

Corporate Branding



ASUNCION MARKETING
WORK SMARTER. NOT HARDER.

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Something to think about

**INNOVATION IS WHAT
DISTINGUISHES A LEADER FROM A
FOLLOWER**

STEVE JOBS

This brand manual is the official guide for Asunción Marketing. Its purpose is to ensure that all elements of the brand's identity —from the logo to the tone of voice— are applied consistently, coherently, and strategically across all internal and external touchpoints.

How to use this guide

- The internal team should consult this guideline before creating marketing materials, presentations, or social media posts.
- External vendors (designers, agencies, printers, community managers) should follow these guidelines for consistency.
- Logos, branding, and other corporate materials can be downloaded from this intranet page:
<https://www.asuncionmarketing.com/>

ABOUT THE BRAND



MAIN GOAL

Our commitment is to be the strategic partner that takes each company to the next level through creative, innovative, and accessible solutions that generate measurable and lasting results.

BRIEF HISTORY

Asunción Marketing is a US-based professional services firm that operates as a strategic firm specializing in the integration of business, marketing, technology, and data, with a human-centered approach focused on measurable results.

We don't operate like a traditional agency.

Our role is to support, structure, and execute strategic decisions that enable our clients to grow sustainably.



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PURPOSE

To drive the sustainable growth of companies through strategic decisions, applied technology and high-performing teams, integrating operational efficiency with a human and responsible approach.

VISION

To consolidate ourselves as a leading company of reference in strategy, marketing and technology, recognized for its operational excellence, solid organizational culture and ability to transform businesses through comprehensive, scalable and measurable solutions, operating under international standards.

MISION

To be a leading bilingual firm in the United States and Latin America that transforms businesses through comprehensive strategic plans, data-driven marketing, applied technology, and high-performing teams, operating under international standards.

OUR VALUES

■ Innovation with a purpose

We believe in creativity and technology not as a fad, but as a real tool to drive our clients' growth.

■ Strategic efficiency

We optimize processes and resources to achieve measurable results, working in an agile and strategic manner.

■ Client Focus

We put the client at the center, understanding their culture, language, and needs. We are bilingual, inclusive, and empathetic, because each client is unique.

■ Collaboration

We believe in the power of teamwork, both within Asunción Marketing and with our clients and strategic partners. Together we create greater value.

■ Excellence with Impact

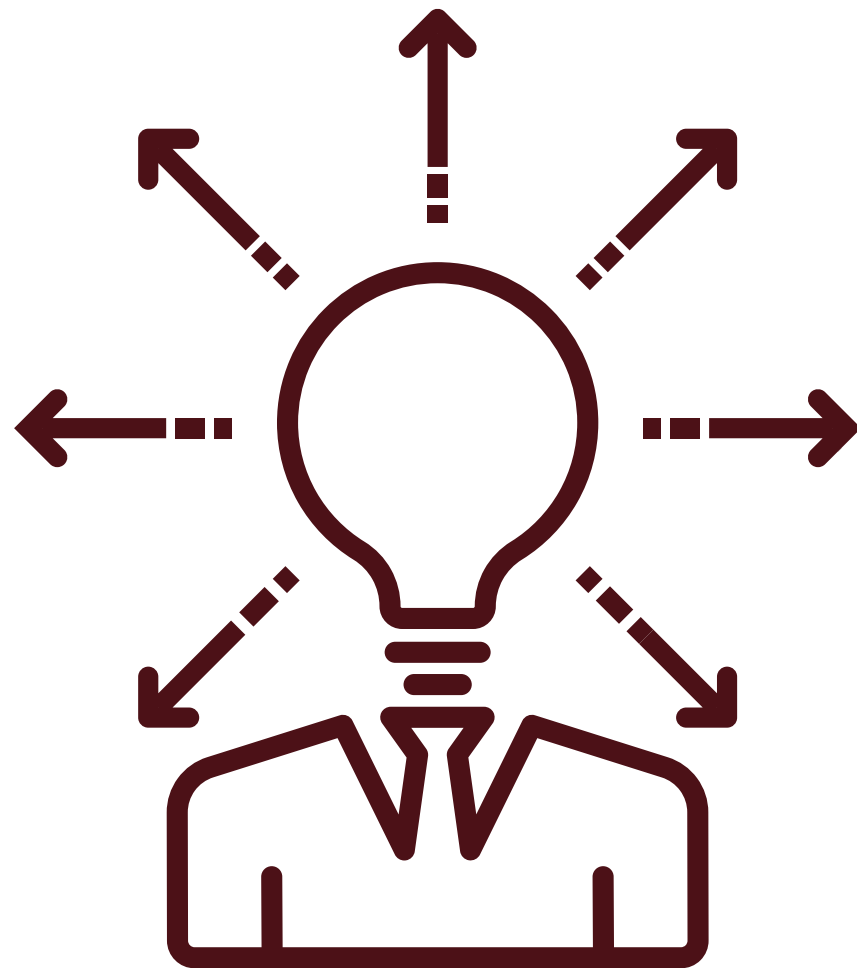
We strive for excellence in every project, but not just as an internal standard: we want it to translate into positive impact and real growth for those who place their trust in us.

TAGLINE

“WORK SMARTER, NOT HARDER”

**It means working smarter: using strategy and tools
that maximize results without wasting resources**

BRAND PERSONALITY

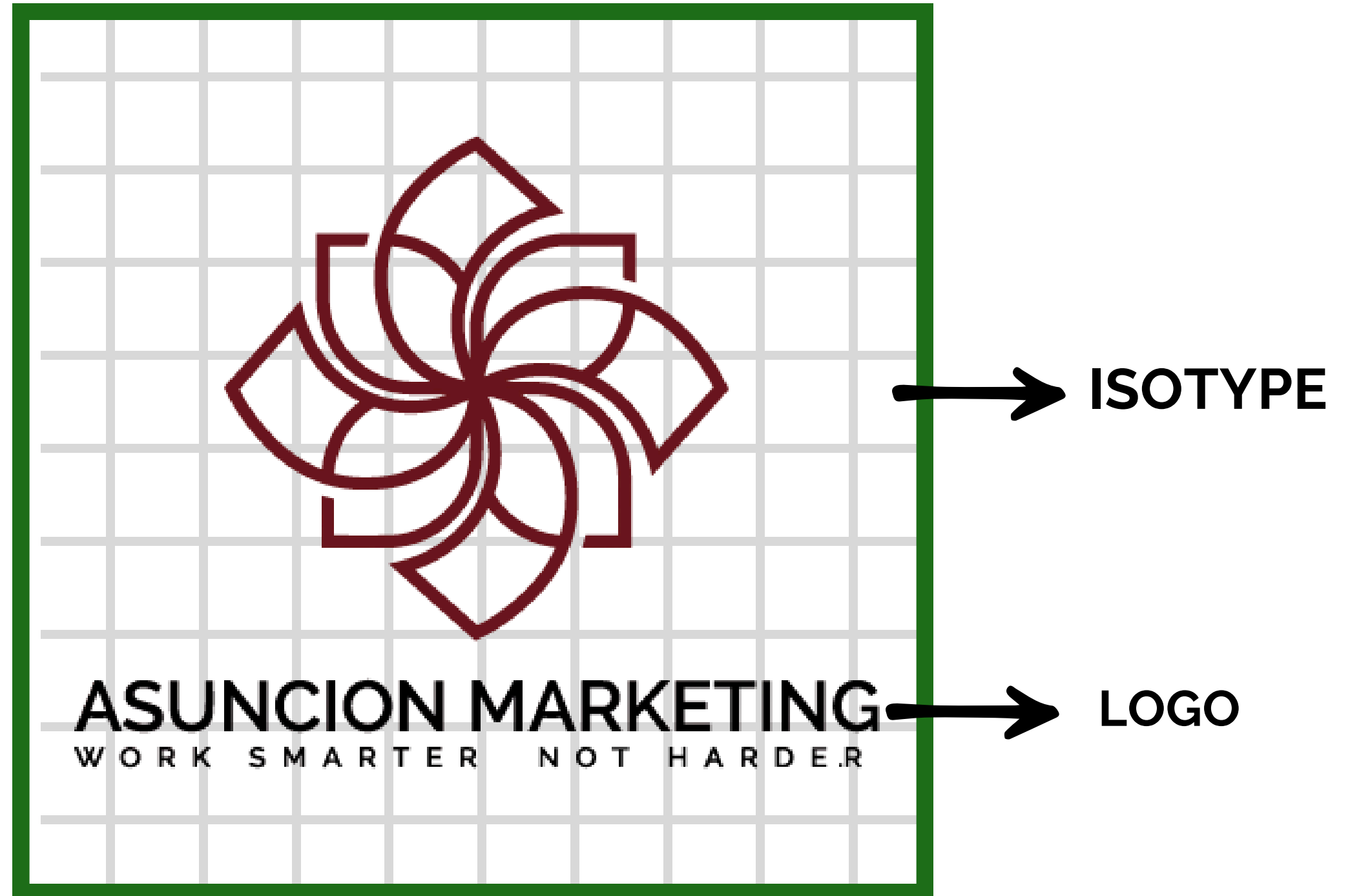


- Professional
- Strategic
- Approachable, not informal
- Clear, not complex
- Human, not rigid

IMAGOLOGY

It merges the logo and the isotype, combining letters and symbols in a separate yet complementary way. It offers versatility by allowing the elements to be used together or individually.

CORPORATE BRAND





EIGHT
ARROW
SHAPES



ICON

ASUNCION
MARKETING
WORK SMARTER, NOT HARDER.

TEXT
MARK

VISUAL IDENTITY

When Asunción Marketing was founded, it was born with a clear vision: to take brands to the next level. The name "Asunción" means to elevate, to rise, to reach what seems unattainable. That spirit is captured in our visual identity.

Every line of the design reflects a path of ascent and transformation. The modern typography symbolizes our digital and innovative side, while the sober tones