



BRAND GUIDELINES

LOGO

LOGO – ANATOMY

The master StartUp Bahrain logo is made up of three components, each a word in its own right, all presented in a solid, trustworthy typeface with a contemporary feel.

- 'START' is straightforward and confident. It is usually assigned the colour **StartUp Blue**.
- 'UP' is formed around an arrow which reinforces the positive direction. The 'U' is created by the negative space surrounding all the adjacent elements. The arrow and the 'P' are usually seen in different colours: **Bahrain Red** for the arrow, and **StartUp Blue** for the 'P'. It is therefore arguable that, when the colour of the negative space is included, the word 'UP' is created with three colours (seen here with the background colour **White** becoming the third).
- 'BAHRAIN' usually takes the colour **Bahrain Red**. The 'B' has been combined with a graphic device used in the Bahrain flag.

There are alternative colour options for situations where it would be impractical to use the standard logo.



LOGO - COLOUR OPTIONS

There are several permitted colour variations of the logo. The standard logo should be used as the default. Whenever this is not possible, or its legibility is impaired by surrounding factors then one of the other versions can be used.

When choosing a version to use, the single most important factor to consider is the ease of

legibility of the logo. For instance when placed on a photograph the logo should be on a section free of detail and clutter. If the logo is still hard to read then it may be prudent to consider the use of one of the other three variations of the logo. For more detailed information see the section on Colour.



Standard full-colour logo



Red and white variation. Particularly useful on blue and/or grey backgrounds



Black version only for use on light backgrounds in monochromatic print, or light backgrounds with lots of colours



White version only for use on dark backgrounds in monochromatic print, or dark backgrounds with lots of colours



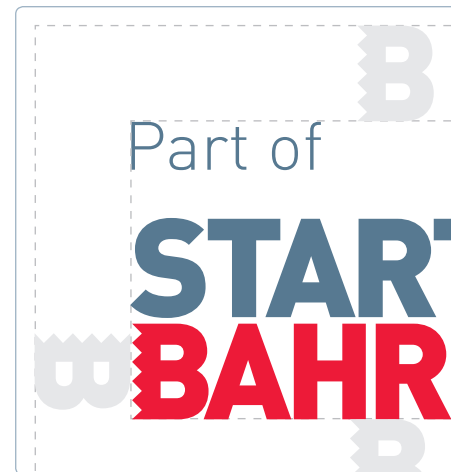
LOGO - EXCLUSION ZONE

Whenever any version of the StartUp Bahrain logo is used, an exclusion zone must be applied. This is an area of clear space surrounding the logo that should be kept free of all distracting elements, including, but not limited to, type, other logos, typographic furniture (such as rules and arrows) and symbols.

For ease and flexibility, the exclusion zone is calculated using part of the logo. It is the height of the letter 'B' and is calculated from the edge of the words within the logo. Note that with the master logo the arrow head is ignored for this purpose.



Master logo



Partner logos



LOGO – MINIMUM SIZE

There is no maximum size for the logo. It can be used as large as is felt appropriate, though an eye to design and composition is always recommended.

However, at smaller sizes, in places where space is limited, any logo will be in danger of becoming illegible.

For this reason a minimum display size is stipulated. It is worth noting that a minimum size is just that. It is not a recommended size for daily use, but rather a last resort. It is the smallest possible size at which the logo should ever be printed.

In all instances the elements making up the logo are in fixed positions with fixed ratios and should never be altered.

The minimum size is calculated using the entire width of the logo (excluding the exclusion zone). It is 15mm in print and 55 pixels on screen.



Minimum size in print



Minimum size on screen

LOGO - USAGE

Consistency is one of the keys to all brand identities. It is therefore of paramount importance that the logo is always used within the acceptable, pre-defined parameters. The following treatments are categorically forbidden.



LOGO - USAGE

Do not use the logo as a word within text, replacing body copy or headings.

Instead, in these circumstances, the name should appear in the same font and size as the paragraph, and should take initial capitals, with no space between Start and Up: **StartUp Bahrain.**

Plug into a wide
community of like-
minded techs and
entrepreneurs
with **STARTUP
BAHRAIN**



Plug into a wide
community of like-
minded techs and
entrepreneurs with
StartUp Bahrain.





COLOUR

COLOUR – PRIMARY

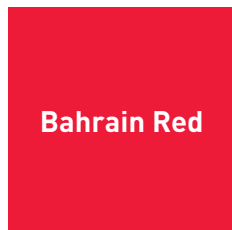
Colour plays an important part in visual communication. The StartUp Bahrain brand identity is based around three primary colours – which should take centre stage in most communication – and a selection of secondary colours – which can be used as accents, to add interest or to enrich illustrations.

