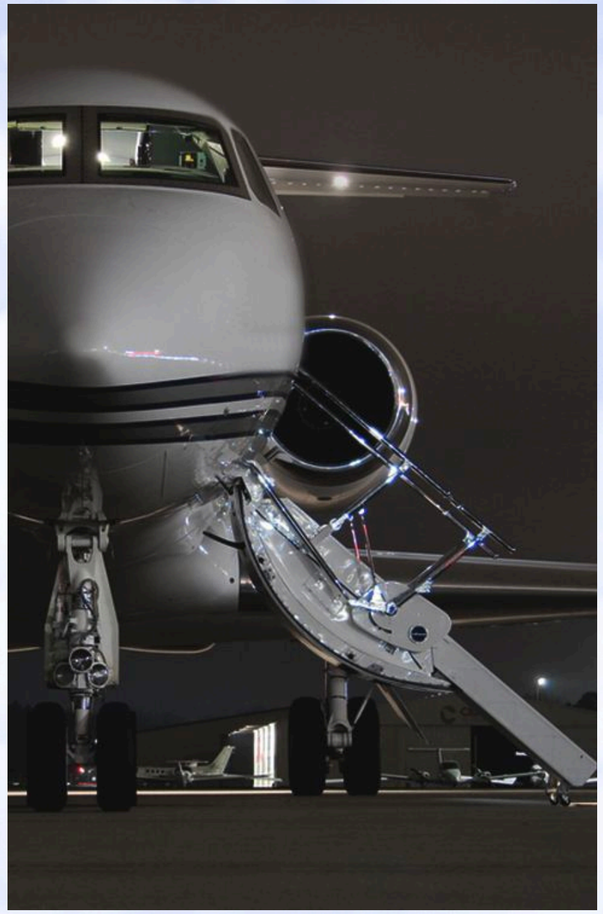
DESIGN INSPIRATION

The inspiration for Ascend's branding came from a futuristic look into what ride-share will one day look like. The ability to order a plane service would allow users to be able to make cross-country day trips happen with ease and allow business meetings to be held anywhere. By incorporating a modern and innovative color scheme, users will feel like they have entered a new realm of elevated, on-demand transportation.







COLOR PALETTE

ASCEND BRAND TEAM

Primary Colors



Boundless Blue

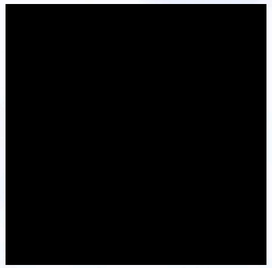
CMYK: 41, 15, 0, 33
RGB: 67, 133, 171
HEX: #4385AB



Noteworthy Navy

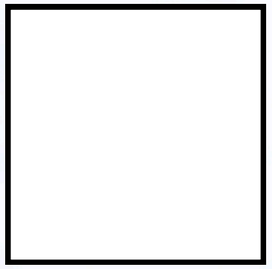
CMYK: 61, 23, 0, 60
RGB: 40, 79, 102
HEX: #284F66

Secondary Colors



Business Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



World-Class White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



Pivotal Purple

CMYK: 32, 67, 0, 45
RGB: 95, 46, 139
HEX: #5F2E8B



Gratifying Gray

CMYK: 4, 3, 0, 57
RGB: 106, 107, 110
HEX: #6A6B6E

COLOR PALETTE

ASCEND BRAND TEAM

Color Psychology:

The color palette for Ascend contains futuristic space colors. These colors reflect the advancement and innovation that users of Ascend can look forward to on the app.

Primary Colors



Boundless Blue

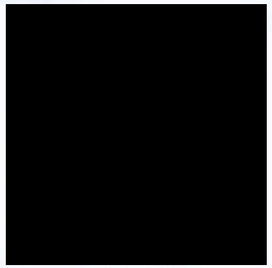
- Trust, stability, reliability, orderly, and security



Noteworthy Navy

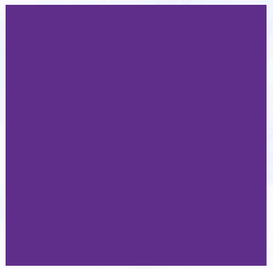
- Authority, seriousness, knowledge, precision, and advancement

Secondary Colors



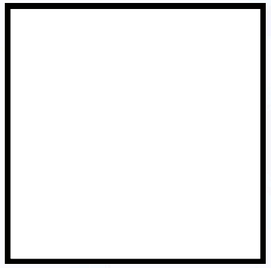
Business Black

- Formal, sophistication, power, protection, and control



Pivotal Purple

- Luxury, wisdom, nobility, magic, and extravagance



World-Class White

- Clean, perfection, safety, goodness, and idealism



Gratifying Gray

- Balanced, futuristic, mysterious, strong, and modern

COLOR PALETTE

ASCEND BRAND TEAM

Color Uses:

Ascend's two primary colors should be the go-to colors for most designs. Other suggested uses are explained below.

