V 0.1 15 May 2023

VENTURE CENTER

Venture Center is the trademark of
Entrepreneurship Development Center.

Brand Style Sheet

This brand style sheet is a reference for all our internal design team, our partners, vendors, and others who are authorized to work with the Venture Center Organization. Use the elements & material within this document to have consistency throughout the design as well as maintain the look of the brand from every aspect every time. Though all of the brand elements are cataloged on this sheet, they may not be appropriate in every situation. Thus, take utmost care while choosing & selecting the right visual element as and when required. For example, our primary brand logo should be used in the majority of applications, but in small spaces, the small format lockup is more legible. Any other visual element, color, typeface, or logo that is not listed on this sheet requires approval from our design team. As always, please do not distort any of our graphic elements by changing the aspect ratio, shape, or color. If you have any questions concerning the content of this style sheet, please don't hesitate to reach out to our Design Team at vaishnavi.pote@venturecenter.co.in

01 ABOUT THE BRAND

Nucleate. Nurture
Empower. Innovate

Venture Center is a national award-winning technology business incubator. We focus on building startups that use science and technology to deliver products and services which have a considerable socioeconomic impact on society.

Our Brand Personality

We nurture technology and knowledge-based future enterprises for India by leveraging the scientific and engineering competencies of the institutions in the region.

02

Voice & Style

Confidence.
Futuristic.

The Venture Center has the expertise to confidently mentor budding startups to choose correct pathways to help build their company and start their entrepreneurial journey.
A futuristic approach at the Venture center is targeted to build a technology cluster around Pune where every aspect of the entrepreneurial journey is catered.

Our writing

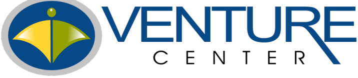
Make sure to use crisp & short **headlines,** check for any **punctuations**, correct your **spellings**, cross check your **formatting**.
Contact Information must include mail id, concerned person's office number.

03

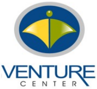
Brand Logo

It's the representation of our organization & thus it is vital that our logo is presented correctly in every execution.
This section covers these guidelines. Any use of our brand logo that is conflicting with the contents of this section will be considered unauthorized.

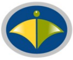
Primary Brand Logo



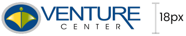
Vertical Lockup



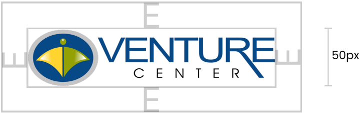
Brand Icon

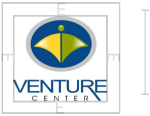


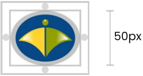
Small Icon Lockup



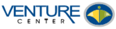
Lockup Assembly



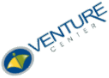




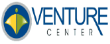
Common Errors



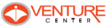
Do not Manipulate



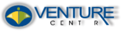
Do not Angle



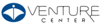
Do not distort



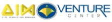
Do not alter

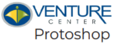


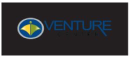
Do not add drop shadow



Do not recreate this logo







No logo lockups

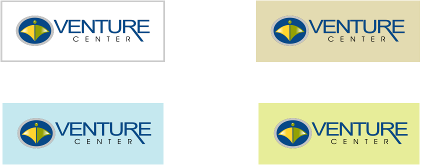
Do not create temporary logo

100px

Do not place logo over conflicting background

Background Control

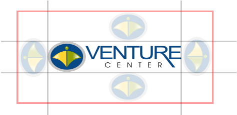
Use the most legible version of the logo for the available background.
Any suggestions are welcomed, but should be approved from authorized person.



Clear Space

Clear space or negative space is the area around the elements. It gives a clear view and stands out from the rest of the elements & ensures legibility in small areas also.

