



STARTUP STATE

BRAND GUIDELINES



LOGO





STARTUP STATE



Pathway

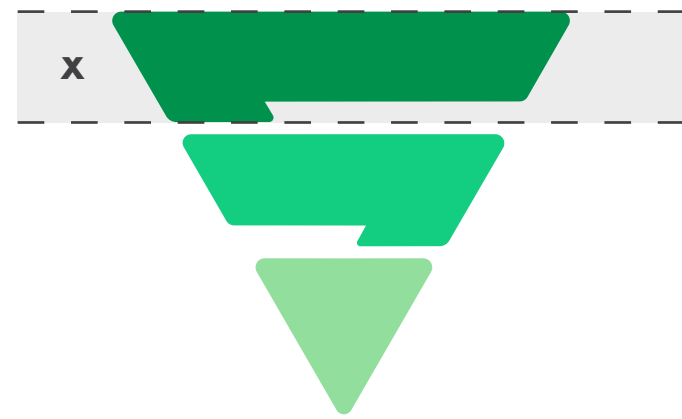
leading business owners along the journey of entrepreneurship

Arrow

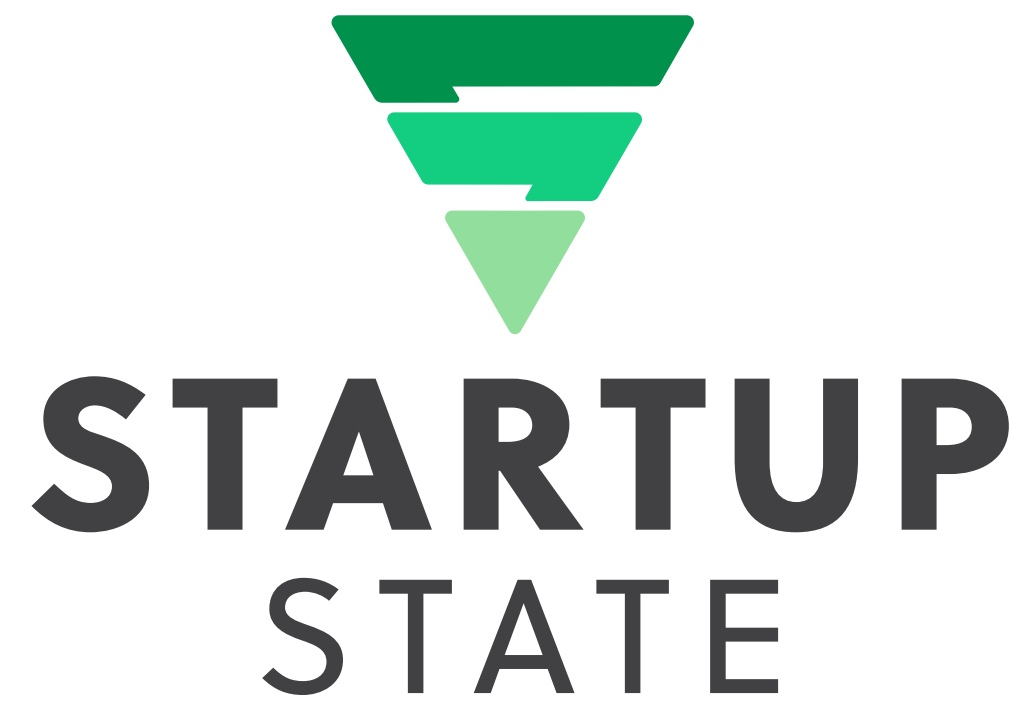
guiding business owners in the right direction

Marker

to encourage people to “Start Something Here”



