



Brand Style Guide

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Logos

Elements

The logo is comprised of two elements:

1. The spaceship icon.
2. The word “Ascent” which is typeset in Futura Bold and then customized.



Orientation & Sizing

The Ascent logo can be displayed in a horizontal and a vertical “stacked” version. Discretion should be used when deciding which version is to be utilized and at what size. To ensure maximum legibility, the logo should not be used below the minimum sizes listed.



Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the edge of printed materials. Following these rules will ensure its visibility and impact by avoiding visual clutter.

The clear space (X) is determined by the height of the lowercase letters in “Ascent.” No other visual elements should ever be positioned within this area.



Incorrect Usage

It is important that our logo appears consistently in all uses to gain brand recognition. We know its tempting to try new things sometimes, but this isn't the place.



DON'T ROTATE IT.



DON'T REMOVE THE ROCKET.



DON'T CHANGE THE
ROCKET DIRECTION.



DON'T ADJUST THE
LETTER SPACING.



DON'T SQUISH OR STRETCH.



DON'T SHRINK OR ENLARGE
THE ROCKET.



DON'T ADJUST COLORS.

Logo Color

The logo can be published in four color variants:

- 1. The **default blue and orange** colored version on a white background. (Colors specified in “Color Palette” section.) Do not use the primary colored version on any other background except white.
- 2. The **reversed color version** of the logo is white and orange. This version is for use over colored backgrounds or photos.
- 3. The **solid single color logo** should be blue or black, all elements must be the same color. Never show the logo in all orange or any other color.
- 4. The **white solid logo** is for use in black & white publications, all elements must be white.

1.



2.



3.



4.



Color Palette

Color plays an important role in the Ascent corporate identity. The colors noted to the right are approved for various media applications. The primary colors comprise the Ascent logo while the secondary colors are used to accent and complement the primary colors.

<div><div></div><div>Ascent Blue Primary Color</div><div>PMS 282 C CMYK 96, 73, 35, 20 RGB 26, 71, 108 HEX #1a476c</div></div>	<div><div></div><div>Blue Accent Secondary Color</div><div>PMS 647 C CMYK 91, 60, 13, 1 RGB 24, 102, 160 HEX #1866a0</div></div>	<div><div></div><div>Rocket Orange Primary Color</div><div>PMS 165 C CMYK 0, 79, 98, 0 RGB 247, 91, 30 HEX #f75b1e</div></div>	<div><div></div><div>Light Orange Secondary Color</div><div>PMS 1495 C CMYK 0, 48, 100, 0 RGB 255, 152, 16 HEX #ff9810</div></div>	<div><div></div><div>Yellow Secondary Color</div><div>PMS 1235 C CMYK 0, 26, 99, 0 RGB 255, 192, 16 HEX #ffc010</div></div>
<div><div></div><div>White Secondary Color</div><div>PMS White CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #ffffff</div></div>				

Typography

The primary typeface to be used with printed and online materials for Ascent is Open Sans. The correct font styles and treatment are important to maintain consistency and brand recognition. Open Sans comes in a number of weights, but the most used are Regular, Bold and Extrabold.

Open Sans is a free Google font available for [download](#).

Open Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans - Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usage Example

**Extrabold
should be
used for all
headlines.**

Sub-headlines should be in bold. What we have to say here is important, but not as important as the headline.

Body copy should always be Open Sans Regular. It's ok to highlight a word in bold here and there, but most of the time regular does the trick. It's important to maintain typographic hierarchy to create contrast between sections of copy.

NOTE: Occasionally you'll need to add an additional call out for something that needs to be noted. For this you can use a smaller font in Open Sans Italic.

Photography

Image Usage

Photography is a powerful tool in conveying the Ascent story. Proper and consistent selection of imagery helps to reinforce the Ascent brand and create a relatable connection with the user/consumer.

Stock photography should be used sparingly and should be relative to content paired with it. Examples of where to use stock photography include our social media posts and blog headers. Refer to the images on this page when selecting images for use in Ascent brand collateral.



