



Acteev®

Brand Style Guide





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Mission

We create **performance materials** that improve the quality of life today and inspire a better tomorrow.





Values

One Ascend

All together, with a common set of goals and an eye toward the future.

We Care

We exist for our customers; they drive our actions. Their success is our success.

Customer Focused

We operate safely with high integrity for our employees, our customers and our communities.

Better Every Day

We invest in our people and our processes to improve every day.

Agile

We think broadly and lead proactively in a constantly evolving organization and industry.



Brand Story

Ascend facilities have been production sites and centers of innovation for nylon 6,6 and its intermediate chemicals for more than 60 years. Leveraging a legacy patent with nylon 6,6 expertise we discovered the power of zinc ions to make a lot of what we touch on a daily basis safer for ourselves and our loved ones. Acteev was born to create life-changing technologies with elemental safety.



Positioning

Acteev creates life-changing technologies with one simple vision: elemental safety. We've combined the premium power of microbe-fighting active zinc ions with our expertise in polyamides textiles like nylon 6,6 to revolutionize daily life by keeping products fresher, cleaner and free from odor-causing bacteria. Backed by decades of science from Ascend Performance Materials, Acteev weaves environmentally safe fighting power into the fabric of everyday life with everything from air filters to apparel, face masks and cell phone cases now protected by technology derived from one of nature's own elements. Your partner in protection in premium protection.

Visual Guidelines

Acteev®

Color

Acteev®

Black and White

Acteev®

Reversed

Acteev®

Visual Guidelines

Acteev Protect™

Color

Acteev
PROTECT™

Black and White

Acteev
PROTECT™

Reversed

Acteev
PROTECT™

Visual Guidelines

Acteev BioDefend™

Color

Acteev
BIODEFEND™

Black and White

Acteev
BIODEFEND™

Reversed

Acteev
BIODEFEND™

Visual Guidelines

Ascend® Horizontal

Color



One Color



Black and White



Reversed



Visual Guidelines

Ascend® Vertical

Color



Color



Black and White



Reversed



Visual Guidelines

Typography

Typography is a core building block of an effective brand identity. Memorable companies are immediately recognizable in great part due to the consistent typographical style used with purpose throughout thousands of applications over time. The typefaces used for the brand are bold, yet the clean, crisp lines of the sans serif fonts will pair pleasingly with imagery.

Ubuntu – Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Ubuntu has a contemporary style and contains characteristics that convey a precise, reliable and free attitude.

Avenir Next – Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Next has a harmonious and sensible appearance for both texts and headlines. Versatile and legible, it complements a large variety of fonts and is most used by web designers.

Visual Guidelines

Color Palette

As consumers, we depend on the familiarity of certain colors for recognition of a product or service. Color is used to evoke emotion, express personality and stimulate brand association. Thus, the ultimate goal of creating a consistent palette is to own a color, or set of colors, that facilitates recognition and builds brand equity.

This color palette takes cues from the logo's main "teal" color and expands upon that with earth tones ranging from cool greens to orange. Earth tones are appealing and functional and tend to be perceived as warm, reassuring, and settling.

Primary



PMS 7713
Hex #007a8a
R0 G122 B138
C87 M38 Y39 K7



PMS 4042
Hex #7a5751
R122 G87 B81
C44 M62 Y60 K26



PMS 4287
Hex #43453c
R67 G69 B60
C65 M56 Y67 K47

Secondary



PMS 406
Hex #cbbfb5
R203 G191 B181
C21 M22 Y26 K0



PMS 4087
Hex #b79f94
R183 G159 B148
C30 M36 Y39 K1



PMS 7545
Hex #3a5567
R58 G85 B103
C81 M59 Y43 K24



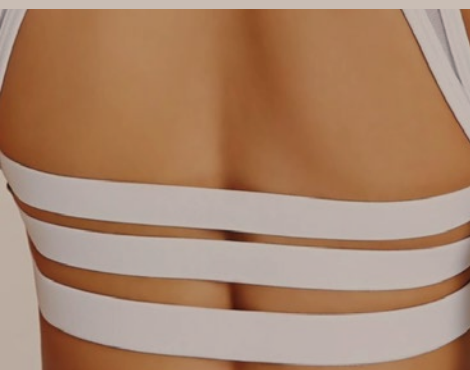
PMS 432
Hex #323c49
R51 G63 B72
C78 M57 Y39 K56

Visual Guidelines

Photography

Just as the consistent application of color and typography facilitates brand recognition and establishes hierarchy, additional elements must fall under similar style regulations in order to further establish the tone of a brand.

The photography used in this look and feel shows the product's utility and how it integrates into everyday life. The use of movement and versatility nods to the various applications of Acteev technology, and the use of earth tones keeps the feeling grounded and real.





Communication Guidelines

Voice and Tone



Forthright

Honest and direct, but not overly preachy

Assuring

Bright and enthusiastic, but not overly rosy

Informative

Factual and explanatory, but not patronizing or overly dry

Savvy

Perceptive and sharp, yet warm and genuine

Communication Guidelines

Voice and Tone

Write Like This

Safety for the Bare Necessities.

Superior design and embedded zinc ion technology delivers enhanced fabric performance while providing you with the freedom and peace of mind that comes with Acteev fabrics. Unlike silver antimicrobial technology, Acteev's zinc ions are embedded into the product instead of coated on. It is more sustainable and safer for consumers and also built to last. Even after 50 washes, our zinc ion technology is still just as effective as the first day it's used.

Not Like This

Safety for Undergarment and Intimates.

In order to make these claims of superior design and technology, Acteev focuses on sign embedded zinc ions for enhanced fabric performance. Unlike silver antimicrobial technology, Acteev technology embeds Zn^{2+} ion, showing a strong virucidal property against human coronavirus 229E (over 99.9% efficacy) in line with fundamental molecular biology research. And not only is this production more sustainable and safe for consumers, but its durability is unmatched in the industry. Even after 50 washes, our zinc ion technology is extremely effective.

Acteev[®]

For more information about brand guidelines:

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