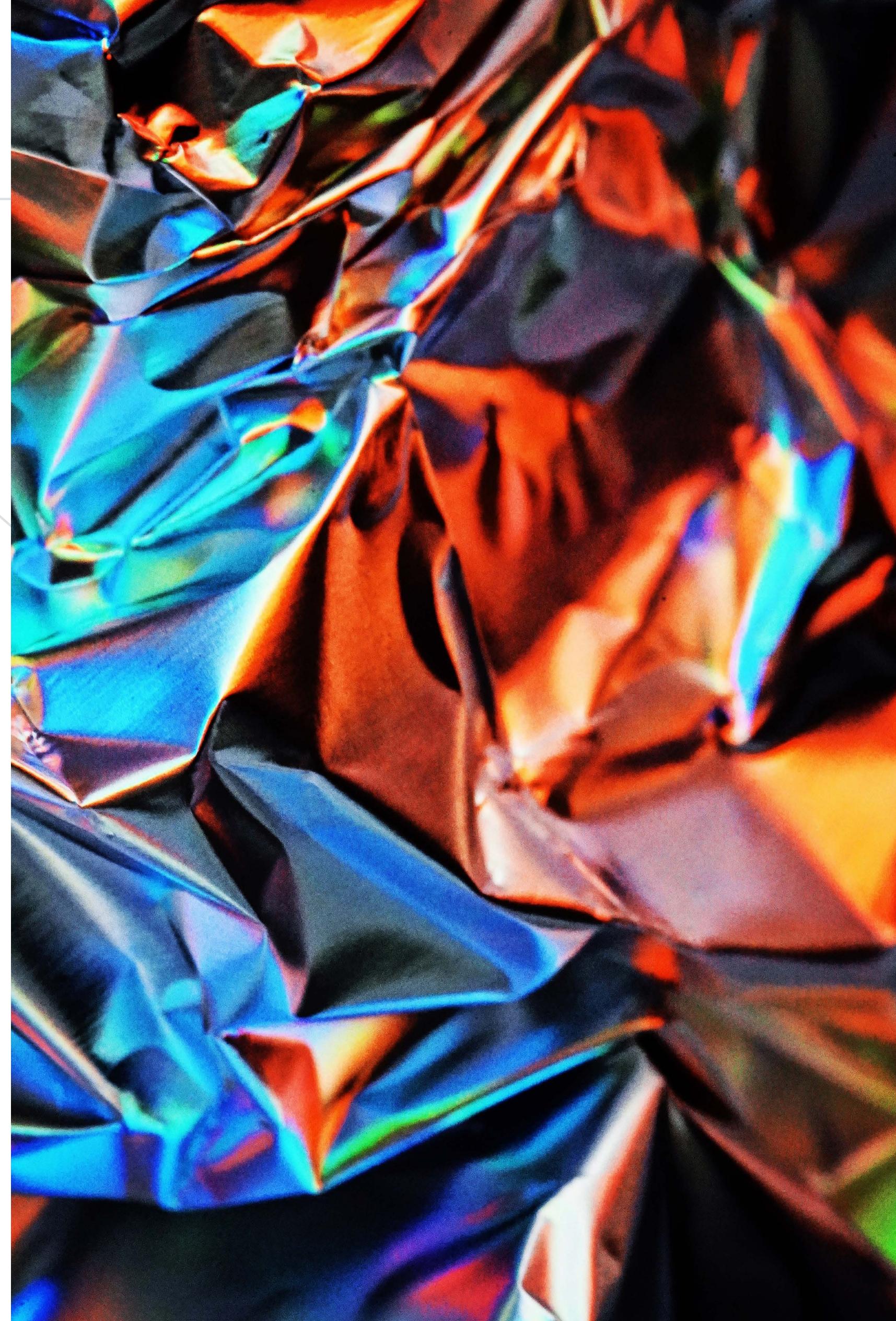


ASCEND™

# Brand Book.

RE: 2018



# Table of Contents.

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# Get Inspired.

## 1 OUR MISSION

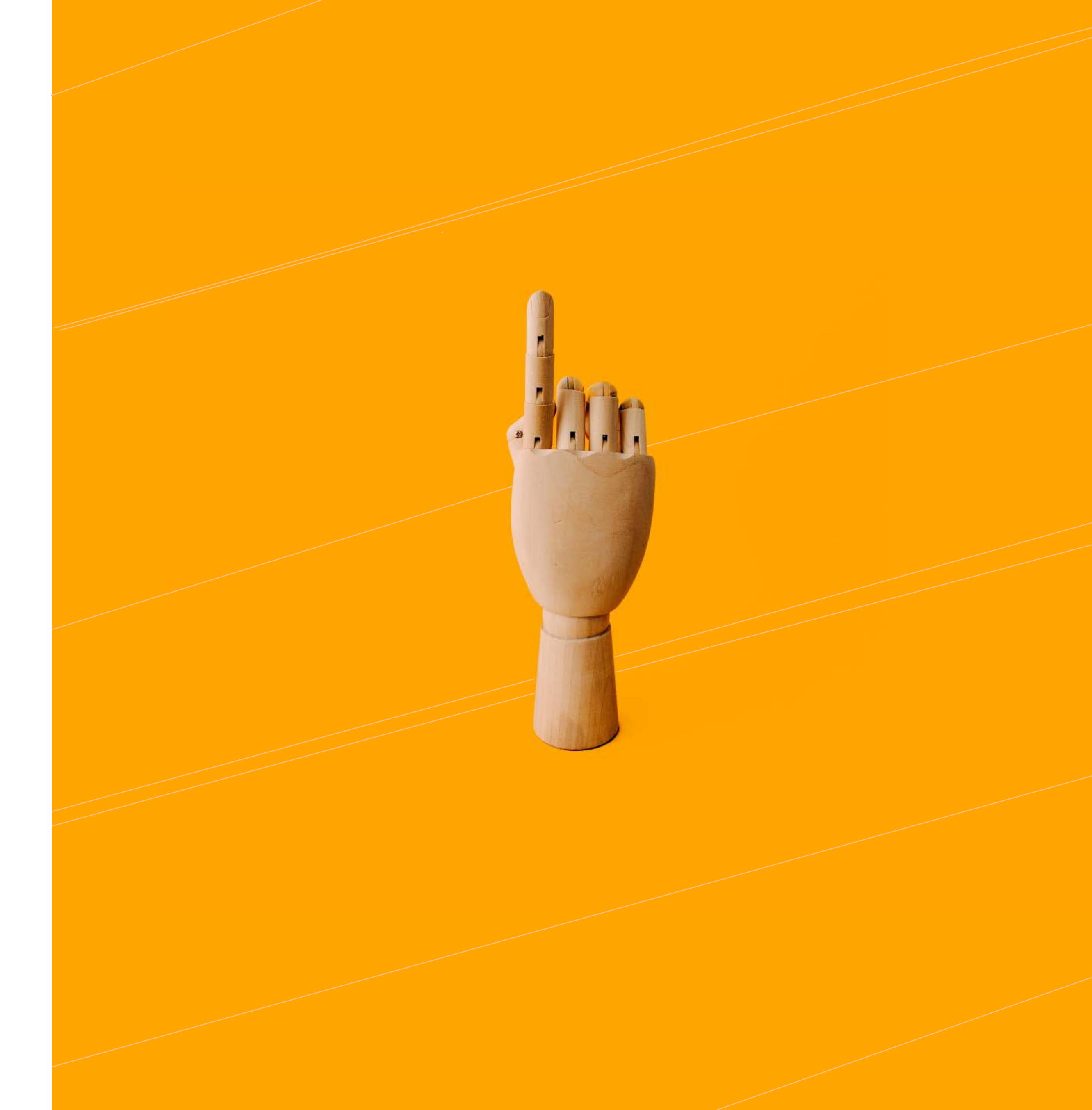
We utilize A/V technology and engineering to transform ordinary spaces around the world into unique and immersive art experiences for the community to enjoy.

At Ascend, we're changing what a "typical" space looks like. We use our expertise to push each project further and give the end user an awe-inspiring experience. Whether that experience becomes a welcoming lobby, or an epic art piece, we strive to always do something a little bit extra.

## OUR VISION

To create a world that values the balance between technology and art.

We strive to reinvent environments that will inspire creatives and non-creatives alike. Technology is in its prime, and while functionality is important, we strive to focus on the beauty. We want to help our communities see what's possible so they can innovate in their own ways.





# Make an Impact.

## OUR ESSENCE

In everything that we do, the viewer, reader, customer, user, whomever, can all get back to one key thing. Essence isn't a tangible thing, but it's something that is felt. Our creative impact can and should be felt by anyone interacting with us.

# Our Values.



## SERVICE.

We stick with each other.

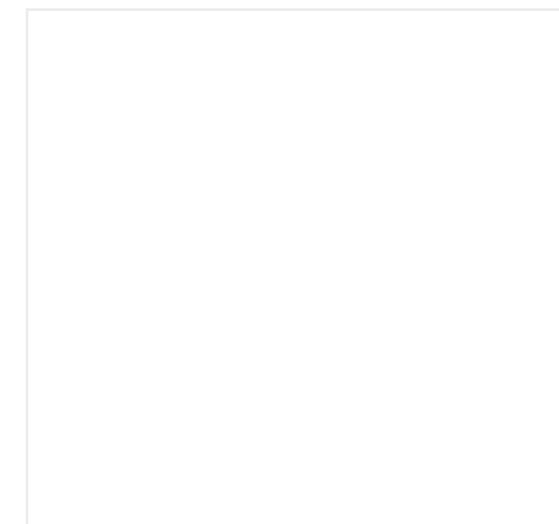
We build all of our projects to be futureproof. We offer our 24/7 helpdesk free for installs \$60,000 and up. Our phones ring to our engineers, who log into a system and troubleshoot ASAP. Time is money; but our service is free.



## CREATIVITY.

Fresh perspective.

We want to create immersive experiences. We use our technical A/V knowledge to find new ways to blend art and technology. When possible, all of our installs have an innovative twist that leaves users/viewers in awe.



## TRANSPARENCY.

Open and honest is the best way to be.

We value our clients and our team. Being real with each other about the good, the bad, and the ugly keeps everyone in the loop and sets realistic expectations. We're the experts in our field. By working through concerns up front, we're able to build a relationship with the client instead of having those issues come up later.

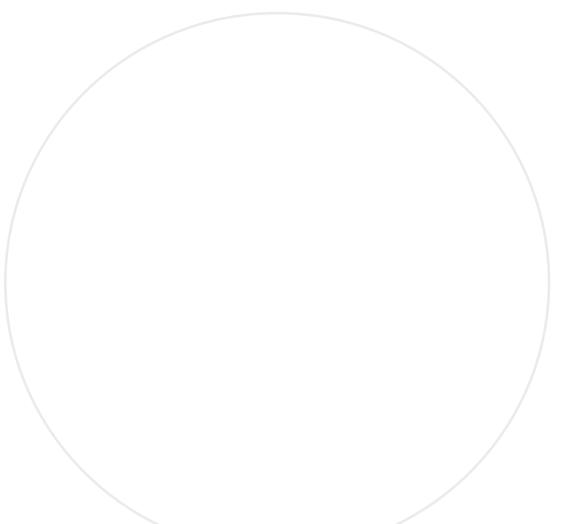


## EXPERIENCE.

Results driven.

We focus on the client experience the whole way through our project. We start with a site visit and understanding what their goals of the space are, following up with our ideas and adjusting for feedback, and keeping them posted weekly during the pre-install phase, and daily during install. Then we provide in depth system training, and of course provide the fastest support possible.

