endeavor

Brand Guidelines

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Brand Message

What our visual identity means

Introduction

As an ever-growing global network that spans borders, languages, and industries, it is vital that we speak as one, unified organization. This handbook represents an important step in our decades-long journey to lead the global high-impact entrepreneurship movement.

The guidelines in this handbook give us both the visual and verbal tools to express who we are, what we believe in, and how we move economies and societies forward. With these guidelines, everyone at Endeavor will be able to more powerfully share the impact of our work within regions while strengthening our brand as a global organization.

Linda Rottenberg
Co-Founder and CEO

Brand Personality

Purpose

What we do

As the largest global network of, by, and for entrepreneurs, Endeavor supports high-impact entrepreneurs leading scale-up companies.

Mission

How we do it

We unlock the transformational power of entrepreneurship by selecting, supporting, and investing in the world's top founders and providing them a platform to pay it forward.

Vision

Why we do it

Where there is support for high-impact entrepreneurs, job creation, innovation, and overall prosperity flourish and lives and communities are transformed.

Brand Promise

We inspire the world's fastest-growing entrepreneurs to dream bigger, scale up, and pay it forward.
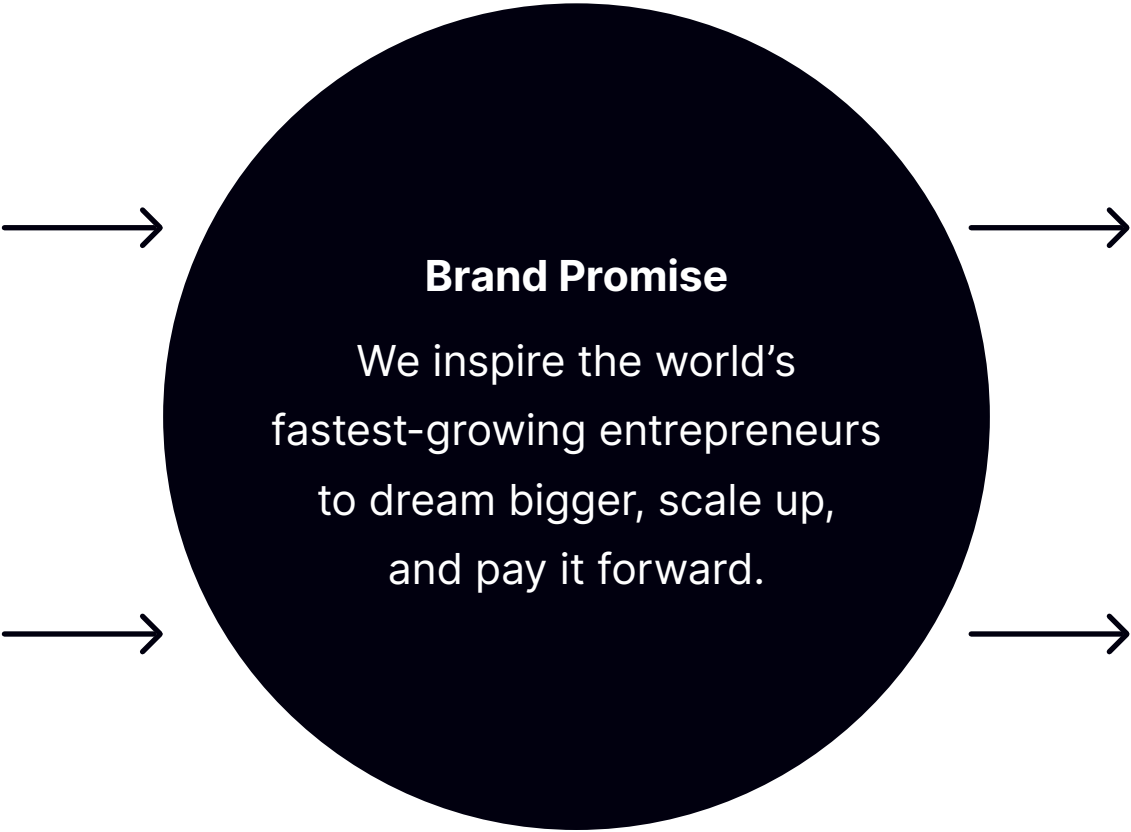
Brand Personality

How our brand is expressed

Tone: Ambitious, Bold, Impact-driven, Dynamic.

Brand identity.

Logical → → → → **Emotional**

Brand Voice

Just like Endeavor's visual identity, the way we communicate externally strengthens our brand, demonstrates the value of our mission, and reinforces our role as the leader of the high-impact entrepreneurship movement. Consistency in the tone we use, stories we tell, and information we share is vital to building a unified, trustworthy, and dependable brand.

Style

We want our audiences to view Endeavor as the leader of the high-impact entrepreneurship movement. That means that how we write, our style, matters just as much as what we say.

Consistency and accuracy.

It's important that we talk about our work and value in an accurate and consistent way — no need to reinvent the wheel! The mission, model, and glossary below in this handbook are key resources for this. We also always back up our impact with credible facts. The latest impact report is a good resource for this.

Professionalism and authority.

Our content is well-written, grammatically correct, and error free. This also applies to content we share on our platforms that is not written by us. Everything we communicate reflects back upon the brand, and informs the way people view the organization.

Brand Voice

Tone

Everything we write should communicate the main personality traits of the Endeavor brand.

Ambitious.

We see opportunities where others see obstacles. When we talk about our work, we embrace the ambitious and sometimes crazy ideas that drive the entrepreneurial spirit. That means we don't shy away from big, aspirational statements about our impact. These are the ideas that inspire all of us to dream big—and inspire more entrepreneurs to join our community.

Dynamic.

We drive change. Just as our visual identity is charged with a sense of dynamism, the way we talk about our work should always illustrate a change from one state to another. That means we always look for opportunities to highlight transformation; whether using anecdotes or statistics to back up our impact in a given area.

Bold.

Like entrepreneurs, we are bold and declarative. This should be reflected in the way we write: through using clear, direct sentences that drive the point home. We keep our statements bold by eliminating distractions, whether in the form of unnecessary descriptors or grammatical errors.

Impact-driven.

We don't seek growth for growth's sake—we strive for impact. That means we ultimately care about how our work impacts people, whether it's entrepreneurs or communities in a region where an economy is being revitalized through entrepreneurs. When writing, always look for opportunities to remind the reader of how we pay it forward to the people and communities who will benefit from high-impact entrepreneurship.

Brand Voice

Three Pillars of Content Creation & Storytelling

Stories are critical for talking about our work and communicating our impact. Whether we're sharing a case study or highlighting an entrepreneur or a new program, we should strive for compelling, structured stories that reinforce our brand. Keep these elements in mind when writing a story or case study.

Entrepreneur-first.

Stories are critical for talking about our work and communicating our impact. Whether we're sharing a case study or highlighting an entrepreneur or a new program, we should strive for compelling, structured stories that reinforce our brand. Keep these elements in mind when writing a story or case study.

Impact.

Always show the impact of our work and always show how Endeavor helped drive that outcome. Use facts or statistics to show rather than tell how an enterprise scaled or an economy has been transformed, and look for multiple ways to show how Endeavor supported that entrepreneur along their journey.

Connection.

As a global network, what makes Endeavor run is relationships between people. That means that when possible, we should highlight the connections between people in our network. Look for opportunities to highlight how a specific mentor or other entrepreneur played a role in an entrepreneur's story.

Glossary

Common Terms & Phrases

Big Bubble

Companies that have had a measurably large multiplying effect on their ecosystem, as seen by their representation as a "big bubble" on Endeavor's network maps.

Endeavorize

Selling someone on Endeavor, to get them passionate about and involved in our network. Used internally.

High-Impact

High-impact entrepreneurs are those with the biggest ideas, the likeliest potential to build businesses that matter and can scale, and the greatest ability to inspire others.

Multiplier Effect

An observable phenomenon when high-impact entrepreneurs serve as role-models in their ecosystems and beyond, transforming social norms around entrepreneurship and inspiring future generations to innovate, take risks, and "think big."

Pay it Forward

Endeavor Entrepreneurs are motivated to pay it forward to the next generation of entrepreneurs by reinvesting their financial gains, expertise and time, multiplying their impact.

Scale-Up

Enterprises that have passed through the initial start-up phase, and who demonstrate the potential for rapid expansion.

Glossary

Programs & Descriptions

Endeavor Advisory Board

Endeavor Advisory Boards provide expert mentorship to founders on strategy and execution.

Endeavor Executive Education

Endeavor Executive Education offers Endeavor Entrepreneurs and their senior managers uniquely designed programs focused on leadership, innovation, and techniques for scaling companies at the world's top business schools, including Harvard, Stanford, and INSEAD.

Endeavor Founder-to-Funder

Endeavor Founder-to-Funder programs educate Endeavor Entrepreneurs on how to become angel investors and venture capitalists themselves, further propelling entrepreneur-led growth.

Endeavor International Selection Panels (ISPs)

Endeavor International Selection Panels (ISPs) occur multiple times per year and convene Endeavor's global network over three days to select Endeavor Entrepreneurs.

Endeavor Insight

Endeavor Insight is the research division of Endeavor that provides data-driven analysis and visualizations showing what makes entrepreneurial ecosystems thrive.

Endeavor Investor Network

Endeavor Investor Network facilitates access to capital for our entrepreneurs through road show preparation, "speed dating" sessions, and curated introductions to best-in-class investors.

Glossary

Programs & Descriptions

Endeavor Local Selection Panels (LSPs)

Endeavor Local Selection Panels (LSPs) occur when local offices evaluate the entrepreneur and business at the local level, and decide whether they would be good candidates to attend an ISP to be selected into the Endeavor network.

Endeavor OPEN

Endeavor OPEN is the tech platform that brings the entire Endeavor network — the people, the resources, the events — to members' fingertips.

Endeavor Outliers

Endeavor Outliers is an intimate, peer-to-peer program organized for an annually selected class of Endeavor Entrepreneurs leading the fastest growing companies in our active portfolio, along with alumni of the most successfully exited Endeavor companies.

Endeavor Scale-Up Programs

Endeavor Scale-Up Programs are acceleration programs designed to support high-potential, fast-growth entrepreneurs. While the length of the program and exact structure vary from market to market, the overall goal of fostering an entrepreneur-to-entrepreneur community and connect founders with the right resources to reach the next level of scale remains consistent. Some offices use the Scale-Up Program to feed their candidate pipeline.

Endeavor Scale-Up Events

Endeavor Scale-Up Events disseminate lessons, best practices, and Day One stories of top entrepreneurs to a broader community of founders aiming to accelerate their own business and workers hoping to retool their skills for the jobs of the future.

Endeavor Verticals

Endeavor Verticals unite the global portfolio of Endeavor Entrepreneurs under sector-specific communities, and connect them with a curated network of peers, investors, and mentors.

Logo Guidelines

Global and local logos, and guidelines

Logo

The Endeavor logo is clear, modern, and bold, using all lowercase letterforms and the signature Endeavor "e". Consistent application of this logo is crucial to brand awareness among our target audiences.

Usage Guidelines

- The teal and white logos are for use on dark backgrounds such as black

- The black logo, is for use on white/light backgrounds such as white and teal.

- Overall, use your best judgment when choosing which of the three logo colors to use and make sure the logo can be seen and read easily

- Don't use the logo in running text. Simply write out "Endeavor".

Logo Sizing & Spacing

To remain legible and to present the Endeavor logo in the best possible manner, always maintain a buffer zone of clear space around the entire perimeter of the logo.
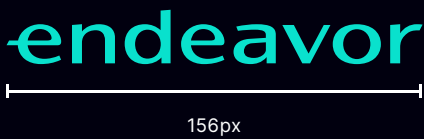
The width of the center "e" from the Endeavor logo may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one "e" on each side.

If you need to use the logo at a size smaller than 156px, please use the mark instead.

Minimum Size

For Print: 4 cm
For Screen: 156 px

Minimum size:

endeavor

156px

Buffer zone:

endeavor

Logo Placement

The Endeavor logo should be placed consistently on all types of communications—whether an ad, a web page, a sign.

In general, the logo should appear flush left or right within the brand area, centered vertically, or in one of the four corners.

Centering the logo horizontally is acceptable, but not preferred.

Mark

The logo mark uses the Endeavor "e" centered inside of a circle with the teal and black color combination. Consistent application of the logo mark is crucial to building brand equity.

Usage Guidelines

- The teal circle and black "e" logo mark is for use on dark backgrounds, such as black.

- The black circle and teal "e" logo mark is for use on white/light backgrounds, such as white and teal.

Mark Sizing & Spacing

To remain legible and to present the Endeavor mark in the best possible manner, always maintain a buffer zone of clear space around the entire perimeter of the mark.

The width of the center "e" from the Endeavor logo may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one "e" on each side.
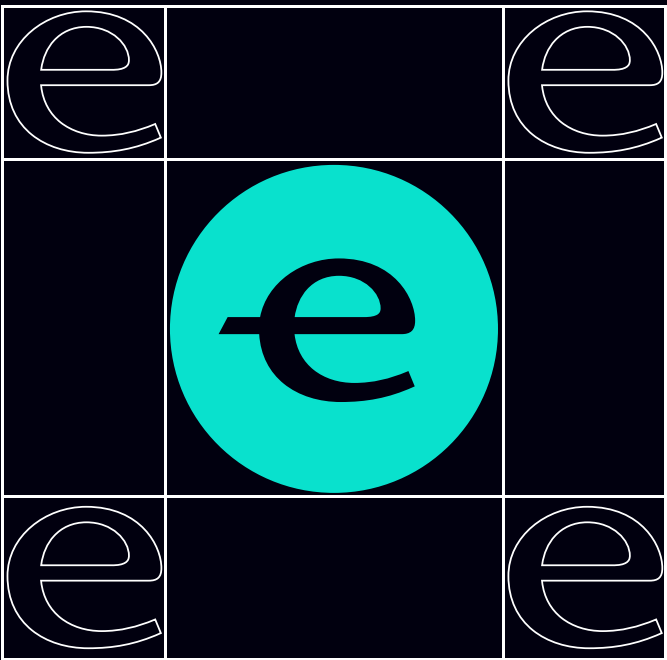
Minimum Size

For Print: 1 cm
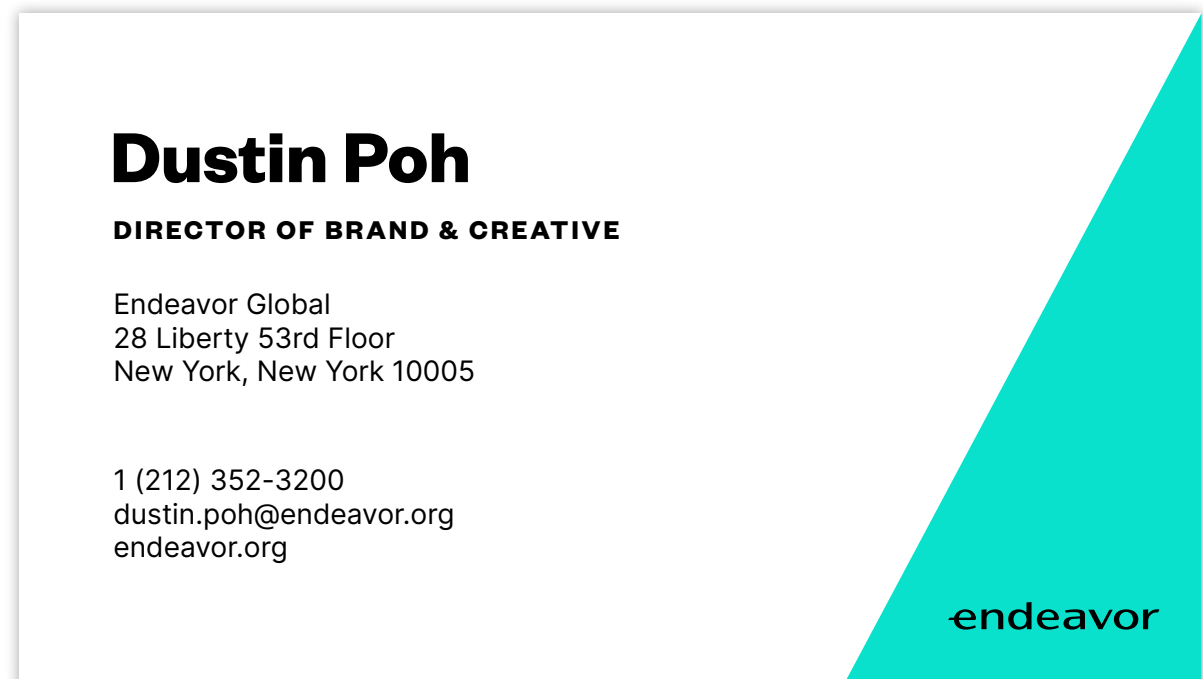For Screen: 40 px

Minimum size:

40px

Buffer zone:

Mark Placement

The Endeavor mark should be placed consistently on all types of communications—whether a social graphic, a web page, or a sign.

In general, the mark should appear flush left or right within the brand area, and in one of the four corners.

DREAM BIGGER.
SCALE FASTER.
PAY IT FORWARD.

Dustin Poh

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endeavor

Social Media Profile Photos

Facebook & Twitter

For Facebook and Twitter, use the square block form of the mark.

Instagram & Medium

For Instagram and Medium, follow this same text layout but in a circular container.

Exceptions

We recognize different regions of the world use different social media tools. If you would like to create something not included here and need a different version of the logo or mark, please email us at: brand@endeavor.org.

Logo Do's & Dont's

Do use the approved colors, black, white, and teal for the logo and mark.

Do use the teal logo on a black background as often as possible for digital.

Do use the provided black logo or white logo for black-and-white printing.

In some cases, do use the logo on other Endeavor colors and/or the wave pattern as long as they follow the accesibility guidelines on page 31.

Do not create a multi-color version of the logo.

Do not distort the logo.

Do not rotate the logo.

Do not use the teal logo on a white background (does not pass accessibility).

Do not create a logo for Endeavor local offices. Instead, use the main Endeavor logo for all offices.

Partner Guidelines

Please follow these guidelines when using the Endeavor logo along with other logos.

1. Maintain clearspace around logo for all print and digital materials (e.g, digital step & repeats).
2. Use only approved Endeavor logo colors (also our primary colors): black, teal, or white.
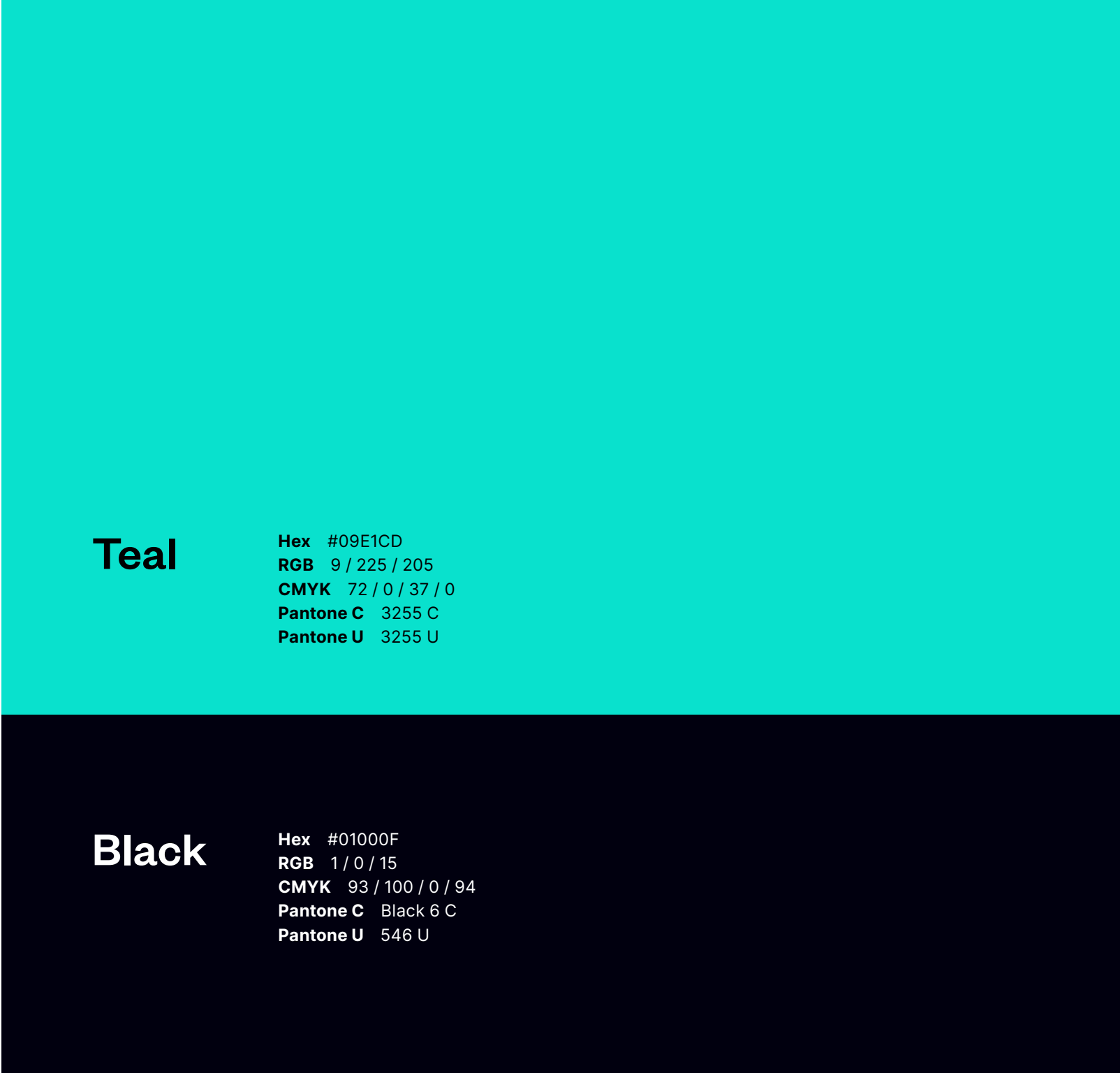
Color Palette

How to use our palette to show who we are

Primary Palette

The primary colors ground the brand and build brand awareness. As such, our Endeavor Teal and Black are a significant asset in marketing and should be interspersed with our secondary palette in designing branded materials.

The color values are provided for brand integrity and should be used at all times. Do not use an eyedropper tool for selecting colors, as this can result in inaccurate results.

The size of the color sample indicates color usage proportions.

Teal

Hex #09E1CD
RGB 9 / 225 / 205
CMYK 72 / 0 / 37 / 0
Pantone C 3255 C
Pantone U 3255 U

Black

Hex #01000F
RGB 1 / 0 / 15
CMYK 93 / 100 / 0 / 94
Pantone C Black 6 C
Pantone U 546 U

White

Hex #FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

Secondary Palette

The secondary Endeavor palette includes a wide range of bold and bright colors and supports our primary colors.

Similar to the primary palette, the color values are provided for brand integrity and should be used at all times.

The size of the color sample indicates color usage proportions.

Blue

Hex	#273AE9
RGB	39 / 58 / 233
CMYK	100 / 96 / 0 / 0
Pantone C	2388 C
Pantone U	2175 U

Purple

Hex	#AC27F4
RGB	172 / 39 / 244
CMYK	57 / 91 / 0 / 0
Pantone C	2592 C
Pantone U	2592 U

Orange

Hex	#FF784D
RGB	255 / 120 / 77
CMYK	0 / 67 / 73 / 0
Pantone C	164 C
Pantone U	164 U

Yellow

Hex	#FFCF53
RGB	255 / 207 / 83
CMYK	0 / 18 / 78 / 0
Pantone C	122 C
Pantone U	114 U

Tertiary Palette

This palette is for small details, such as the pattern motif. These colors should be used with their tonal match, i.e. Light Teal with Teal, Light Blue with Blue, etc.

The light teal can also be used as a background color.

The size of the color sample indicates color usage proportions.

Light Teal

Hex   #DCFBFA
RGB   220 / 251 / 250
CMYK   11 / 0 / 3 / 0
Pantone C   649 C
Pantone U   649 U

Light Blue

Hex   #B6BDFC
RGB   182 / 189 / 252
CMYK   40 / 30 / 0 / 0
Pantone C   2716 C
Pantone U   2716 U

Light Purple

Hex   #E5B9FD
RGB   229 / 185 / 253
CMYK   22 / 38 / 0 / 0
Pantone C   530 C
Pantone U   2562 U

Light Orange

Hex   #FFBBA6
RGB   255 / 187 / 166
CMYK   0 / 32 / 30 / 0
Pantone C   162 C
Pantone U   162 U

Light Yellow

Hex   #FFE8AC
RGB   255 / 232 / 172
CMYK   1 / 7 / 38 / 0
Pantone C   7401 C
Pantone U   7401 U

Usage Guidelines

Use teal, black, OR both on everything.
These colors ground the Endeavor brand identity.
In practice, this means that we always use teal or black
and at least one other color (it could be <u>teal and black</u>)
from our palette in almost every design.

**Be sure that color pairings (with text) pass AA
color contrast for accessibility.** See the next page
for more details.

**Use 4 colors maximum** in branded graphics and assets.

For text-heavy pieces, don't go heavy on color.
Large fields of color look best on social media and
videos. For very text-heavy printed communications
such as letters, reports, and brochures, use a light touch
with the color. Black text on a white background is the
most legible and least distracting. Confine colors to small
accents, like titles and sidebars.

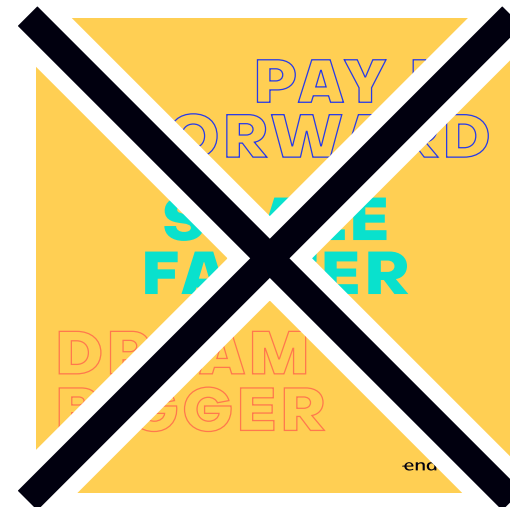**When print budgets are limited, limit your palette.**
Full-color printing is expensive. You can instead use one
or two Pantone (PMS) colors to reduce printing costs.

Use the pure colors. Don't create new tints.
If you need a light color, choose one from the tertiary
color palette.
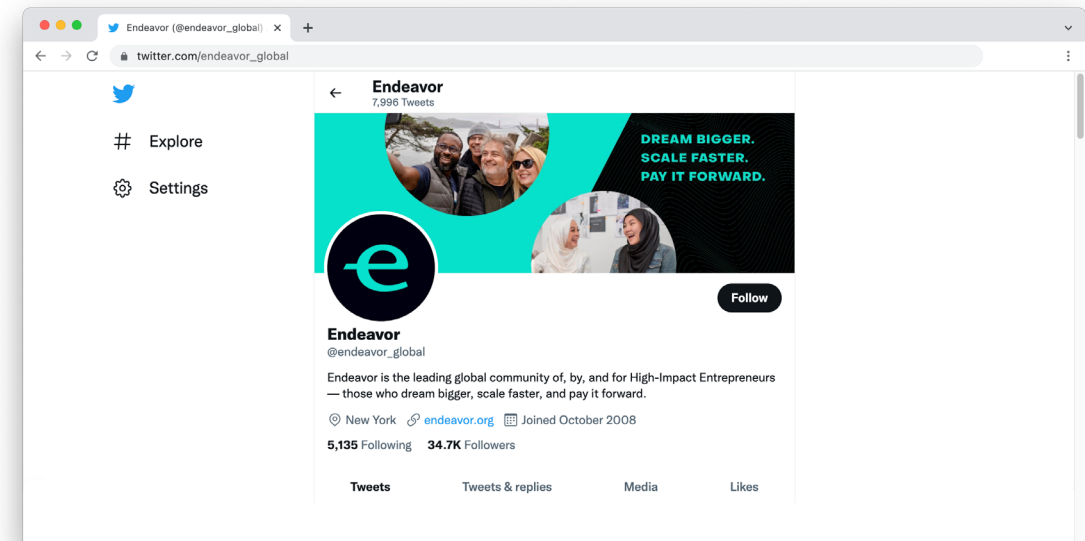
DO: Use primary colors (teal & black) in core branding assets.

DON'T: Use colors that don't pass text contrast accessibility.

DO: Use colors that pass AA text contrast accessibility standards.

Color Accessibility Guidelines

All brand colors were tested for WCAG 2.0 AA compliance to ensure accessible color combinations in use are visible to the widest possible audience. Colors were tested for small & large text.

The vertical axis represents each brand color as the background color. The horizontal axis represents each brand color as the text color.

These color rules are for text. These color rules don't apply to shapes (like boxes) or images, unless text is involved.

KEY

✕	Not accessible for any text
✓	Only accessible with large text (24pt+)
✓	Accessible for all text

The following site can help you evaluate whether your graphics are clear to people with visual impairment: color-blindness.com/coblis-color-blindness-simulator

Text ⟍ Background	#FFFFFF	#01000F	#09E1CD	#273AE9	#AC27F4	#FF784D	#FFCF53	#DCFBFA
#FFFFFF		✓ 20.83	✕ 1.66	✓ 7.32	✓ 4.83	✕ 2.61	✕ 1.47	✕ 1.09
#01000F	✓ 20.83		✓ 12.56	✕ 2.84	✓ 4.32	✓ 7.98	✓ 14.19	✓ 19.07
#09E1CD	✕ 1.66	✓ 12.56		✓ 4.42	✕ 2.91	✕ 1.57	✕ 1.13	✕ 1.52
#273AE9	✓ 7.32	✕ 2.84	✓ 4.42		✕ 1.52	✕ 2.81	✓ 4.99	✓ 6.70
#AC27F4	✓ 4.83	✓ 4.32	✕ 2.91	✕ 1.52		✕ 1.85	✓ 3.29	✓ 4.42
#FF784D	✕ 2.61	✓ 7.98	✕ 1.57	✕ 2.81	✕ 1.85		✕ 1.78	✕ 2.39
#FFCF53	✕ 1.47	✓ 14.19	✕ 1.13	✓ 4.99	✓ 3.29	✕ 1.78		✕ 1.34
#DCFBFA	✕ 1.09	✓ 19.07	✕ 1.52	✓ 6.70	✓ 4.42	✕ 2.39	✕ 1.34	

FAQ's

What is the difference between RGB, CMYK, and PMS colors?

RGB

This is for screen display (e.g., web graphics, videos). RGB stands for red, green, and blue. You can use either the individual red, green, and blue values (e.g., 9 / 225 / 205, respectively) or the **hex code**, a special code used by websites that corresponds directly to the same exact color (e.g., #09E1CD). These are just two ways of saying the same thing. Use whichever one is easier to input in your software.

CMYK

This is for standard printing. CMYK stands for cyan, magenta, yellow, and black. The numerical values given are for percentages of cyan, magenta, yellow, and black that make up the color.

PMS

This is for professional (offset) printing. PMS stands for Pantone Matching System. Each PMS number corresponds with a standardized pre-mixed ink. Using premixed inks ensures that colors print accurately, but it's most cost-effective when you have three or fewer colors in your document (e.g., a simple poster, a bumper sticker). These are also the colors you should typically use for screenprinting. Numbers with a C (for "coated") are for printing on paper that has a coating, like glossy paper. Numbers with a U (for "uncoated") are for printing on papers that do not have a coating.

When printed, these colors don't look like they do on my screen. Is that a problem?

Color always looks different in print than it does on screen: print colors are created by pigments, while screen colors are created by light. Every printer is different. Do some test prints to make sure everything is legible. When dealing with vendors and professional printers, always ask to see a proof before approving the job for production.

Typography

How to use our typefaces to be clear and confident

Typography

The Endeavor brand uses three typefaces: Founders Grotesk, Inter, and Object Sans.

Founders Grotesk

Founders Grotesk is the typeface used for impact. Its robust, modern appearance means it should be used for functional headlines and wayfinding.

Usage Guidelines

- Do use it for large titles.
- Do use in bolder weights for emphasis.
- Don't use for large amounts of body copy.
- If using in all caps, weight should be reduced to semibold and use 10% letter-spacing or 100px tracking.

CO-INVESTMENT FUND

Endeavor Catalyst

When Economies Turn Down, Entrepreneurs Turn Up

Take your company to the next level, unlock your full potential as a leader, and make an impact on the next generation of founders.

Typography

The Endeavor brand uses three typefaces: Founders Grotesk, Inter, and Object Sans.

Inter

Inter is our most versatile typeface and should be used for small text, like body copy.

Usage Guidelines

- Do use for small text like body copy and captions.
- Don't use for large titles.
- Don't use bright colors as the text color for large amounts of body copy. Black body copy on a lighter background will be the easiest to read.

We are the leading global community of, by, and for high-impact entrepreneurs. High-impact entrepreneurs are the ones with the greatest potential to go big, give back, and showcase the power of entrepreneurship.

Africa

Asia

Europe

Latin America

Middle East

U.S. & Canada

Endeavor Catalyst is the rules-based, co-investment fund of Endeavor that invests in the companies of Endeavor Entrepreneurs. Today, Endeavor Catalyst is among the world's top, early-stage funders of startups-turned $1B+ companies ("unicorns") outside of the U.S. and China. Endeavor Catalyst offers a unique opportunity for Endeavor to become financially self-sustaining by investing in the very entrepreneurs it supports while providing access to world-class companies and generating meaningful returns for investors.

Typography

The Endeavor brand uses three typefaces: Founders Grotesk, Inter, and Object Sans.

Object Sans

Object Sans should be used as an accent for bold, dramatic moments, such as large calls to action.

Usage Guidelines

- Do use the heavy weight, only.
- Do use all caps.
- Do use the a stroke weight instead of a fill.
- Do use on top of a solid color background.
- Don't fill in the text to be solid.
- Don't use at a text size smaller than 80px.
- Don't use on top of images or other busy backgrounds. *Exception: The outline text can be used over the pattern background, but the text should be filled in as the same color as the pattern background. Example: Blue background and light blue wave pattern, text should use a white stroke and blue fill.*

GLOBANT

CAREEM

WALLBOX

Typography Alternates

For headlines, the use of following fonts is permitted if Founders Grotesk and/or Object Sans are not available to you, such as in Google Slides.

Alternate for Founders Grotesk:

- Works Sans: this is a google font and is available at https://fonts.google.com/specimen/Work+Sans

Alternate for Object Sans:

- Poppins: this is a google font and is available at https://fonts.google.com/specimen/Poppins

For body copy, please continue to use Inter. Inter is a Google Font and should therefore always be available for use and can be quickly downloaded as needed here: https://fonts.google.com/specimen/Inter

**Work Sans Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
!@#$%^&()?"**

POPPINS
ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Brand Elements

How to use patterns, shapes, and images
to tell engaging stories

Pattern Element

This wave pattern communicates three ideas.

1. The outward, rippling impact of Endeavor

2. Connected impact of the network

3. The global scale of Endeavor

Usage Guidelines (FULL BACKGROUND TEXTURE)

- Use primarily as a full background texture.

- Waves of the pattern should be placed to move (in general), from the bottom-left to top-right.

- All linear waves should be the same stroke width.

- Use tonal color combinations (i.e. an orange background with light orange pattern)

- Each pattern, when used as a background, should also use a 56% opacity layer (on top) for all colors, and a 65% opacity layer for the black version, using the same color as the background.
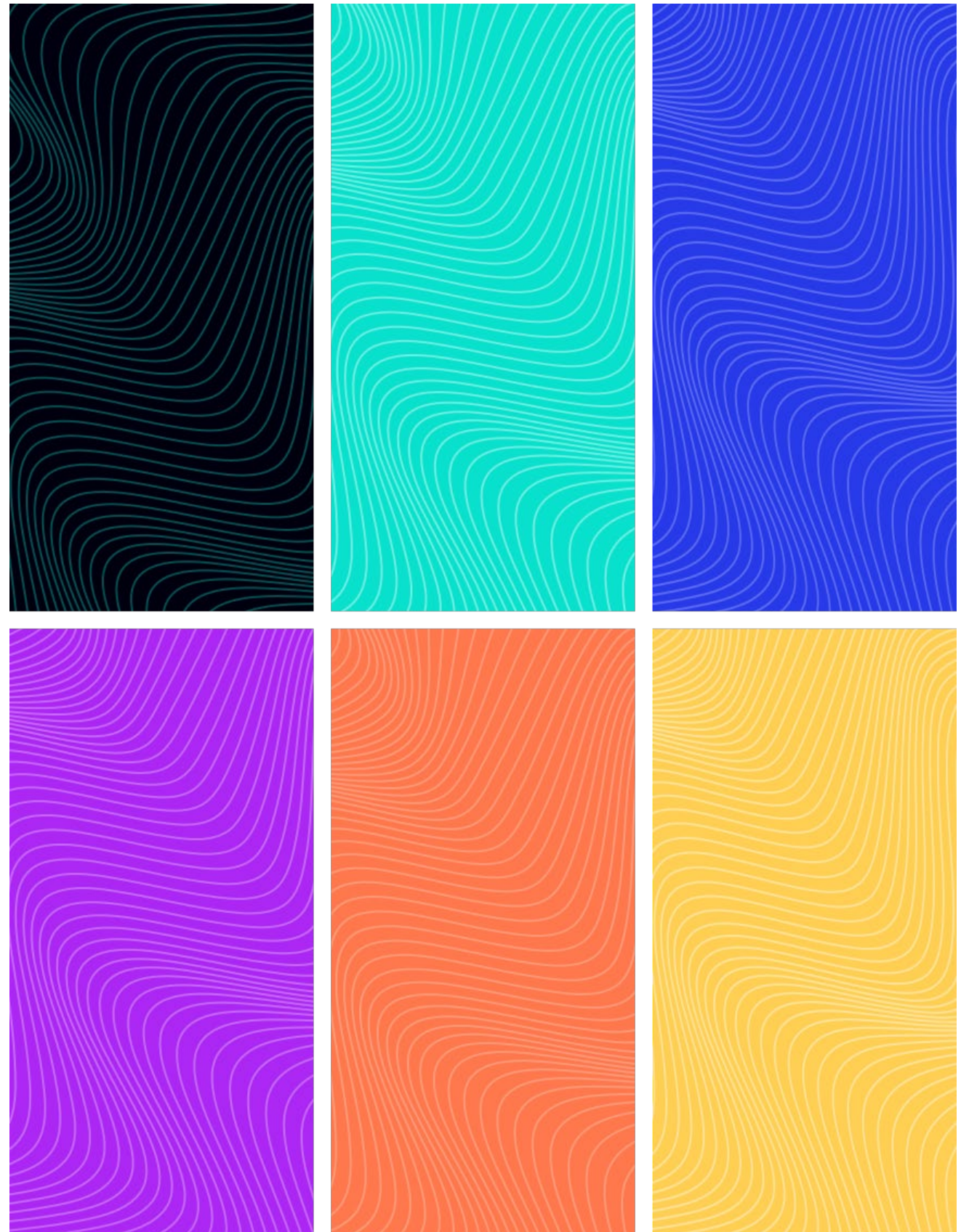
Pattern Element

Usage Guidelines (CIRCLE SHAPE)

- When not using as a full background texture fill, use in a circle shape as a background layer element.

- Only use circle shaped pattern on a white background.

- Use 90%+ opacity on the pattern texture.

Usage Guidelines (WAVE CUTOUT)

- Only use the black and teal combination for the wave cutout style.

- Only use on a white background (see example).

- Images and large type items can be placed on top of the wave cutout.
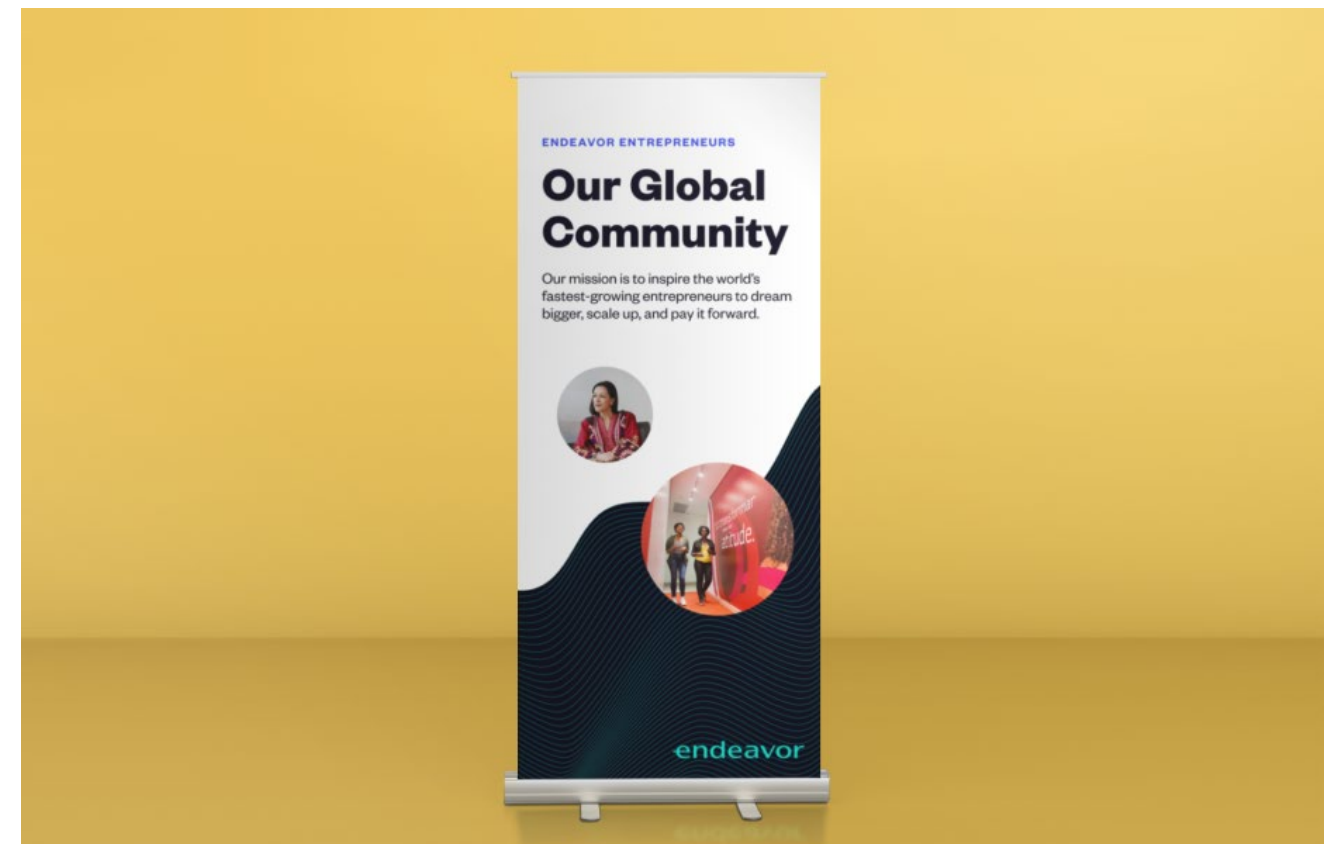
Angle Element

This angle motif is inspired by Endeavor's focus on scaling up. The angle mirrors the angles within the logo: the tail of the "e", the "v" and the "r".

Usage Guidelines

- The angle should be primarily used as a framing device via large shapes and cut-outs.

- The angle should always move from bottom-left to top-right to mirror upward growth.

- Angle should be set to 62 degrees.

Photography

Use full color, untreated photography that highlights both individual entrepreneurs and entrepreneurs together building relationships.

Showing Endeavor Entrepreneurs together cements the idea that Endeavor is about connecting with others and facilitating a network of mentors internationally.

Subjects

- Entrepreneurs, alone or in groups. Show in location.

Style

- Full-color, untreated
- Strong depth-of-field
- Strong contrast

Usage Guidelines

- Photography can be set inside shapes such as the angle or circle. If the photography is not shown in a branded shape, it should be in a rectangle.

Brand Element Examples
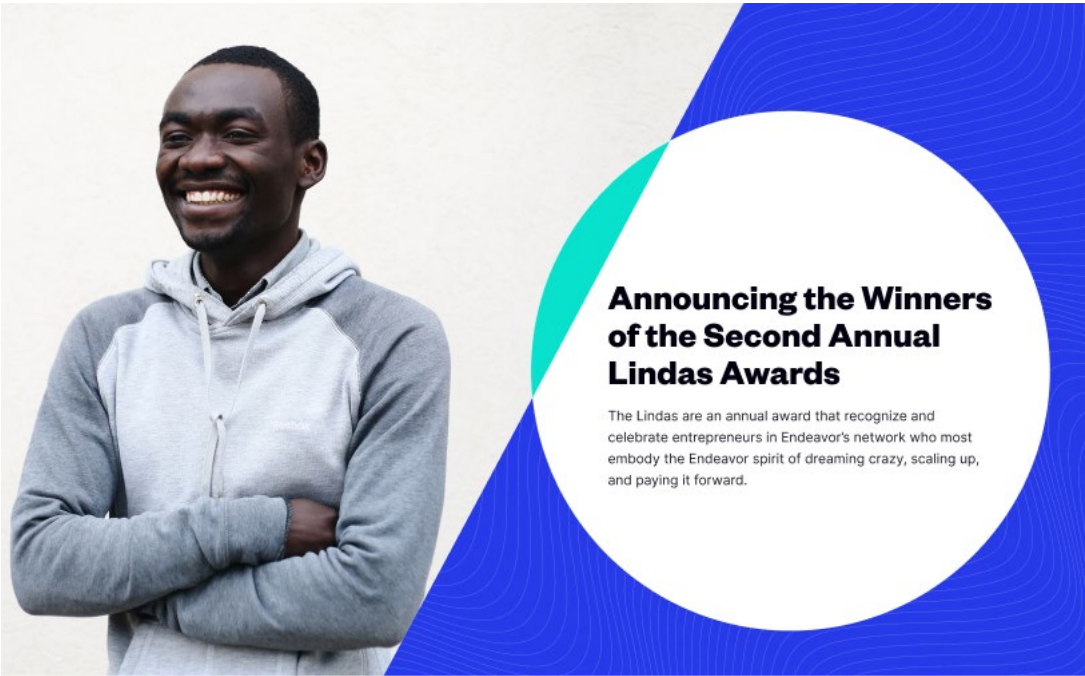
Image & Text Announcement Example

Entrepreneur & Company Highlight Example
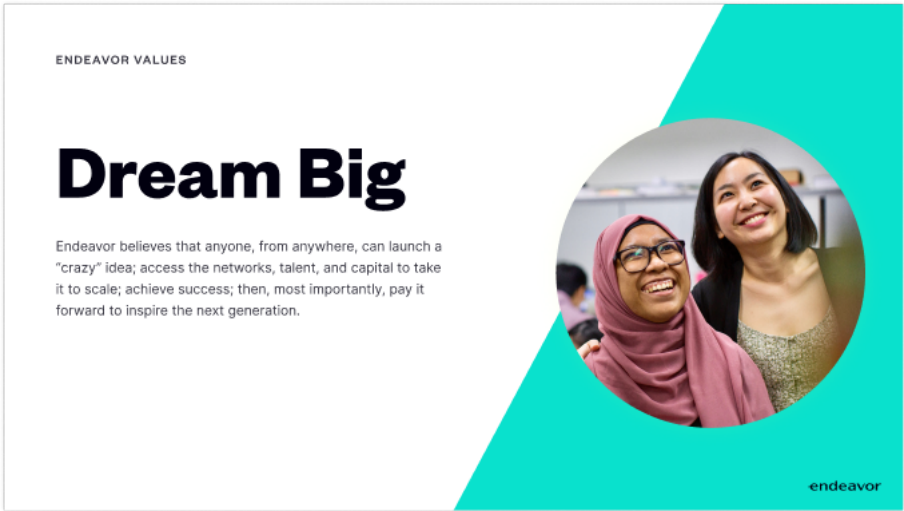
Deck Slide Example

Deck Slide Example

Local Offices
& Sub-brands

How to scale our visual identity

Local Office Naming

Always use the Endeavor logo and mark for your local office — don't create other logos. This dilutes the strength of our Endeavor brand.

When using local office names in copy or text, follow these rules:

- Unless you are referring specifically to your local office, simply use "Endeavor". We use Endeavor to mean Endeavor Global.

- Only use the official name for your local office. Use "Endeavor Italy" not a variation like "Endeavor IT".

endeavor

Endeavor Catalyst Logo

Endeavor Catalyst, is Endeavor's rules-based, co-investment fund that invests in the companies of Endeavor Entrepreneurs.

Usage Guidelines

- The teal and white logos, are for use on dark backgrounds such as black

- The black logo, is for use on white/light backgrounds such as white and teal.

- Overall, use your best judgment and make sure the logo can be seen and read easily.

Spacing

To remain legible and to present the Endeavor Catalyst logo in the best possible manner, always maintain a buffer zone of clear space around the entire perimeter of the logo.

The width of the center "e" from the Endeavor Catalyst logo may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one 'e' on each side.

Minimum size

For Print: 4 cm

For Screen: 156 px

Endeavor Insight Logo

Endeavor Insight is the research division of Endeavor that provides data-driven analysis and visualizations showing what makes entrepreneurial ecosystems thrive.

Usage Guidelines

- The teal and white logos, are for use on dark backgrounds such as black

- The black logo, is for use on white/light backgrounds such as white and teal.

- Overall, use your best judgment and make sure the logo can be seen and read easily.

Spacing

To remain legible and to present the Endeavor Insight logo in the best possible manner, always maintain a buffer zone of clear space around the entire perimeter of the logo.

The width of the center "e" from the Endeavor Insight logo may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one 'e' on each side.

Minimum size

For Print: 4 cm

For Screen: 156 px

Endeavor Open Logo

Endeavor Open is the tech platform that brings the entire Endeavor network — the people, the resources, the events — to members' fingertips.

Usage Guidelines

- The teal and white logos, are for use on dark backgrounds such as black

- The black logo, is for use on white/light backgrounds such as white and teal.

- Overall, use your best judgment and make sure the logo can be seen and read easily.

Spacing

To remain legible and to present the Endeavor Open logo in the best possible manner, always maintain a buffer zone of clear space around the entire perimeter of the logo.

The width of the center "e" from the Endeavor Open logo may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one 'e' on each side.

Minimum size

For Print: 4 cm

For Screen: 156 px

Endeavor Scale Up

Endeavor Scale Up is Endeavor's equity-free acceleration program for scale ups. The program has become a cornerstone of Endeavor's strategy across many offices.

Usage Guidelines

- The teal and white logos, are for use on dark backgrounds such as black

- The all black logo, is for use on light backgrounds such as teal.

- The black and teal logo, is for use on white backgronds.

- Overall, use your best judgment and make sure the logo can be seen and read easily.

Spacing

To remain legible and to present the Endeavor Scale Up logo in the best possible manner, always maintain a buffer zone of clear space around the entire perimeter of the logo.

The width of the triangle from the Endeavor Scale Up logo may be used as a unit of measurement to maintain consistent clear space. The buffer zone should be at least one 'e' on each side.

Minimum size

For Print: 4 cm

For Screen: 156 px

Endeavor Scale Up

Endeavor Scale Up is Endeavor's equity-free acceleration program for scale ups. The program has become a cornerstone of Endeavor's strategy across many offices.

Brand Architecture

The word "Programs" on the left side of the logo is not necessary anymore, since the brand awareness is higher now than five years ago, giving us the opportunity to create a universal logo for different countries and languages, with no need of translation.

Usage Guidelines

- Product names should be added below the logo
- Create product names with all lower-case Founders Grotesk Medium and use 10% letter-spacing or 100px tracking.

Endeavor Scale Up

Visual Identity

The angle motif is a secondary element, always used from bottom-left to top-right.

Wave motif gives flexibility for different applications

endeavor
SCALE UP

Endeavor Scale Up

Social Media
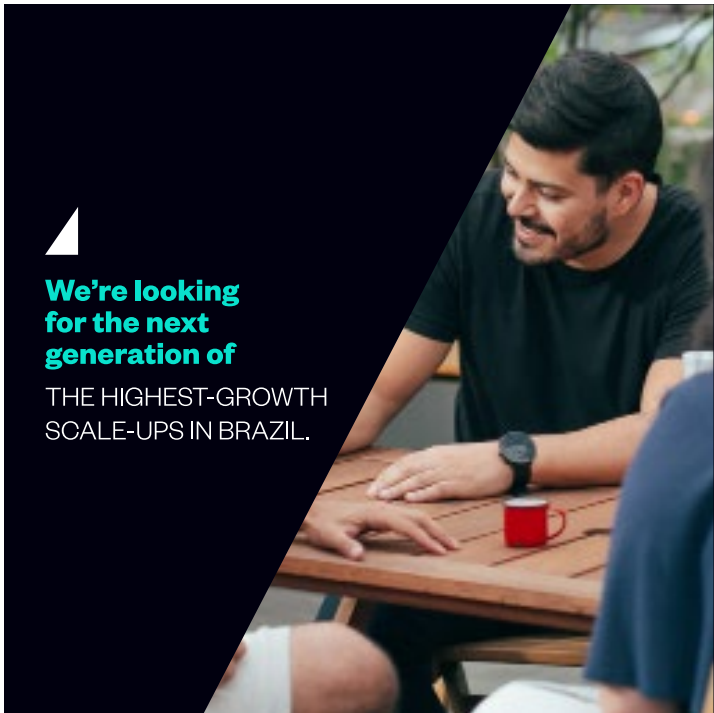
Endeavor Scale Up

Badges & Certificates

LOREM IPSUM
Lorem ipsum dolor sit

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SCALE⁄UP

A Endeavor parabeniza

CORA

por ter feito parte do Programa Scale-Up Endeavor em 2021 e por fazer parte da comunidade Endeavor, junto às empresas que mais crescem no Brasil.

PATROCÍNIO GOLD
movile

PATROCÍNIO SILVER
AILOS [B]³ BRASIL BOLSA BALCÃO MAG SEGUROS WARBURG PINCUS

Endeavor Scale Up

Presentation

O Scale-Up é uma aceleração da Endeavor Brasil focada na jornada individual das empresas destaques do Programa Scale-Up Endeavor.

Com seis meses de duração, o Scale-up é exclusivo para empresas convidadas e oferece mentorias individuais com mentores e mentoras da rede Endeavor, para endereçar os principais desafios de crescimento.

Entrepreneur & Network Seals

The Entrepreneur seal, is a tool that Endeavor Entrepreneurs can use on their websites and social media to indicate their connection to the network.

Usage Guidelines

- The seal should be used on a white background only.

- Examples of where the seals should be used include but are not limited to: business cards, LinkedIn accounts, websites, email signatures, etc.

ENDEAVOR ENTREPRENEUR

Endeavor Entrepreneur seal

PART OF THE ENDEAVOR NETWORK

Endeavor Network seal

Creating New Sub-Brands

When creating new sub-brands not listed in this document, consider if the project is a standalone entity or interwoven into Endeavor's daily mission/activities.

For projects that are clearly distinct, it will serve them well to create related but distinct branding. Examples include a podcast or an annual gala. These events are special and occur for a shorter, defined period of time.

For projects that are intertwined with Endeavor's daily activities and aligned with long-term Endeavor initiatives, it is recommended to operate within this brand guide.

Naming Guidelines

- Do not use "Insight" or "Insights" in naming as it dilutes from Endeavor Insight.
- Do not use "Catalyst" or "Catalyze" in naming as it dilutes from Endeavor Catalyst.
- Do not use "Outliers" when not in context of the Endeavor Outliers.
- Do not overuse "Scale Up".
- Do not overuse "High-Impact".

FIRST FOLLOWERS
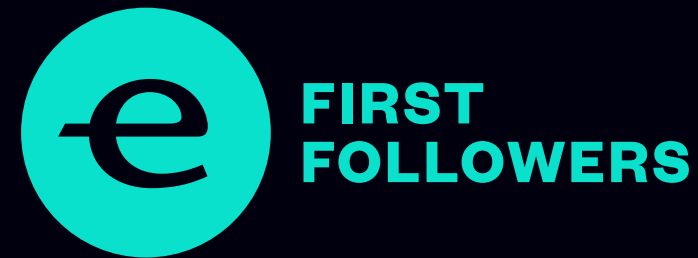
Example: This template can be used for special projects and sub-brands that are related to Endeavor but are not incorporated as Endeavor programs.

endeavor SCALE UP

Example: Program logo created following this brand guide showing a clear association with Endeavor.

endeavor CATALYST

Example: Core Program logo. For use with sub-brands that are closely associated with Endeavor and have become a global program. Examples include Endeavor Open, Endeavor Insight, and Endeavor Catalyst.

Example Applications

Our visual identity at work

Visual Composition Breakdown

Title

This is the main message of the graphic, and therefore uses Founders Grotesk in bold.

Images

- To balance the angle element, we are using images inside of circle shapes.

- One image is larger than the other, creating continued dynamism and energy.

- The images themselves, are similar, both are headshots and relatively focused (not busy). Because of this it's easier to use these images in the smaller and side by side circle shapes.
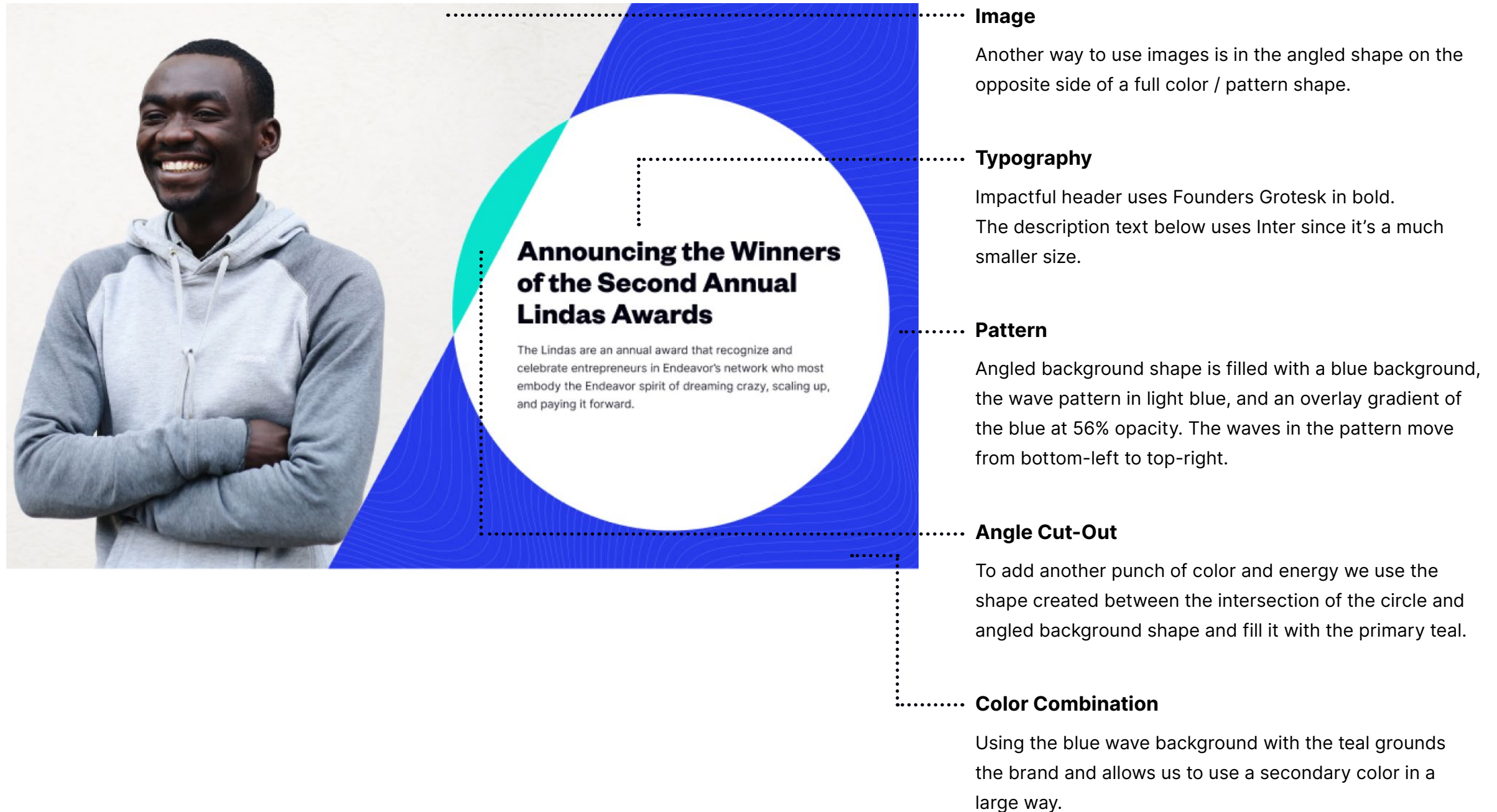
Background

To make the graphic feel dynamic, we are using a split background. The split is created by using the angle element.

The background has multiple elements on top of it, so as to not distract from that content, the background colors, light teal and teal, do not contrast too much.

Logo Placement

The logo is flush right within the graphic area, in the bottom right corner.

Visual Composition Breakdown

Announcing the Winners of the Second Annual Lindas Awards

The Lindas are an annual award that recognize and celebrate entrepreneurs in Endeavor's network who most embody the Endeavor spirit of dreaming crazy, scaling up, and paying it forward.

Image

Another way to use images is in the angled shape on the opposite side of a full color / pattern shape.

Typography

Impactful header uses Founders Grotesk in bold. The description text below uses Inter since it's a much smaller size.

Pattern

Angled background shape is filled with a blue background, the wave pattern in light blue, and an overlay gradient of the blue at 56% opacity. The waves in the pattern move from bottom-left to top-right.

Angle Cut-Out

To add another punch of color and energy we use the shape created between the intersection of the circle and angled background shape and fill it with the primary teal.

Color Combination

Using the blue wave background with the teal grounds the brand and allows us to use a secondary color in a large way.

Events: Vertical Banners

Design Guidelines

1. Logos are placed on the top or the bottom, aligned flush to the corner.

2. The core message (image or text) should be placed at the center (or at eye level).

3. Steer away from intricate designs and instead have a clear focused message and design.

4. Limit text to a headline and byline if possible for clarity and quick scanning.

5. Opt for vector images whenever possible.

6. If your banner will be printed on both sides, make sure that the material is thick enough that the graphics on one side don't show through to the other side.

Events: Stage Standards

Design & Usage Guidelines

1. Every stage or venue must have an Endeavor logo or logo mark clearly represented.

2. Make sure the logo is positioned in a location with adequate lighting.

3. The logo must remain proportional in size.

4. The logo cannot be distorted or skewed in any way.

5. Nothing can be added or taken away from the logo.

6. Colors, no matter the material, must be as close as possible to the PMS colors provided.

7. Alternative material may be used but the logo still needs to remain recognizable.

8. All materials used should be in quality condition.
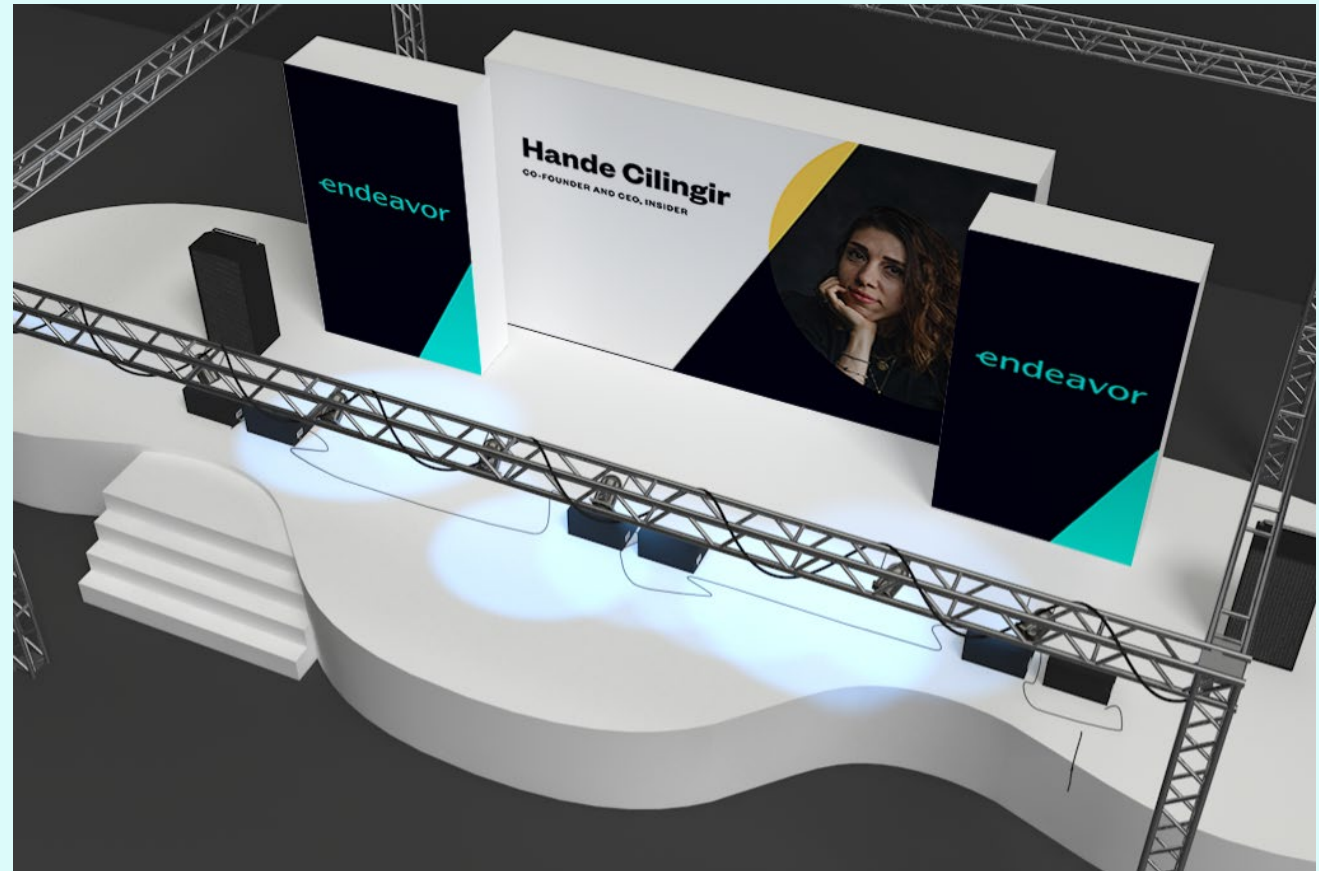
Events: Step & Repeat

Design Guidelines

1. Color: Use brand colors that coordinate with the rest of the event.

2. Logos: Use up to 6 logos, making sure to always include the Endeavor logo.

3. Pattern: Create a pattern using the logos.

4. Spacing: Make sure the logos have an appropriate amount of spacing between them.

5. Sizing: The logos can be different sizes. Decide which logo is the most important and make that logo larger than the others.

