

We've created some simple guidelines on our corporate identity.

### Our name.

Ascension Associates. 2 separate words. Sometimes we call ourselves Ascension in short but most of the time 2 separate words with space between together.

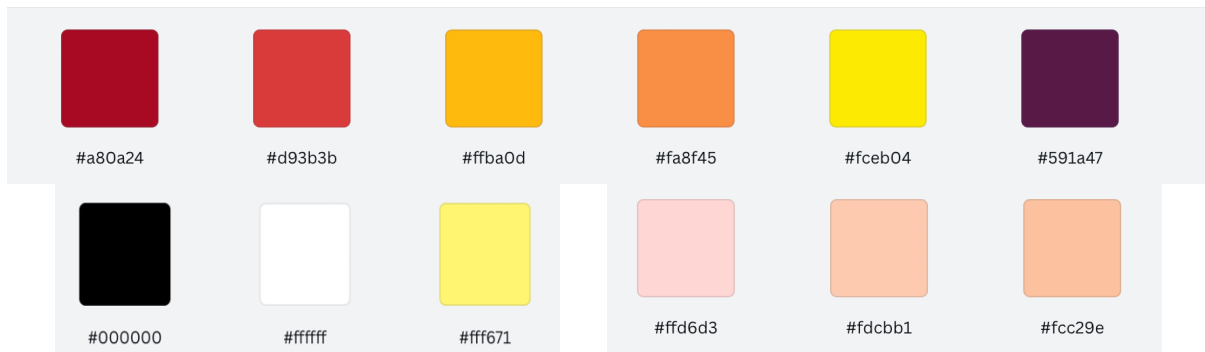
### Our logo.

Our logo is plain and simple. With only 1 variations and that's the background. We don't do greyscale or black and white.



### Our Colours

These are the colours used in Ascension Associates Brand Guidelines.



### Our typeface.

The fonts we use on our website, marketing collaterals including ppt presentation deck is “Roboto” and “Garamond”.

For us Garamond conveys elegance and seriousness, while **Roboto is more light-hearted**. It represents the core of our spirit, we can balance between being serious and relaxed. 😊