



ASEND

COMPANY BRANDING GUIDE

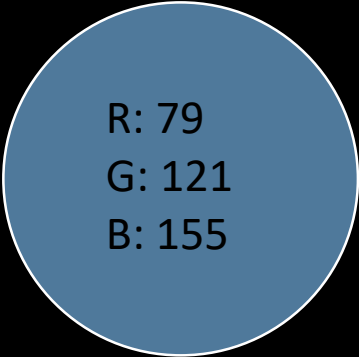
Carle Place High School
168 Cherry Lane
Carle Place, NY 11514

Asend.ny@veinternational.org
Instagram: asend.ve
Twitter: asend


LOGO

SEND

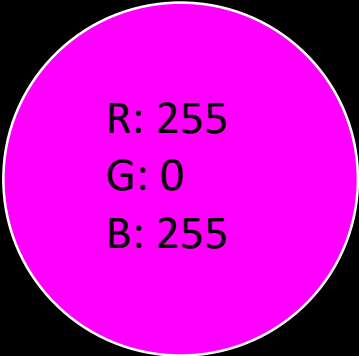
COLOR PALETTE




R: 79
G: 121
B: 155



R: 189
G: 44
B: 134



R: 255
G: 0
B: 255



R: 53
G: 203
B: 233

Fonts

TW CEN MT

Used for our logo to achieve a simple yet bold look

CENTURY GOTHIC

Company font that is modern, dynamic and compliments our logo well

COMPANY OVERVIEW

168 Cherry Lane
Carle Place, New York, 11524

October 30, 2019

Irv Wortman
Long Island Regional Director
Virtual Enterprises International, Inc.
122 Amsterdam Avenue
New York NY 10023



Re: Small Business Loan Request of \$200,000

Dear Mr. Wortman,

I am writing to apply for a \$200,000 loan per the loan request procedures. We plan on using this loan for a sustainable production process, marketing, and for eco-friendly materials.

Asend is a C-Corporation. Asend is here to elevate your party to the next level. At Asend we prioritize quality, sustainability, and good vibes for all demographics to enjoy. We'll bring your dream party to life with customizable table games, geo lights, and speakers that are interactive with our app. Our app enables users to change the mood of your party within seconds and lets you share your send with other parties on our platform. Asend also specializes in upgraded party essentials, such as biodegradable balloons, streamers, cups, and straws. Unlike competing VE firms, all of our products and designs are 100 percent sustainable and all come from recycled materials, with the intention to last a lifetime. As a new company, we have set up a good foundation for the future of the business.

Please find the attached supporting documents: Start-up Budget (for new firms only), Loan Amortization Table, and Loan Payment Table. We are hoping that this required information is satisfactory and will allow us to acquire the loan. Thank you for your attention to this loan application.

If you have any questions or concerns, please do not hesitate to contact me at (516)-662-6501 or asend.ny@veinternational.org.

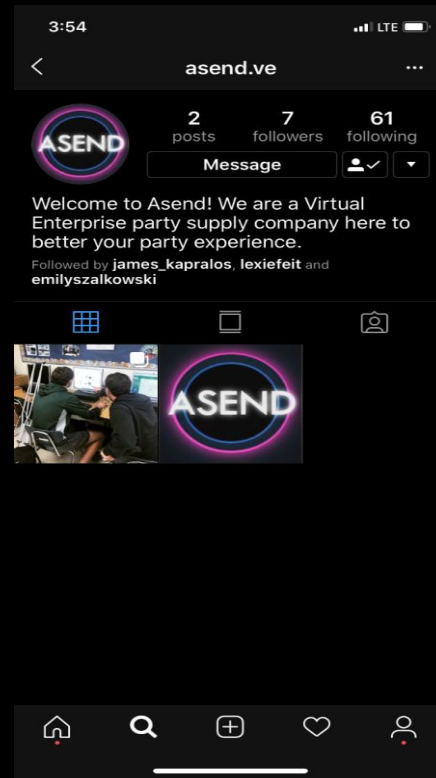
How often do you go to a party and see the same old generic supplies that will only go to waste by the end of the night. You probably made an excuse to leave early, but we're here to change that. Asend is here to elevate your party to the next level. At Asend we prioritize quality, sustainability and good vibes. We'll bring your dream party to life with customizable table games, geo lights, and speakers that are interactive with our app. Our app enables users to change the mood of a party within seconds and lets you share your send with other parties on our platform. Asend also specializes in upgraded party essentials, such as biodegradable balloons, streamers, cups and straws. All of our products and designs are 100% sustainable and all come from recycled materials, with the intention to last a lifetime. Don't have a party, have Asend!

BRAND APPLICATIONS: T-SHIRTS



We took a rather basic approach for our company uniform as it makes our logo pop and stand out. We also do not want to take attention away from our products.

BRAND APPLICATIONS: SOCIAL MEDIA

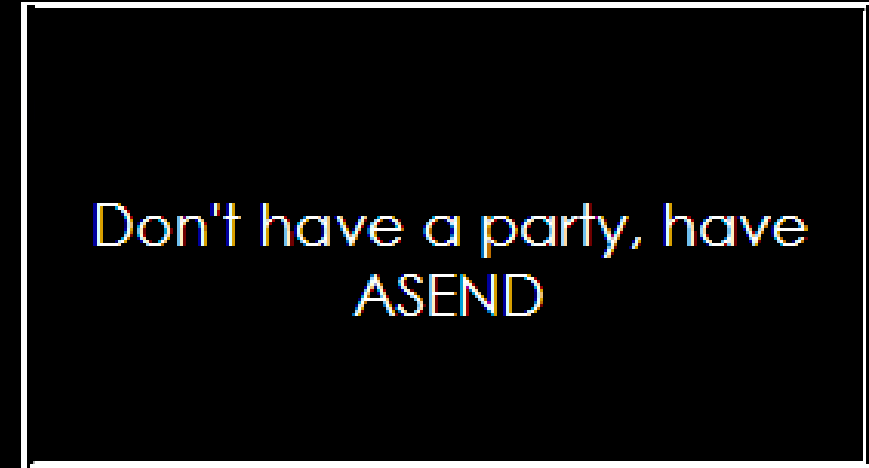


BRAND APPLICATIONS: BUSINESS CARDS

Front



Back



POWER POINT OPENING SLIDE



ASEND

DON'T HAVE A PARTY, HAVE ASEND