

# BRAND GUIDELINES

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Version 1.1



# INTRODUCING THE BRAND

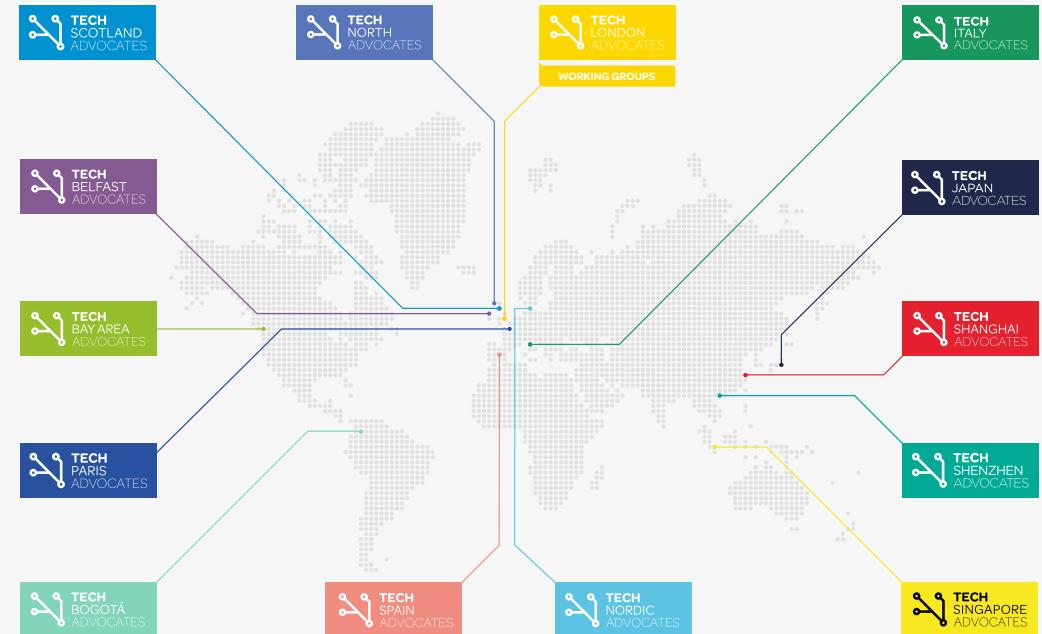
Global Tech Advocates is the umbrella organisation bringing together the various sibling networks from around the globe, uniting them under the core mission of helping tech startups grow in size and scale.

The Sibling organisations are the independent private sector networks that have grown around the world, taking on the TLA model of collaboration and making it their own.

## MASTER BRAND



## SIBLING ORGANISATIONS



## WORKING GROUPS

### INITIATIVES



### VERTICALS



### GEOGRAPHIES



FOREWORD

# USING THE GUIDELINES

## WHAT?

These guidelines cover the written and visual narrative for:

- 1. Global Tech Advocates**
- 2. Sibling Organisations**  
e.g. Tech London Advocates
- 3. Working Groups**  
e.g. Tech London Advocates – Scaleup

The guidelines are designed to help everybody involved in the production of our communications, playing an important role in building our brands.

## WHY?

A consistent approach is key to distinguishing and strengthening the value of our brand and avoiding confusion.

## HOW?

Examples have been shown using mainly Tech London Advocates as a casestudy. You will find links to logos, fonts and template files. For example, InDesign templates can be download and easily adapted for each organisation.

Website Password: **toolkit**

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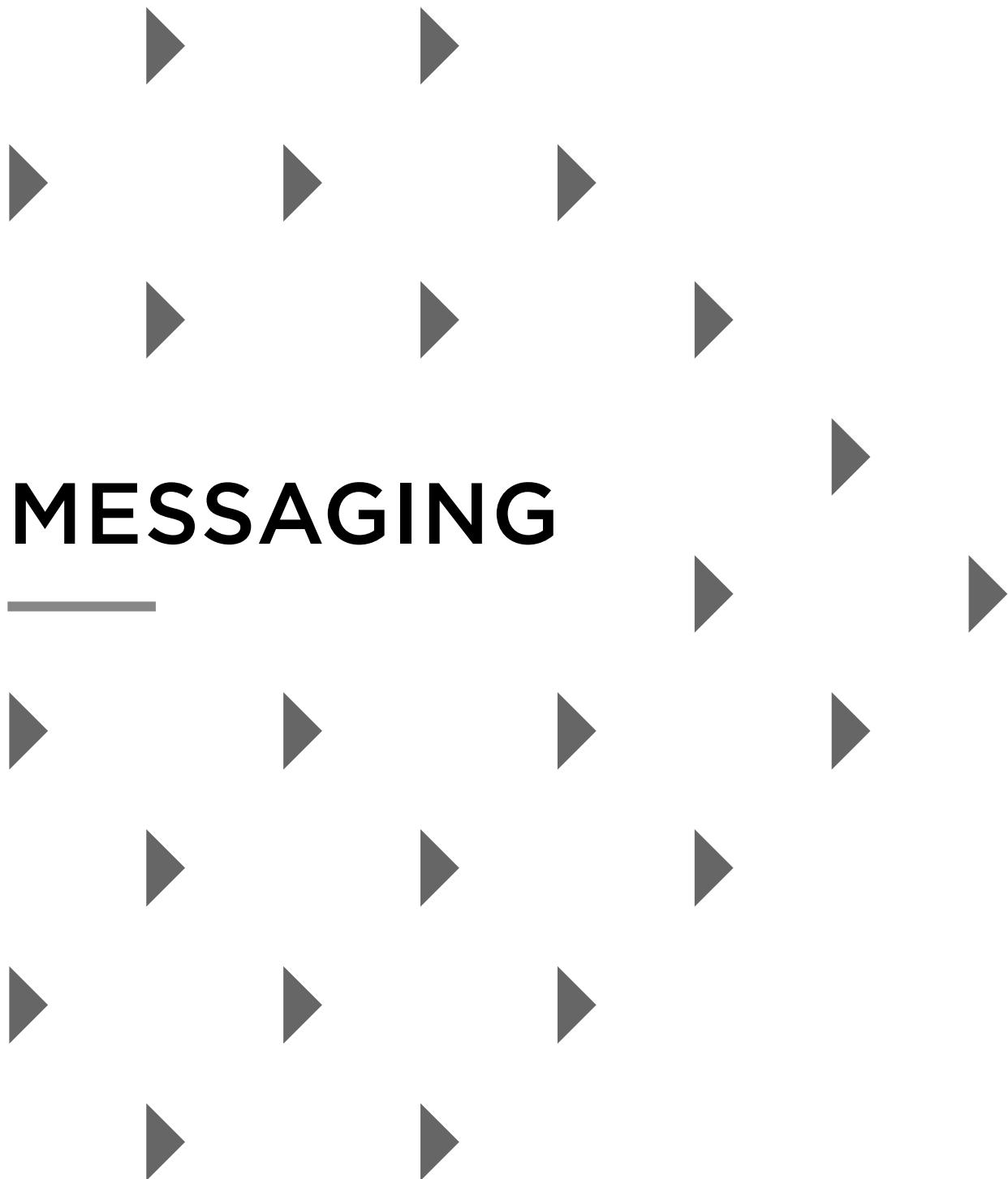
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# MESSAGING

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**MESSAGING**

# MESSAGING

**The section outlines the messaging that underpins the Sibling Organisations. This messaging informs all content and media activity delivered on behalf of the network.**

The flagship brand, Tech London Advocates is used as a case-study. Other sibling organisations can use this as a base to re-frame appropriate messaging for each organisation.

## Tech London Advocates

### MISSION STATEMENT

Tech London Advocates champions London as a global tech hub and campaigns to address the challenges facing tech companies in the UK.

### WHAT IS TECH LONDON ADVOCATES?

Tech London Advocates is a proudly independent, not-for-profit, private-sector led network with 5,800 tech founders, leaders and experts based in the UK and with connections to 50 countries around the world.

### WHY HAS IT BEEN CREATED?

Tech London Advocates was created to give the private sector a voice in the challenges and opportunities facing tech companies. Advocates are asked to do three things:

- Be on message
- Use Tech London Advocates as a resource for information, advice and introductions
- Expand the network and nominate new Advocates

### WHO IS IT FOR?

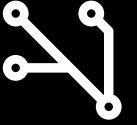
Tech London Advocates is a support network for the full cross-section of the technology ecosystem. This includes tech entrepreneurs, founders, CEOs, coders, start-ups, scale-ups, corporates, financial and academic institutions, professional services firms, government representatives and industry bodies.

### WHO IS BEHIND TLA?

Tech London Advocates was founded by Russ Shaw in 2013. Russ is an experienced tech entrepreneur, whose previous experience includes running innovation and marketing programmes at the likes of O2, Telefonica and Skype. After three successful exits, Tech London Advocates is his 'give back' to tech and is fuelled by an ambition to make London one of the world's leading tech capitals.

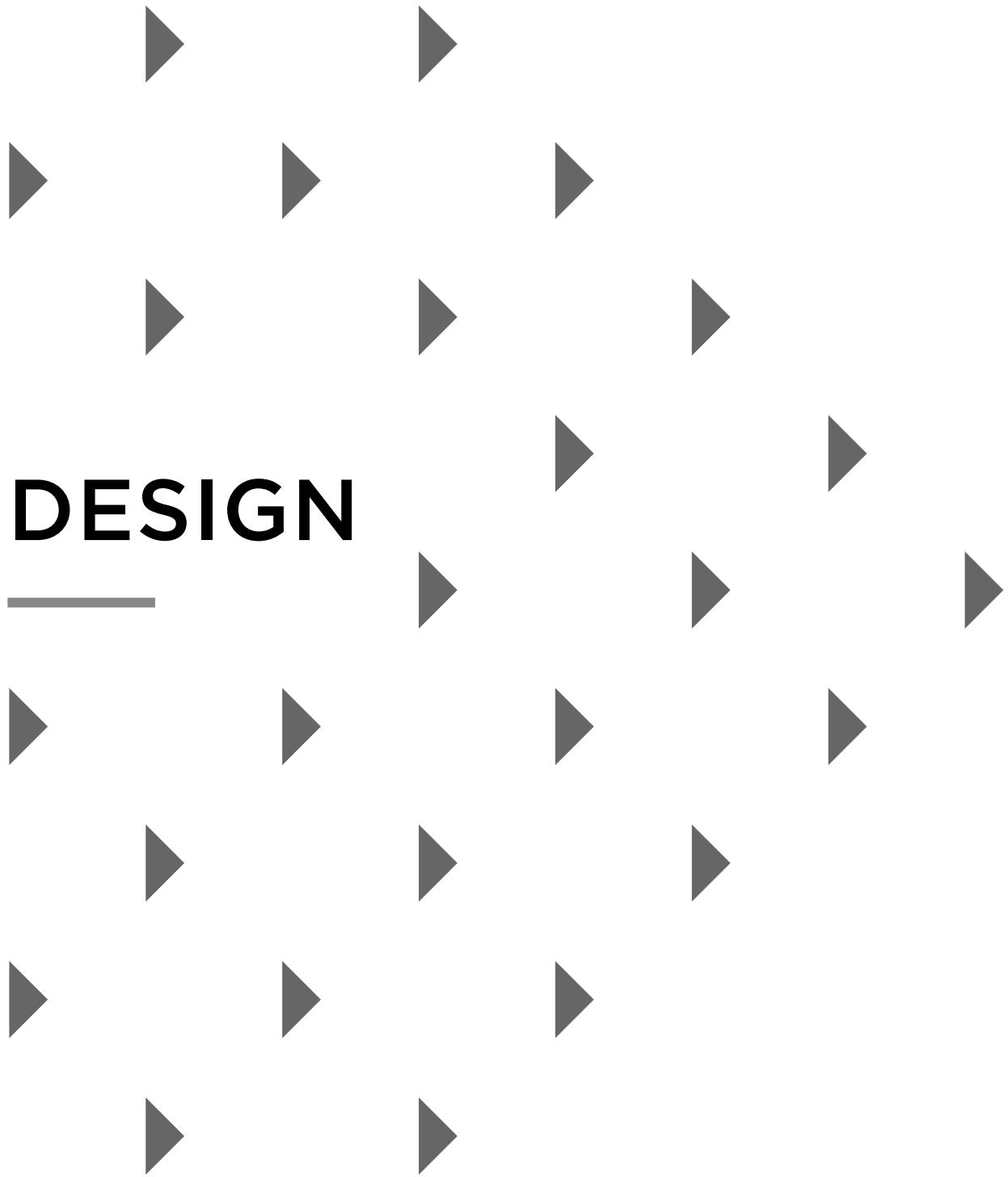
### POSITION IN THE TECH LANDSCAPE

Tech London Advocates is the most influential private sector tech network in the UK. It is a vocal champion of London as a tech hub and campaigns to address the challenges facing tech companies in the UK. Not backed by government, proudly independent and private sector-led, it is a unique network in the global tech landscape.



# DESIGN

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DESIGN

## DESIGN OVERVIEW

This section outlines the visual language for the different organisations associated with Tech Advocates:

- 1. Global Tech Advocates**
- 2. Sibling organisations**
- 3. Working groups**

This example shows the sibling organisation, Tech London Advocates.

Details on logos, colours, fonts and patterns are listed over the next few pages. All elements should all be used with consistency for both internal and external audiences.

Questions on design should be directed to [tla@wearesevenhills.com](mailto:tla@wearesevenhills.com)

Note: colours should be tailored to each sibling organisation's unique palette.



Logo and 'colour tag with Tech Advocate graphic'



Colour



Pattern / Texture



Working Groups

**Aa  
GOTHAM**

Typography

**Light  
Book  
Medium  
Bold**

## LOGOS

### 1. GLOBAL

Use of the white logo on black is always preferred, although the black logo can be used to improve legibility.

The logo should not be distorted or edited in any way and should always have clear space around it. The master logo should always be used.

Download it [here](#).



## DESIGN

## LOGOS

### 2. SIBLING ORGANISATIONS

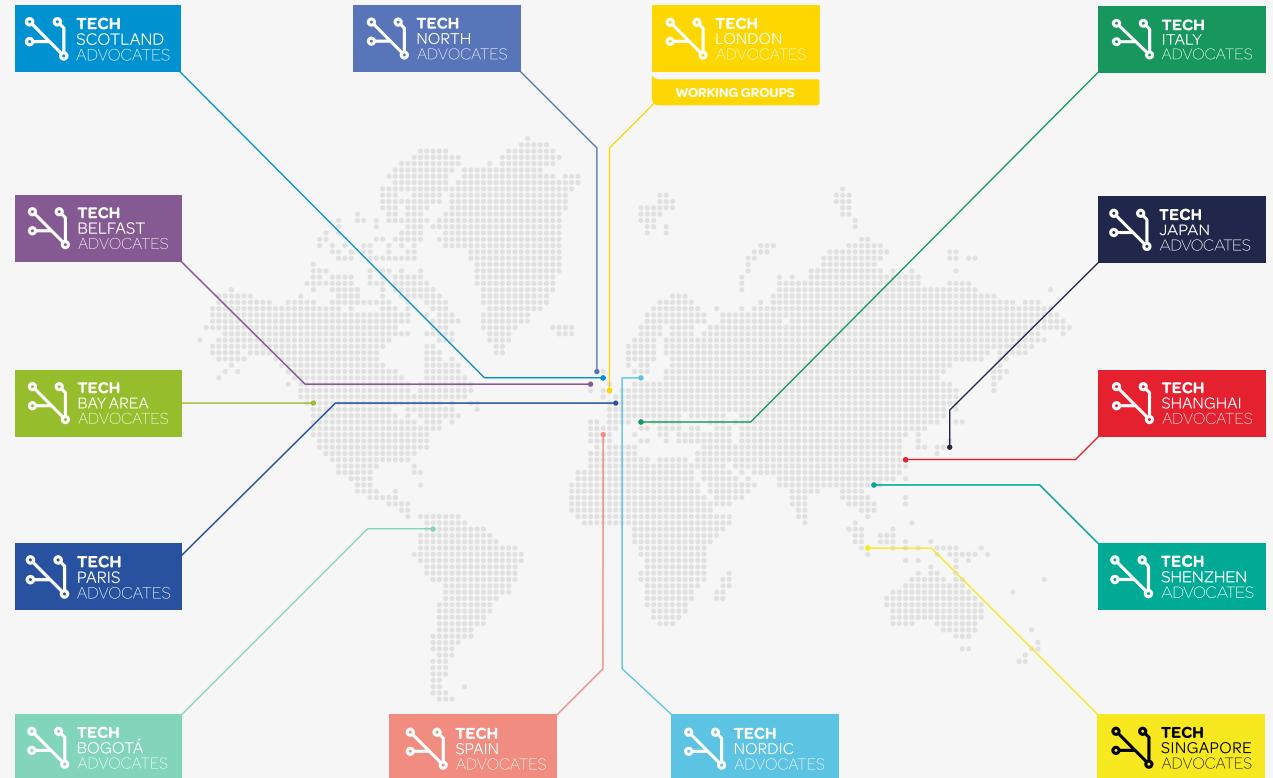
The sibling organisations are formed of geographic Advocate groups, with new members are joining constantly.

The logos should not be distorted or edited in any way and should always have clear pace around them. Master logos should always be used.

Please see the applications section for usage.

Download it [here](#).

## Sibling organisations



Colour variants are shown for the Sibling Organisation, Tech London Advocates



# LOGOS

## 3. WORKING GROUPS

The working groups are derived from the Sibling Organisations, falling under three verticals:

1. Initiatives
2. Verticals
3. Geographies

The logos should not be distorted or edited in any way and should always have clear space around them. Master logos should always be used.

Tech London Advocate working group logos can be downloaded [here](#).

### Working group examples

#### INITIATIVES



#### VERTICALS



#### GEOGRAPHIES



**DESIGN**

# COLOURS

**Sibling organisations**

Each sibling organisation (and associated working group) has a unique colour which should be used consistently across all communications.

Try to always use solid colour rather than tints.

Please see the applications section for usage.

Please note:

Where there is the budget, we would always recommend printing Pantone colours to ensure optimal vibrancy, as CMYK can dull colours. Though be careful to ensure consistency of colours across collateral.

The logos can be downloaded [here](#).

**Sibling Organisations**

**ACCENT COLOUR**  
PANTONE: 7404 U\*  
CMYK: 2 13 100 0  
RGB: 254 215 0



**ACCENT COLOUR**  
PANTONE: TBC  
CMYK: 61 0 9 0  
RGB: 87 200 231



**ACCENT COLOUR**  
PANTONE: 376 U  
CMYK: 48 0 95 4  
RGB: 150 190 45



**ACCENT COLOUR**  
PANTONE: 2728 U  
CMYK: 72 52 0 0  
RGB: 87 117 184



**ACCENT COLOUR**  
PANTONE: 199 U  
CMYK: 0 96 80 0  
RGB: 229 31 47



**ACCENT COLOUR**  
PANTONE: 3965 U  
CMYK: 5 196 0  
RGB: 248 232 21



**ACCENT COLOUR**  
PANTONE: 2603 U  
CMYK: 54 81 0 0  
RGB: 132 89 145



**ACCENT COLOUR**  
PANTONE: 486 U  
CMYK: 0 51 46 0  
RGB: 240 141 128



**ACCENT COLOUR**  
PANTONE: 337 U  
CMYK: 48 0 31 0  
RGB: 130 213 186



**ACCENT COLOUR**  
PANTONE: REFLEX BLUE U  
CMYK: 92 70 0 0  
RGB: 40 82 160



**ACCENT COLOUR**  
PANTONE: PROCESS BLUE U  
CMYK: 100 4 0 9  
RGB: 60 31 195



**ACCENT COLOUR**  
PANTONE: 355 U  
CMYK: 82 0 92 0  
RGB: 25 151 93



**ACCENT COLOUR**  
PANTONE: 282 U  
CMYK: 98 89 38 40  
RGB: 33 39 75



**ACCENT COLOUR**  
PANTONE: 3278 UP  
CMYK: 70 0 51 0  
RGB: 0 170 149

# WHITE

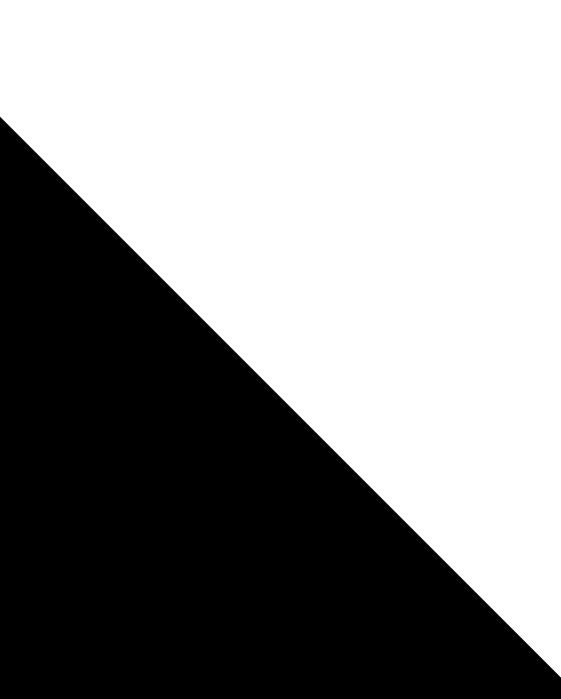
## TLA COLOURS

Black and white are the main colours used across the Tech Advocates branded collateral. Each sibling organisation has an additional accent colour.

This example shows the sibling organisation, Tech London Advocates, that uses yellow.

Please note:

When black is printed in large expanses it can look washed out and appear grey. To prevent this, please seek advice from the printer before printing who will recommend a 'rich black' (also known as a shiner).



# YELLOW

RGB 254/215/0

HEX #fed600

CMYK 2/13/100/0

Pantone 7404 U\*



## TYPOGRAPHY

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### Primary

Our primary typefaces is Gotham – a geometric and simple sans serif font.

Gotham should be used for section headings, headings and sub-headings, body text and captions. Headings are differentiated with the use of upper case.

### Secondary

Free Google font alternatives allow for greater accessibility – for example, these fonts can be used for PowerPoint templates. Montserrat is the replacement for headings and body text.

<https://fonts.google.com/specimen/Montserrat>

### Primary Font

# GOTHAM

5 weights available

Gotham Light

AaBbCcDd

Gotham Book

AaBbCcDd

Gotham Medium

**AaBbCcDd**

Gotham Bold

**AaBbCcDd**

### Secondary Font

# MONTSERRAT

9 weights available

Montserrat Light

AaBbCcDd

Montserrat Regular

AaBbCcDd

Montserrat Medium

**AaBbCcDd**

Montserrat Bold

**AaBbCcDd**

DESIGN

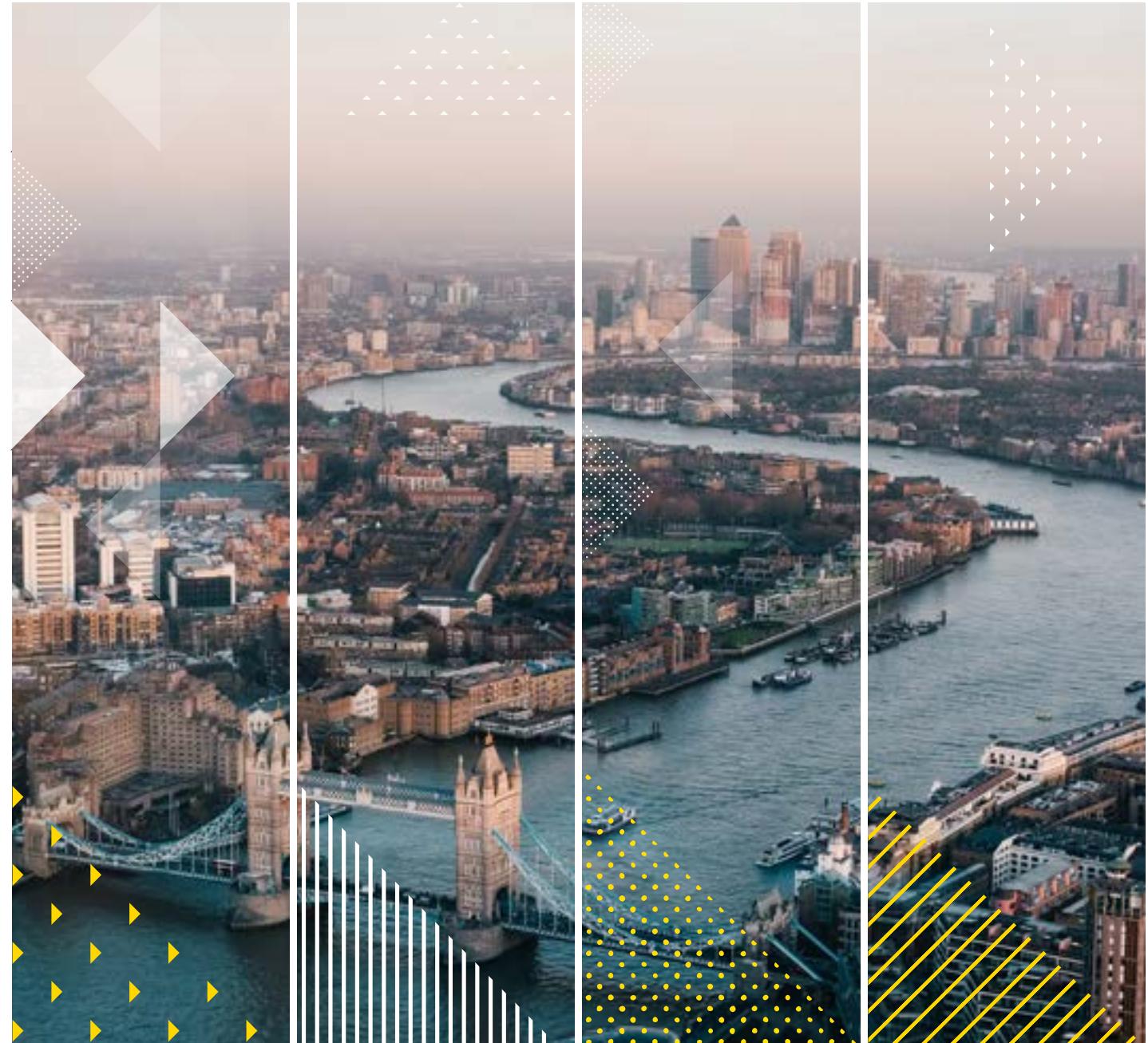
## PATTERN & TEXTURE

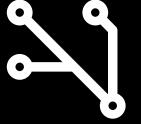
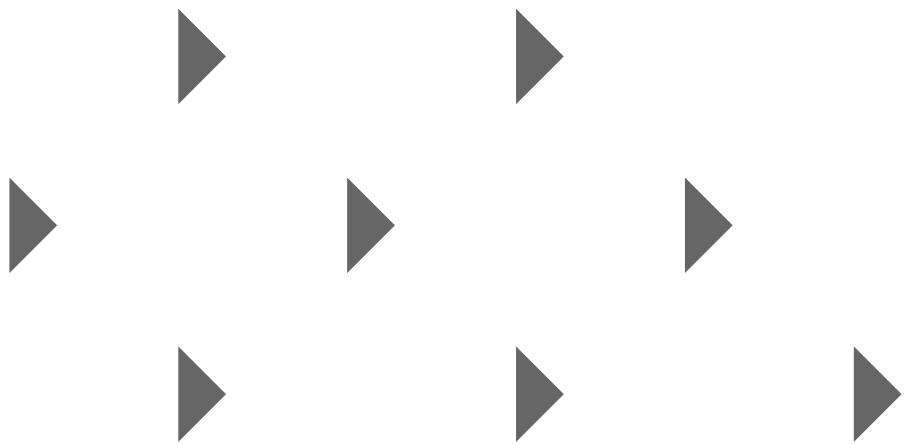
### Correct use

Our patterns and textures can be used over imagery or flat colour. They should ideally be white and use the Sibling Organisation's accent colour – yellow has been used in this example for Tech London Advocates.

### Incorrect use

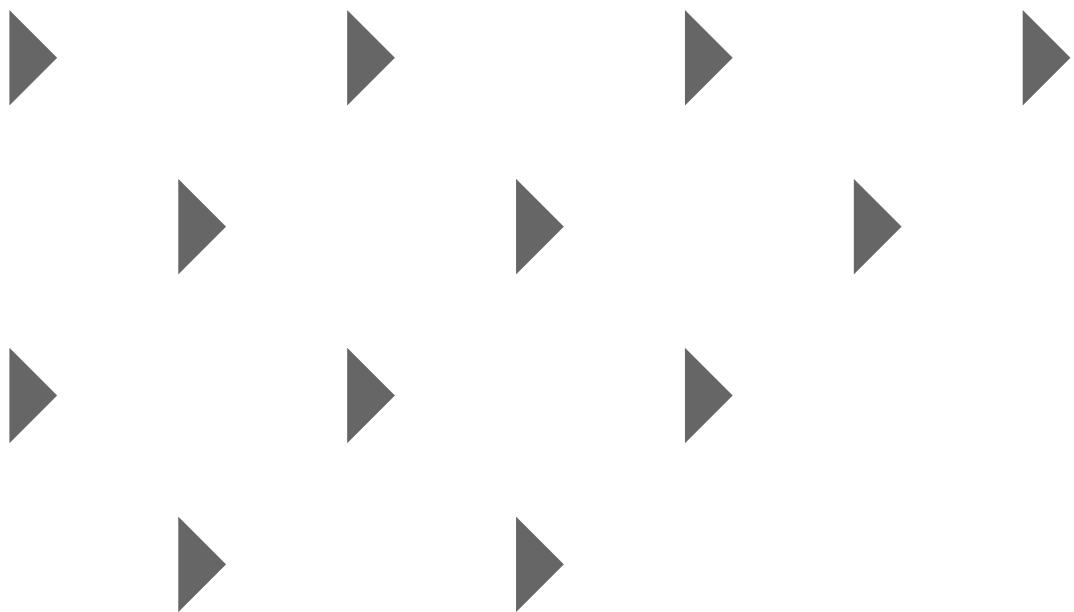
If using over imagery, patterns should not cover faces or focal points.





