

# Innovation Works Branding Guidelines

## Typography

Header | Montserrat SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! & @ # \$ %

Body Text | Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! & @ # \$ %

## Colors

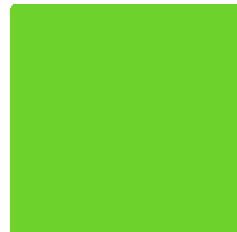
### Blues

#2c518d  
#4fa0dd



### Green

#6ed22c



### Purple

#6f0174



### Orange

#f89834



# AlphaLab Branding Guidelines

## Typography

Header & Body Text | Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! & @ # \$ %

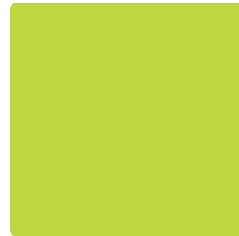
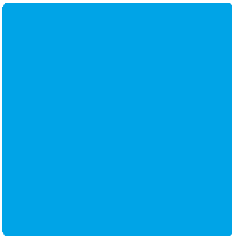
## Colors

**Blue**

#4fa0dd

**Green**

#c3da2c



# AlphaLab Gear (& Hardware Cup) Branding Guidelines

## Typography

Headers & Subheaders | Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! & @ # \$ %

Body Text | Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! & @ # \$ %

## Colors

**Blue**

#4fa0dd



**Orange**

#dda22c



# Startable Branding Guidelines

## Typography

Header | Montserrat SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! & @ # \$ %

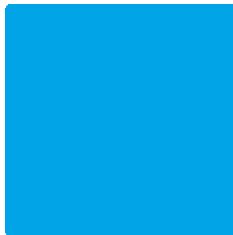
Body Text | Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! & @ # \$ %

## Colors

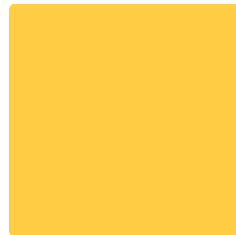
**Blue**

#4fa0dd



**Yellow**

#ffce34



# Innovation Works Branding Guidelines

## Primary Logos



## Secondary Logos



## Subsidiary Logos

All externally-facing visual collateral (event flyers, online content, etc.) from AlphaLab, AlphaLab Gear, and Startable must highlight that they are a program of Innovation Works utilizing the following logo:



All visual collateral from programs utilizing IW, AlphaLab, or AlphaLab Gear space, must utilize the following logo:



If IW is the primary sponsor of an external event or program, all visual collateral must utilize the following logo:

