

# Brand Guidelines

Last Updated: March 2022

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# Visual Identity

PART 00 : LOGO



# Logo

We only recommend making a few minor changes to the existing logo. We want to be able to improve on it but maintain the consistency that has been built over time.

The current logo suffers from the same issues the brand does. It's not quite as bold as it should be. The light weight and gray color of the text makes the logo blend in more than stand out.

We are changing the blue color (to match the updated palette) and increasing the weight and color density of the text to help the logo be more impactful.



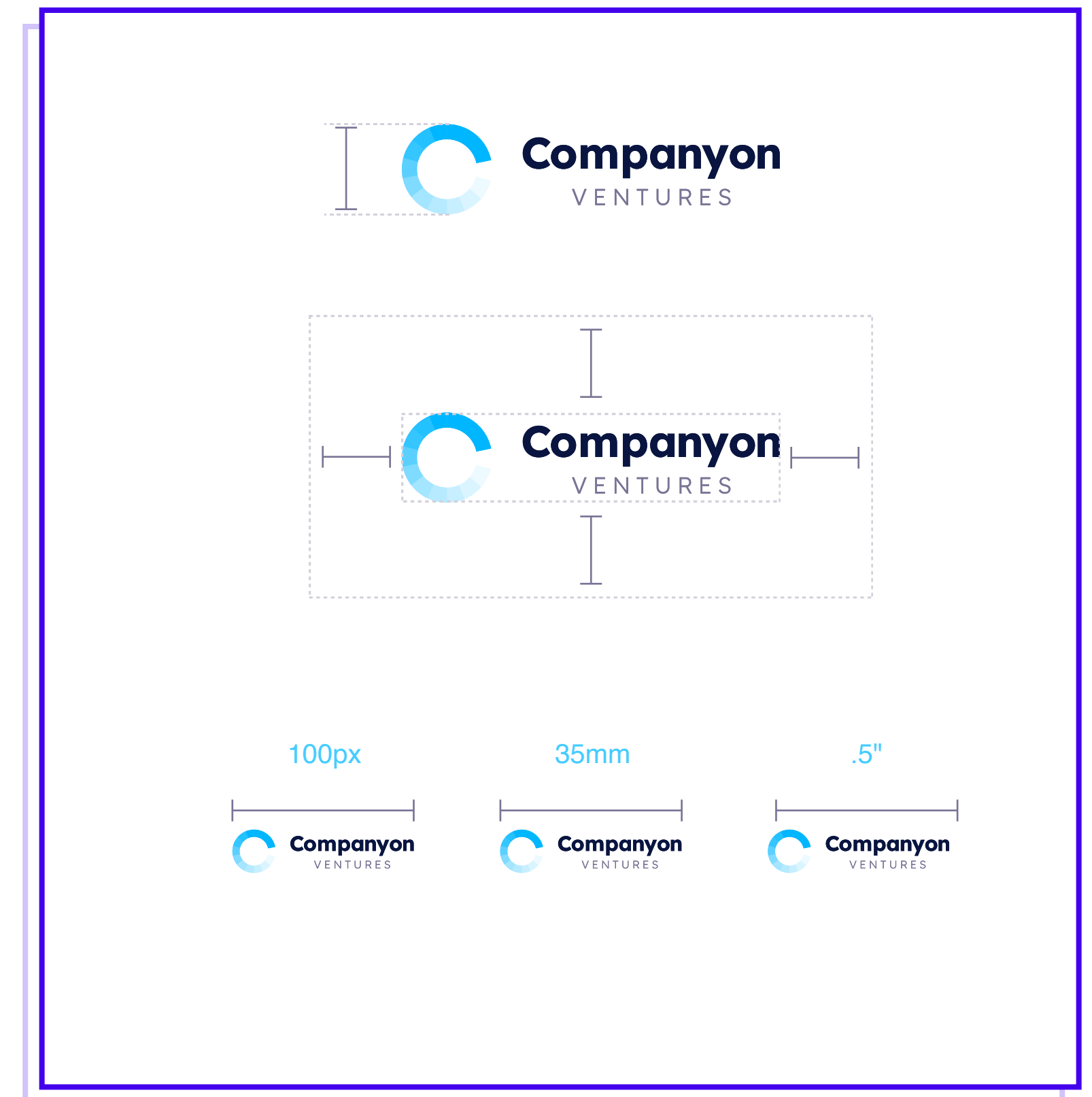


# Clear Space & Sizing

When placing content near the logo, we should allow for a necessary amount of clear space around the logo to avoid crowding.

This clear space can be measured by the height of the 'C' element in the logo and positioning it to the top, left, right and bottom of the full logo mark.

In order to maintain legibility, the logo should not be displayed smaller than 100px on digital spaces, 35mm (or .5") on print spaces.



# Proper Usage



DO NOT SWAP COLOR



DO NOT DISTORT



NO SOLID COLOR MARK



NO GRADIENTS



DO NOT OUTLINE



NO DROPSHADOWS



DO NOT EDIT MARK



AVOID LOW RESOLUTIONS





# Visual Identity

PART 01 : UNDERLYING STRUCTURE





# Colors

The color palette is limited, but the colors we do have are very effective.

The primary blue is the 'Bold Blue', and it is bold. When working with a simple color palette it is important to have colors that are versatile. The Bold Blue is able to provide attention-grabbing visuals, but also can be used for fine details and outlining and is even legible as body copy.

The Formal and Bright Blues are supporting blues along with the Mid, Light and Dark Grays.

