

Brand Style Guide

Ascend Builders

v.1.0

Nov 2020

BRAND STYLE GUIDE

ASCEND BUILDERS

- 1. Cover Page
- 2. Branding
- 3. Icon & Logotype
- 4. Color Palette
- 5. Typography
- 6. Clear Space
- 7. Stationary
- 8. Website
- 9 Marketing

Branding

OXFORD DEFINITION: the promotion of a particular product or company by means of advertising and distinctive design.

Branding, by definition, is a marketing practice in which a name, symbol or design that is easily identifiable develops an association between a product or service and an audience. Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company. A service, such as Ascend Builders, should have branding that reflects an elite home builder and renovation contractor that embodies strength, vibrance and experience.

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The colors should stay consistent at all times, however, the color is flexible enough to be used in a variety of applications.

*every effort should be made to present the icon and/or logotype using the primary and preferred color setup:
GOLDEN HELIODOR and ONYX on a white background or
GOLDEN HELIODOR and WHITE on a black background.

On a color background, the logo can flip between white or black, depending on which presents a stronger contrast and compliments to color choices of the specific design.



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Icon



Logotype

The icon and logotype have been designed to work well independently as separate design elements.



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Shown here in a variety of color and layout applications, the Ascend brand has been prepared to be presented anywhere.

The left column, vertically stacked logo with the icon above the logotype is the primary visual identity and every effort should be made to use this visual identity.

In cases where the primary logo does not fit and a wider logo is required, the horizontal stacked version should be used.

Lastly. in cases requiring a small, wide logo (like a pen), the horizontal, one-line instance should be used. This tertiary version of the logo should only be used when needed. Primary and secondary layouts of the visual identity are always preferred.

PRIMARY:
WHITE BG

VERTICAL
STACKED



HORIZONTAL
STACKED



HORIZONTAL
ONE-LINE



COLOR BG



BLACK BG



COLOR BG
3 COLOR VARIATIONS CAN BE USED:
SOLID WHITE, SOLID ONYX, SOLID OBSIDIAN



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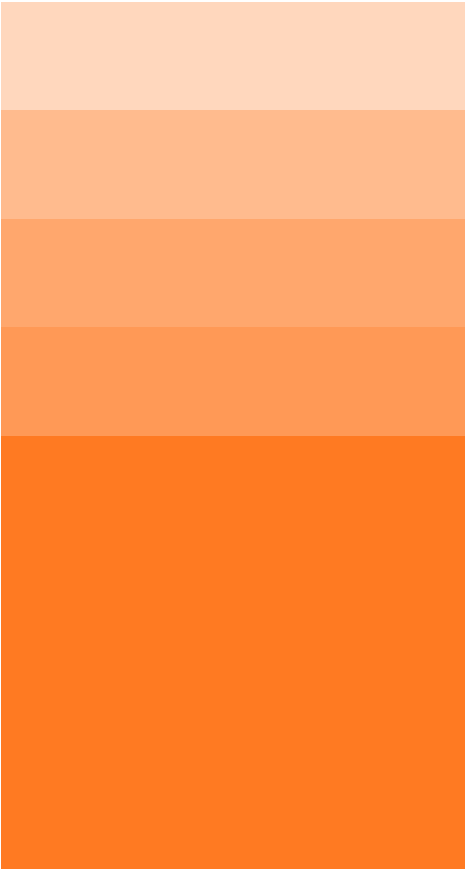