# BRAND APPLICATION

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APPLICATION

## EVENTS POP-UP BANNERS

Dual branding is always preferred to help show the global nature of the organisation.

Artwork can be downloaded [here](#).



## APPLICATION

# EMAIL SIGNATURES

### TECH LONDON ADVOCATES

Dual branding is used as Russ is the founder of both Global Tech and Tech London Advocates.

### OTHER SIBLING ORGANISATIONS

The Tech Spain Advocates example shows how sponsors can be added to the signature.

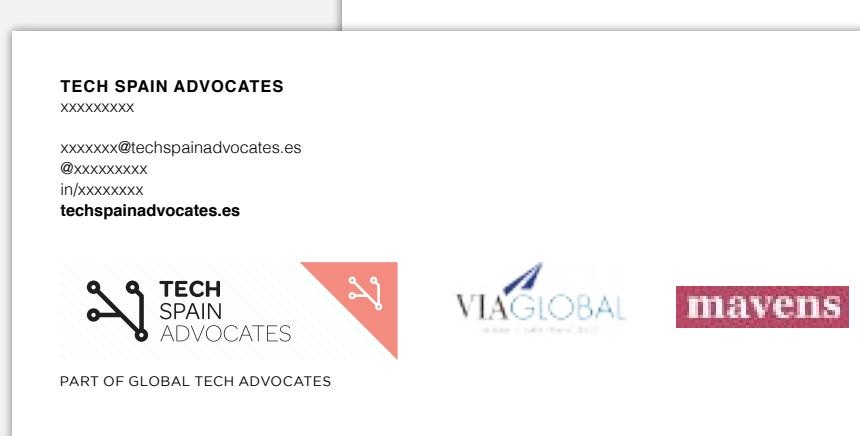


OLIVIA FOPPIANO  
Website Manager

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@xxxxxxxxx  
in/Olivia-Foppiano  
techbayarea.org



PART OF GLOBAL TECH ADVOCATES



APPLICATION

# SIBLING ORGANISATION BUSINESS CARDS

## 85mm x 55mm

Business cards should always use the Sibling Group's unique colour.

Front: Text should always be right aligned, with the logo 'tag' in the top right-hand corner, logo accent should always be set on the colour allocated to that group.

Back: Full bleed of the allocated colour, with the relevant working group logo centered in white for legibility.

## Tech Bay Area



APPLICATION

## QUOTOGRAPHS

### DIGITAL USE ONLY

Quotographs are ideally used when posting on Twitter. Correct logos and fonts should always be used, along with relevant eye-catching imagery.



“THIS REPORT WILL HELP TO URGE THE GOVERNMENT TO LISTEN TO THE NEEDS OF THE TECH INDUSTRY, BUT MORE IMPORTANTLY, IT WILL ENABLE THE PRIVATE SECTOR TO CONTINUE THRIVING, AS IT WILL OUTLINE THE CHALLENGES LAY AHEAD FOR OUR TECH ENTREPRENEURS.”

RUSS SHAW  
FOUNDER OF TECH LONDON ADVOCATES  
& GLOBAL TECH ADVOCATES



“WHILE THE LIKES OF BERLIN AND PARIS ARE EXPERIENCING IMPRESSIVE GROWTH, IT IS EVIDENT THAT THE UK REMAINS IN A LEAGUE OF ITS OWN.”

RUSS SHAW  
FOUNDER OF TECH LONDON ADVOCATES  
& GLOBAL TECH ADVOCATES



APPLICATION

## EVENTBRITE

**880px x 440px**

Banner for event branding.



## APPLICATION

## REPORT

## A5 PORTRAIT

Report covers should always have our logo positioned bottom right along with the colour 'tag' top left in the appropriate colour for that Sibling Organisation.

Use of pattern should be consistent throughout reports.



## APPLICATION

## SOCIAL

## SIBLING ORGANISATIONS

Logos should always be central on top of full colour (colour allocated to that particular organisation)

You can download these [here](#).

## WORKING GROUPS

Working groups should always be consistent over the white and yellow background with the logo accent in white placed on yellow. The name of the group should always be centrally aligned.

You can download these [here](#).

