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# Aspiration Graphic Identity

## Overview

This guide is designed to help journalists, bloggers, communications staff, and other press apply our logo properly in their published content. The Aspiration logo is the most visible and recognizable part of our nonprofit organization's graphic identity. Electronic versions of the logo are available on <https://aspirationtech.org/press>.

Recreated logos are not permitted. Only logos provided by Aspiration should be used, and any deviations must be approved by Aspiration. If you have any questions or need logos emailed to you, please get in touch with us at [info@aspirationtech.org](mailto:info@aspirationtech.org).

## Logo Elements

The Aspiration logo is made of two elements: a pair of triangles and the word "Aspiration". The pair of triangles can appear without of the word, but when the elements are used together, they must be in the position and scale indicated in this guide.



## Logo Size

To keep its visual integrity, the Aspiration logo should be at least 1/2" or 50 pixels wide. In some cases, space limitations might make it necessary to reproduce it in sizes smaller than this, but it's discouraged.

San Francisco Nonprofit Technology Center, 2973 16th Street, Third Floor, San Francisco, CA 94103

Phone: (415) 839-6456 • [info@aspirationtech.org](mailto:info@aspirationtech.org) •

[www.aspirationtech.org](http://www.aspirationtech.org)

## Logo Colors

The consistent and correct use of Aspiration colors is essential to creating and maintaining a strong graphic identity. The Aspiration logo colors are light and dark blue.



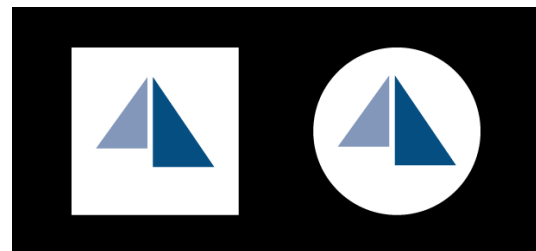
## Logo Clearspace

To keep the logo clearly visible, it should never appear crowded by text, titles, photographs, or other symbols. The rectangular diagram around the logo indicates the minimum area that should be kept clear of other visual elements.



## Logo on Color Background

Whenever the logo is used against a background color other than white, either the word "Aspiration" can be made white, or the logo can be placed on a white background shape.



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## Logo in Black and White, Alternate Colors

In black and white printing, both triangles and the text should appear in black. It is highly recommended that the Aspiration logo only be used in its original colors, and when this isn't possible, print black. On a black or dark background, the logo can be produced with white triangles and text.



## Improper Logo Usage

Correct logo usage is important for building recognition of the Aspiration brand. The following examples show forms in which the logo should not be used.

The logo printed in two colors other than the Aspiration light and dark blue is not permitted. The logo colors should never be transposed, and the logo should not be altered with extraneous artwork, distorted, redrawn, or recreated.



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# Color Palette

## Logo colors:

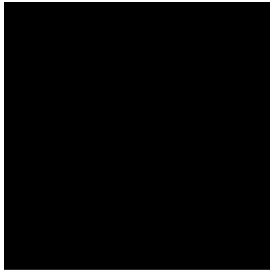


#8397BA  
RGB: 131, 151, 186

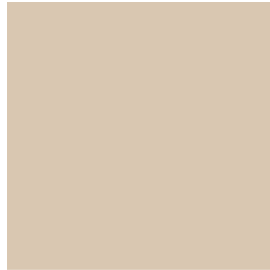


#024E81  
RGB: 2, 78, 129

## First tier colors:



#000000  
RGB: 0, 0, 0



#DAC7B0  
RGB: 218, 199, 176



#8B8B8B  
RGB: 139, 139, 139



#3B3B3B  
RGB: 59, 59, 59

## Second tier colors:



#062032  
RGB: 6, 32, 50



#3A83B4  
RGB: 58, 131, 180



#8C6427  
RGB: 140, 100, 39



#B38E38  
RGB: 140, 100, 39

## Third tier colors:



#923593  
RGB: 146, 53, 147



#8D431F  
RGB: 141, 67, 31



#5E8E3E  
RGB: 94, 142, 62

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