Icons & Illustrations

Line Icons



Medical



Dental



Law



Business



General



Health Professionals



School



You



Cosigned



Grad



Cosigned Grad



Submitting Docs



Credit Freeze



Credit Unfrozen



Phase 1



Phase 2



Phase 3



Phase 4



Cancel



Lightbulb



Calendar



Telescope



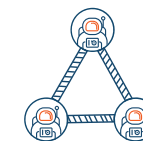
Moon Flag



Rover



Space Helmet



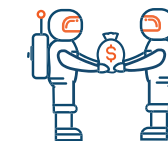
Engagement



Engagement 2



Video



Refer Friend



Blog



Financial Office



Scholarship



Money Bag



Government Loans



Bootcamp Loans



College Loans



Employment

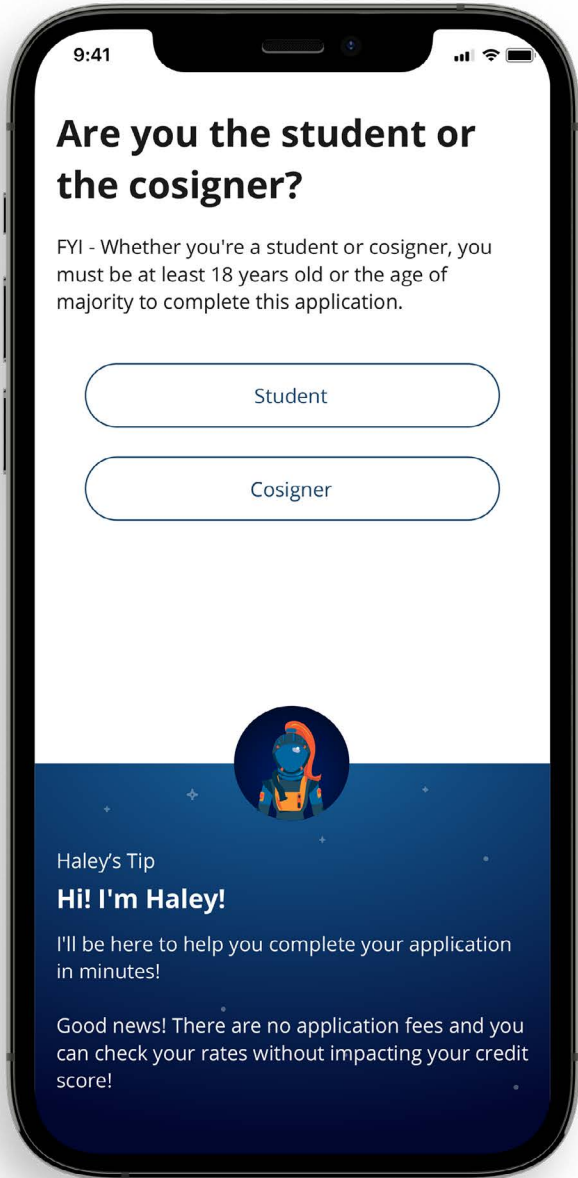


Loan Info

Haley Illustrations

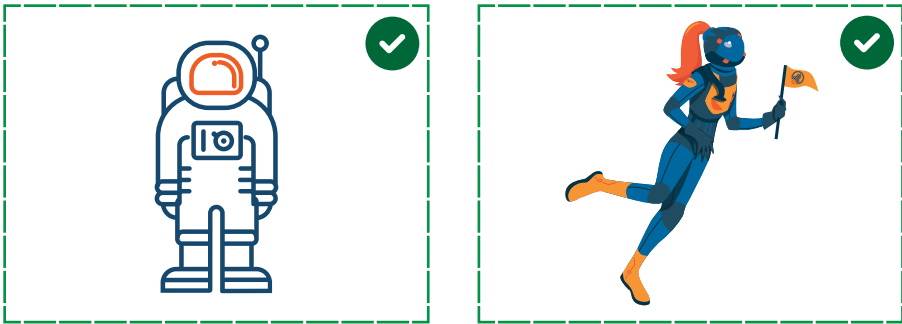
From Ascent’s mission control, Haley will show you the way. Haley is super sharp and constantly curious. She has a special interest in finance and mentors, educates, encourages, and inspires those around her. She leads by example, exuding “can do” positivity.

Haley has the rare capability to take complex subjects, like finance and space, and translate them into crisp, clear, easily understandabe frameworks. You will often see her on the Ascent Funding website or branding material providing tips and pointers to students.

