

Brand Guidelines*

*The Ascent Mini Brand Guide: Our visual identity as it stands now, with the flexibility to evolve.

V5 May 2025

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Strategy



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 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

#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.

Logo



Logo 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.



Minimum Size

To ensure maximum legibility, the logo should not be used below the minimum sizes listed.



Typography



Typeface

Open Sans is a humanist sans serif typeface designed by Steve Matteson. Designed with an upright stress, open forms and a neutral, yet friendly appearance.

Optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans

Open Sans — Specimen

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789!@#\$%&*

Typography in Use

Our type system uses contrast and clarity to create hierarchy, guide the eye, and express our brand voice.

Consistent use of weight and style helps users navigate content quickly and makes each message feel intentional and easy to digest.

ExtraBold is reserved for headlines.

Bold is used for subheadings and key supporting lines.

Regular is used for body text. Use **bold** sparingly within body copy to highlight key words or ideas. The contrast works best when used with intention.

ALL CAPS IS MOSTLY USED FOR LABELS

Color



Brand Colors

Color brings the Ascent brand to life, creating energy, recognition, and consistency across every touchpoint.

The palette is bold, dynamic, and versatile, ensuring our brand feels inspiring and cohesive wherever it appears.

Our primary colors power the core of our identity, anchored by the Ascent logo.

Secondary colors add a fresh layer of vibrancy, giving us creative flexibility while maintaining a strong and recognizable look.

Ascent Blue

Primary Color

PMS 282 C

CMYK 96, 73, 35, 20

RGB 26, 71, 108

HEX #1a476c

Rocket Orange

Primary Color

PMS 165 C

CMYK 0, 79, 98, 0

RGB 247, 91, 30

HEX #f75b1e

Blue Accent

Secondary Color

PMS 647 C

CMYK 91, 60, 13, 1

RGB 24, 102, 160

HEX #1866a0

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

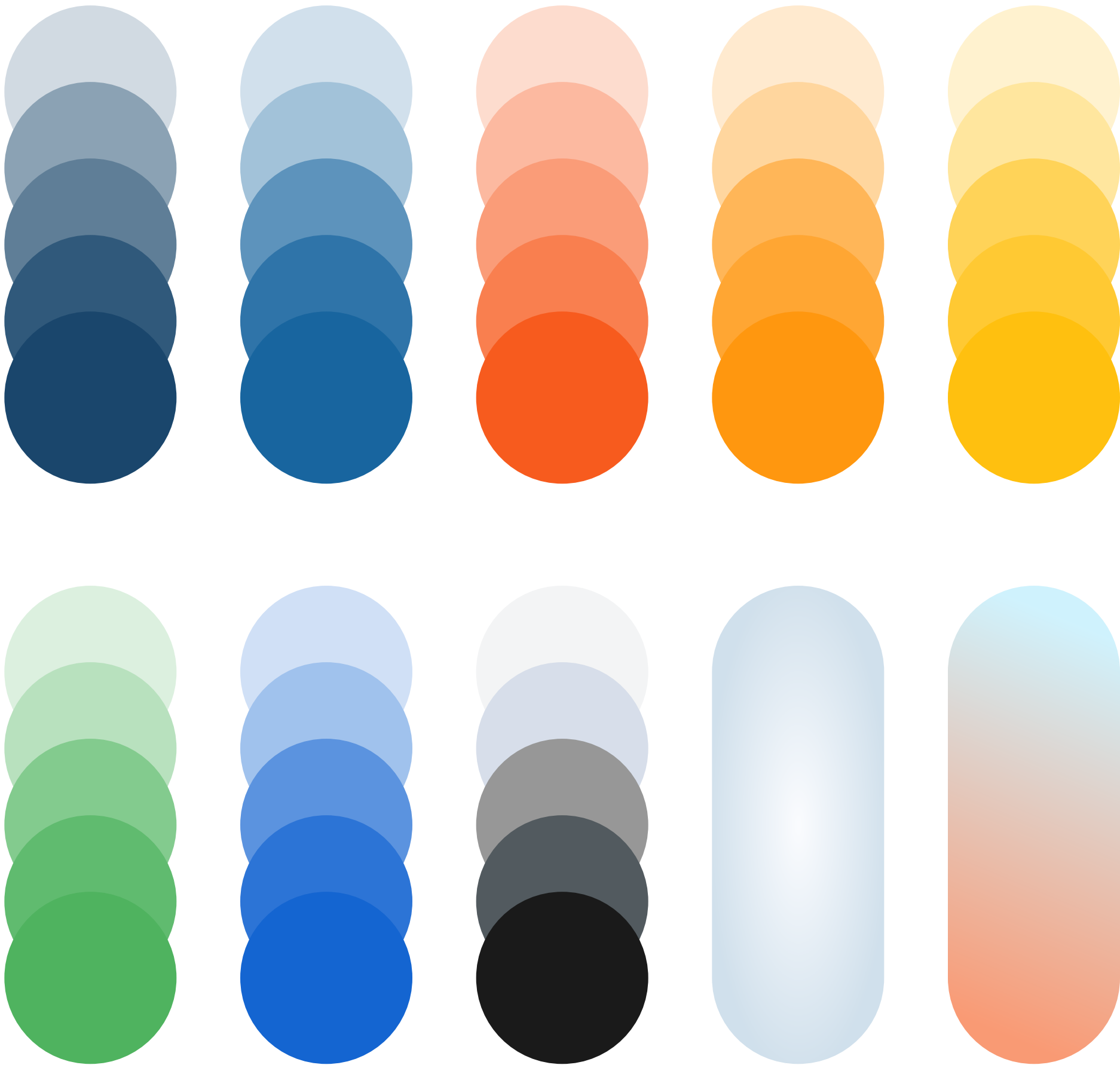
HEX #ffc010

Support Colors

Our support colors extend the core palette, providing flexibility for backgrounds, banners, illustrations, and secondary design elements.

These colors help create depth, variety, and visual interest across our communications without overpowering the primary brand colors.

They are also used throughout the user interface to highlight supporting actions, differentiate sections, and add subtle vibrancy to the overall experience.



Support Colors in Use

Support colors are used across backgrounds, banners, status alerts, and subtle UI elements to add clarity, structure, and visual rhythm.

These examples highlight just a few ways they can be applied.

The extended palette offers flexibility for a wide range of use cases while maintaining a cohesive and accessible brand experience.

- 1

Submit an application to see if you pre-qualify without impacting on your credit score
- 2

Preview your repayment options and choose the plan that works best for you
- 3

Ascent confirms your eligibility with a hard credit check, and your school confirms your enrollment
- 4

Ascent sends your tuition to your school so you can focus on your education

TRANSFERRED

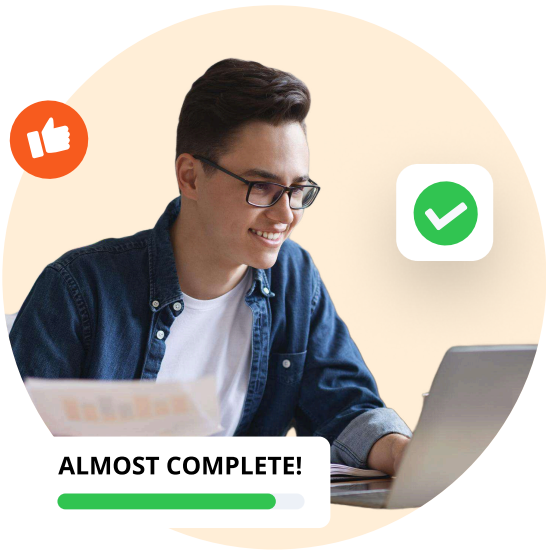
DEFERRED

CURRENT

PAST DUE

DEFAULT

COMPLETE



.alert-success

×

.alert-warning

×

.alert-info

×

.alert-danger

×

Ready to fund your higher education journey?

Check your rates without impacting your credit score.

Get in Touch

Explore Benefits

Everyone deserves an education.

Ascent provides resources, professional development, real-life internship opportunities² and scholarships to help you during college and as you enter your career.

Apply Now

Imagery



Illustration Style Overview

Our illustrations feature clean, friendly, and modern vector art, using soft curves, minimalistic details, and a muted color palette with accents of blue, orange, yellow and neutral tones.

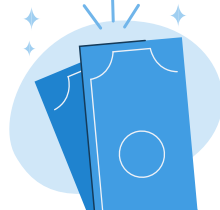
The characters are approachable and diverse, shown in dynamic, optimistic scenes that balance professionalism with a human, relatable tone.



Spot Illustration

Spot illustrations are smaller visuals that support storytelling without distracting from the core message.

