



## **Scendent Brand Kit**

A Comprehensive Guide

2025 Designed for Ryan  
Collier

Created by  
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## Contents

1-2.  
Introduction

3-4.  
Brand Mission & Values

5-6.  
Brand Colors & Identification

7-8.  
Scendent Logomarks

9-10.  
Guideline Logomarks

11-12.  
Clear Space

13-14.  
Scendent Fonts

15-16.  
Content Creation

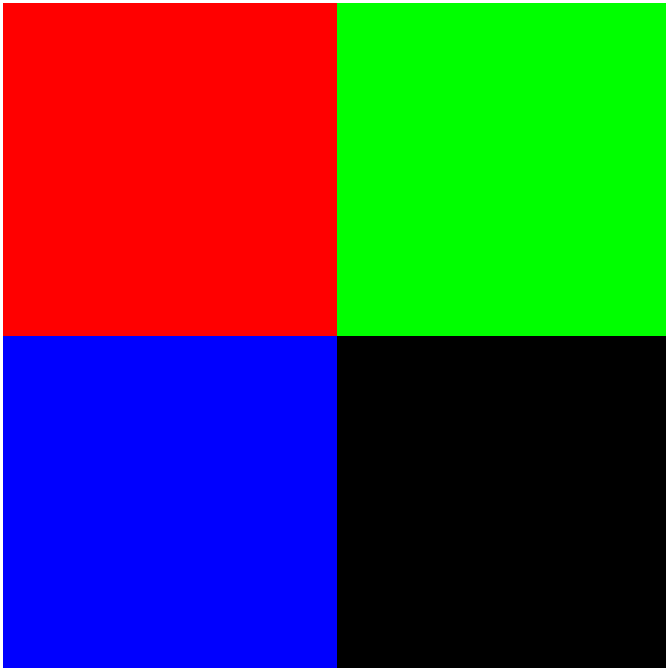


## Introduction

The Scendent Brand Kit is a comprehensive guide designed to ensure clarity, consistency, and purpose across everything we create.

It exists to align our team, volunteers, partners, and collaborators with the Scendent identity and vision.

As always Scendent.



## Contents

### Brand Mission & Values

A clear articulation of why Scendent exists, what we stand for, and the values that guide every decision, action, and piece of content we create.

### Brand Colors

Our official color palette, including primary, secondary, and utility colors, with exact codes to maintain visual consistency across all platforms, print materials, and merchandise.

### Brand Fonts

Our approved typography system outlining the specific fonts for headings, body text, captions, and accessory use to ensure readability, hierarchy, and brand recognition.

### Logo & Clear Space Guidelines

Instructions on correct logo usage, variations for different backgrounds, and the clear space required to protect and respect the Scendent brand mark.

### Content Creation Guide

Direction on creating visuals, graphics, and social media content in alignment with Scendent's tone, feel, and aesthetic. This ensures everything is instantly recognisable as Scendent.

## Brand Mission

### BRAND MISSION

Empowering young adults to excel beyond belief.

At Scendent, our mission is simple yet powerful:

We empower young people to push past their limits, to grow in ways they never imagined possible, and to thrive with confidence, resilience, and purpose.

We believe that mental health is more than overcoming struggles.

It's about unlocking your full potential and living a life beyond what you thought was possible. We exist to create a movement where young people feel supported, encouraged, and driven to create meaningful change within themselves and their communities.

Scendent is about going above and beyond the normal range of experience transcending the ordinary and stepping into the extraordinary.

Our mission is to build a world where young adults feel empowered to dream big, take action, and create positive impact wherever they go.

## Our Values

### OUR VALUES

These are the pillars that guide everything we do:

#### Sacrifice

Every journey begins with sacrifice. Growth requires giving up something – time, habits, beliefs, or comfort – to reach something greater.

#### Chase a Dream

Dream boldly. Never let anyone tell you it's impossible. The bigger you dream, the more you grow as you chase it with determination.

#### Energise Environments

Bring positivity and energy into every space you enter. Become the power source that lifts others up.

#### Navigate the Journey

Walk with awareness, wisdom, and courage. Take risks smartly and seek growth through each step, knowing that the journey shapes you.

#### Discipline

Show up. Uphold your commitments. Stay consistent and build resilience through everyday actions, even when it's hard.

