

# CF Brand Guidelines

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# Campus Founders Brand Wheel



# Brand Core Values

## THE BRAND'S CORE

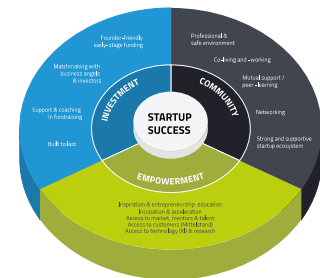
### Startup Success

## BRAND CORE VALUES

We believe in you, we encourage you, we support you, we invest in you. With us your talent learns to fly, your idea becomes a business with a future. Investment, community, empowerment - our commitment to you and your idea creates a unique launch pad.

## FACTORS

(Alternates:)  
Vertical Launch, Springboard, Springboard, Launch Pad, Launch Site, Advance, Advantage, We invest in you, Ready to invest



# Brand Core Values

## THE BRAND'S CORE

### INVESTMENT

We invest in you. We advance you with time, money, scholarships, startup programs, networking events. So that your talent matures into a founder faster, your business idea becomes a startup faster, contacts become market opportunities faster. You are worth it.

### COMMUNITY

Here you are part of something big, a community that thinks big. You feel and experience that every day. Co-living and co-working are one: professional environment, free exchange, learning together, supporting each other, growing together. Let yourself be infected. Be part of it.

### EMPOWERMENT

With us, you'll find everything that makes entrepreneurship tick: Inspiration and knowledge, tools and skills that inspire your talent and your idea: How to find solutions, how to win customers, how to conquer markets. And never stop learning. With wanting to know and wanting to continue.

## BRAND CORE VALUES

## FACTORS

founder-friendly early-stage funding

- \_ matchmaking with business angels & investors
- \_ support & coaching in fundraising
- \_ built to last

- \_ Professional & safe environment
- \_ Co-living and -working
- \_ Mutual support / peer -learning
- \_ Networking
- \_ Strong and supportive startup ecosystem

- \_ Inspiration & entrepreneurship education
- \_ Incubation & acceleration
- \_ Access to market, mentors & talent
- \_ Access to customers (Mittelstand)
- \_ Access to technology (KI) & research



# Our logo

Our logo is composed of a frame and a logotype set in Tittilium Web.

**Always use the logo files provided.**

The horizontal logo is the primary logo and should be used in most cases. The two line logo is for different designs. Avoid using small sizes as may become unreadable.

Our logo needs to breath leave space around it, like shown on the right.

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

To calculate the space required, look at the upper line of the frame. For horizontal logo, use half of lenght of upper frame line, for two line and square use full lenght of upper frame line..

1cm Distance at least from all sides

Horizontal logo

CAMPUS FOUNDERS

Two line logo

CAMPUS  
FOUNDERS

Not for normal use, only in exceptions. If you are not sure, either use one-lined logo, or contact the MarComm team.

