

FounderCatalyst

Brand guidelines

V1.1 2024



Brand story

01

founder

['faʊndə] **noun**

A person responsible for taking an idea for a business, bringing it to life through hard work and making a success of it.

catalyst

['katəlist] **noun**

A substance that increases the rate of a chemical reaction without itself undergoing any permanent chemical change.

FounderCatalyst

['faʊndə'katəlist] **noun**

A modern online platform for helping founders to achieve their business success through various supporting legal documentation services.



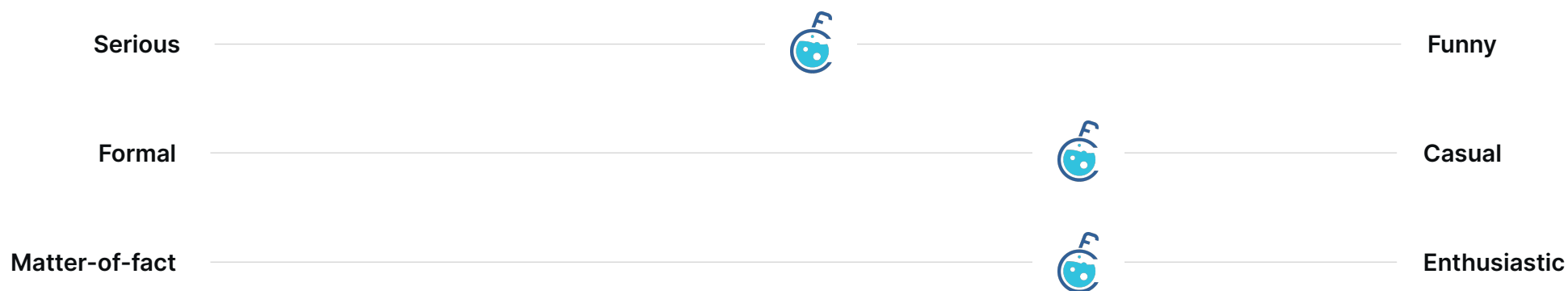
Mission statement

Provide excellence to founders at any stage of their business journey through documentation and services, while being reasonably priced and supportive.

Voice

All of our communications should aim to be in a consistent voice. We use the term founders in general, and “you” in terms of calls to action and describing a user’s problems that we aim to solve.

We aim for a clear explanation over lots of acronyms, even things that founders *should* know are spelt out in full the first time it’s used within a piece of content.



Logo

02



Explanation

The logo is made up of a conical flask made of the letters "F" and "C" (our company initials) with a bubbling catalyst in the flask, representative of the services we add to a founder to help accelerate their business.

There are variants available for when monochrome is required on a dark or light background, but the default should be the full colour logo wherever possible.

We are "FounderCatalyst" always, a single word with a capital F and a capital C. Our company name is FounderCatalyst Ltd, but we generally use FounderCatalyst as our brand name.

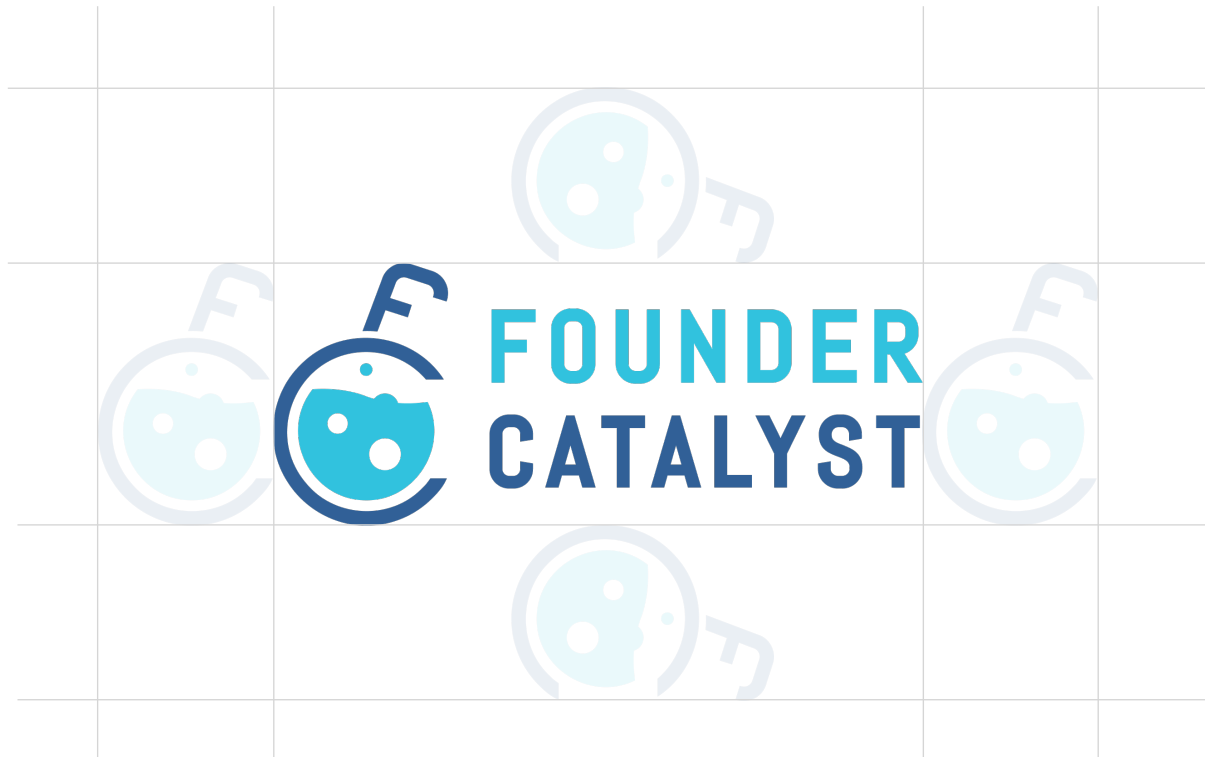
Never write it as Foundercatalyst, but if it needs to be all in capitals to fit within an all uppercase title, that's completely acceptable.



