



## ABOUT THIS STYLE GUIDE

A memorable and effective identity takes years to build, yet it can quickly erode if we fail to protect the elements that define it. This is one of the principal reasons we created these graphic standards.

In this document you will find the basic guidelines for using the Capital Factory name and logos. We've spent some time refining the multiple elements that you can use to represent your company to the public. These new visual tools will ensure that the company's image will retain its power and consistency for years to come.

Please note, from this point forward, Capital Factory will be referred to simply as CF.

## CHAPTER ONE BASIC IDENTITY ELEMENTS

The multiple elements that make up the CF identity are:

XX. Item

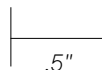
XX. Item

These are the primary tools for expressing the CF identity. They can be effective forms of visual communication used separately or combined but it is important that you follow a few basic guidelines. This section details each of the elements and how they work together.

The letters 'TK' are rendered in a bold, pink, sans-serif typeface. The 'T' is composed of a thick vertical stem and a horizontal top bar. The 'K' consists of a thick vertical stem and a diagonal leg that extends from the middle of the stem to the right.

## BASIC IDENTITY ELEMENTS LOGO

The new CF Logo was the result of refining many of concepts and graphic ideas. The Logo is one of the primary graphic tools for expressing the CF identity. This new Logo should be used from this point forward. The version shown here and on the following pages has been specifically created for CF. Do not under any circumstances attempt to match these letter forms with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the Logo in all applications.



.5"

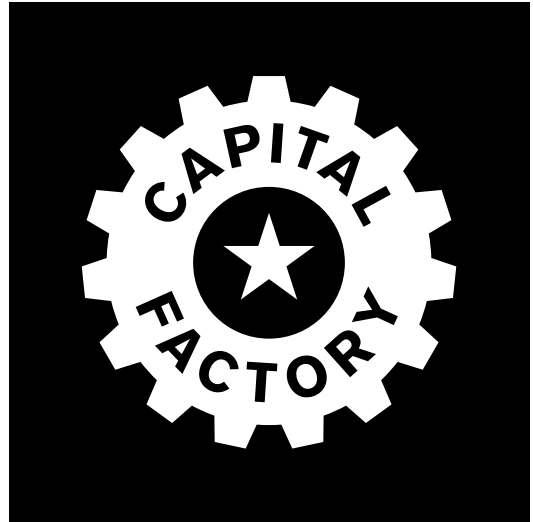
*Logo should not be sized  
smaller than .5 inches in width*

## BASIC IDENTITY ELEMENTS COLOR OPTIONS

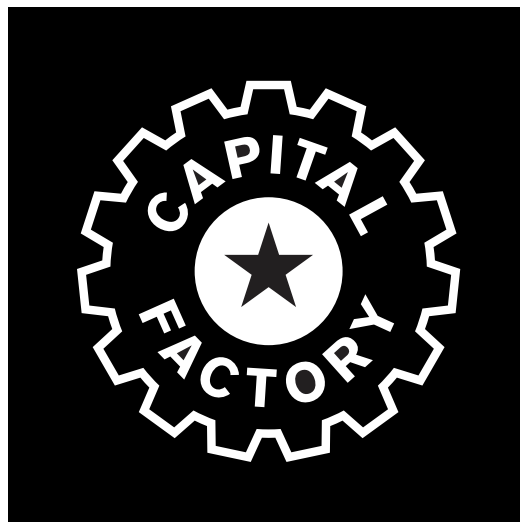
This page shows the approved colors to use for the Logo. When choosing which mark to use, be mindful of the background you are putting it on and always go for the highest contrast.