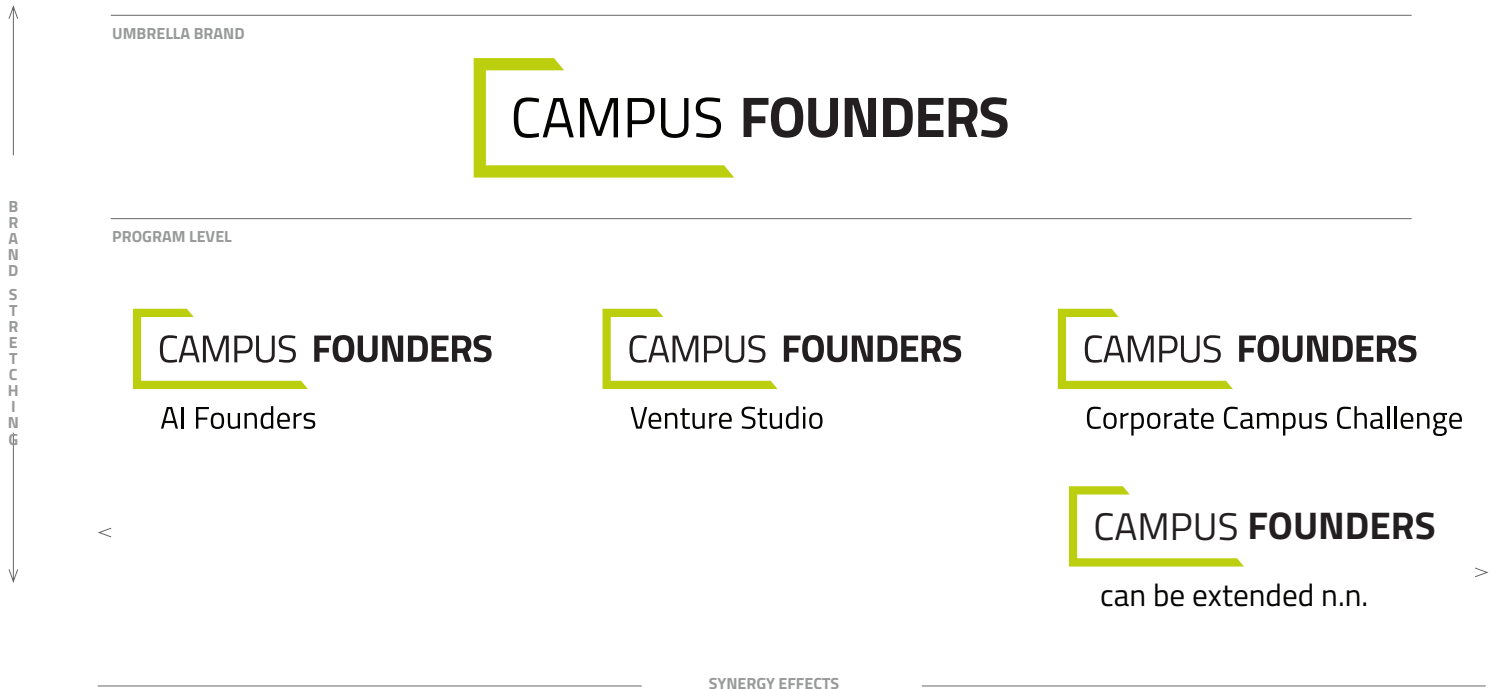
Square logo

CF

Not for normal use, only in exceptions. If you are not sure, either use one-lined logo, or contact the MarComm team.

# Brand Architecture

## Umbrella Brand Strategy





# Logo on backgrounds

The **two-color** logos should be used only on White, Macko or Mischka backgrounds. Do not use two-color logos on photographs unless the logo sits on a black or white area of the image.

The **one-color** logo is for only photos and colored backgrounds within the our color palette. The one-color logo should be only on black or white.

Use color and background combinations shown on the right.

The Campus Founders logo, consisting of a stylized 'C' icon followed by the text 'CAMPUS FOUNDERS', is displayed on a plain white background.The Campus Founders logo is displayed on a solid light gray background.The Campus Founders logo is displayed on a solid dark gray background.The Campus Founders logo is displayed on a solid lime green background.The Campus Founders logo is displayed on a photograph of three people sitting outdoors. The logo is white, and the text 'CAMPUS FOUNDERS' is clearly visible against the darker parts of the image.The Campus Founders logo is displayed on a white background, enclosed within a thin black rectangular border.

# Logo misuse

Take a look at common misuses, these apply for all versions of our predefined logos  
Horizontal, Two line, Square and Lockup