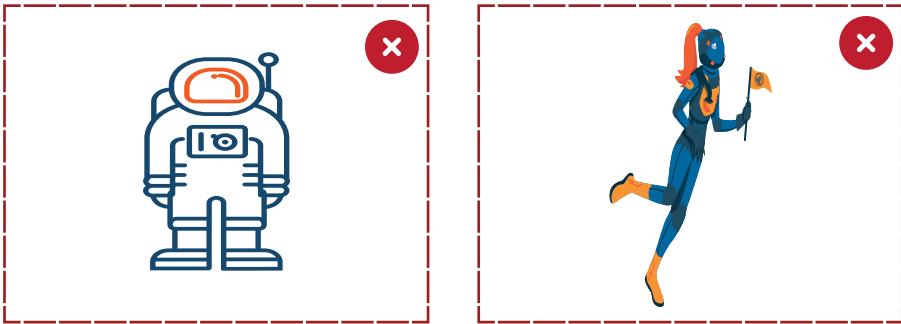


Icon & Illustration Usage

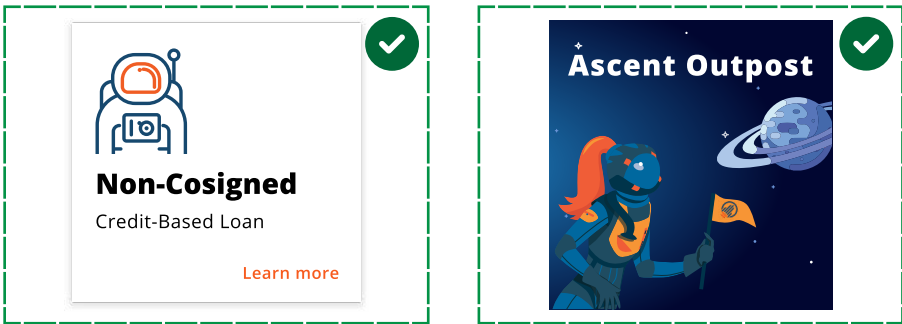
It is important that our icons and illustrations are used consistently to gain brand recognition.



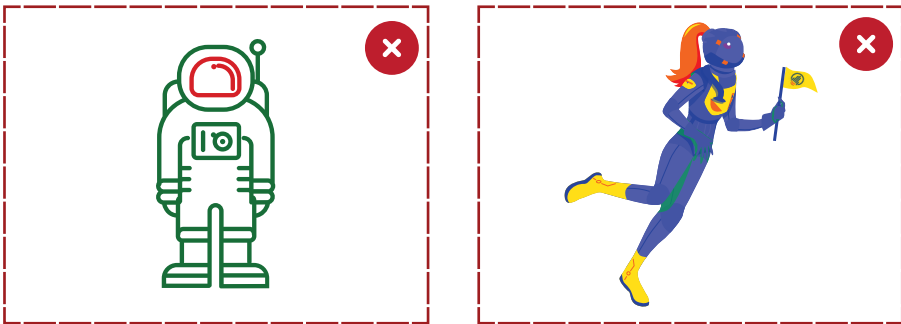
USE THE ICON OR ILLUSTRATION AS DESIGNED.



DON'T SQUISH OR STRETCH ICONS AND ILLUSTRATIONS.



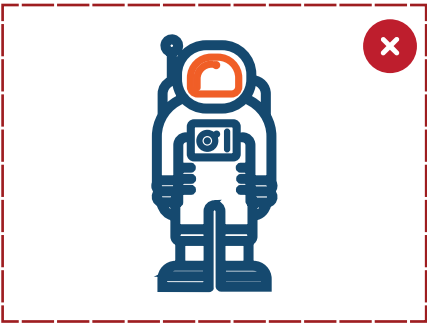
USE ICONS AND ILLUSTRATIONS TO COMPLEMENT TEXT OR OTHER SMALL DESIGN ELEMENTS.



DON'T CHANGE THE COLOR OF ICONS OR ILLUSTRATIONS.



ON DARK BACKGROUNDS, USE ICONS IN WHITE AND MAKE SURE HALEY IS VISIBLE.