Spacing

The full logo should always have space around it for the icon's width.

The easiest way of calculating this is to know the ratio of width of the icon to the height of the logo - which is approximately 1:2.48. So if you have a 250px tall image, you need to leave 100px of margin on each side.



Background

If you need a background for a coloured block, you can use our standard brand colour, or a plain dark gray background, or our bubbles background.

Things not to do

Change the colours



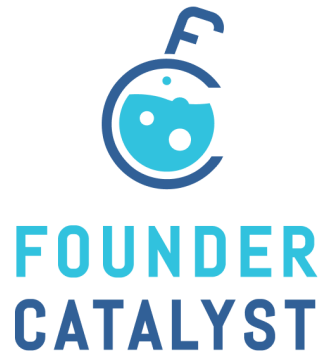
Remove elements



Resize or adjust spacing of parts



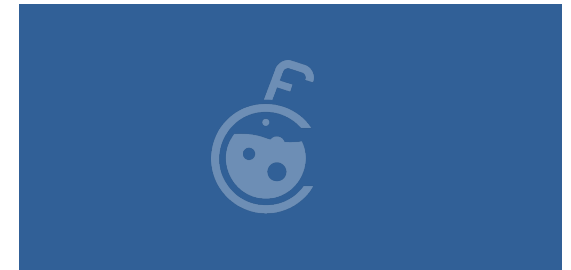
Rearranging the logo



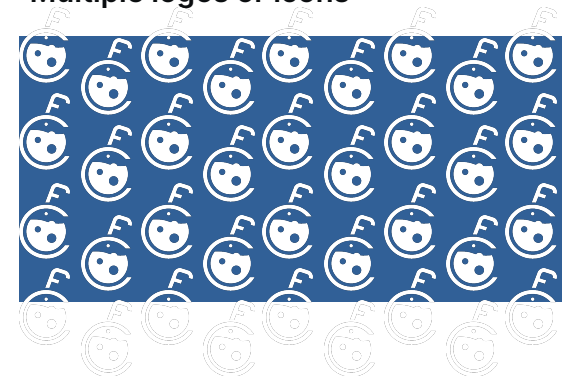
Change rotation



Fade out into backgrounds



Multiple logos or icons



Colour

03

Brand colours

Our official brand colours are below, however there are rules for when they should be used, don't consider this a palette of crayons to be used haphazardly.

Lapis Lazuli Blue

Hex: #316097

RGB: Red 49, Green 196, Blue 151

CMYK: Cyan 67.5%, Magenta 36.4%, Yellow 0.0%, Black 40.8%

Blizzard Blue

Hex: #31C2DE

RGB: Red 49, Green 194, Blue 222

CMYK: Cyan 77.9%, Magenta 12.6%, Yellow 0.0%, Black 12.9%

When to use them

Lapis Lazuli Blue

1. Contrasting blocks of content, if so use white text on top of it.
2. Calls to action, primary buttons (or outlines of secondary buttons).
3. Titles/subtitles in large blocks of content.
4. Links within large amounts of body copy, also distinguished by a slightly heavier font weight, and a hover that appears on underline.
5. Heading cell backgrounds for tables

Blizzard Blue

1. Never.
2. See rule 1.

The reason for never using this is that it's a nice contrast within our logo, but a weak colour in general.

