



Brand Guidelines



Economic Impact Catalyst (EIC) works with economic development organizations across the United States to build the infrastructure that connects entrepreneurs to resources and measures the impact of entrepreneurship-led economic development on the economy. We serve as trusted advisors to economic developers and help them catalyze the ability of entrepreneurs to build wealth, autonomy and improve opportunities for their communities.

Learn more about our solutions, our mission and our clients at **economicimpactcatalyst.com**

Logo

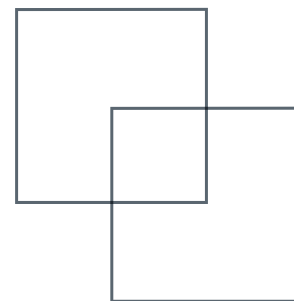
Full Logo Wordmark



Infrastructure Icon



Overlapping Squares



LOGO ORIENTATION

Amalgamated bold letterforms "EIC," representing infrastructure and strength, are set in warm gray welcoming an energetic orange square.

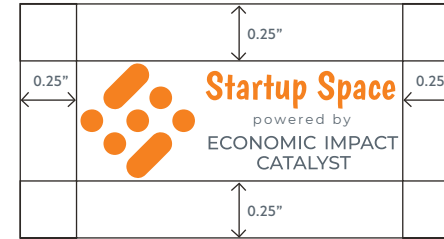
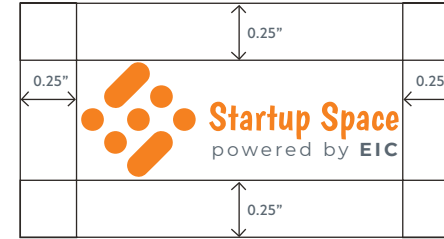
The primary orientation of our logo is left aligned with the icon to the left of the wordmark. The icon can split from the wordmark and be used in isolation so long as our name Economic Impact Catalyst is in the viewing area. When together, the size and relationship between the icon and wordmark must remain intact.

Our logo's shape, proportion, color and orientation must not be altered in any way. The space behind the logo may be any color within our brand palette when an appropriate coordinating logo is used. The square frames are used as accent and visual interest only and never as a replacement for the full logo wordmark.

The logo should always have a clear zone surrounding it on all sides equal to "x" or greater, where "x" is equal to the height of the square inside the Infrastructure Icon. When possible, leave more clear space than the minimum indicated here so that no type, design, or photographic elements encroach on the full logo wordmark.

Product Logos

Startup Space Logo



Startup Space and Economic Impact Catalyst



OUR CORE PRODUCT

Startup Space is a technology-enabled solution powered by Economic Impact Catalyst that integrates all the tools, knowledge and support entrepreneurs need to start, launch and grow a business into one platform.

The platform is tailored to support each client's programs. In addition, it allows economic developers to manage and track the impact of their work through surveys, story collection and the ability to map the growth of startups and small businesses in their community.

Paired Icons



Paired Full Logos



Color Contrast

Color contrast should meet level AA of the W3C Web Content Accessibility Guidelines and can be tested at <https://color.review>

Co-Branding

EIC partners with a number of organizations.

When co-branding with EIC, partner brands will follow these guidelines, regardless of brand dominance. These guidelines should be used in addition to all requirements for using the EIC logos.

Do & Don't e.g.



Place EIC logo on white background when possible.



Do not distort logo.



Do not use logo in unauthorized colors.



Do not use wordmark without the icon.



Do not modify the size relationship of the wordmark and icon.



Do not use a one-color logo when full-color reproduction is available.



Do not use logo on a dark or low contrast background.



Do not place effects such as glow or drop-shadow behind the logo.












Do not reposition the wordmark and icon.



Maintain a clear zone surrounding the logo on all sides equal to "x", the height of the square inside the Infrastructure Icon. Do not lock logos without permission from EIC.