Do not change opacity



Do not distort



Use the frame always



Do not crop



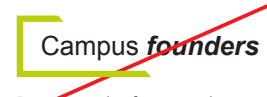
Do not rotate



Do not use different colors



Do not use any effects



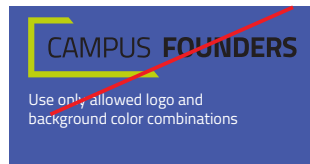
Do not use other fonts or styles



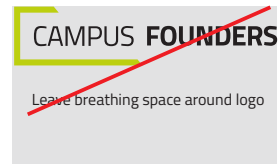
Do not outline



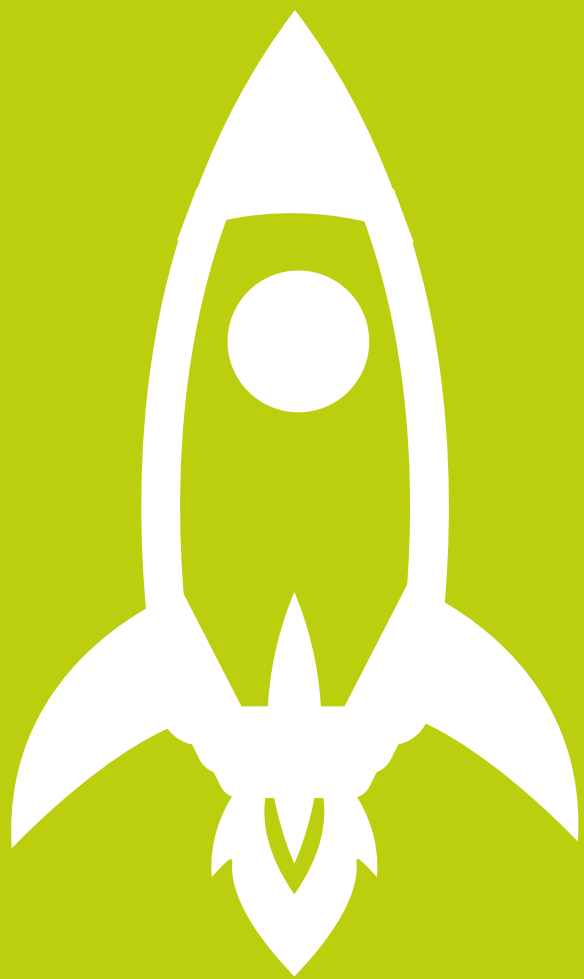
Do not rotate or thicken the frame



Use only allowed logo and background color combinations



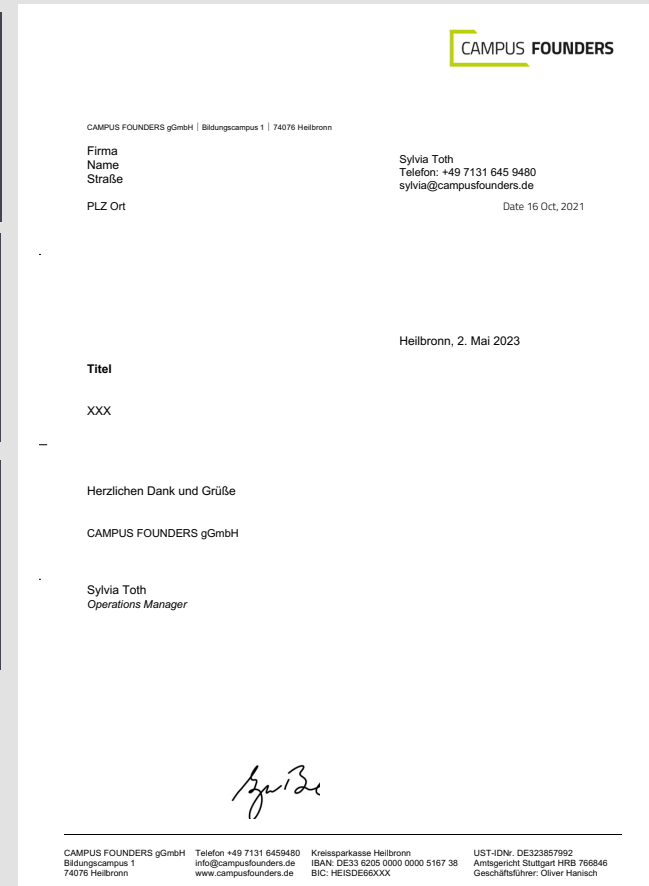
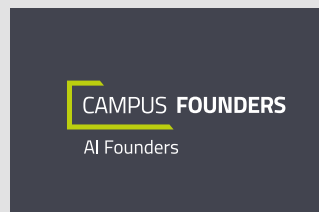
Leave breathing space around logo



# Brand identity

Please place the logo on the top right corner - with a distance of the logo size on the right and top.

In case of no text or picture included (front page) please place it centered.