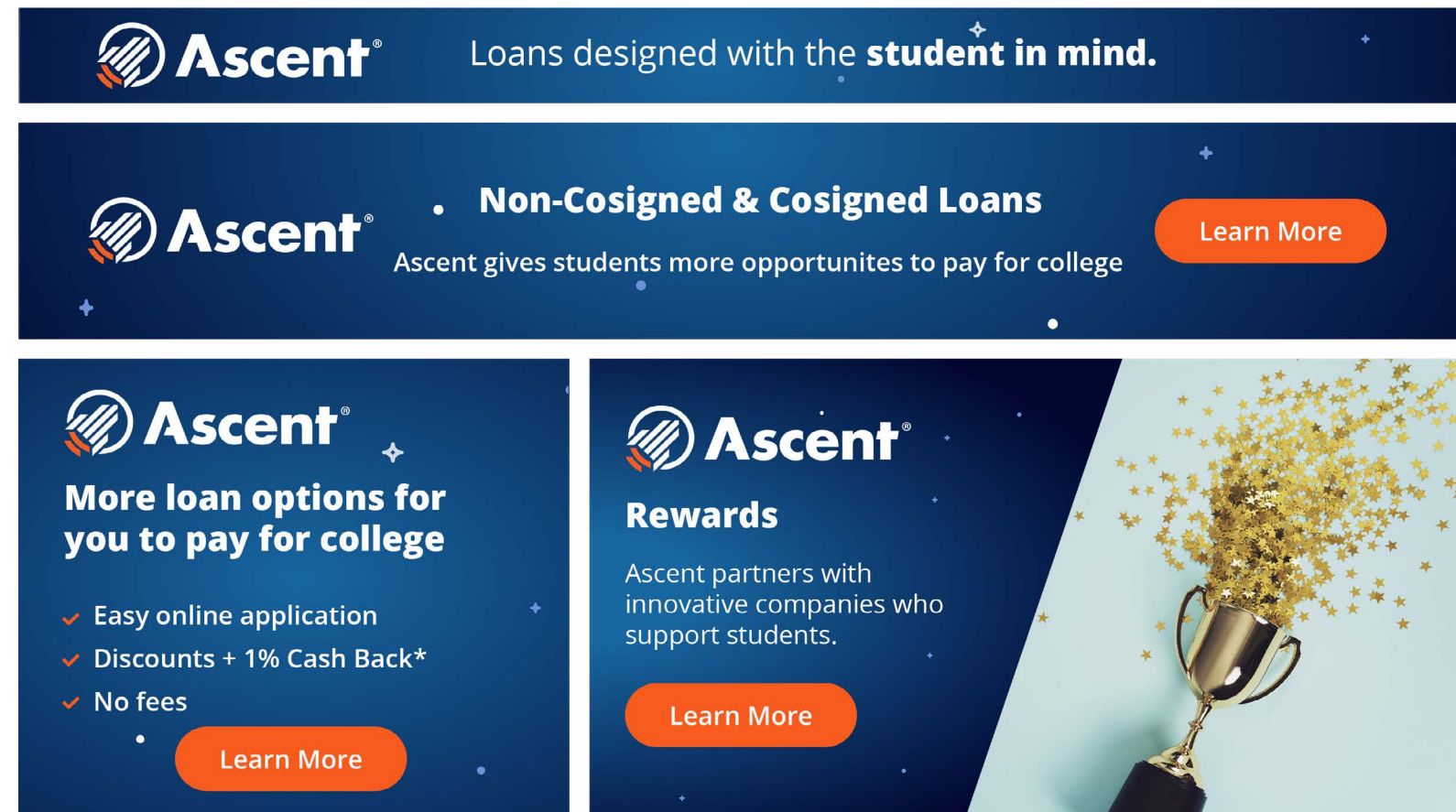


DON'T ADD WEIGHT TO THE LINES OF ICONS.

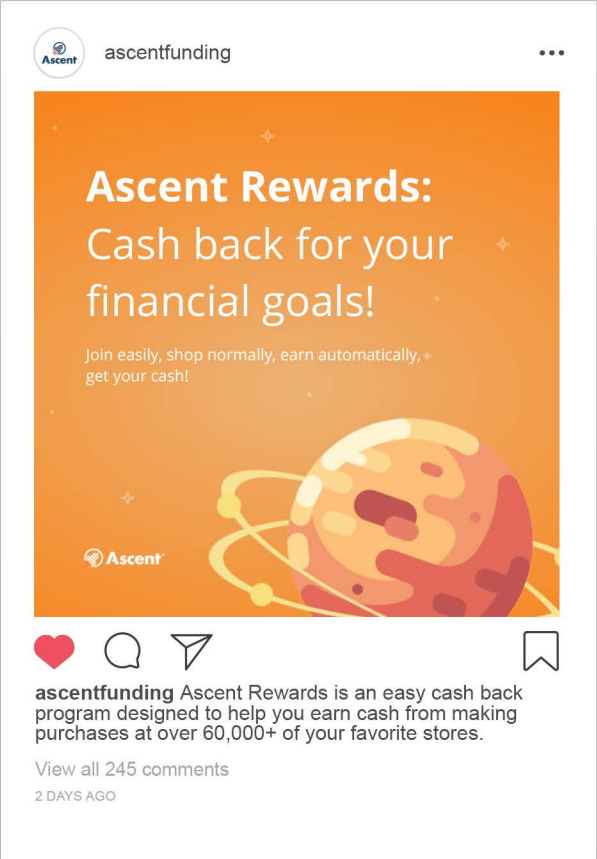
Sample Application

It is crucial as a new brand that collateral across all mediums follows the rules stated in the previous sections to gain awareness and brand recognition. The following applications show suggested usage of these rules and styles across both print and digital media to achieve a seamless brand experience.

