

Brand Guidelines



TABLE OF CONTENTS

Who we are informs what we look like and how we communicate. The following pages review our look, language, and brand experience. Throughout, we'll explore the elements that make up Asio's brand, bringing it to life.

Language	3
Logo	5
Color	8
Typography	10
Pattern	11
Photography	12
Collateral	14

A Latin name for owl, our name was inspired by our founding desire to provide wise counsel to the people we serve. Our brand draws inspiration from our dedication to making the complicated simple.

LANGUAGE

This language is the cornerstone of Asio communications. It provides the keywords for all language.

Tagline

Our brand in its most distilled form. It communicates the essence of who we are and what we do.

Headlines

For use in collateral and web copy. These foundational headlines help integrate our brand's personality throughout all materials.

Wealth Management, Simplified.

In the Moment. For the Future.
Confidence and Clarity for the Unpredictable.
Ambition and Acumen. Aligned.
Your Financial Legacy Begins Here.

LANGUAGE

Elevator Pitch

Language providing the what, how, and why of our business. It provides a consistent messaging foundation for how we talk about ourselves in person, in print, and online.

The Asio Difference

Our core values define who we are and help guide our actions. These principles are what makes our firm distinct.

We guide you in identifying and achieving your financial and legacy goals by making the complicated simple.

LISTENING EMPATHY

We only provide value to our clients if we fully appreciate them as human beings.

HUMBLE EXPERTISE

We are good at what we do, but understand that the wise know they will always be students.

FLEXIBLE PERSPECTIVE

The solutions we provide are as unique as the people we serve.

HARDWORKING SERVICE

We tirelessly help our clients realize their goals.

LOGO

Our Logo

This logo is the guiding post for the Asio brand. It conveys Asio's distinctive steadiness, confidence, and understanding.

The Asio symbol alludes to the origin of our name, the owl, invoking the wisdom and stability we provide for our clients.

The logotype rendered here can be applied on its own or paired with the symbol.

LOGO

SYMBOL

LOGOTYPE



LOGO

Logo Sizing

Maximize clear space around the logo whenever possible. At minimum, there should be an amount of space equivalent to half the width of the Asio symbol on all sides.

The full logo should appear at a minimum of three quarters of an inch, the symbol at a minimum of one quarter of an inch. There is no maximum reproduction size.

MINIMUM CLEAR SPACE



MIN. 1"

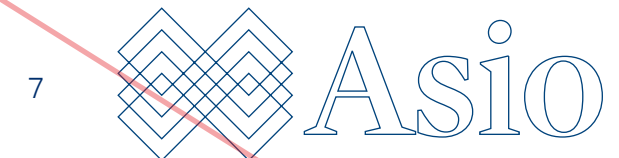


MIN. 3/8"



Improper Logo Usage

- 1) Do not stretch or skew the logo.
- 2) Do not pull apart the logo.
- 3) Do not color the logo.
- 4) Do not rotate the symbol.
- 5) Do not add drop shadows to the logo.
- 6) Do not apply a gradient to the logo.
- 7) Do not outline the logo.
- 8) Do not adjust letter spacing in the logo or substitute a typeface.



COLOR

Color

Color has an enduring emotional appeal. Asio's colors are elegant and timeless. By pairing the colors consistently, you can harness our personality.

Asio uses two brand colors: blue and copper. These should be used consistently and paired with plenty of white to maintain the clarity and confidence that are integral to the Asio brand.

BLUE

RGB: 0/47/108
HEX: #002F6C
CMYK: 100/69/7/30
PANTONE: PMS 294

COPPER

RGB: 200 /130 /66
HEX: #C88242
CMYK: 2 /50 /76 /13
PANTONE: PMS 722

COLOR

Improper Color Usage

Use only Asio's brand colors; do not combine them with other colors.

Asio's copper is intended to be used as an accent. Use Asio's blue as the primary color. Do not use large swatches of copper or use blue on a copper background.



Typography

Fonts express as much as words. They convey feeling, establishing a consistent and ownable visual language for Asio.

