BRAND IDENTITY AT-A-GLANCE

Logo

Use the primary logo on white backgrounds. Only use the reversed color logo for black backgrounds. Do not change the colors or place the logo on a Blue background. Find logos here.

Primary Logo

Reversed Color Logo

Logo Clear Space

Color Palette

Primary Blue should always be present in applications, whether with text, CTA buttons or in the triangle pattern. The Secondary colors should be used as an emphasis color in headlines and header backgrounds. Neutral colors are used for graphic elements aside from our hero primary graphic images and patterns.

Primary Color		HEXRGB	CMYK	Pantone C	Pantone U
	Blue	03A8D33/168/211	67/0/0/16	801 C	801 U
	Blue with 20% Opacity / Same Values				
Secondary Colors					
	Pink	E63C69230/60/105	0/90/40/3	214 C	214 U
	Yellow	FAB932250/185/50	0/30/90/0	142 C	121 U
	Green	37C8A055/200/160	67/0/50/0	7465 C	7465 U
	Purple	7D147D125/20/125	60/100/15/5	2612 C	2612 U
Neutral Colors					
	White	FFFFFF	255/255/255	0/0/0/0	None	None
	Light Gray	F0F0F0	240/240/240	0/0/0/5	Cool Gray 1 C	7541 U
	Medium Gray	D2D2D2	210/210/210	0/0/0/20	Cool Gray 3 C	434 U
	Dark Gray	414141	65/65/65	0/0/0/90	Cool Gray 10 C	440 U
	Black	000000	0/0/0	0/0/0/100	None	None

Typography

The Avenir Next font family is approved for use with StartOut typography. All headlines and body copy should be Black. CTAs and hyperlinks should be Blue. Align all text and CTA's to the left. Do not justify your text.

Avenir Next

Avenir Next Bold
Avenir Next Demi Bold
Avenir Next Medium
Avenir Next Regular

Bold Italic
Demi Bold italic
Medium Italic
Italic

H1 Headline Style

ALL CAPS HEADLINE WITH SECONDARY COLOR

Quote Style

Use the large quote icon in a branded color with 20% Opacity, behind the text.

Photography

Lighting should be light and positive. Photography should spotlight the hero in the image. It should feature entrepreneurs in their work environment, collaborating with investors, or fostering a diverse community. Go to our Canva account for freely usable images.

You can access StartOut Community images here.

Graphic elements

The triangle pattern can scale in size. Place on behind an image with a full color spectrum or outline only. The triangle pattern can also be used to frame content. Access image templates here.

The individual triangles can scale in size, rotate, and be flipped to add variety to the graphic.

Triangle Patterns can be accessed here.

Primary Graphic

Secondary Graphic

Scalable Graphic

Icons

Use lined icons with triangle backgrounds. They should be simple and have a thin outline in the Purple color with the Blue triangle.

Access icons here.