



SAASCEND

Branding Guide

Colors

SaaScend branding only uses three colors (plus white): black, blue, and gray.

SaaScend Black

R44 G42 B43
C0 M0 Y0 K97
#2C2A2B

SaaScend Gray

R147 G149 B151
C0 M0 Y0 K50
#939597

SaaScend Blue

R0 G172 B212
C100 M0 Y15 K0
#00ACD4

Fonts

SaaScend branding only uses one font - Lato.

Headlines - Lato Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy - Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Weights & Colors

SaaScend branding makes use of three primary font classes - main headlines, secondary headlines, and body copy.

Main Headlines - Lato Thin, Blue

Secondary Headlines - Lato Thin, Gray

Body Copy - Lato Regular, Black

Logo & Icon

The SaaScend logo transforms the two A's of Futura PT into an abstracted mountain range. The mountain icon can then be used by itself as well.

Full Logo

SAA SCEND

Icon Logo



The Summit

The Summit uses the same branding guidelines as SaaScond, although it has its own logo, shown below. The Summit does not have an icon version of its own logo, but instead uses the SaaScond icon.

Full Logo

The logo for 'The Summit' features the word 'THE' in a light blue, sans-serif font stacked vertically on the left. To its right, the word 'SUMMIT' is written in a bold, black, sans-serif font. The letter 'M' in 'SUMMIT' is uniquely styled with a light blue, jagged, mountain-like peak on its right side, which also serves as the letter 'M'.

Background Image

SaaScend branding often incorporates this photo into background assets. The photo is of Alison Hargreaves and Jeff Lowe climbing Kangtega Peak in the Himalayas in 1986. Hargreaves and Lowe should always be visible in the cropped photo.

When this background image is used, it must be covered by SaaScend Gray at 50% opacity, as it is here and on the cover.

When the SaaScend logo is over this image, it should be surrounded by a white container at 75% opacity, as it is below and on the cover.

The SaaScend logo is displayed within a white rectangular container. The logo consists of the word "SAA SCEND" in a bold, sans-serif font. The letter "A" in "SAA" is stylized with a blue triangle pointing upwards, and the letter "A" in "SCEND" is also stylized with a blue triangle pointing upwards.

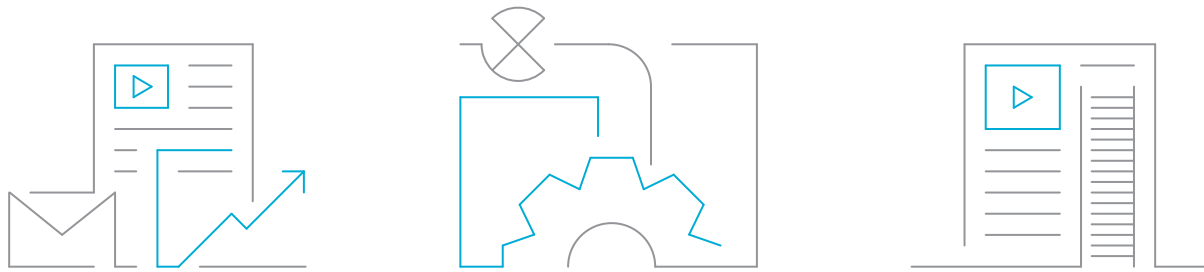
SAA SCEND



Icons & Illustrations

SaaScend icons and illustrations use thin lineweights in SaaScend Gray and SaaScend Blue. There are two types of icons - ones that use broken lines and ones that use continuous lines. Both are shown below.

Icons - Broken Lines



Icons - Continuous

