



EXTERNAL BRAND STANDARDS GUIDE

2025

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DEFINING THE BRAND

The Passport brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us.

To protect the integrity of the visual and verbal expression of the Passport brand, it is critical to follow the guidelines outlined.

Our brand exemplifies the work we do with cities to manage their parking and mobility infrastructure, while helping create more livable, equitable communities.

Contact marketing@passportinc.com for all questions regarding this brand standards guide.



DEFINING THE BRAND

About Passport

Passport is the trusted technology partner for over 800 cities and private operators across North America, unifying paid parking, enforcement operations, and payment infrastructure into one platform. By simplifying how municipalities manage and monetize the curb, Passport empowers local leaders to boost compliance, unlock new revenue opportunities, and improve how people move around their communities. Passport helps cities thrive by delivering the tools and insights they need to meet evolving mobility challenges and create community-focused outcomes.

LOGO USAGE AND GUIDELINES



THE PASSPORT LOGO

logo lockup

The Passport mark uses street grid pattern that represents the environment we serve as well as a colorful dot that represents the user – our clients' customer – who is at the forefront of everything that we do.

The Passport logo lockup is our primary logo and should be used in most cases. The logo lockup includes the Passport logomark and the Passport wordmark. The size ratios and spacing between the two should never change.

Use of the Passport logo alongside any other brand in any promotional application (digital, print, signage, etc.) must be pre-approved in writing or electronically by Passport.

The logo should never be used at less than 1 inch wide to ensure legibility.

The wordmark is always used with the Passport icon and should never be used alone.

Primary logo (color)



Primary logo (reverse) options

Two color (white / pamplemousse) ▼



One color (all white) ▼



THE PASSPORT LOGO

clearspace

The importance of white space around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. At the very minimum, the clearspace should equal the “o” in Passport on all four sides.



THE PASSPORT LOGO

acceptable usage

The Passport logo should only be used on approved backgrounds, colors and approved photography in areas that are not busy and maintain clear legibility.

Do not use the Passport logo or icon on colors or backgrounds that are not in this brand guide without approval from marketing.

An all-white Passport logo is approved for instances with color limitations.

White



Gray



Ink



Pamplemousse



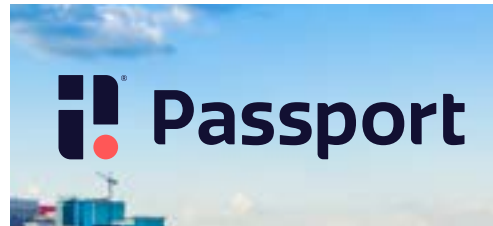
Black



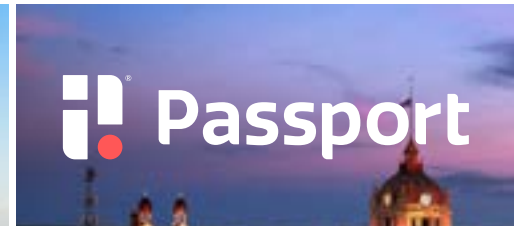
Approved Gradients



Photography (light background)



Photography (dark background)



THE PASSPORT LOGO

not acceptable usage

Correct and consistent use of the Passport logo is an essential part of building and maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the correct use of each element has been carefully defined.

The examples shown here represent some—but not all—of the ways the Passport logo and icon might be used incorrectly.



Do not tilt or rotate the logo



Do not use other colors than approved brand colors when using the logo



Do not change the size or relative position of elements in the lockup



Do not stretch the logo



Do not use word mark by itself



Do not skew the logo



Do not put the logo on colors with low contrast



Do not place the logo on overly complex backgrounds



Do not change the dot to any other color other than pamplemousse, ink, or white

THE PASSPORT LOGO

logomark

The Passport logomark can be used in spaces and areas where the primary lockup is too small for legibility or can not fit.

The icon is allowed for use when the Passport primary logo lockup is present elsewhere in the same document/area for reference.

Internally, we refer to the Pamplemousse circle as the 'P-Dot' or 'Pdot.'

The symbol ® is a notice of registered trademark ownership. It is used to advise the public that a trademark or service mark is registered, providing notice of the legal ownership status of the mark with which it is used. Please always use this mark with the icon as shown unless it is too small to be legible.

Primary icon (color)



Primary icon (reverse) options



THE PASSPORT LOGO

grayscale

If using color is not an option due to printing, swag or apparel restrictions, please choose from an option to the right to fulfill these requests.

These logos are 100% black, 100% white or if allowed, the dot may be a different shade of gray to differentiate itself.

Primary logo (one color)



Primary icon (reverse) options



APP LOGO

passport parking app

The Passport Parking app is the most convenient and smart way to pay for parking. Built for cities, universities and private operators, it helps manage barrier-less parking inventory with components to scale parking operations.

The app icon is always used with the Passport Parking text lockup.

For instances the app logo is needed on dark backgrounds, do not alter the color of the app icon but rather use one of the examples shown with a white outline.

Always respect clearspace for the app icon and text lockup.

Parking app logo stacked



**Passport
Parking**

Parking app logos horizontal



**Passport
Parking**



Passport Parking

Reverse app logo examples



**Passport
Parking**



**Passport
Parking**



Passport Parking

COLOR PALETTE



COLORS

primary

These three values capture the majority of the color in our brand.

White is used as the brand canvas. It captures the majority of all visuals.

Ink is the most commonly used of the primary colors. Ink may also be used for body copy. Old Hex # is used in portal and current digital platforms. New Hex is suggested for all marketing materials, and Passport’s website from 2024 onward.

Pamplemousse is used less than ink and to add interest to specific areas or bring impact. Please note that when using Pamplemousse for a digital CTA button, use a darker shade #c93a3a for confirmed ADA compliance.

Slate and its tints of gray (and black) can be used to support the primary colors as well as the main color for body copy.

Ink Hex Code: #1f2042 RGB: 31, 32, 66 CMYK: 97, 100, 15, 72 Pantone: 5255 C	Pamplemousse Hex Code: #ff5757 RGB: 255, 87, 87 CMYK: 0, 81, 61, 0 Pantone: 178 C	Slate Hex Code: #414042 RGB: 65, 64, 66 CMYK: 0, 0, 0, 90 Pantone: Cool Gray 11c

COLORS

gradients

Shown are example gradients used when using the corporate Passport Inc. brand. When possible, use the pamplemousse color in the bottom right in a mesh gradient and on the right in a linear gradient, keeping ink blue as the primary color of the two. This also helps with consistency.

Mesh Gradient (preferred)



Allowed but not preferred ▼



Linear Gradient



▲
Ink

▲
mid-point

▲
Pamplemousse

TYPOGRAPHY

Aa

TYPE

fonts

Lato is an open-source, humanist sans-serif typeface to be used on all documents and collateral for headers, sub headers, CTAs and situations where attention is needed.

Lato is available in five weights—thin, light, normal, bold and ultrabold—each with matching italics.

Open Sans is a humanist sans serif typeface used for all body copy. Preferred body copy is open sans regular, size is 10pt-12pt, in 90% black, black or ink color.

If the above fonts are not available and can not be installed, **Verdana** can be used as default. Please avoid this if possible.

Lato - Headers and Subheaders

Lato Regular
Lato Italic
Lato Bold
Lato Bold Italic
Lato Black
Lato Black Italic

Open Sans - Body Copy

Open Sans Regular
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extra Bold
Open Sans Extra Bold Italic

Aa Lato Bold This is an example of a Headline.

Aa Lato Regular This is an example of a Sub Headline.

Aa Open Sans Regular
This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

