

**ASCENDION**



# Logo and symbol Guidelines

2024 V2

## Colors

Our logo and symbol expression reflects our ability to unlock new perspectives.

The logo and symbol are both drawn based on 12 degree (+ and -) angles to create a unique perspective.

The symbol is intended as a shorthand for the Ascendion brand. The full logo should be used at the start of a document, with the symbol being utilized thereafter.

### DO

Follow the guidance provided. Use logo files provided

### DO NOT

Not to be used alongside the logo. Please don't recreate the logo or symbol.



## Clear space and minimum size

### CLEAR SPACE

Clear space is the area surrounding a logo or symbol that is kept free of other graphics and typography. It plays an essential role in ensuring our logo or symbol is easy to recognize across all of our communications.

Clear space around our logo is equal to 50% of the height of the logo.

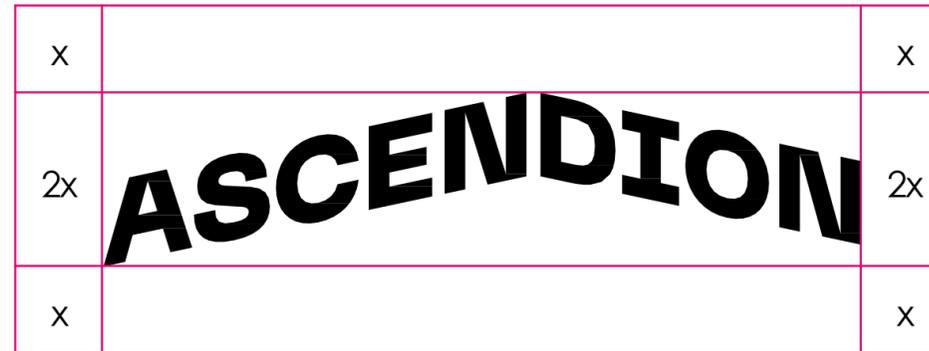
Clear space around our symbol is equal to 50% of the width of the logo.

### MINIMUM SIZE

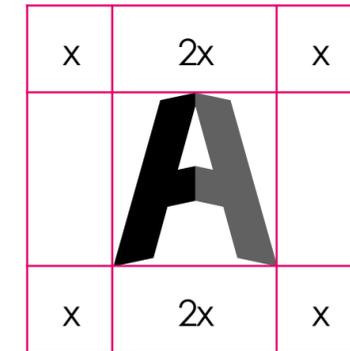
Minimum sizes are specified to ensure the legibility of the logos in both print and digital applications, and that the details in the logos are maintained and easily read.

The logos work best when used above the recommended minimum size.

The minimum size for our logo and symbol are both 45 pixels high for screen and 0.25" high for print.



Clear space equals 50% of the height



Clear space equals 50% of the width



Minimum size

Print = 0.25" height

Screen = 45px height

## Tagline lockup

Our tagline is sized based on our logo. The tagline should be set to 50% of the logo height. The logo and tagline should not be used in close proximity to one another.

The logo should be positioned at the top of the layout, the tagline at the bottom of the layout.

Please use tagline artwork file provided.



LOGO

Example: 100px height



NEUE MACHINA REGULAR

Size: 50px (50% logo height)

## Tagline lockup (exceptional)

For exceptional uses the tagline can be located in close proximity to the logo.

This should only be used where just the logo and tagline are shown. We do not use this in combination with other elements.

Please use tagline artwork file provided.

