

20
20

STARTUP TUCSON

STYLE GUIDE





WHO WE ARE

OUR STORY

Startup Tucson was founded in 2012 on the heels of one of the first Startup Weekends in Tucson. At that time there was limited community-driven startup support and the founders of Startup Tucson were looking to build a centralized nonprofit to create an accessible entry point for individuals and organizations who were passionate about building up our innovation ecosystem.

Since that time, the innovation community has grown tremendously with more funding, support organizations, accelerators, and incubators popping up every year. Startup Tucson has continued to serve as an advocate, educator, and connector for entrepreneurs. We serve over 3,000 entrepreneurs each year with over 160 active members in our network membership. Our alumni have brought over 35 million dollars of investment and over 300 new jobs in the short years since our founding.

In recent years, Startup Tucson has continued to mature as an organization, building customized programs to serve the needs of a wide variety of entrepreneurs, including creative, food, and small businesses. Our positioning at “the front of the funnel” helps us attract entrepreneurs and then connect them to the resources, mentors, or organizations that best fit their needs.

We focus intentionally on creating broad, inclusive services to bring more diversity into the innovation pipeline. We work collaborative across the innovation ecosystem to lift up and support our partners, with the collective goal of inspiring and elevating entrepreneurs to create and innovate in order to build a more equitable, vibrant, and forward-looking economy.

OUR PURPOSE.


We exist to elevate entrepreneurs to create innovations that build a more equitable, vibrant, and forward-looking economy.

OUR VISION.

We imagine a Tucson that is known to entrepreneurs and startups nationwide as an ideal place to start and grow a business.

OUR MISSION.

Working to transform the region's economy through entrepreneurship and innovation.



Startup Tucson has provided me with essential tools as a creative to succeed. It is a wonderful environment to connect and network and meet others that will help you and guide you.

OUR VALUES.

Startup Tucson is a values-driven organization. We actively refer to our values not only in our large-strategic decisions, but also in day-to-day interactions with our community members and within our staff, volunteers, advisory committees, and mentors.

OPTIMISM

We are committed to being optimistic about human potential and the future of our region. All people have the capacity to thrive and succeed with the correct support.

INCLUSIVITY

We recognize entrepreneurship has a history of exclusion. We commit to changing and fighting against that legacy in every aspect of our organization.

CUSTOMER-CENTRIC

Just as we recommend to entrepreneurs to build, measure, learn and to remain focused on value for customers, we also must to the same.

COLLABORATIVE

We cannot and should not be all things to all people. We seek to elevate our partners and supporting their efforts so that we all succeed together.

RELATIONSHIP-FOCUSES

Community building is not strictly transactional -- essential to our work is building authentic relationships and friendships.

NOTHING LEFT TO CHANCE

We pride ourselves on our quality and level of execution and this is because we leave nothing to chance and are prepared.

PROFESSIONAL SATISFACTION

We believe our work should be joyous and rewarding both professionally and personally. As we grow as an organization, so should each of our team members into roles that fit with their goals.

OUR POSITIONING

For entrepreneurs who need support to build robust businesses, Startup Tucson provides welcoming, high-quality and comprehensive educational and networking services because we have the experience, connections, and personal passion to help founders move from an novel idea to a validated business venture.



TEXT

BEBAS NEUE

NEVIS (LETTER SPACE 500)

Arial Regular for text in Navy. Migas hexagon unicorn ramps intelligentsia vegan pork belly air plant selfies. Blog synth woke poutine scenester irony.

ACCENT FONT (1)

Hussar Ekologiczny

VOICE

TO NE

Startup Tucson's tone in written and verbal communication should highlight our positioning as both welcoming AND high-quality.

Our tone is CHEERFUL, SPIRITED, and RELIABLE.

Our branding is PLAYFUL, but only because it is backed up by expertise, knowledge, and execution.

PERSONA

Looking towards the Hero's Journey, Startup Tucson serves a Knowledgeable Sage for our customers who are on their path towards building a company. Similar to Google branding, our positioning as SAGE is balanced with our accessibility and openness.