The three primary colours of the brand are Bahrain Red, StartUp Blue and White. In most pieces of communication material the StartUp Blue should feel like the lead colour.

Tints of both Bahrain Red and StartUp Blue can be used to expand the versatility of the basic colours.

However the tints cannot be used to replace their respective colours within the logo. Only the basic colours may be used in the logo.

See the sections on Logo-Colour Options and Colour-Usage for more information.



CMYK
0 / 100 / 81 / 0

RGB
237 / 26 / 57

PANTONE
185 C



CMYK
40 / 10 / 0 / 48

RGB
88 / 121 / 145

PANTONE
5415 C



CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

COLOUR – SECONDARY

The secondary colour palette includes a further twelve colours. They can be used either to spice up illustrations or provide additional visual interest.

They must only be used to add subtle details to a communication piece. They should never take the role of the dominant colour. See the section on Colour-Usage.

The secondary colour palette must only be used with the breakdowns as they appear below. Tints of these colours are not permitted.



CMYK
41 / 84 / 66 / 52
RGB
93 / 38 / 45



CMYK
0 / 61 / 100 / 0
RGB
245 / 128 / 32



CMYK
9 / 10 / 90 / 0
RGB
237 / 214 / 56



CMYK
4 / 4 / 36 / 0
RGB
245 / 234 / 178



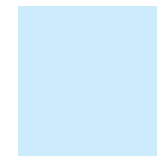
CMYK
90 / 0 / 35 / 35
RGB
0 / 127 / 131



CMYK
47 / 0 / 96 / 0
RGB
148 / 201 / 68



CMYK
60 / 5 / 20 / 0
RGB
92 / 189 / 202



CMYK
18 / 0 / 0 / 0
RGB
204 / 236 / 252



CMYK
45 / 67 / 0 / 48
RGB
91 / 61 / 107



CMYK
17 / 45 / 0 / 0
RGB
206 / 153 / 197



CMYK
66 / 62 / 59 / 46
RGB
68 / 64 / 65



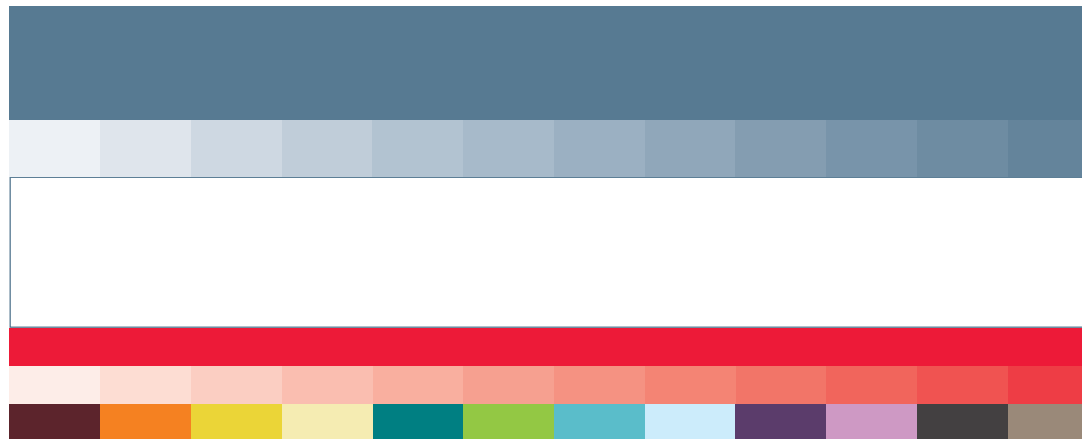
CMYK
40 / 41 / 51 / 6
RGB
154 / 138 / 121

COLOUR – USAGE

The primary colour palette provides the dominant colours of the brand. However, within that, the StartUp Blue, used in conjunction with White should feel like the lead colour, with Bahrain Red being reserved for use as a major accent colour.

The secondary palette has been provided for use as minor accent colours – to enliven illustrations and provide additional visual interest.

In all cases the chart below should be consulted for the approximate relationship between all the colours.