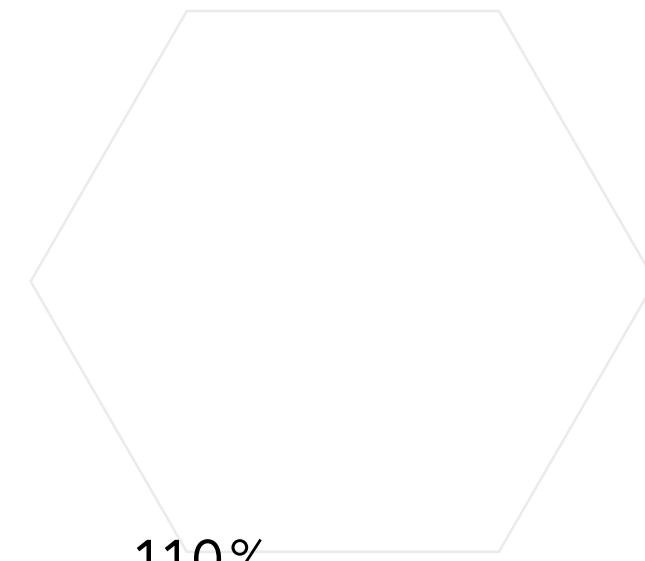
# & A Few More...



## DETAILS.

Keep things simple, but polished.

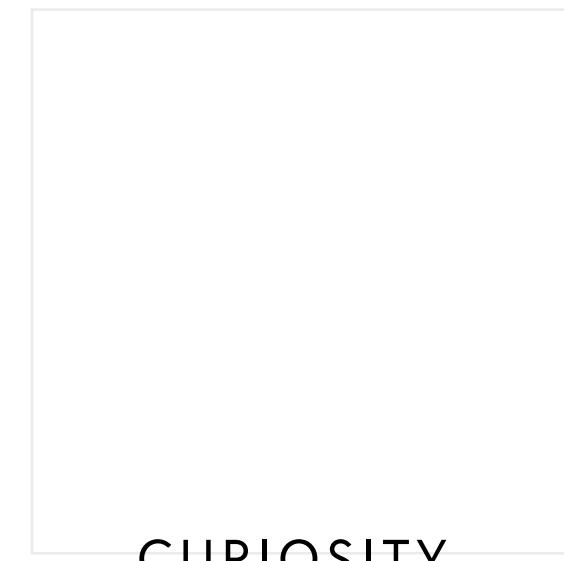
While the end result and engineering behind it may be complex, we keep our systems as clean and simple as possible. We pay attention to the details when designing and installing. No tilted speakers, no messy wires; just simple and clean.



## 110%.

We give it all that we can.

We try to get down to why our clients need our help. If their asking for a band-aid, we'll do the extra legwork and suggest the best course of action. Our team cares about the projects and about our clients. And when we care about something, we treat it with as much love as possible.



## CURIOSITY..

We ask why not, instead of why.

We get a little out of the box sometimes. We turn things on their head just to see what happens; and sometimes, it's something pretty cool. Letting our curiosity take the reigns when we're able to really drives us to some fun times and amazing opportunities.



## USABILITY.

We build what you need.

Navigating our systems aren't over complicated. The system is programmed to be easy to navigate from a single touch panel. Plus, we add in presets so clients can change their space with one simple tap.

# Personality.

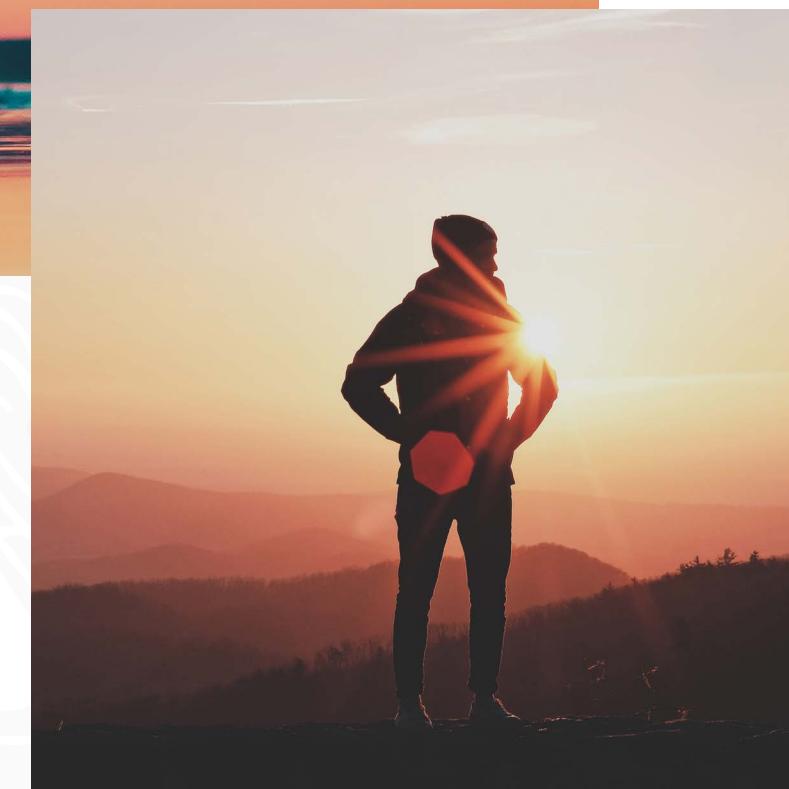
## OUR PERSONALITY

As a company, we're seven years young. But our design-oriented, idea driven team has been taking us to the top. Our group believes in the whole cliché "loving what you do" kind of thing. This passion helps us have fun together everyday making work a bit more than work. We are talented in our craft, and we take the time to go the extra mile. And that makes all the difference.





# Brand Tone.



## GROUP FINDINGS

friendly  
smart  
magic  
cool  
"dayum!"  
creative  
visionary

excited  
experts  
leaders  
detailed  
skilled  
transformative  
artistic

Our brand tone should remain consistent across all of our platforms, regardless of who we're speaking to. We're friendly and casual, and keep things simple.

We're not braggadocious. And we don't support the use of that word. We drop knowledge when necessary (not in a show-off way). We know that the people interacting with us are just that— people. So we speak people-speak, and they respect us for that. We don't get too technical, but we still take the time and opportunity to educate our clients.

Above all, our tone conveys our passion for what a project could be. We're visionaries, and that sets us apart from the others in our field. We're excited about what we do, and we get our clients excited about it too.

# Brand Mark.

01

## ELEMENTS & VERSIONS

Our brand mark has three different versions, referred to as Studios, Ascend, and Icon. Studios should only be used in very formal situations. We're moving to the Ascend mark.

The Icon version should be used to supplement our brand. While the icon can stand alone on a single page, that document should have the Ascend mark on the heading or title page. This allows us to use the Icon for creative solutions, or in places where the mark is important, but real-estate is limited.

STUDIOS

A S C E N D™  
S T U D I O S

ASCEND

A S C E N D™

ICON



FULL COLOR

DARK- ONE COLOR

LIGHT

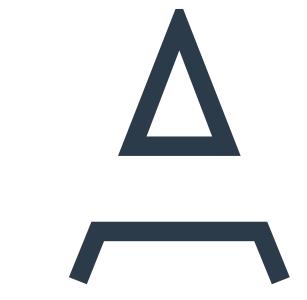
STUDIOS

ASCEND™  
STUDIOS

ASCEND

ASCEND™

ICON



Color  
Versions.

02



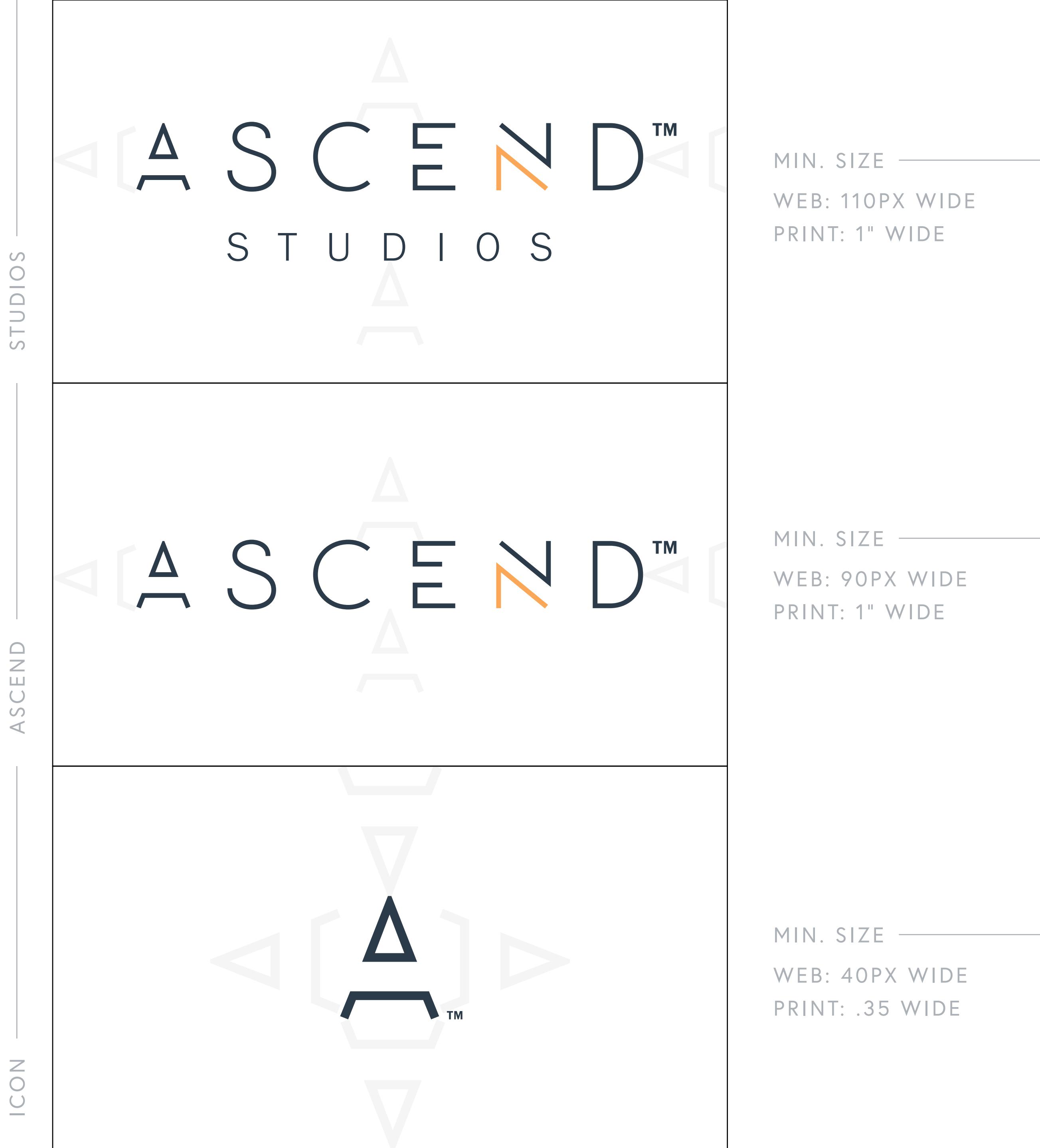
# Sizing and Spacing.

## 03 SIZE

The mark should be displayed at minimum size or larger listed to the right of the mark, and in the correct resolution for the specific medium.

## 04 SPACE

The clear space around each mark should be more than or equal to the height of the A in Ascend.