Additionally, for use in forms and other applications, we have a series of UI colors that can be used for errors, warnings, and success messages so as to not associate the main brand colors with errors or warnings and maintain a consistent user experience.

## Blues



Bright  
#44CCFF

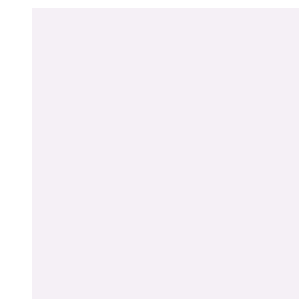


Bold  
#4300EC



Formal  
#091540

## Grays



Light  
#F5F0F6

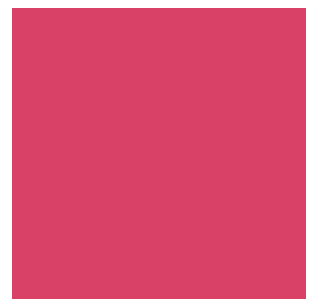


Mid  
#AFACCO



Dark  
#797596

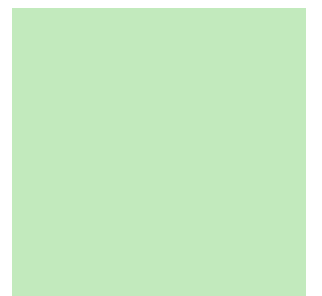
## UI



Error  
#DA4167



Caution  
#F9DC5C



Success  
#C2EABD





# Typography

The Lexend font family was designed specifically to ‘reduce visual stress and so improve reading performance.’ Much like Lexend supports readers and helps them to explore and grow, Companyon supports the companies it funds.

The font contains solid but still human typefaces that evoke strength and boldness. What is great about Lexend is it's ability to be highly legible, but also very bold and unique (which is hard to come by in a typeface.)

Lexend was originally designed by Thomas Jockin and produced by Bonnie Shaver-Troup. It is a variable width font which means it is very versatile and can be used for many purposes. It is an open source font and is available for everyone.

## Lexend Black

Headlines

## Lexend Regular

Body

## Lexend Light

Secondary Headlines



# Ratio & Grid

Using a modular typographic and spacing scale makes creating consistent layouts very easy. For Companyon we have chosen to follow the ‘Perfect Fourth’ ratio. To use this ratio, one must start with the base sizing variable (in this case 20) and multiply (or divide) by 1.333 (rounding up to the nearest 10th). This ends up creating a handy sizing rhythm [15, 20, 26.6, 35.5...].