Primary Colors

Boundless Blue

- Used for headings
- Primary logo color
- Used as background color

Noteworthy Navy

- Used for headings
- Used for text
- Used as background color

Secondary Colors

Business Black

- Used as a background color
- Used for text on white and color backgrounds

World-Class White

- Used as a background color
- Used for text on white and color backgrounds

Pivotal Purple

- Used for Accents

Gratifying Gray

- Used for Accents

TYPOGRAPHY

ASCEND BRAND TEAM

HEADINGS

Raleway Heavy

Raleway Heavy is a sans-serif typeface that has an elegant feel which aligns with the brand. This font is to be used as the main heading for all print and digital designs. It may only be used in all caps and should never be used as a body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Kerning: 0 Tracking: 20
Leading: 1.6

Raleway Regular

Raleway Regular is the font that will be used as the subheading for all printed and digital designs. It should be used in conjunction with Raleway Heavy to create contrast and balance in design work. It may be used in bold, italicized, all caps, or caps and lowercase. It should never be used as a body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Kerning: 0 Tracking: 5
Leading: 1.6

TYPOGRAPHY

ASCEND BRAND TEAM

HEADINGS

Contrail One

Contrail One is a sans-serif typeface that is to be used as a subheading. Its slight slant aligns with the futuristic nature of the brand. It may be used in all caps or caps and lowercase and should never be used as a body copy.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Kerning:0 Tracking: 10
Leading: 1.6

BODY COPY

Libra Serif Modern

Libra Serif Modern is a serif typeface that will be used as the body copy for the brand. It should be used in all large bodies of text, such as paragraphs. It may be used in all caps, lowercase and caps, bold, and italics to create appropriate contrast and balance in the design.

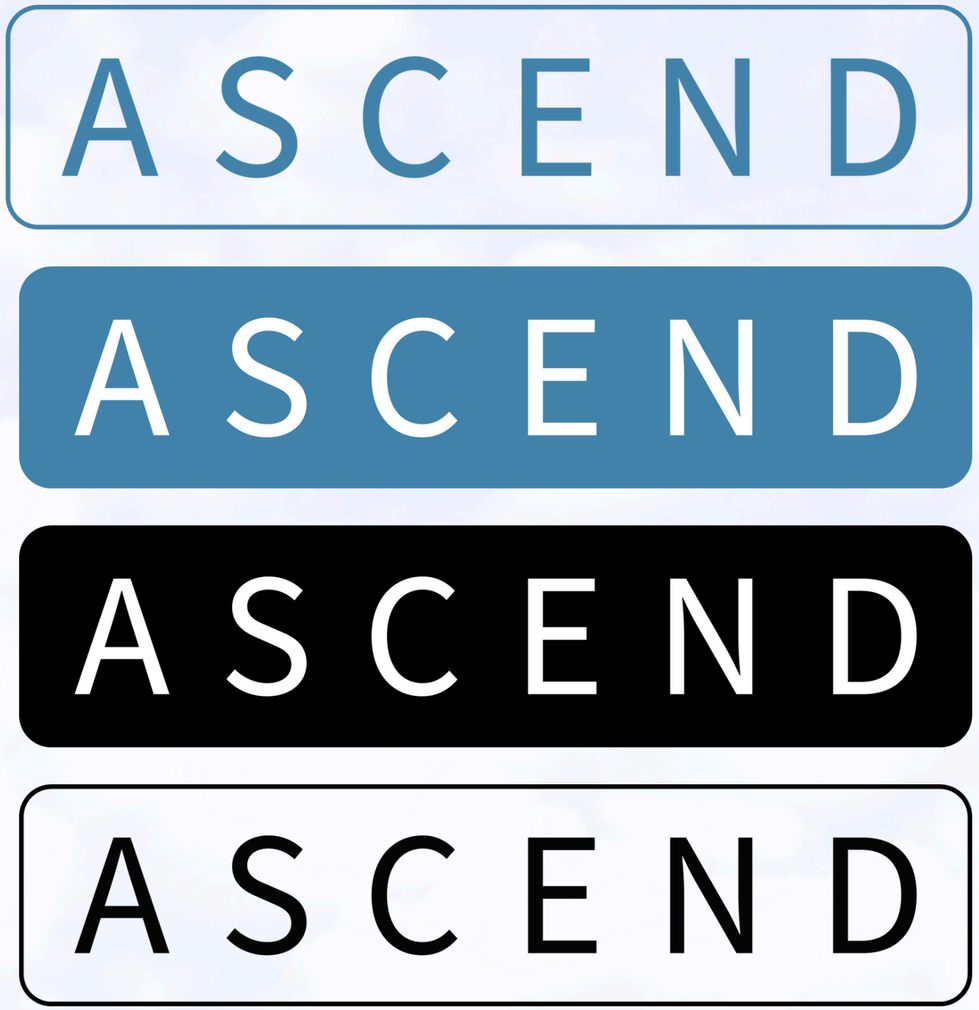
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Kerning:0 Tracking: 5
Leading: 1.4

