FieldRoutes™
A ServiceTitan Company

Brand Identity Guidelines

Accelerate growth. Scale your business.

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v1.0 01/2024

The FieldRoutes marks include our wordmark and icon.

Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by FieldRoutes, or in a way that confuses FieldRoutes with any other brand.

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Using our wordmark with the icon

We're a confident brand. We never crowd our logos and always give them room to breathe and stand out.

The clear space should be based on the logotype's lowercase character height. The logo should never be smaller than 0.25 inches (height) in print and 25 pixels in digital.

The subhead "A ServiceTitan Company" can be omitted in instances where it cannot be viewed legibly, for example in embroidery.

Link to web logo files

Link to print logo files

Link to email logo files

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Working with background colors

When placing a logo on a background or image, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or choose a different one.

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When using the wordmark and icon on a photo

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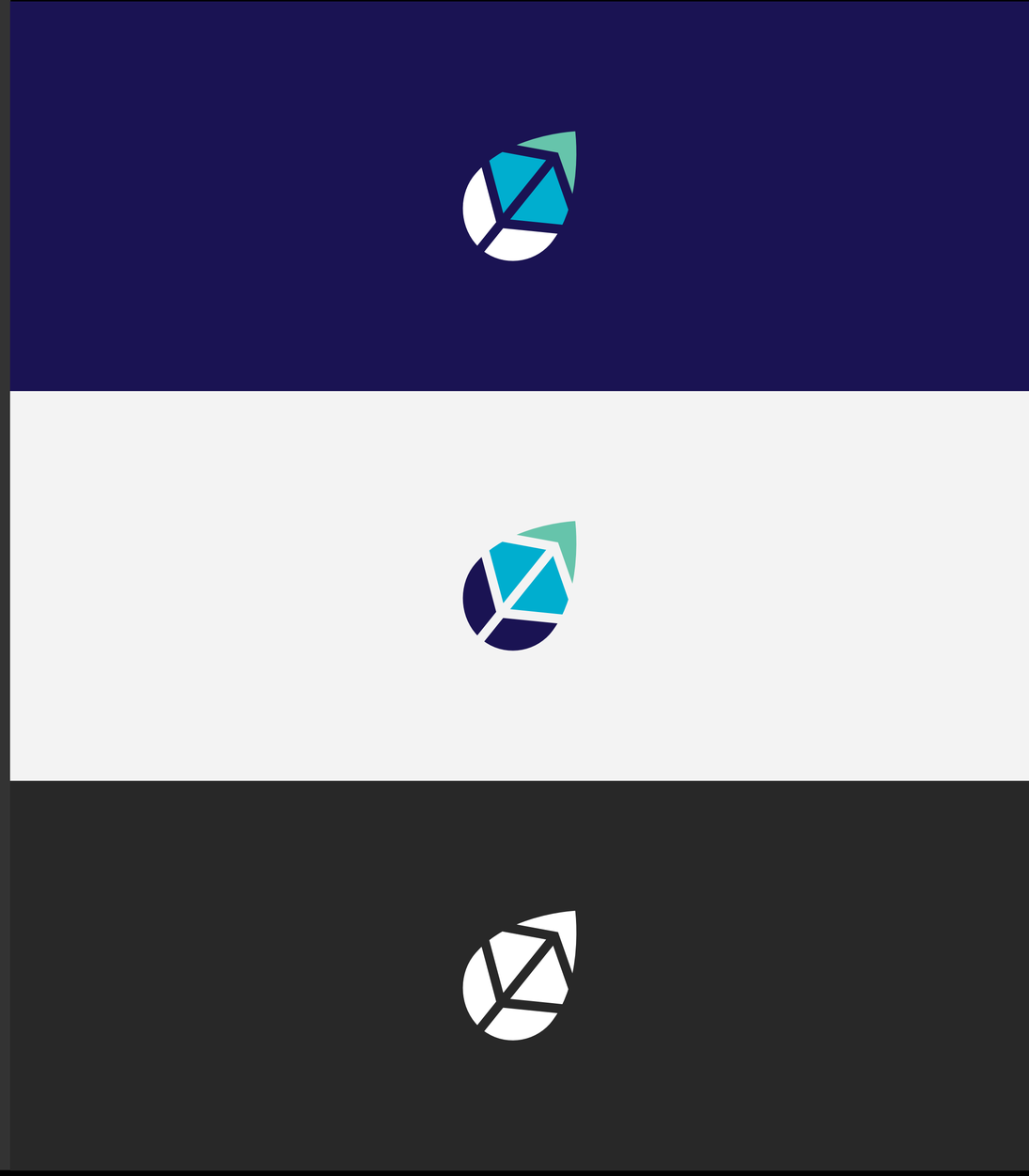
Using our icon

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the FieldRoutes brand has already been established.