# Common Mistakes.



## SPACING

Don't change the spacing between letters or shapes within the mark.



## TRADE MARK

Don't adjust the ™ text.



## SCALE

Don't squish or stretch the logo. Scale logo evenly from both sides.

## FONT TYPE.

Don't type out the name with a font. Use the premade logo file because it has the correct spacing.

## FONT COLOR

Don't change the color of the logo font.



## ACCENT COLOR

Don't change the color of the arrow, or swap which piece of the logo is in color.

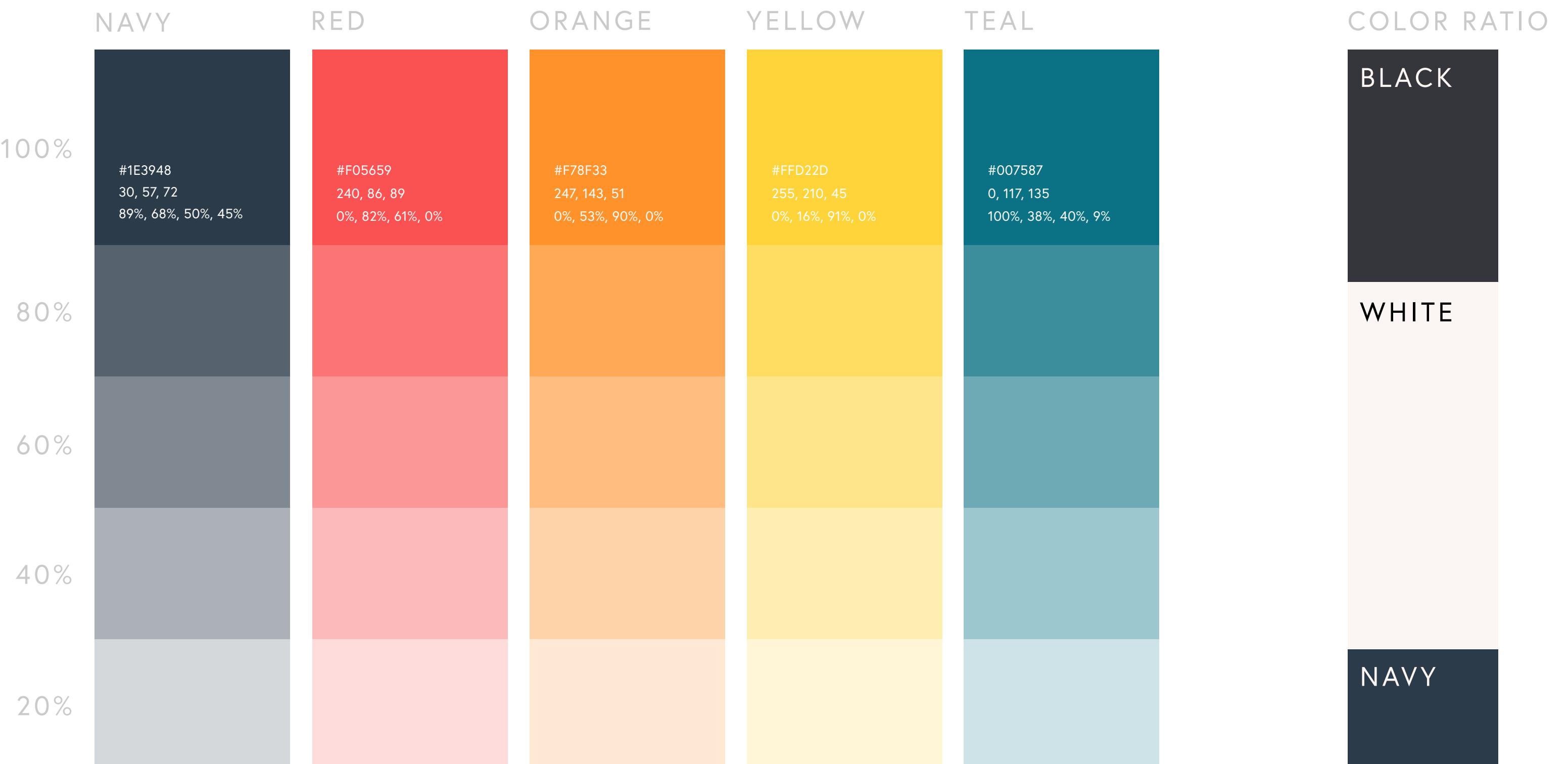
# Colors.

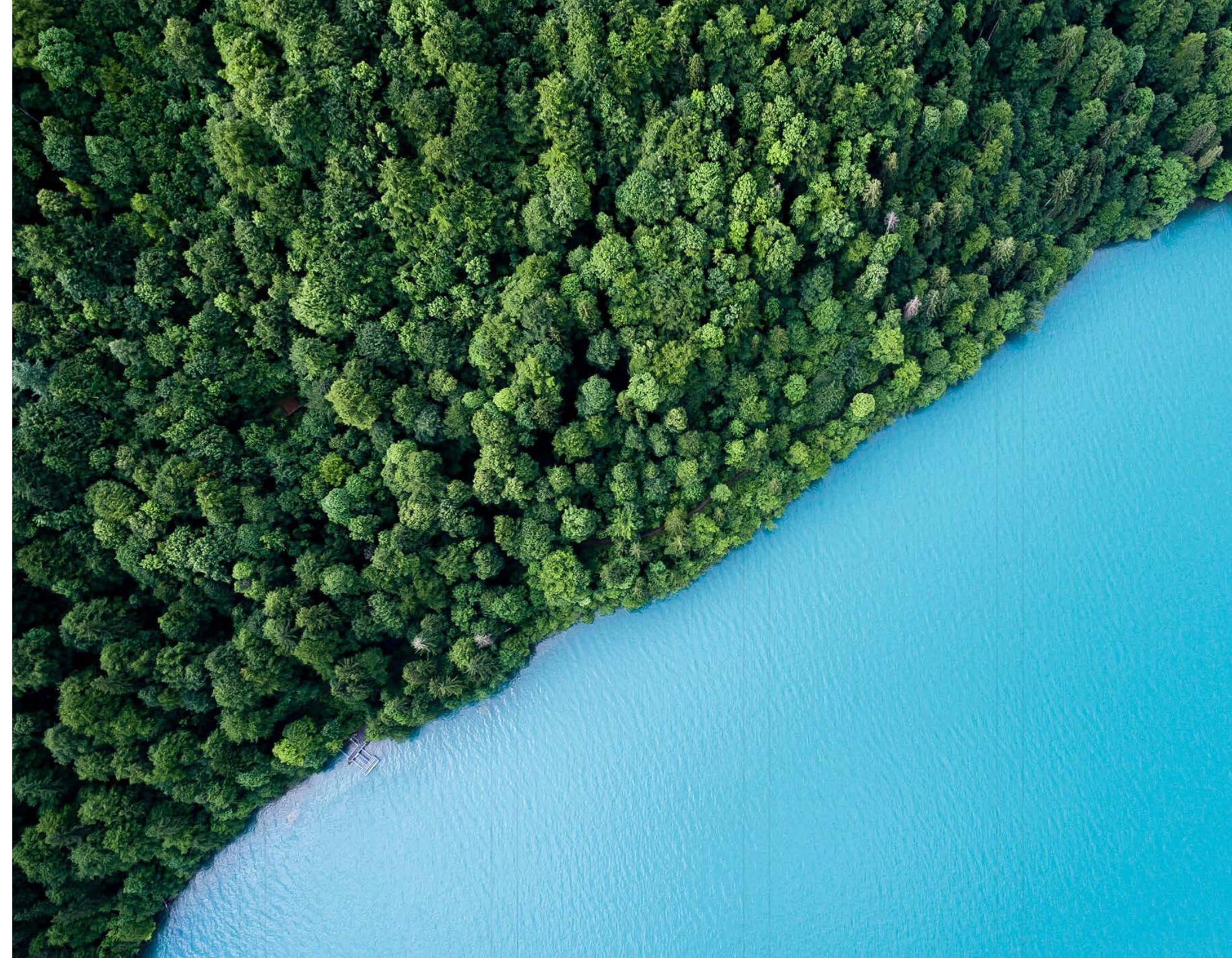
Our brand black and white are our primary colors with our navy supplementing. All other colors should be viewed as accents.

The percentages of each color provide a flexible and adaptable color palette for when it's needed. However, more often than not, we use the 100% or 80%.

The color information is listed with a hexcode first, then the RGB colors, and finally CMYK percentages.

When dealing with pantones, have the printer pantone match as closely as possible.





# Composition & Guidelines.

In this document, we used a 12 column grid with 16 px gutters. These are the vertical lines that you can see on this page.

You'll notice that not everything is going from one gutter to another. This allows for a little bit of fluidity within the design while still keeping it clean and organized.

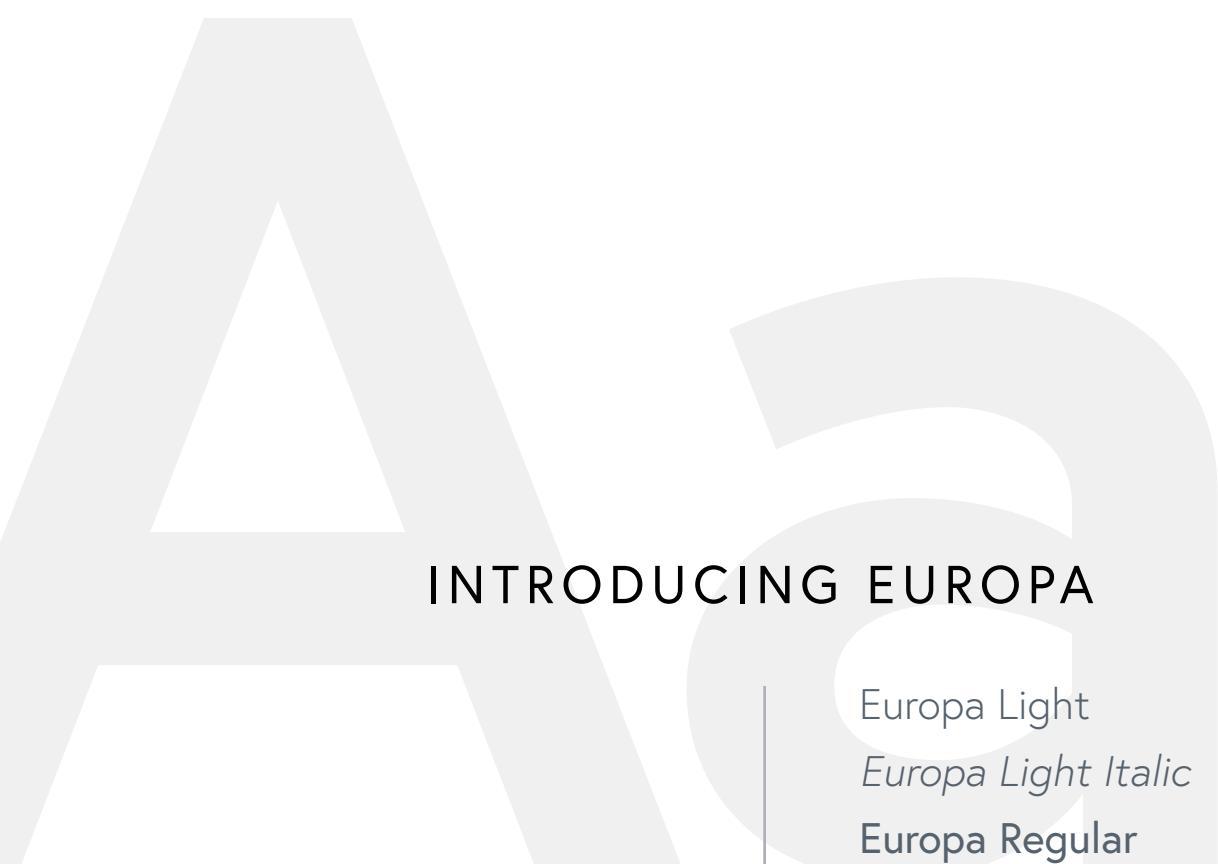
For web and print design, start with this same grid and design to it. If an occasional element needs to break the grid a little bit, no biggie. The important thing is how it looks visually.