Colour distribution cart





BRAND ELEMENTS

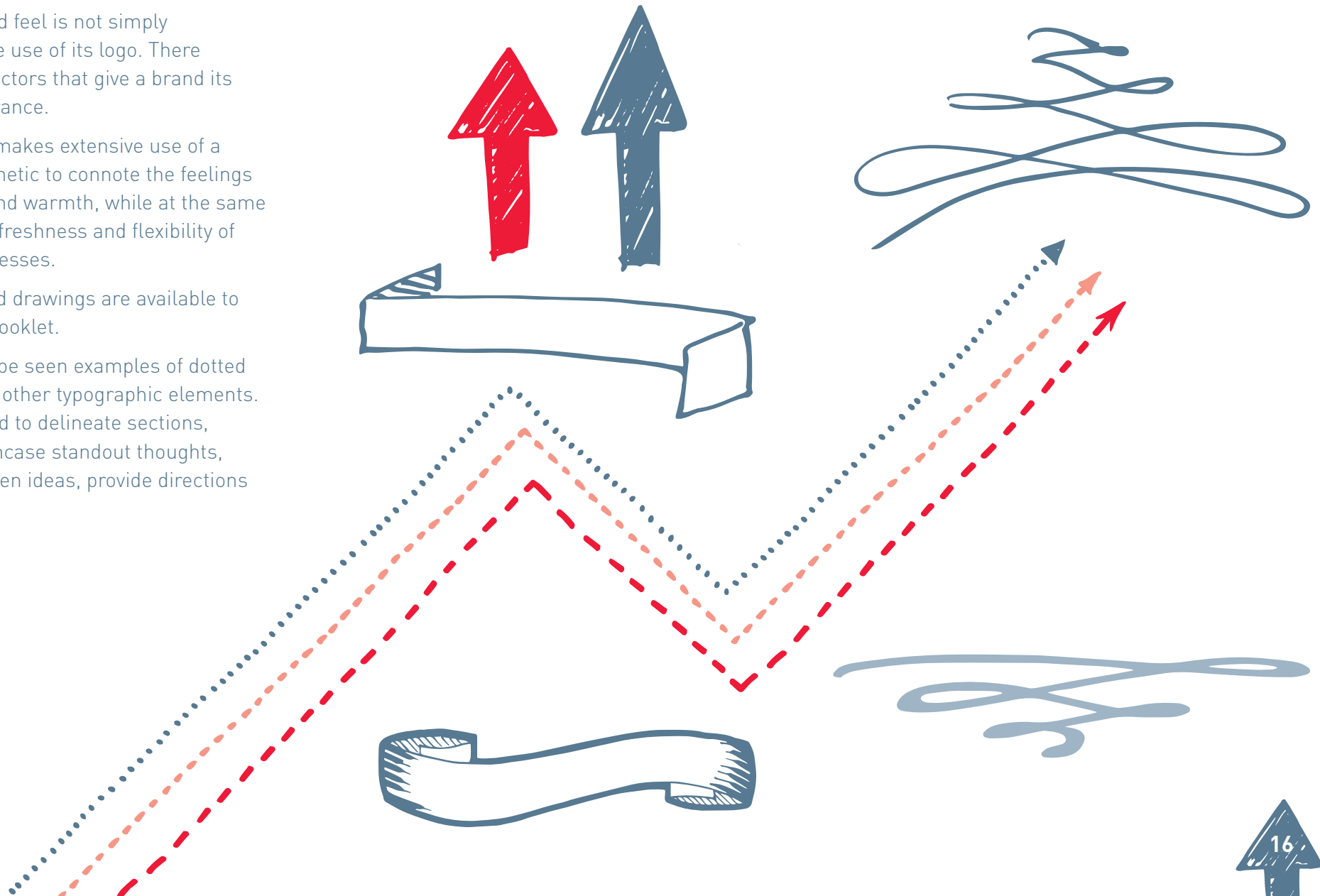
BRAND ELEMENTS – TYPOGRAPHIC ELEMENTS

A brand's look and feel is not simply determined by the use of its logo. There are many other factors that give a brand its distinctive appearance.

StartUp Bahrain makes extensive use of a hand-drawn aesthetic to connote the feelings of youthfulness and warmth, while at the same time echoing the freshness and flexibility of agile young businesses.

A set of vectorised drawings are available to accompany this booklet.

On this page can be seen examples of dotted lines, arrows and other typographic elements. These can be used to delineate sections, highlight titles, encase standout thoughts, make links between ideas, provide directions and so on.



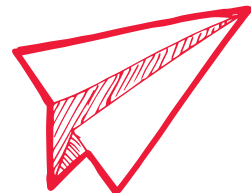
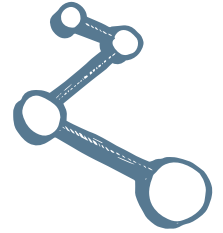
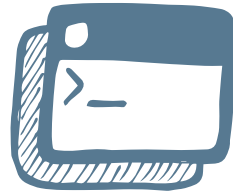
BRAND ELEMENTS – ILLUSTRATIONS

Also available are a series of illustrations in various hand-drawn styles that can be used sparingly within any given communication. The illustrations have all been vectorised, so are available as scaleable, outline drawings in Adobe Illustrator. Their role is to provide

additional texture and colour, so they should never be the sole focus of a piece. To ensure they don't draw focus, they must only ever appear small in relation to the other content. Examples of their use can be found towards the back of this booklet.