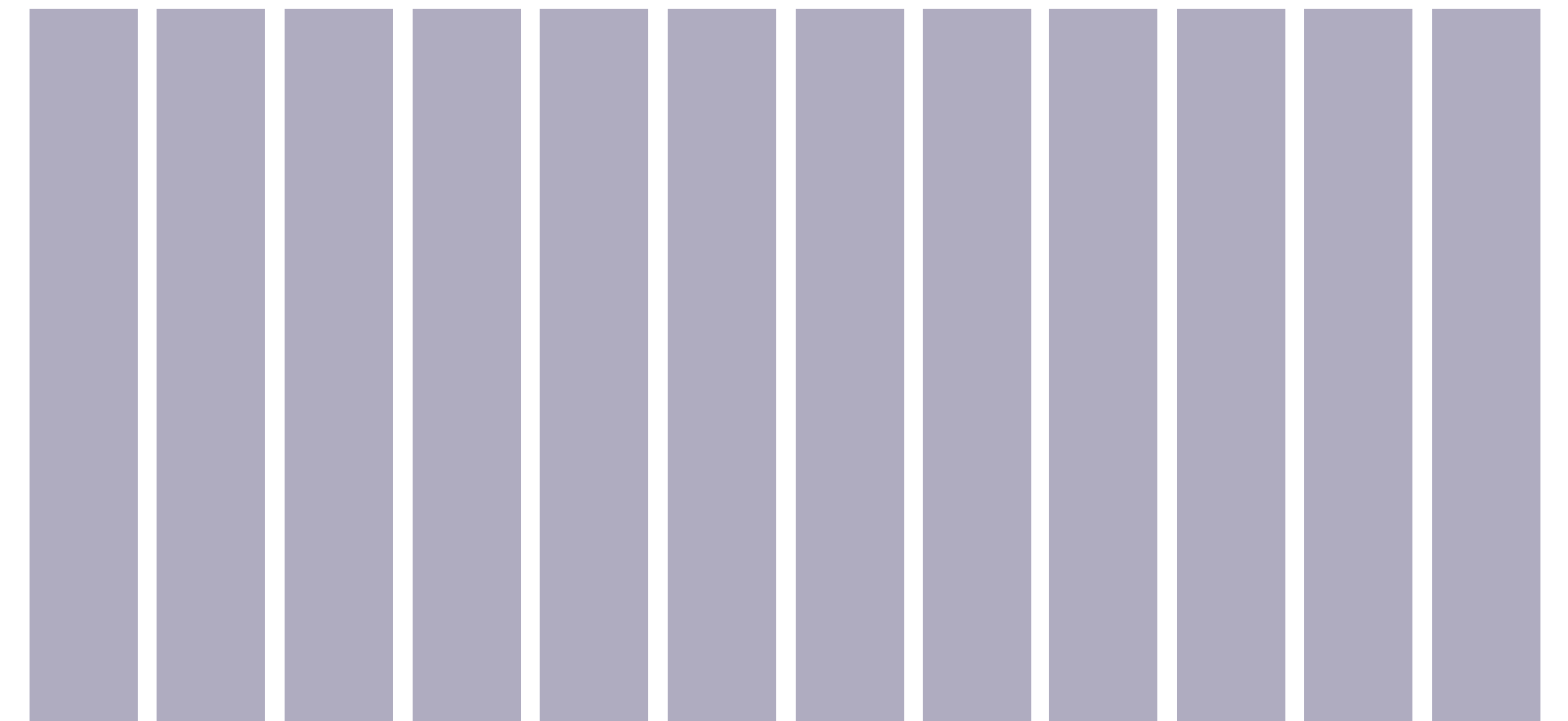
The layouts used in the brand follow a grid structure with 3, 6, 9, or 12 columns. For a tight layout, use the base size for the gutter between columns. For a more airy layout use one scale up (26.6).