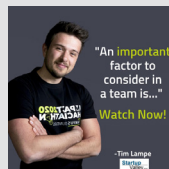
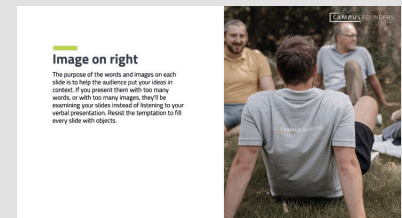
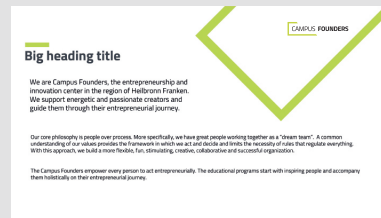
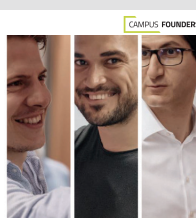
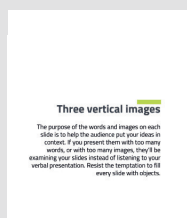
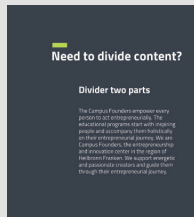
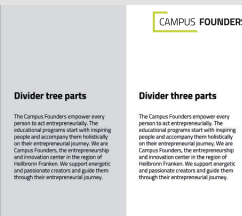
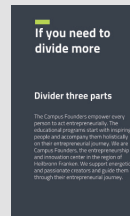
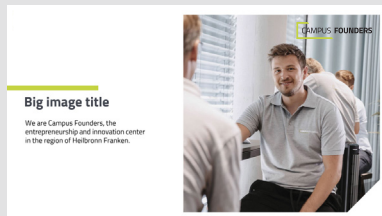


# Brand layouts

Every content we use on any media should follow the same principles described in this guideline.

Our goal is to give the sense of consistency between various platforms. Such as **Presentiations**, printed media, social media, landing pages and more.

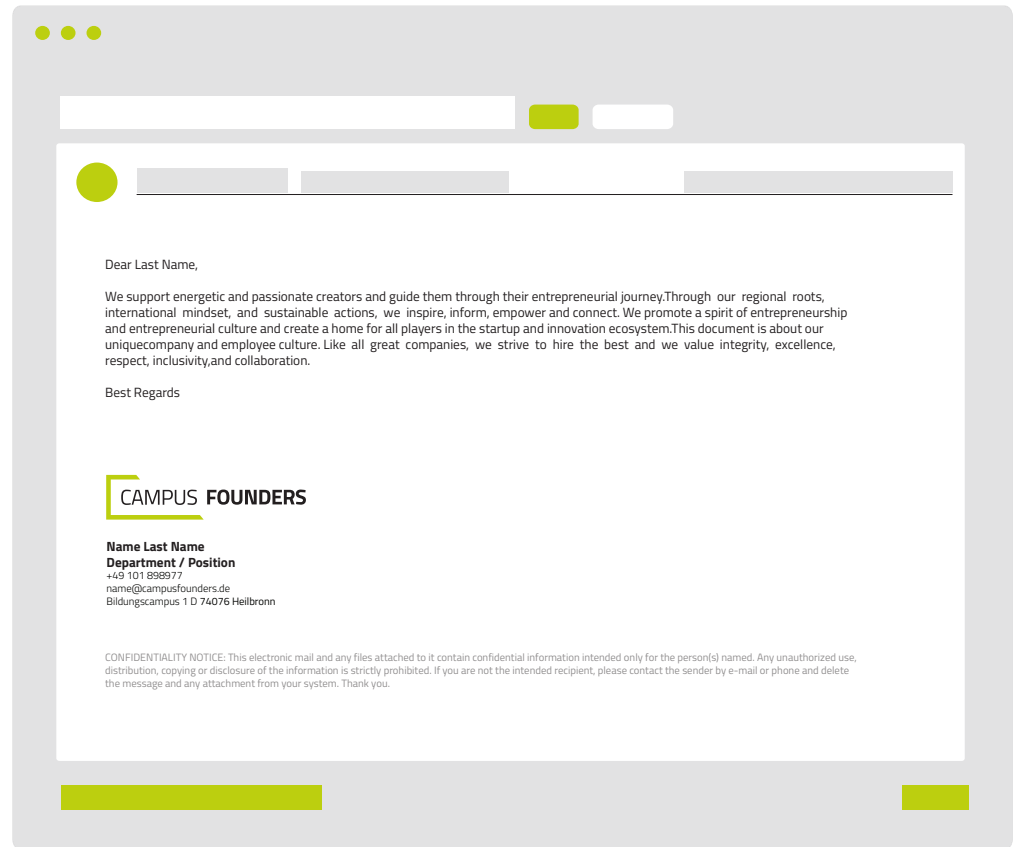
## CAMPUS FOUNDERS



# Brand identity emails

With the worlds we use, we are thoughtful and deliberate. We understand and respect language's power, and we employ it with grace.