BRAND ELEMENTS - ILLUSTRATIONS



BRAND ELEMENTS – ADDITIONAL ILLUSTRATIONS

It is also possible to draw up new illustrations, should the need arise. These should be created in a style sympathetic to the existing set of icons on the previous two pages.

Once complete the drawings will need to be turned into vector illustrations in Adobe Illustrator (or similar software). To aid with this

it is strongly recommended that the drawings are created in a single flat colour, and any further colours, such as fills and tints, are added at the vector stage.

All colours must come from the Primary and Secondary Colour palettes, detailed earlier in this document.



TYPOGRAPHY

TYPOGRAPHY – PRIMARY FONT

Typography is the art of arranging type to make written language legible, readable, and appealing when displayed.

With the StartUp Bahrain brand identity most headlines and larger lettering will appear in a hand-drawn style.

Bahrain ICT Hand, a typeface designed to look like hand-drawn letters, can be provided to facilitate this.

For best results the typeface can be outlined and manipulated to enhance its hand-drawn aesthetic. Here are some of the changes that can be made (in a programme such as Adobe Illustrator) to achieve this:

- Enlarge or shrink some letters by up to 15%
- Rotate some letters by up to 8° clockwise or anti-clockwise
- Subtly adjust the individual spacing (known as kerning) between the letters
- Marginally shift the position of some letters up or down from their baseline

Headline typography should always appear in one of the brand colours. An additional brand colour can be used to add emphasis.

Bahrain ICT Hand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OWN 100% OF YOUR BUSINESS

Example text using Bahrain ICT Hand without further manipulation

OWN 100% OF YOUR BUSINESS

Example of same sentence after subtle manipulation of some letters

TYPOGRAPHY – SECONDARY FONT

In English language communication material, larger chunks of copy should not appear in the hand-drawn style, as this may impair reading.

In these circumstances, when significant amounts of text are presented, the typeface DIN should be used. This face contains several weights and variations of font, making it very flexible.

Generally body copy should appear in DIN Light.

At the designer's discretion, words or paragraphs can be upweighted to one of the other DIN weights.

Most typography should appear in the colour StartUp Blue.

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY – ADDITIONAL HAND-DRAWN FONTS

With the StartUp Bahrain brand identity most headlines and larger lettering will appear in a hand-drawn style. In most cases this will be based upon the font **Bahrain ICT Hand**, however for some jobs it may be more desirable to draw fresh, more unique type from scratch.

Usually these projects will involve a longer lead time and include a graphic designer or illustrator skilled in typography and the rendering of new letter forms.

On this page are some examples of bespoke headlines drawn specifically for StartUp Bahrain communication projects.

The rules regarding use of colour still apply.

Great access to
**ACCELERATORS
& INCUBATORS**
and a growing pool of angel investors

**A BAG.
TO HELP YOU
CARRY OUT
YOUR PLAN.**

A start-up story

idea

LOCK UPS

LOCK UPS – USE BY THIRD PARTY BRANDS

StartUp Bahrain represents a community of smart, like-minded entrepreneurs.

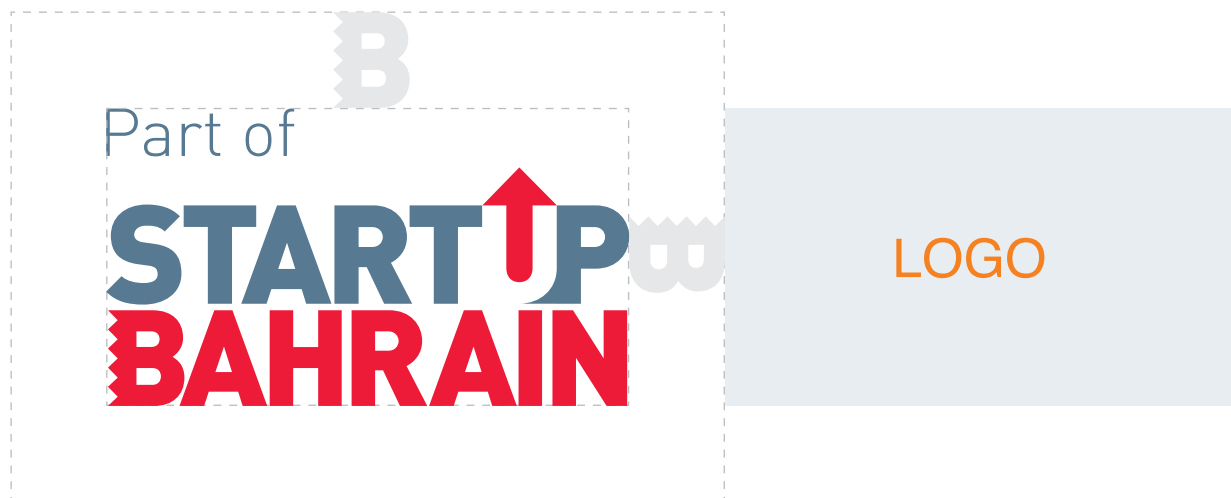
Accordingly, businesses and brands that form part of this collective are able to use the StartUp Bahrain logo in their communications, to acknowledge their membership and support of the initiative.

