



Brand Style Guide

V4 July 2023

Table of Contents

Introduction	03
Ascent Vision and Mission	03
Brand Positioning	04
Our Core Values	05
Brand Voice	06
Logos	07
Elements	07
Orientation & Sizing	07
Clear Space	08
Incorrect Usage	08
Logo Color	09
Color Palette	10
Typography	11

Photography	12
Image Usage	12
Icons & Illustrations	13
Line Icons	13
Icon & Illustration Usage	14
Sample Application	15
Digital Banners	15
Instagram Posts	16
Trifold Print	17
Website - Home Page	18
Website - Application	19
Website - Refer a Friend	20
AscentConnect Mobile App	21

Ascent Vision and Mission



Vision

To be the undisputed leader in driving positive student outcomes.



Mission

To provide innovative solutions, with best-in-class teams and technology, that enable more students to access education and achieve their long-term success.

Brand Positioning

To be the leading provider of innovative financial products and student support.

Who is our target audience?

People who believe education is the path to opportunity.

What is our why?

So that more students can access education and achieve academic and economic success.

And that's because?

We're obsessed with positive student outcomes and long-term success.

Everything we offer is designed to increase students' ability to plan, pay, and succeed.

Our Core Values - WE ARE Ascent

W

Work as a team

Ideas flow when we listen and learn from one another. We build the best solutions when we work together and co-create with customers.

E

Empower success

Learning and growth unlock limitless possibilities. When our customers, communities, and coworkers succeed and prosper, we do too.

A

Act with integrity

Honesty and candor build trust. Our clear, frequent, and transparent communications build confidence with our team and our customers.

R

Reimagine the frontier

A curious and courageous mindset creates broader access, eliminates obstacles, inspires new solutions, and fuels action.

E

Embrace our diversity

Diversity of background, experiences, and voices makes us stronger. We advocate for broad participation, champion diverse needs, and foster a sense of belonging.

Brand Voice

Our brand voice reflects our distinct personality and is consistently used across our Ascent universe.

Positive

Encouraging, aspirational,
evolving, bright

We believe we can all be more, do
more, and achieve more.

We strive to never stop learning,
innovating, and growing.

Committed

Trusting/trustworthy,
straightforward, transparent

We believe in you, and we're invested
in your success.

We are straightforward and honest
with you. We won't surprise you.

Collaborative

Inviting, relatable,
authentic, insightful

We love connecting people with the
right information and resources to
empower them along their journey.

We ask for input so you help create
our solutions.

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.

