



Aspireship



Fonts

Flamenco

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Flamenco - Light  
Flamenco - Regular

Flamenco - Aspireship’s logo font  
Rarely used outside of the logo  
Never used as paragraph text due to legability  
Hard to read at small font sizes

Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Open Sans - Light  
Open Sans - Regular  
*Open Sans - Regular Italic*  
Open Sans - SemiBold  
**Open Sans - Bold**  
**Open Sans - ExtraBold**

Open Sans - Current product and marketing site font  
Very versatile and legible  
Rarely ever use ExtraBold

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z


Poppins – Light  
Poppins – Regular  
**Poppins – SemiBold**

Poppins – Proposed new marketing site font  
Possible product font as well  
Line weight and style matches our illustration style


# Colors

## Primary Colors

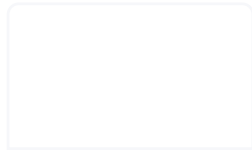
Purple – Aspireship Purple  
Black – Primary text color



Hex  
**#4810A4**




Hex  
**#001226**




Hex  
**#FFFFFF**

## Grays



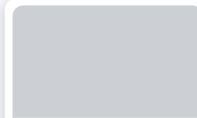
Hex  
**#334151**



Hex  
**#66717D**



Hex  
**#9DA4AB**



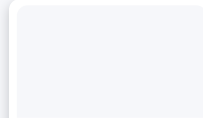
Hex  
**#CCD0D4**



Hex  
**#DCE0E3**



Hex  
**#E2E5E8**




Hex  
**#F6F7FA**

## Gradients


Primarily used for background colors




Hex  
**#F59495 – #E23DDF**




Hex  
**#AB75FD – #3D74FD**



Hex  
**#CDEB30 – #0DA818**



Hex  
**#FEC476 – #FD7448**

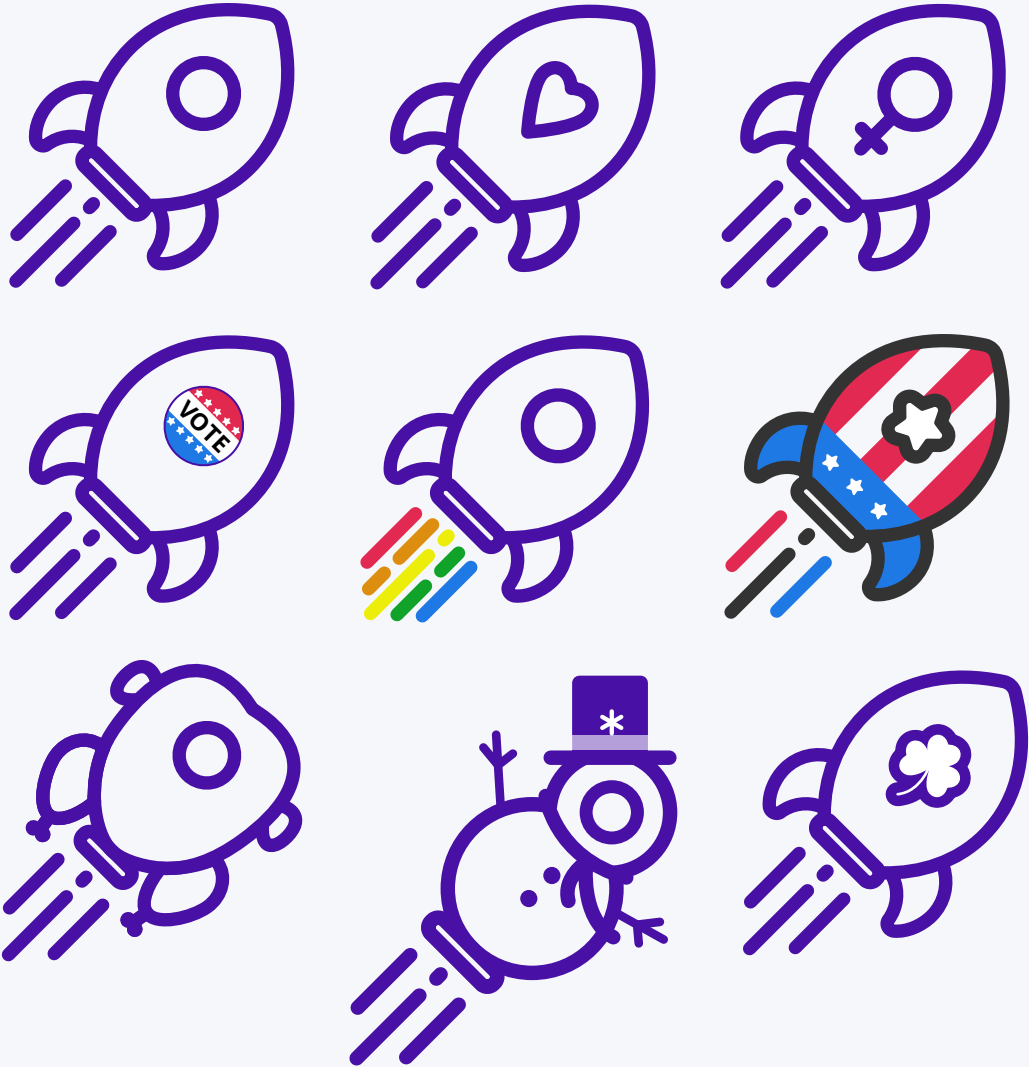


Hex  
**#35BAFD – #2357FD**



Hex  
**#713EE9 – #4810A4**

Rockets



Illustrations - Guidelines

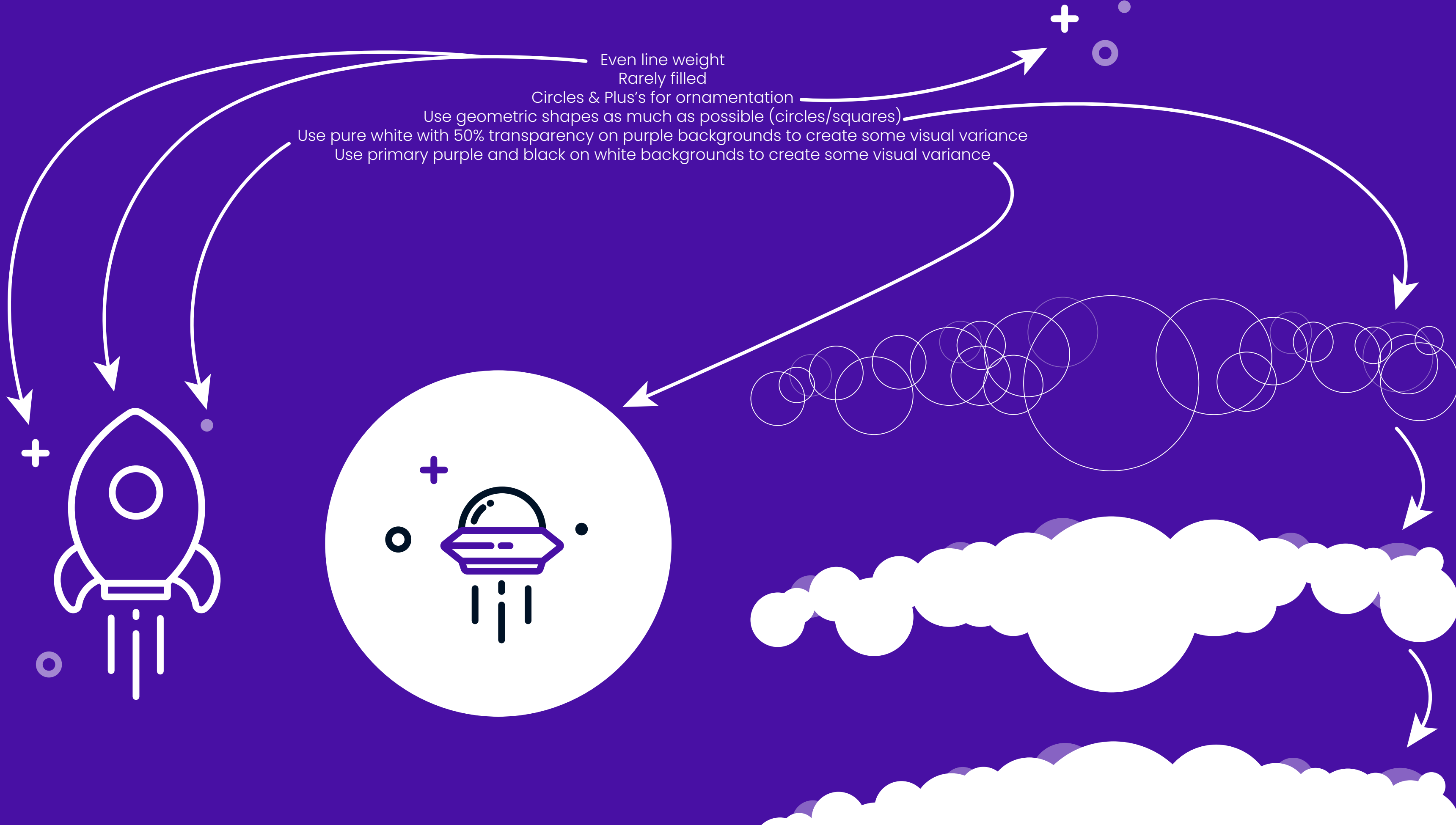
Even line weight  
Rarely filled

Circles & Plus's for ornamentation

Use geometric shapes as much as possible (circles/squares)

Use pure white with 50% transparency on purple backgrounds to create some visual variance

Use primary purple and black on white backgrounds to create some visual variance



Illustrations - Examples

