

11/2011 BRAND GUIDELINES



Brand Rationale

The Ascentor logo has been refined and now includes the bird icon and the new strapline:

Secure your information : Strengthen your business

The new strapline works because:

1. It's direct. Firstly focusing on security to then strengthen a business.
2. It's honest and straightforward - no marketing platitudes here.
3. It's message is sufficiently broad for use across all marketing purposes.
4. It's simple, unique and memorable.



Brand Tone of Voice

Ascentor are information risk management specialists who see information security as a powerful business enabler.

The tone of voice in all writing needs to reflect the following brand values:

- **Authoritative.** At Ascentor we are absolute experts in the field of information risk management.
- **Positive:** The subject of information risk can be daunting but we're not in the business of scare mongering. We see risk as a positive business enabler.
- **Putting risk in the business context:** Ascentor see the big picture and help you view information risk in the context of your business. We give sensible recommendations that will help you make better business decisions.
- **Pragmatic:** Ascentor are practical problem solvers whose focus is to make a difference to your business. We understand the realities of running a business and give pragmatic advice that can actually be put into practice.
- **Approachable, helpful and client-focused:** we understand your issues and we're on your side, cutting through the complexity and sharing our expertise to bring you a positive result - your information risk management partners.

Guidelines for all business writing:

- **Authoritative.** Show your depth of knowledge by giving both the big picture and the detail, all explained clearly in a way that real people can quickly grasp.
- **Written in plain English, not jargon.** Consider carefully before using any technical language. Simple, clear language that a graduate-level reader will understand. (NB: All technical terms should be defined in the 'jargon-buster'/glossary on the website.)
- **'You', not 'we':** Ascentor's focus is on doing what is best for their clients, understanding their business needs and working in their best interest, to make a positive difference. Demonstrate this in your writing with more emphasis on the client's needs than on pushing Ascentor - more use of 'you' than 'we'.
- **Professional but not too formal.** Expert advice written as if you are talking to a client in front of you, not writing in an academic journal. The use of contractions ('we're' not 'we are') where relevant will reflect the approachable tone we want.
- **Upbeat.** Use a positive, active tone of voice and short, clear sentences. Not 'the report will be delivered', but 'we'll deliver the report'. Much more powerful.
- **Stress the business context.** In your writing always but risk in the context of the business.

Logo & Usage



Logo

Our logo consists of the 'bird' icon, the lettering 'Ascentor' and our strapline 'Secure your information: Strengthen your business'. These three elements should always appear together and only be split if space or production methods limit their use.

The bird icon is based on the 'Ascentor' alpine bird.

Safe area

The logo should always have an uncluttered clearance space around it in all our communications. We call this the 'safe area'.

The minimum required Safe area is defined by the measurement 'X' (equal to the height of the Ascentor lowercase letters.)

Minimum size with strapline:

To include the strapline, the minimum logo size that is readable for print is 30mm width.

Minimum size without strapline:

Under 30mm in width, the strapline becomes too small and illegible. For this reason we have versions of the logo without the strapline.



Bird icon

An additional graphic of the bird within a box icon has been created for applications such as:

Social Profile Images Twitter, FaceBook, Flickr, Google+ etc.

Website Favicon

Usually saved as a .ico at a standard size of 16px.