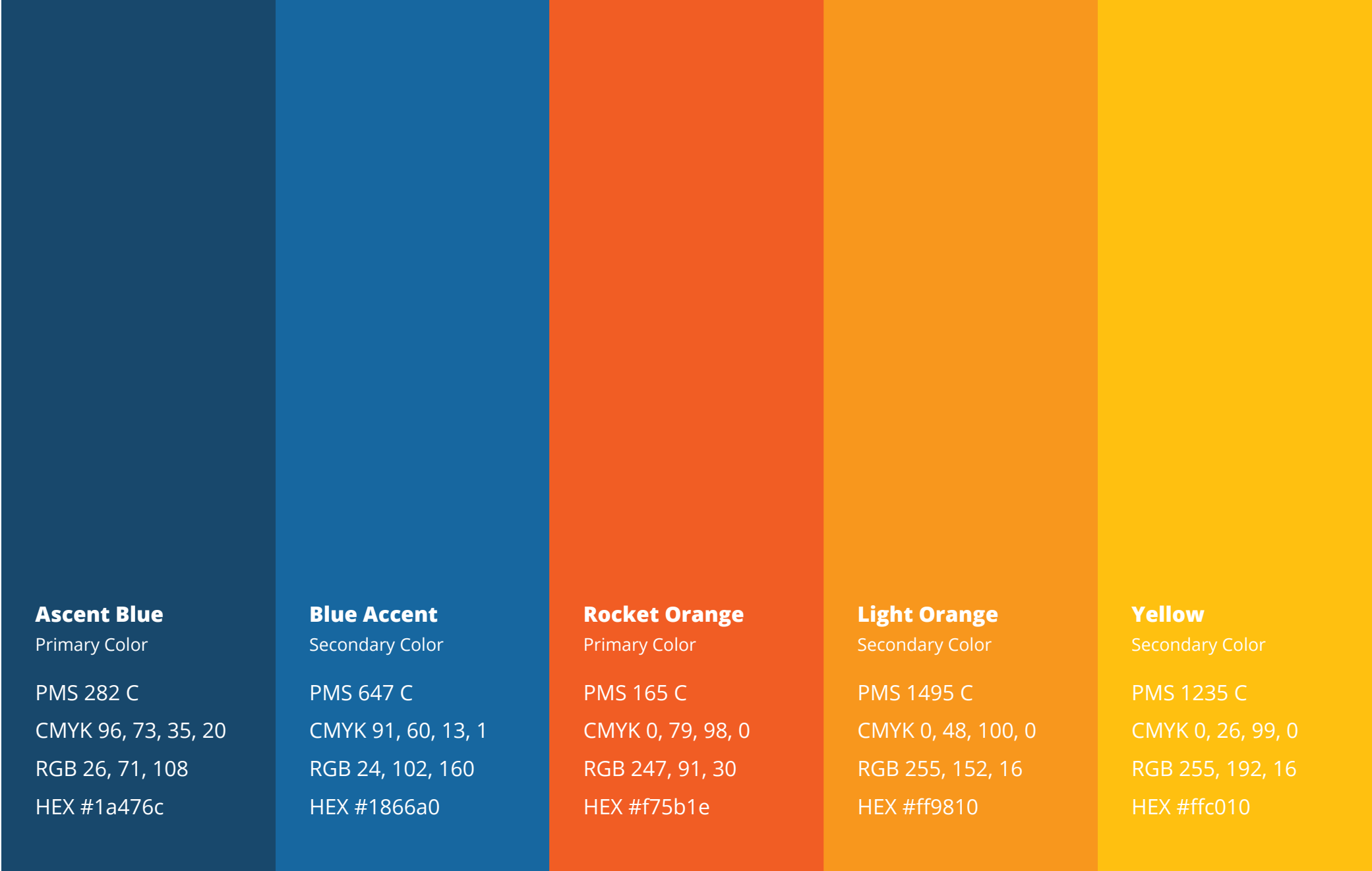


4.



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.



Ascent Blue

Primary Color

PMS 282 C
CMYK 96, 73, 35, 20
RGB 26, 71, 108
HEX #1a476c

Blue Accent

Secondary Color

PMS 647 C
CMYK 91, 60, 13, 1
RGB 24, 102, 160
HEX #1866a0

Rocket Orange

Primary Color

PMS 165 C
CMYK 0, 79, 98, 0
RGB 247, 91, 30
HEX #f75b1e

Light Orange

Secondary Color

PMS 1495 C
CMYK 0, 48, 100, 0
RGB 255, 152, 16
HEX #ff9810

Yellow

Secondary Color

PMS 1235 C
CMYK 0, 26, 99, 0
RGB 255, 192, 16
HEX #ffc010

White

Secondary Color

PMS White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff

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.

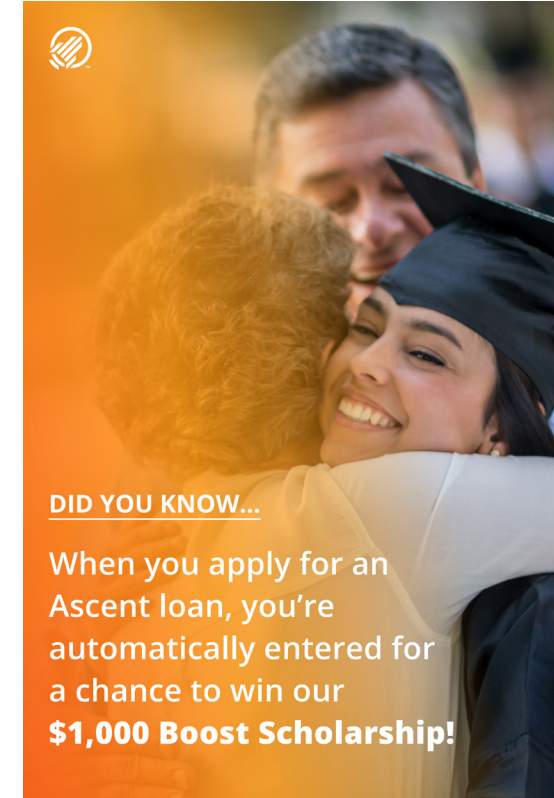
NOTE: Occasionally you'll need to add an additional call out for something that needs to be noted. For this you can use a smaller font in Open Sans Italic.

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.

