FOUNDERS

ILLINOIS ENTREPRENEURS

INSPIRING, PROFESSIONAL, COMMUNITY.

FOUNDERS
ILLINOIS ENTREPRENEURS

Founders Illinois Entrepeneuers is an **inspiring, informative,** & **professional** non-profit brand for students, by students. Founders is focused on building and fostering a **community** of continuous **innovation** at UIUC.

Our target audience is predominatly students interested in entrepeneurship and students interesting in creating or developing a startup.
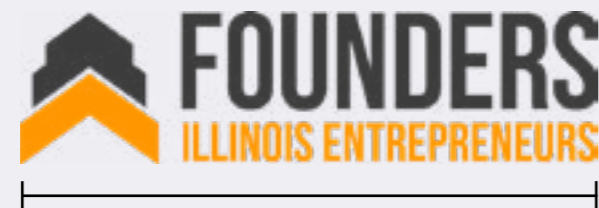
Our design and copy is meant to invoke a sense of **strong professionalism** through **bold** headers and **minimalistic** design elements.

WHITE OUTLINE

SECONDARY LOGO

The smallest acceptable size for the logo is **3" wide**.

The FOUNDERS LOGO

The primary logo for Founders is a logotype with the entire name of the organization accompanied by a chevron. The chevron is a historic armanent associated with coat of arms and authority.

The primary logo is clear as to our name and who we are, and the secondary logo is a simplified verison without the text, while still maintaining the colors.

There are also alternative versions with white outlines to provide contrast against darker backgrounds/designs.

COLOR USAGE

The colors of Founders are historic to the brand along with some new additions that allign along with the colors of the university. The colors we chose are meant to promote the credible and inviting appeal that many students have found within Founders.

Orange and Mid-Blues should be the colors predominately used, however the palette can be utilized in other ways such as predominately black/grey/orange designs, blue/iceberg/orange designs, etc.

Shown on the right is a general feeling for how the colors look together and how weighted their use should be. The black and iceberg color are meant to be used as accents or text.

#F89620

#023F77

#022C52

#414143

#031220

#D9EEF3

TYPOGRAPHY

The typography of Founders is meant to be minimal, professional, and above all else, effective. These very bold, attention seeking fonts invoke a sense of officiality and grab viewers eyes.

Group text you want to be read together, together. Type can draw you in through contrast, size, font, color and more. If you intend someone to read something first, think about how you will draw their eye to it first. Lastly, a good rule of thumb is to keep the header 2x, 3x, or 4x the size of your body text to keep the weights balanced.

Montserrat
Use for Headlines
Sentence Case

Open Sans
Use for body copy
Sentence case

Gotham
Use as alternative for Montserrat
Sentence case

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 ! ?

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 ! ?

Gotham
Black
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 ! ?