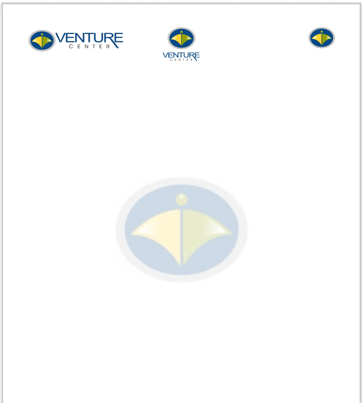
Visualized Clear Space



Placement

Place the logo left-aligned.
If this space is not available, the logo belongs in the top or bottom left page corners.
Check out the example given below.

If using multiple logos, keep the VC logo first and arrange the rest.



04

Brand Colors

It is advised to use the brand colors with appropriate design which depicts the tone, voice and also is visually appealing. It is vital that the colors are combined in a right way & does not create any contrasting effect that results in illegibility.

Primary Brand Colors

VC Blue

RGB: 7, 72, 135
HEX: 074887

VC Yellow

RGB: 255, 212, 47
HEX: FFD42F

VC Green

RGB: 148, 161, 3
HEX: 94A103

VC Black

RGB: 14, 13, 13
HEX: 0E0D0D

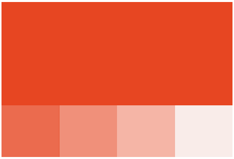
Tint Scale

RGB: 14, 13, 13
HEX: 0E0D0D

VC White

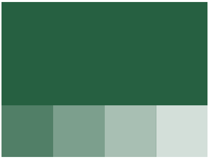
RGB: 255, 255, 255
HEX: FFFFFF

Secondary Colors for elements



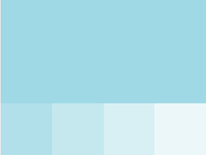
VC Secondary Orange

RGB: 231, 70, 34
HEX: E74622



VC Secondary Green

RGB: 1, 55, 89
HEX: 266041



VC Secondary Blue

RGB: 159, 217, 229
HEX: 9FD9E5

Secondary Color Pallete for elements

VC Secondary D.Blue	VC Secondary Red	VC Secondary M.Orange	VC Secondary L.Orange	VC Secondary Brown
RGB: 0, 46, 71	**RGB:** 214, 40, 40	**RGB:** 251, 126, 0	**RGB:** 252, 191, 73	**RGB:** 227, 219, 177
HEX: 002E47	**HEX:** D62828	**HEX:** FB7E00	**HEX:** FCBF49	**HEX:** E3DBB1

05

Typography

Words create an impact & thus typography should be used in such a way that it maintains the brand identity. It should balance the interest of the information & be legible enough.

Weights

POPPINS LIGHT

aåbcçd∂eéfƒghiîĳklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'’”-;:)!?&©˚π®†≈◇™£¢∞§•ªº

POPPINS REGULAR

aåbcçd∂eéfƒghiîĳklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'’”-;:)!?&©˚π®†≈◇™£¢∞§•ªº

POPPINS MEDIUM

aåbcçd∂eéfƒghiîĳklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'’”-;:)!?&©˚π®†≈◇™£¢∞§•ªº

Poppins

POPPINS BOLD

aåbcçdðeéƒghiîĳklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVW
XYZ 0123456789°(.,'"-;:)!?&©˚π®†≈◊™£
¢∞§•ªº

Fancy Font

Some creatives might need a different font to give a subtle & friendly approach. Thus, this font can be used for creatives that mentions only about the festivals, days or related information.

Adlery

Amsterdam One

Adlery

aåbcçdeéfFghiîĳklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
°(.,'"-;:)!?&©

Amsterdam One

aåbcçdeéfƒghiîĳklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDE FGHIÍJKLMNOØÓÔÒ PQRST
UVWXYZ°(.,'"-;:)!?&©

Headings

Heading One

USAGE	SPECIFICS
• Page Headings	Font:Poppins Medium
• Major Section Headings	Size:80px
• Emphasized Words	Bottom Margin:50px

Heading Two

USAGE	SPECIFICS
• Section Headings	Font:Poppins-Semi Bold
• Blog Body Headings	Size:52px
• Product Headings	Bottom Margin:30px

Heading Three

USAGE	SPECIFICS
• Sub Headings	Font:Poppins Medium
• Call to Action Headings	Size:34px
• Blog Sub Headings	Bottom Margin:30px

Heading Four

USAGE	SPECIFICS
• Minor Headings	Font:Poppins Medium
• Table Labels	Size:18px
• Sub-Sub Headings	Bottom Margin:20px

This is the basic breakdown of the standard heading sizes & how it corelates to body copy.
Obviously, there will be exceptions, especially between different page templates & design requirements. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.
For paragraphs, maintain the size in multiples of 4 or 8 or the standards mentioned in those specific tools.