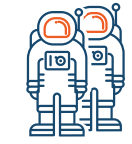


Icons & Illustrations

Line Icons



You



Cosigned



Medical



Dental



Law



Business



General



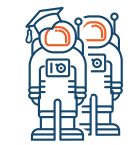
Health Professionals



Future Income



Grad



Cosigned Grad



Submitting Docs



Credit Freeze



Credit Unfrozen



Phase 1



Phase 2



Phase 3



Phase 4



Cancel



Lightbulb



Calendar



Telescope



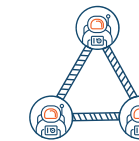
Moon Flag



Rover



Space Helmet



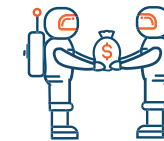
Engagement



Engagement 2



Video



Refer Friend



Blog



Financial Office



Scholarship



Money Bag



Government Loans



Bootcamp Loans



College Loans



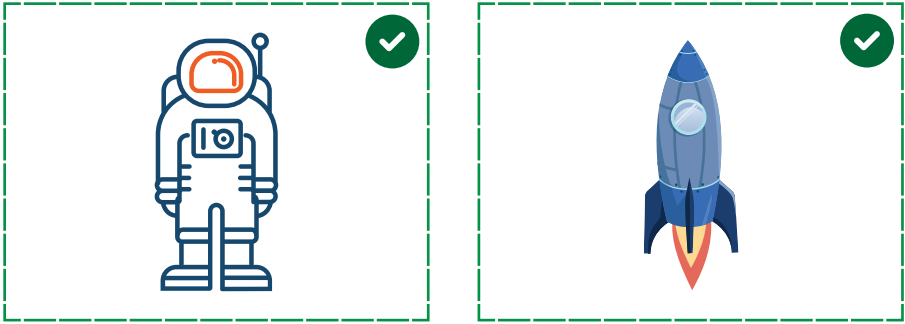
Employment



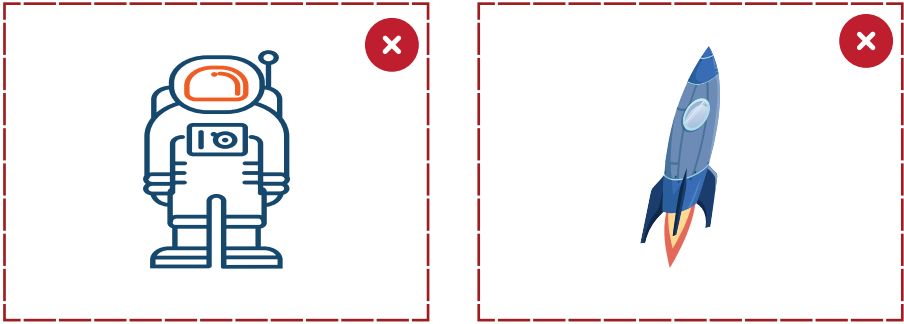
Loan Info

Icon & Illustration Usage

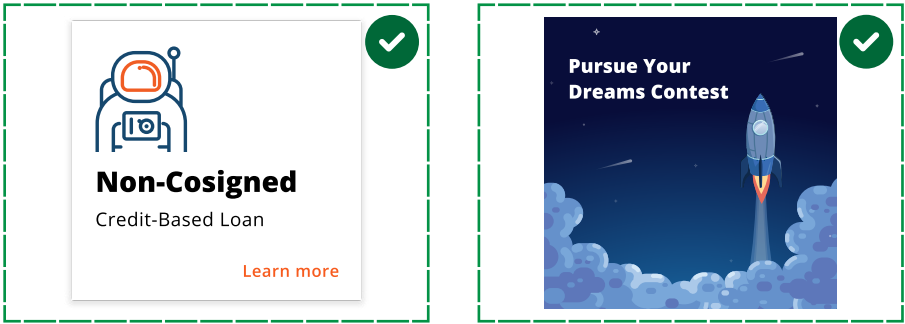
It is important that our icons and illustrations are used consistently to gain brand recognition.



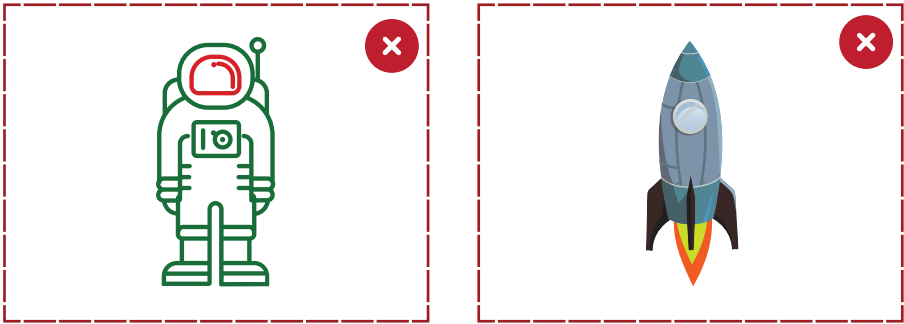
USE THE ICON OR ILLUSTRATION AS DESIGNED.



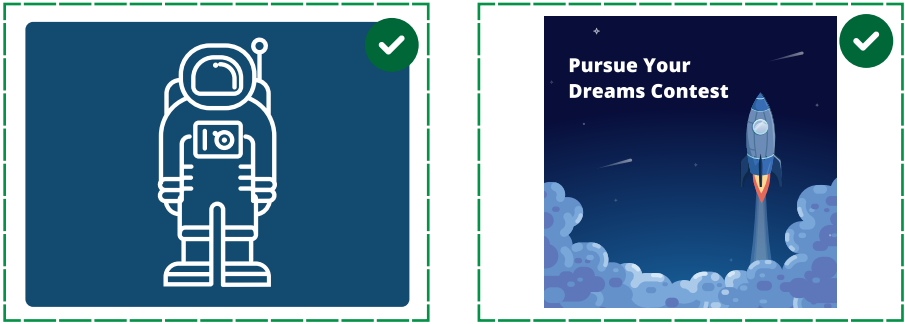
DON'T SQUISH OR STRETCH ICONS AND ILLUSTRATIONS.



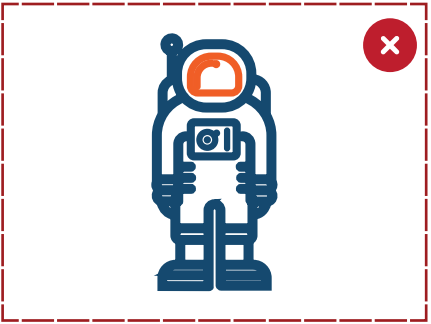
USE ICONS AND ILLUSTRATIONS TO COMPLEMENT TEXT OR OTHER SMALL DESIGN ELEMENTS.



DON'T CHANGE THE COLOR OF ICONS OR ILLUSTRATIONS.