#### Elevate & Empower

Continue to elevate yourself and empower others along the way. Be the person you wish you had in your life.

#### Now

Act today. Take the first step now. Waiting only delays your growth and the impact you can create.

#### Transcend

Go beyond your limits. Expand what you believe is possible. Become the ultimate version of yourself – your Scendent self.

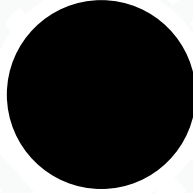
# Brand Colors

## Primary

Scendent Green



Scendent Black



Scendent Lime



Scendent White



Scendent Red



Scendent Blue



## Utility

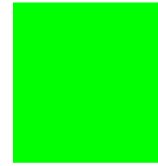
Scendent Grey



Scendent Off-Black

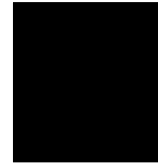


# Brand Colors Identification



HEX #00ff00  
RGB 0, 255, 0  
CMYK 100, 0, 100, 0  
HWB 120, 0 0  
HSL 120,100, 50

Scendent Green



HEX #000000  
RGB #000000  
CMYK 100, 0, 100, 0  
HWB 0, 0, 100  
HSL 0, 0, 0

Scendent Black



HEX #44d62c  
RGB 68, 214, 44  
CMYK 68, 0, 79, 16  
HWB 112, 17, 16  
HSL 112, 67, 51

Scendent Lime



HEX #ff0000  
RGB 255, 0, 0  
CMYK 0, 100, 100, 0  
HWB 240, 0, 0  
HSL 0, 100, 50

Scendent Red



HEX #0000ff  
RGB 0, 0, 255  
CMYK 100, 100, 0, 0  
HWB 120, 0 0  
HSL 240, 100, 50

Scendent Blue



HEX #31353d  
RGB 49, 53, 61  
CMYK 20, 13, 0, 76  
HWB 220, 19, 76  
HSL 220, 11, 22

Scendent Grey



HEX #1f2329  
RGB 31, 35, 41  
CMYK 24, 15, 0, 84  
HWB 216, 12, 84  
HSL 216, 14, 14

Scendent Off-Black

## Scendent Logomarks



Black Logo (Standard Use)

This is the black variation of the Scendent logo. It is suitable for use across a wide range of media and provides strong contrast on light backgrounds.



Green Logo (Primary Logo)

This is the primary Scendent logo in green. It is the preferred version and is intended for use across all major brand applications.



White Logo (Limited Use)

This is the white version of the Scendent logo. It should be reserved for special use cases, such as placement on dark or photographic backgrounds, and is not intended for primary use.

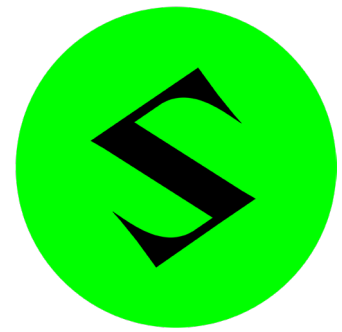


Green Logo (Black Border)

This bordered version of the Scendent logo is for special use cases. Use it on green or low-contrast backgrounds where other logo versions don't stand out clearly.

### Primary Logo

The bold green "S" mark placed on a black circular background. This is the primary logo and should be used across all major branding materials including digital, print, and social media. Best for posters, merchandise, website headers, and social profile icons.



### Inverse Logo

A clean white "S" mark centered in a black circle. This version is used when the primary green version would clash with background colors or when a monochrome look is preferred. Best for watermarks, minimalist packaging, and formal documentation. Do not tint the white or replace with off-white or cream.



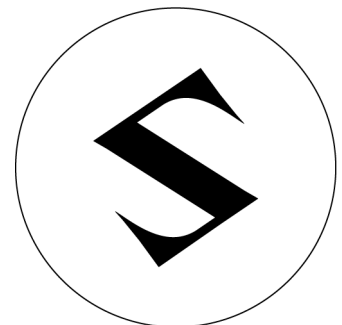
### Alternate Logo

A reversed version featuring a black "S" on a neon green circle. This is an accent variation, best used sparingly for high-impact designs or vibrant marketing. Best for event branding, social media highlights, and limited-edition merchandise. Do not use as the default logo or over highly textured backgrounds.