In high-awareness markets, we lead with the FieldRoutes icon. There is power in owning our icon: it’s universal and instantly identifiable within the trade service community.

Link to icon logo files



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Secondary and product logos

Usage of the ServSuite, Operations Suite, Payments, and Compass product logos are restricted to the FieldRoutes corporate marketing team. If there is a use case for one of these logos, you must seek permission from the corporate marketing team to determine where and how the logo will be used.

Link to logo files

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Color, marketing

This color palette should be used for all marketing material for FieldRoutes. There are nine colors: three primary colors (FR Navy, FR Blue, and FR Green), three secondary colors (Alabaster, Moon Rock, and Carbon), and three accent colors (Garden, Sunrise, and Sunset).

FR Navy
Hex: 1A1353
RGB: 26, 19, 82
CMYK: 100, 100, 34, 35
Pantone: 274 C

FR Blue
Hex: 00AECF
RGB: 0, 174, 207
CMYK: 95, 2, 22, 0
Pantone: 3125 C

FR Green
Hex: 66C4AB
RGB: 102, 196, 171
CMYK: 57, 0, 34, 0
Pantone: 570 C

Alabaster
Hex: F3F3F3
RGB: 243, 243, 243
CMYK: 0, 0, 0, 11
Pantone: P 179-2 C

Moon Rock
Hex: C1C2C3
RGB: 193, 194, 195
CMYK: 24, 17, 16, 0
Pantone: 428

Carbon
Hex: 282828
RGB: 40, 40, 40
CMYK: 75, 65, 62, 67
Pantone: 426 C

Garden
Hex: 00A76F
RGB: 0, 167, 111
CMYK: 100, 0, 82, 0
Pantone: 3405 C

Sunrise
Hex: FCC40B
RGB: 252, 196, 11
CMYK: 0, 23, 91, 0
Pantone: 123 C

Sunset
Hex: FF595A
RGB: 255, 89, 90
CMYK: 0, 80, 58, 0
Pantone: 178 C

Primary

Secondary

Accent / CTA

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Color, web

Our design system leverages a purposeful set of color styles as the perfect starting point for any brand or project. When it comes to color, contrast is critical for ensuring text is legible. We've added WCAG 2.1 contrast ratios to our color system so you can make sure you're designing with accessibility in mind. The secondary colors should be used sparingly or as accents, while the primary color(s) should take precedence.

Primary

White	**Black**	**Gray 50**	**Gray 200**	**Gray 400**	**Gray 700**	**Gray 900**	**FR Navy 50**	**FR Navy 300**	**FR Navy 700**
Hex: FFFFFF	Hex: 000000	Hex: FBFBFB	Hex: F3F3F3	Hex: C1C2C3	Hex: 696969	Hex: 282828	Hex: E6E7F0	Hex: 7275AA	Hex: 2F2D75
FR Navy 900	**FR Blue 25**	**FR Blue 200**	**FR Blue 600**	**FR Blue 900**	**FR Green 50**	**FR Green 300**	**FR Green 600**	**FR Green 900**	
Hex: 110C39	Hex: EFFBFE	Hex: 81DEF5	Hex: 00AECF	Hex: 00626E	Hex: E6F6EE	Hex: 66C4AB	Hex: 399A7C	Hex: 235C44	

Secondary

Sunrise 50	**Sunrise 200**	**Sunrise 500**	**Sunrise 800**	**Sunset 25**	**Sunset 200**	**Sunset 400**	**Sunset 800**
Hex: FEF8E1	Hex: FDE283	Hex: FCC40B	Hex: FD9200	Hex: FFF5F7	Hex: F89FA1	Hex: FF595A	Hex: D72D30

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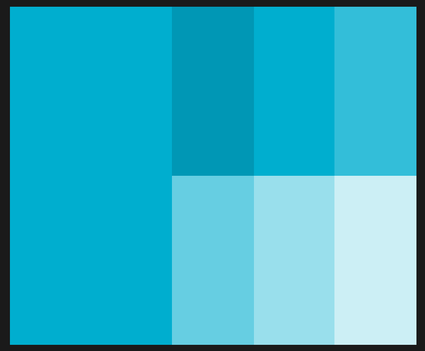
Gradients, tints, and shades

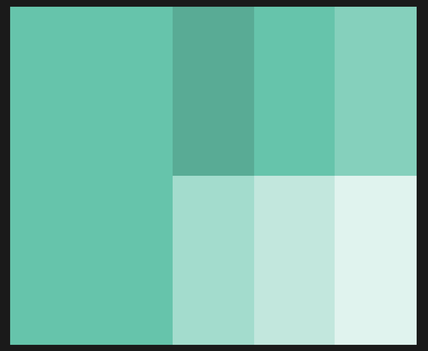
FR Navy + FR Blue, and FR Green + FR Blue may be combined by designers to create a gradient for use in specific circumstances. In rare circumstances, a tint (brighter value) or shade (darker value) of the official colors are acceptable, though these should be used sparingly.