ON DARK BACKGROUNDS, USE ICONS IN WHITE AND MAKE SURE ILLUSTRATIONS ARE VISIBLE.

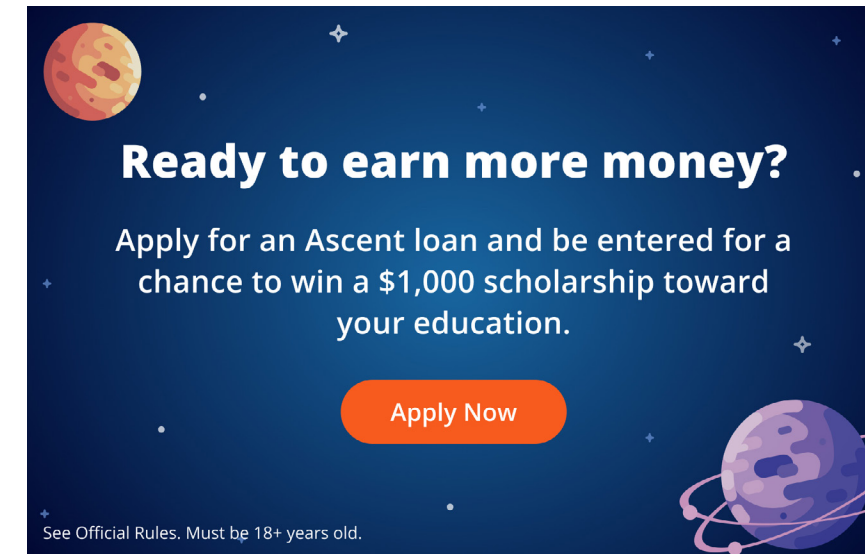
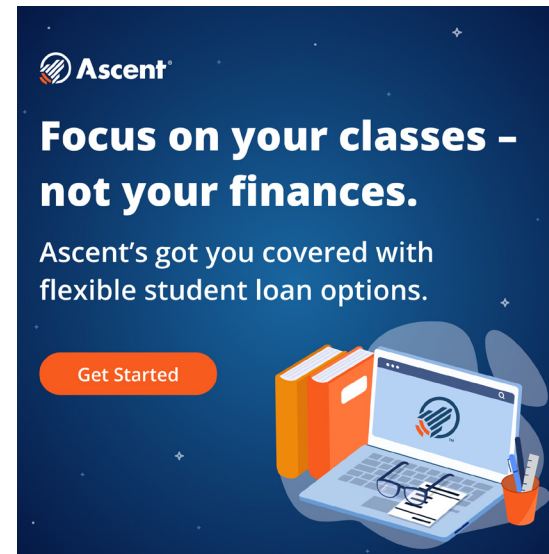
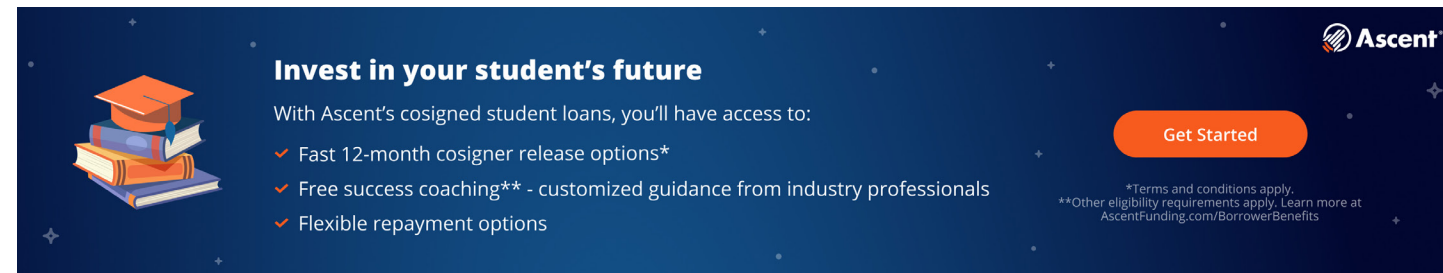
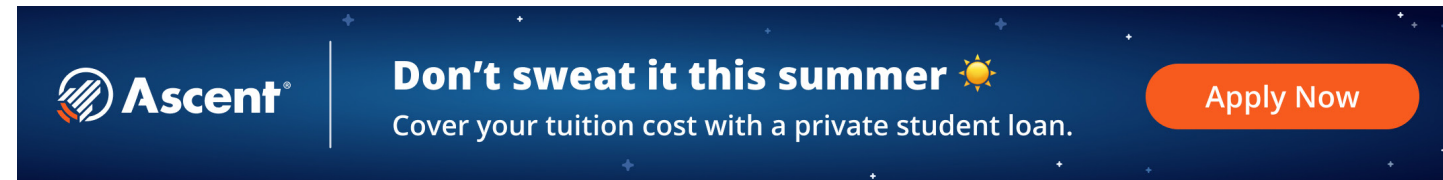


DON'T ADD WEIGHT TO THE LINES OF ICONS.

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



A loan designed with you in mind

Apply online at:
AscentFunding.com
or call **877-216-0876**

Expand your possibilities

Guiding principle: Student possibilities, not limit them, more opportunities to borrow up to 100% of tuition

...ty cosigner.

...s to fit your budget options including our *

...igner.