Aktiv Grotesk Light is the headline font. Use it for primary headlines, titles, and broad brand moments. Aktiv Grotesk Bold Uppercase should be used for subheadings, and Aktiv Grotesk Light again for body copy.

HEADINGS

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()+=

SUBHEADINGS

AKTIV GROTESK BOLD UPPERCASE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%&*()+=

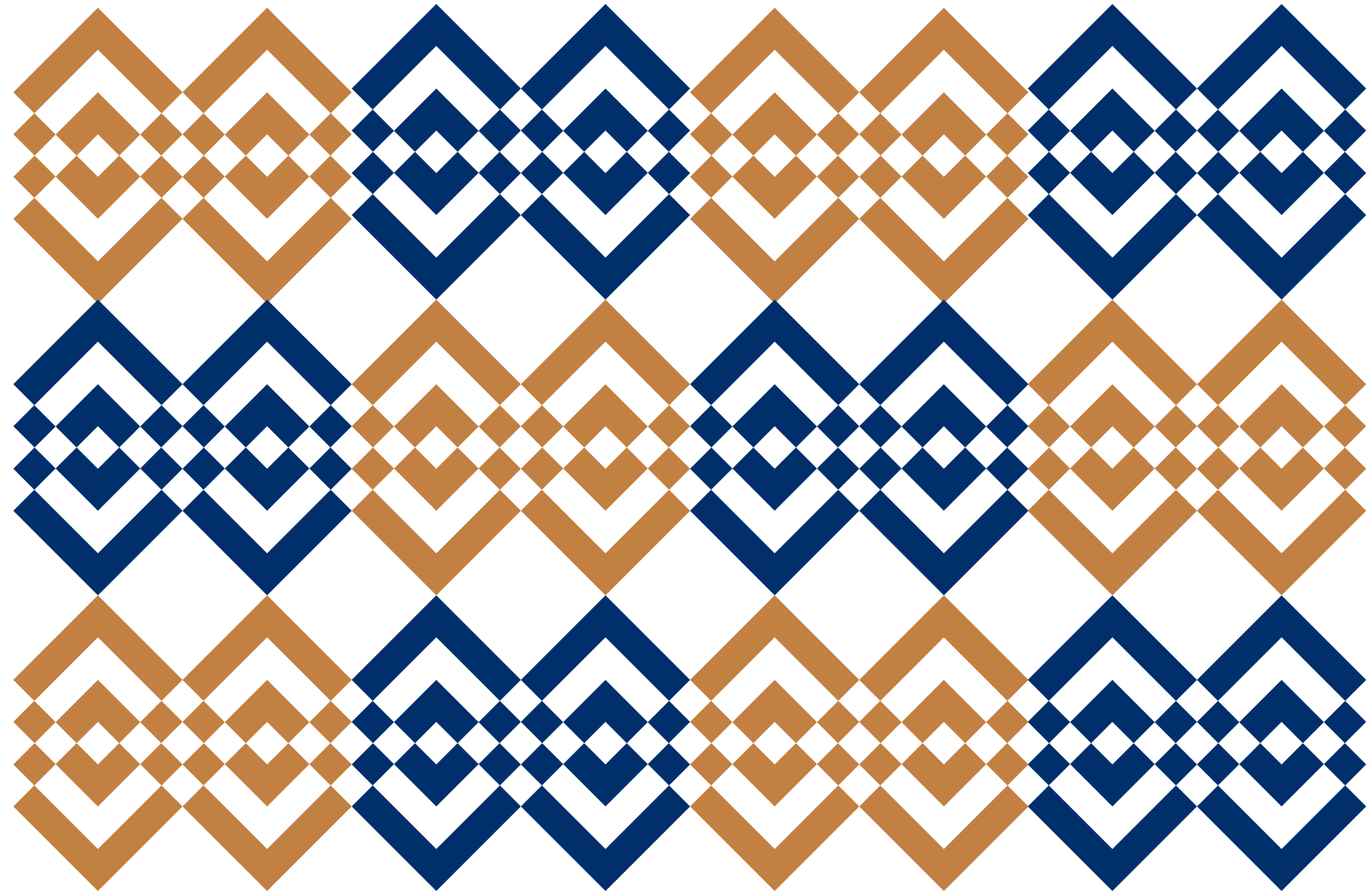
BODY COPY

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%&*()+=

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Symbol as Pattern

When appropriate, Asio's symbol may be used as a motif to brand surfaces in subtle ways. This pattern can be used in one or two colors and can be applied to anything from thank-you cards to ties and socks.



