

— CO.STARTERS® BRAND GUIDE

*Best practices and assets for consistent expression
of the CO.STARTERS brand and program brands.*

FOR MEMBERS AND PARTNERS

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The CO.STARTERS Brand Family

This guide has been created to help you understand the CO.STARTERS brand identity and to assist you in promoting CO.STARTERS-powered programs and activities in your local context.

We believe a strong sense of brand can amplify and unify our message across the globe, providing valuable momentum and connection for all of our communities and partnerships.

HOW TO USE THIS GUIDE

- » Share this guide with your marketing team and find additional branding supports on the CO.STARTERS Member Center.
- » If you have questions as you work with our guidelines, please contact support@costarters.co



01 //

Use the CO.STARTERS global brand consistently and in context

The CO.STARTERS brand represents more than a program—it also represents a company, a network, and a movement. The CO.STARTERS name and logo are registered trademarks and may only be used by current licensed members within our guidelines.

USE THE CO.STARTERS NAME CORRECTLY

- » In written text, the CO.STARTERS name always appears in uppercase with the period in place and in the same font size and style as the content surrounding it. Exceptions are when using our URL “costarters.co” and our social media URLs, which should appear in lowercase.

PROVIDE CONTEXT FOR THE CO.STARTERS NETWORK

- » Members are required to include a reference to and context for the global CO.STARTERS brand and network in all landing pages and media articles promoting CO.STARTERS programs.



DO:

Provide context for the global brand by referencing the CO.STARTERS network on web pages and in media articles.



Start South is a member of the CO.STARTERS network. Learn more at costarters.co



DON'T:

Use the CO.STARTERS name with incorrect lettercase or punctuation.

CoStarters

CO.Starters

Co-Starters

CO-Starters

02 //

Balance our brands with your local host brand

To best engage your local community with your promotion efforts, present your CO.STARTERS-branded programs and activities in the context of a trusted local host..

PROMOTE UNDER A LOCAL HOST

- » Choose an existing local brand as a host brand or “umbrella brand” for your programs. This allows you to build momentum and long-term relationships around a brand that you own.

USE AN APPROVED PROGRAM NAMING FORMAT

- » Avoid naming configurations or language that can confuse ownership of the brand. Approved formats are:
 - [Program Name]
 - [Program Name] at [Local Host Name]
 - [Program Name] presented by [Local Host Name]

REFERENCE THE CO.STARTERS NETWORK

- » There must always be at least one reference to CO.STARTERS wherever a CO.STARTERS name or brand appears.
- » When using CO.STARTERS programs and tools with programs under a different name, use the term “Powered by CO.STARTERS.”



DO:

Use an approved program name format.

CO.STARTERS at Start South

CO.STARTERS presented by Start South

**Start South Academy
powered by CO.STARTERS**



DON'T:

Don't use a naming format that implies local ownership.

Start South CO.STARTERS

CO.STARTERS Start South

CO.STARTERS Chattanooga



DON'T:

Don't use our tools under a different program name without crediting CO.STARTERS.

Start South Academy

03 //

Keep visual brands distinct and separate

The CO.STARTERS logo and program logos should always appear visually separated from other logos. This helps ensure the integrity of the CO.STARTERS brand and program brands, as well as your local brand.

BRAND & CREATIVE ASSETS

» Only use the logos and brand assets we provide on the Member Center. Do not download assets elsewhere or attempt to create, expand on, or imitate our logos.

✓ **DO:**
Keep logos separate with adequate spacing.

CO.STARTERS®

PRESENTED BY



CO.STARTERS®

DON'T:

✗ *Don't add to our logos.*

CO.STARTERS®
CHATTANOOGA

✗ *Don't combine other logos with our brands.*



✗ *Don't imitate our logos or create spin-off brands.*

CO.STARTERS®
+
CO.LAB

04 //

Build your program web presence under your local brand

Begin your promotion by creating a page on your existing organization website to tell potential participants about the new program and how they can sign up. Follow these guidelines to create a clear touchpoint that is consistent and effective in both the local and global brand context.

- » Use domain names and urls that you own, independent of any CO.STARTERS brands.
- » See the wireframe and landing page examples we provide for a checklist of things to include.
- » Use the creative assets and boilerplate language we provide to describe our programs consistently.
- » Include context for the global program and reference to the CO.STARTERS network

A web wireframe, boilerplate language, creative assets, and landing page examples are available on the CO.STARTERS Member Center.



