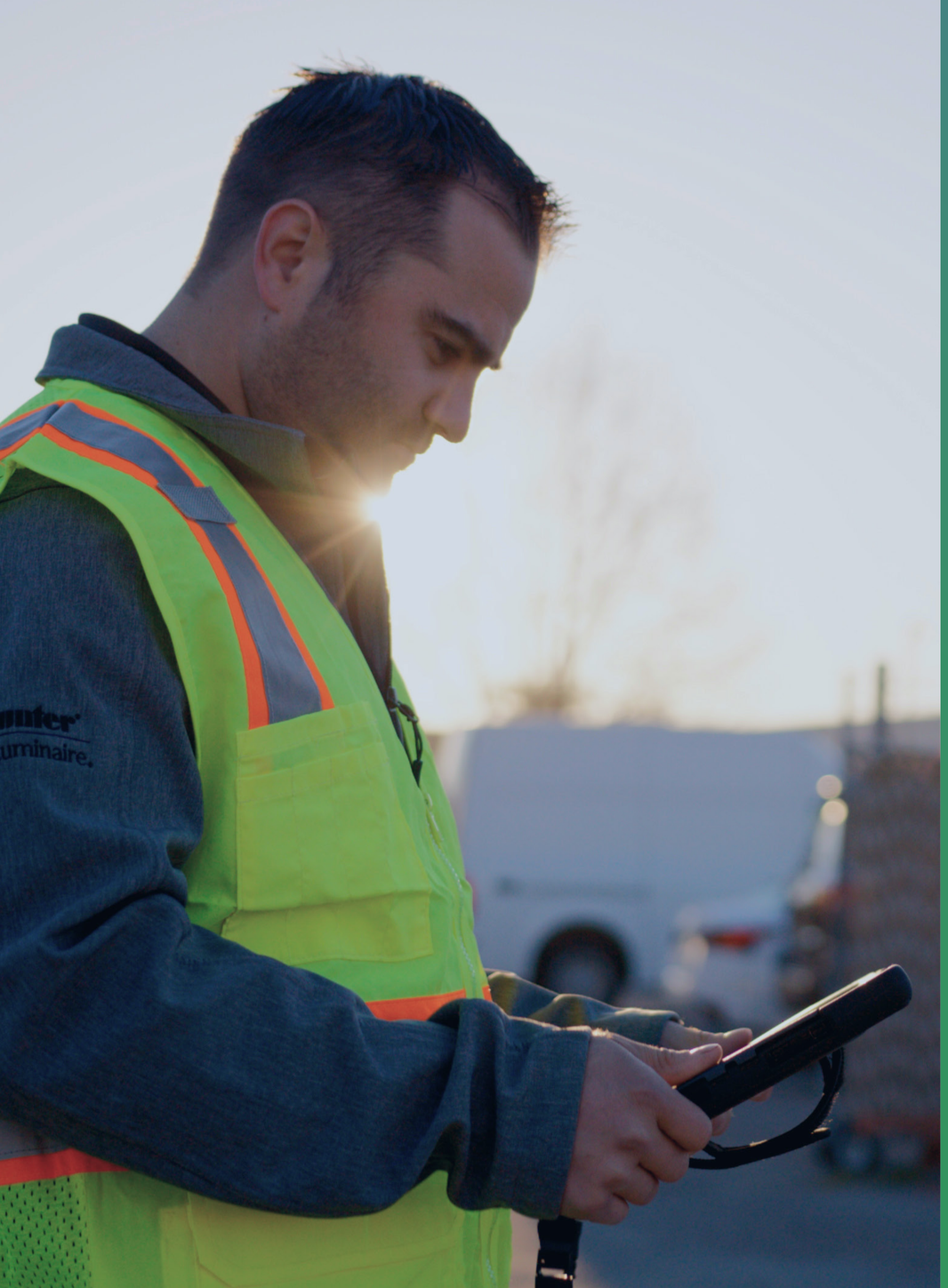

aspire™
A ServiceTitan Company

Brand Identity Guidelines

Boldly innovate. Drive success. Put others first. Finish strong.