DIGITAL BANNERS



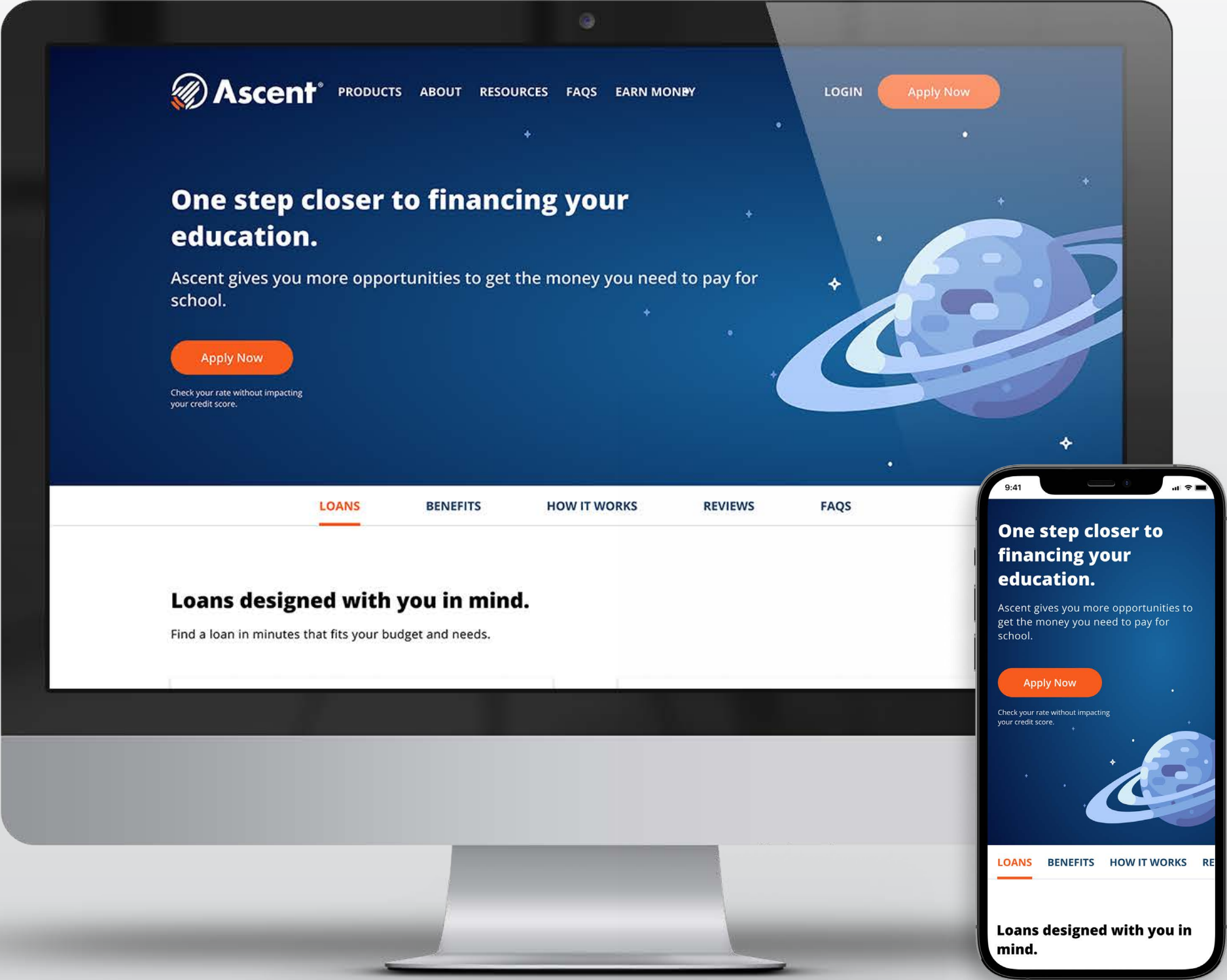
INSTAGRAM POSTS



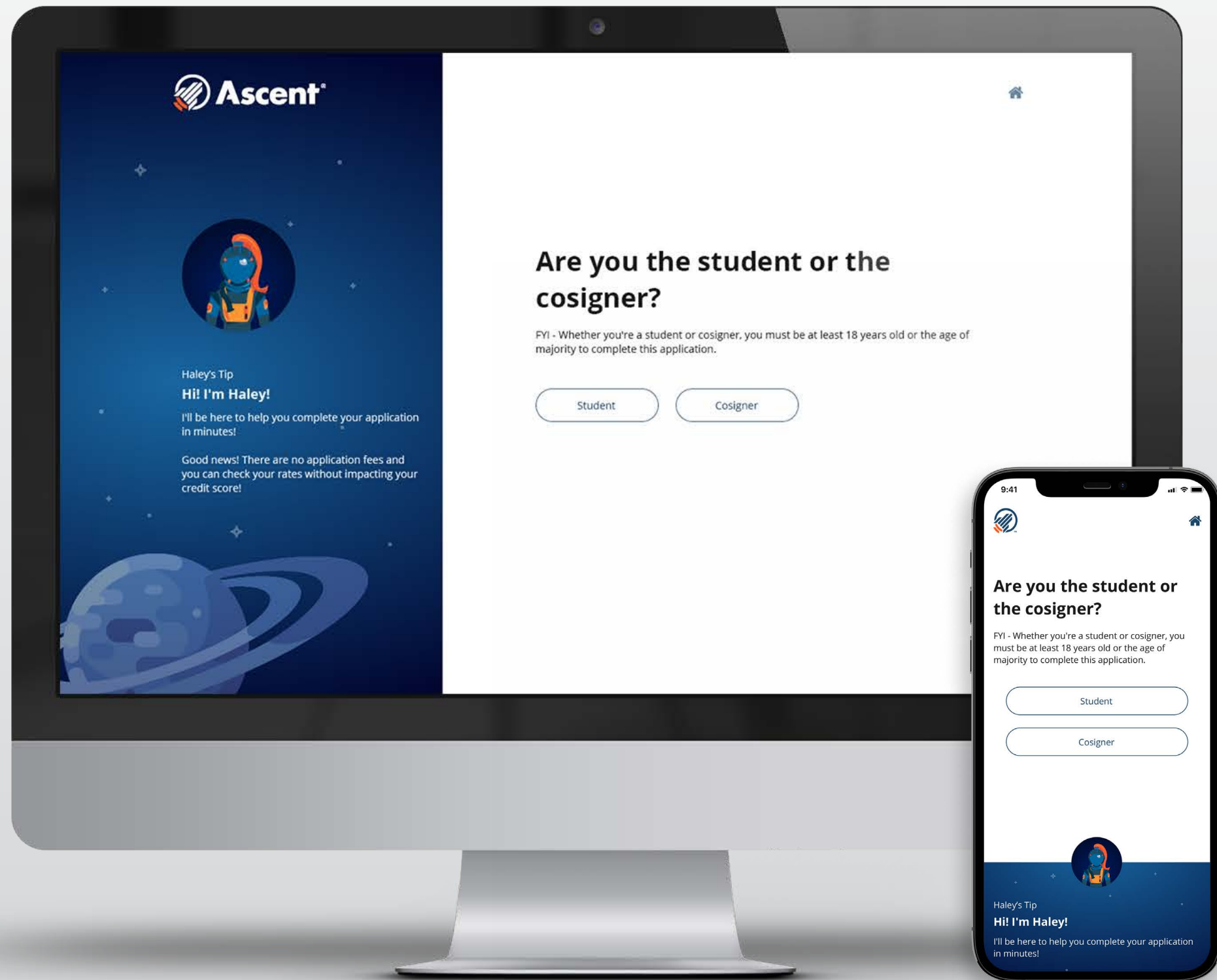
TRIFOLD PRINT



