



# Brand Style Guidelines

Revised August 2025

# Brand Colors

## ASE Primary Colors

### Dark Black

#222222  
RGB: 34/34/34  
CMYK: 0/0/0/87

### Grey

#6D6F70  
RGB: 109/111/112  
CMYK: 3/1/0/56

### ASE Blue

#007AC3  
RGB: 0/122/195  
CMYK: 100/37/0/24

### Orange

#F47621  
RGB: 244/118/33  
CMYK: 0/52/86/4

## Accent Colors

### Blue 01

#81CBF6  
RGB: 129/203/246  
CMYK: 48/17/0/4

### Blue 02

#45B0EF  
RGB: 69/176/239  
CMYK: 71/26/0/6

### Blue 03

#2399DF  
RGB: 35/153/223  
CMYK: 84/31/0/13

### Blue 05

#035C92  
RGB: 3/92/146  
CMYK: 98/37/0/43

### Blue 06

#033958  
RGB: 3/57/88  
CMYK: 97/35/0/65

### Dark Green

#026E81  
RGB: 2/110/129  
CMYK: 98/15/0/49

### Green

#00ABBD  
RGB: 0/171/189  
CMYK: 100/10/0/26

## Gradients

### Dark Blue

#033958  
FADE TO  
#2E77A2

### Light Blue

#D1ECFC  
FADE TO  
#67AFDB

## Background Colors

### Black

#121212  
RGB: 18/18/18  
CMYK: 0/0/0/93

### Grey Blue

#E0E7F0  
RGB: 224/231/240  
CMYK: 7/4/0/6

### Grey

#EEEEEE  
RGB: 238/238/238  
CMYK: 0/0/0/7

### Seasalt

#F6F6F6  
RGB: 246/246/246  
CMYK: 0/0/0/4

### White

#FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0

# Typography

## Cal Sans Regular

## Cal Sans Regular

Open Sans Regular is used as a web-friendly paragraph font for normal body text, at 1.5em line height.

### Open Sans Bold

is used for highlighting sections within body paragraph text, *Open Sans Italic* is also used when needed for accents.

Industry Partners

Industry Partners

Partner Benefits

Adopt a School

Become a Partner



### Industry Partners & Shops

Become one of the businesses, manufacturers, and associations that are eager to recruit, nurture and inspire future automotive service professionals.

# Icons and Color Usage



Career Development & Tips



Find a Program

Search for ASE accredited schools & training programs



Career Development & Tips



Find a Program

Search for ASE accredited schools & training programs

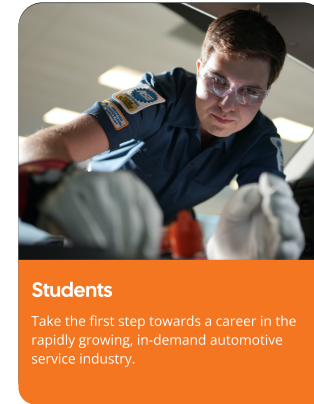
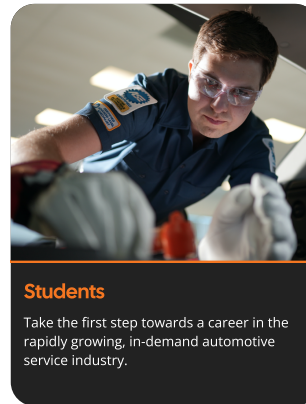
## Icon List Example

- 10 Automobile tests
- 5 Medium/Heavy Truck tests
- 4 Collision Repair tests

- Bulleted list example
- Bulleted list example
- Bulleted list example

# Photography

- Always use ASE supplied photography
- Round corners for photo sections
- When adding text across a background, add a Gaussian blur or 40% opaque black layer or gradient to allow proper contrast to ensure legible text
- A border using brand colors can be added to separate photos with text sections



# Design Elements

- Use icons and design elements to help break up large blocks of text
- Icons and design elements should help visualize numbers or other important information