01

Stay Left Aligned, RAG Right

Legibility is necessary when creating any layout. Since most people read from left to right, we should keep our type accordingly.

02

Skip Weights & Double Size

When you are using different sizes of typography, skip weights & double the size between the the elements. This won't create any contrast when typing.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04

Watch The Rag

For paragraphs, check the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider resizing the container or changing the length of the content. Also, try to prevent single-word lines (orphans).

05

Give Things Space

Negative space, or the space around elements is vitally important. If informational elements belong together, move them closer together. Use grouping wisely: try not to cram too many things in one space.

06

Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font.

When constructing any document, creatives, layouts; these tips will help you build these formats in a dynamic & interesting way. This will allow a consistent look throughout the layout without any cluttered information.
Even though these rules are proven, sometimes breaking these rules is the right call.

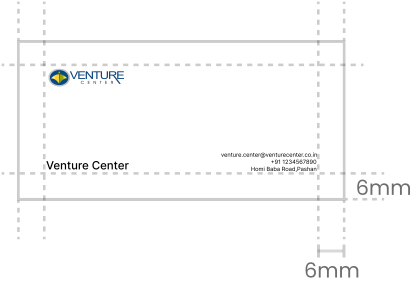
06

Brand Collateral

The elements used for collateral purpose is advised to use in a manner that creates a consistent outlook of the brand. When in doubt, use standardized sizes wherever needed.

Business Cards

Four Color process print.
Name typeface in Inter Medium
Details Typeface in Inter Regular



VENTURE
CENTER

Merchandise

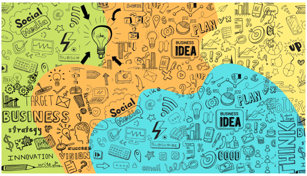
Four Color process print.
Mainly primary Logo to be used.
For small items, only utilize other lockups.

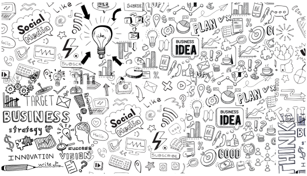
A smooth sea never made a skilled sailor
Don't be afraid to Fail
Be afraid not to Try
Today is your opportunity to build the tomorrow you want
VENTURE
CENTER

07 Visual Elements

Sometimes it’s not suitable to use only the brand elements and thus some other ingredients for layouts can be used for visual purpose.

Patterns





08

Closing

Everyone is allowed to be creative, yet is is advised to create elements that are following the brand elements and adhere to the guidelines.

Approvals

The creativity will keep upgrading and thus the elements will also change according to the upcoming trends, thus approaching new designs and utilizing them to execute it visually should reflect the company's vision & mission.

Any changes and suggestions if required, are welcomed and will be approved by an authorized representative from Venture Center.

File Types

Raster Files: These files are comprised of pixels & hence have a set of resolution. Once resized, the quality decreases and gets pixelated. The extensions for raster files end with .jpg , .png, .gif, .psd. These files are easy to open.

Vector Files: These files are comprised of anchor points & ratios and thus can be indefinitely scaled. Graphics like logo, patterns, illustrations etc are created in vector format. The extensions for vector files end with .ai, .eps, .svg. Without specific software / programs ; these files are difficult to open.

09 Thank You

To all our creative teams we are here to help you out for creating and developing the presence required. If you need any help with our brand, especially when working on a brand execution, please do not hesitate to reach out to our team at vaishnavi.pote@venturecenter.co.in