ASCEND BRAND TEAM

LOGO DESIGN

THE WORDMARK LOGO.

With our wordmark logo, we wanted a simple, sophisticated font to match our brand image of luxury and effortless simplicity. For the font, we chose "Source Sans Pro Regular" to achieve this effect.



ASCEND BRAND TEAM

LOGO DESIGN

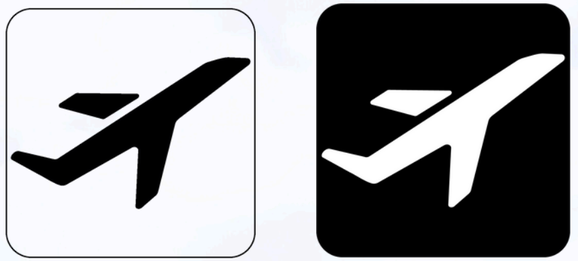
THE PICTORIAL LOGO.

With our pictorial logo, we created a sleek and modern depiction of an airplane ascending into the sky. We wanted our pictorial logo to portray Ascend's mission of providing a journey that takes sophistication to new heights.

MAIN LOGOS



ALTERNATE LOGOS



ASCEND BRAND TEAM

LOGO DESIGN

THE COMBINATION LOGO.

With our combination logo, we wanted to invoke a sense of lift and movement while maintaining a sense of luxury and simplicity. Here, the traditional “S” transforms into a jet stream leading the eye upward toward a stylized airplane. With our illusion of a lift-off, we reinforce our brand’s mission to provide luxury aviation.



ASCEND BRAND TEAM

LOGO USE

USAGE AND MISUSE.

Usage

- Use the logo on backgrounds that provide the appropriate contrast.
- Use the pictorial logo for smaller products or in smaller capacities.
- Use the logo on in Boundless Blue, Business Black and World-Class White.

Misuse

- Do not distort or rotate the logo.
- Do not use on darker backgrounds.
- Do not change the transparency of the logo.
- Do not change the scale between the wordmark and pictorial logo when using the combination logo.
- Do not crop the logo.

