Ascend Partners Brand Guidelines

# 1. Introduction

Consistent branding of Ascend Partners is essential to strengthen the image and recognition of the organisation. This requires creating graphic standards that shape the look and feel of all communications. By maintaining consistent rules, Ascend will build strong brand awareness and exposure.

# 2. Logo

The Ascend Partners logo is the most important element in our graphic standards and must remain consistent. The logo consists of two parts – the mark and the signature. The full logo must always be used together, and proportions should not be altered.

## Primary Logo

For most applications, the primary logo will be used. The gold accent replaces the orange used in TAB’s palette.

## Secondary Logo

The secondary logo is used when horizontal space is limited.

## Clear Space

Ensure sufficient clear space around the logo equal to the height of the Ascend ‘A’ in the logotype.

# 3. Our Colour Palette

The primary colour palette consists of Dark Navy, Denim Blue, and Bright Blue. Gold is considered an accent colour, replacing TAB’s orange.

|  |  |  |
| --- | --- | --- |
| Colour | RGB | HEX |
| Bright Blue | 8, 100, 176 | #0063B0 |
| Dark Navy | 13, 22, 59 | #0A153C |
| Denim Blue | 25, 48, 89 | #002F5A |
| Gold | 191, 154, 77 | #BF9A4D |
| White | 255, 255, 255 | #FFFFFF |

# 4. Typography

The typeface for all collateral is IBM Plex Sans. For digital use, Source Sans Pro is preferred, with Roboto as an alternative if unavailable.

# 5. Brand Voice

Our brand voice reflects who we are and how we communicate with our clients, partners, and team members. It ensures that every piece of communication not only looks aligned with the brand but also sounds consistent, authentic, and aligned to our values.

• Professional but human

• Confident but collaborative

• Insightful but action-oriented

• Always speaks with clarity, empathy, and empowerment

# 6. Culture & Values

## Core Values

• Partnership First – We collaborate deeply and walk alongside our clients, building relationships founded on trust and shared success.

• Strategic Clarity – We help business leaders cut through complexity and focus on what truly matters.

• Execution Excellence – We deliver practical, high-quality solutions that drive measurable outcomes.

• Empowerment Through Insight – We transfer knowledge, tools, and confidence to our clients, enabling them to lead boldly.

• Integrity Always – We honour confidentiality, speak truth with care, and uphold the highest standards of professional conduct.

## Culture Statement

• We Partner, Not Just Serve – We believe in building strong, long-term relationships, both with our clients and colleagues. We work together as one team, sharing knowledge, offering support, and solving challenges collectively.

• We Embrace Growth and Learning – Personal and professional development are at the core of who we are. We continuously push ourselves to grow, learn, and innovate, both individually and as a company.

• We Execute with Integrity and Excellence – We take pride in delivering results that exceed expectations. We are accountable for our actions and hold ourselves to the highest standards of excellence, integrity, and professionalism.

• We Celebrate Diversity and Inclusion – We value the diversity of thought, background, and experience. Our team thrives on the unique perspectives each individual brings, creating an inclusive, respectful, and dynamic work environment.

• We Lead with Purpose – Every day, we work with intention and focus, driving toward impactful, meaningful outcomes. We empower each other to take ownership, lead with confidence, and contribute to the bigger picture of success.