# 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
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.
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 it's tempting to try new things sometimes, but this isn't the place.

DON'T ROTATE IT.

DON'T CHANGE THE ROCKET DIRECTION.

DON'T SQUISH OR STRETCH.

DON'T SHRINK OR ENLARGE THE ROCKET.

DON'T REMOVE THE ROCKET.

DON'T ADJUST THE LETTER SPACING.

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.
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 #fffc00

**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

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  Future Income  Grad  Cosigned

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.**
- **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.
INSTAGRAM POSTS

**It’s National Mental Health Month!**
Enter for a chance to win our **$1,000 May Shining Stars Scholarship!**

**Smooth and Painless**
I appreciate the Ascent Funding vehicle to further my education. The application was simple, the process was straightforward and fairly quick once I filled in my information.
Tamika B.

**Women in Tech Making History on Their Own Terms**
This Women’s History Month, we’re sharing the journeys of women in tech and how they made their mark on the industry.

Ascent Brand Style Guide
A loan designed with you in mind

Expand your possibilities

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 $800,000 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

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

*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/T&Cs.

For rate 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. Made in USA 09/08/2021.
WEBSITE - REFER A FRIEND

Friends with (financial) benefits.

You've been invited to earn with Ascent’s Refer A Friend Program.

Top reasons you should apply for an Ascent loan:

GET $100
Applying for an Ascent Student Loan from this page and you can earn $100 when you get your loan. Plus, the friend who referred you gets it too!

FORGET FEES
No origination or disbursement fees. No prepayment penalty if you pay your loan off early.

Jane invited you to earn $100.

If you are approved for and receive an Ascent Loan, you can earn $100.
One Refer A Friend OFFICIAL Referral.