

ASPENTECH CRM
RESULTS-DRIVEN SINCE 1994

STYLE GUIDE

1

LOGO

AspenTech is a consulting group that advises businesses to function at their fullest potential. This logo is made to convey a sense of trust and competence, and uses the imagery of the aspen leaves to allude to a rich and knowledgeable heritage of trustworthy experience.

To insure that the AspenTech brand is functioning at it's fullest potential, Please refer to these guidelines for proper logo usage.

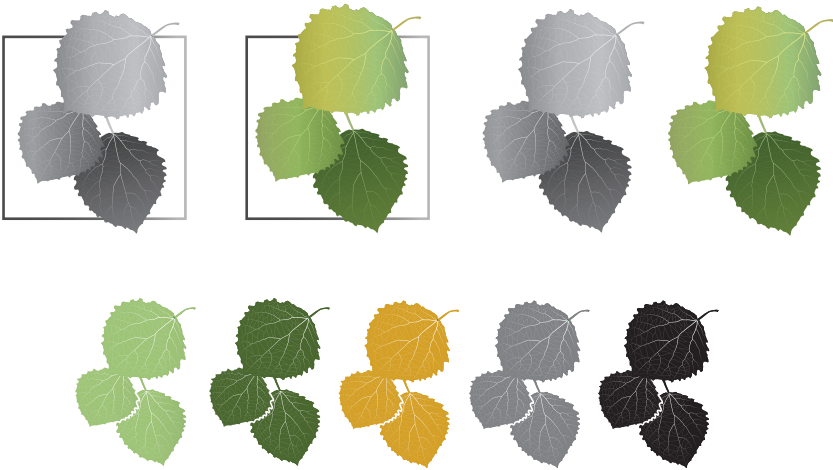
FULL LOGO



ALTERNATE COLORS



SUB MARK



TYPE TREATMENT



2

COLOR

AspenTech's colors have been carefully selected in order to best communicate to it's market. In this guide you may find the information necessary to insure color usage consistency across all platforms.

PRIMARY
COLORS

SECONDARY
COLORS

RGB: 57, 78, 36 CMYK: 72, 45, 98, 45 HEX: 394E24	ASPENTECH GREEN RGB: 74, 104, 48 CMYK: 71, 28, 100, 28 HEX: 4A6830	RGB: 111, 157, 71 CMYK: 62, 20, 94, 3 HEX: 6F9C47	RGB: 127, 180, 82 CMYK: 56, 9, 89, 0 HEX: 7EB452	RGB: 180, 214, 110 CMYK: 33, 0, 74, 0 HEX: B3D56D
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RGB: 149, 112, 42 CMYK: 36, 51, 100, 17 HEX: 95702A	ASPENTECH GOLD RGB: 213, 160, 41 CMYK: 17, 37, 100, 1 HEX: D5A029	RGB: 236, 178, 43 CMYK: 7, 31, 95, 0 HEX: ECB22B	RGB: 254, 191, 48 CMYK: 0, 27, 91, 0 HEX: FEBF30	RGB: 255, 202, 67 CMYK: 0, 21, 84, 0 HEX: FFCA43
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RGB: 50, 50, 50 CMYK: 70, 64, 62, 59 HEX: 323232	ASPENTECH GRAY RGB: 62, 62, 63 CMYK: 68, 62, 59, 48 HEX: 3E3E3F	RGB: 75, 75, 77 CMYK: 66, 59, 56, 38 HEX: 4B4B4D	RGB: 54, 137, 136 CMYK: 49, 41, 39, 4 HEX: 89888B	RGB: 200, 199, 202 CMYK: 21, 17, 15, 0 HEX: C8C7CA
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ASPENTECH GRADIENT

91% K	25% K
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3

TYPE

Please refer to these guidelines to determine which font to use in different applications.

CODE BOLD | Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

CODE LIGHT | Alternative Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

BLAIRE MEDIUM | Sub-Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Abel Regular | Body Copy & Alternative Sub-Header

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

Calibri | Alternative Body Font

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog