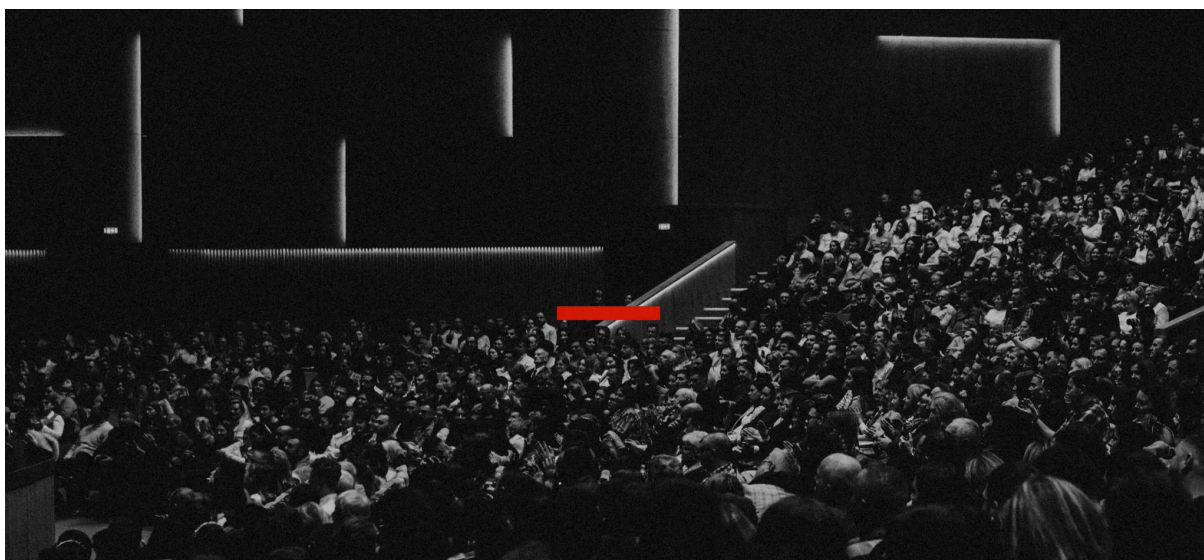




# Indian VCs Brand Guide

## Version

Version 1.0

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## Overview

The Indian VCs brand guidelines document is designed to provide a comprehensive overview of our brand identity and guidelines for its consistent affective use. These guidelines are intended to ensure that the Indian VCs' brand is accurately and positively represented in all communication materials, both internal and external. By following these guidelines, we can maintain a cohesive and recognisable brand.

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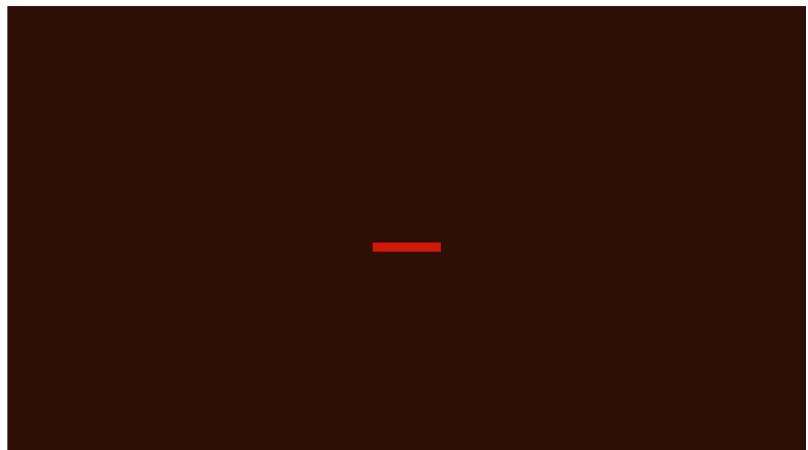
[Indian VCs\\_Brand framework.pdf](#)

## Intro

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### The Brand

IndianVCs is a venture community built by VCs for founders, guiding startups from idea to launch and growth. It connects entrepreneurs with investors, tools, and talent through fundraising platforms, peer networks, and hiring support, while helping VCs manage



funds and deal flow  
efficiently.