*One-color version using black*



*One-color reversed version using white*



*The two-color version using black with a white outline can be used if you want to use the black Logo but the background does not provide enough contrast. This option is useful if the background is particularly busy like a pattern or a photo.*

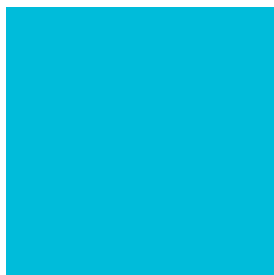
## BASIC IDENTITY ELEMENTS PRIMARY COLOR PALETTE

Due to the various differences across applications and paper, there will always be slight discrepancies when using PMS, CMYK, or RGB colors. These specific colors will help enforce consistency. Additionally, black and white are also available to use. The PMS palette should be used for printing where the circumstances allow you to use a PMS color. The CMYK palette should be used for printing when the circumstances do not allow for PMS colors. When using the CMYK palette, it is highly suggested that you work with your preferred printer to ensure you are happy with the CMYK color before you go on press. The RGB palette should be used for all screen-based applications.

### TURQUOISE



*Spot color printing  
PMS 631*



*Process color printing  
CMYK mix 74C 0M 13Y 0K*



*Web/screen color  
RGB mix 87R 170G 191B  
Hexcode 57aabf*

### RED



*Spot color printing  
PMS 178*



*Process color printing  
CMYK mix 0C 70M 58Y 0K*



*Web/screen color  
RGB mix 240R 83G 91B  
Hexcode f0535a*

### PURPLE



*Spot color printing  
PMS 5265*



*Process color printing  
CMYK mix 64C 83M 9Y 45K*



*Web/screen color  
RGB mix 82R 73G 105B  
Hexcode 524969*

## BASIC IDENTITY ELEMENTS SECONDARY COLOR PALETTE

Below are is the Secondary Color Palette. They are not meant to be the main color representation of CF. Instead, they are meant to supplement the Primary Color Palette. They can be used for accents or to help create hierarchy in a variety of materials. They should be used about 30% as much as the Primary Color Palette and should never be used without at least one color from the Primary Palette present.

### BLUE



*Spot color printing  
PMS 285*



*Process color printing  
CMYK mix 90C 48M 0Y 0K*



*Web/screen color  
RGB mix 33R 103G 199B  
Hexcode 2167c7*

### DARK GRAY



*Spot color printing  
PMS 432*

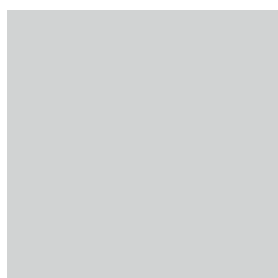


*Process color printing  
CMYK mix 65C 43M 26Y 78K*

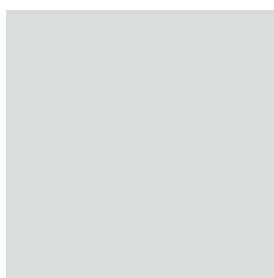


*Web/screen color  
RGB mix 47R 47G 47B  
Hexcode 2f2f2f*

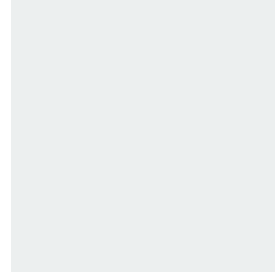
### LIGHT GRAY



*Spot color printing  
PMS 427*



*Process color printing  
CMYK mix 7C 3M 5Y 8K*



*Web/screen color  
RGB mix 236R 239G 239B  
Hexcode ecefef*

## BASIC IDENTITY ELEMENTS TYPOGRAPHY / SANS SERIF TYPEFACE

The designated sans serif face for CF is Weissenhof Grotesk by Indian Type Foundry. It is the primary font family and should be used for large blocks of copy. This face can also be used in all of its available weights and styles. It is also available as a web font. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Weissenhof Grotesk, rather than simply pushing the “Bold” button in a program. Similarly, if italics are desired, the italic Weissenhof Grotesk typeface should be used rather than pushing the “Italic” button in a program. This alters the font and is not preferred. If Weissenhof Grotesk is not available, like in an email client, Arial may be substituted.