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v1.0 01/2024

The Aspire 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 Aspire, or in a way that confuses Aspire with any other brand.

aspire™
A ServiceTitan Company

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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.

This space is determined by 50% height of the logomark on each side. Measure the clear space for the primary logomark by the height of the letter "a".

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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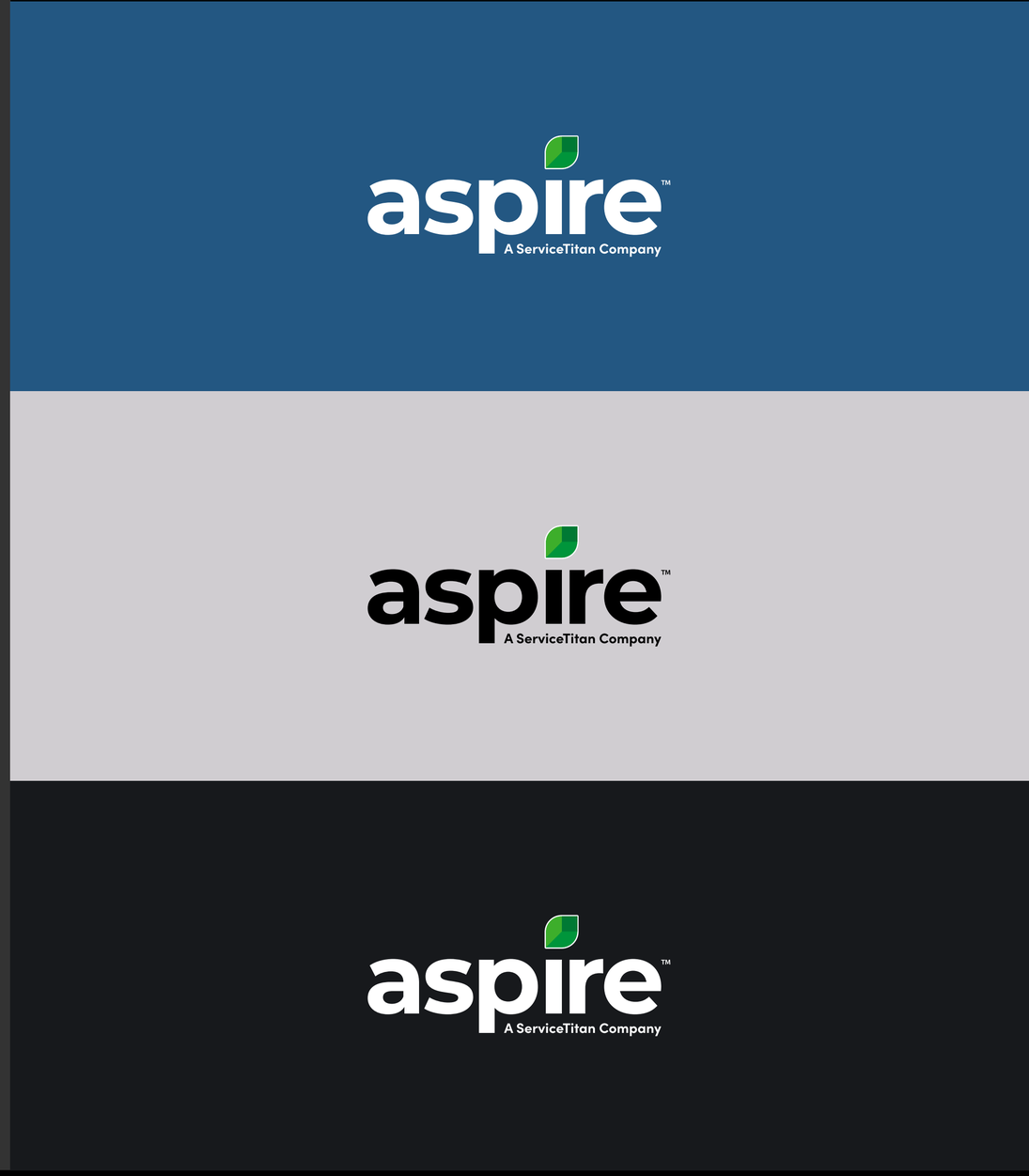
Working with background colors

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 Aspire brand has already been established.