Golden Heliodor

RGB:
R 250/ G 174/ B 23

CMYK:
C 0 / M 35 / Y 100 / K 0

HEX:
FAAE17



Fire Opal

RGB:
R 255 / G 122 / B 34

CMYK:
C 0 / M 65 / Y 95 / K 0

HEX:
FF7A22



Jade

RGB:
R 0 / G 200 / B 163

CMYK:
C 70 / M 0 / Y 50 / K 0

HEX:
00C8A3

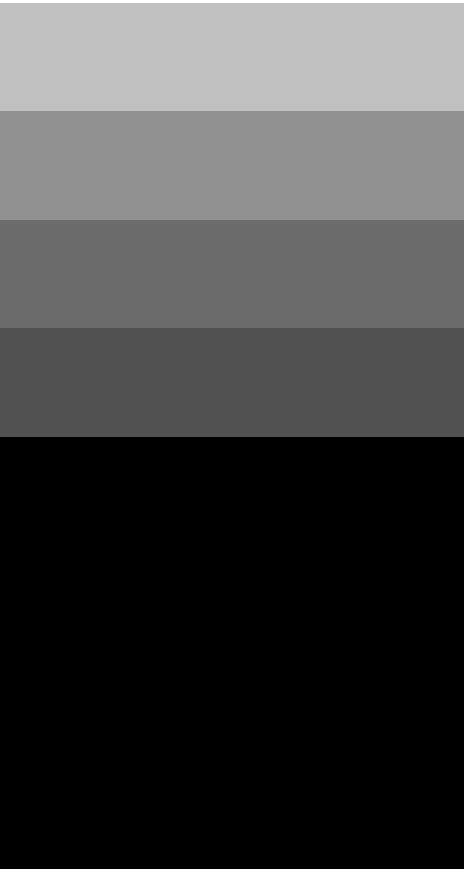


Onyx

RGB:
R 51 / G 68 / B 75

CMYK:
C 79 / M 60 / Y 54 / K 41

HEX:
33444B



Obsidian

RGB:
R 0 / G 0 / B 0

CMYK:
C 35/ M 35 / Y 35/ K 100

HEX:
000000

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Typography

Primary Typeface: Esteban

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

ESTEBAN IS THE PRIMARY TYPEFACE

Secondary Typeface: Montserrat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

MONTERRAT IS AN ACCEPTIBLE SECONDARY FONT WHEN ESTEBAN CAN NOT BE USED.

Secondary Typeface: **Montserrat Extra Bold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|

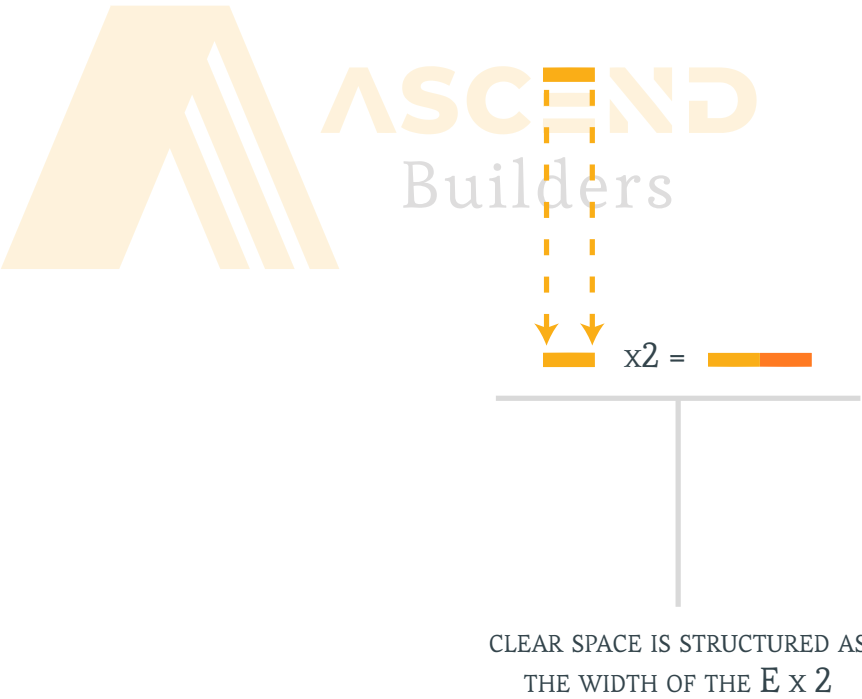
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A minimum area of space must always surround the visual identity.

This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the icon and/or logotype.



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Interaction.

It's the touch point every client will be looking for.

Prior to ever meeting a member of the Ascend team, a client will likely spend time viewing the online presence to decide whether or not Ascend is all that is says it is.

The website will backup the claims made through marketing and word of mouth by establishing Ascend as a leader by following these simple rules:

1. Content should be added weekly or bi-weekly to keep the blog and portfolio recent
2. Language should be kept simple and always position Ascend as a leader while never degrading competitors.
3. Content should touch on topics or questions homeowners will have and be looking for answers to.



