



We record & analyze communications

ASC Technologies Brand Guidelines

VERSION 3.00

MARCH 2024

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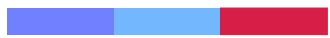
Corporate Design

The Corporate Design is the design concept of the company and defines how ASC is presented.

It creates a distinctive consistent image in the public among existing and potential customers, partners in the market as well as among employees.

The following pages serve as a guideline describing the use of basic corporate design elements and other tools for the external perception of ASC.

Deviating or complementary applications must be individually negotiated with the HQ Marketing.



ASC LOGO FOR LIGHT BACKGROUND



ASC LOGO FOR DARK BACKGROUND



ASC MONOCHROMATIC LOGO FOR MULTICOLOR BACKGROUNDS



ASC LOGO AREA OF NONINTERFERENCE



We record & analyze communications

Another logo usage is the ASC logo in combination with the slogan „We record & analyze communications“ The slogan also can be used separately.

VERSION A



We record & analyze communications

VERSION B

We record & analyze communications



The slogan can be placed left or right of the logo.

ASC BLUE

RGB 0-49-94
HEX #00315E
CMYK 100-70-10-50



ASC RED

RGB 191-11-47
HEX #BF0B2F
CMYK 17-100-87-7



ASC Corporate Primary Colors

PURPLE



RGB 112-128-255
HEX #7080FF
CMYK 56-50-0-0

LIGHT BLUE



RGB 115-184-255
HEX #73B8FF
CMYK 48-18-0-0

BRIGHT RED



RGB 214-30-71
HEX #D61E47
CMYK 10-100-70-0

ASC Secondary colors

Manrope Extralight Light
Regular Medium **Semibold**
Bold Extrabold

Primary Typography
MANROPE Family

DOWNLOAD: <https://fonts.google.com/specimen/Manrope>

Roboto Light
Roboto Regular

Secondary Typography – for long text paragraphs
NOTE: MS Word documents should only use Roboto font

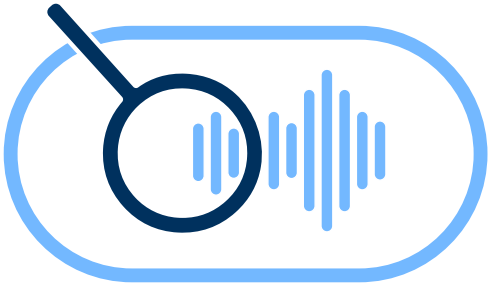
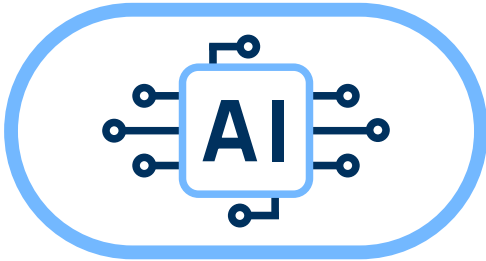
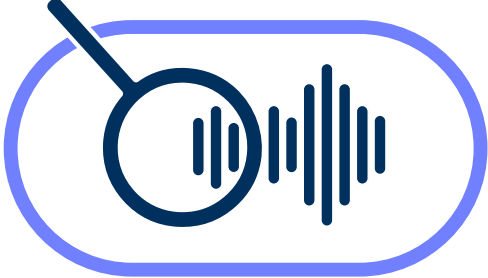
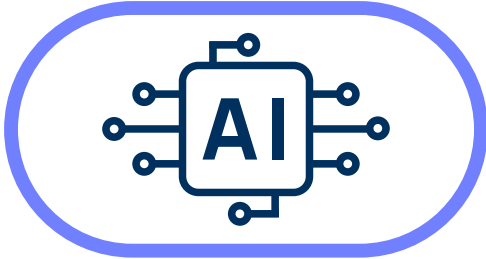
DOWNLOAD: <https://fonts.google.com/specimen/Roboto>

Both Fonts, Manrope and Roboto are only mandatory to apply in ASC marketing materials such as website, roll-ups, banners, brochures, OnePagers, PowerPoint Presentations etc.
The fonts do not need to be applied on materials such as internal documents, e-mails, contracts, offers/order confirmations/invoices, tutorials, and the entire compliance documentation (c.f. MMVA-4722).
The standard font color is your system standard for this type of documents, typically black.
For further questions do not hesitate to contact your marketing department.