ASCEND BRAND TEAM

LOGO MOCKUPS

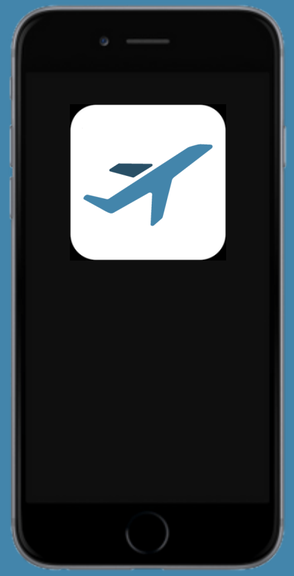












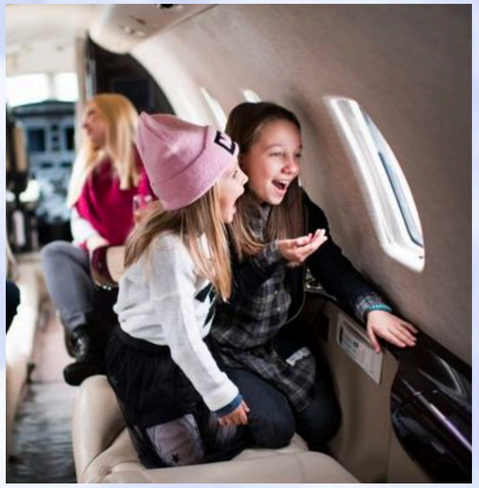


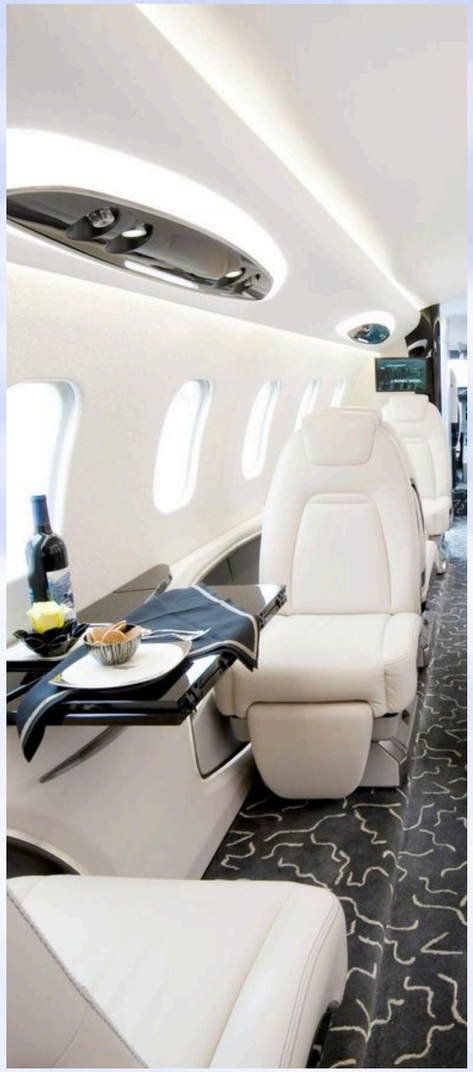
IMAGERY

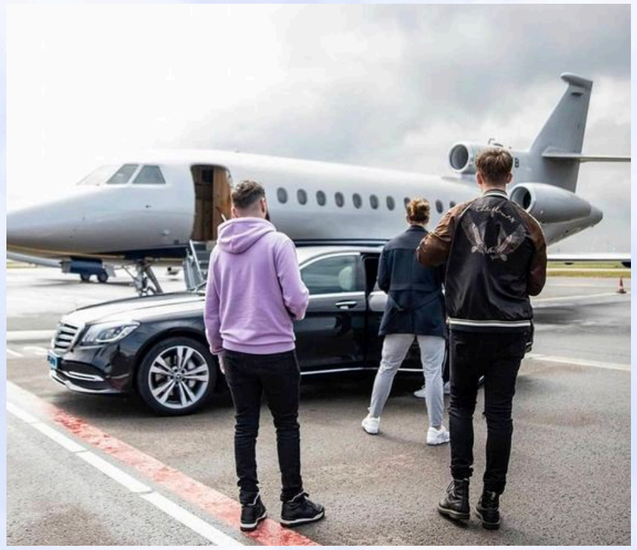
ASCEND BRAND TEAM



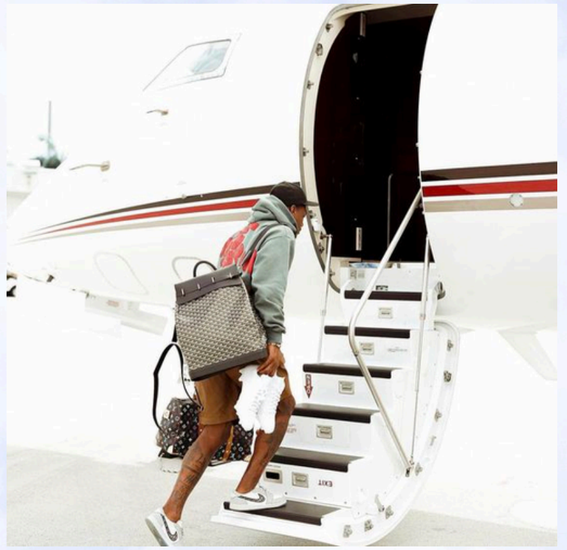












MISSION STATEMENT

Ascend's mission is to revolutionize the way people travel by providing an unparalleled experience in luxury and comfort. We believe that travel should be an indulgence and hassle-free, which can be seen in our commitment to providing an unforgettable, personalized service to users. With Ascend, the sky is the limit. Join us on a journey that takes sophistication to new heights.