### WEISSENHOF GROTESK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### WEISSENHOF GROTESK REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### WEISSENHOF GROTESK BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### WEISSENHOF GROTESK BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



## BASIC IDENTITY ELEMENTS TYPOGRAPHY / DISPLAY TYPEFACE

The designated display face for CF is Forza by Hoefler & Co. It should be used for the pieces of type that are not overly lengthy and are in need of more emphasis like headlines, sub heads, pull quotes, etc. This face can also be used in all of its available weights and styles. It is also available as a web font. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Forza, rather than simply pushing the “Bold” button in a program. Similarly, if italics are desired, the italic Forza typeface should be used rather than pushing the “Italic” button in a program. This alters the font and is not preferred.

### FORZA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### FORZA BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### FORZA BOLD

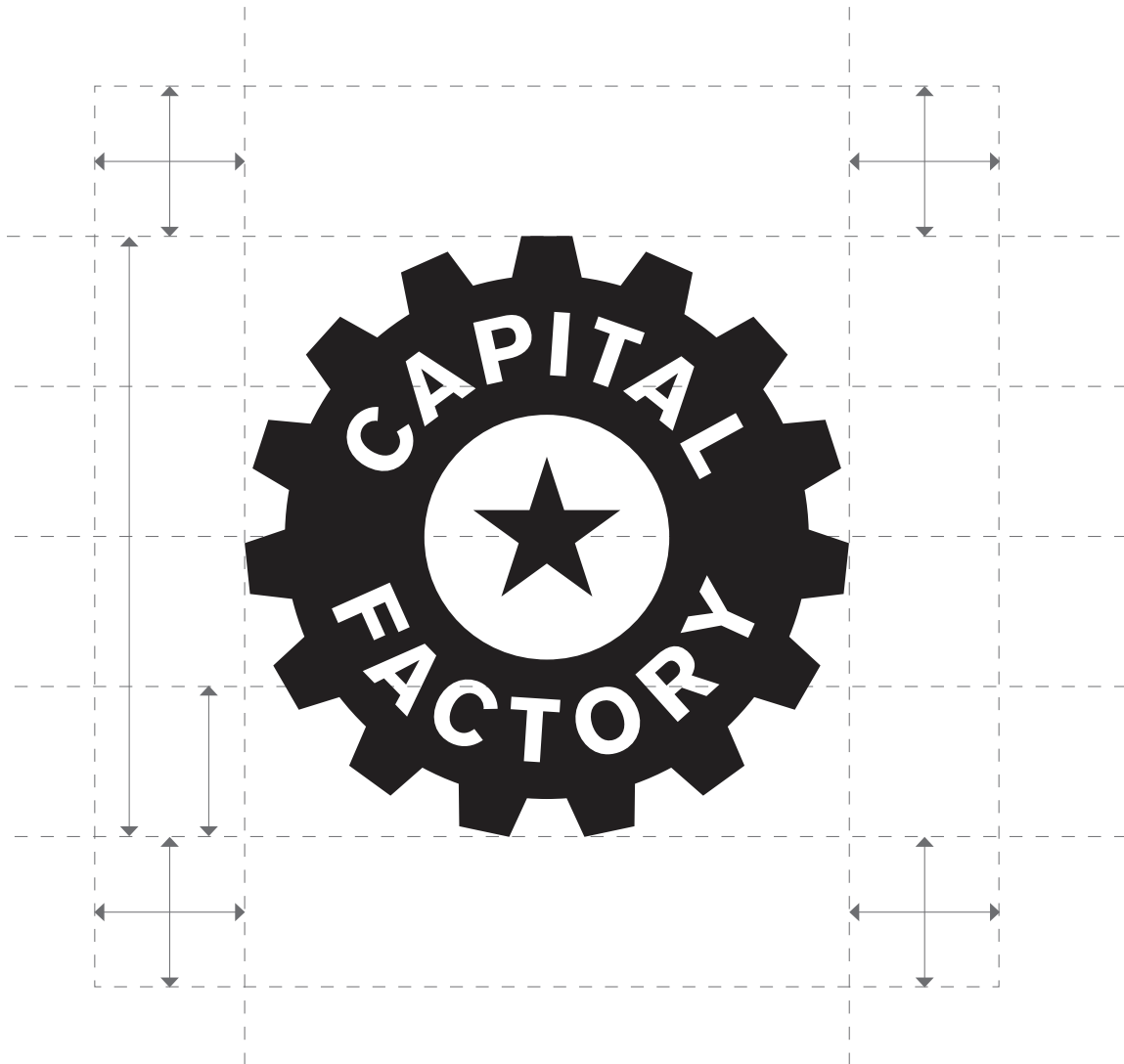
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### FORZA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## BASIC IDENTITY ELEMENTS CLEAR SPACE