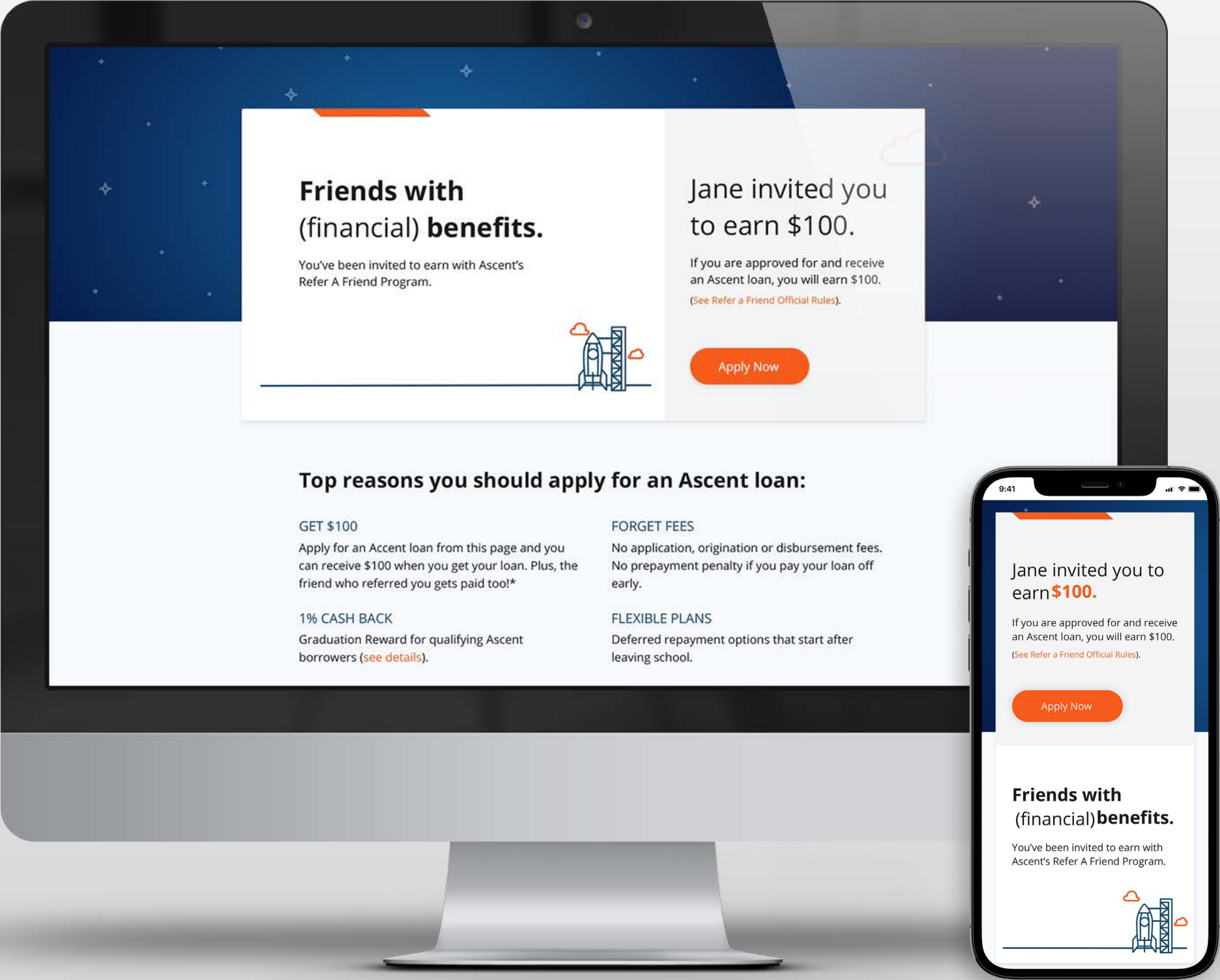
WEBSITE - HOME PAGE



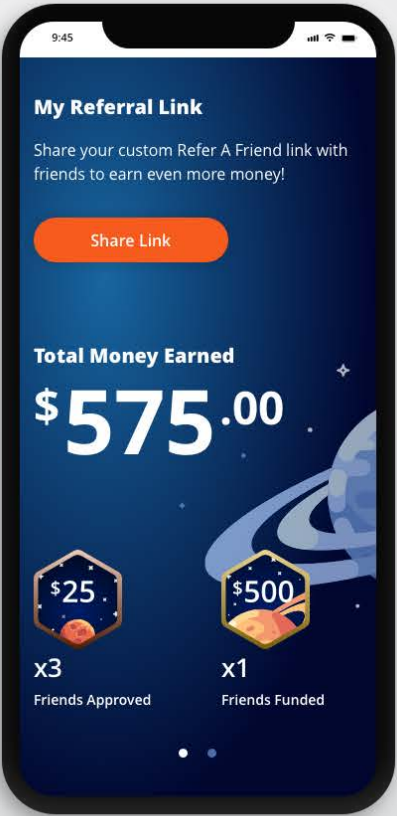
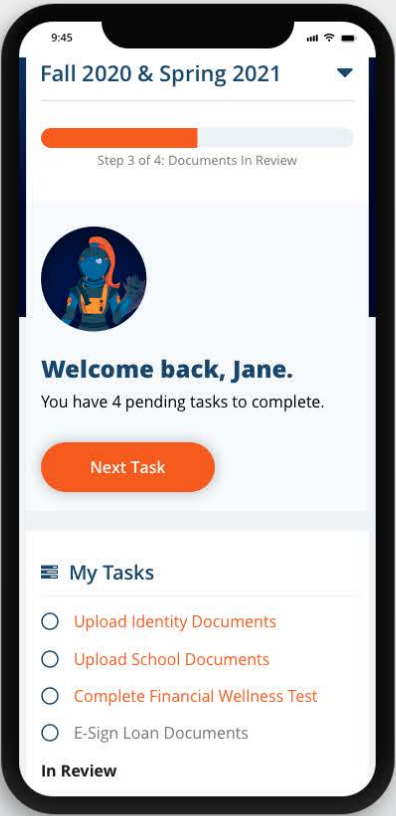
