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

ABCDEFGHIJKLMNOPQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy - Lato Regular

ABCDEFGHIJKLMNOPQRST
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

SAASCEND

Icon Logo

The Summit

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

Full Logo

THE SUMMIT

Background Image

SaaScend branding often incorperates 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.
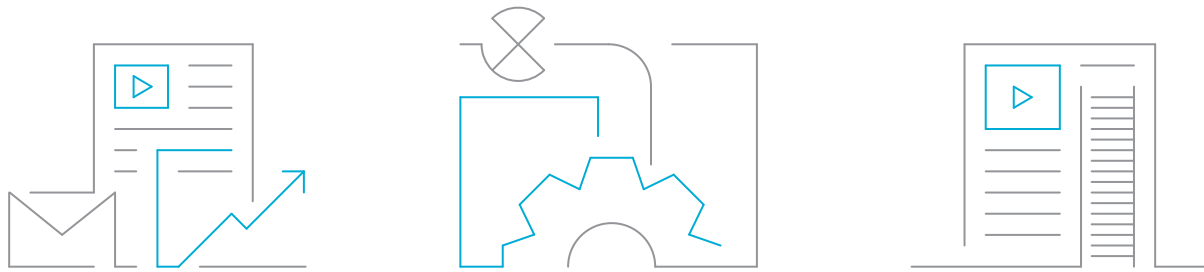
Icons & Illustrations

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