To ensure the Logo is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clear space, surrounding the logo should be one fourth its height on all sides as shown below. Do not allow other graphic elements to penetrate this area. Do not place the logo assets on busy photographs or patterns unless it is the outline version.



## BASIC IDENTITY ELEMENTS LOCKUP DON'TS

In order to maintain consistency, the following uses are not permitted. These should be followed very strictly in any corporate uses of the logo like in-house documentation, stationery, and presentations. For events or special cases, the rules are a little more flexible. For example if you were creating posters for a holiday event, you could reproduce the logo in a color associated with that holiday.



**Don't** reproduce the Logo in unapproved colors.



**Don't** use low contrasting Logo and background colors.



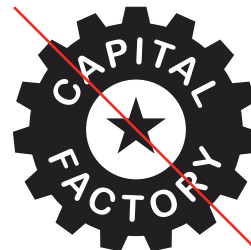
**Don't** horizontally scale the Logo.



**Don't** vertically scale the Logo.



**Don't** rotate the Logo.



**Don't** attempt to typeset the Logo in a different typeface.  
Only use the approved mark in the logo files.



**Don't** apply gradients or other patterns to the Lockup.

## BASIC IDENTITY ELEMENTS PROPER TERMINOLOGY

There will be numerous instances where CF is referred to by name in the body copy, headlines, and captions of materials. In those instances, you should not use the logo files for the Campaign. Instead it should be typed exactly as shown below using the formatting of the block of text it is within. There should be no italics (unless the entire block of copy is in italics), quotation marks, or any other unnecessary formatting.

# Capital Factory

GOOD

# ~~The Capital Factory~~

**DON'T** put "The" in front of the name, it is just "Capital Factory"

# CF

GOOD

# ~~Cap Fac.~~

**DON'T** abbreviate with "Cap Fac," always use "CF"

## CHAPTER TWO IDENTITY EXTENSIONS

Part of the CF identity system is being able to extend past the CF parent brand. This could include partnerships with other groups that have established logos or new entities under the CF brand. We have created templates for these marks in order to maintain consistency across the board.

XX. Item

XX. Item

The image shows the letters 'TK' in a bold, magenta-colored, sans-serif font. The letters are positioned in the center of the page, with the 'T' on the left and the 'K' on the right. The 'K' has a distinctive design with a thick vertical stem and a diagonal stroke that extends to the right.

## IDENTITY EXTENSIONS BRAND PARTNERSHIPS

When CF partners with an existing entity that has an established logo, the two logos may be paired up to represent the partnership. Ideally, the CF logo should be on the left. The two logos should visually be the same height as long as the logo of the partner is not so horizontal that it would cause the new joint logo to be too wide. Below is an example of CF's partnership with Entrepreneurs Foundation.



**ENTREPRENEURS  
FOUNDATION**  
AMPLIFY YOUR IMPACT

## IDENTITY EXTENSIONS CF ENTITIES

If a new logo is needed for an entity under the CF brand umbrella, the below templates should be used. The name of the entity is set in Forza and should be either one or two lines depending on the overall length of the logo.