...5% - 1.00% interest automatic payments.*

...ent fees, loan payment fees.

...ard upon graduation plans. For details, visit: [link](#).

...igner OR you can apply making the first 24 ed full principal and her eligibility

...ne tools that help you borrow responsibly. want to set you up for you avoid unnecessary advisors will be with you

...ol Deferment, you every step

ne at:
ing.com
16-0876

Get set for success

Ascent encourages financial wellness by helping students make better decisions today to open up greater future opportunities.

Scholarship Giveaway
Ascent gives away over \$80,000 in scholarships every year. To enter for a chance to win, visit [AscentFunding.com/Scholarships](#).

Guide to paying for college
Try this easy checklist with important dates and tips to help you pay for college. Download a free copy at [AscentFunding.com/Checklist](#).

Refer a friend program
The biggest compliment we can receive is if you tell your friends about us. Get paid for each friend you refer. There's no limit to what you can earn! Learn more at [AscentFunding.com/Refer](#).

Free tools & tips
To help you borrow responsibly, we incorporate financial wellness into our application process and give you exclusive access to tools to help you manage your money. Read our latest tips and learn more at [AscentFunding.com/Tips](#).

For benefits and rewards, visit:
AscentFunding.com/Benefits

*Ascent Funding Loans are funded by Bank of Lake Mills FDIC. Loan products may not be available in certain jurisdictions. Certain restrictions, limitations, terms and conditions may apply. For Ascent Terms and Conditions, please visit [AscentFunding.com/Ts&Cs](#).

For Ascent rates and repayment examples, please visit [AscentFunding.com/Rates](#).

1% Cash Back Reward subject to terms and conditions. Visit [AscentFunding.com/CashBack](#).

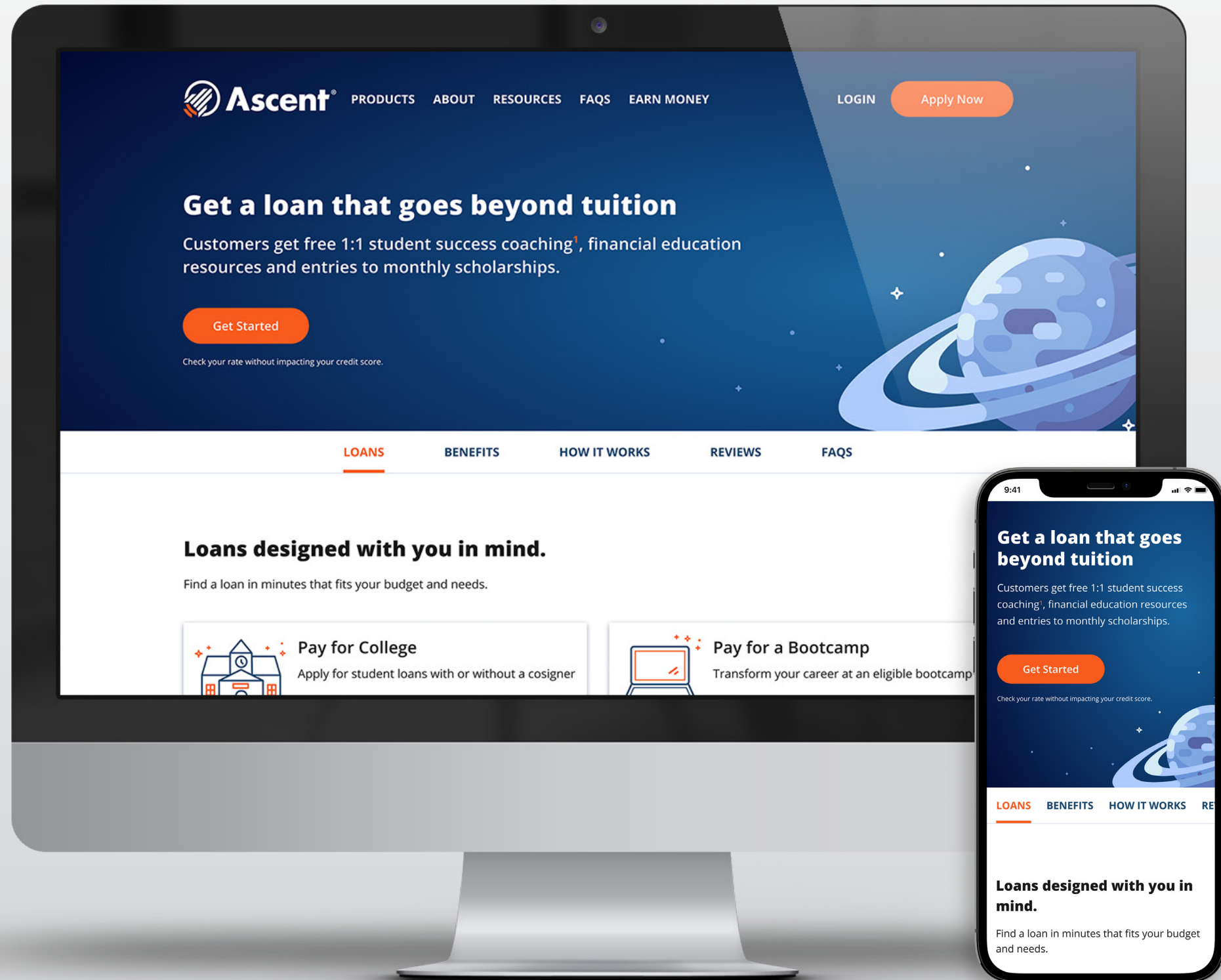
2021 © Ascent Funding, LLC. All Rights Reserved. Revised 09/08/2021.