## Brand Purpose

### Our Purpose

#### WHAT DOES THIS MEAN

Going beyond financial goals. What inspires you to do this everyday. Don't be average, be specific. Refrain from using 'fastest growing', 'the best' and 'the most trusted' and similar statements.

We are creating India's premier venture community—where venture leaders connect, collaborate, and elevate the India's entrepreneurial landscape.

## Brand Vision

### Our Vision

#### WHAT DOES THIS MEAN

Your vision is a picture of the future you hope to see and aspire to create for the people you wish to impact.

We see a world where India's brightest ideas make a global impact.

## Brand Mission

### Our Mission

#### WHAT DOES THIS MEAN

Your mission statement can just be one line, or a string of ideas depending on the complexity of your business and what you want to communicate here.

To bring our purpose and vision into reality, we:

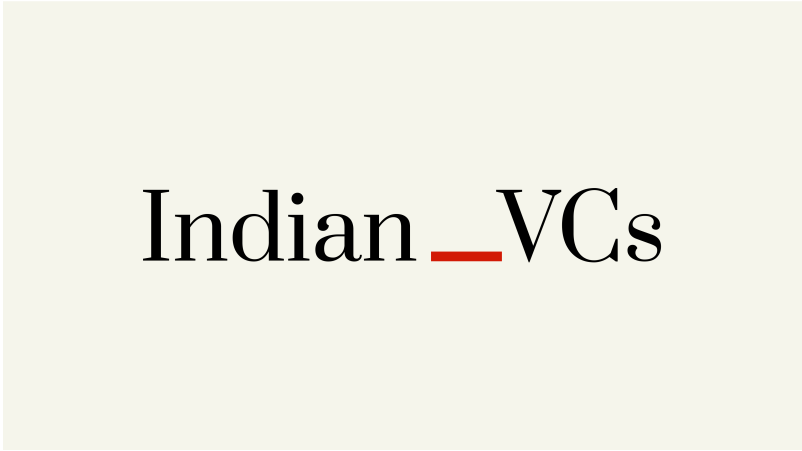
1. make sure everything we do contributes positively to building India's venture.
2. promote and uplift VCs.
3. help founders in their early investment journey.
4. helps founders have better transparency and accessibility of the venture ecosystem.
5. connect VCs to global capital that ultimately helps them fund India's brightest ideas.

## Primary Logo

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Primary logo is made up of the logo symbol and the 'Indian VCs' word-mark.

The symbol, a bar named 'The Link,' represents bridging the gap in the VC space in India.



Indian — VCs

### Usage

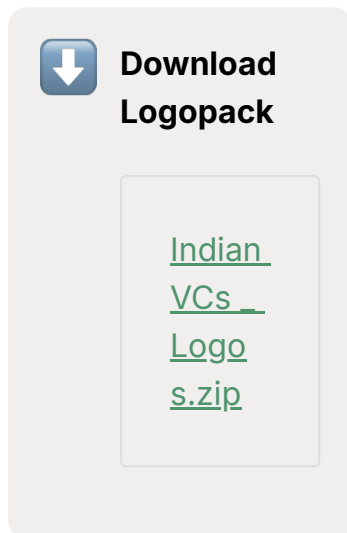
The logo should always be used on advertising and external communication.

### Design note

This is the primary logo colour option.

### Orientation

Where possible, the logo must always appear in the horizontal format.



## Primary Logo - Clear Space

To ensure optimal legibility and brand clarity in all media, an area around the logo called "clear space" should be kept free from any elements.

The clear space is determined as the height of the letter "x" in the logo.



## Primary Logo - Colour

### Usage

The examples shown illustrate the acceptable uses of the logo.

### Colour 1

Full colour logo on light background.

### Colour 2

Full colour logo on dark background.



## Secondary Logo

---

Secondary logo is made up of the logo symbol and the 'IndianVCs' word-mark, in a vertical format for applications that have constrained horizontal space.

### Usage

The logo should always be used on advertising and external communication.

### Design note



This is the primary logo colour option.

### **Orientation**

Where possible, the logo must always appear in the primary format. And in spaces where primary format (horizontal) is not possible, use the secondary logo (vertical format).

### **Secondary Logo - Clear Space**

To ensure optimal legibility and brand clarity in all media, an area around the logo called "clear space" should be kept free from any elements.

The clear space is determined as the height of the letter "x" in the logo.



## Secondary Logo - Colour

### Usage

The examples shown illustrate the acceptable uses of the logo.

### Colour 1

Full colour logo on light background.

### Colour 2

Full colour logo on dark background.

Indian  
—VCs

Indian  
—VCs

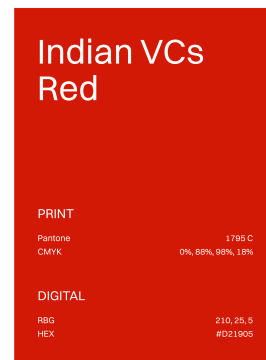
## Colour Palette

### Primary Colour

Our primary colour palette - Indian VCs Red.

This colour is use for 'The Indian VCs link' and places wherever a highlight is required.

Make sure to use the correct value depending on its output. CMYK for print, RGB for screen, Pantone for lithographic printing and hex for web.







**Indian VCs**

**Red :**

**#D21905**

## Secondary Colours

These are the colours used for text and backgrounds throughout the design language.

Be sure to use the appropriate colour value based on the output: CMYK for print, RGB for screens, Pantone for lithographic printing, and HEX for web.

| Charcoal                                                         | Dark Cocoa                                                     | Pearl Cream                                                 |
|------------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------|
| <b>PRINT</b><br>Pantone<br>CMYK<br>BLACK 7 C<br>0%, 4%, 12%, 90% | <b>PRINT</b><br>Pantone<br>CMYK<br>1807 C<br>0%, 67%, 53%, 91% | <b>PRINT</b><br>Pantone<br>CMYK<br>7401 C<br>0%, 0%, 4%, 3% |
| <b>DIGITAL</b><br>RGB<br>HEX<br>25, 24, 22<br>#191816            | <b>DIGITAL</b><br>RGB<br>HEX<br>48, 16, 8<br>#301008           | <b>DIGITAL</b><br>RGB<br>HEX<br>248, 248, 238<br>#F8F8EE    |



**Charcoal: #191816**



**Dark Cocoa: #301008**



**Pearl Cream: #F8F8EE**

| Clay Red - Dark                                                 | Clay Red - Light                                               |
|-----------------------------------------------------------------|----------------------------------------------------------------|
| <b>PRINT</b><br>Pantone<br>CMYK<br>7621 C<br>0%, 59%, 100%, 49% | <b>PRINT</b><br>Pantone<br>CMYK<br>1805 C<br>0%, 70%, 75%, 33% |
| <b>DIGITAL</b><br>RGB<br>HEX<br>129, 1, 0<br>#810100            | <b>DIGITAL</b><br>RGB<br>HEX<br>171, 52, 43<br>#A8342B         |

## Tertiary Colours

These colours are used for highlights throughout the design language.

Ensure the correct value is used based on the output: CMYK for print, RGB for screens, Pantone for lithographic printing, and HEX for web.



**Clay Red- Dark :**

#810100



**Clay Red- Light:**

#AB342B

## Typography

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## Logo Typography

We used Prata as the typeface for the logo.

**Regular** Use it only for logo and nowhere else.



**Download  
Font**

[Prata  
Regul  
ar Typ  
ograp  
hy.ttf.z  
ip](#)

# Prata

Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Primary Type

Arapey is our brand's primary typeface - for headings.