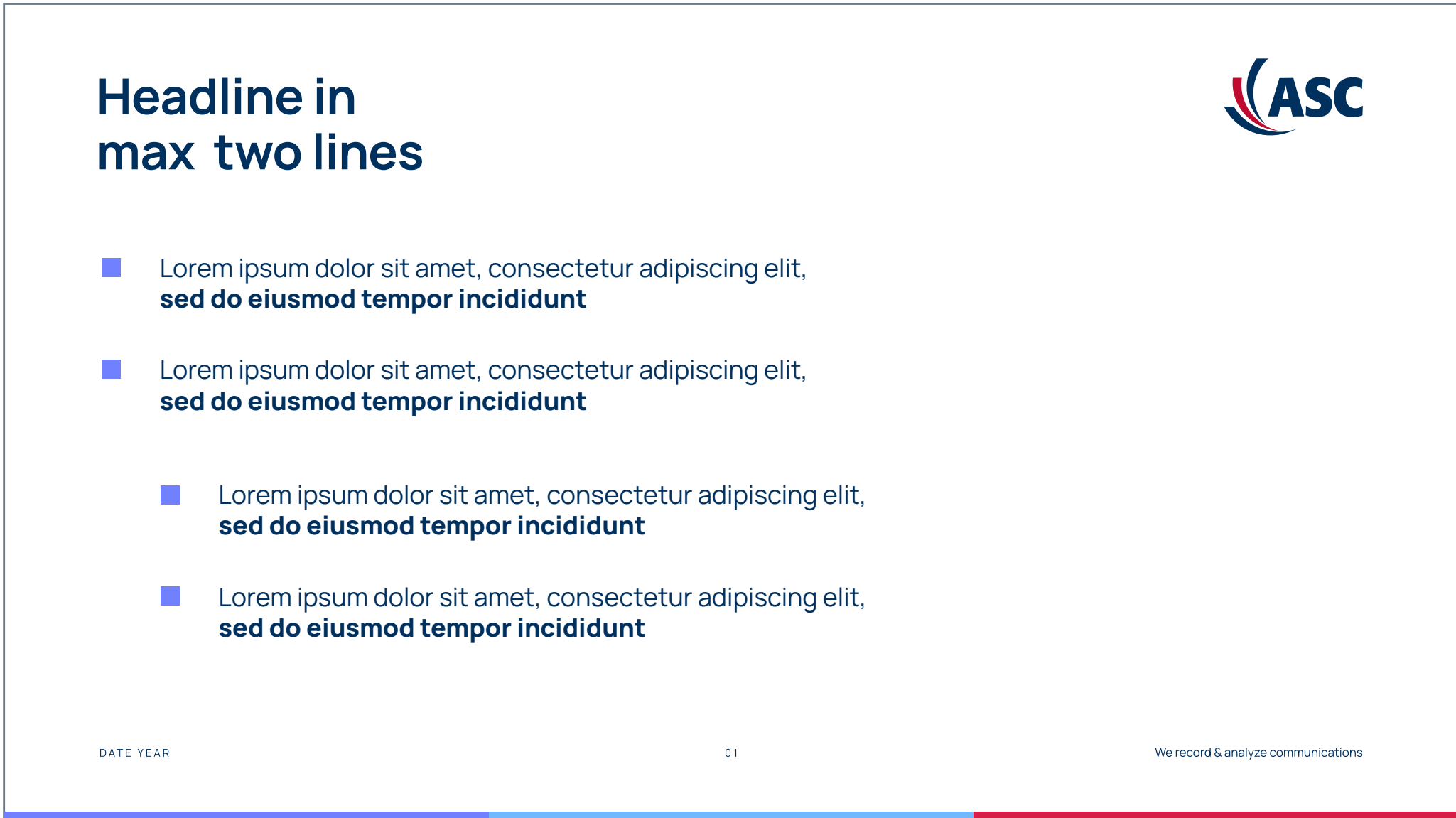
ASC uses its own images to represent content, topics, products, working environments in the different markets. The images often contain people, also especially in work situations, to convey an emotional atmosphere and closeness.

SEMI TRANSPARENT COLOR AREA IS PLACED OVER THE IMAGE.
ASC DARK BLUE #00315E
TRANSPARENCY 42%,
PERCENTAGE DEPENDS ON THE IMAGE,
FONT COLOR WHITE.



Icons are illustrated in a simple comprehensive way in an outline graphic style to be aligned with the new visual identity guidelines.