Stacked



Horizontal



Minimum size

Web: 100px high
Print: .5" high



Minimum size

Web: 190px wide
Print: 1" wide

Full Color

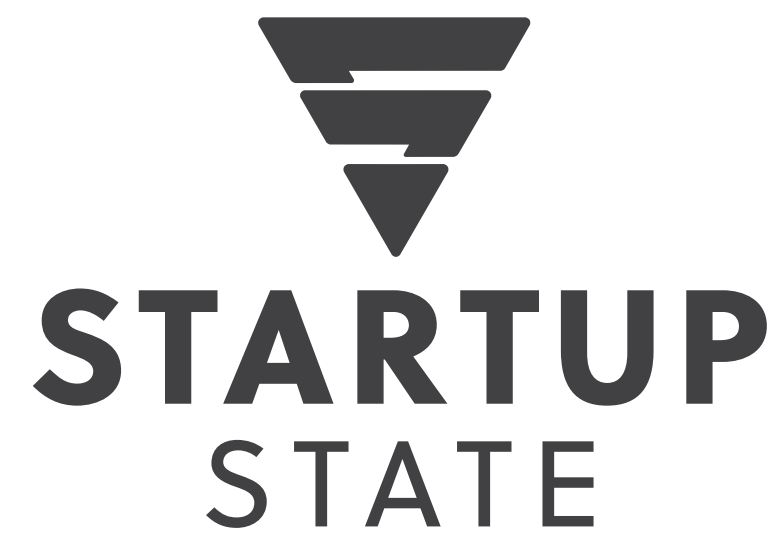


One Color

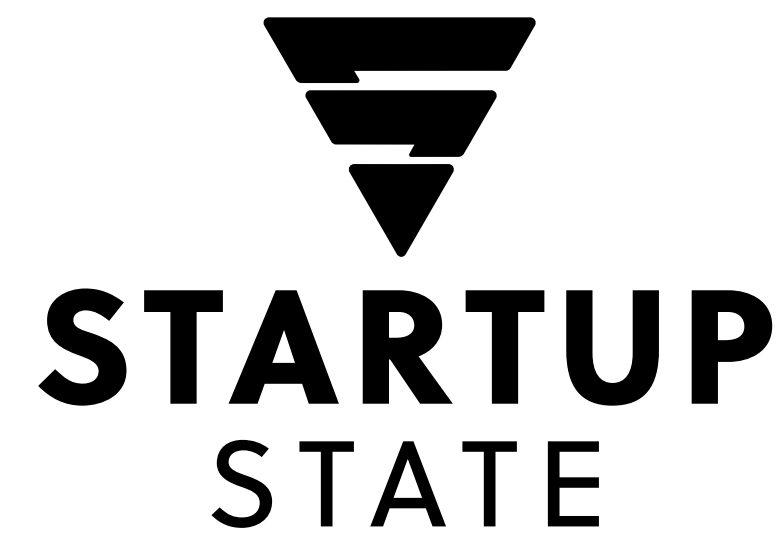
VIBRANT GREEN



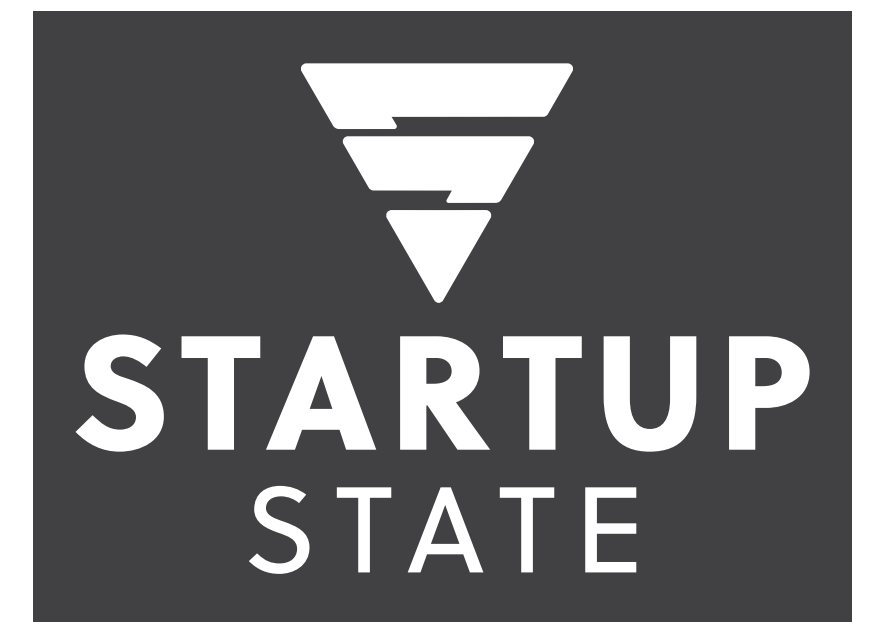
ONYX

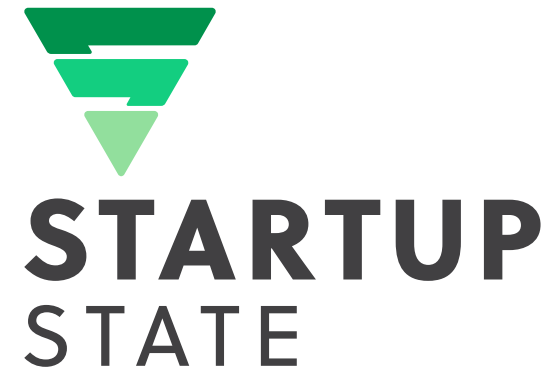


BLACK

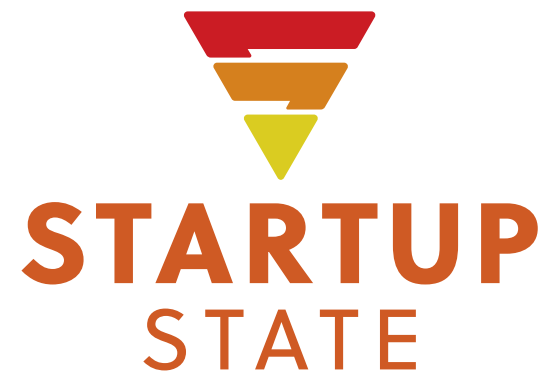


WHITE

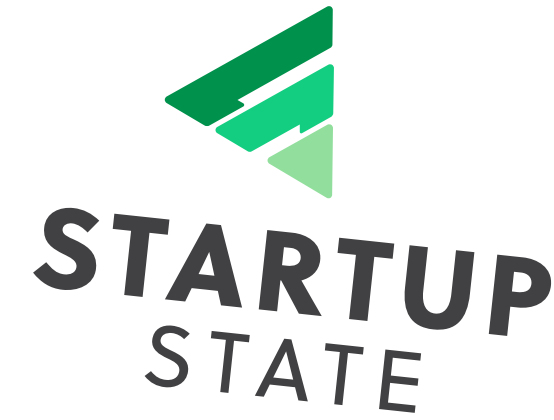




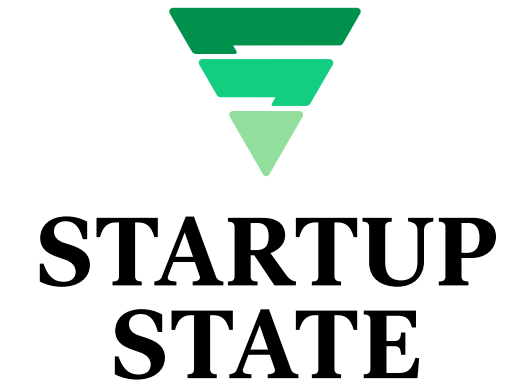
DO NOT reconfigure the logo in any way



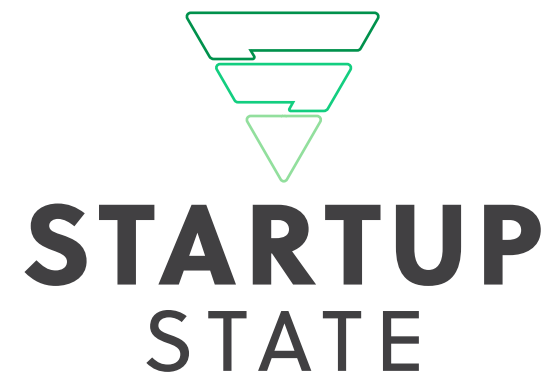
DO NOT recolor the logo



DO NOT rotate any part of the logo



DO NOT change the font



DO NOT outline the logo



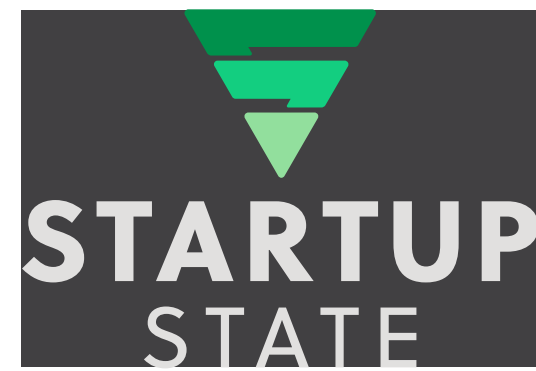
DO NOT resize any part of the logo



DO NOT stretch the logo in any direction



DO NOT warp or apply filters to the logo



DO NOT ignore logo clear space



DO NOT place logo on busy background



DO NOT use backgrounds with insufficient contrast