DO:

Build landing pages within your existing website.

www.startsouth.com/costarters

www.startsouth.com/rebuild

www.startsouth.com/costarters-alumni



DON'T:

Don't buy domain names with CO.STARTERS brands.

www.startsouthcostarters.com

www.costarters-chattanooga.com

www.joincostarters.com



LANDING PAGE WIREFRAME 1 of 2

A YOUR LOGO

Reference the local organization you are hosting the CO.STARTERS program under.

B HEADER

Use a photo and tagline that will connect with your audience, with an obvious call to action.

C PROGRAM LOGO

Position your local program offering using our program brands. See program launch page for guidelines and brand assets.

D APPLY BUTTON

Include a clear and obvious call-to-action button that takes them to your application.

E WHO SHOULD APPLY

Include a description of who is the best fit for the program. See program launch page for example copy.

F OVERVIEW

Give a brief description of what the program covers and what to expect. See program launch page for example copy.

G BENEFITS

Show a list of what participants will gain by completing the course.



LANDING PAGE WIREFRAME 2 of 2

H FORMAT

Describe what to expect and what will be covered.

I TESTIMONIAL

Include a story or quote from someone who has gone through the program.

J IMPACT

Show the impact of the program locally or reference our global impact numbers.

K DETAILS

Include information on pricing, dates, and location.

L APPLY BUTTON

Make sure to repeat your call to action with a clear and obvious link to your application.

M NETWORK BADGE

Provide context for the global program and network with a link to co.starters.co.

H FORMAT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Session x
(Lorem ipsum)

Session x
(Lorem ipsum)

Session x
(Lorem ipsum)

Session x
(Lorem ipsum)

Session x
(Lorem ipsum)

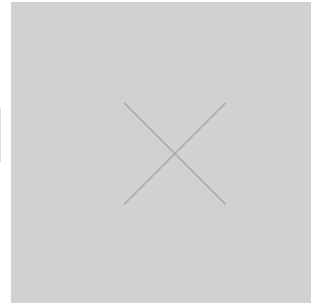
Session x
(Lorem ipsum)

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I STARTER STORY



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi ."

Lorem ipsum

J IMPACT

XX%

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XX%

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K COURSE DETAILS

Pricing

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Program Dates:

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Location:

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L

CALL TO ACTION

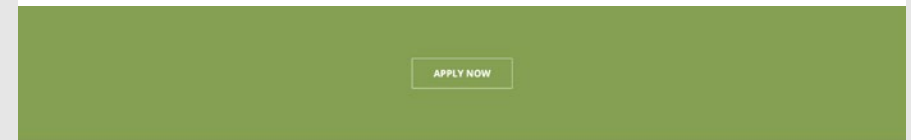
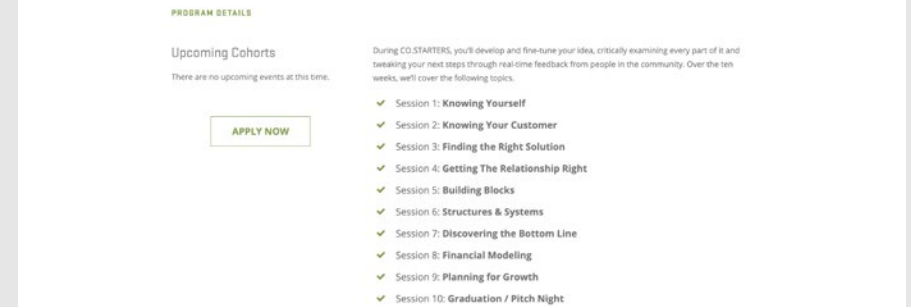
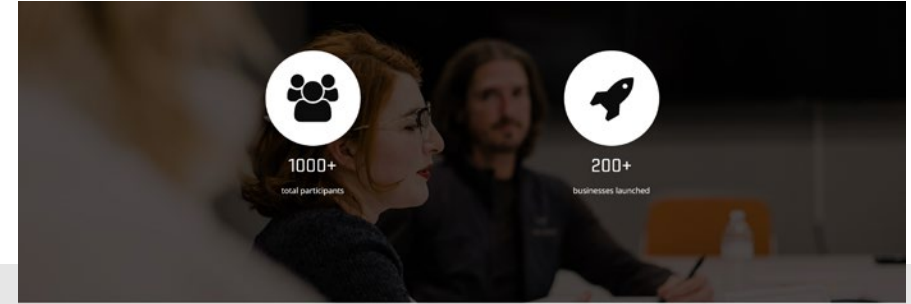
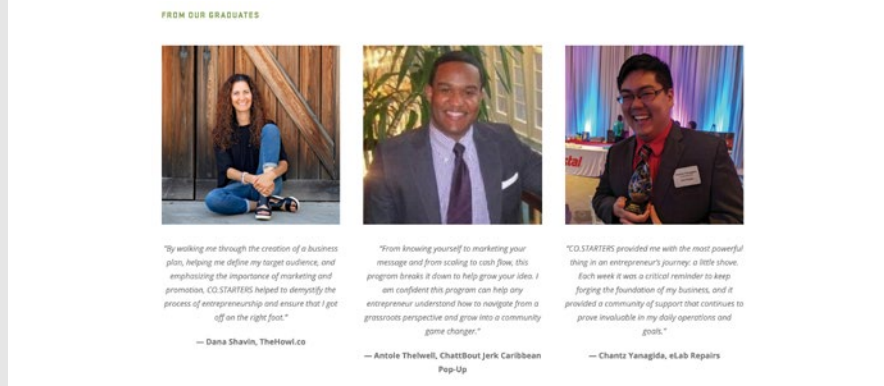
SUPPORTED BY