PHOTOGRAPHY

Photography

Intentional photography in a consistent style enhances the Asio brand. Asio's primary usage of photography are team portraits. Consistent in look and feel, these photographs demonstrate Asio's personality and dedication.

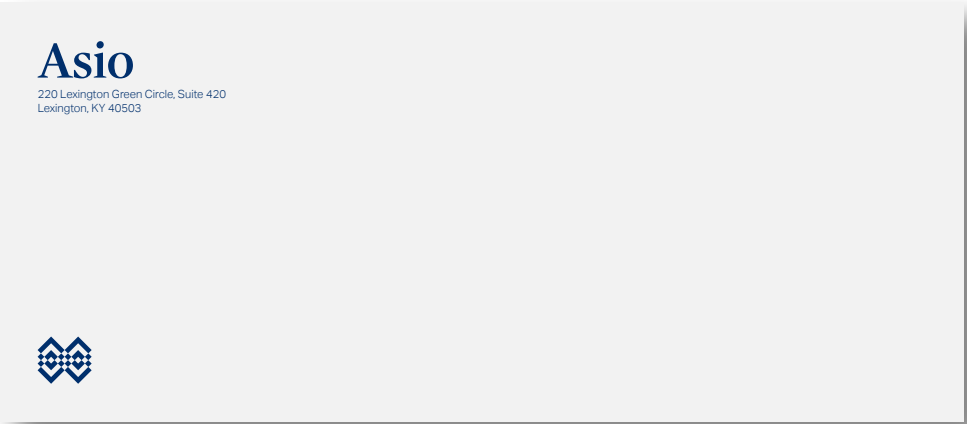
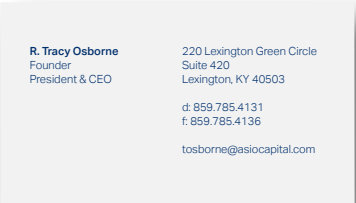
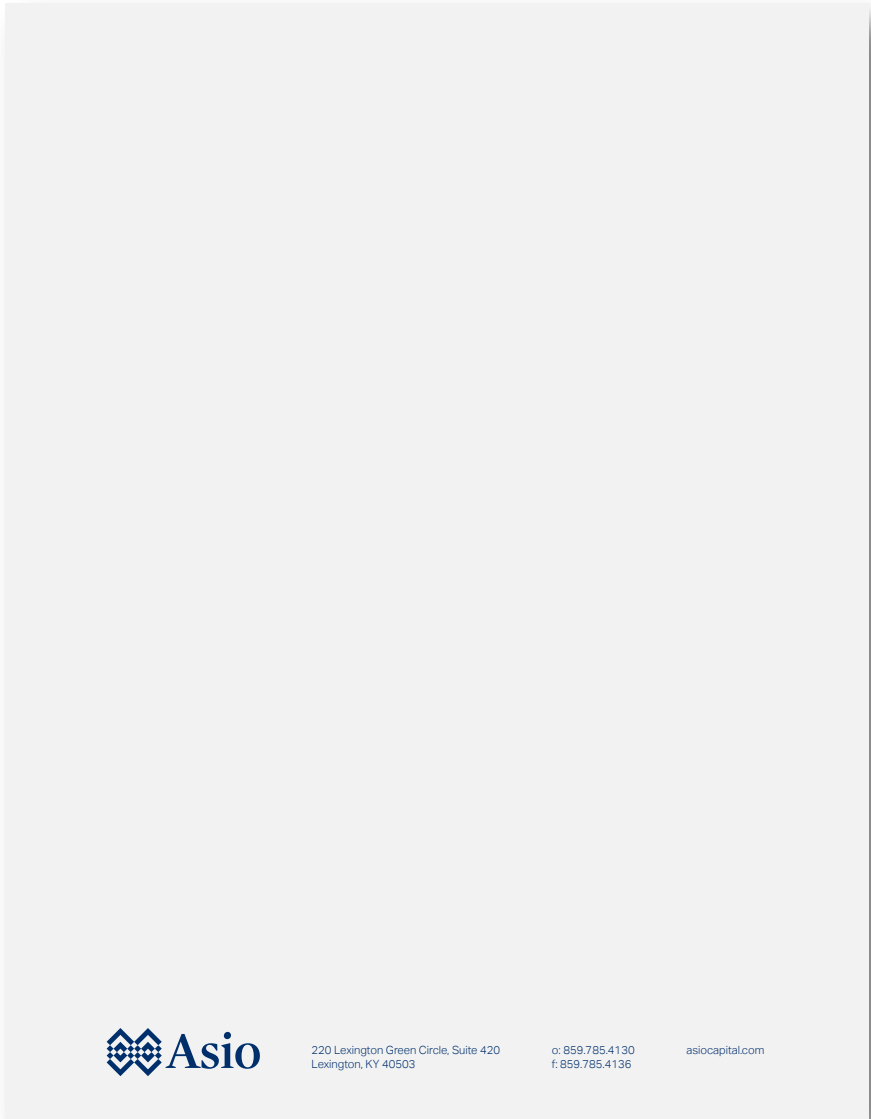
No other photography should be used across web or collateral, in keeping with Asio's drive to provide clarity and simplicity.



