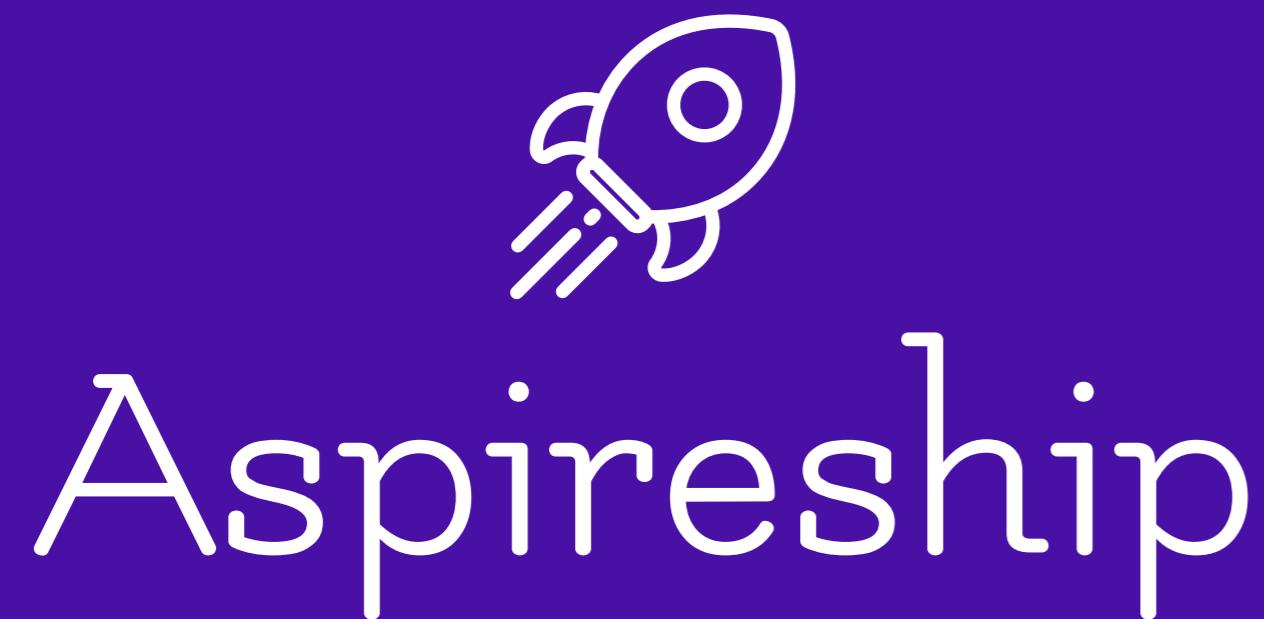
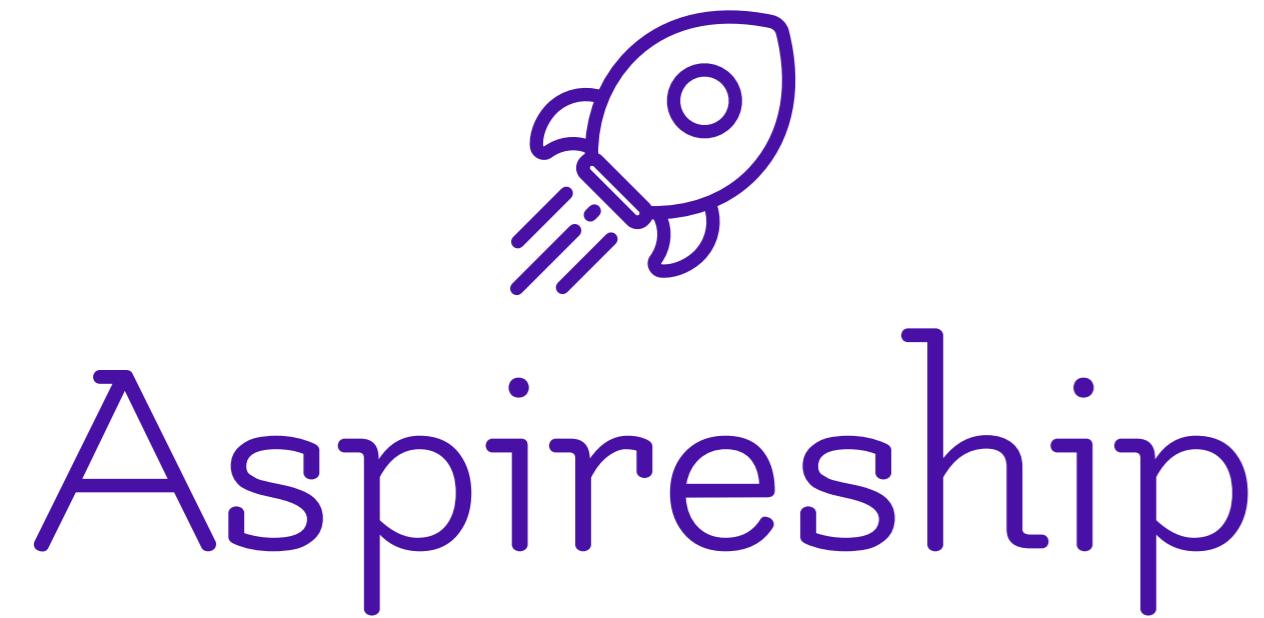




