



BRAND GUIDELINES

2023

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About Company

El Ecosistema Startup
Brand guideline 2023



El Ecosistema Startup is a unique online communication medium that provides educational content for all the players within the startup ecosystem. What sets us apart is that we focus on the unspoken parts of the startup journey – the pivots, the failures, and the overall learning. Starting from a personal blog, it has grown to include social media channels, a published book, a podcast, and has now evolved into a startup in its own right. Additionally, we're working on a docu-reality series that chronicles every step we take, from team formation, objective setting, forging partnerships, and more.

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01

LOGO SYSTEM

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



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Logo System

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Primary Logo

The **El Ecosistema Startup** logo is the primary element of our visual identity and should appear on all our communications. The logo is made up of one elements:

1. **El Ecosistema Startup** wordmark
2. Slogan.

• Please ensure that the logo is reproduced at a legible size. Do not attempt to reset the wordmark or build another configuration. All usage and print guidelines that apply to the basic logo also apply to unit identifiers. Never alter the proportions of the logo.



Full Version



Shortened Version

Logo System

Color variations

Our logo is very flexible, depending on the color version, it can display well on all different color backgrounds.



Black & White Version

Our logo is very flexible, depending on the color version, it can display well on all different color backgrounds.



Icon & Wordmark

Icon

Our icon is a minimalist version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the brand has already been established.



Black & White Version

When possible, wordmarks consist of two combined components of the wordmark and slogan. The wordmark should have two colors — a combination of Black and Orange. Colors should be chosen that provide enough contrast with the background color or the image.



Clear Space

Clear space

The **El Ecosistema Startup** logo has a unique configuration and orientation that must never be altered. Always maintain these established proportions and spacing. There should be a minimum clear space around the logo in which no other elements (e.g., graphics, illustrations, photos) can appear.

• Note: X = width of "C" in icon.

• The logo is always scaled as a unit.

The logo should never appear less than 120px or 1" in width.



02

COLOR PALETTE

Our Color Palette is an important to our brand. Color is the secret to inspiring an emotional connection with our audience.



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Color Palette

Official Colors

Whenever possible, unless instructed otherwise, use these two official **El Ecosistema Startup** colors as foundational elements within communications and promotional material. It is acceptable to use tints (shades) of the primary colors to add variety and visual interest to the materials. It is recommended that the minimum tint value for each color is 10% to ensure that the color tint will have sufficient visual presence. Consistent use of our official colors helps us continue to build recognition.

ORANGE

HEX #ff6600
RGB 255 102 0
CMYK 0 74 100 0

BLACK

HEX #332C2B
RGB 51 44 43
CMYK 66 64 61 63

WHITE

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Color Palette

Alternatives Color

The Alternatives Color Palette is designed to support and complement the Primary Color Palette. These colors enable flexibility and variety in design. The colors in the secondary palette should be used as accent colors only.

HEX RGB CMYK	#FF2600 255 38 0 0 95 100 0	HEX RGB CMYK	#FFA600 255 166 0 0 40 100 0	HEX RGB CMYK	#7F756F 127 117 111 50 48 50 13

Gradient

We love gradients! Similar to our icon, we like to use gradient in other elements of the brand. Our gradients are composed of our color palette with an emphasis on gold.



#7B7B7B

#121212



El Ecosistema
StartUp



03

LOGO USAGE

Poor handling of brand assets can result in an entirely different, undesired perception of those assets from end-users. To ensure that the brand's integrity is maintained, it is important to avoid altering, angling, coloring, and obscuring the logo.



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Logo Usage

Correct

Here are examples of how to use the logo assets correctly.



Scale logos proportionately



Leave clear space around the logo.

Incorrect

Here are examples of how to use the logo assets incorrectly.



Add elements



Distort logo

04

TYPOGRAPHY

We have two typefaces designated to work alongside our logo and other design elements : **Gilroy** & **Montserrat**.



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Primary Typography

Primary

Gilroy

About

Gilroy is a modern sans serif with a geometric touch. An older brother of the original Qanelas font family

Designed by

Radomir Tinkov

Hello

El Ecosistema Startup
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AaBbCc

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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 ()! @ # \$ % ^ & * < > / ?

Light

Medium

Bold

Regular

SemiBold

Black

Secondary Typography

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Primary

Montserrat

About

Montserrat is a geometric sans serif typeface designed by Julieta Ulanovsky in 2010. The typeface is based on 1920's-1950's lettering in the historic Monserrat neighborhood in Buenos Aires, Argentina.

Designed by

Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly.

Hello

AaBbCc

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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 () ! @ # \$ % ^ & * < > / ?

Light

Medium

Bold

Regular

SemiBold

Black

05

BRAND APPLICATION

While our primary footprint will be digital, our logo is versatile and works well when printed. Here are a few examples for print design and development inspiration.