Check out [this article](#) to learn more about grids and how to use them.

column

gutter

# Typography.



\*In applications where Europa is not available, use Futura.



# Type Scale.

## FONT SIZE

We use a 1.25 ratio typescale with a 16px base for web, and a 10.24px base for print. This means that each step up in the typescale is 1.25 times bigger than the previous size. Please refer to the table to the right or to [modularscale.com](https://modularscale.com) for more information about the type scale.

### LEADING (LINE HEIGHT)

As a general rule with this typescale, set the line height of your headlines to 1 step above your font size. For body copy, line height can be set to 2 steps above it's font size. For large pieces of text, such as the titles in this document, the leading should be the same as the font size.



# Web Type.

## TITLES

Font Style: Europa Bold  
Font Size: 119px  
Line Height: 119px

Notes:  
*Capitalize each word.  
Add period at the end.*

## HEADLINES

Font Style: Europa Regular  
Font Size: 20px  
Line Height: 31px  
Tracking: 120

Notes:  
*Short amounts of text.  
All capitalizations.  
No periods.  
Leave space before body copy.*

## BODY

Font Style: Europa Regular  
Font Size: 16px  
Line Height: 25px

Notes:  
*Normal sentence case.*

## CAPTIONS

Font Style: Europa Regular-Italic  
Font Size: 12.8px  
Line Height: 20px

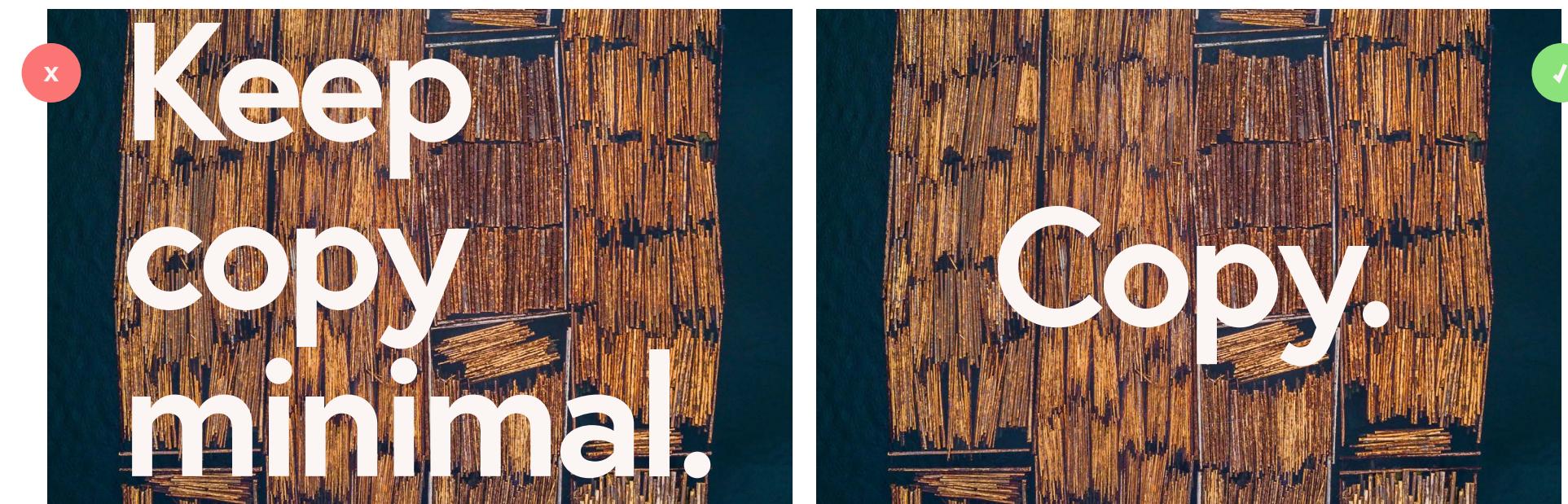
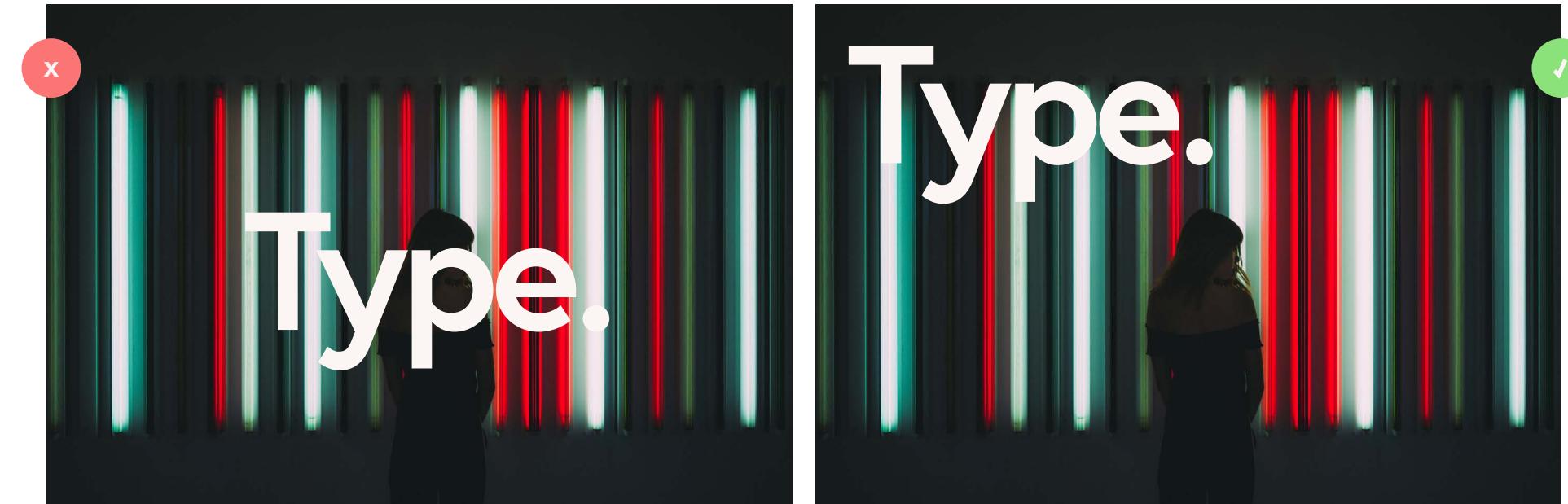
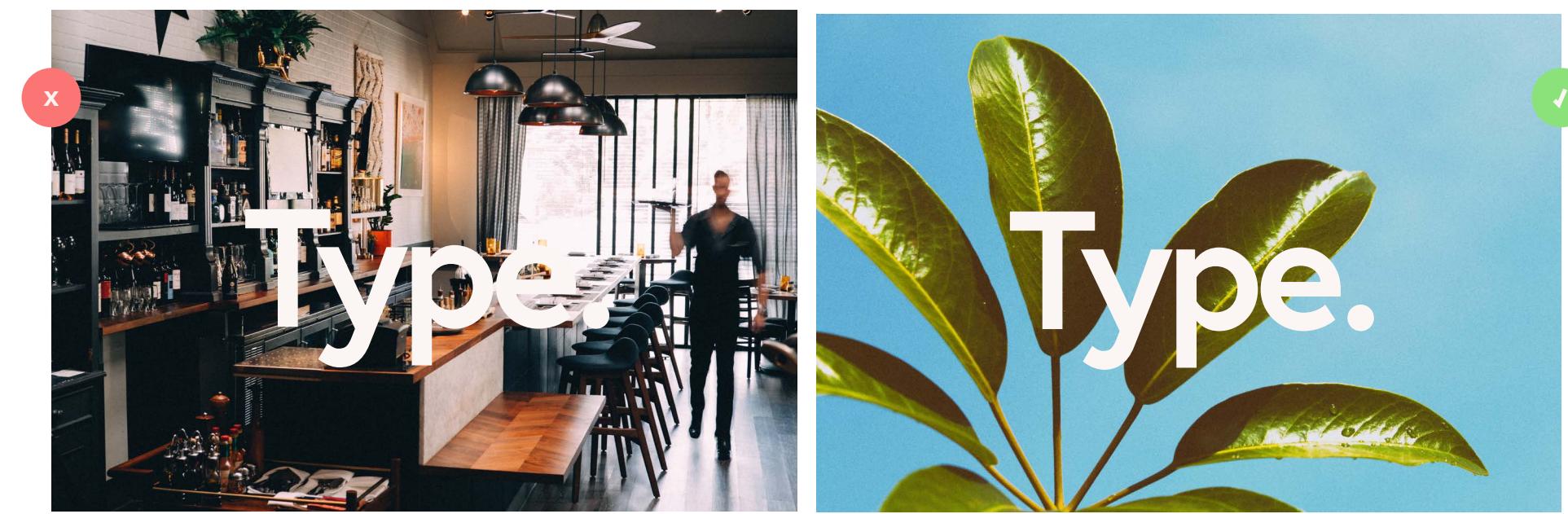
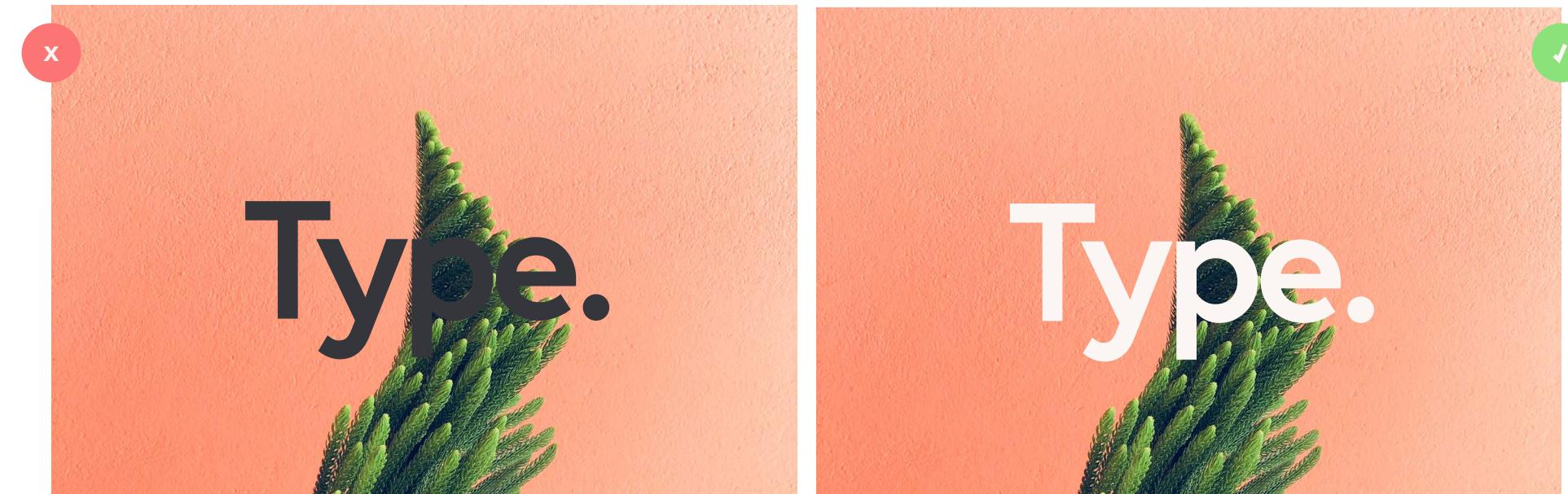
Notes:  
*Normal sentence case.  
1-2 sentences max.*

# Typography on Photos.

## GUIDELINES

These guidelines are just that- guidelines. They're not set in stone rules that can rigidly apply to every situation. However, they are a good place to start when adding copy on top of images.

