Logo Guidelines

Ascendium®

Ascendium Logo

To protect the proprietary rights of Ascendium, the logo may appear only in its approved form, as described in these brand guidelines. The following guidelines maintain the consistent representation of the Ascendium brand.

Ascendium Logo

PRIMARY DISPLAY

The Ascendium logo is a visual representation of our brand and values. The rocket ascends upward from the wordmark to represent forward thinking and elevating opportunity.

PRIMARY LOGO

The wordmark has some slightly curved edges to bring in a feeling of approachability and friendliness. The horizontal format shown below is the logo's only configuration. It should never be rearranged into a different formation.

ASCENDIUM ROCKET

The Ascendium rocket may be used as a standalone element where the primary logo is not appropriate.

ASCENDIUM WORDMARK

Do not use the Ascendium wordmark as a standalone graphic element.

Ascendium Logo

COLOR OPTIONS

The primary color scheme should be used whenever possible. Use the 2-color version when placing the Ascendium logo on a white or lighter-valued background.

For applications where one color is needed, the Ascendium logo can be used as shown in one color: Ascendium Blue, Ascendium Red, black or white.

TWO-COLOR

ONE COLOR - BLUE

ONE COLOR - RED

ONE COLOR - BLACK

ONE COLOR - REVERSE

Ascendium Logo

TAGLINE USAGE

The logo with tagline is used on prominent brand pieces (business cards, letterhead, stationery).

On external facing materials, the logo with tagline should appear at least once.

The tagline can be used as a standalone graphic element.

LOGO WITH TAGLINE

TAGLINE ONLY

Elevating opportunity®

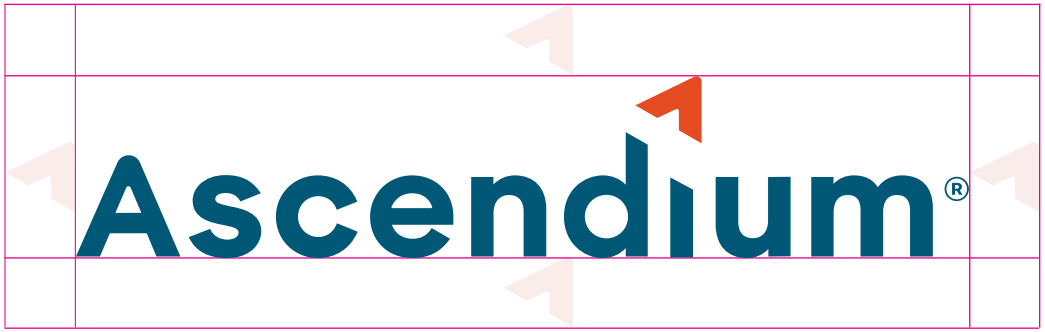
Ascendium Logo

CLEAR SPACE

Clear space is essential in keeping the Ascendium logo free from other visual elements, logos and clutter.

The accepted clear space for the Ascendium logo is the height or width of the rocket in the Ascendium wordmark.

CLEAR SPACE



Ascendium Logo

SCALING

Care should be taken to ensure clarity and readability of the Ascendium logo at small sizes in all applications. Follow the guidelines here for the minimum sizing across different media.

PRINT

MIN. WIDTH: 0.75”

TAGLINE MIN. WIDTH: 1.25”

DIGITAL

MIN. WIDTH: 70PX

TAGLINE MIN. WIDTH: 85PX

FAVICON

MIN. HEIGHT: 15PX

Ascendium Logo

IMPROPER USAGE

Improper logo usage impedes brand awareness and recognition. Do not alter, modify, change or use the Ascendium logo in any way other than the specified versions in this document.

These examples are just some of the ways the Ascendium logo should not be used.

DON'T change the color of the logo type or the rocket

DON'T rotate or use on an angle

DON'T stretch or scale the logo

DON'T add shadows or effects

DON'T alter the size relationship of the wordmark and rocket

DON'T change the position of the wordmark and rocket

DON'T use other fonts for the wordmark

DON'T add outline or strokes to the logo

DON'T use the previous Great Lakes logo

Ascendium®

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