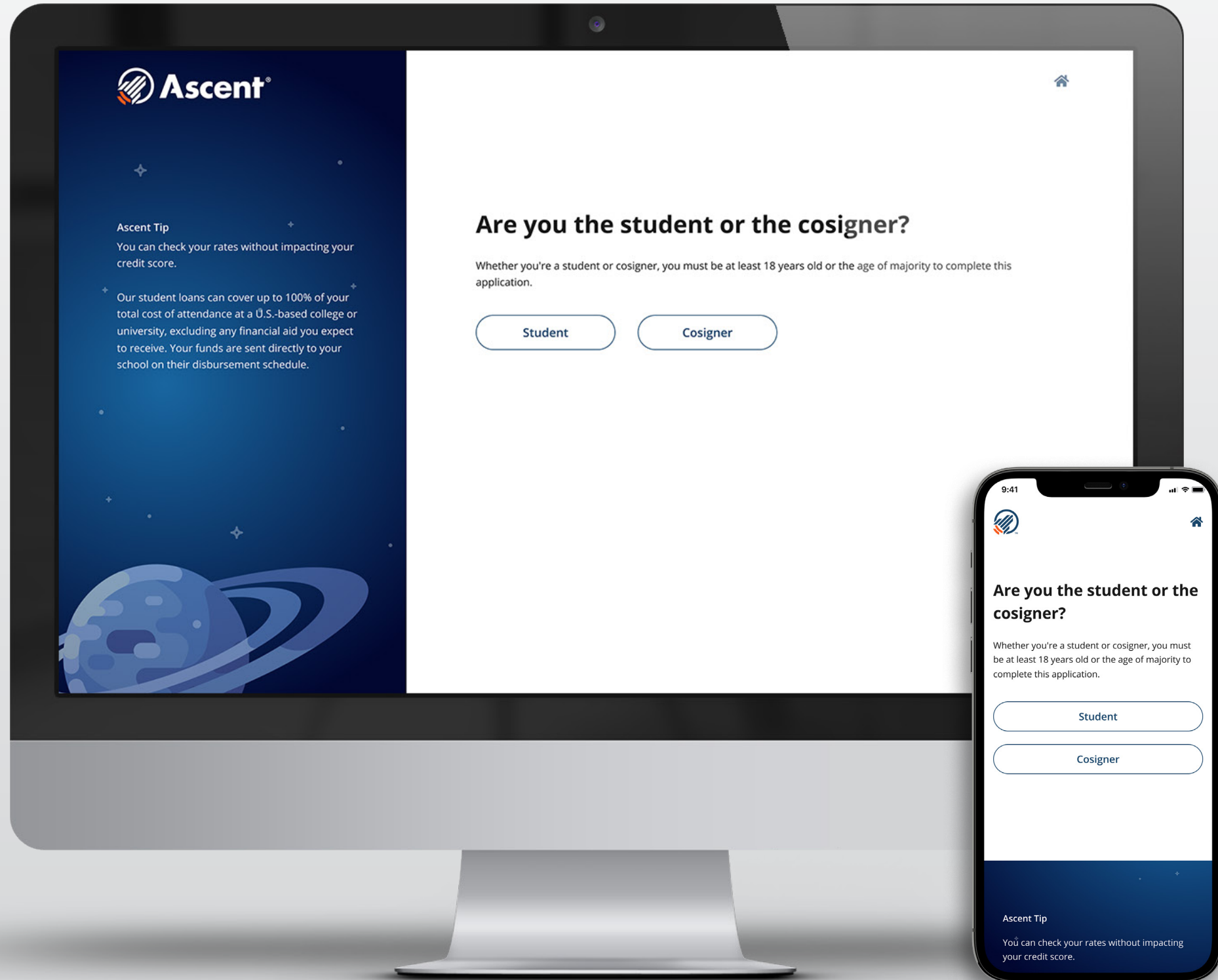
A loan designed with you in mind

Apply online at:
AscentFunding.com
or call **877-216-0876**

WEBSITE - HOME PAGE



WEBSITE - APPLICATION



Ascent Tip
You can check your rates without impacting your credit score.

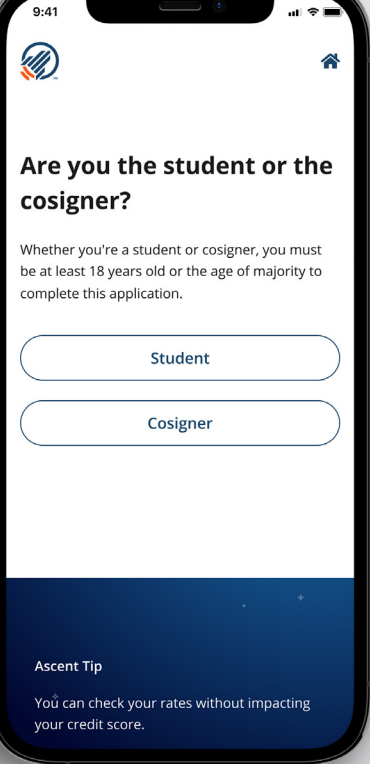
Our student loans can cover up to 100% of your total cost of attendance at a U.S.-based college or university, excluding any financial aid you expect to receive. Your funds are sent directly to your school on their disbursement schedule.