## Scale

15, 20, 26.7, 35.5, 47.4, 63.2, 84.2, 112.2



## Grid





# All Together Now...

## Our Investment Sweet Spot

We invest in capital-efficient B2B software startups with early product-market fit that are ready to scale.

Secondary Headline, Lexend Light, 63.2/63.2

Headline, Lexend Black, 63.2/63.2

47px space

Body, Lexend Regular, 26.6/35.5



# Visual Identity

PART 02 : AESTHETIC DETAILS





# Direction

The Companyon brand embodies the scrappy, visionary spirit of so many early tech companies. Companyon is willing to take a chance on startups who are looking to the future, and companies looking for the right partner to help them make it big.

The visual brand for Companyon embodies the pixel-art UIs of the early 90s, when technology as we think of it today was just hitting the big time. It combines this with bold, brash color and a stripped back look that evokes a no-nonsense, get-things-done aesthetic.

Marrying sleek, modern design with nods to retro tech speaks to Companyon's unique ability to get in on the ground floor, so to speak, of technology companies, while being firmly rooted in a future-forward mindset.

Smart  
Passionate  
Engaging  
Curious  
Future-forward



# Past Informs Future

The 90s were a time of great change, exploration, and discovery in the world of technology. The internet became ubiquitous. The USB was invented. Rather than filling entire rooms, computers were found on desktops across the world. Y2K almost did us in, but at least the 90s went out with a bang.

This brand combines inspiration from late-80s and early-90s technology with the curiosity and rebellion of tech visionaries and underground zines (repopularized in the 90s by riot grrrl), fused together with the guidance of a modern day, minimal design aesthetic.