The minimum size for the logo for this application is 100px



Minimum size

Print = 1" height

On-screen = 100px height

## Sizing

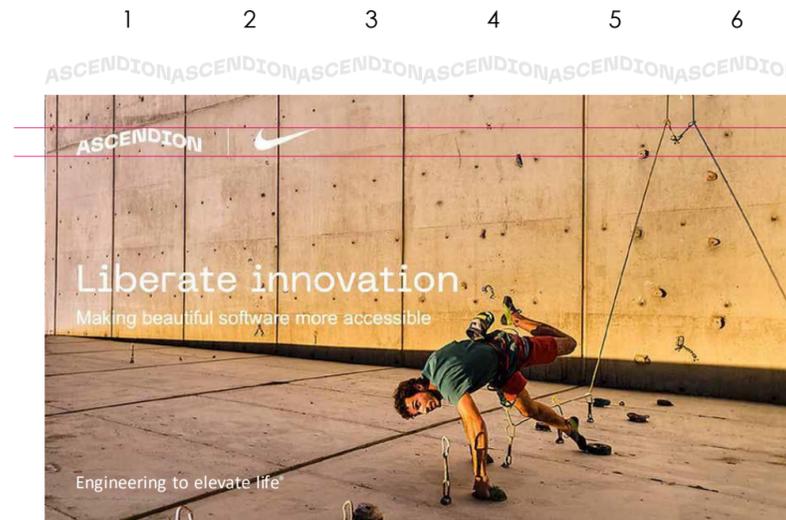
Logo width can be 1/5th or 1/6th of the layout width. The headline size should be set to match the height of the logo. Tagline size should be matched to half the headline size.

When our symbol is used within documents the size should be set to match the height of the logo used on the cover.

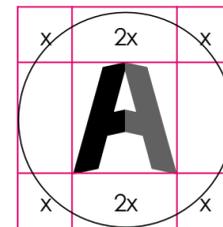
When our symbol is used for social media the size will be defined by the application. The symbol should always conform to clear space rules where possible.

Note:  
For custom applications (i.e. billboards, swag, etc.) different sizes may be required. Clear space rules should be observed whenever possible.

### WITHIN DOCUMENTS



### SOCIAL MEDIA



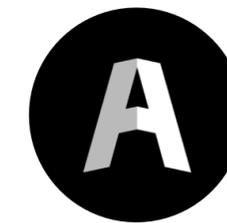
Clear space equals 50% of the width

Instagram



110 x 110px

LinkedIn



160 x 160px

Twitter



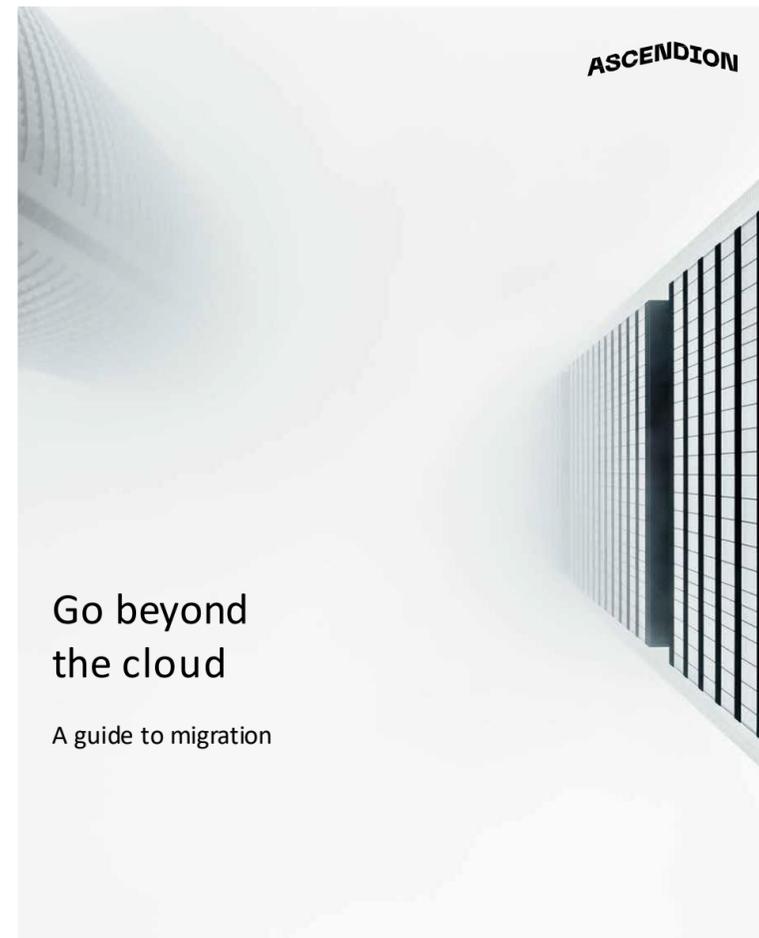
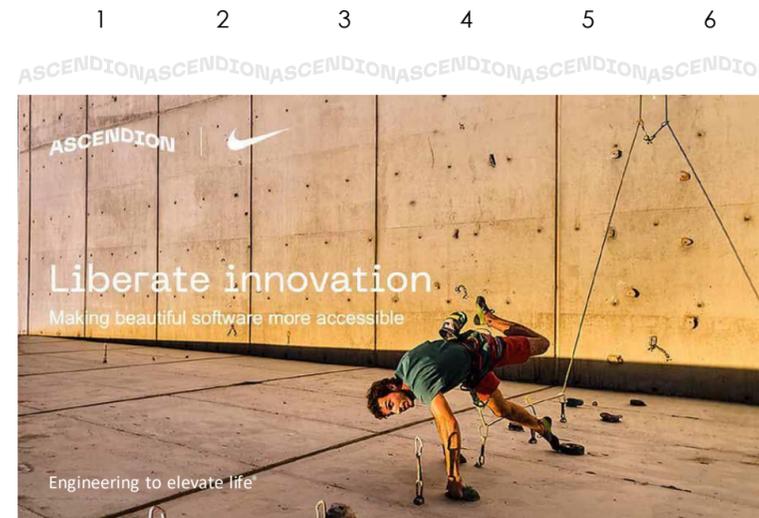
400 x 400px

