



Brand Identity Standards



Brand voice and positioning

MVP Group International is now Ascense Brands, Inc.

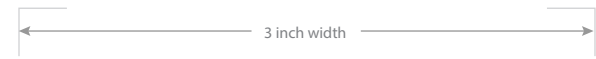
A corporation's identity is its lifeline to its audiences: partnering brand executives, manufacturing and shipping partners, and—most importantly—the consumers. MVP Group International's (MVP) decision to alter their identity comes from a need to modernize, rise higher, break barriers, and implement forward-thinking, creativity, and innovation into everything we do. Ascense represents the wholesome experience we wish to provide to our consumers to enhance their living experiences.

As a leading home fragrance manufacturer, MVP's shift to Ascense is meant to reinforce our current core mission—to provide quality products and services that consistently exceed our customers' expectations—while elevating the company into a modernized and innovative platform that better connects us to a wider spectrum of consumers.

Referencing Ascense in Prose

1. When first referencing our company in any form of formal communication (press releases, publications, presentations, etc.) use the full name of the company: Ascense Brands, Inc.
2. For informal communication (internal emails/discussion, etc.) it is acceptable to shorten the name of the company to Ascense.





Standards guidelines

With MVP changing their corporate name to Ascense, the opportunity arose to create a new company-wide logo and establish a set of approved graphic standards and general guidelines to better the cohesion of our internal and external communications. The new logo and name are representative of the company's fresh and modern direction MVP is heading toward. The following pages identify typography, color, and other usage considerations to help the user to create documents with the proper guidelines and brand voice and tonality as approved by the Ascense corporate office.

Perhaps the most important consideration within these guidelines is the proper usage of the new logo and its subsequent primary, secondary, and tertiary color palettes. These are changes that will affect the majority, if not all, of our current branded materials. The objective of these guidelines is to synchronize the communication across various avenues and, subsequently, aid in creating logo, verbal, and visual consistency.



Black only rendering on white background at 1 inch



Reversed out of logo primary color at 1 inch

Reversed out of black at 1 inch

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Proxima Nova Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Proxima Nova Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Proxima Nova Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Proxima Nova Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Light Italic Condensed

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Proxima Nova Regular Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Regular Italic Condensed

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Proxima Nova Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Proxima Nova Bold Italic Condensed

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Proxima Nova Black Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Proxima Nova Black Italic Condensed

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***

Typography

To ensure our content is easily readable on any media, it is essential that our typography is used with consistency. While there are many acceptable typefaces, as shown here, it is important to use our typeface to promote legibility and ensure our communication is being taken seriously by our audiences. The list of typefaces shown here are examples of appropriate typographic styles. Trendy or gimmicky typefaces are not acceptable, as they have the potential to sully the professionalism of the Ascense brand.

Garamond Reglar

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Garamond Reglar Italic

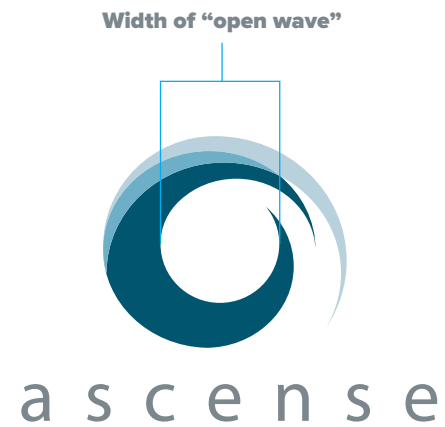
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789*

Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Garamond Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789***



Incorrect use of lock-up.



Correct use of lock-up.



Lock-up

What is the "lock-up?"

Lock-up is the term used to denote the acceptable clearance space allowed around the outside of an identity mark. It allows the mark to be seen without it being obstructed by any other graphic elements or being cut off in any way. The lock-up for our mark is defined by the "open wave" central to the Asense logo, as illustrated on the left. Thus, width of the open wave on all four sides establishes the boundary for the lock-up.

Whenever our mark is used, the lock-up enlarges or reduces proportionately with the size of the mark used.



Size limitations

For legibility, the Asense mark should not be used at less than 1 inch in width.

A visual explanation of "lock-up"

At left are two examples of the lock-up in use. The illustration at left shows the correct use of the identity mark with the minimum lock-up being observed. At right, the lock-up has been disregarded. It's easy to see how the identity looks crowded and disproportionate with the other partner identity next to it and so close to the trim areas.



Color palette

Primary: The primary color palette is acceptable for any copy or solid-color use. It consists of two colors that will always hold text with the highest degree of color weight and contrast, regardless of the media used. Likewise, both colors are considered “safe colors.” The blue shown here is the primary color used in the Ascense logo and serves as a good secondary color for highlight or emphasis in our messaging.

Secondary: The secondary palette may be used for headlines, subheads, or additional color. It is provided to infuse our documents with a degree of color to highlight/provide emphasis and adding company personality and life into our communications. The four complementary colors in the palette were developed to create visual harmony amongst our documents.

Tertiary: The tertiary color palette may be used for accent or highlight color only and should not be used for copy. It is to be used for background or highlight color because it draws from the lightest end of our color palette and would be difficult to read if used for body copy. The tertiary palette is suited for borders, rules, callout boxes, or highlighting text as necessary. Each of the six colors in this palette can be used at either 100 or 50% saturation level.