Logo & Usage

Positioning

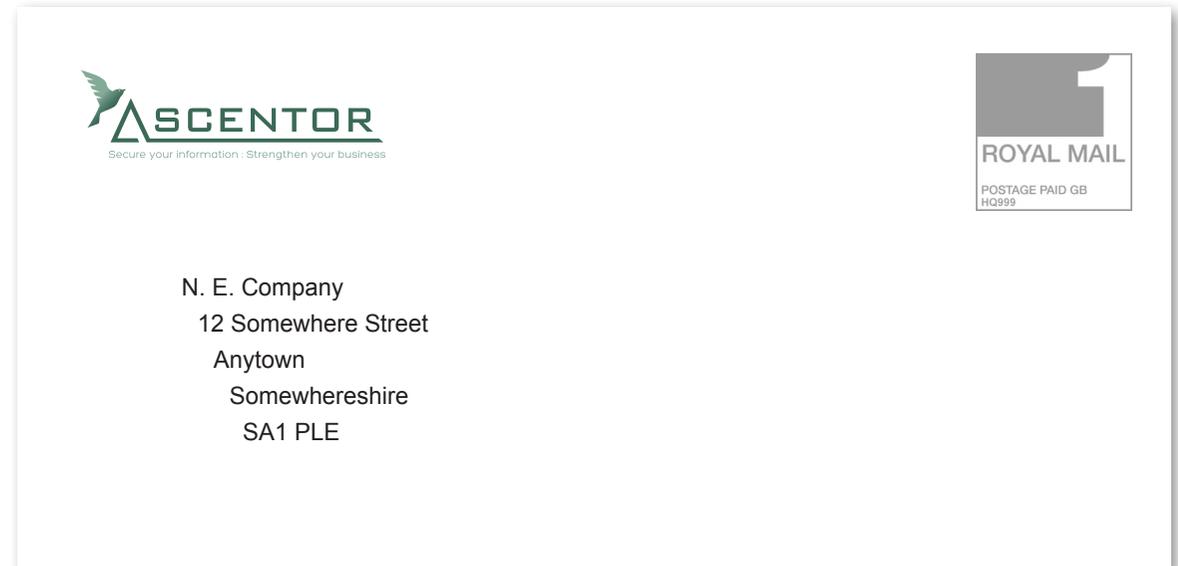
Our primary linear logo should always be positioned to the top left of communications wherever possible.

This includes printed materials, brochure covers, stationery and in presentations such as Powerpoint.

Whenever the logo is positioned to the top left, the standard rules for the 'safe area' should always be applied.



Business card



DL envelope

Logo & Usage

Colour options

In order to give the Ascentor brand as much flexibility as possible, we've created a suite of logos that can be used in different situations on different coloured backgrounds.

If you are faced with a situation where you have no control over the background colour, please contact the marketing department for advice.



Normal version



Whiteout version



Greyscale version



No strapline version (LNS)



Long version

Logo & Usage

What not to do

The following examples show things we would like you NOT TO DO with our logo and identity. If you are in any doubt about reproducing our logo, please contact the marketing department.



DON'T move or resize icon position



DON'T use logo on a similar coloured background



DON'T change fonts/colour



DON'T stretch or distort

Colours

Our colour palette

The Ascentor colour palette is designed to be simple, but at the same time champion the brand. It helps Ascentor stand out in the marketplace.

The different ways in which we use these colours, in combination with typography and graphic elements, gives us flexibility and always resembles Ascentor.



Green
PANTONE 5545
C51 M0 Y45 K59
Web:#3B6A57



Light Green
PANTONE 5565
C33 M0 Y29 K27
Web:#84AA98

Weighting of colour

Any piece of Ascentor communication should always champion the brand. The Green and Light Green should always be the predominant colours, along with a designed use of white space.

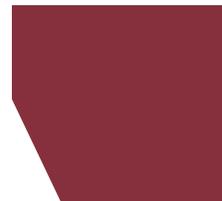
The secondary colours can be used to compliment the main colours. Suggested uses include graphs, illustrations and website navigation.



Gold
C30 M30 Y100 K0
Web:#BDA632



Orange
C10 M60 Y100 K0
Web:#E07E27



Burgundy
C60 M100 Y90 K0
Web:#85303D



Red
C0 M100 Y100 K15
Web:#CE181E



Purple
C65 M100 Y0 K0
Web:#782B90



Blue
C100 M64 Y10 K0
Web:#0062A3

Typography

Hero font

The Hero typeface has been chosen to compliment the main Ascentor lettering (Bank Gothic font) for its soft, clear and legible lettering at all sizes.

To help create a unified, coherent look to our materials this typeface family must be used in all communications.

Hero regular:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Hero Light:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Substitute font - Century Gothic

If the Hero font is not available then the substitute font, Century Gothic may be used to replace instead.

This has been chosen, as it closely matches the Hero font.

Century Gothic:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Photography style

The imagery chosen is based on the concept of 'looking from above' and 'seeing everything clearly from a vantage point'. (This all relates to the Ascentor way of working with their clients; working with the whole organisation from the top down.)

To make every image unique and stand out from other competitors we use the cut-away frame for the images.

The bottom left of the frame is cut away from the middle of the image at an angle of 65 degrees. This is the same angle as the descending 'A' in the Ascentor logo.