Often used in a legacy context with white text on it, but this is inaccessible to some with sight issues (it fails all WCAG AA or AAA tests). If you have approval to break these rules (after reading carefully rules 1 and 2), only use it with our Lapis Lazuli Blue or black text.

Typography

04

Our logo font

Abel Pro

The font used in our logo is Abel Pro in bold, but this should ONLY be used for new brand product names/logos, never for random titles or headings etc.

Aa **ABCDEFGHIJKLM**
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
1234567890



Our primary font

Inter

The font used throughout our website and on any printed information is the free font Inter.

<https://rsms.me/inter/>

Aa bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aa medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aa light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Typography

As a common design principle aim to emphasise text using one of the following: size, colour, italics or weight. You don't normally need to adjust more than one at the same time.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius posuere viverra. Suspendisse egestas purus vel nunc cursus eleifend. Maecenas metus metus, facilisis sed massa ac, vestibulum commodo velit. Sed a metus id neque posuere tincidunt.

Font size larger

Integer at tellus porttitor, consequat nisi eu, hendrerit nunc. In aliquet vestibulum tellus eu eleifend. Integer maximus, arcu sed pretium sagittis, sem ipsum tempor velit, sed cursus nulla arcu vel lacus. Nulla eleifend tellus mi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius posuere viverra. Suspendisse egestas purus vel nunc cursus eleifend. Maecenas metus metus, facilisis sed massa ac, vestibulum commodo velit. Sed a metus id neque posuere tincidunt.

Change in font colour

Integer at tellus porttitor, consequat nisi eu, hendrerit nunc. In aliquet vestibulum tellus eu eleifend. Integer maximus, arcu sed pretium sagittis, sem ipsum tempor velit, sed cursus nulla arcu vel lacus. Nulla eleifend tellus mi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius posuere viverra. Suspendisse egestas purus vel nunc cursus eleifend. *Italics emphasis here,* facilisis sed massa ac, vestibulum commodo velit. Sed a metus id neque posuere tincidunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam varius posuere viverra. Suspendisse egestas purus vel nunc cursus eleifend. Maecenas metus metus, facilisis sed massa ac, vestibulum commodo velit. Sed a metus id neque posuere tincidunt.

Change in font weight, same size

Integer at tellus porttitor, consequat nisi eu, hendrerit nunc. In aliquet vestibulum tellus eu eleifend. Integer maximus, arcu sed pretium sagittis, sem ipsum tempor velit, sed cursus nulla arcu vel lacus. Nulla eleifend tellus mi.

How to ensure our modern brand

Underlining bad example

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam varius posuere viverra. Suspendisse egestas purus
vel nunc cursus eleifend.

You must **never** use underlines, these must always be kept reserved for web links only!

This is a practice from when typewriters were common - instead of changing the letter wheel, they'd move the carriage back a few characters and type over the letters with underscore characters.

Title Case Bad Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam varius posuere viverra. Suspendisse egestas purus
vel nunc cursus eleifend.

When writing titles, always use "Sentence case" (initial word capital letter only, unless it happens to be a brand name, in which case capitalise the first non-brand name). This includes not using "UPPERCASE" for them.

This can aid readability because most of the content we read is in sentence case.

Regardless of if an individual writer prefers title case, in order to ensure consistency within the brand, we use Sentence case always.

Language

05

Consistent terminology

Acronyms

Any time you use an acronym, always write it out in full in the content first time. Even if you think “CGT” is obvious, write Capital Gains Tax once on the page/image/etc, then you can abbreviate away.

Standards

We have preferred spellings/writings of certain words:

- Startup over start-up or start up
- Founder over director, CxO (unless required for legal clarity)
- SEIS/EIS over (S)EIS (better for Search Engine Optimisation)
- Consistency over naming for our products, e.g. “SEIS for Founders” (never “founders’ SEIS”), “Agile funding round” or “Agile round” instead of ANS round.

Logo and icon
assets are at:

<https://www.foundercatalyst.com/brand>

Brand compliance checklist

- ☐ Content is written in a casual and enthusiastic tone of voice.
- ☐ Full logo is used in full colour (or in white or black if necessary).
- ☐ Logo has sufficient spacing around it.
- ☐ Logo is not repeated, faded, rearranged, resized or altered in any way.
- ☐ Main brand colour (Lapis Lazuli Blue) is only used for titles, calls to action, heading cells in tables or backgrounds for contrast (with only white text on top).
- ☐ Secondary brand colour (Blizzard Blue) is not used AT ALL!
- ☐ Only font used is Inter, in bold, medium or light weights.
- ☐ Emphasis is by size, colour or weight only.
- ☐ No underlined copy
- ☐ No "Title Case" content is used, only "Sentence case".
- ☐ No acronyms are used without being spelled out in full first.
- ☐ Standard spelling of words and current product names is checked against list.