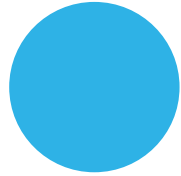
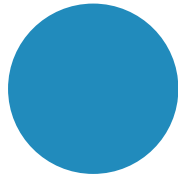


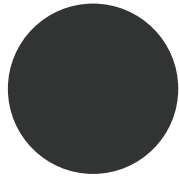
COLOR PALETTE



SPIRE BLUE P 115-6 C (Pantone CMYK Coated)
2995 C (solid coated)
CMYK 67 11 0 0
RGB 32 180 239
Hex: #20B4EF



PMS 639C
Process Blue UP
CMYK 81 33 11 0
RGB 16 139 188
HEX #108BBC



PMS Black C
CMYK 69 63 62 58
RGB 51 51 51
HEX #333333



PMS P 179-2 C
CMYK 7 5 6 0
RGB 233 233 233
HEX #E9E9E9

TYPOGRAPHY

Montserrat

Primary Typeface

Montserrat Bold ExtraBold Black

Header Fonts

Montserrat Regular

Body Copy Font

Lato (Reg or Bold)

Secondary Typeface

LOGO USE



The horizontal version of the Spire logo is the preferred version. The width of the "S" is the exclusion zone needed to provide the appropriate breathing room to ensure they maintain visual impact.



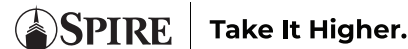
The stacked version of the Spire logo may also be used. The width of the "S" is the exclusion zone needed.



When not using the full color version of the Spire logos, you may use a black or white version. Note there is an alternative stacked version that may be used as well.



Use the Spire mark in all three color variations in preferred social applications such as LinkedIn profiles. When utilizing this mark in a circle make sure the circle of the Spire mark is vertically and horizontally centered in the circle it inhabits. The top of the spire point should cross a slightly higher point in the circle.



The Spire campaign tagline "Take It Higher." may accompany the logo for various uses.