## Placement

The logo and symbol can be placed top left, top center, top right and bottom left of a page.

The tagline should follow the alignment of the logo or the symbol.

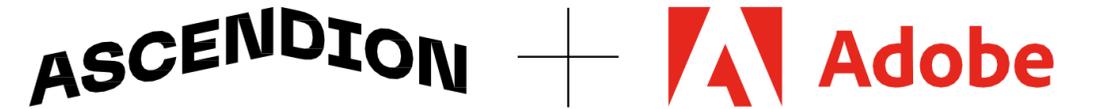
If the logo is center aligned, the headline is center aligned. If the logo is left or right aligned, the headline is left aligned.



## Client logo

### PARTNERSHIP

When representing our partnership with another brand we use the “+” symbol to connect the two logos.



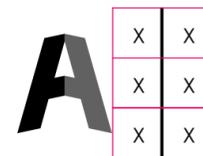
### GENERAL

For pitches and presentations to existing or potential clients we use a single vertical line with equal spacing on either side.



### SYMBOL

The symbol can be used when our client has a similar symbol/device.



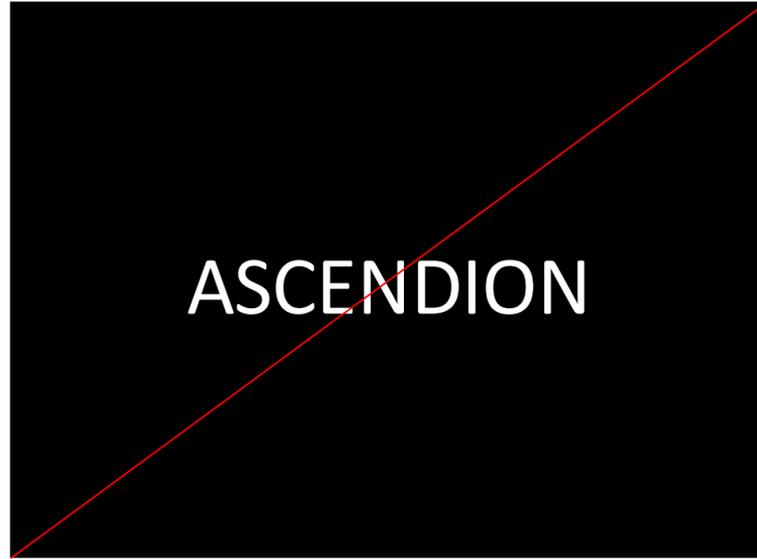
Do nots



Do not change the color



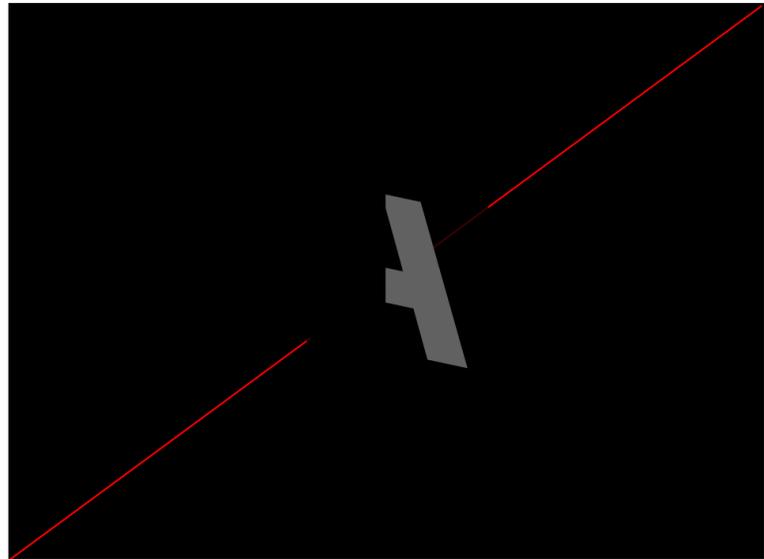
Do not add outlines



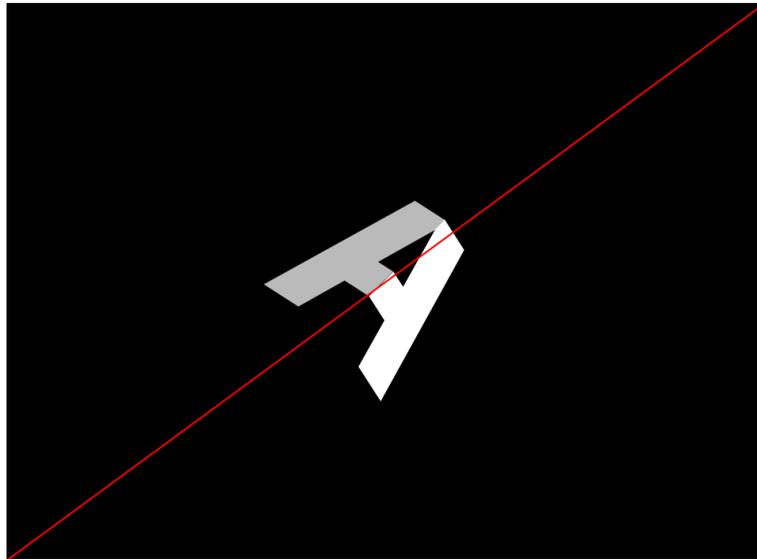
Do not recreate or modify



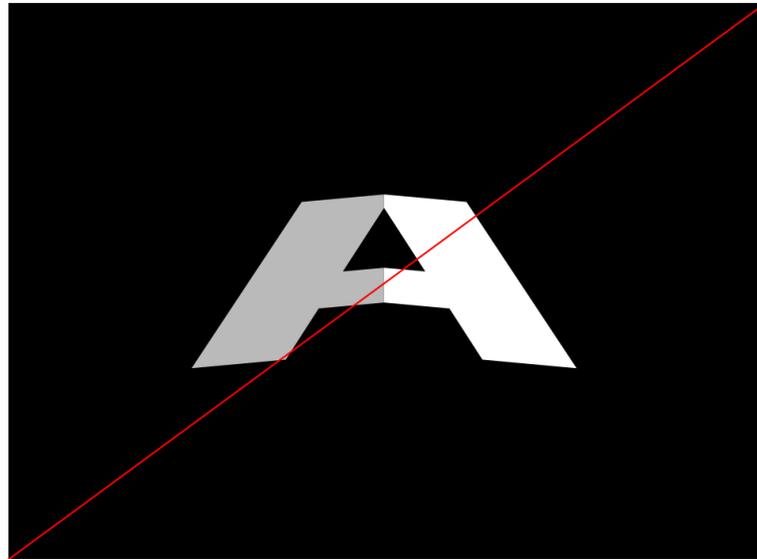
Do not recreate the tagline lockup



Do not apply effects or filters



Do not change the orientation



Do not distort



Do not place on imagery that doesn't allow for sufficient contrast

CONTACT

For questions concerning the Ascendion  
Brand Identity Guidelines please contact  
[marketing@ascendion.com](mailto:marketing@ascendion.com)

**ASCENDION**