

## Logo Policy

The brand guidelines drive the intentions of Ascentis, determining how and what we communicate. This document outlines the core elements and guiding principles that combine to create our unique look and feel that is immediately recognisable. The guidelines have been created to ensure that our brand maintains a consistent look and feel at all times.

These identity guidelines illustrate how to correctly use and apply the core elements of the Ascentis corporate identity. It is vital that our brand is protected to ensure we consistently display a professional image and maintain visibility at all times.

This section contains guidance on the correct usage for the main elements of our corporate identity. The main focal point is our logo. You will find clear rules and principles here on logo size, clear space, colour reproduction, positioning and correct usage. We ask that you follow these guidelines when you use the Ascentis logo.

## The Ascentis Logo

This is the most instantly recognised symbol of Ascentis and the most valuable part of our corporate identity. Therefore it is essential that it is always reproduced correctly. **Our logo is not a typeface; it has been specifically drawn. This means you must always work from the master artwork every time you use our logo.**

We are proud of our association with our recognised Further Education Colleges, Adult and Community Learning Centres, Universities and Private Training Providers and we want to encourage our recognised centres to show their association with us so the standard logo can be used by any recognised centre providing the following regulations are adhered to:

- All Ascentis logos are protected by copyright and can only be used with written permission from Ascentis. To apply to use the Ascentis logo, please contact [marketing@ascentis.co.uk](mailto:marketing@ascentis.co.uk) with your centre number, name, address and your logo usage intention
- Only the current Ascentis logo may be used, any other old logo must be replaced with the current one
- We will pursue any violation of our copyright that seeks to exploit our material for gain, commercial or otherwise, or that misrepresents our ethos/core values
- We reserve the right, at any time, to modify or suspend this policy and withdraw any permission granted under it
- Recognised centres may only use the logo for material that is specifically related to the Ascentis qualifications. This includes all marketing material and displays where partnership logos are appropriate
- If your status as an Ascentis recognised centre is withdrawn by Ascentis, or ended by you as a recognised centre, you must stop using the Ascentis logo immediately
- When a centre is withdrawn, (this is undertaken by Operations) they will inform Quality Assurance, Development and Marketing of the withdrawal.
- The Ascentis logos may not be amended in any way, including removing text or reduction of quality. If you experience difficulty with the logo size or shape please email [marketing@ascentis.co.uk](mailto:marketing@ascentis.co.uk)

- The Ascentis logo is not a sign of recognition and must not be used in webpages or material that could infer that a firm is regulated by Ascentis if they are not a recognised centre
- The Ascentis logo must be used only in conjunction with our qualifications and Ascentis reserve the right to ask a centre using the logo without permission to remove it
- All artwork should be checked by Ascentis before going to print or publishing on the web

If you have any questions about our logo usage, which have not been answered above; or you have seen a logo that you think is being used inappropriately then please email: [marketing@ascentis.co.uk](mailto:marketing@ascentis.co.uk)

**Usage outside of the above restrictions or additional third party use**

If you wish to use the Ascentis logo for any reason that falls outside of the above restrictions, or you do not represent a recognised centre, please email: [marketing@ascentis.co.uk](mailto:marketing@ascentis.co.uk)

**Current styles and colours are;**

Ascentis logo font - Gauntlet Classic and Gauntlet Thin

Text including headings and body text – Arial, black RGB (0,0,0)

Ascentis brand colour – Blue, RGB (11, 110, 140)

Ascentis Logo:



Ascentis button (Icon) logo:



The aspect of the logo should not be altered or distorted, however it is acceptable to resize either logo as appropriate.