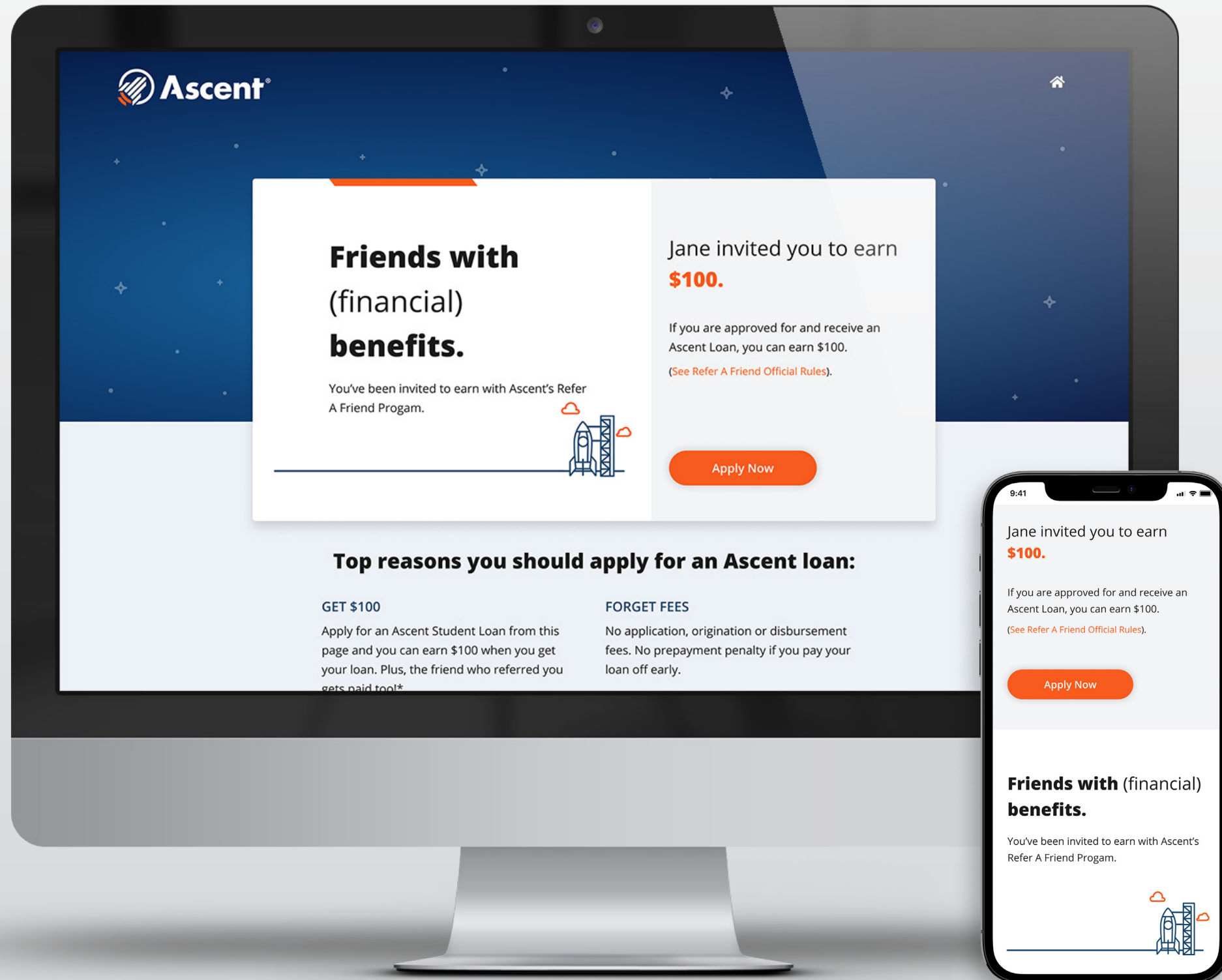
Are you the student or the cosigner?

Whether you're a student or cosigner, you must be at least 18 years old or the age of majority to complete this application.