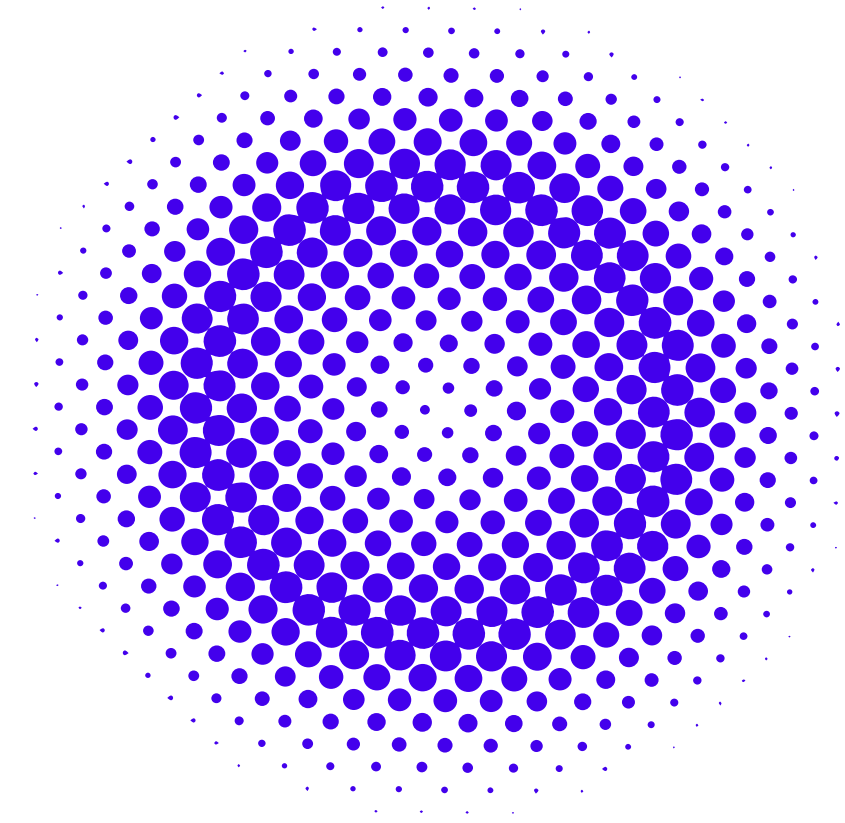
# Patterns

## Halftone Dither

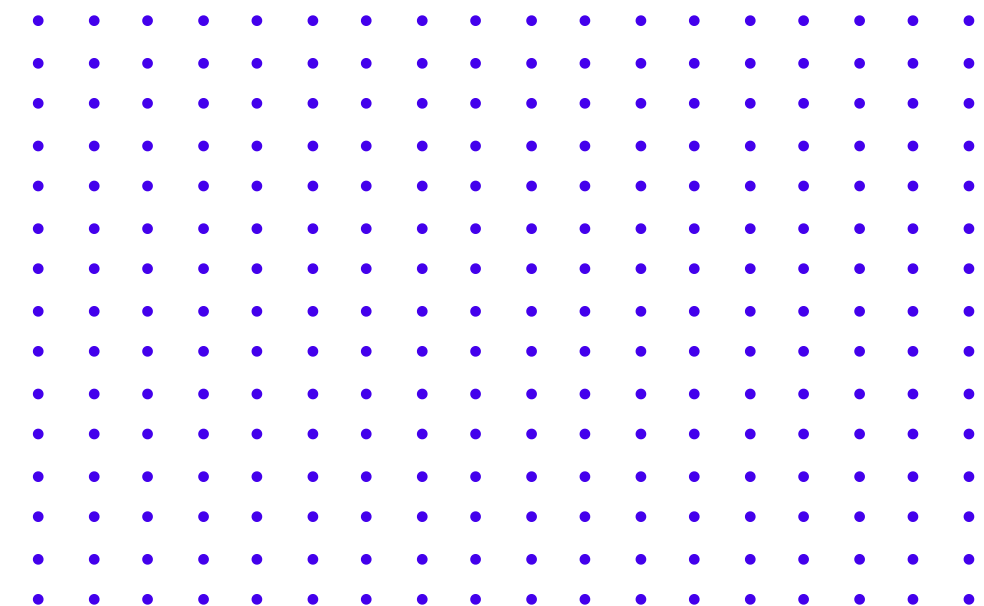
The dither pattern evokes the low-res photocopies commonly found in 90s zines: essentially short-run magazines produced on extremely low budgets by activist and artists to spread the word about their causes. The halftone pattern harkens back to the early, exploratory days of the 90s, evoking the scrappy, make-it-work attitude of zine makers and early tech pioneers.

## Dot Matrix

A variation on the halftone. Consider this an extreme close-up of the halftone imagery, showing the individual dots that make up the whole image. The dot matrix works with the halftone as a subtle way of showing how Companion looks at its ventures from both a high-level, strategic view, while also focusing on the details.