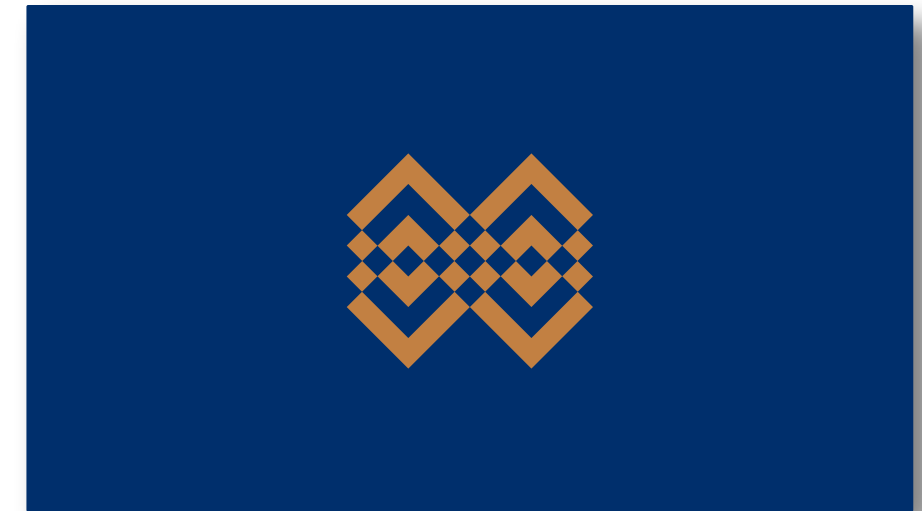


Asio's Collateral

The following pages feature sample executions of branded collateral. These typical layouts should not be altered.