CHANNELS

Facebook: Friendly, playful, exciting, casual, focus on inviting engagement

Instagram: Friendly, playful, exciting, casual, focus on inviting engagement

LinkedIn: Professional, positive, focus on thought-leadership

Email: Quick, to the point, action oriented, positive

DO'S

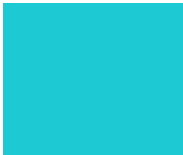
Our branding can allow for some casual/playful copy, that can read as younger. Slang, emojis, abbreviations, and colloquialisms are allowed (with the exception of more formal reporting)

DON'T'S

Our branding must maintain positivity and cheerfulness. For this reason we do not use cynicism, swearing, or exclusivity in our branding.

COLOR

PRIMARY BRAND COLORS



1DCAD3

R:29

G:202

B:211

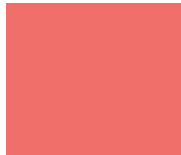


EDEBB4C

R:237

G:187

B:76



F16F6A

R:241

G:111

B:106



EF955B

R:239

G:149

B:91

SECONDARY BRAND COLORS

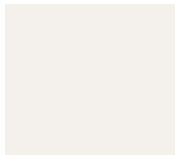


073763

R:7

G:55

B:99



F4F1EC

R:244

G:241

B:236



B2DBD7

R:178

G:219

B:215



C3D350

R:195

G:211

B:80



LOGOS

DO'S

The logo consists of the words "STARTUP" and "TUCSON" stacked vertically. The letters are in a bold, sans-serif font. The letter "T" in "TUCSON" is positioned directly below the "T" in "STARTUP", creating a vertical alignment.

- Ensure there is plenty of space around the logo
- Ensure it is not stretched or distorted.
- Use a PNG format for most applications
- Use a transparent background
- Use the correctly sized file (there are both small and large file formats in the branding folder)

The logo is centered on a solid teal rectangular background. The text "STARTUP TUCSON" is white.The logo is centered on a solid light beige rectangular background. The text "STARTUP TUCSON" is dark blue.The logo is centered on a solid dark blue rectangular background. The text "STARTUP TUCSON" is white.

DON'T'S

The logo is centered. Below the main text "STARTUP TUCSON" is the tagline "A VENTURE COMMUNITY" in a smaller, all-caps, sans-serif font.

PHOTOS

To assist in blending our illustration style with photography, we treat images with some brand tools. These are all available in Canva.



Use a filter. Both "Whimsical" and "Drama" Filter in Canva can be used for most images.



Overlay a brand color box. Make the color 50% transparent

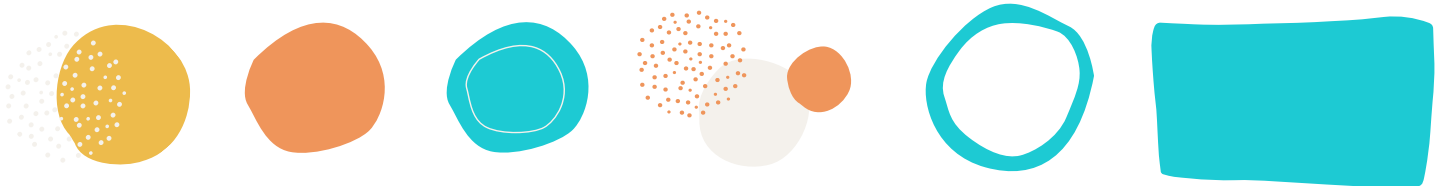


Add a color box behind images to highlight them.



Add shapes to the image (primarily in the corners of the image) to add interest, especially for social media.

BASE SHAPES



LAYER SHAPES



GRAPHICS

ILLUSTRATIONS



Pair custom digital illustrations with layered, organic shapes. Allow for a "spilling out" look to create energy and movement.

ICONS

Blend organic shapes with the sharp, digital lines of icons to create a quick custom look.



LAYOUTS

PAIRING TEXT, HEADSHOTS, LOGOS

Break up hard lines by pairing them with organic shapes. Overlapping is fine, but ensure everything is clearly legible.



**ARCHITECTURE IS A
VISUAL ART, AND THE
BUILDINGS SPEAK FOR
THEMSELVES.**

Julia Morgan

STARTUP
TUCSON

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STARTUP
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BOSS UP YOUR FINANCES

Featuring First Name Last Name
Company Name

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