Dither



Dots

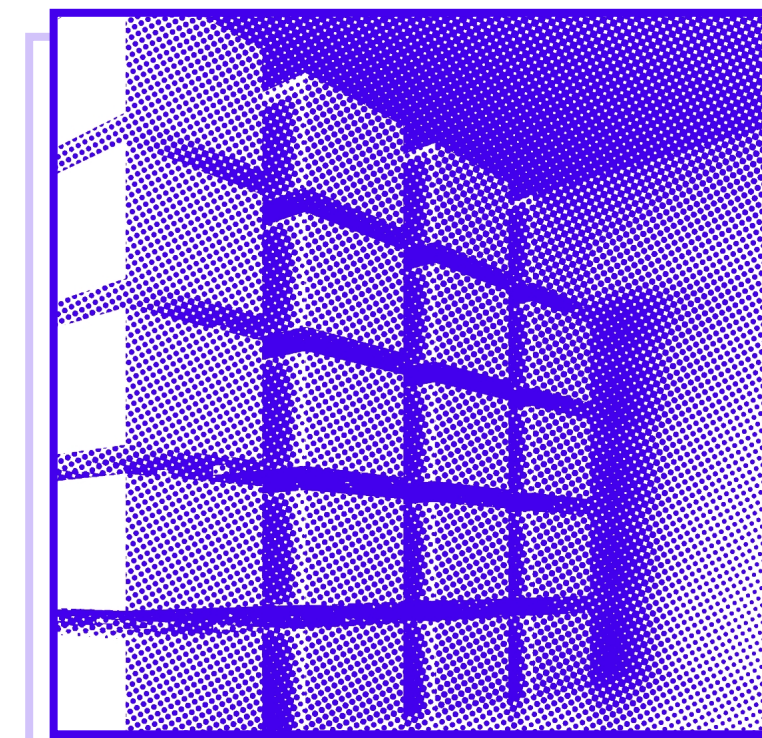
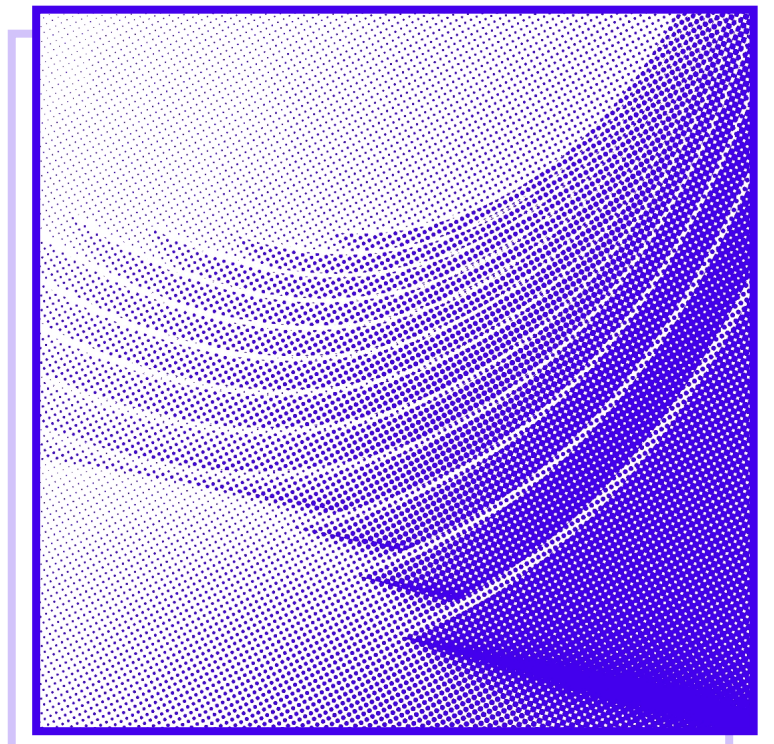
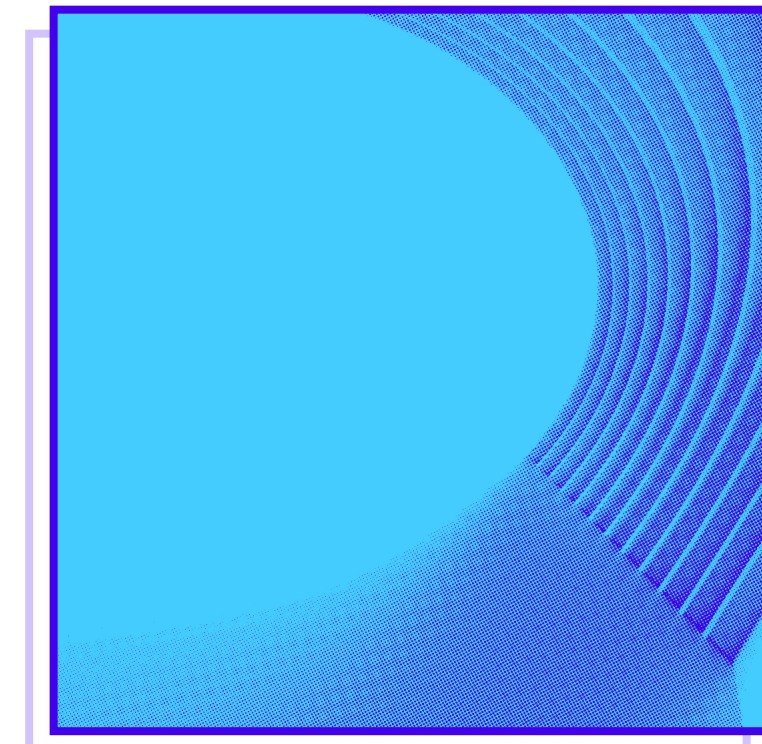