In high-awareness markets, we lead with the Aspire 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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Color, Marketing

This color palette should be used for all marketing material for Aspire. There are eight colors: two primary colors (Evergreen and Playground), three secondary colors (Gridskipper, Bitterpearl, and Midnight), and three accent colors (Turftastic, Blush, and Fenwick).

Evergreen
Hex: 007934
RGB: 0, 121, 52
CMYK: 95, 25, 100, 15
Pantone: 356 C

Playground
Hex: 235782
RGB: 35, 87, 130
CMYK: 92, 67, 27, 10
Pantone: 7700 C

Gridskipper
Hex: 0F675E
RGB: 15, 103, 94
CMYK: 88, 39, 63, 23
Pantone: 329 C

Bitterpearl
Hex: E5E1E6
RGB: 229, 225, 230
CMYK: 0, 0, 0, 10
Pantone: 663 C

Midnight
Hex: 17191C
RGB: 23, 25, 28
CMYK: 60, 40, 40, 100
Pantone: Black 3 C

Turftastic
Hex: 00944C
RGB: 0, 148, 76
CMYK: 100, 12, 100, 2
Pantone: 355 C

Blush
Hex: E24F4F
RGB: 226, 79, 79
CMYK: 6, 84, 68, 0
Pantone: 1795 C

Fenwick
Hex: FFBE00
RGB: 255, 190, 0
CMYK: 0, 27, 100, 0
Pantone: 012 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
Hex: FFFFFF

Black
Hex: 000000

200 (Body)
Hex: EAECF0

700 (Body)
Hex: 344054

900 (Heading)
Hex: 101828

25 (BG)
Hex: F4FBF8

600-P
Hex: 00685E

800 (BG)
Hex: 00342F

Secondary

25 (BG)
Hex: FEFBF4

400-P
Hex: FFBE00

900 (BG)
Hex: 191300

300 (Accent)
Hex: 79C300

500-P
Hex: 009739

25 (BG)
Hex: FAFCFE

50 (BG)
Hex: EEF3F9

600-P
Hex: 005687

900 (BG)
Hex: 002839

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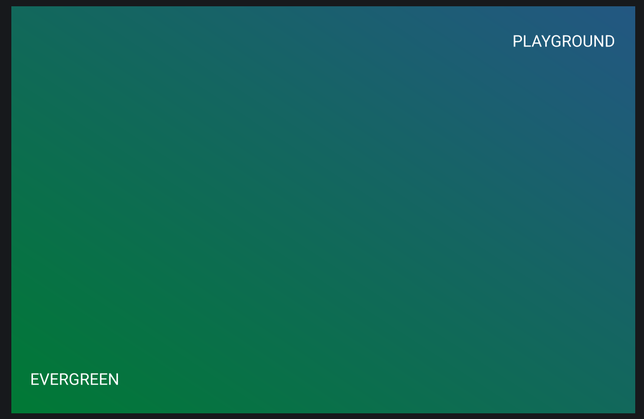
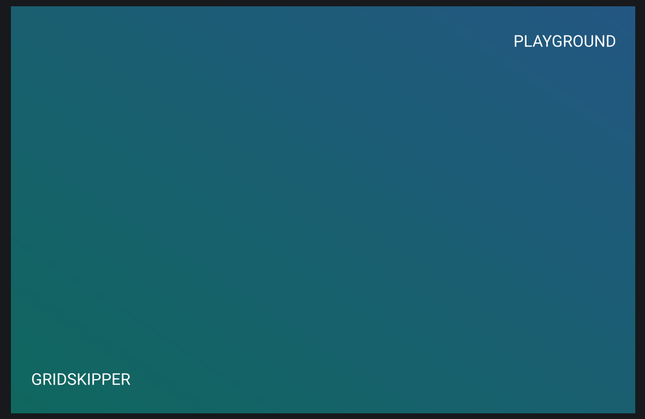
Gradients, tints, and shades