**Single Line**



**Line 1**  
**Line 2**



**Touchdown  
Austin**



**Studios**



**EF**



**Accelerator**



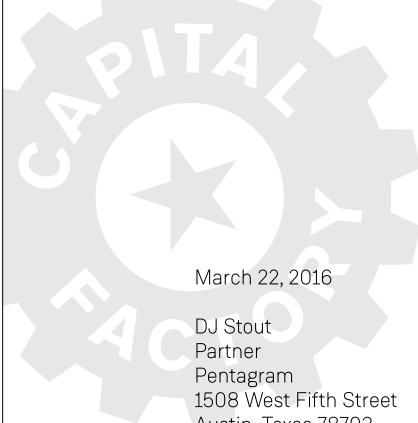
## CHAPTER THREE APPLICATION EXAMPLES

The following pages show how the brand could be applied to a variety of applications and collateral. While actual collateral resembling these examples could be produced, these are not final. They are meant to serve as inspiration and show how the various identity elements can be used separately and together on different materials.

XX. Item

XX. Item

The image shows the letters 'TK' in a bold, pink, sans-serif font. The 'T' is composed of a thick vertical stem and a horizontal top bar. The 'K' is composed of a thick vertical stem and two diagonal strokes that meet at the top and bottom of the stem. The letters are centered horizontally and vertically within the frame.



March 22, 2016

DJ Stout  
Partner  
Pentagram  
1508 West Fifth Street  
Austin, Texas 78703

CAPITAL FACTORY  
701 BRAZOS SUITE 1600  
AUSTIN TEXAS 78701  
(512) 415-6707  
WWW.CAPITALFACTORY.COM  
@CAPITALFACTORY

Dear Mr. Stout,


Sus doluptat. Nam, non rem quisitatio. Itatendit, sit, sim fugiatur, a et que quuntot aecatatur, num hillaud igento et harumqu iditiumquam ipsuntem quam ea volorer spiendis aut quate doloriae lam fac-erspacia non excearum as siminveribus dolores ea volo officid quat is endae re nonsedi apid ut adit lab ilitatur, ulliqui to tenis et aut peritiae. Nequatistiam volutae. Et volorem porecti dis rerum fugitis estio venias ex excessus dolorem sam quis pro dis nest rest optiuntia quodigent que sus etur, sequist accus essi dolectiis rest imus, nobit quo beaquod itatus, aliquo cusdam, untatio molor alignimpore quassum rerchillut atecto officab oreperum quodia nam et que aut ut mosamus, officae sum idusdae ceprempp orporem qui abo. Ugia voluptium cus, excerov idebit, consequaspic te re ni aditis eaquis secte enim- pos apisimi, unt providesequi aut est mi, est et vendi remolup tationsero tem inciis ma corerovid maio velesseq

Omnihilia quiates modio ommodissunte omniet et officim quia qui conem dolupti aeptiis saperum fugiant occaes verferovit ad ut aut laboruptas is inimusae exerum non cor modit apiendit ra vellent omnimus sitius autempo rentur, conetus.

Ihic te voleseque velit, susapiet quiam quam reium senia dolupturit quas nonecti simin nonsequam ali- quaspedis consed que volo tem quosant voluptatio odis eum laborro esto conectur re omnistia velest et voluptati bercil ipis et odi simo blabo. Ut volorporum aliquist adicaboria nimus sin cullorecti blab il mint quunt, corumetum as etur, sa nam dolorrorio. Et la ni blant.

Dent ut illabor min cusaeperiati illaccaborem autat quisquam fugiae dolorio. Nam et voluptatibus et ommodici incia sinihic aturesequide dolorat urehenihic te corestorecab idelign ihicipsusam, voluptis dolupta dus sector? Quia cone endis nat adionsenis accusam ipit veritassi occatas perorum, tecab ipit que debisquam faceate cabore qui