# Expansive & Abstract

Wide, sweeping planes evoke space and motion, bringing added dimensions to the Companion brand. The imagery feels like the minimal yet compelling architecture we often find in visions of the future. It complements and balances the retro styling of other graphic elements.

A main aspect of the Companion brand is the utilization of abstract architecture imagery. Though rendered using 3D software, these images represent the modernist and post-modernist architectural miracles of days past. Representing all at once limitless possibilities and something that is grounded in reality. Like Frank Gehry's Disney Concert Hall, it doesn't seem possible, but it's real and it's there.



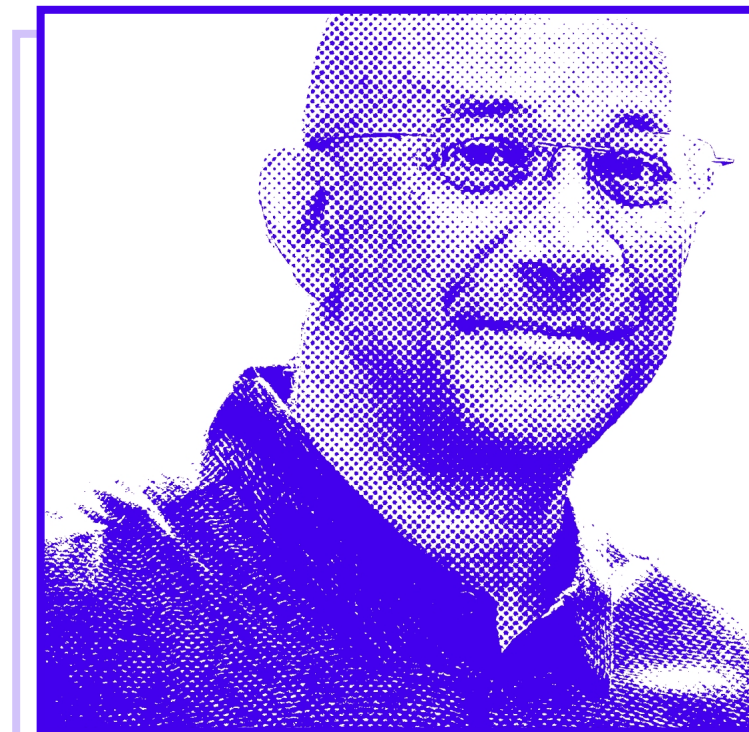


# People

Behind every successful company is a person. It sounds obvious, but companies tend to get so large that they become removed from the people who struggled to build them.

The second usage of photography in the Companyon brand is people and just people. Headshots or portraits, these photos are posed and focused primarily on the subject.

We avoid generic shots of happy people working in offices who are in reality just models. We want to focus only on the founder or the team supporting the founder. Limited backgrounds and props (no background at all if possible.)