DO NOT apply gradients to logo

Large Gradient



Small Icon

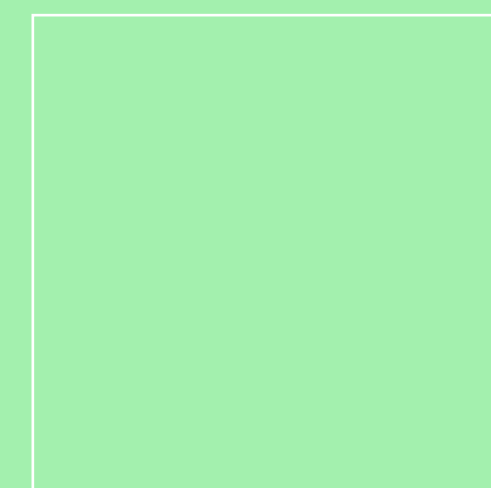
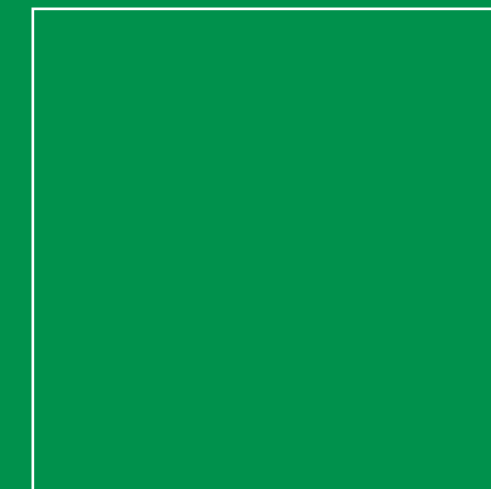








COLORS



Primary

Onyx	Vibrant Green	Bright Green	Light Green
PMS: 4287 C	PMS: 7482 C	PMS: 7479 C	PMS: 351 C
HEX: 414042	HEX: 00A24C	HEX: 13DF81	HEX: A3F0AE
RGB: 65, 64, 66	RGB: 0, 162, 76	RGB: 19, 223, 129	RGB: 163, 240, 174
CMYK: 2, 3, 0, 74	CMYK: 100, 0, 53, 36	CMYK: 91, 0, 42, 13	CMYK: 32, 0, 27, 6
75%			
50%			
25%			

Secondary

White	Platinum	Blue	Purple	Yellow
PMS: 179-1 C	PMS: 427 C	PMS: 2728 C	PMS: 2665 C	PMS: 2010 C
HEX: F2F1F0	HEX: D3D4D9	HEX: 0021FF	HEX: 4D9DE0	HEX: FFAD00
RGB: 242, 241, 240	RGB: 211, 212, 217	RGB: 0, 33, 255	RGB: 142, 50, 245	RGB: 255, 173, 0
CMYK: 0, 0, 1, 5	CMYK: 3, 2, 0, 15	CMYK: 100, 87, 0, 0	CMYK: 42, 80, 0, 4	CMYK: 0, 32, 100, 0



Aa

TYPOGRAPHY

Soleil

A tranquil and fresh geometric sans font family for clear text and headlines.

Soleil - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Soleil - Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Soleil - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Soleil - Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Embury Text

A strong and unique serif font that offers an unexpectedly immersive experience to the reader.

Embury Text - Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Embury Text - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Embury Text - Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_*

Embury Text - Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_**



PHOTOGRAPHY



Bold photos of bright people

High contrast, high saturation images highlight the bright futures of our entrepreneurs. Capture people looking up towards the future or in the zone of their passion.



Show our Startup State

From all the stars symbolizing opportunity to the boots on the ground making things happen, show our beautiful state from soil to sky.