*Include a signature block.  
Include a clear, direct subject line.  
Use a professional email address.  
Be positive and polite.  
Use professional salutations.  
Reply to your emails.  
Use exclamation points sparingly.  
Be cautious with humor.  
Keep your fonts classic.  
Keep tabs on your tone.  
Proofread every message.  
Nothing is confidential--so write accordingly.  
Beware of colloquialisms, slang, emoticons.  
Know that people from different cultures speak and write differently.*





# Core & accent colors

Use these color proportions in any layout or collateral design. **Wattle** is our main color. Wattle and Mako can be used as accent or background colors. Use only black or white text on core colors as outlined on the below. Do not interchange the use of black and white text according to preference. Use accent colors on small elements such as buttons, bars etc...

## Wattle

Hex: #bccf0f  
RGB: 188-207-15  
CMYK: 32-3-100-0

## Mako

Hex: #42444f  
RGB: 66-68-79  
CMYK: 16-14-0-69

## White

Hex: #ffffff  
CMYK: 0-0-0-0

## Mischka

Hex: #e2e1e3  
CMYK: 10-8-7-0

## Manate (Accent)

Hex: #8D8B99  
CMYK: 48-42-30-2

## Blue (Accent)

Hex: #1D96D4  
CMYK: 76-28-0-0



# Font titillium web

All text and paragraph text in Titillium Web. Always use optical kerning, set the tracking to -10, and set in title case or sentence case.

*Do not set all caps or lowercase  
Do not put two spaces between sentences  
Do not use centered text too much  
Do not forget to have enough contrast  
Do not forget to give text room to breath  
Do not use any effect on fonts  
Do not make the text too small*

**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 0123456789**

Extra light  
*Extra light Italic*  
Light  
*Light Italic*  
Regular  
*Italic*  
**Semi Bold**  
***Semi Bold Italic***  
**Bold**  
***Bold Italic***  
**Black**

Lorem ipsum dolor sit amet, adipiscing elit.  
*Etiam volutpat velit volutpat purus vulputate.*  
Maecenas ut sapien et lectus vehicula suscipit.  
*Integer quis est scelerisqsem quis lacus.*  
Vestibulum ultrices elit et massa elementum.  
*Nam convallis nulla faucibus ante iaculis.*  
**Vestibulum rutrum enim ut maximus feugiat.**  
***Sed vel ex pretium, vehicula odio et diam.***  
**Fusce aliquet neque a vestibulum ultricies.**  
***Proin commodo lorem non ipsum commodo.***  
**Quisque vel urna eu nulla vehicula varius.**

# Font on backgrounds

Examples shown on the right have acceptable contrast standards. These combinations should be used in most instances.

*Do not set all caps or lowercase  
Do not put two spaces between sentences  
Do not use centered text too much  
Do not forget to have enough contrast  
Do not forget to give text room to breath  
Do not use any effect on fonts  
Do not make the text too small*

## Black on white

Black on white

## Black on mischka

Black on mischka

## White on mako

White on mako

## White on wattle

White on wattle

## White on wattle

Mako on wattle

## White on photo

## Mako on white

Mako on white

## Mako on mischka

Mako on mischka

## Wattle on mako

Wattle on mako

## Mako on wattle

Mako on wattle

## Wattle on mako

Mako on wattle

## Black on photo

# Photography style

**Avatars:** Colorful, but mature, personable and not silly. Preferably use similar backdrops.

**Overall:** Clear and simple, not overly complex. Optimistic, insinuates to collaboration, sure, clear, centered, environmentally comprehensive.