Aspireship



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

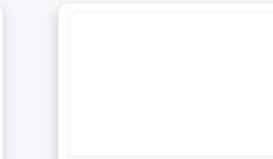
Purple – Aspireship Purple
Black – Primary text color



Hex
#4810A4

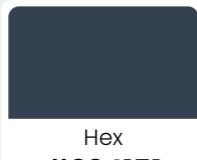


Hex
#001226



Hex
#FFFFFF

Grays



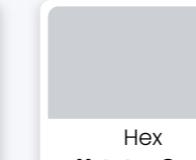
Hex
#334151



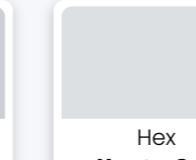
Hex
#66717D



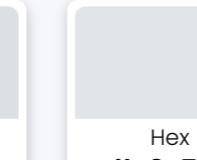
Hex
#9DA4AB



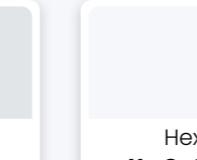
Hex
#CCD0D4



Hex
#DCE0E3



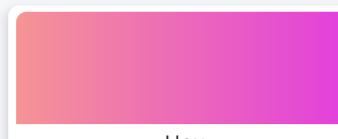
Hex
#E2E5E8



Hex
#F6F7FA

Gradients

Primarily used for background colors



Hex
#F59495 - #E23DDF



Hex
#AB75FD - #3D74FD



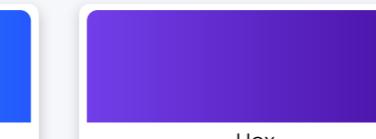
Hex
#CDEB30 - #0DA818



Hex
#FEC476 - #FD7448

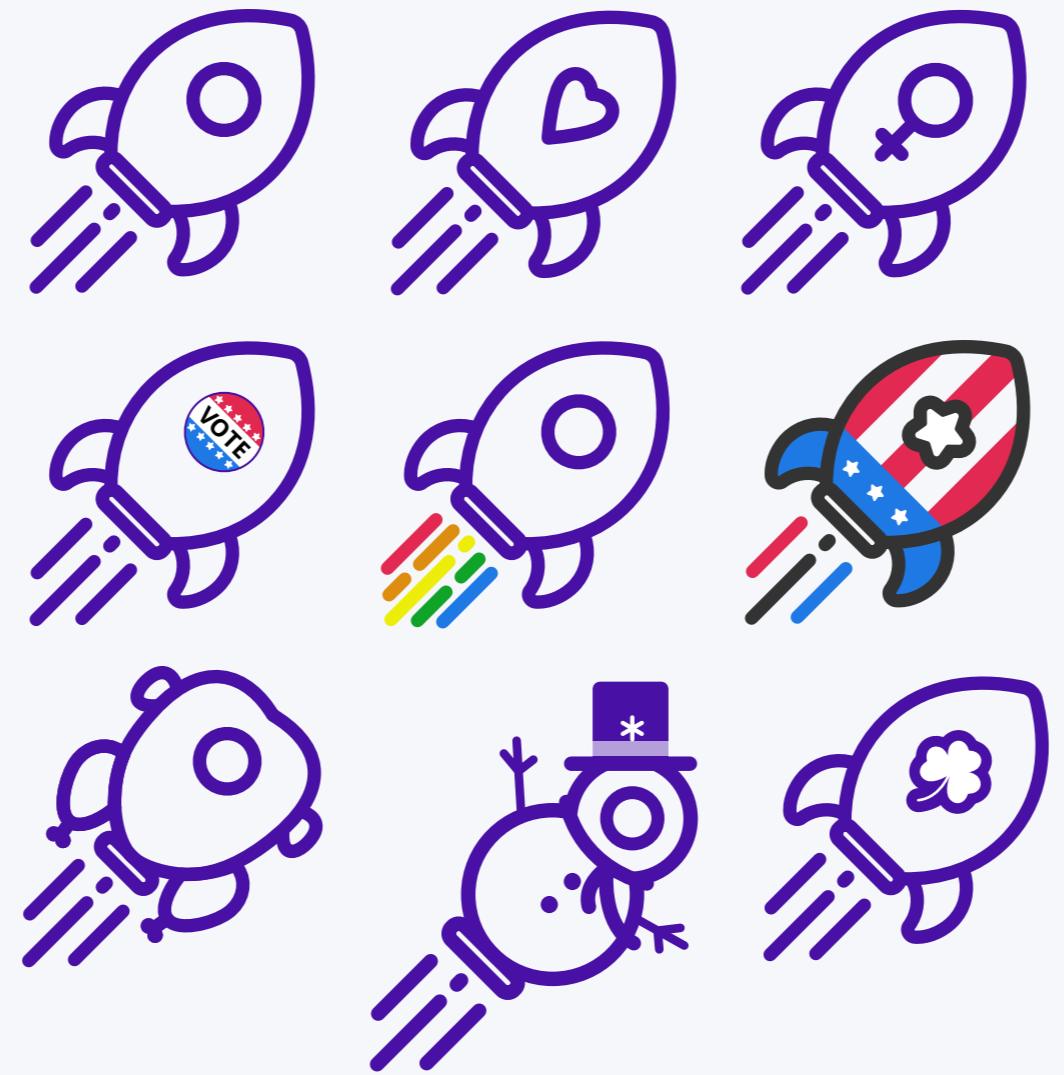


Hex
#35BAFD - #2357FD

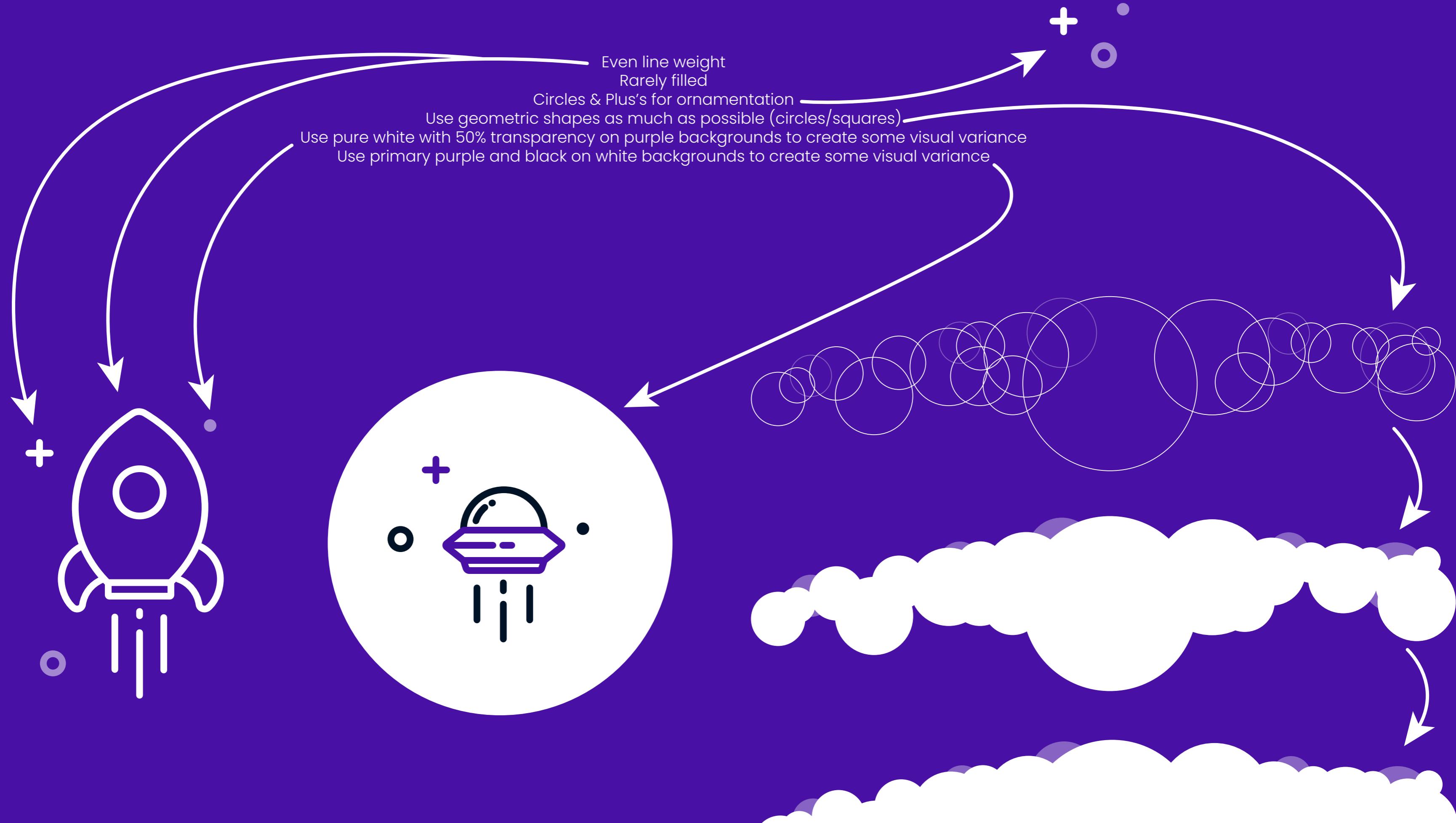


Hex
#713EE9 - #4810A4

Rockets



Illustrations - Guidelines



Illustrations - Examples