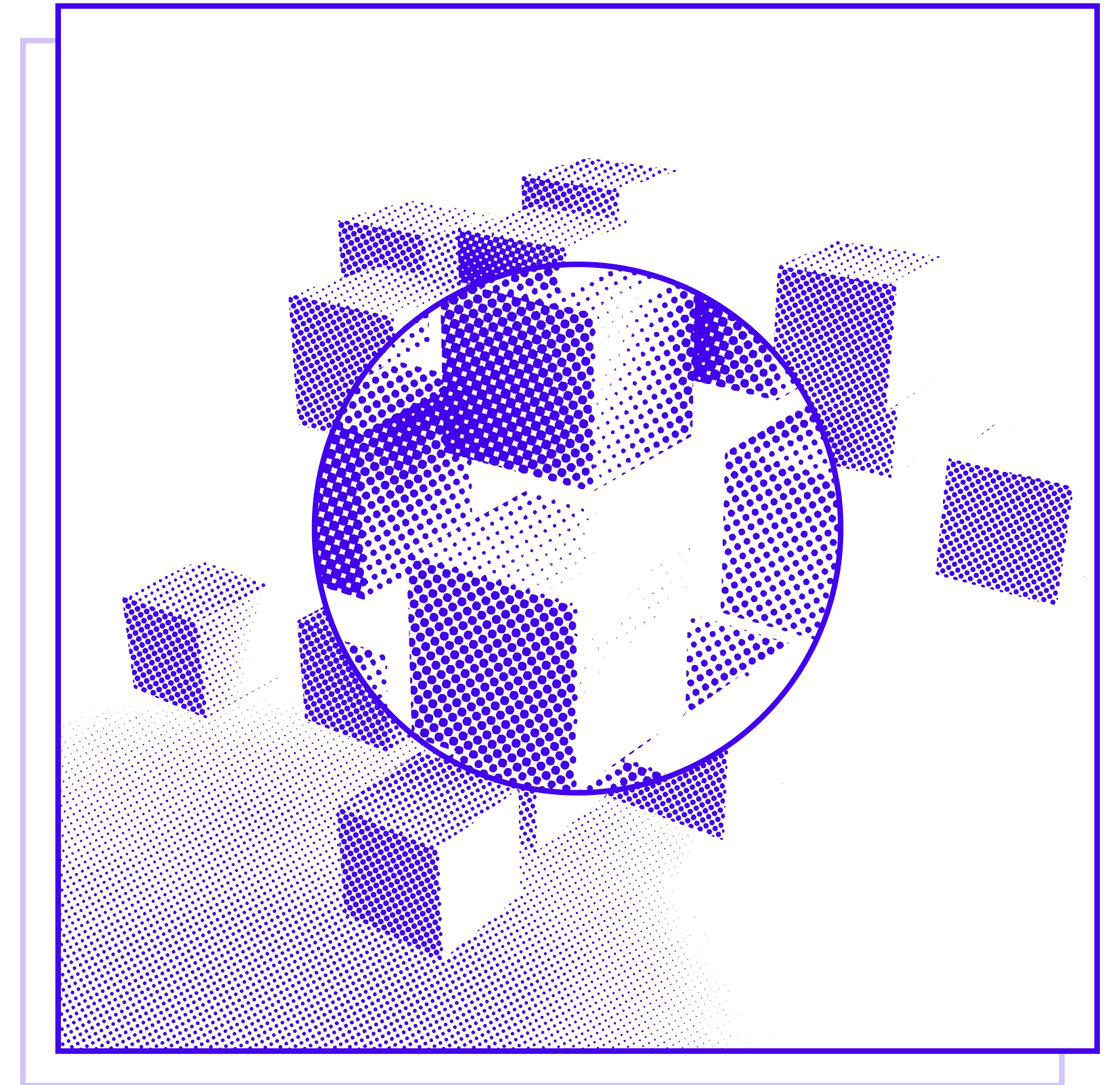




# Treatment

Dithering is used in computer graphics to create the illusion of color depth in images on systems with a limited color palette. Or used in print to hide adverse effects of blurry images or color depth as well.

The dither/halftone treatment on photos simplifies the images down to just two colors but maintains an important level of depth. It also adds an instant visual interest and overall grit to the imagery, taking something could have been considered boring and making it far more impactful.



# Icons

Based on the classic, minimal line icons from Mac OS System 1, these icons are clean but visually interesting. The icons are a look back at how far technology has come, while still supporting the future-forward Companyon brand.