Gradients should be contained within a shape or element and rarely used as a transparent overlay so as not to detract from imagery.

FR BLUE VALUE EXAMPLES



FR GREEN VALUE EXAMPLES



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CTAs and buttons

CTAs and buttons should have 3px radius corners using **Libre Franklin SemiBold**.

Button

Hover

Focus

Active

Book a demo

Book a demo

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Typography

To keep typography consistent across all mediums we have put in place a few guidelines. All fonts can be downloaded here: fonts.google.com.

1. Font size should always be divisible by 8
   a. e.g. font should be 8, 16, 24, 32, 40, 48....
2. The height ratio between the headline copy and the body copy should be roughly 2:1
   a. e.g. If headline copy is 54px, body copy will be 24px. It is not exact because we want to keep the font sizes divisible by 8
   b. The body copy should always be about half the height of the headline copy

Font Rules / Details

1. Fira Sans / Bold, Bold Italic for all headline copy
2. No ligatures
3. Kerning of 0%
4. Line height is +4 of font size

1. Libre Franklin / Regular for all body copy
2. No ligatures
3. Kerning of 0%
4. Line height is +4 of font size

SAMPLE

Field service software *that keeps it simple*

Simplify with mobile and office management. Scale with automation and routing. Grow your presence with marketing solutions.

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Typography, a visual guide

FieldRoutes has three typefaces: Fira Sans, Libre Franklin, and Arial. Arial will be used as a compatibility font in email and Microsoft products. Fira Sans and Libre Franklin are to be used in all other applications.

USAGE	WEB / PRINT	MICROSOFT	EMAIL
TITLES / HEADINGS	**Fira Sans Bold, *Bold Italic***	**Fira Sans Bold, *Bold Italic***	**Arial Bold, *Bold Italic***
BODY COPY / SUBHEADINGS	Libre Franklin, Regular	Libre Franklin, Regular	Arial, Regular

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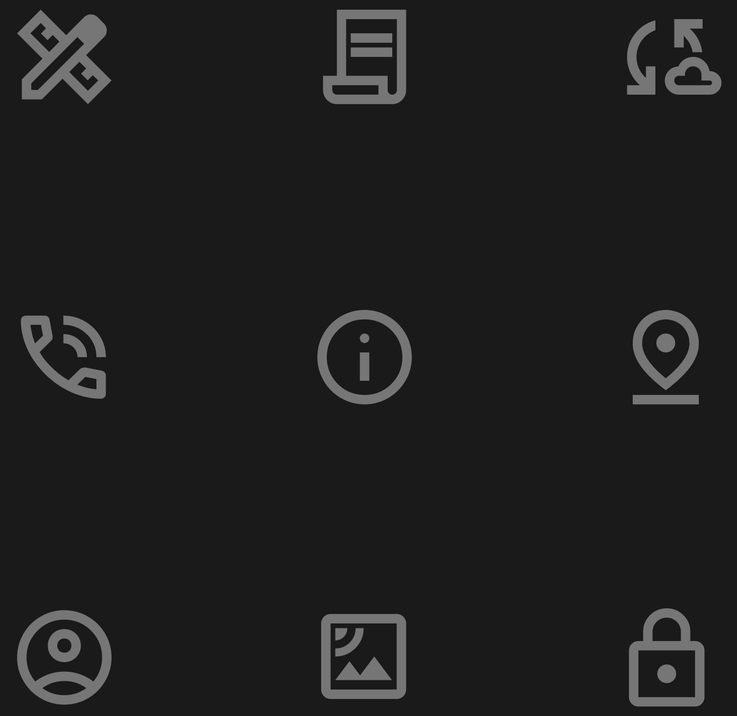
Iconography

We will be using Google Material Icons for all small icons and any assets that need directional/navigational imagery.

You can find material icons here: https://fonts.google.com/icons



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Stock/Company photography

We do not use any stock photography purchased from websites like iStock or Adobe Stock. We have a library of production stills that we have curated over the years and can be found at this link.

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