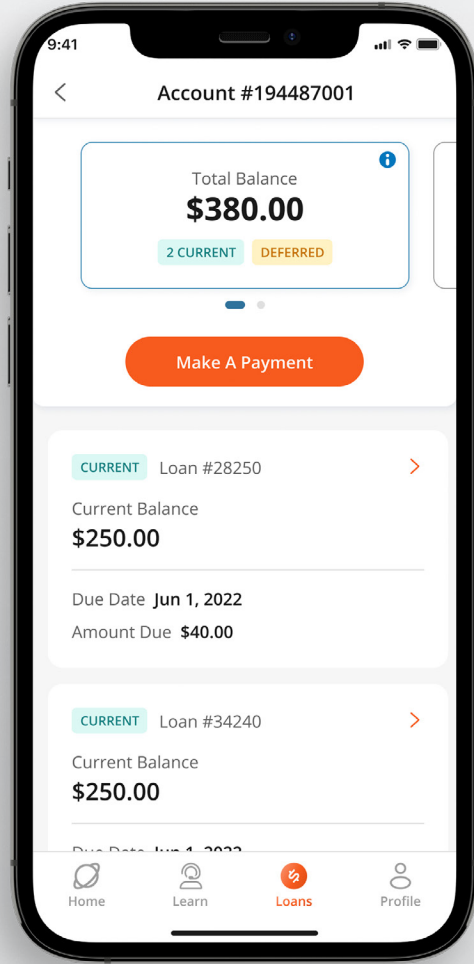
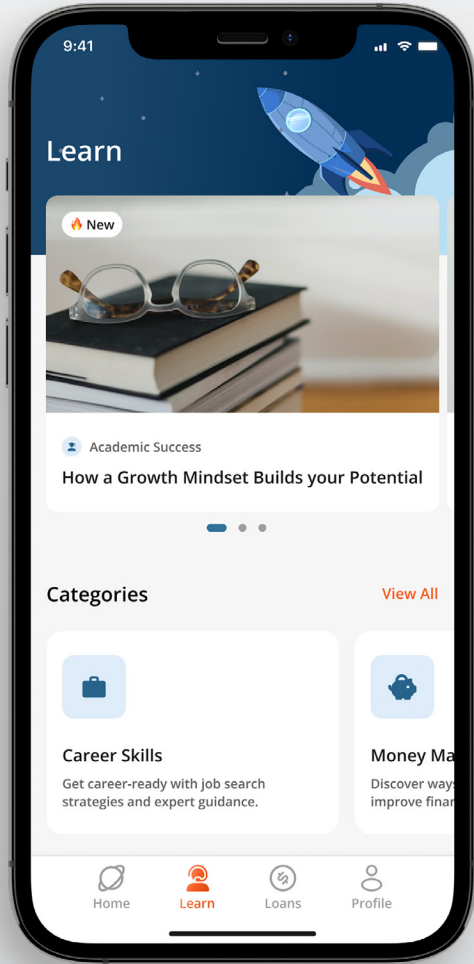
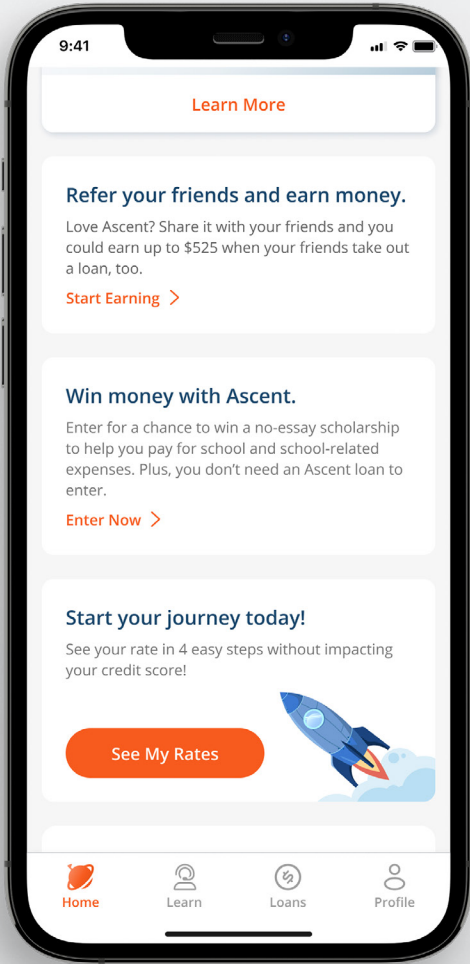
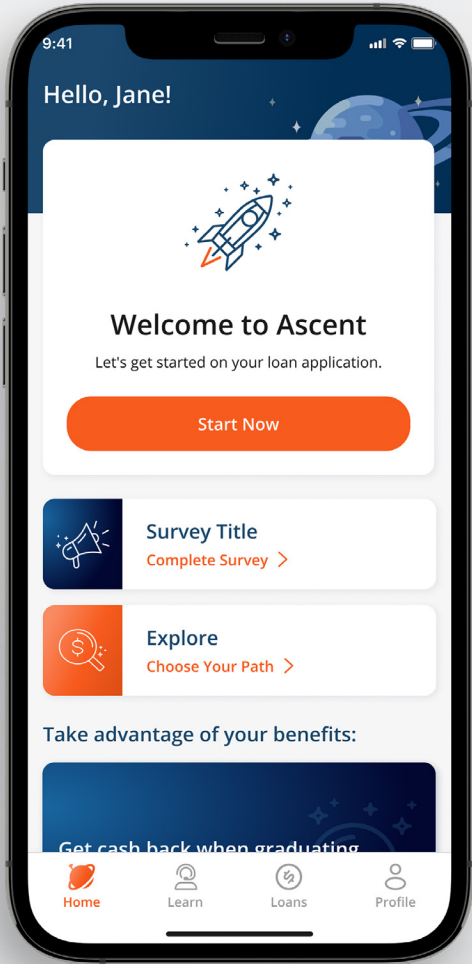
Student

Cosigner





ASCENTCONNECT MOBILE APP





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www.ascentfunding.com