In these circumstances, third party brands must use the 'Part of StartUp Bahrain' logo depicted below.

The same usage rules and restrictions that apply to the master logo must also be adhered to here.

When locking up two logos, the 'Part of StartUp Bahrain' logo should always appear secondary to the logo of the brand that is leading the communications.

Care should be taken to ensure both logos are balanced in size and that exclusion zones are respected.



Please note, use of the StartUp Bahrain logo in this way does not represent a mark of endorsement. StartUp Bahrain reserves the right to request that its logo be removed from any communications that we feel are not in keeping with the values and purpose of the brand. No other elements of the StartUp Bahrain brand (typography, design, illustrations) may be used by third parties without the express consent of StartUp Bahrain and EDB.

LOCK UPS – SUPPORTING EVENTS AND INITIATIVES

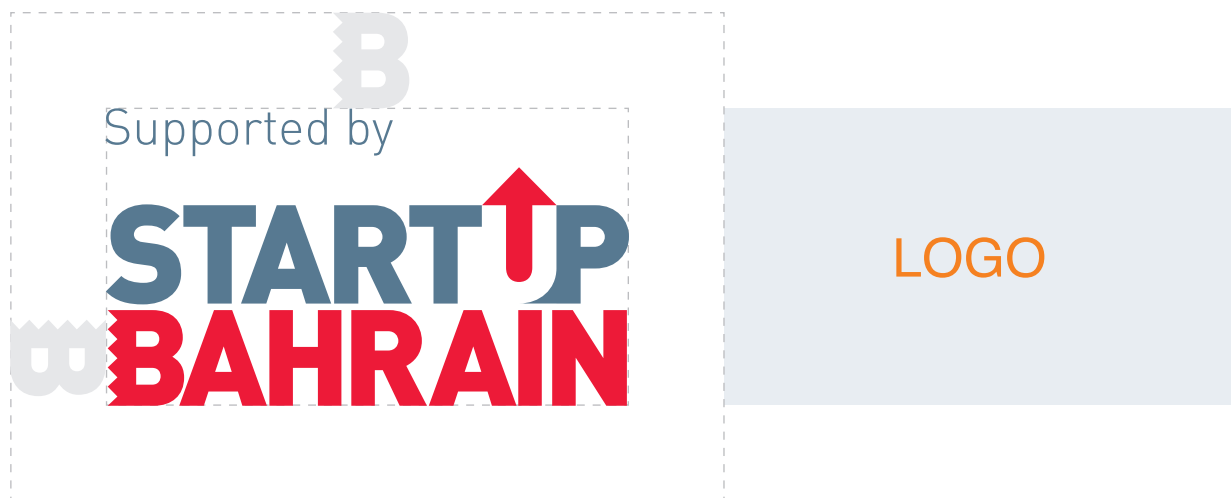
When StartUp Bahrain has been involved in, or contributed to, the organisation or funding of a third party event, initiative, or competition, the 'Supported by StartUp Bahrain' logo depicted below must be used.

The same usage rules and restrictions that apply to the master logo must also be adhered to here.

When locking up two logos, the 'Supported by StartUp Bahrain' logo should always appear secondary to that of the brand who is leading the communications.

When three or more logos appear together, the 'Supported by StartUp Bahrain' logo should always appear last in the sequence.

Care should be taken to ensure that logos are balanced in size and that exclusion zones are respected.



LOCK UPS – MULTIPLE LOGOS

When logos exist together in a one-off manner, as a list, for example, when there are multiple partners or sponsors of an event, with no particular entity requiring any sort of prominence, a purely aesthetic judgement

should be made as to how the logos appear, and in what order.

In these circumstances the master StartUp Bahrain logo should be used, preferably in its standard colours.