Usage Guidelines

1. Size: The 8×8 banner size will do for most events, but an 8×4 will do for smaller events and an 8×10 or 8×12 is best for larger events.

2. Seamless: Make sure the banner is seamless.

3. Matte Not Glossy: Make sure the banner material is matte and not gloss, this will reduce glare in photos.

4. White Backgrounds: To prevent a strong glare, add a slight gray to the background of the step and repeat banner.

5. Non-Glare Fabric: If the budget allows it, go with a non-glare fabric material, which won't cause camera glare, sheens or overexposed logos due to super bright lighting.
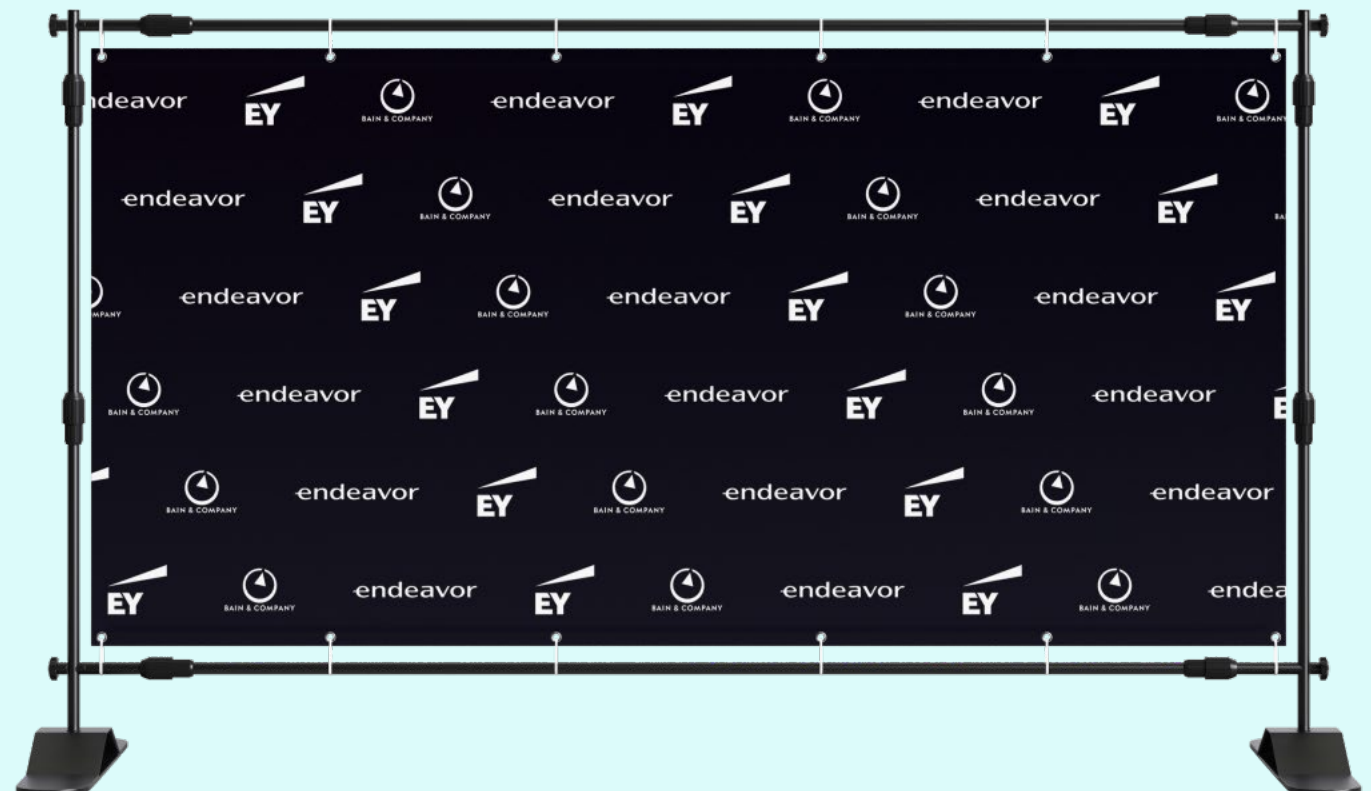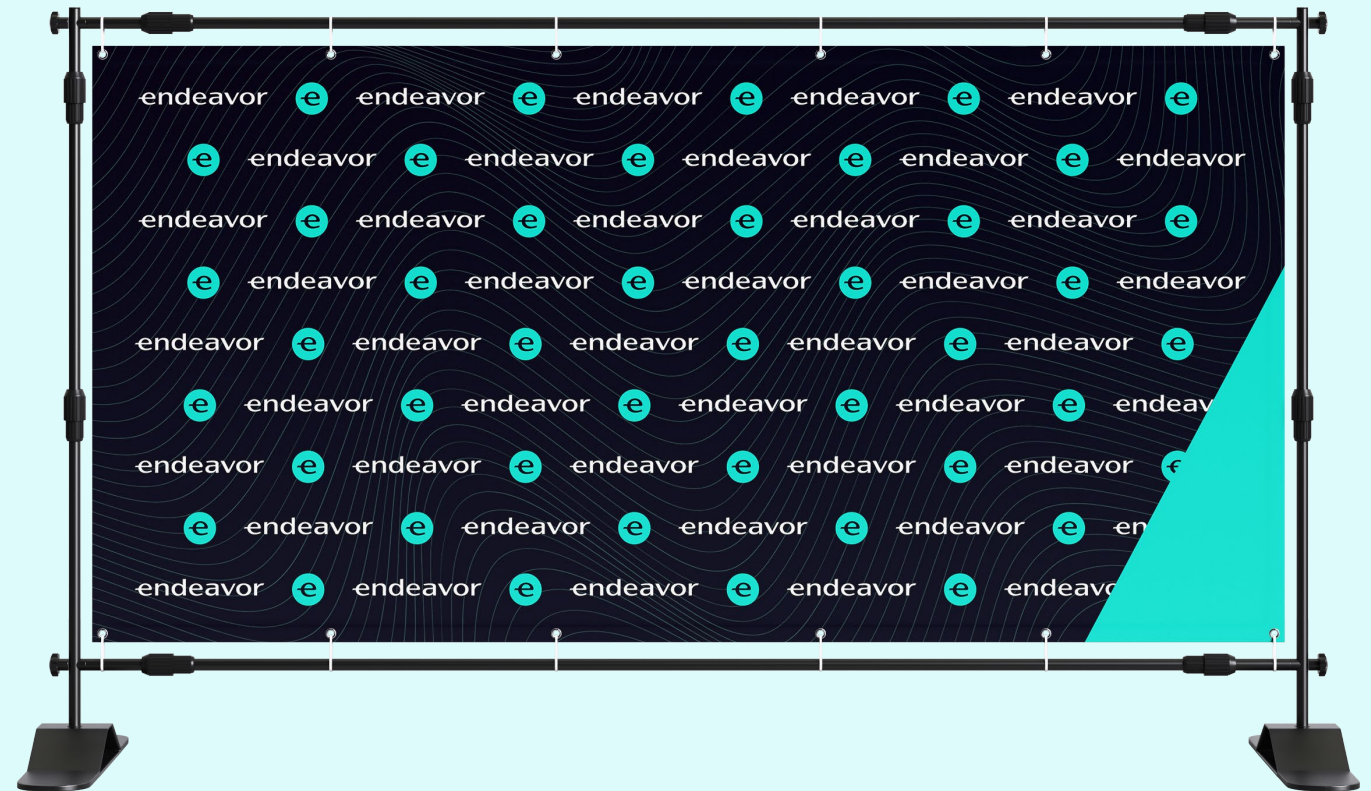
Social Graphics

Questions to ask when creating and editing a social graphic:

1. **Do the colors show who we are?**
   - Use strong primary and secondary color combinations.

2. **Do the images tell engaging stories?**
   - Use full color, untreated photography that is focused on entrepreneurs.

3. **Is the typography clear and confident?**
   - Use Founders Grotesk for headers, Inter for longer body copy, and Object Sans Outlined text for impact words and numbers.
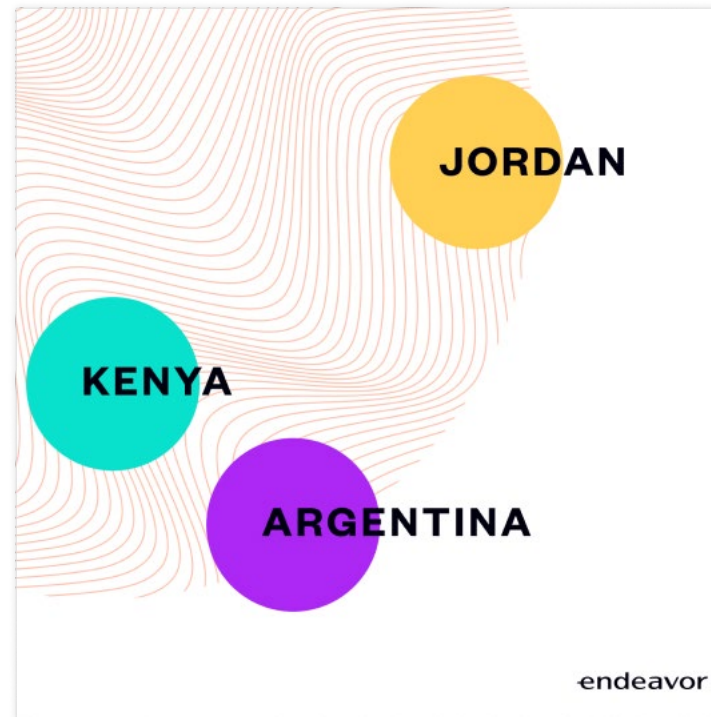
4. **Is the layout dynamic and multilayered?**
   - Use a chorus of brand elements: typography, pattern, images, etc.

5. **Is our voice purposeful and consistent?**
   - Use a voice that feels ambitious, bold, dynamic and impact-driven.

6. **Are we properly identified?**
   - Use the Endeavor logo anchored to the bottom left or right of the graphic.