Sincerely,

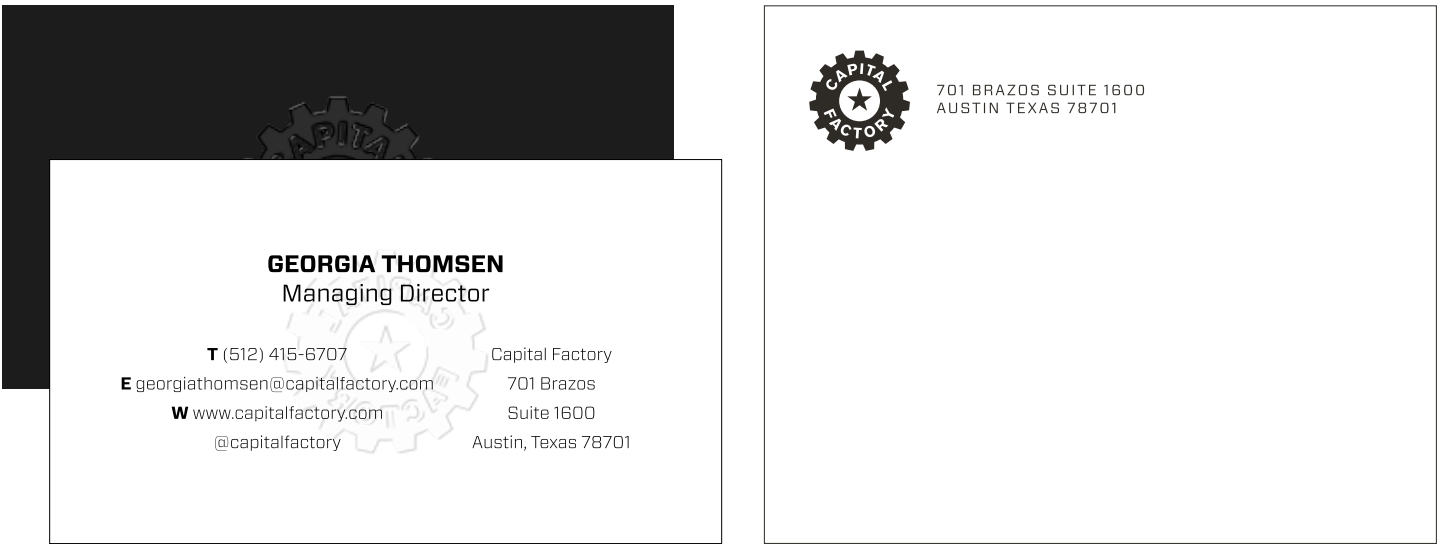


Georgia Thomsen  
Managing Director

APPLICATION EXAMPLES STATIONERY



Envelope (shown at 70%)



Business Card (CF logo is blind embossed)

Mailing Label (shown at 80%)

# CF Fund IV March 2016



CONFIDENTIAL DO NOT DISTRIBUTE

*Title Slide*

## Unique Model

Capital factory Fund IV has a unique model in which it makes matching, opportunity, & follow-on investments.



Matching investments are made when a accelerator company raises a minimum \$50K investment from 2 Capital Factory Partners.

Opportunity investments are discretionary investments not related to fund matching and are typically made in non-accelerator companies based in Austin.



*Text Slide*

# 2016 By the Numbers



*Intermediary Title Slide*

## Benefits

Partnering with the Capital Factory team provides exclusive benefits that are unmatched by our competitors.



- Industry-leading mentors
- World-class facilities
- Connections to the difference makers in the technology scene in Austin and beyond
- Space to grow and expand



*Text Slide with Bullets*




Chart Slide




Image Slide with Title (When placing text and/or logos over images, be sure there is enough contrast to provide proper legibility)

# Fund Performance





The experienced team behind our investments.




## The General Partners






**JOSHUA BAER**  
Executive Director








**MELLIE PRICE**  
Director (Fund)









**MICHAEL TRAFTON**  
Director (Education)







**ANDREW BUSEY**  
Director (Fund)





**GORDON DAUGHERTY**  
Director (Accelerator)



Team Slide

## APPLICATION EXAMPLES SOCIAL MEDIA



On sites that allow header images you can use a large graphic or a full bleed photo