Color

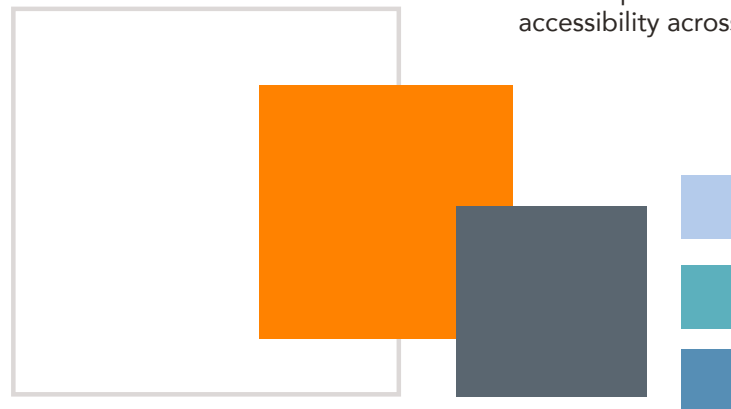
Color Breakdown

Primary		MILKY WAY CMYK - 0/0/0/0 RGB - 255/255/255 HEX - FFFFFFFF		ORBIT (PMS 431 C) CMYK - 67/52/44/17 RGB - 92/102/112 HEX - 5B6670		EMBER (PMS 151 C) CMYK - 0/60/100/0 RGB - 255/131/0 HEX - FF8300
Neutral		PMS COOL GRAY 1 CMYK - 14/11/12/0 RGB - 217/216/214 HEX - D9D8D6		PMS COOL GRAY 5 CMYK - 31/25/26/40 RGB - 177/177/177 HEX - B1B1B1		GALAXY (PMS BLACK C) CMYK - 67/64/67/67 RGB - 45/42/48 HEX - 2D2A26
Secondary		CLOUD (PMS 2708 C) CMYK - 26/14/0/0 RGB - 183/203/234 HEX - B7CBEA		ATMOS (PMS 7709 C) CMYK - 61/13/25/0 RGB - 97/176/188 HEX - 61B0BC		BLUE MOON (PMS 7454 C) CMYK - 66/36/14/0 RGB - 95/141/181 HEX - 5F8DB5

ENERGETIC AND INNOVATIVE

The Economic Impact Catalyst color palette utilizes vibrant, modern colors that represent our brand as professional, energetic and innovative to the entrepreneurs we serve. Effective use of a wide color spectrum, in proportions presented in this guide with primary colors used most of all with splashes of the secondary colors, ensures fresh brand representation, versatility, continuity and accessibility across all communication platforms.

Proportion



Primary Header

MONTSERRAT
CAPS LIGHT
& **BOLD**

Secondary Header
& Body Copy

Avenir
Light
Roman
Black

USAGE

We utilize Montserrat and Avenir, two versatile fonts licensed under the Open Font License and available freely for print and digital use.

The wordmark is crafted using an airy Montserrat, set in all caps, while Avenir complements with tightly kerned letterforms. Additionally, both fonts feature soft, open curves and counters with sharp apexes, allowing for superb legibility in all weights. Head level type should be primarily set in all caps, for clean, sophisticated readability for the start to storytelling, expressing opinions and calls to action. Subheads and pull quotes should be Montserrat Medium or Bold, with body copy in Avenir Regular for clear, objective communication.

Tone of Voice

HOW WE TALK IS AS IMPORTANT AS WHAT WE TALK ABOUT.

Collaborative

We are service-oriented and relationship-focused. We demonstrate responsiveness by acknowledging challenges and providing thoughtful solutions. In all interactions, we communicate clearly, quickly and enthusiastically.



The EIC tone is **personable** and **supportive**. We use phrases to promote inclusion. We strive to develop an authentic connection with others by producing quality content with a relatable, likable personality.

Knowledgeable

We understand the problems faced by economic developers and small businesses. We leverage our people, experience and platforms to inform and help others. In all interactions, we communicate our expertise confidently.



The EIC tone is **informative** and **helpful**. We use phrases that are practical and easy to understand. We position ourselves as thought leaders within the industry by offering valuable information and sound business advice.

Passionate

We believe our work is important and impactful. We are dedicated to helping our clients overcome business challenges and solve problems. In all interactions, we demonstrate an eagerness to deliver solutions.



The EIC tone is **positive** and **inspiring**. We use phrases that encourage action and innovation. We celebrate the work of entrepreneurs and acknowledge their impact on our communities.

Photography

Connect



Discover

Innovate



FOCUS WITH FRAMES

The overall tone of the photography we use is saturated and warm. Images are full color, intriguing, in sharp focus and professional. Use images with a photo journalistic style, with personality, interesting angles and multi-cultural representation.



economicimpactcatalyst.com

- ❑ Questions about the content in this Brand Guidelines document?
Please contact: support@economicimpactcatalyst.com