Business Cards



Letterhead

To Whom It May Concern:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et



220 Lexington Green Circle, Suite 420
Lexington, KY 40503

o: 859.785.4130
f: 859.785.4136

asiocapital.com

iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Lorem Ipsum



COLLATERAL

No. 10 Envelope

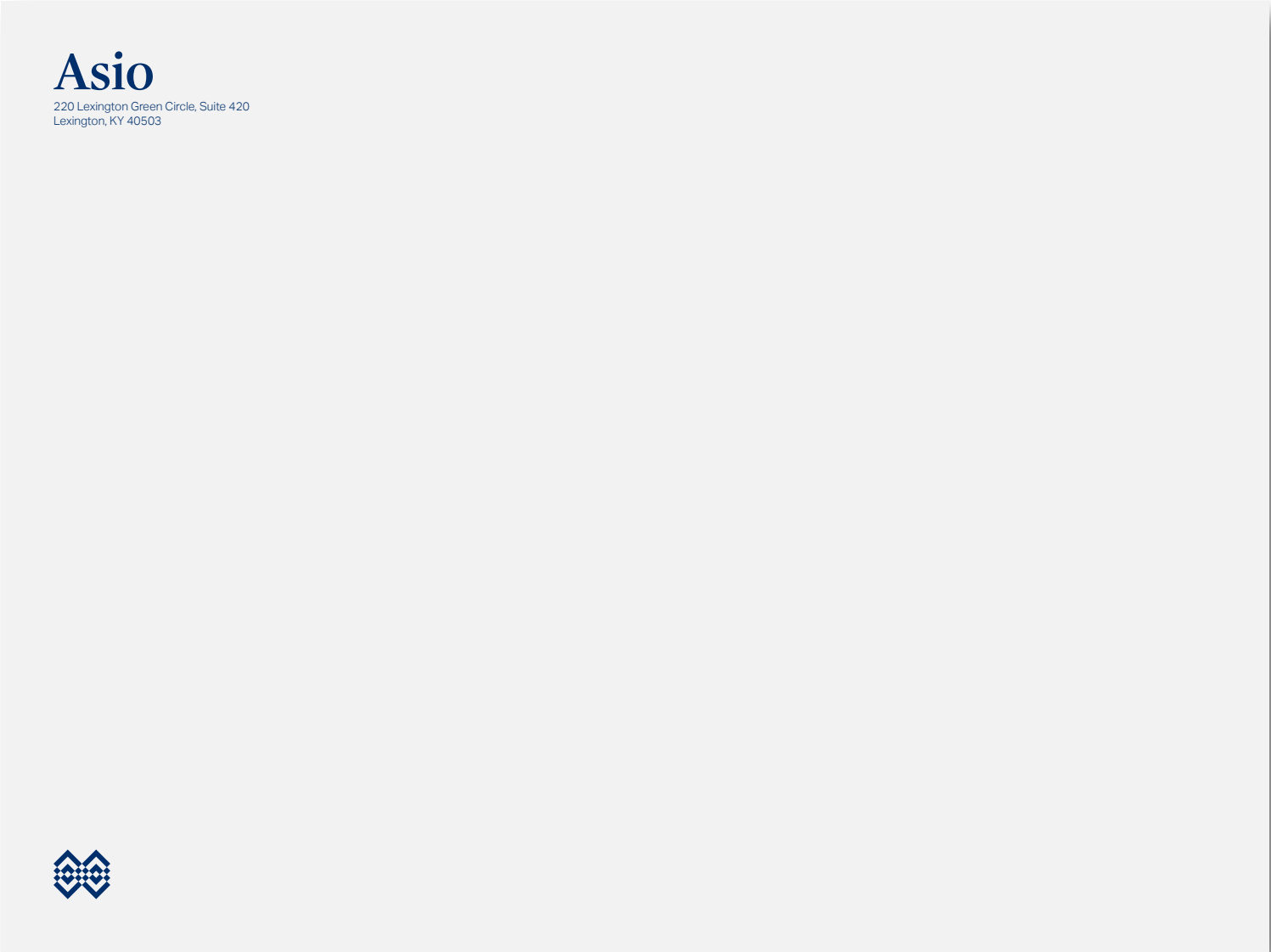
Asio

220 Lexington Green Circle, Suite 410
Lexington, KY 40503

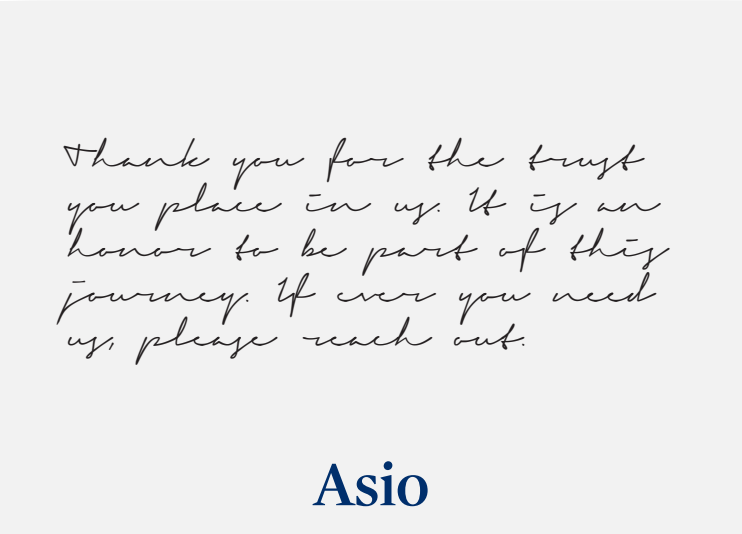


COLLATERAL

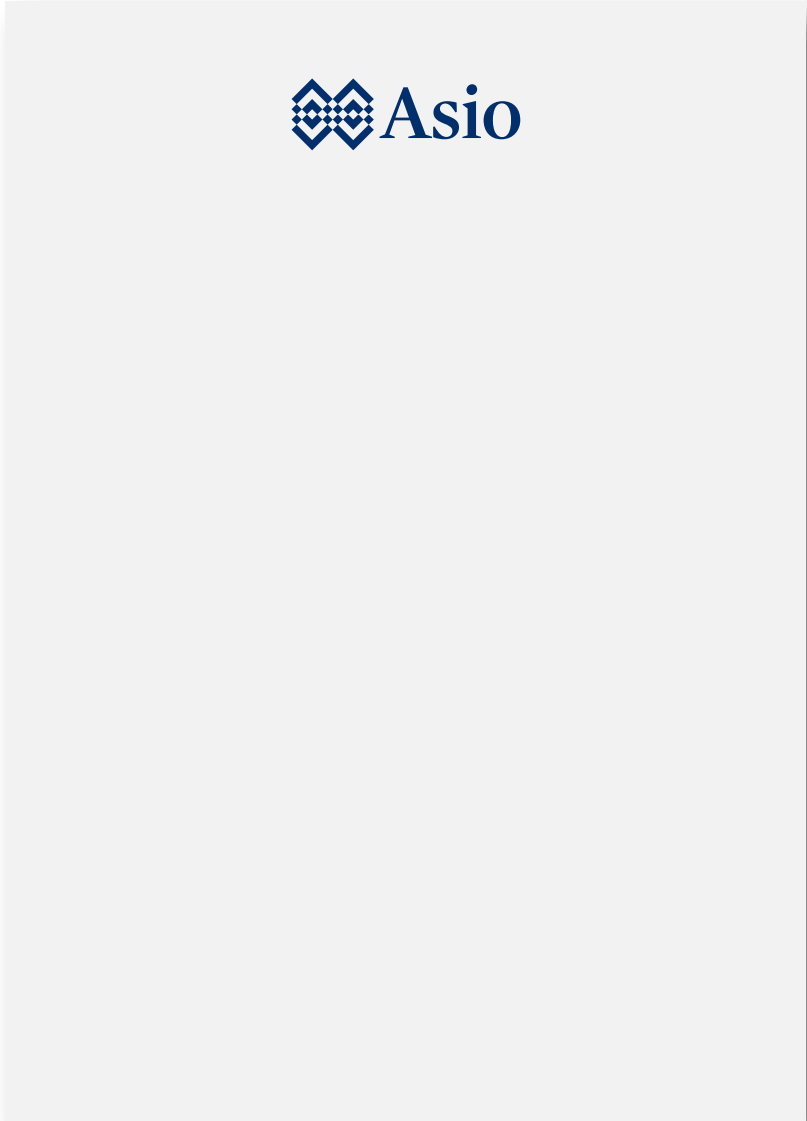
9" x 12" Envelope



Stationery and A6 Envelope



Notepad



Mugs



Pens



Coasters



Glasses