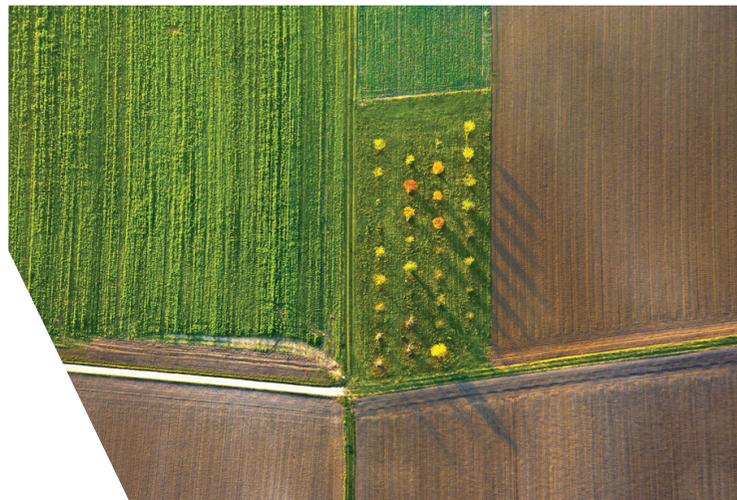


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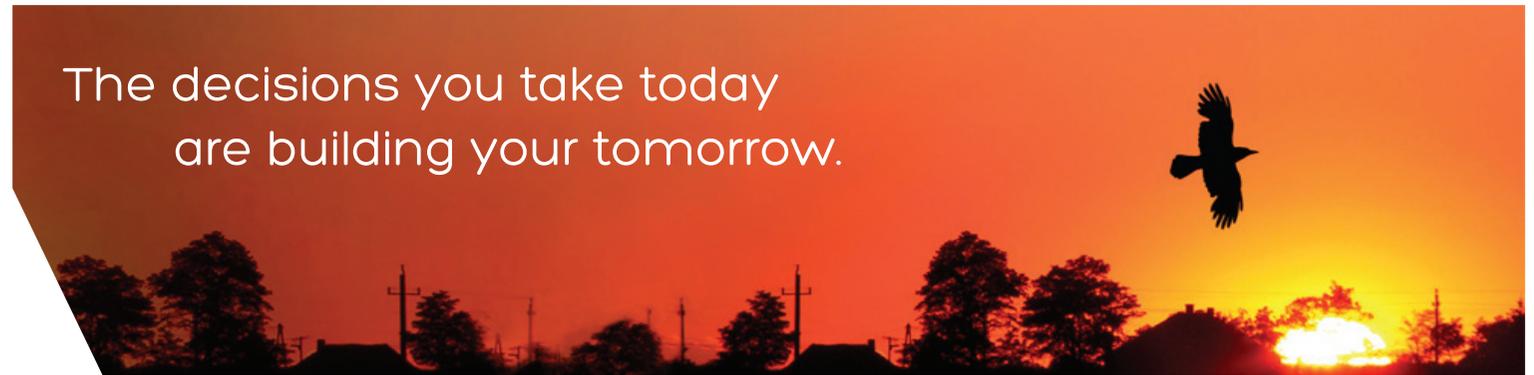
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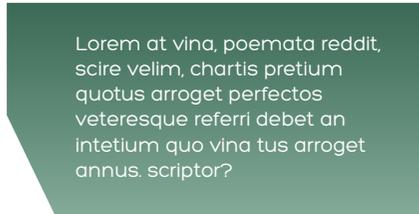
Photography style

Suggested banner imagery

These examples show how an image may work along with a strong headline.



Graphic style



Text box with green gradient



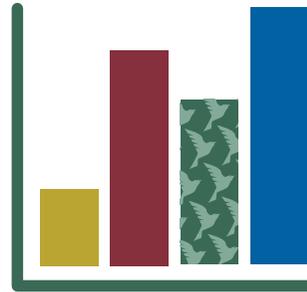
Box with 20% tint blue

- Bullet point one
- Bullet point two
 - Sub-bullet point one
 - Sub-bullet point two

Text boxes

Examples above show how text boxes can work using the cut-away corner device.

Make sure the cut-away keeps the same dimensions and is NOT stretched or distorted.



Graph



Diagram

Pie chart

Charts, graphs & diagrams

For chart, graphs and diagrams always try to compliment soft edges with sharp edges to reflect the logo design. Also use of the secondary colours and tints of that work with the design.



Inactive



Hover & Focus



Active

Website buttons

Suggested web button styles with the cut-away box device.

