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.
The multiple elements that make up the CF identity are:

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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 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.
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.
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.
BASIC IDENTITY ELEMENTS SECONDARY COLOR PALETTE

Below are 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.
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.
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* apply gradients or other patterns to the Lockup.

*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* horizontally scale the Logo.

*Don’t* vertically scale the Logo.

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

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

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

**CF**

**GOOD**

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

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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.
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.
IDENTITY EXTENSIONS CF ENTITIES EXAMPLES

- 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.

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TK
March 22, 2016

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

Dear Mr. Stout,

Suscipit nam, non rem quisitati. Itatendit, sit, sim fugiatur, a et que quuntot acatatur, num hillaud igentio et harumqu iditiumquam ipsuntem quam ea volore splendis aut quate doloriae iam fac-
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mint quout, corwmutum as etur, sa nam dolororrio. Et la ni blant.

Dent ut illabor min cusaepierati iilacca borem autat quisquam fugiae dolorio. Nam et voluptatibus et 
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dolupta dus sectur? Quia cone endis nat adionsens accusam ipit veritassi occatas perorum, tecab ipit 
que debisquam faceate sabote qui

Sincerely,

Georgia Thomsen
Managing Director
APPLICATION EXAMPLES STATIONERY

Envelope (shown at 70%)

GEORGIA THOMSEN
Managing Director

T (512) 415-0707
E georgiathomsen@capitalfactory.com
W www.capitalfactory.com
@capitalfactory

Business Card (CF logo is blind embossed)

Mailing Label (shown at 80%)
Unique Model

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

Matching investments are made when an 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.
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
Success
Capita Factory specializes in exceptional early stage founders building revolutionary technology companies across industries.

Chart Slide

Tech Town

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

MELLE PRICE
Director (Fund)

MICHAEL TRAFTON
Director (Education)

ANDREW BUSBY
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 BAG
APPLICATION EXAMPLES STICKER