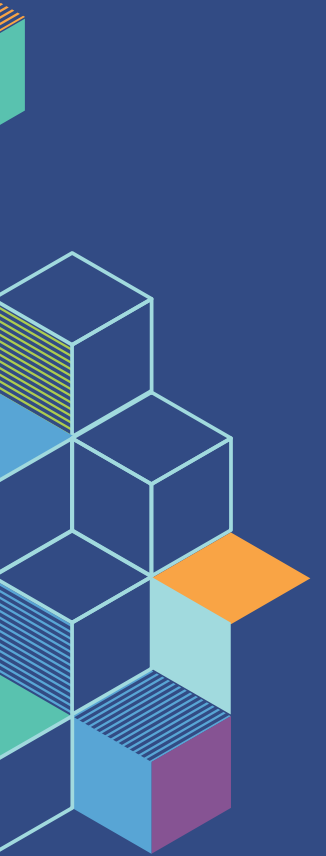




# INNOVATE CAROLINA

Innovate Carolina Brand Guidelines



- **Logo**
  - FULL COLOR ..... 3
  - ONE COLOR ..... 4
  
- **Color Palette** ..... **5**
  
- **Logo System** ..... **6**
  - OWNED PROPERTY ..... 7
  - NETWORK PARTNER ..... 8
  - SUPPORTED BY ..... 9
  - POWERED BY ..... 10

- **Fonts** ..... **11**
  
- **Graphic Elements** ..... **12**
  - NEGATIVE PATTERN ..... 13
  - POSITIVE PATTERN ..... 14
  - IMAGE IN PATTERN ..... 15
  - PATTERN ON IMAGE ..... 16





5 Innovate Carolina Color Palette

PRIMARY PALETTE



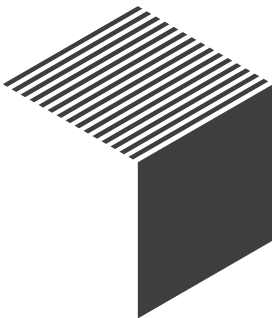
**PMS** 542 C  
**CMYK** 63 | 23 | 4 | 0  
**RGB** 89 | 163 | 209  
**HEX** 59A2D1



**PMS** 653 C  
**CMYK** 87 | 72 | 13 | 17  
**RGB** 51 | 76 | 132  
**HEX** 334C84



**PMS** 304 C  
**CMYK** 35 | 0 | 13 | 0  
**RGB** 162 | 218 | 222  
**HEX** A2DADE



**PMS** 446 C  
**CMYK** 0 | 0 | 0 | 90  
**RGB** 65 | 65 | 65  
**HEX** 414142

SECONDARY PALETTE



**PMS** 583 C  
**CMYK** 37 | 4 | 87 | 0  
**RGB** 173 | 202 | 80  
**HEX** ADCA50



**PMS** 339 C  
**CMYK** 61 | 0 | 39 | 0  
**RGB** 91 | 194 | 175  
**HEX** 5BC2AF



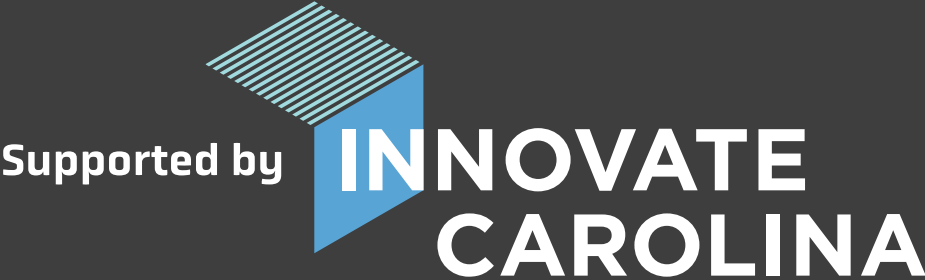
**PMS** 258 C  
**CMYK** 44 | 73 | 0 | 14  
**RGB** 135 | 84 | 148  
**HEX** 875494



**PMS** 144 C  
**CMYK** 0 | 41 | 82 | 90  
**RGB** 250 | 165 | 70  
**HEX** FAA546



**OWNED PROPERTY** Programs that are part of the Innovate Carolina office or that Innovate Carolina actively manages.



**ENDORSEMENT** Programs, clubs or events that receive a financial sponsorship or support from Innovate Carolina.



**NETWORK PARTNER** Programs that are members and/or partners of the Innovate Carolina network.



**DRIVEN PROGRAM** Programs that Innovate Carolina drives from a management, financial and programming perspective.



---

ADDITIONAL LOCKUP EXAMPLES

- 1. Social Innovation Hub
- 2. Venture Hub





LOCKUP EXAMPLE

When the network partner logo is locked up with another logo, use the one-color version of the logo.







LOCKUP EXAMPLE

When Supported By logo is locked up with another logo, use the one-color version of the logo.





