PORTA SCOUT

Brand Basics

Name: PortaScout

Url: www.portascout.com

Biz type: SAAS

Target market:

Portable Sanitation Businesses

Primary Audience:

- Owners
- Operators
- Technicians

Primary features:

- CRM for portable sanitation businesses
- FSM for portable sanitation businesses
- Logistics
- AI features for optimizing businesses
- Customer Portal
- Scheduling & Routing
- Invoicing and payments

Colors

1B223F	0070FA	54A1FF	291F17	6C5F52	ACA59D	F7F5F0	C1E841
Deepest Depths	True-Blue Collar	Fresh Sky	Smells like money	Dirt road	Dusty work	Parchment	Safety first

Logos

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From delivery to the final invoice — Scout runs the job.

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Fonts

H1- Alph Slab One Regular

Alpha slab one regular

H2- Roboto Condensed Regular

Roboto Condensed Regular

H3 - Alph Slab One Regular- ALL CAPS

ALPHA SLAB ONE REGULAR ALL CAPS

Paragraph - Roboto Regular

Roboto Regular

H4 - Thank you text - Signpainter HouseScript

Signpainter HouseScript

Fonts treatments

Scout knows the territory.

Your drivers have the route. Scout has the whole operation.

SCOUT KNOWS THE TERRITORY.

Portable sanitation operators run some of the most logistically complex small businesses in America. We built Scout.ai because they deserve software that actually understands their routes, their billing, and their drivers — not software that was adapted from HVAC and called good enough.

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Font + Illustrations

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Illustrations

Sh*tter

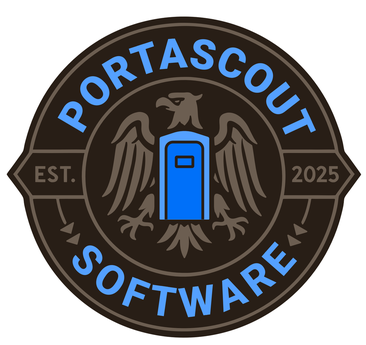
Sh*tter+Shadow

Sh*tter Truck

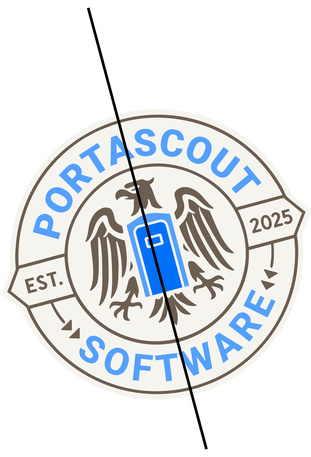
Thumbnails

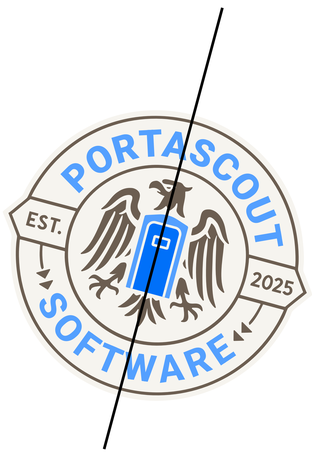
Emblems

White



Brown





Max 15/-15-Degree rotation

Dropshadow

Messaging

NEW MARKET PROMOS

Scout'n you territory.

Smells like money.

Easy just got delivered.

Built for the brown.

Your biz is pickin' up.

Your #2 is our top priority.

Drop. Dump. Done.

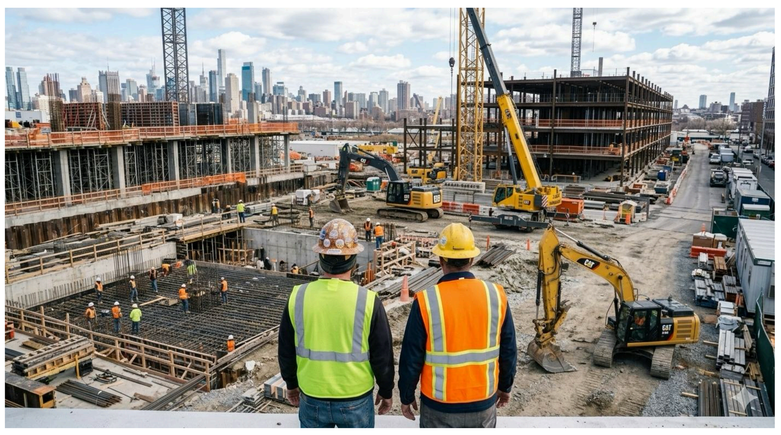
Your brown biz scout.

Member of the Shitty Day Club.

IN-APP MESSAGING

Service in progress. Stand by.

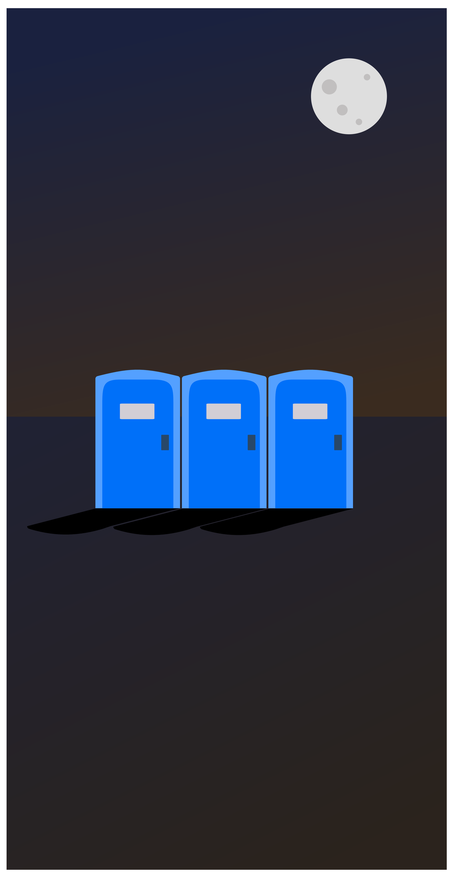
Imagery

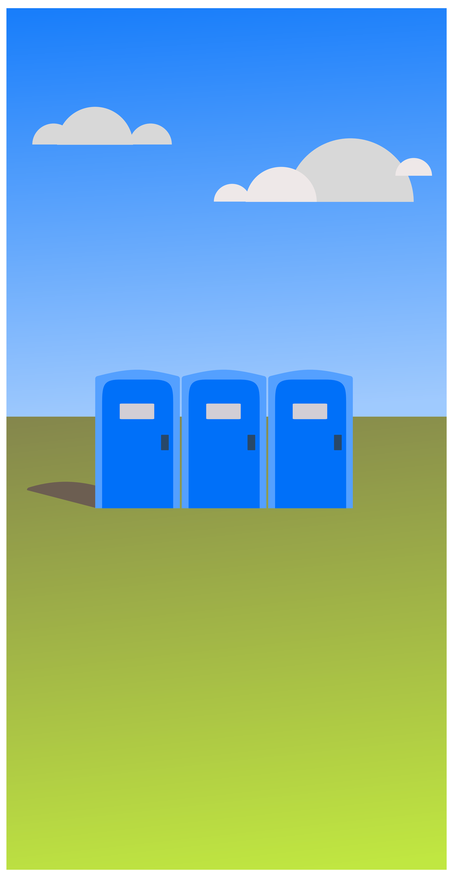


Screensavers

App load screens

Day n' night --- we're with ya.





Ad treatments

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