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Question & files
Campus Founders
Brand Wheel

INVESTMENT
- Founder-friendly early-stage funding
- Matchmaking with business angels & investors
- Support & coaching in fundraising
- Built to last

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

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

CAMPUS FOUNDERS
Our logo

Our logo is composed of a frame and a logotype set in Tittillium 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 breathe 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 length of upper frame line, for two line and square use full length of upper frame line.

1cm Distance at least from all sides

Horizontal logo

Two line logo

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

Square logo

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

UMBRELLA BRAND

PROGRAM LEVEL

CAMPUS FOUNDERS
AI Founders

CAMPUS FOUNDERS
Venture Studio

CAMPUS FOUNDERS
Corporate Campus Challenge

can be extended n.n.

SYNERGY EFFECTS
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.
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.
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 Presentations, printed media, social media, landing pages and more.
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.

Dear Last Name,

We support energetic and passionate creators and guide them through their entrepreneurial journey. Through our regional roots, international mindset, and sustainable actions, we inspire, inform, empower and connect. We promote a spirit of entrepreneurship and entrepreneurial culture and create a home for all players in the startup and innovation ecosystem. This document is about our unique company and employee culture. Like all great companies, we strive to hire the best and we value integrity, excellence, respect, inclusivity, and collaboration.

Best Regards

CONFIDENTIALITY NOTICE: This electronic mail and any files attached to it contain confidential information intended only for the person(s) named. Any unauthorized use, distribution, copying or disclosure of the information is strictly prohibited. If you are not the intended recipient, please contact the sender by e-mail or phone and delete the message and any attachment from your system. Thank you.

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Department / Position
+49 101 898977
campusfounders.de
Bildungscampus 1 D 74076 Heilbronn

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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.

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
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

Watermarked logos should be placed in the lower right at 50% opacity.
Video style (Thumbnails)

CORPORATE CAMPUS CHALLENGE

APPLY NOW!
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.
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:
  1. 12-week structured program
  2. 25,000 EUR per team
  3. Free co-living for 3 months
  4. Access to the Campus Lab
  5. A top-tier ecosystem

Apply before
March 19th, 2023
www.campusfounders.de

CAMPUS FOUNDERS
Corporate Campus Challenge

Real Challenge, Big Impact!
Merchandise
HR-Campaigns
Print Media Examples
## Different Logo Sizes

<table>
<thead>
<tr>
<th>DIN A5, DIN lang and smaller</th>
<th>DIN A4</th>
<th>DIN A3</th>
<th>DIN A2</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo1.png" alt="Logo Width" /></td>
<td><img src="logo2.png" alt="Logo Width" /></td>
<td><img src="logo3.png" alt="Logo Width" /></td>
<td><img src="logo4.png" alt="Logo Width" /></td>
</tr>
<tr>
<td>Logo width</td>
<td>42 mm</td>
<td>60 mm</td>
<td>84 mm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instagram Posts</th>
<th>PowerPoint Slides</th>
<th>LinkedIn Events</th>
<th>Eventbrite Header</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo5.png" alt="Logo Width" /></td>
<td><img src="logo6.png" alt="Logo Width" /></td>
<td><img src="logo7.png" alt="Logo Width" /></td>
<td><img src="logo8.png" alt="Logo Width" /></td>
</tr>
<tr>
<td>Logo width</td>
<td>265 px</td>
<td>300 px</td>
<td>350 px</td>
</tr>
</tbody>
</table>
Different Logo Sizes

DIN A5, DIN lang and smaller

Logo width

<table>
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<tr>
<td>CAMPUS FOUNDEES</td>
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</tr>
<tr>
<td>42 mm</td>
<td>60 mm</td>
<td>84 mm</td>
<td>120 mm</td>
</tr>
</tbody>
</table>
Print Media Examples

From idea to scalable AI business in 12 weeks

- Up to €25,000 per team
- 3 months of free accommodation
- Access to our Campus Lab space
- Access to world-class mentors

APPLY NOW!

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- A top-tier ecosystem

Apply before
March 19th, 2023
www.campusfounders.be

CAMPUS FOUNDERS
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
Video style

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Name or Title
Description, subtitle information
THANK YOU A LOT!