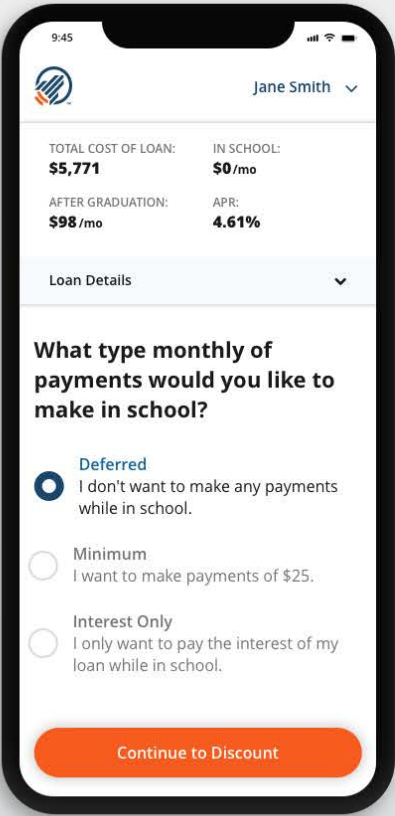
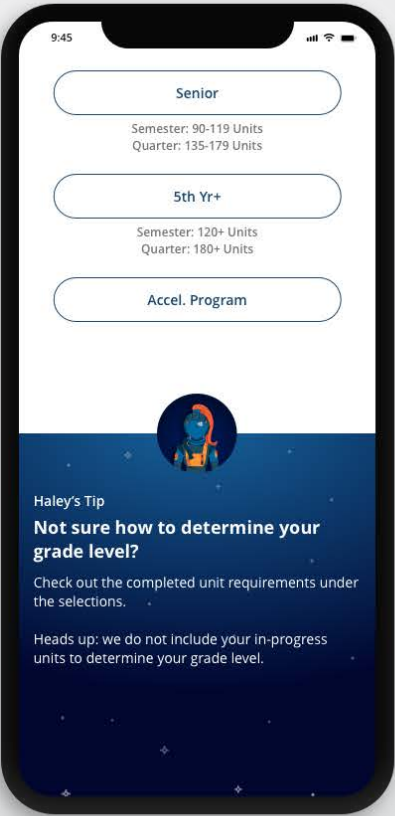
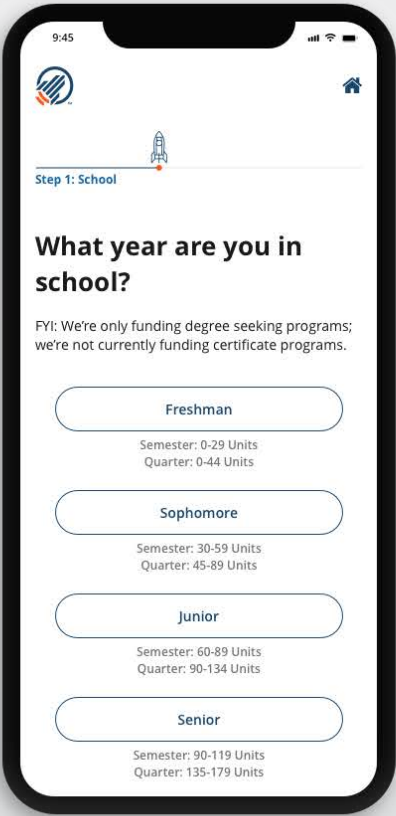
WEBSITE - APPLICATION



WEBSITE -REFER A FRIEND



WEBSITE - APPLY ONLINE





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