CIVST★RT

CivStart

Brand Style Guide

Brand Overview

The CivStart brand exists, like the organization itself, between the dynamic and colorful startup world and the standardization expected of local government. So while CivStart aims to incorporate the latest design elements and color into our brand, we also maintain a solidity of accessibility and linkage to our local government focus.

Brand Name

CivStart = Civic + Startup. CivStart also = Civic + (get) Started

The name implies movement and civic-mindedness, innovation for community.

Brand Purpose

CivStart believes solving society's biggest problems starts at the local level. Our mission is to build an honest and inclusive ecosystem of solutions that serve local governments and their communities. We guide and accelerate the adoption of cutting-edge technology solutions at the local level by connecting governments, startup companies, and corporate partners to steward good ideas and address the needs of local communities through a technology lens. We accomplish our mission in three broad ways: The Govtech Accelerator Program, Government Innovation Programs, and Thought Leadership.
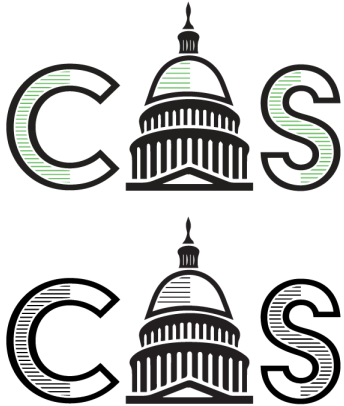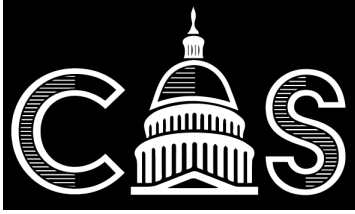
Brand Visual Foundation

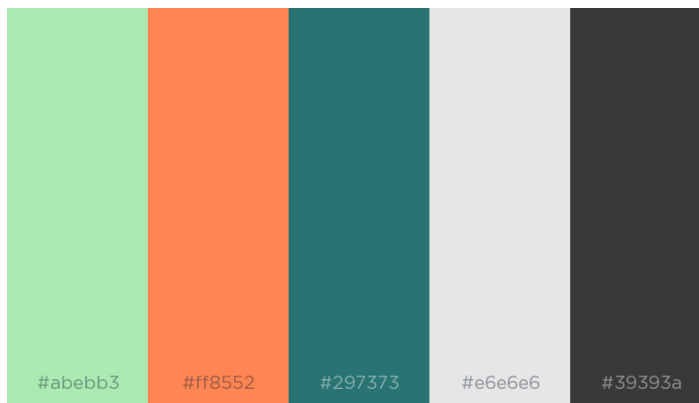## Business Logo

Full Logo folder available here.

Primary Logo

Secondary Marks and Symbols

Colors

Primary Brand Colors

| #abebb3 | #ff8552 | #297373 | #e6e6e6 | #39393a |

+ Celadon, RGB(171, 235, 179), HEX: #abebb3
+ Coral, RGB(255, 133, 82), HEX: #ff8552
+ Myrtle Green, RGB(41, 115, 115), HEX: #297373
+ Platinum, RGB(230, 230, 230), HEX: #e6e6e6
+ Onyx, RGB(57, 57, 58), HEX: #39393a

Celadon is the primary CivStart color.

Myrtle Green and Celadon should be used together for most CivStart-branded items.

Coral is used as a highlight/accent color.

Because of the prominence of the greens and orange colors, most other strong colors should generally be avoided with the CivStart brand.

Typography

Primary Font

Source Sans Pro should be used for body text. Different weights **can be used**.

Source Serif Pro should be used for header text. Normal or heavier weights.

Secondary Font(s)

Lora and Nunito are appropriate secondary font pairs for header and body text, respectively.

Web Fonts

CivStarts primary web font is Avenir for body text.

CivStart primary web font for headers is Brandon Grotesque.

Resources and Tools

[CivStart Website](#) ([About Page](#))

[CivStart Events](#)

[CivStart Logos](#)

[CivStat Photos](#)