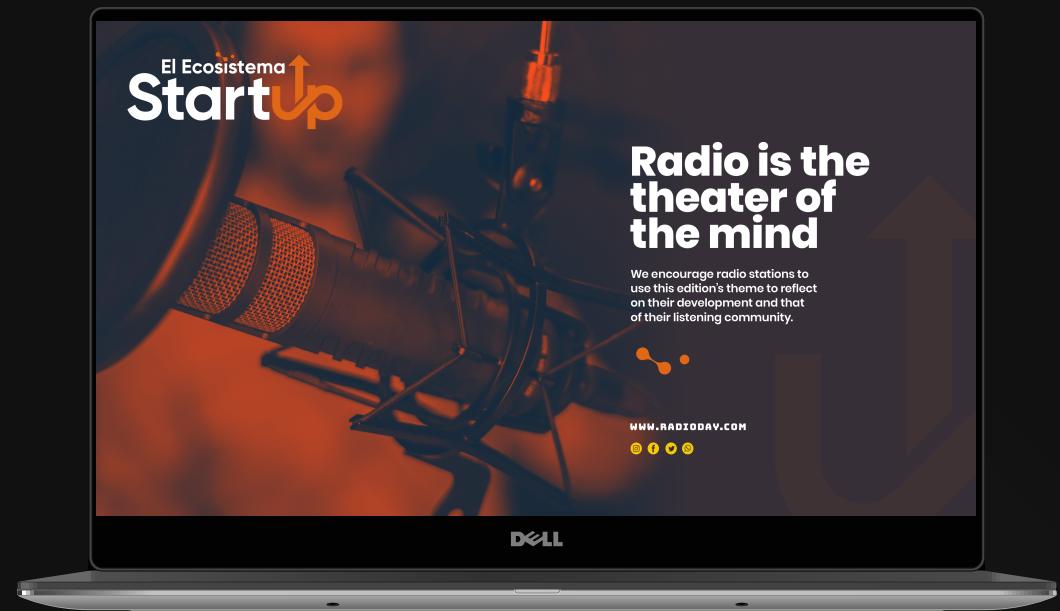
wwwwebsite.com

Brand Application

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Mobile mockup preview



Website mockup preview

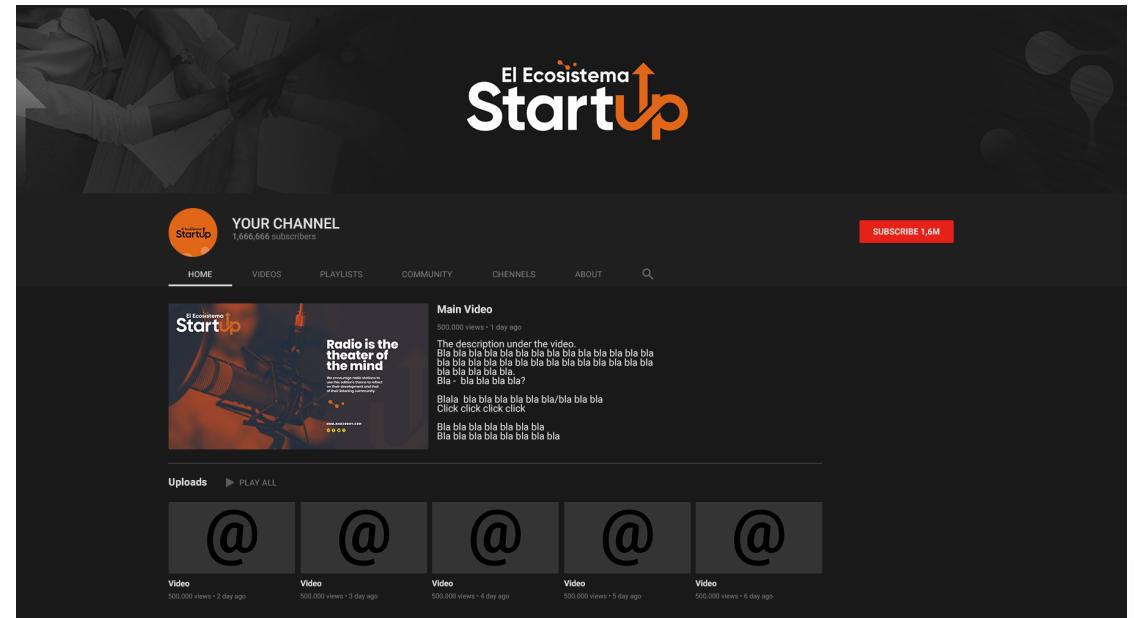
Social Media

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TikTok

Our logo on
TikTok preview



Youtube

Our logo on
Youtube preview