### White Logo

A clean white "S" mark designed for high contrast on dark or richly colored backgrounds. Use the white logo when placing it over dark backgrounds to ensure visibility and brand clarity. Best for dark-themed graphics, black or dark grey backgrounds, photography with dark overlays, and social media profile icons with dark backgrounds. Do not use on light backgrounds, pale colors, or white areas, as this will reduce visibility and compromise brand recognition.

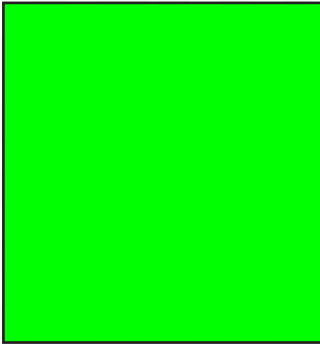


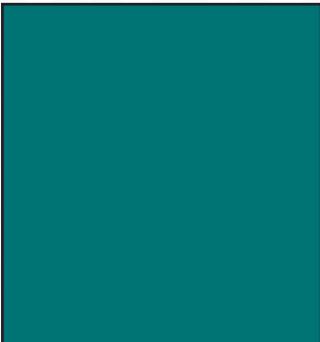
## Guidelines

1. Use files supplied




Always use brand colors


3. Never use off-brand

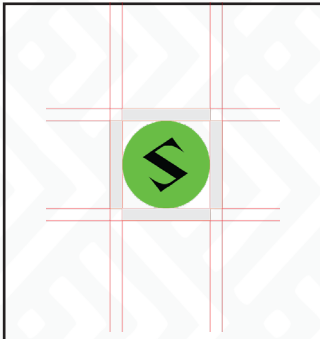


Do not distort the any of


5. Use approved fonts only

**Comic sans is not an offical Scendent font.**

Maintain clear space



## Guidelines

1. Use supplied files only.

Always use the official files provided for your work. Do not search for our logo online or download it from other sources. Always download files from our official channels and ensure you use the correct format for each specific use case.

2. Always use brand colours.

Use only the official brand colours in all your work. Do not create your own shades or use similar-looking colours. Make sure you use the exact colour codes provided to keep our branding consistent across all platforms and materials.

3. Do not use off-brand colours.

Never use colours that are not part of our official brand palette. Avoid adding new colours or adjusting existing ones. Stick strictly to the approved colours to maintain a strong and consistent brand identity.

4. Do not distort logomarks.

Never stretch, squash, rotate, or otherwise distort any of our logos. Always keep the original proportions and orientation to protect the integrity of our brand.

5. Use approved fonts only.

Always use the official brand fonts in all materials. If your application can't find a specific brand font, we have universal fallback fonts set for each use case. See the Fonts section for details on approved fonts and their fallbacks.

6. Maintain clear space around logos.

Always keep the required clear space around our logos to ensure visibility and impact. Do not place any text, images, or other elements within this space. (See next page for clear space guidelines.)

## Logo Usage

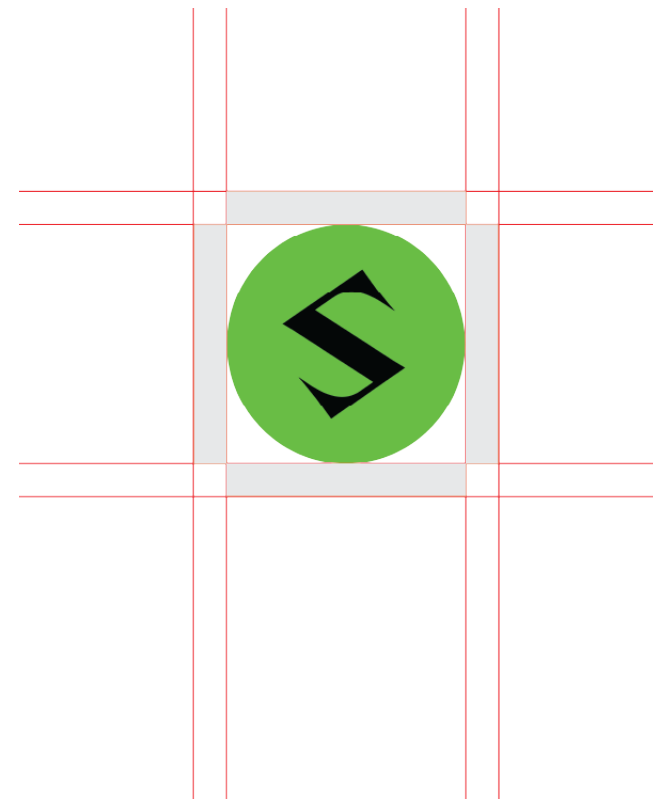
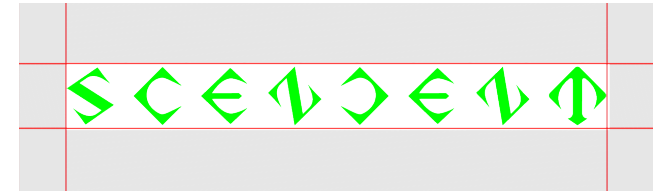
Clear space is essentially the logo's personal space. It's a buffer zone that keeps other elements from crowding it.

