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. White Image / Text transparent background.

A black background with a black square

AI-generated content may be incorrect.

## 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.

# 7. Brand Architecture

Each division of Ascend Partners Group supports a specific area of business performance while reinforcing the group’s unified value proposition.

|  |  |  |
| --- | --- | --- |
| **Division Name** | **Focus Area** | **Role in the Ecosystem** |
| Ascend Legal | Legal Advisory & Compliance | Protects the business and empowers confident decisions |
| Ascend People | HR Strategy, Compliance & Culture | Builds high-performing, compliant, values-driven teams |
| Ascend Finance | Financial Planning, Funding & Business Models | Fuels growth with clarity, capital, and control |
| Ascend Academy | Training & Capability Building | Develops leaders and teams for sustainable success |
| Ascend Advisory | Strategic Consulting & Execution Support | Translates vision into actionable strategies |
| Ascend Marketing | Branding, Digital & Go-To-Market Strategy | Builds visibility, alignment, and client acquisition |
| Ascend Wealth | Personal Assets, Risk Cover, Retirement Planning | Safeguards business owners' personal financial well-being |
| Ascend Insure | Insurance Advisory & Risk Management | Protects businesses and individuals through tailored insurance solutions |

**Vision Statement**

To be the trusted partner empowering entrepreneurs to scale confidently, lead with purpose, and execute with excellence.

**Mission Statement**

We transform business ambitions into impactful results by providing expert support across strategy, operations, people, and growth—empowering leaders to move forward with confidence

**Tagline**

**Partnering Vision. Accelerating Growth. Empowering Execution.**

**Brand Purpose**

To unlock the full potential of business owners by partnering at every stage of their journey—from strategy to execution—through an ecosystem of trusted, expert-led divisions.

**Positioning Statement**

**Ascend Partners Group** is a strategic support platform for business owners and leadership teams seeking to turn vision into velocity. Through our expert-led divisions—spanning legal, HR, finance, training, branding, and strategic advisory—we deliver practical solutions that enable confident execution. At the core of our approach is a belief in partnership: we don’t just advise, we walk the path with you.

**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**

**At Ascend Partners Group, we cultivate a culture of collaboration, empowerment, and excellence. We are a team of strategic thinkers, committed to delivering the highest quality results for our clients and each other. Here’s how we work together:**

**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, to stay ahead in our ever-evolving industry.

**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.

**Brand of Voice**

**Professional** but human

**Confident** but collaborative

**Insightful** but action-oriented

Always speaks with **clarity, empathy, and empowerment**