In general- keep it simple and leave space around the copy.



## COLOR

Try to stick with brand white or black. Make sure that the type is a color that is easily readable. When displayed on a natural color, go lighter when possible.

## AVOID BUSY IMAGES

Avoid placing text over busy images. Avoid using dropshadows to make text more visible this issue.

## DON'T COVER SUBJECT

Make sure that the text isn't covering too much of the object in a photo.

## KEEP COPY MINIMAL

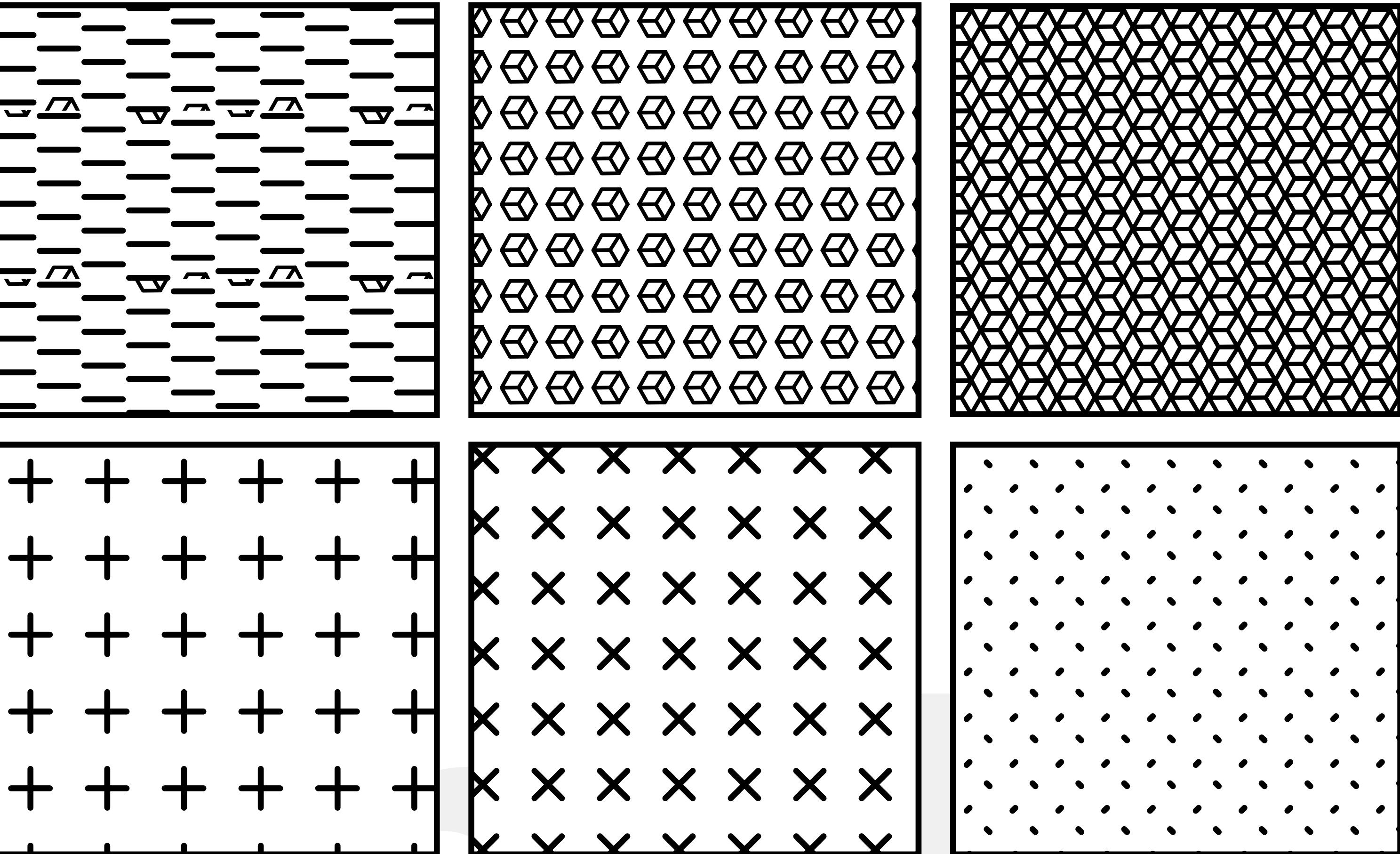
Make sure that the text isn't covering too much of the object in a photo.

# Patterns

## APPROACH

Patterns should be used sparingly and as accents only. Keep these as simple as possible. If using a more complex pattern, display them at a lower opacity or in a light color. The key with these patterns is to add subtle detail within our designs.

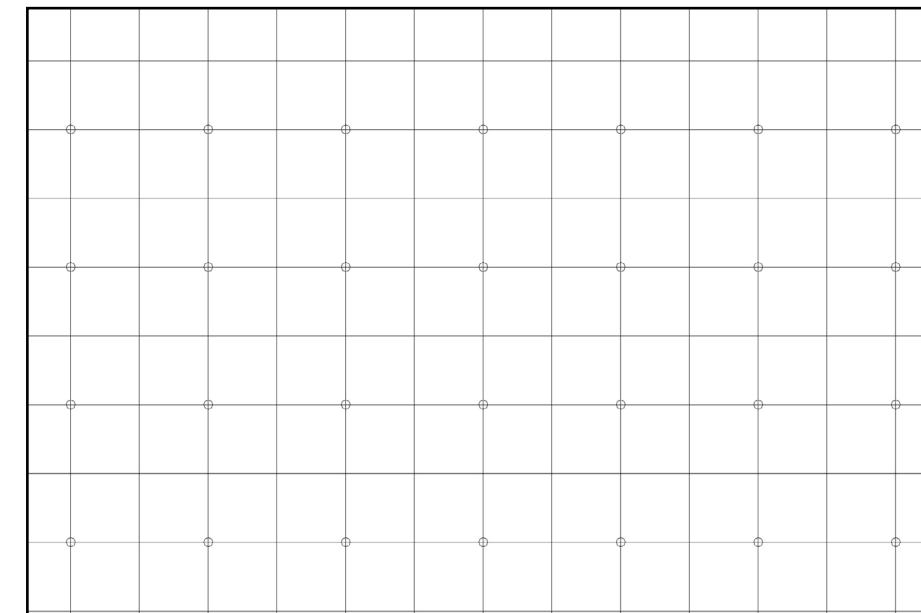
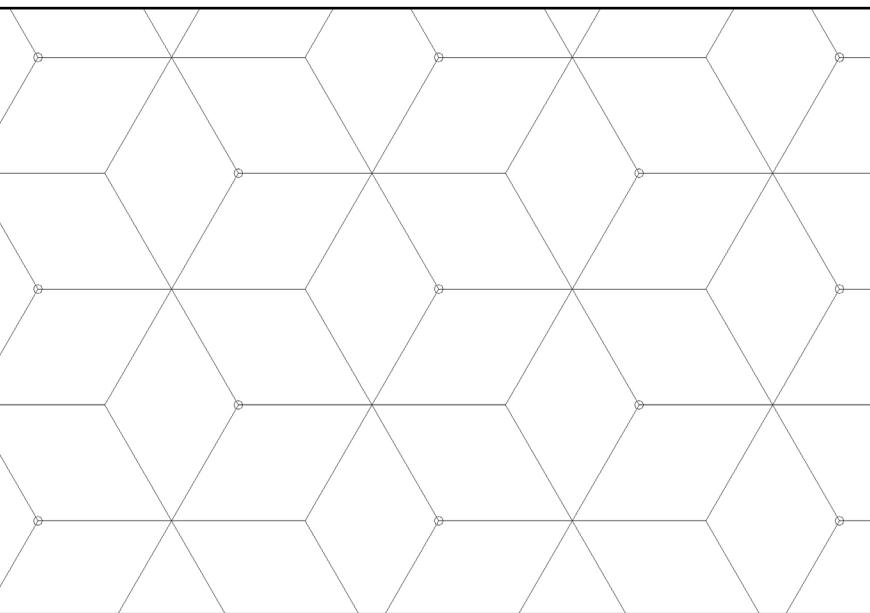
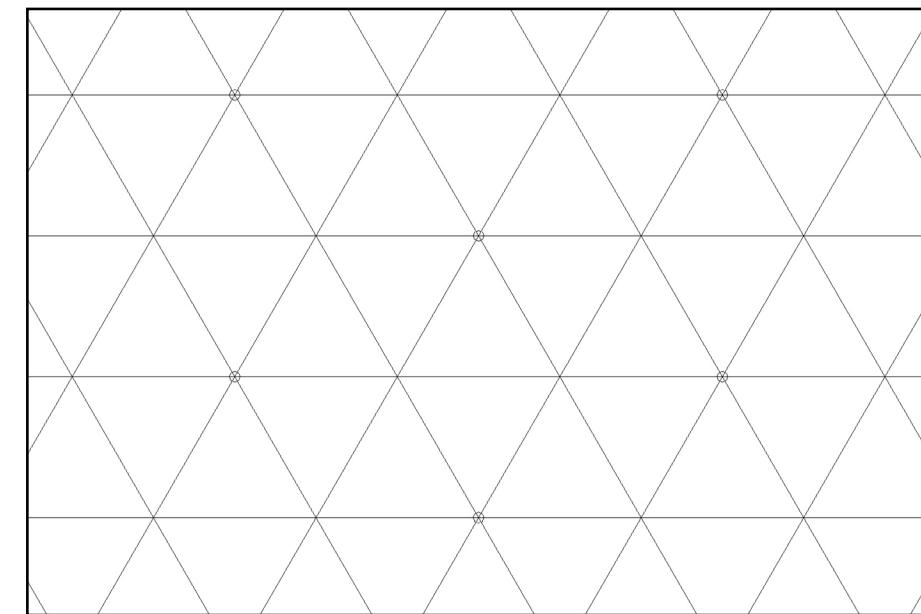
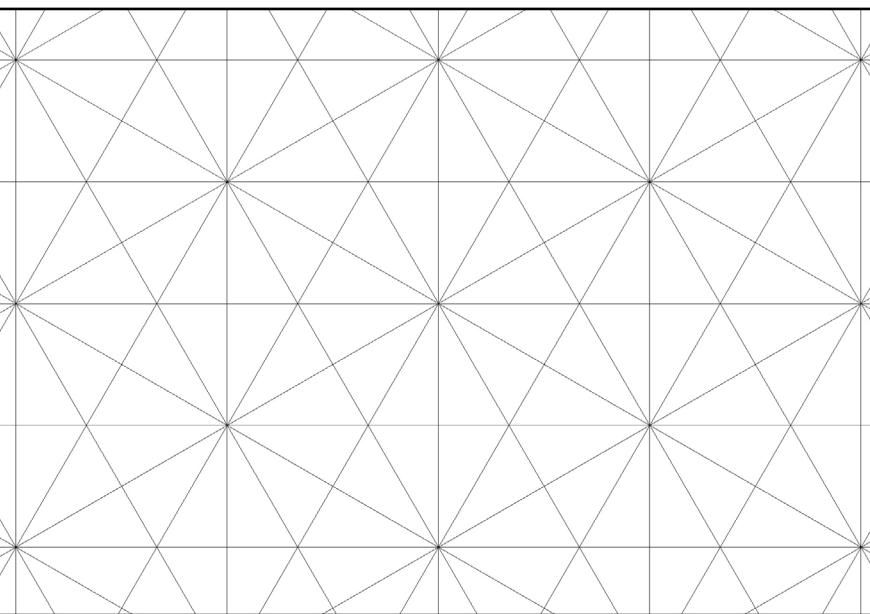
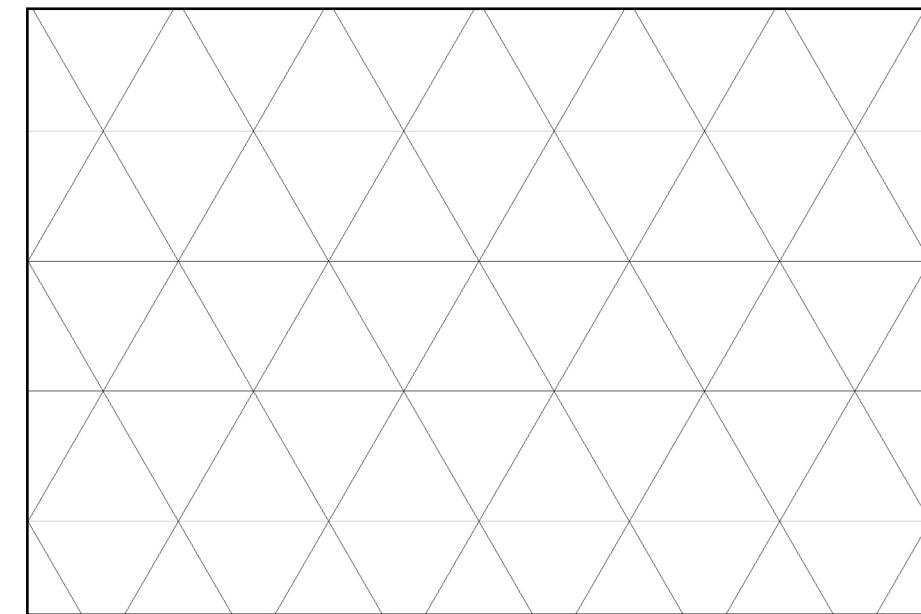
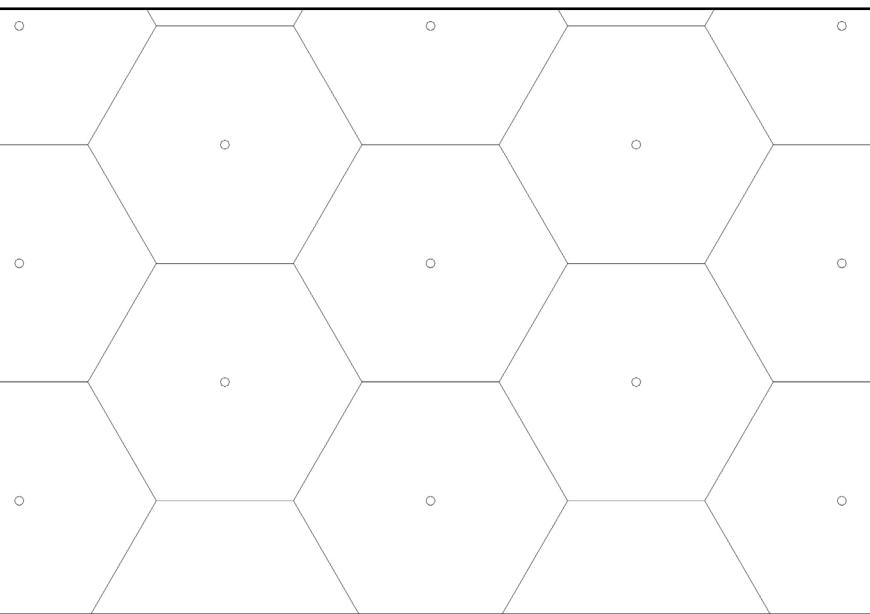
Review this document for examples on how to use patterns.



# Pattern Construction.

## USE A GRID

To create patterns and come up with ideas, try out Amaziograph on an iPad. Amaziograph has several different kind of grids and symmetry options. This is great to concept different patterns. Using the app is not the most clean, but you do get some fun results. Export out images from Amaziograph and then vectorize them and polish them in Illustrator.



# Symbols/Iconography.

## APPROACH

There's no need to reinvent the wheel, so we didn't. We use the Linea Icon Pack, [available here](#).

You can download these icons online. The download will come with PNGs, SVGs, and an icon font.

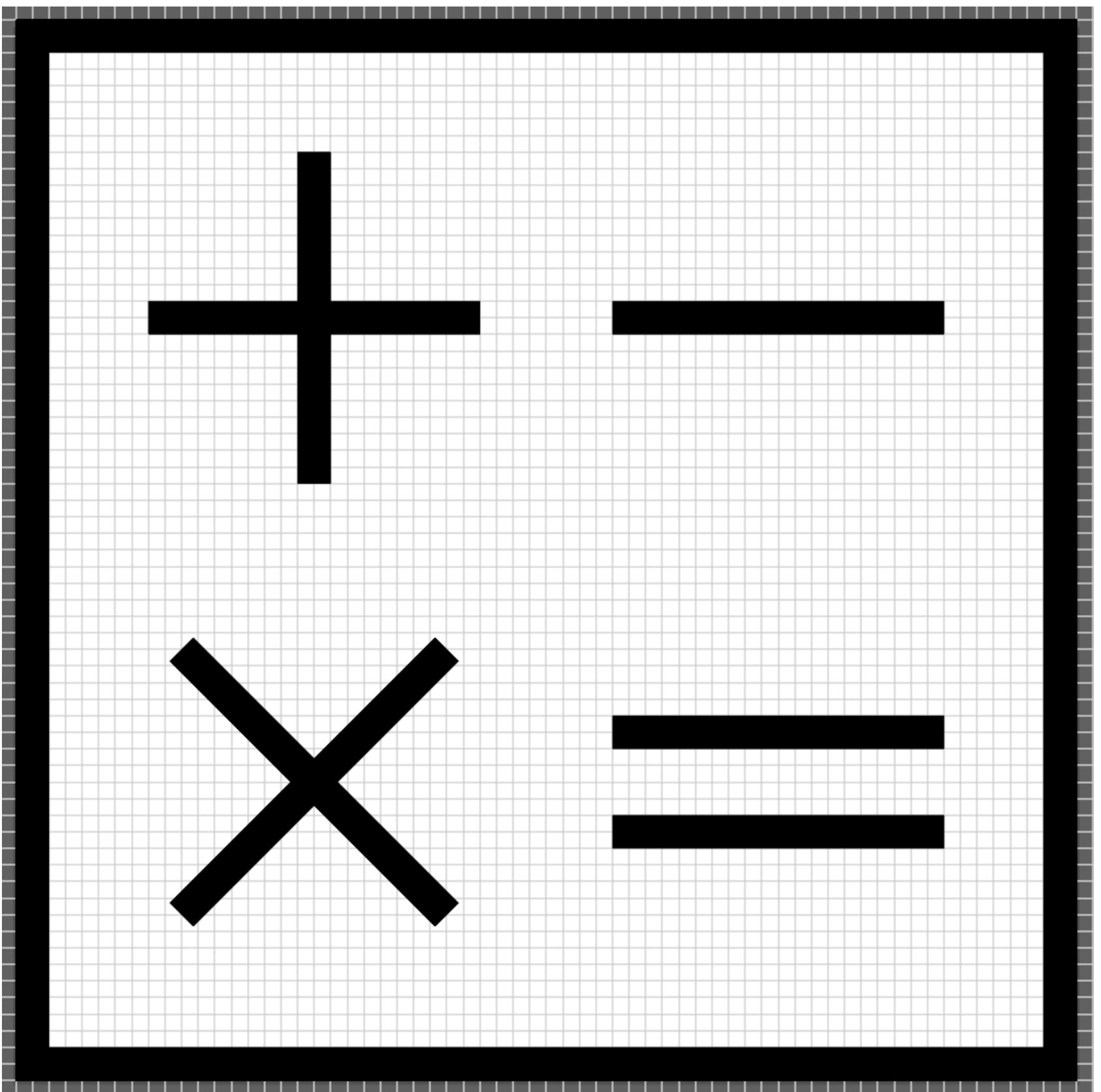


# Symbols/Iconography Construction.

## CONSTRUCTION

If the Linea Icon Pack doesn't have the icon that you're looking for create a 64px by 64 px document in Adobe Illustrator. Use a grid and a 2pt stroke. Remember, KISS\*.

\*Keep It Simple Stupid



# Photography.

## COMPLETE INSTALL- 40%

Photos of our completed installs will lead the way. These photos need to be sharp, high quality, and should be displayed largely. These photos will provide a lot of the color for the brand. Make sure that there's plenty of white space around them so things don't feel too cluttered.

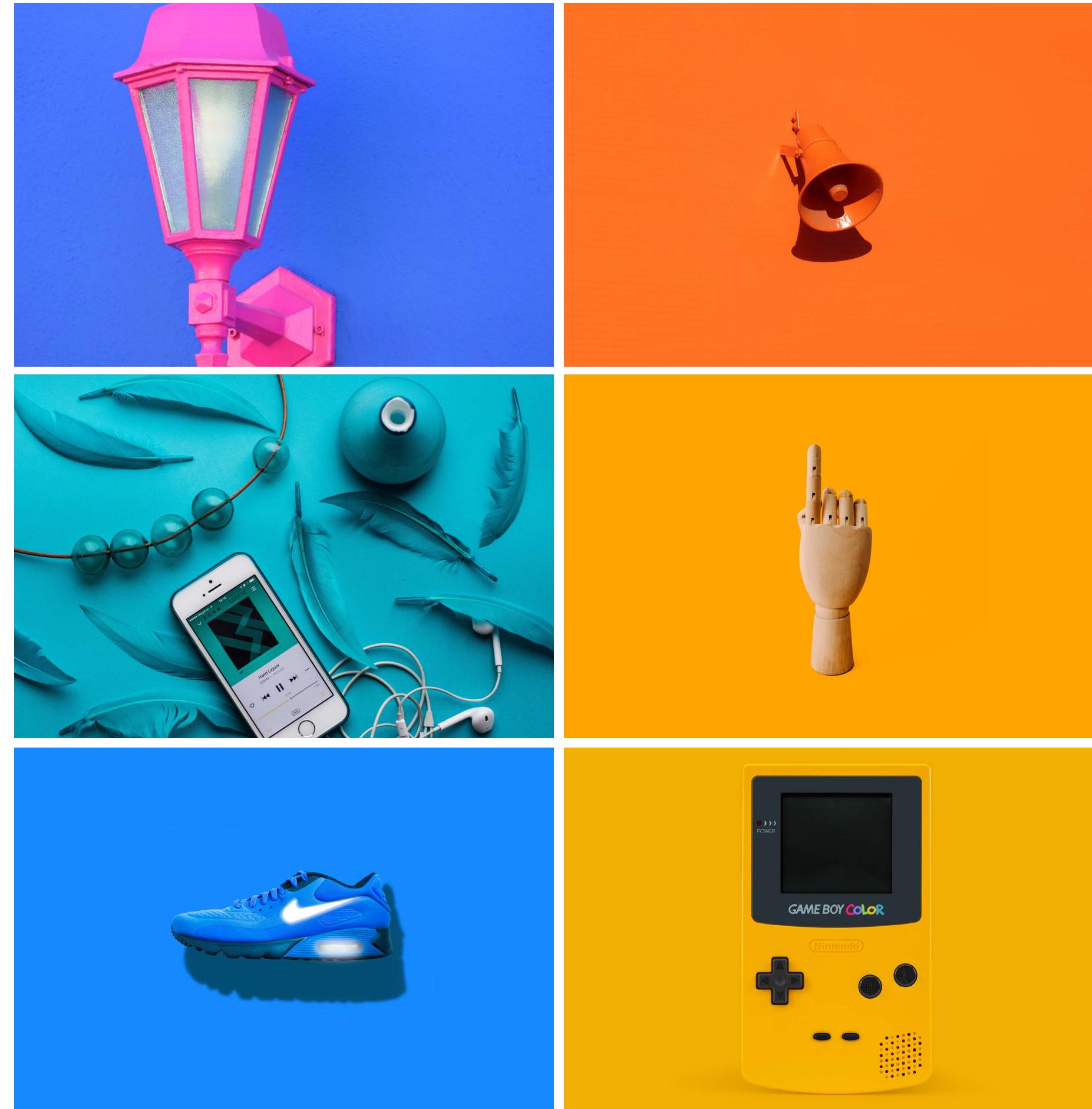
Also, try not to overlay copy on these.



# Photography.

## CREATIVE- 15%

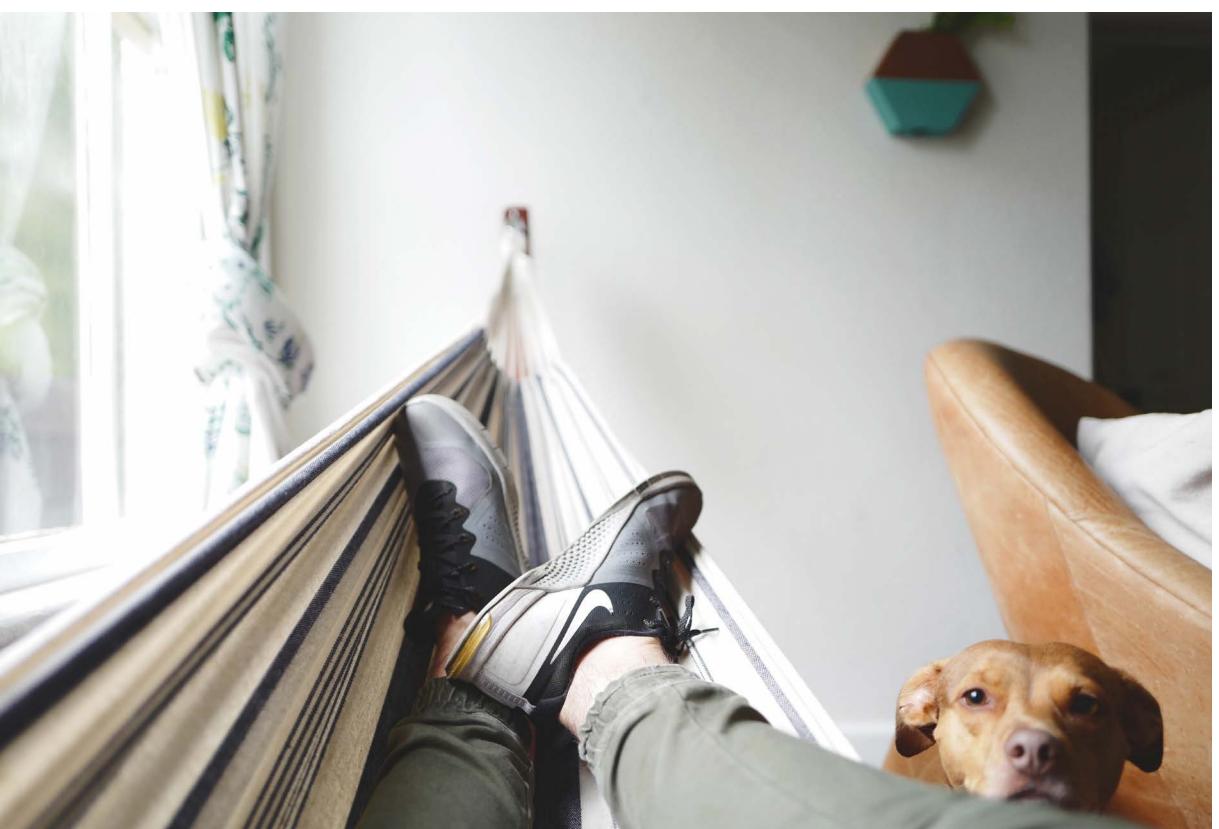
Our creative photography is where we'll show off a lot of our quirky personality. Color blocked photos and fun experimental shoots will make up this section. The photos to the right are just some examples.



# Photography.

## LIFESTYLE- 15%

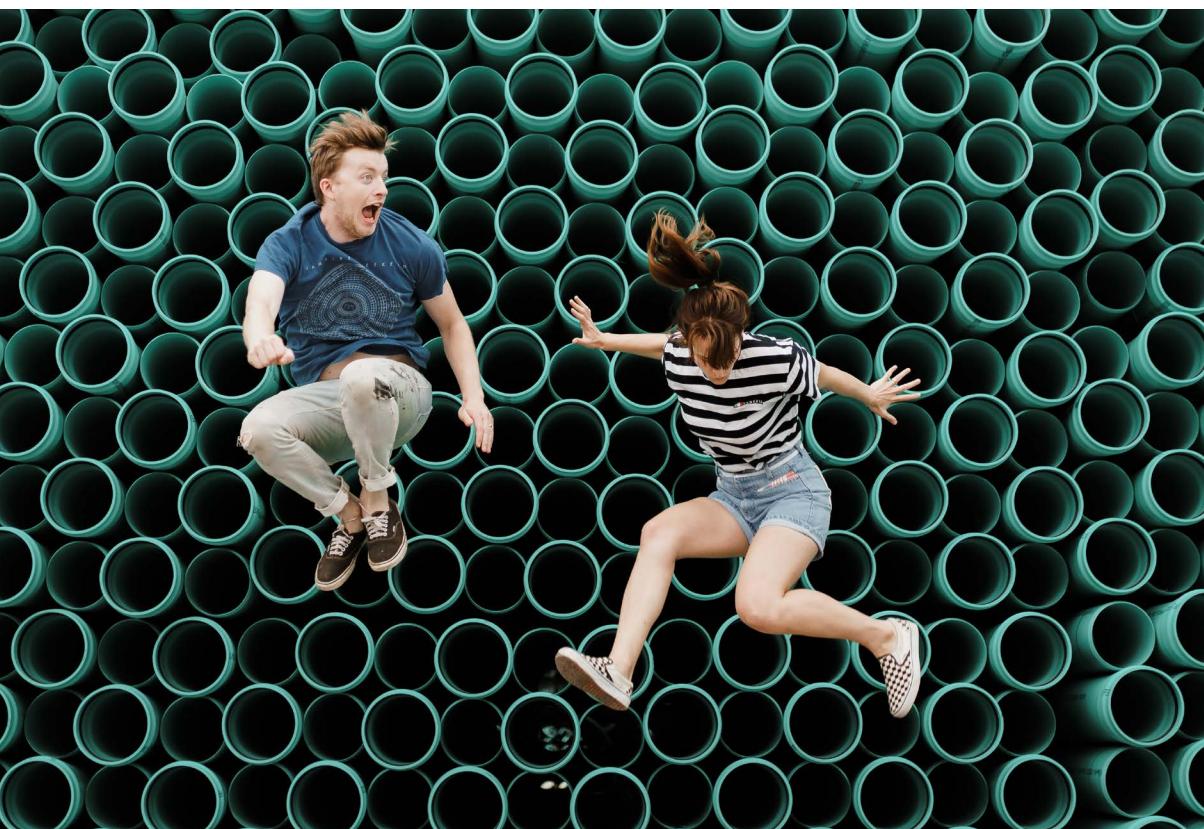
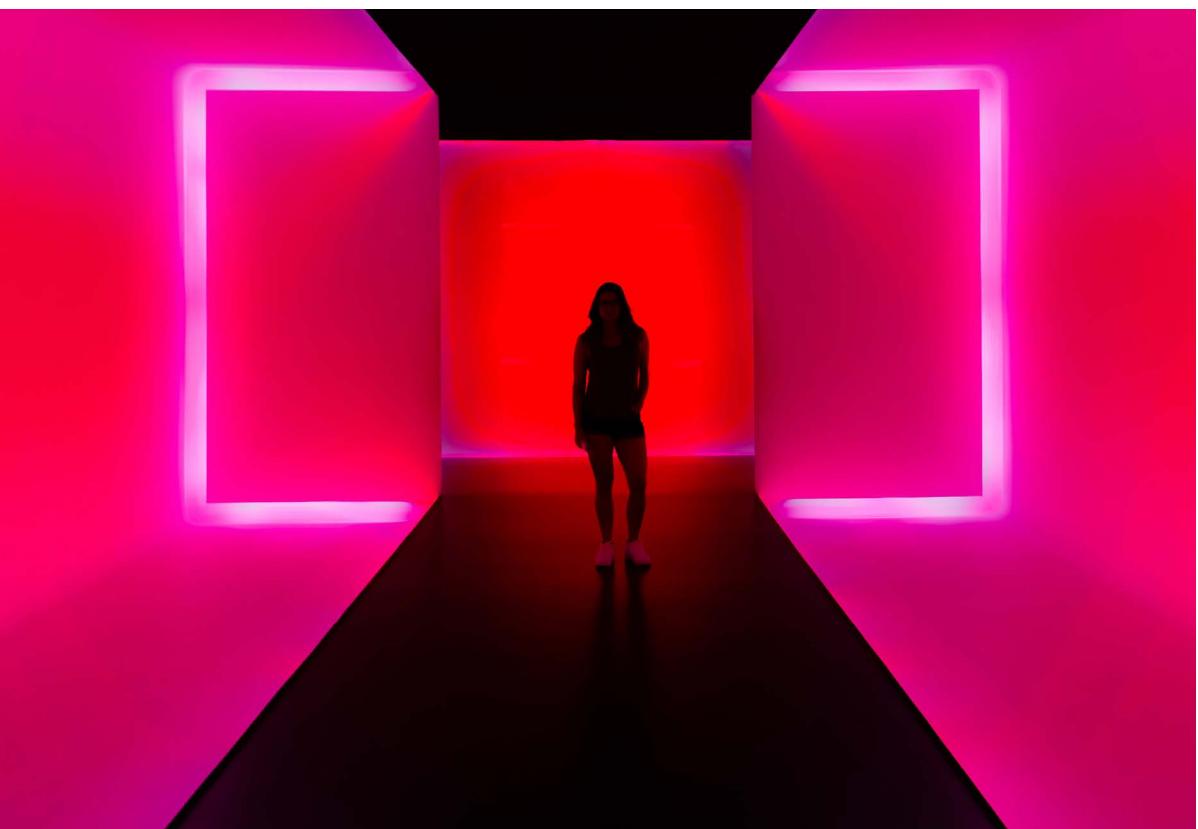
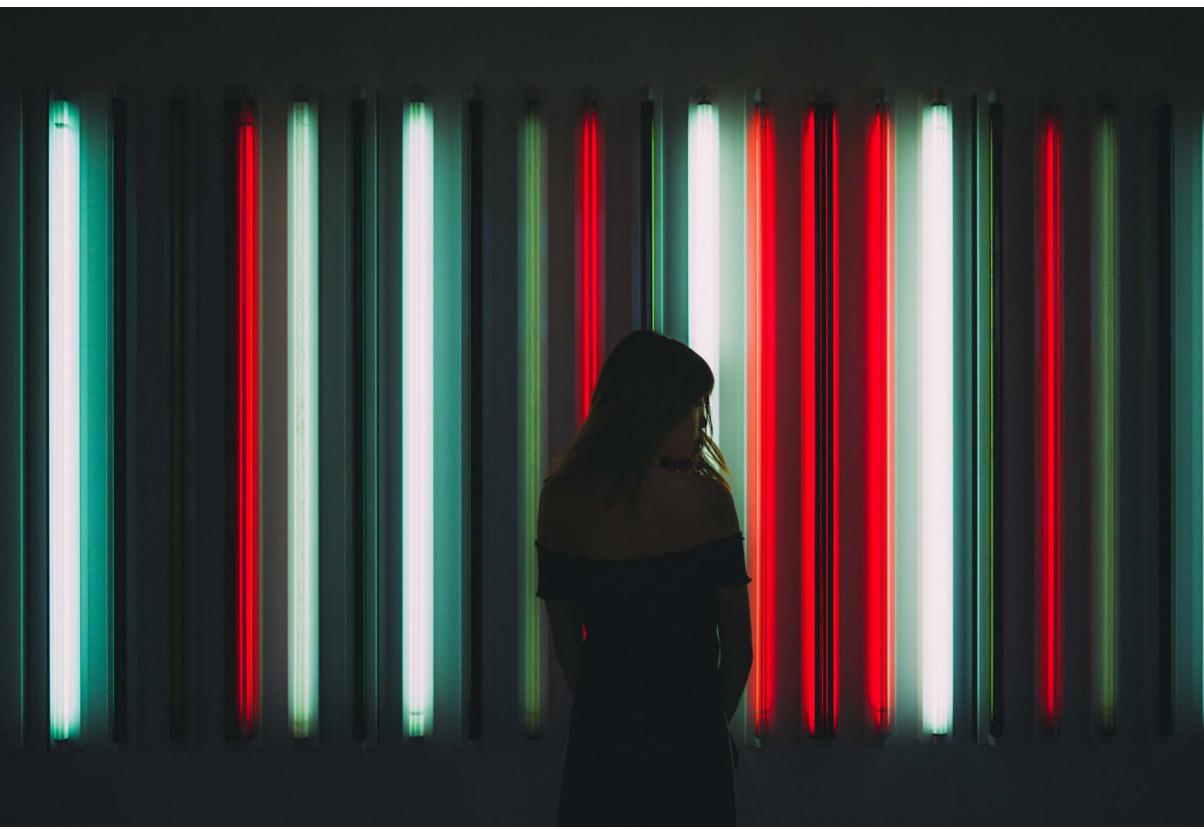
Coffee, travel, lunches, all the activities.  
These show normal people doing activities,  
or are photos of the activities themselves..  
Think of these more like what you would  
typically see on a social media channel.  
These images will be used to convey culture  
more than anything else.



# Photography.

## HERO - 20%

Be a little edgy, a little interesting, a little different. The goal with these photos is to show people interacting with creative or artistic things. People having fun and interacting with unique environments. Ultimately, we want to create experiences where we can take these photos ourselves, but in the meantime, curated stock imagery of things like these photos will work, or even better- promote someone else's work.



# Copy Tone

## FRIENDLY AND TO THE POINT

Our copy tone should be easy to understand. We don't need to show off our technical knowledge around every turn. We write how we would speak to someone, and that makes it personable. When writing for our brand, keep it simple. Get straight to the point and avoid verbose wordage.



# Writing Tips & Tricks

1. When using the name in text capitalize Ascend. In legal documents refer to us as Ascend Studios, LLC.
2. Be friendly. We generally treat everyone like friends. Anytime you write something, think: "How would I phrase this if this were going to my best friend?" We love it when communications feel personal and real (while still being clear that we're a reputable organization).
3. Be clear. Transparency is a big part of our brand. Of course, it refers to our reporting and our promise to prove every project we build.

But it's bigger than that, too. Always make your language simple and easy to understand. Never send people somewhere else for information when you can just give it to them. Don't complicate things unnecessarily. Just be as clear as possible.

4. Be brief. People are busy. Respect their time. Say what you need to say, then stop writing. A great resource on brevity can be found [here](#)—it provides ideal lengths for just about anything you'll ever write: Tweets, emails, subject lines, blog posts, etc.

5. Don't call us a company. When talking about our organization, talk about us like you'd talk about your family. Don't refer to us as "the company," just use "we." If you do need to talk about our organization as a whole, use "Ascend" or occasionally "our organization."

6. Use the oxford comma. This is useful to avoid any misunderstandings. It matters. Just use it.

\*Partially taken from charity water's brand book.

# Copy Style Samples

The list to the right was curated by non-profit Charity Water. While Charity Water is a much different company, these samples will be helpful in guiding you when writing copy.

## STYLE TIPS

Avoid big words.

Keep sentences simple.

Stay positive.

Don't be too casual.

Focus on real people.

## BAD

✖ It can be overwhelming to comprehend the magnitude that 663 million people represents.

✖ The field teams of our local partners are chosen on the basis that their organizations have years of experience and acquired knowledge.

✖ Make your birthday actually mean something.  
✖ You don't really need presents, so tell people to give money to charity: water instead.

✖ Drinking dirty water and not having toilets totally sucks. It kills tons of people—more than guns or stabbings or crime or war.

✖ There are many Ethiopians without clean water.  
✖ In fact, more than half the population lacks access to clean, safe drinking water.

## GOOD

✓ It can be hard to imagine what 663 million people looks like.

✓ Our local partners have years of experience and lots of knowledge.

✓ Birthdays can change the world. Pledge your next birthday for clean water and make this your best birthday yet.

✓ Diseases from unsafe water and lack of basic sanitation kill more people every year than all forms of violence, including war.

✓ In Ethiopia, millions of people don't have clean water. Millions of mothers like Helen can't give their children clean, safe drinking water.

\*Taken from charity water's brand book.

# Social Guidelines.

## BE "LIKABLE"

This is a space that people invite us into, and they can just as easily kick us out. Don't think of social media as an opportunity to advertise or promote; think of it as a place to provide memorable moments that inspire and delight.

## BE DIRECT

You don't have to use all 140 characters to get your point across. And go easy on the asks. Keep it simple; focus on one call to action or message per post.

social



\*Taken from charity water's brand book.

# Our Favorite Platforms.

## FACEBOOK

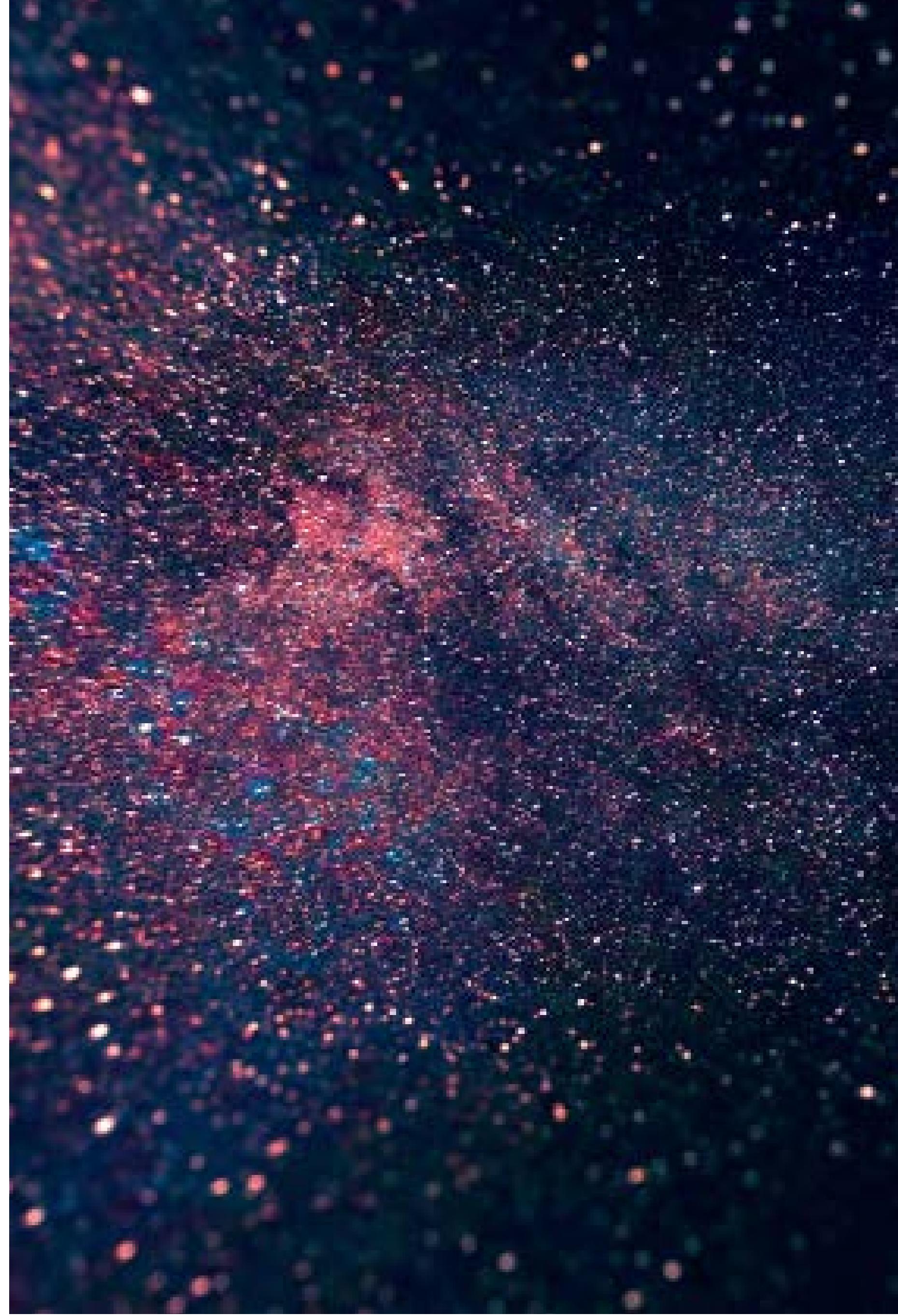
We love Facebook because it's the place where people truly feel like friends. It's as good for awareness and inspiration as it is for behind the scenes and thought leadership. It's also one of our top traffic drivers.

## INSTAGRAM

Instagram is a natural fit because it's so visual. We love using beautiful imagery to connect people with our work. There aren't a lot of clicks happening there, but engagement is huge, and it's a perfect storytelling platform.



\*Taken from charity water's brand book.



# Questions?

**JUST ASK.**

Everything may not be covered within this document. A brand should be constantly evolving and adapting. This document will be updated when significant brand changes have been made. If something isn't defined but should be, we can add that in here too.