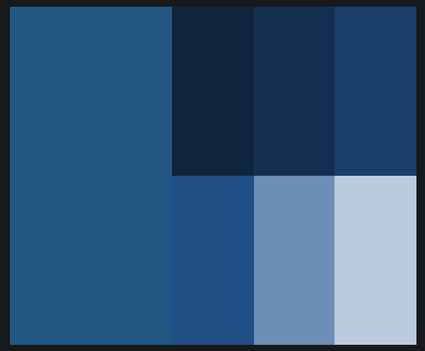
Playground + Evergreen, and Playground + Gridskipper may be combined by designers to create a gradient for use in specific circumstances. In rare circumstances, a tint (brighter value) or shade (darker value) of the official colors are acceptable, though these should be used sparingly.

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

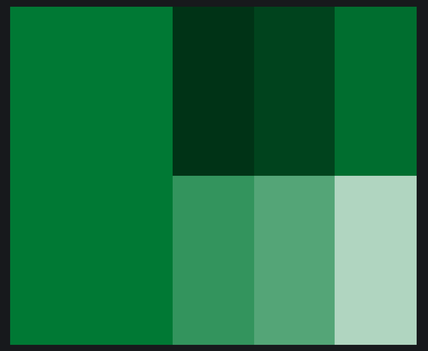




PLAYGROUND VALUE EXAMPLES



EVERGREEN VALUE EXAMPLES



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CTAs and buttons

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

Button	Book a demo
Hover	Book a demo
Focus	Book a demo
Active	Book a demo

Book a demo

Book a demo

Book a demo

Book a demo

Book a demo

Book a demo

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. Montserrat / Bold for all headline copy
2. No ligatures
3. Kerning of 0%
4. Line height is +4 of font size

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

SAMPLE

The tools you need, from the brand you trust

Don’t let outdated, inefficient systems hold you back. Aspire’s cloud-based business management platform allows contractors like you to scale smoothly, quickly, and profitably.

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Typography, a visual guide

Aspire has three typefaces: Montserrat, Roboto, and Arial. Arial will be used as a compatibility font in email and Microsoft products. Montserrat and Roboto are to be used in all other applications.

USAGE	WEB / PRINT	MICROSOFT	EMAIL
TITLES / HEADINGS	**Montserrat Bold**	**Montserrat Bold**	**Arial Bold**
BODY COPY / SUBHEADINGS	Roboto, Regular	Arial, Regular	Arial, Regular

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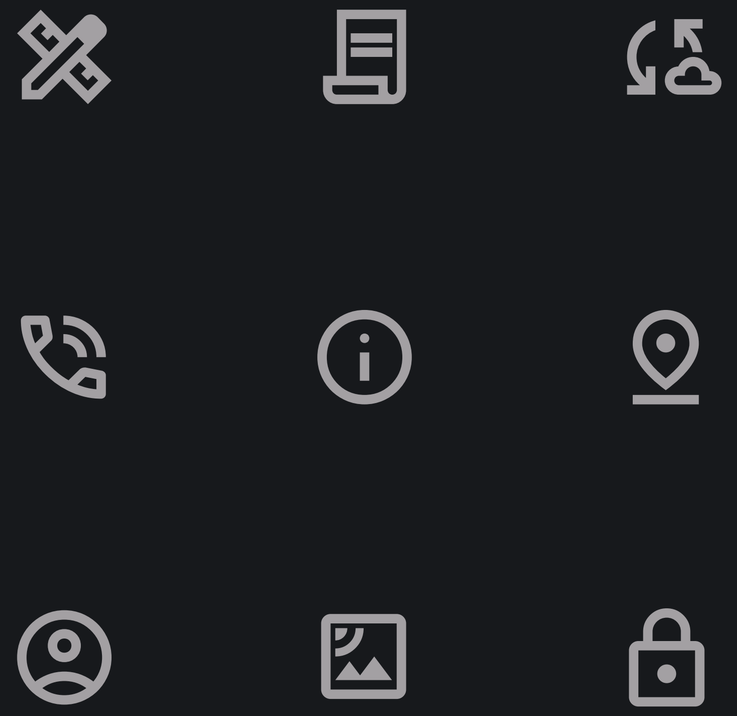
Iconography

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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