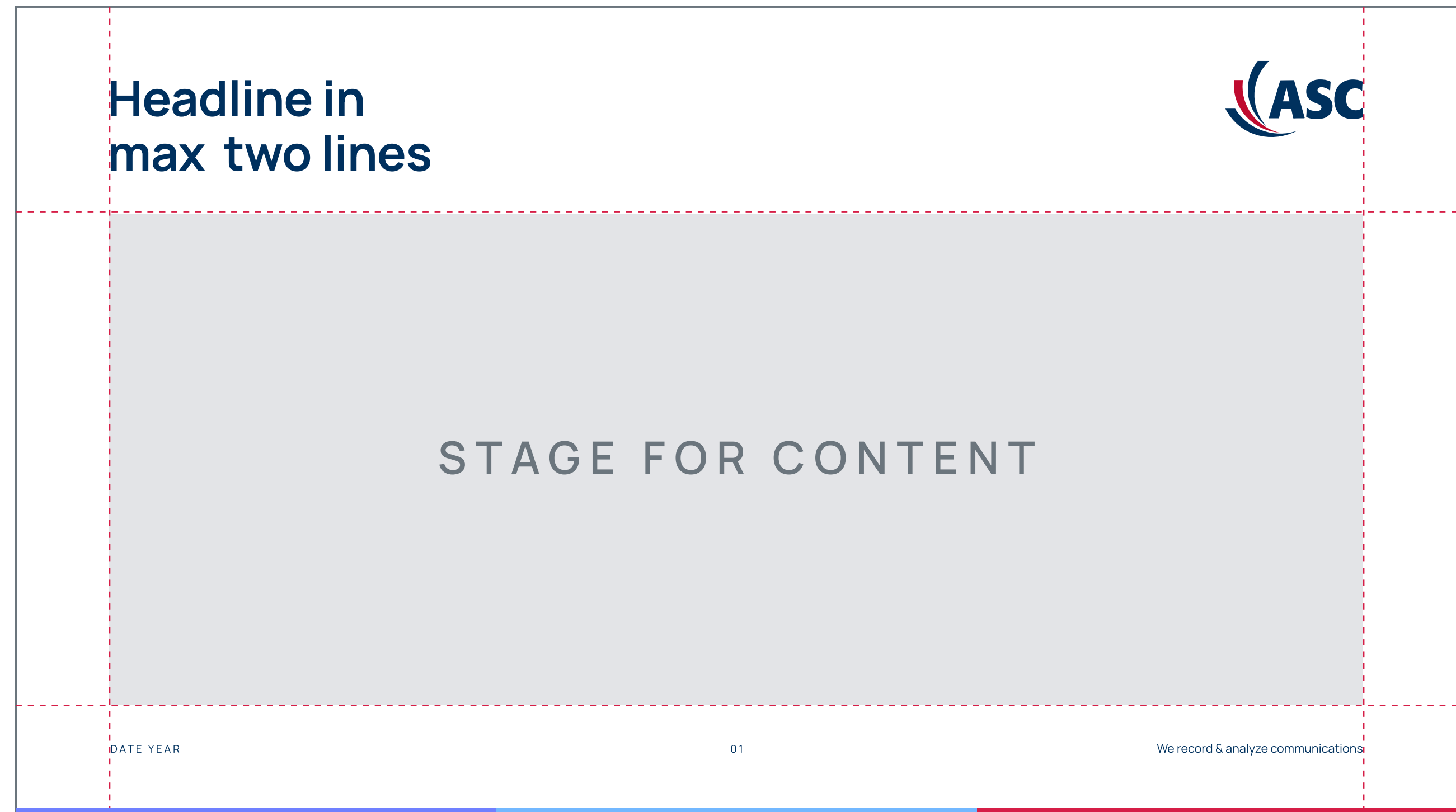
More to be developed.



Please use the PowerPoint master templates provided. There are masters for pages with a white and dark background. Don't use images as background.

HOW TO USE:

- when opening the document turn on guides visibility
- please keep all content inside the area marked by red lines
- keep headlines in max two lines inside box provided
- use bullet points provided inside the document
- DO NOT use images as backgrounds
- use only white text or all-white logo on images if needed





RECORDING INSIGHTS LOGO



RECORDING INSIGHTS + ASC LOGO

ASC BLUE

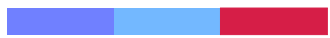
RGB 0-49-94
HEX #00315E
CMYK 100-70-10-50



ASC RED

RGB 191-11-47
HEX #BF0B2F
CMYK 17-100-87-7

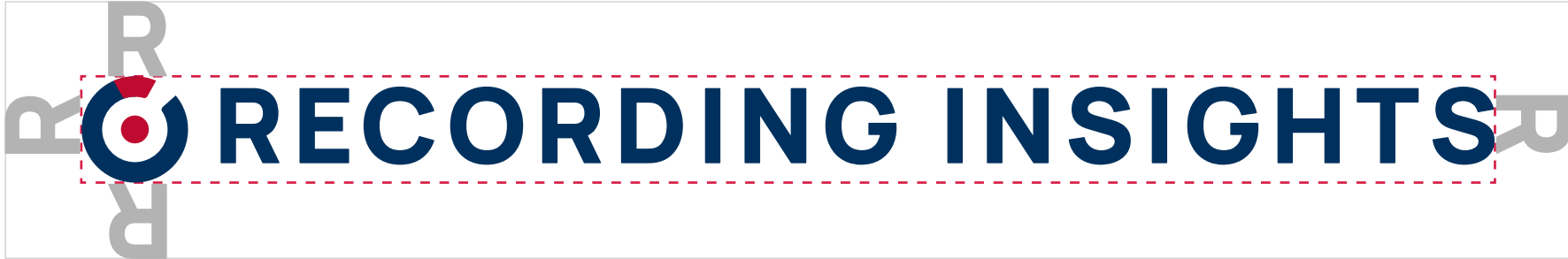




RECORDING INSIGHTS LOGO FOR DARK BACKGROUND



RECORDING INSIGHTS LOGO FOR MULTICOLOR BACKGROUNDS



RECORDING INSIGHTS LOGO AREA OF NONINTERFERENCE



RECORDING INSIGHTS LOGO MINIMUM SIZE

PRINT: 5 mm



RECORDING INSIGHTS LOGO MINIMUM SIZE

DIGITAL: 15 px

Thank you!

For more information and materials contact:

ASC Headquarter Marketing
marketing@asc.de



We record & analyze communications