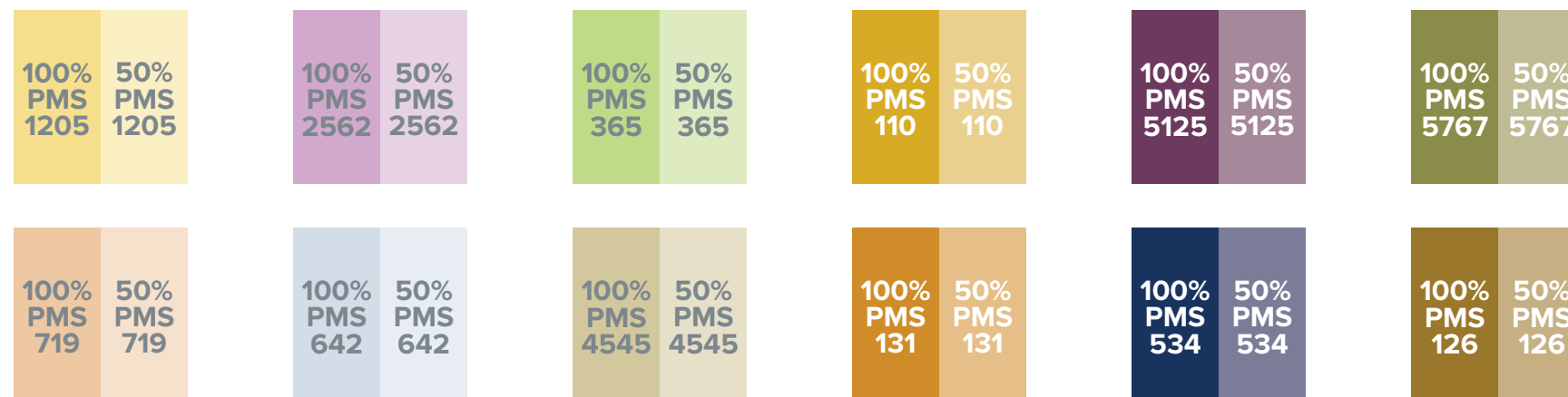
Primary palette



Secondary palette



Tertiary palette (light and dark)



Internal and external communications



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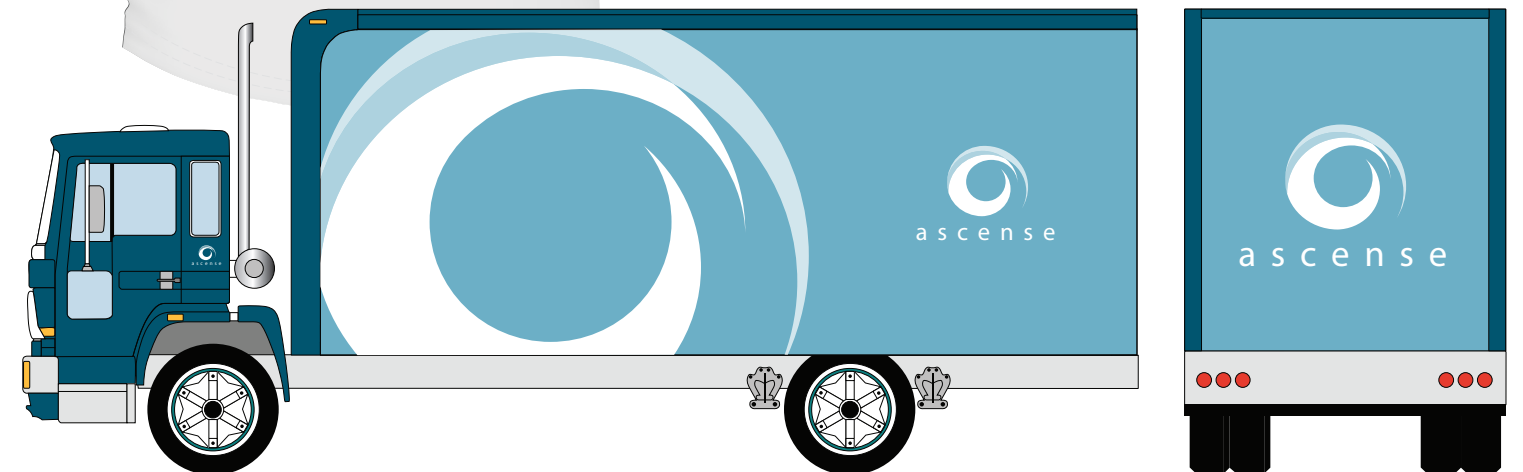


For all digital application (with exception to the website) it is preferred for the logo to be placed on the top left corner. If this is not possible, it is acceptable to place the logo at the top right corner, or centered.

See the following renderings for the appropriate usage of the logo in print (corporate stationery, business cards, etc.).

Promotional items must contain the logo either in its full form or without the word "Brands."

Promoting Ascense on off-brand color t-shirts/caps is unacceptable.





Do not alter or modify the brand's mark in any way



Background control and acceptable usage

The Ascense logo was designed to be positioned either vertically or horizontally, depending on the design of the final product, lock-up requirements, and its composition—basically, form following function. When using the Ascense logo, please note that it is unacceptable to alter or modify the logo in any way. Please see the display of examples pertaining to unacceptable logo modifications.



Horizontal format



Vertically stacked format



Primary color palette



Secondary color palette



Tertiary color palette (light)



Background control and acceptable usage

The following renderings are examples of how the Ascense logo can be used with backgrounds from the primary, secondary, and tertiary color palettes.

The primary palette is always preferred for typography and works equally well for both body copy and headlines. Both also work equally well when reversed out of the primary palette.

The secondary color palette will hold reversed type and should be used for highlight color as a graphic element and can be used for callouts.

The tertiary color palette should be used for highlight colors in any medium or for presenting the Ascense identity in a compelling way where color may be needed to support the brand. The tertiary color palette should not be used for body copy or headlines.

Tertiary color palette (dark)