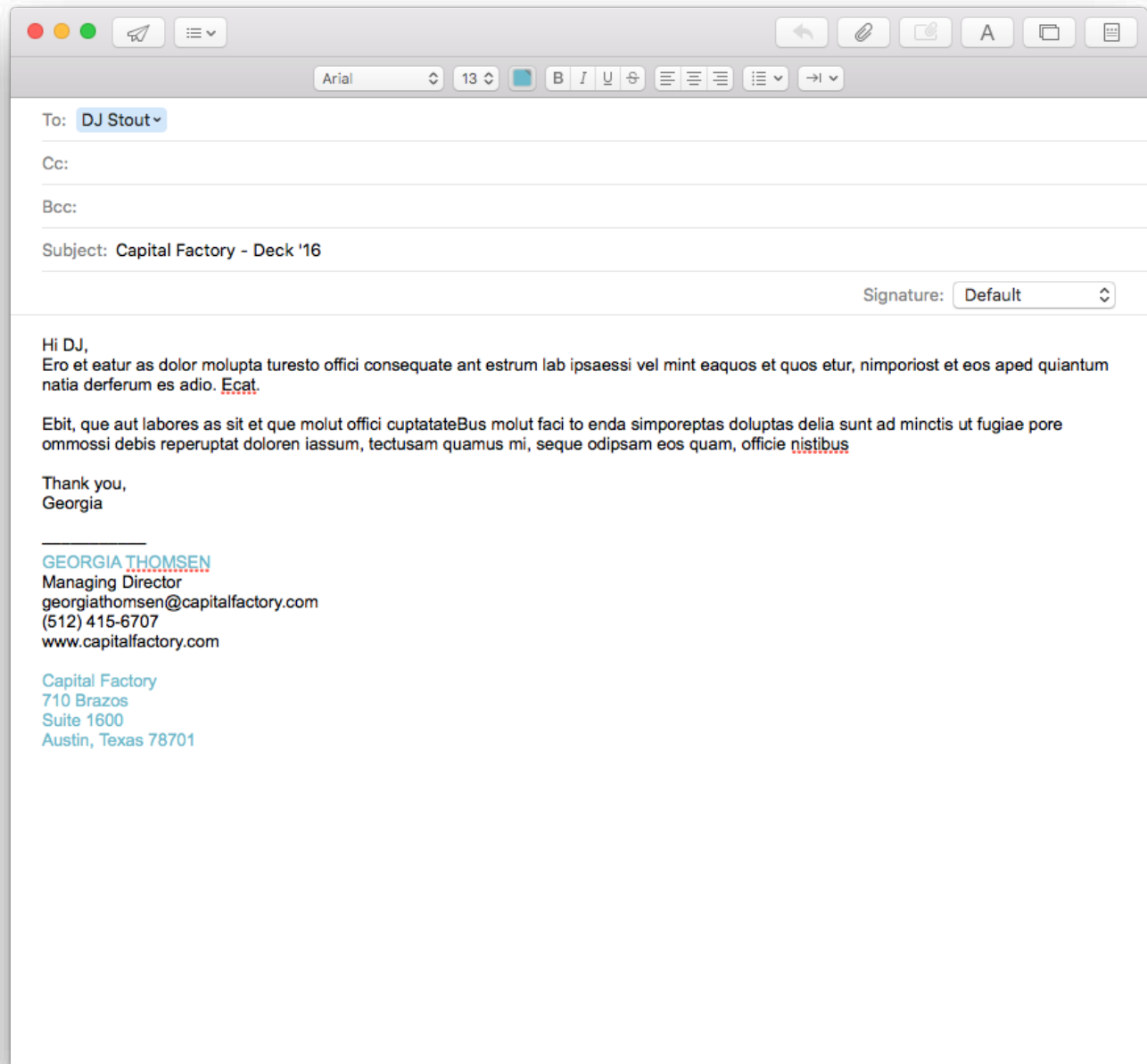


## APPLICATION EXAMPLES SOCIAL MEDIA



On sites that allow header images you can use a large graphic or a full bleed photo

## APPLICATION EXAMPLES EMAIL SIGNATURE



*Email client capabilities vary, so it's best to keep the signature simple with no attached images or complicated formatting.*

## APPLICATION EXAMPLES SHIRT





## APPLICATION EXAMPLES HAT



