockups







- **Wordmark lockup**: tape plus UPTICK BOARD. The default. Minimum 130 px wide.
- **Wordmark with descriptor**: adds THE AD EXCHANGE FOR AI CATEGORIES. First contact: covers, headers, press kits. Minimum 340 px wide; below that, drop the descriptor rather than shrink it.
- **Stacked**: the cell above the wordmark, for square placements. Minimum 48 px.
- **Clear space**: one eighth of the mark's height on all sides. Nothing sits inside it.
- **Backgrounds**: amber on #0B0E13 is the default. The one-colour mark is approved black on white and black on amber. On any other ground, one colour at full contrast. Never on photography, gradients or patterns.
- **Do not** recolour outside the palette; rotate, skew, outline, or add shadow, glow or gradient; reset the wordmark in another typeface; alter the spacing inside a lockup; use the mark as a character in a sentence; combine it with another mark to imply a partnership.

Files

Every file has its own permanent address and is always the current version, so download what you need or link to it directly. For profile pictures, upload the square as it is; the platform crops it round.

For	What it is	Download
Profile picture: Instagram, X, LinkedIn	The cell, 1080 × 1080	PNG
Newsletter logo: beehiiv	The cell, 800 × 800	PNG
Product Hunt thumbnail	The cell, 240 × 240	PNG

App icon, Stripe icon	The cell, 512 × 512	PNG
Favicon	The cell	SVG ICO
Link preview	2400 × 1260	PNG
Social post	1080 × 1080	PNG
The tape	Transparent: amber, black, white	SVG amber PNG amber SVG black SVG white
The cell	Amber with a dark step; one-colour black on white	SVG PNG SVG black
Wordmark lockup (Stripe logo: PNG light)	On dark; transparent for light grounds	SVG dark PNG dark SVG light PNG light
Wordmark with descriptor	On dark; transparent for light grounds	SVG dark PNG dark SVG light PNG light
Stacked lockup	On dark; transparent for light grounds	SVG dark PNG dark SVG light PNG light
PDF This page	Brand and usage, PDF	PDF

Download the press kit

Everything above in one zip, plus colour tokens and page screenshots.

Colour

bg #0B0E13 · page	panel #12161D · panels	panel-2 #181D26 · raised, selected	line #232A35 · rules
fg #E6E9EF · data text	muted #7C8797 · secondary	dim #4E5866 · unlisted, disabled	amber #FFA028 · brand, tickers
up #2EBD85 · upticks	down #F6465D · delisted only		

Terminal palette; amber is the brand. **The product is dark only.** Three exceptions: the light holder badge, the one-colour mark, and print. **Red is reserved.** It marks a delisted category and appears nowhere else. Prices on this board hold or rise, so there is no red for "down". Using it for anything else, errors, alerts, emphasis, breaks the one signal the board makes.

Type

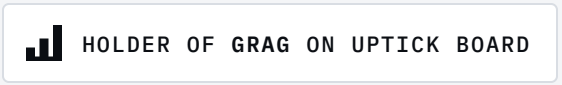
`IBM Plex Mono`: the wordmark, all tickers, all prices, all data. `IBM Plex Sans`: prose. Both are open source under the SIL Open Font License and free for you to use in coverage or co-marketing. Set the wordmark in Plex Mono Medium, uppercase, tracked 0.20em, amber, or use the supplied artwork, which is the safer route.

The holder badge

Current holders may display a badge on their own site. It reads, exactly: **Holder of GRAG on Uptick Board**, with their ticker. The badge is an SVG served live from uptickboard.com at `/badge/TICKER/dark.svg` or `/badge/TICKER/light.svg`. There are no badge files to download. When a placement lapses, the same URL returns the plain Uptick Board mark with no ticker, so the embed stays where it is and stops making a claim.



Dark
/badge/GRAG/dark.svg



Light
/badge/GRAG/light.svg



After the placement ends
same address, no ticker, no claim

Examples, shown at 40 px. On your site the embed sets 28 px.

```
<a href="https://uptickboard.com/c/GRAG">
  <img src="https://uptickboard.com/badge/GRAG/light.svg"
       alt="Holder of GRAG on Uptick Board" height="28">
</a>
```

- Hotlink it. Do not copy, cache or self-host; a saved copy becomes a false claim the day the placement ends.
- Keep the alt text verbatim, keep the link to the category page, keep the 28 px height. Scale proportionally if you must; never crop, recolour or reset the wording.
- Display it only while you hold the placement, and do not extend the claim. "Holder of GRAG on Uptick Board" is the claim. "#1 in AI", "top-ranked", "leading" and "certified" are not, and are not supported by a placement.

Press

Quotes, screenshots, interviews, or a check on phrasing before publication: desk@uptickboard.com. If you are unsure whether a sentence describes the product accurately, send it; we answer with a correction or a confirmation, in writing, the same day on weekdays, Pacific time.

Revisions

Version	Date	Change
v1.0	6 Sep 2026	First publication.
v1.1	11 Sep 2026	Two marks defined (tape, cell). Clear space and minimum sizes. Percentages and "position", "gain", "loss" added to the vocabulary. Short compliance line approved for social cards. Holder badge served live, with a lapsed state. Dark-only rule.
v1.2	28 Sep 2026	Published at /brand. Tickers are three or four letters. Flat $250 opening price. Opening Bell vocabulary (sealed stake, the Lock, the Open, Claim Price, standing stake, Cap) approved; "bid", "auction", "win" added to the never list. Delisting redefined: reversed payments only. Press contact is the desk.
v1.3	6 Oct 2026	Cell redrawn: three equal treads and rises, running edge to edge. The cell is used full-bleed, never inset in another shape; round avatars crop the square. Descriptor is now *The ad exchange for AI categories*, matching the site headline. Social images redrawn without dates or counts. Files section: each file downloadable on its own at a permanent address under /press/.

ON THIS PAGE

The line

Boilerplate

Vocabulary

The name

The marks

Files

Colour

Type

The holder badge

Press

Revisions

Fast facts

- The Open: Sat 17 Oct · 12:00 AM PT
- 186 categories, 16 layers, one top spot each

- Every category opens at $250; tick $25
- No renewals, no end dates, no refunds
- Prices and holders are public
- Operated from Redding, California

Placements on Uptick Board are advertising, not investments. Stakes are non-refundable, non-transferable, and confer no ownership of anything. Prices reflect what advertisers have paid for placement.

Every top spot is a paid sponsorship placement. The Uptick Report is editorial and marketing content published for informational purposes.

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Sponsorship Agreement Brand and usage Careers Message the desk