**Regular** Can be used for headings.

**Italics** Can be used for highlights.

# Arapey

Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

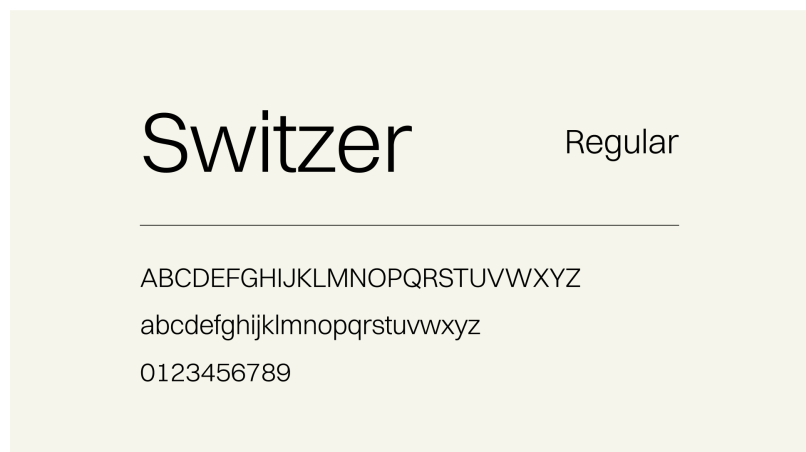


## Secondary Type

Switzer is our brand's secondary typeface - for body copy + CTAs.

**Regular** Can be used for body copy.

**Regular UPPER CASE**  
Can be used for CTA button.



## Display Type

Used exclusively for highlights in impactful sections, always in red, small caps, and underlined.

**Regular** For highlights in section where we need to bring impact.

Do not use this typeface anywhere else, except for highlights.



**Download  
Font**

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zip

## Web Safe Typography

Switzer should be used whenever possible. If software limitations do not allow the use of Switzer, DM Sans can be used as an alternative.

**Regular** Can be used for body copy.

**Regular - UPPER CASE** Can be used for CTA button.

# DM Sans

Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



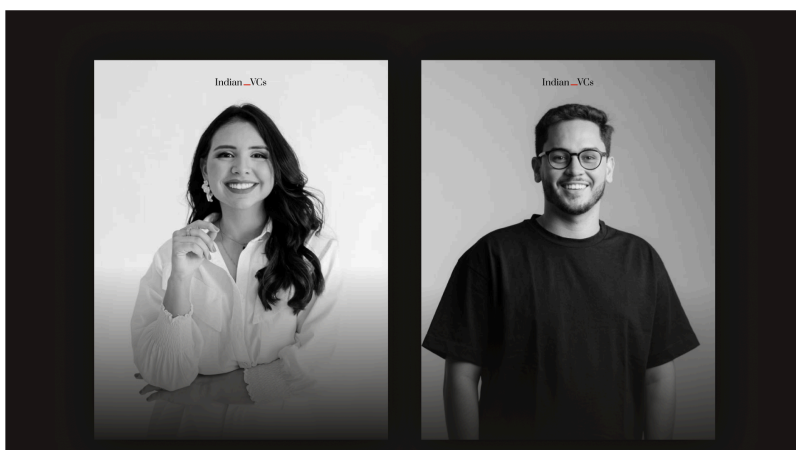
**Download  
Font**

[DM Sans.zip](#)

## Imagery

### Black and White Imagery

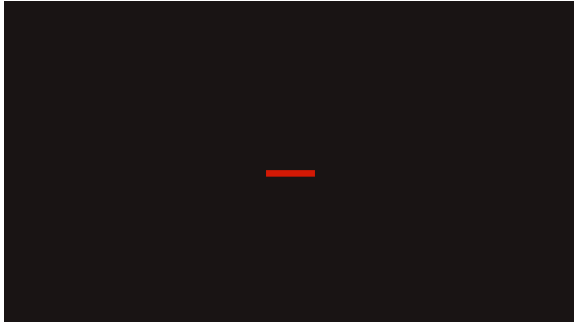
Use black and white imagery throughout the brand, with event, seminar, and people photos featuring individuals in plain, solid outfits and minimal, clean backdrops.



## Graphics

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### The Indian VCs Link



**Download Icons**

[Indian VCs Link.zip](#)

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### Indian VCs Brand Guideline

Made by: Everything Design

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 [everything.design](http://everything.design)