*Do not use images from search engines.  
Avoid using stock photography.  
Do not use effects on photos.  
Skip photos with technical problems.  
Pay attention to copyrights.  
Avoid emotions that look forced or fake.  
Show people who look friendly.  
Think outside the box.  
Reflect brand feeling.*



# Illustration style

Our illustration should reflect “less is more” motto. Should be bold, elevated and dimensional, use of negative space and perspective is advised.



Illustration should express the **brand feeling**.

*Avoid using stock illustrations as whole.  
Do not overuse effects on illustrations.  
Pay attention to copyrights.  
Show people who look friendly.  
Think outside the box.*



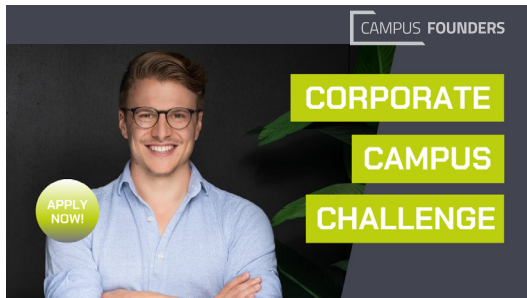
# Video style

Clear and simple, not overly complex. Optimistic, insinuates to collaboration, sure, clear, centered, environmentally comprehensive.

*All text on video should be set in Titillium and backgrounds set to 80% opacity.*

*All videos should end with the horizontal, 2 line or square logo, can be animated or still and should include our url [campusfounders.de](https://campusfounders.de)*

*Watermarked logos should be placed in the lower right at 50% opacity.*





# Video style (Thumbnails)



# Icon style

We are using Typicons icon library. We are using these selected icons on various platforms.



# Icon style

We are using Typicons icon library. We are using these selected icons on various platforms.





# Digital & social media

## Website

campusfounders.de

## Instagram

@campus\_\_founders

## Twitter

@welcomefounders

## Linkedin

campusfounders

## Facebook

CampusFounders

## Youtube

campusfounders

Our media content that we share on digital and social media **should follow same rules** that our brand guideline describes.

Our voice and tone is important aspect for us. We are being careful and attentive with how we use language. We want individuals to develop a deeper connection with us.

While we aim for a more conversational, human tone in general, this does not imply that we are unduly casual.

Depending on the audience, the environment, and the information we need to convey, our tone will change.

As a result, we aren't creating any hard and fast guidelines about what to do. Speaking directly to user is the most important goal for us.

# Digital & social media templates



**AI Founders**  
**Apply Now for Batch#2**

Founders in the idea stage and pre-seed start-up teams, listen up! This is your chance to evolve in your entrepreneurial AI journey, by:

- 12-week structured program
- 25.000 EUR per team\*
- Free co-living for 3 months
- Access to the Campus Lab
- A top-tier ecosystem

**Apply before**  
**March 19th, 2023**  
[www.campusfounders.de](http://www.campusfounders.de)

\*The amount will vary depending on the number of participants in the program.

CAMPUS FOUNDERS  
AI Founders

AI FOUNDERS

AI FOUNDERS

A group of diverse young people, mostly students, are posing for a photo. They are all smiling and looking towards the camera. Some are holding up their hands, and one person is holding a small object. They are dressed in casual clothing.



**CAMPUS FOUNDERS**  
Corporate Campus Challenge

»

Real Challenge, **Big Impact !**

A group of five diverse young people are posing for a photo. They are all smiling and looking towards the camera. One person is holding a small object, and another is holding a small object. They are dressed in casual clothing.

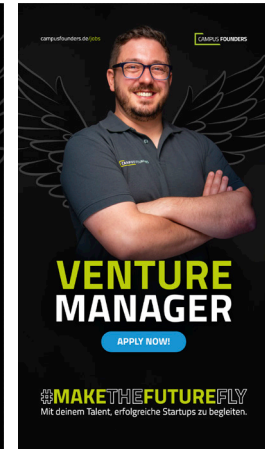
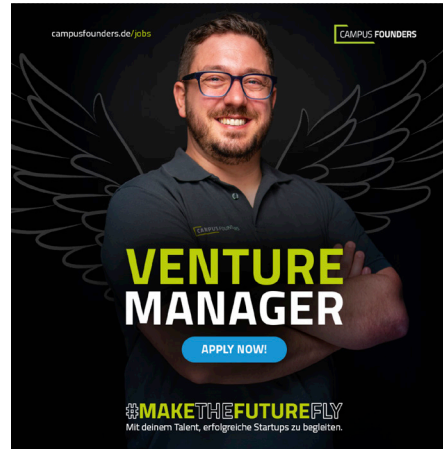
# Merchandise

