


Brand Guidelines


Logo Usage



Logo can also be used as 100% white

Isolation area


Ensure that the logo is protected by an isolation area. This means ensuring that headlines, text, or other visual elements do not enter into the clear space around the wordmark.



Width of the 'A'

Ideation

Using growth as the main idea, all angles on the wordmark are ascending, representing growth and advancement.



Print Minimum Size



Digital Minimum Size



Color Palette

PRIMARY COLORS

#244946

#457D7A

#A3CCC8

#E2EDEC

#22222

#00000

#FFFFFF

SECONDARY COLORS

#223463

#4C64A6

#A0B9E6

#DFE9FA

TERTIARY COLORS

#484D36

#7D8A4D

#B0BB88

#E2E5D8

#CE8C14

#E8AF46

#F8D494

#FCF3E3

#752F31

#B2484A

#CC9C7C

#EFE0D4

NEUTRAL GRAYS – TO COMPLIMENT AS NEEDED

#4A4A4A

#6B6B6B

#919191

#D0D0D0

#E4E4E4

#ECECEC

BACKGROUND GRAYS

#F6F6F6

#FBFBFB

COLOR RATIOS



Avoid combining more than two distinct brand colors at once. Instead, lean on one color, it's lighter complementary shades, and if necessary, some neutral grays for any single slide or graphic.

Typography

PRIMARY TYPEFFACE

Poppins Light
Poppins Regular
Poppins Medium
Poppins Semibold

SECONDARY TYPEFFACE

IBM PLEX MONO REGULAR
IBM PLEX MONO MEDIUM

IBM PLEX MONO is the secondary typeface. To be used in all caps only.

Tone of Voice

Simple and Direct
Conversational, while conveying expertise.

Inspirational
Inspiring people to the path of entrepreneurship – to make a difference.

Aspirational
To build something great or join one of our exceptional portfolio companies.