LOCKUP EXAMPLE

When Powered By logo is locked up with another logo, use the one-color version of the logo.



HEADLINE

OBVIA MEDIUM

# Lorem Ipsum Dolor

SUBHEAD

OBVIA BOOK all caps, tracking 100

## LOREM IPSUM DOLOR

BODY COPY

GOTHAM LIGHT tracking 10

Id quiduciis pra ipsa in est facepro beaqui dolupis pore cuptiae conserum laudi sequam as quassi ut lamet ullor susdae repel modipis dolupta tasperspelic to ilisciur, tem nullo omniscit lam entioiremque eicient.

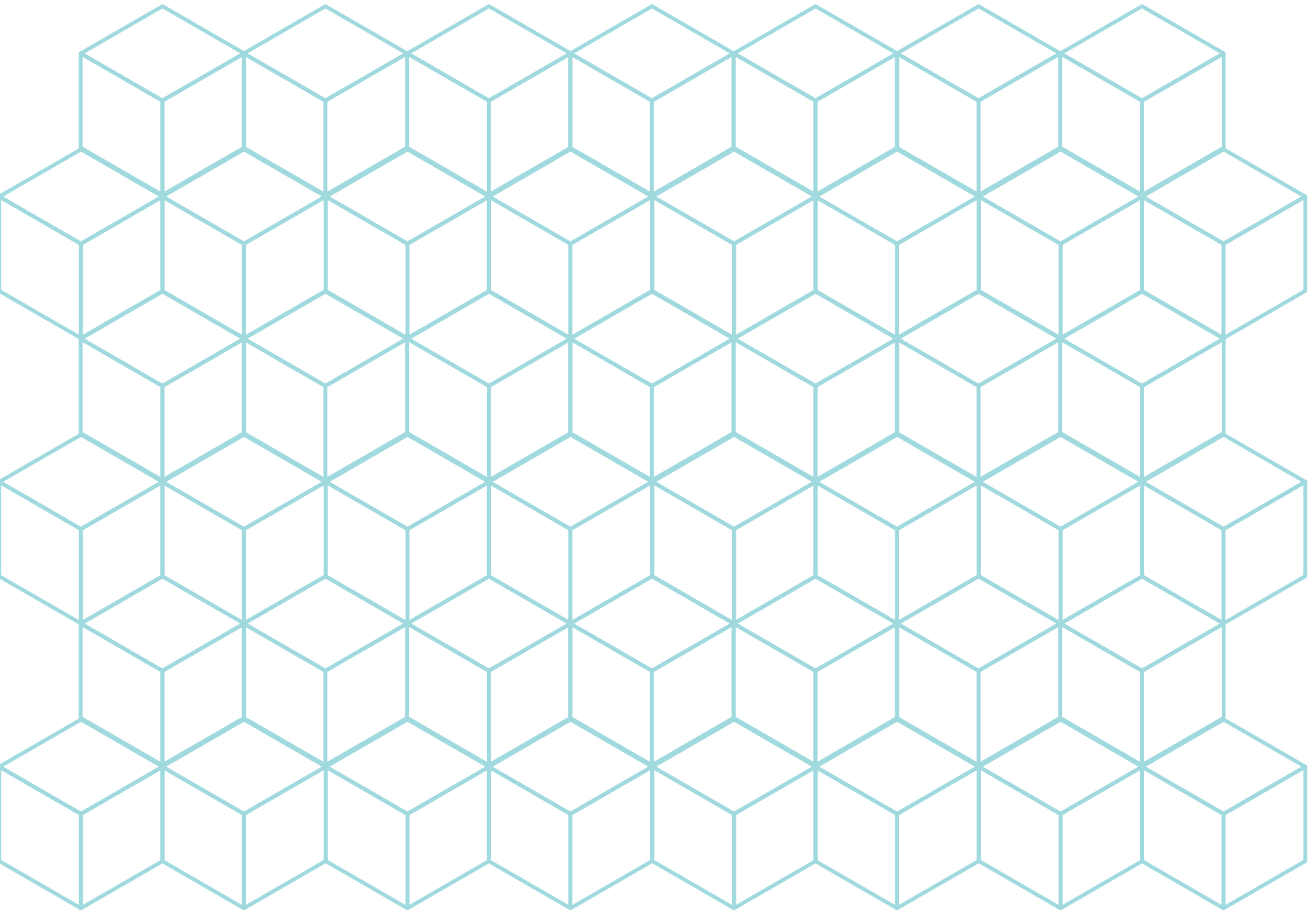
Id quiduciis pra ipsa in est facepro beaqui dolupis pore cuptiae conserum laudi sequam as quassi ut lamet ullor susdae repel modipis dolupta.

CALL TO ACTION

OBVIA BOLD all caps, tracking 100

LOREM ➤

THE GRID



FULL COLOR & PATTERNED GRID FILLS