convey confidence and professionalism. The warm colors provide a human touch, reminding us that, beyond technology, we work with people and for people.

PERMITTED USES



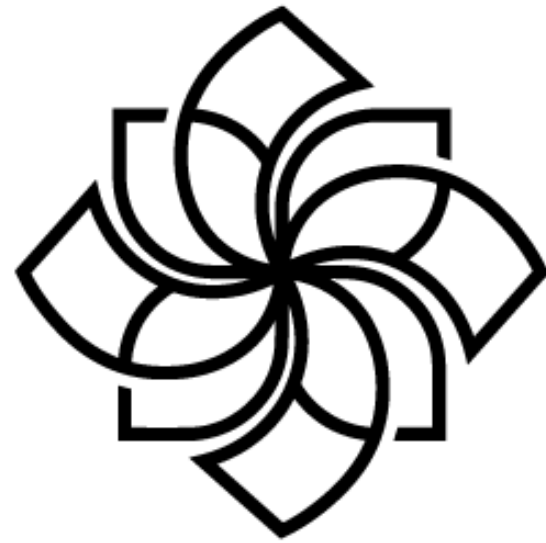
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VARIATION

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ICON





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POSITIVE

Used on light backgrounds, as the logo's main color contrasts with the white or very light background.

NEGATIVE

Fundamental to the brand's
versatility.



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INCORRECT USES

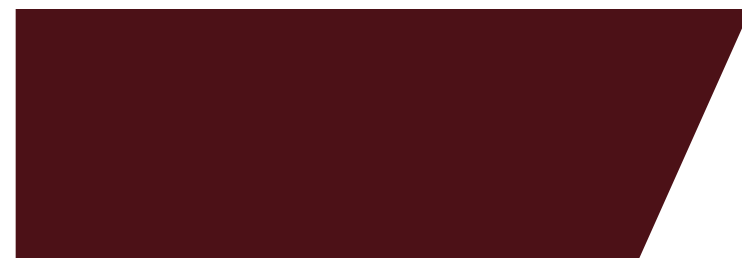


COLOR PALETTE



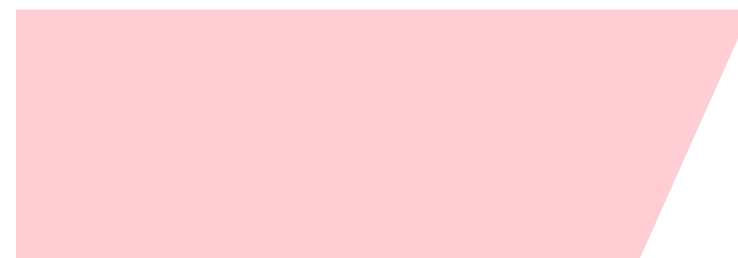
#6D181E

It represents the strength, passion, and energy with which we work. It's the color of our leadership and commitment to each client.



#4C1117

It communicates seriousness, confidence, and elegance. It reinforces the stability and professionalism that characterizes us.