ASCEND BRAND TEAM

ASCEND BRAND TEAM

TAGLINE

"Make sure YOU are the only thing up in the air."

BRAND LANGUAGE

Grammar:

- Sophisticated lingo to convey exclusivity and luxury.
- The voice will be professional and classy to maintain an elevated image.

Abbreviations and Acronyms:

- None

Voice Chart

ASCEND BRAND TEAM

Trait	Description	Do	Don't
Innovative	We strive to create a one-of-a-kind experience and consistently find ways to improve our customers' experience.	• Be dynamic • Be avant-garde • Be revolutionary	• Be traditional • Be stagnant • Be unnoticable
Luxurious	At our high-end brand, we promise our guests a consistently delightful and indulgent experience.	• Be elegant • Be exclusive • Be meticulous	• Be unreliable • Be unstable • Be careless
Exciting	We value creating a service that inspires customers and fosters a future full of possibilities.	• Be bold • Be dynamic • Be striking	• Be boring • Be dull • Be timid

PERSONAS

ASCEND BRAND TEAM

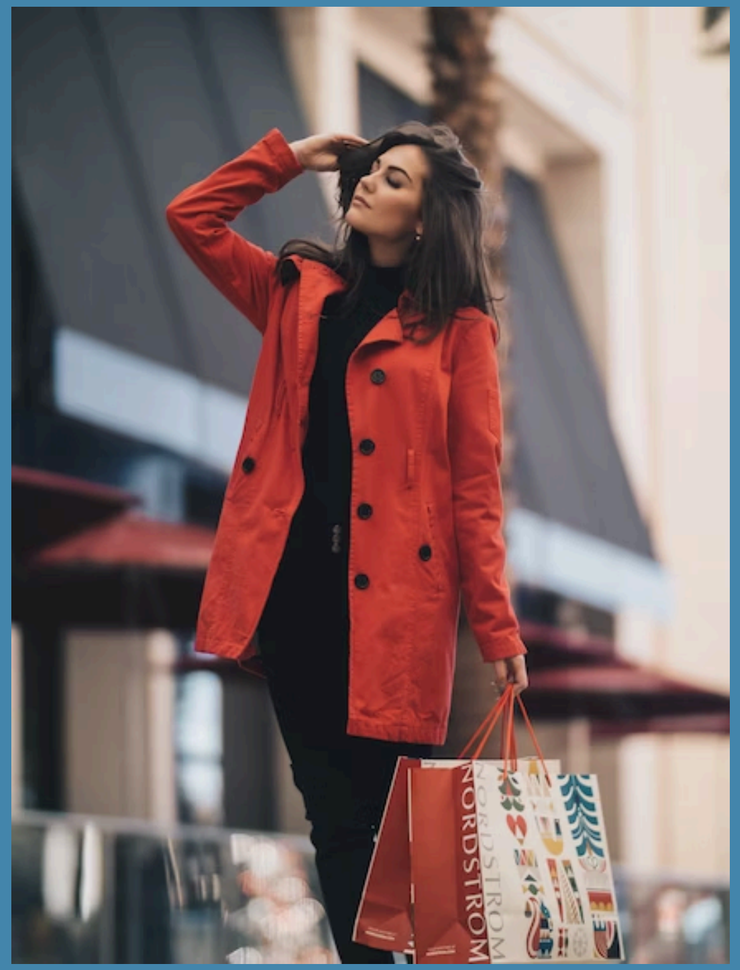
Meet Sean, one of our target users.

Sean is a 40-year-old executive at a large corporation in New York City with a wife and two kids. As such, he has to travel frequently for business meetings both domestically and internationally, making him value the convenience and flexibility of a service that can quickly transport him without having to deal with the hassle of commercial air travel. This means he can spend less time traveling and more time with his family. Additionally, as he travels so often, he is willing to pay for a premium service that allows him to travel in style and comfort.



"I want a hassle free travel experience, so I can spend more time with my wife and kids."

- Sean



"Traveling with ease has boosted my content creation."
- Ava

PERSONAS

ASCEND BRAND TEAM

Meet Ava, one of our target users.

Ava is a 30-year-old successful travel influencer living in Los Angeles. She loves to travel and is always on the lookout for unique experiences to share with her followers. She also enjoys fine dining, luxury shopping, and attending concerts with friends. Ava prefers to fly first class and stay in luxurious resorts whenever possible. She values the exclusivity of high-end products but also appreciates the convenience of rideshare services, which allow her to travel frequently and easily, thus providing more content for her followers.


ASCEND