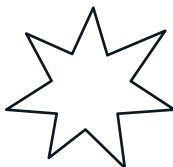
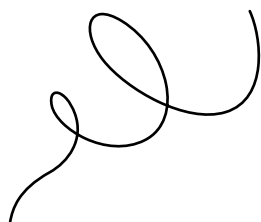
Designed to stay simple, clean, and expressive, they fit seamlessly into onboarding flows, empty states, and across the brand experience.



Accent Graphics

Accent graphics are small, vibrant visuals that bring extra personality to our content. They add warmth, spark moments of delight, and are used to complement existing visuals.

These elements are not intended to stand alone, but rather to enhance the overall composition and reinforce the brand’s expressive tone.

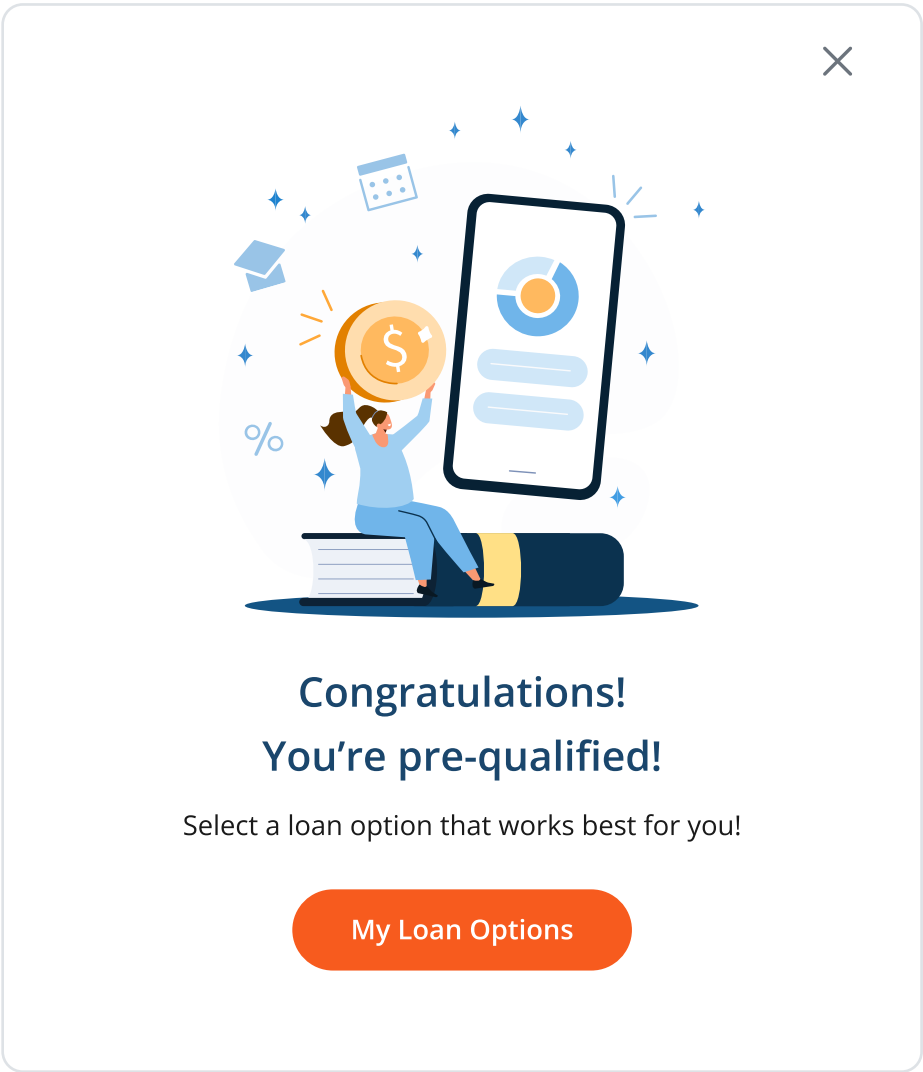


Imagery in Use

We use a mix of imagery libraries depending on the context and content.

The examples shown highlight how different styles are applied across various brand touchpoints.

Illustration



Congratulations!
You're pre-qualified!


Select a loan option that works best for you!

My Loan Options


Accent Graphics




Spot Illustration

- 


The Ascent Advantage
Our focus is your long-term success.

>
- 

Cash Back Reward
Let's celebrating your achievement.

>
- 

Level Up with AscentUP
Access internships and coaching.

>
- 

1x1 Support
Connect with your loan specialist.

>