“ Customer quotation, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget perfectos veteresque referri debet an intetium quo vina tus arroget annus. scriptor?

NAME SURNAME,
JOB TITLE, COMPANY

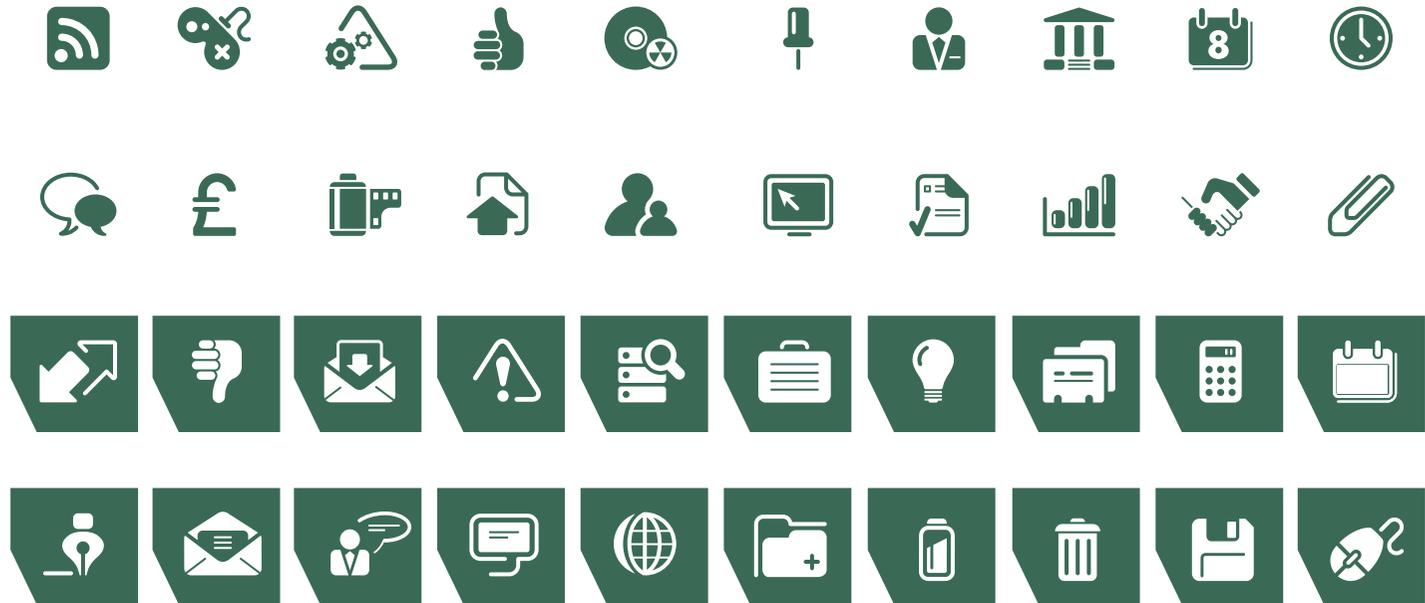
“ Customer quotation, ut vina, poemata reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos perfectos veteresque referri debet an intetium quo vina tus arroget annus. scriptor?
NAME SURNAME,
JOB TITLE, COMPANY

Quotation marks

Quotation marks should always be used fairly large to add graphic interest to a quotation. They are created from the Hero font.