On this spread, I'll outline the measurements and rules to ensure it's always respected.

The black-striped area indicates the clear space that must remain free of any assets.

When using the logo, this space should always be maintained as white space, ensuring no elements encroach on it.

Inside the Scendent files, some versions already have the clear space built in. However, for mobile creations, you will likely need to judge spacing by eye, as there may be no built-in guides. Just make sure to follow the guidelines and keep assets reasonably apart from the logo.



## Scendent Fonts

### 1. Clash Display (Headings)

Use for primary headings, large titles, and impactful statements across digital and print materials. Provides strong visual hierarchy and brand recognition.

### 2. Inter Font (Paragraph Text & Systems)

Our main body copy font. Use for general paragraphs, website text, documents, and internal systems. Ensures clarity and readability at all sizes.

### 3. Satoshi Font (Captions & Small Text)

Best for captions, labels, disclaimers, and small-sized text. Clean and minimal to maintain readability while supporting brand design.

### 4. Monument Extended (Optional Accented Headings)

Use sparingly for bold statements or high-impact text that needs additional emphasis within headings or large typographic layouts.

### 5. Baligo (Accessory Font)

Our decorative accessory font. Use for special design elements, limited promotional graphics, or merch designs to add brand character. Avoid overuse to maintain brand consistency.

### 6. Helvetica (Fallback / Universal Use)

Use as a universal fallback when brand fonts are unavailable. Provides a clean, professional alternative in external systems.

**Clash Display**

Clash Display

Inter

Satoshi

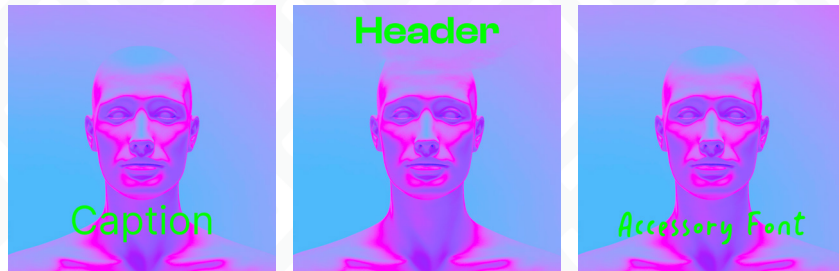
**Monument  
Extended**

*Baligo*

**Helvetica Bold**

Helvetica Regular

## Content Creation Guidelines



### THE GOLDEN RATIO - TYPOGRAPHY PLACEMENT FOR SUBJECTS.

#### Talking Head / Humanoid Videos

Keep captions just below the chin to avoid covering facial expressions and maintain viewer connection.

Red zones indicate dead spots in clips – avoid placing text here as it may be cropped out on different platforms.

Use Header Font (Clash Display) for titles, Inter for general captions, and Baligo (Accessory Font) for emphasis, keywords, or highlights.

## Content Creation Guidelines

### The Golden Ratio for typography placement for media

#### Scenic Views (Non-Humanoid Subjects)

Place captions, subtitles, and accessory text more centrally, as there is no risk of blocking a subject's face.



Use white text on darker backgrounds and black text on lighter backgrounds for maximum readability.

Avoid black text on dark backgrounds to maintain clarity and accessibility.

**Brand Mission**

**Brand Mission**





## Credits



S C E V O E V P

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