#FFCDD3

It brings closeness, warmth, and humanity. It reminds us that behind every brand there are people and relationships to nurture.



#1D6D18

It symbolizes growth, freshness, and sustainability. It represents the success we seek for our clients and our focus on building lasting relationships.



#154C11

It conveys balance, stability, and confidence. It is the foundation that sustains our commitment to continuous development.

COLOR EQUIVALENCES

HEX (HTML): #6D181E
RGB: (109, 24, 30)
CMYK: (0, 78, 72, 57)

HEX (HTML): #FFCDD3
RGB: (255, 205, 211)
CMYK: (0, 20, 17, 0)

HEX (HTML): #154C11
RGB: (21, 76, 17)
CMYK: (72, 0, 78, 70)

HEX (HTML): #1D6D18
RGB: (29, 109, 24)
CMYK: (73, 0, 78, 57)

HEX (HTML): #4C1117
RGB: (76, 17, 23)
CMYK: (0, 78, 70, 70)

MAIN TYPOGRAPHY

RALEWAY (SANS SERIF)

Modern, light, and stylish.
Used in titles and headings
to communicate
innovation, freshness, and
dynamism. It reflects our
creative and digital side.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Available for download:

[https://fonts.google.com/specimen/Raleway?
preview.text=ASUNCION%20MARKETING](https://fonts.google.com/specimen/Raleway?preview.text=ASUNCION%20MARKETING)

SECONDARY TYPOGRAPHY

BITTER (SERIF)

Elegant, solid, and legible.
Used in texts and
paragraphs to provide
clarity, professionalism,
and confidence. It
represents our
commitment to excellence
and the seriousness of our
service.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

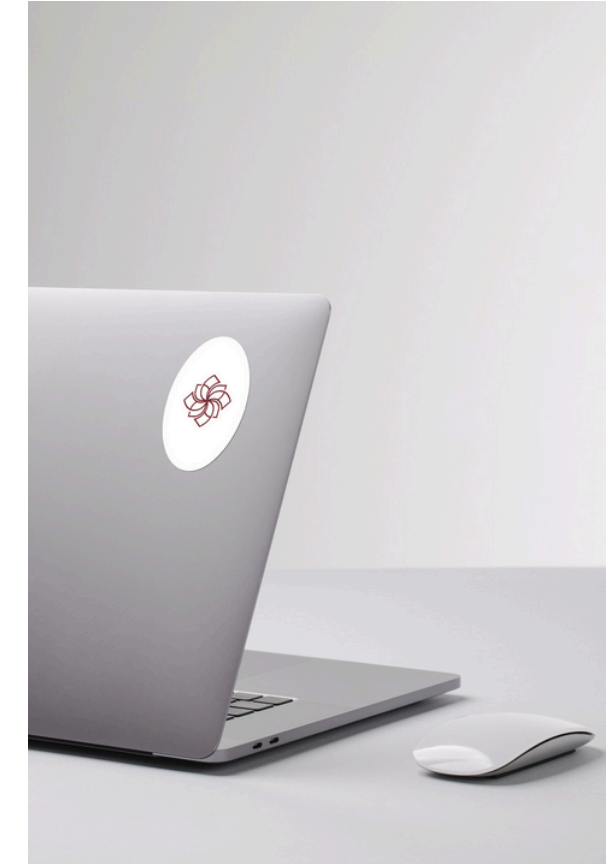
Available for download:

[https://fonts.google.com/specimen/Bitter?
preview.text=Asuncion%20Marketing%20is%20going%20to%20
work%20smarter%20for%20you%20instead%20of%20harder&q
uery=bitter](https://fonts.google.com/specimen/Bitter?preview.text=Asuncion%20Marketing%20is%20going%20to%20work%20smarter%20for%20you%20instead%20of%20harder&query=bitter)

MOCKUP - STATIONERY



MOCKUP - MERCHANDISING



MOCKUP - MERCHANDISING



PROPOSED SOCIAL MEDIA



INSTAGRAM

Visual, it connects with the creative and modern side of the brand.



FACEBOOK

A large Hispanic community in Utah uses Facebook as its primary social network.



TIKTOK

Video is key to educating and building trust in business.



YOUTUBE

Video is key to educating and building trust in businesses.



LINKEDIN

It is the strongest network to reach business owners and professionals.



GBP

Local SEO in Utah (when someone searches for “marketing agency in Salt Lake City”).

**For questions
and inquiries**

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