CAMPUS FOUNDERS

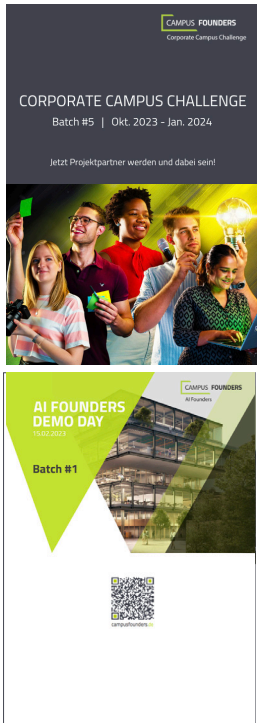


# HR-Campaigns

CAMPUS FOUNDERS



# Print Media Examples



# Different Logo Sizes

DIN A5, DIN lang  
and smaller



DIN A4



DIN A3



DIN A2



Logo width

42 mm

60 mm

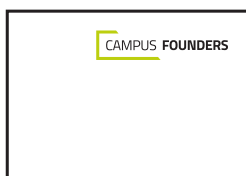
84 mm

120 mm

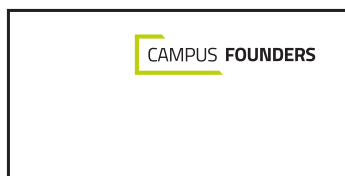
Instagram Posts



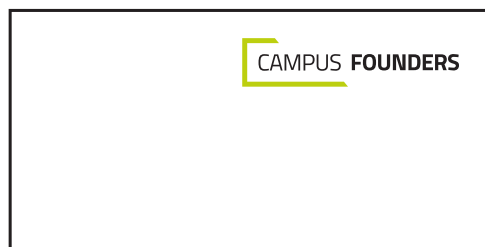
PowerPoint Slides



LinkedIn Events



Eventbrite Header



Logo width

265 px

300 px

350 px

400 px

# Different Logo Sizes

DIN A5, DIN lang  
and smaller



DIN A4



DIN A3



DIN A2



Logo width

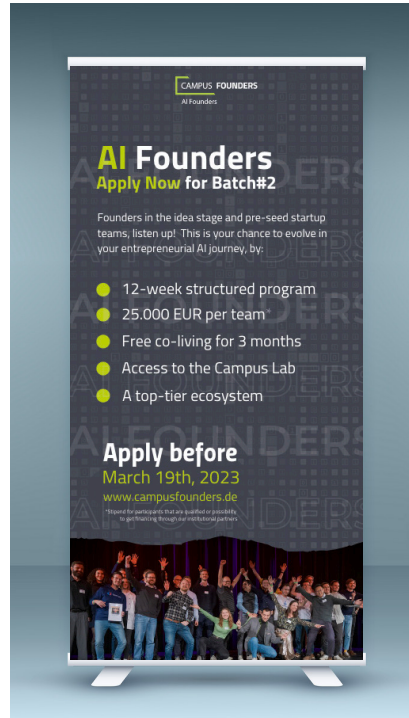
42 mm

60 mm

84 mm

120 mm

# Print Media Examples





# Questions & files

**Thank you** for taking time to read our brand guidelines.

Please visit our press page if you need to download our logo and media kit.

**<https://campusfounders.de/press>**

Please feel free to contact us if you need any further information.

**[info@campusfounders.de](mailto:info@campusfounders.de)**



# Video style

Clear and simple, not overly complex. Optimistic, insinuates to collaboration, sure, clear, centered, environmentally comprehensive.

*All text on video should be set in Titillium and backgrounds set to 80% opacity.*

*All videos should end with the horizontal, 2 line or square logo, can be animated or still and should include our url [campusfounders.de](https://campusfounders.de)*

*Watermarked logos should be placed in the lower right at 50% opacity.*



**THANK  
YOU  
A LOT!**