Text Only Graphic

- Founders Grotesk is used for the main title and the smaller, short sentence below. Since this is a text only graphic, with relatively shorter text, using Founders Grotesk for all text works.

- The pattern is used as a full background texture and our circle brand element on top of the pattern creates a subtle area for the text to sit.


Image Only Graphic

For larger photos that have more details, use the image at full scale on the graphic.

- Introducing the angled shape as a background for the logo creates a branded feel.

Quote Graphic

- The angle is used in the upper corner, moving from bottom-left to top-right.

- The main header uses Founders Grotesk bold.

- The focus of the quote is highlighted in yellow, the same color as the angled shape, creating a unified feel.
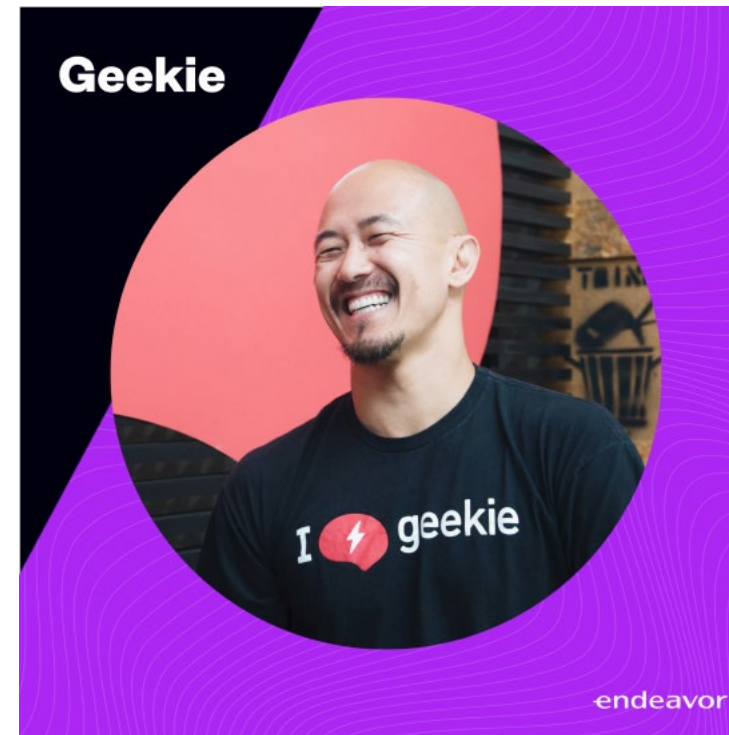
Entrepreneur Graphic

This example is great for highlighting entrepreneurs and their companies.

- The angled shape creates a dynamic feeling and gives an area to use the pattern.

- Placing the circle image overlapping both background colors creates energy.

- Because this is an Endeavor post, write the company name in Founders Grotesk and place the Endeavor logo aligned in a corner of the graphic.

Video Branding

A key part of all of your events is recording the diverse entrepreneurial voices that are present in the field and sharing them with the global community. By doing this we will build a truly global dialogue that represents a diversity of voices and perspectives. Please upload all Endeavor videos to your local Endeavor Youtube Channel.

The Endeavor Global team would be happy to support you with any other digital and video branding need you have that are not captured here, please email brand@endeavor.org with your requests.

Examples will be added as our new branding is applied to our video content around the world. We can't wait to see what you come up with!

Title Card

This title card should be used at the end of all Endeavor videos. The title card should be visible for 3 seconds, and then fade to white or Endeavor Black depending on which color is being used.

Lower Thirds

In your videos, the name of speakers and location should be added as "lower thirds."

The speaker's name should receive the most emphasis, and be typed in white.

The title of the talk will appear above the speaker's names in smaller yellow text. The logo will be placed on the right hand side of the colored bar, as shown here.

All "lower thirds" will fade in as a group as the talk begins. Hold for 5 seconds (or longer if needed), and then fade out again.

Watermark

Use the white version of the Endeavor logo as a watermark on all videos (you can do this by uploading the image directly to YouTue, and it will be placed on all videos).
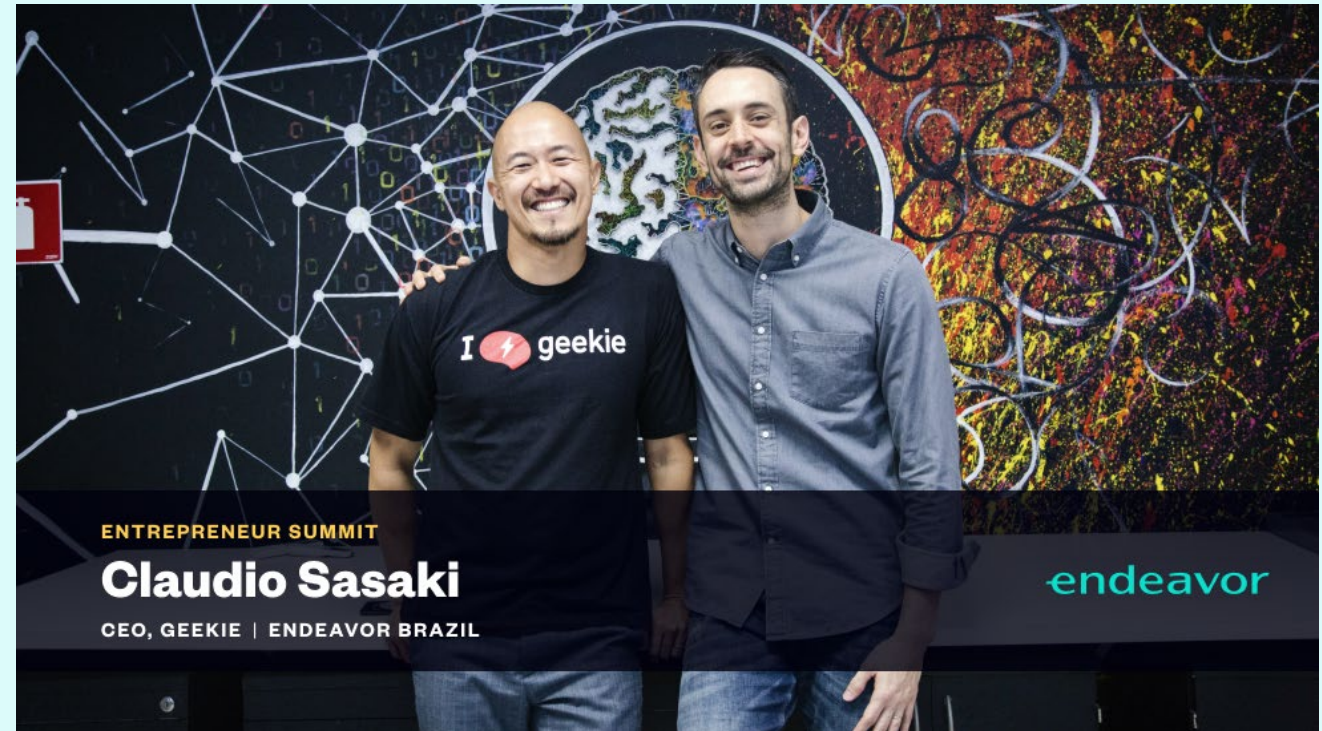
Audio Guidelines

The goal to keep in mind when choosing audio is that we want our audience to recognize our audio brand and know what it stands for. Keep in mind Endeavor's brand tone when choosing audio: *ambitious, dynamic, bold, and impact-driven*.

Usage Guidelines

- Be deliberate that the feeling of the audio aligns with Endeavor.

- If using an audio logo, make sure it plays at the same time that the visual logo animates onto the screen.

- Make sure that all songs/SFX are accessible and you have the legal rights to use them in your media.

Example Applications

- 2020 Endeavor Gala Video
  - This video's purpose is to celebrate our entrepreneurs and networks, making viewers feel good for being part of Endeavor.
  - The chosen music is both dynamic and impact-driven to match the emotion the video is trying to convey.

- Magic of Endeavor
  - This video's purpose is to educate first time viewers about Endeavor and explain the power of our network.
  - The chosen music has a feeling of boldness and remains upbeat, but not too corporate.

Tagline Design

The Endeavor tagline is: "Dream Bigger. Scale Faster. Pay it Forward." It's the clearest distilliation of our brand promise and each segment communicates our key tone words: ambitious, dynamic, and impact-driven.

Usage Guidelines

- Each segment of the tagline, makes a great headline (e.g.,. Dream Bigger). It works well on social media, a poster, or an ad.

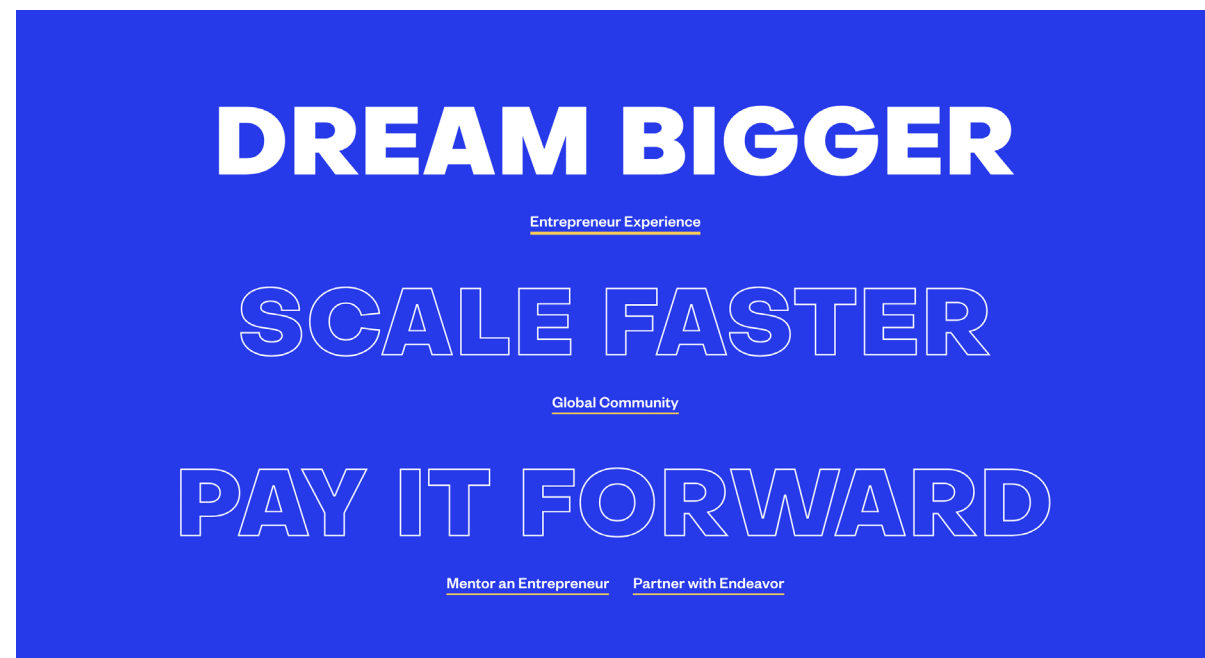- The tagline, when not being used in a sentence, should be set in all caps.

Social Graphic
Tagline is used in three parts.

Business Card
Tagline when used in three parts should be in all caps

Website Call to Action
Tagline is used in three parts to differentiate calls to action.

End of Document