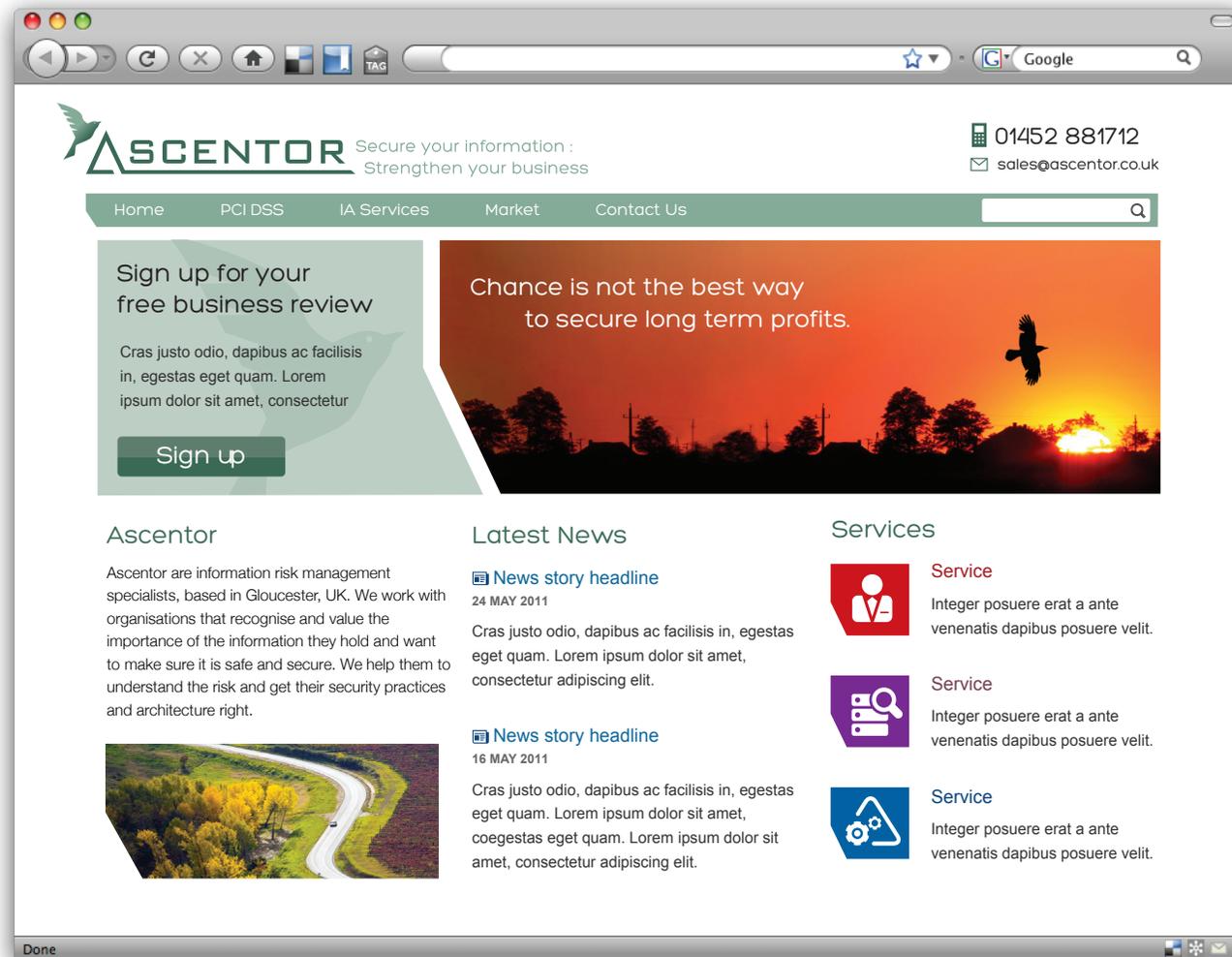
Icon style

This icon family has been chosen for its soft, rounded edges, complimenting the Hero font style. They are in vector format and so can be re-coloured to fit the design.



Internet

This example website design is for reference only to show how each brand element works together. From the bird icon, secondary colours, icons, angled cut-away's and imagery.



Templates

Stationery

Ascentor stationery layouts showing A4 letterhead, compliments slip and business card. The business card is double-sided with suggested brand imagery.

If you need help and advice utilising our brand, or any queries regarding co-branding, please contact the marketing department.



Business card



Comp slip

Letterhead

Templates

Example A4 audit report and case study design layouts.


www.ascentor.co.uk

AUDIT REPORT : Company name here



MINISTRY OF DEFENCE

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01452 881712 | brand@ascentor.co.uk
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Audit report


www.ascentor.co.uk

CASE STUDY : Company name here



Chance is not the best way to secure long term profits.

Sub heading goes here

Amusaperit vollaces moluptio odit qui rerrunt vollaces mol uptio.

Introductory copy setting up the company and their problem reddit, scire velim, chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decedit, inter perfectos veteresque referri debet an inter villis atque novos. Excludat iurgia finis est vetus atque probus, centum qui perficit annos qui.

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NAME SURNAME, JOB TITLE, COMPANY

Solutions provided by Ascentor:

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- Bullet point Am reriatur, tem. Ugia voluptatibus perum venient volest. Gias quae net minctat.
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- Bullet point Am reriatur, tem. Ugia voluptatibus perum venient volest. Gias quae net minctat. nient volest.

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Case study