M

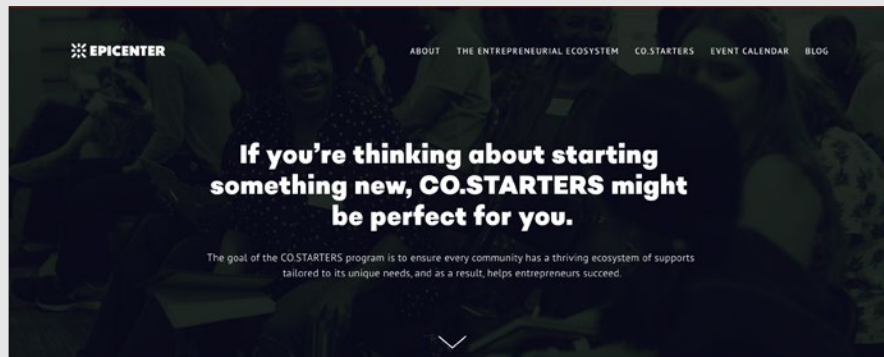


Member of the CO.STARTERS Network
Learn more at co.starters.co

LANDING PAGE EXAMPLES



LANDING PAGE EXAMPLES



CO.STARTERS



A 11-week program designed to put your ideas to the test

The CO.STARTERS program prepares aspiring entrepreneurs with insights, relationships, and tools needed to turn their business ideas into action. CO.STARTERS is designed to shorten the time it takes to develop great ideas into thriving businesses by applying lean business model methods popular with high-growth startups.

Participants will learn how to identify key assumptions about why and how their businesses will work in real-world scenarios. This approach enables participants to rapidly uncover flaws in their concepts and quickly adjust their business models.

Who is it for?

If you are exploring a new idea, you're someone close to starting up, or even just launched a business that is "stuck," CO.STARTERS is right for YOU.

The one essential element is that you have a concept that you are ready to test and that you are willing to study, shape and fine-tune that idea in a supportive, collaborative, and welcoming environment. If you're creative, community-minded and serious about turning your passion into a sustainable business, we want you.

The CO.STARTERS Curriculum

Week 1: Knowing Yourself

This week covers testing assumptions, working styles, team building, and common business obstacles.

Week 2: Knowing Your Customer

This week covers problems, solutions, benefits, competition, advantages, and customers.

Week 5: Strengthening Your Structure

This week covers business structures, licenses, IP and hiring.

Week 6: Discovering the Bottom Line

This week covers startup & ongoing needs, fixed & variable costs, and break-even points.

Week 7: Advising

Get individualized help from professionals and mentors on a variety of topics.

Week 10: Pitch Practice

Get additional tips, tools, support, and coaching as you practice sharing your story with others.

Participants will graduate from the program with a deeper understanding of how to create a sustainable business, articulate their business model, and repeat the process for future business ideas.

Participants also receive one-on-one time with the facilitators, Q&A with local entrepreneurs, support from Epicenter staff during and post-graduation, invitation to alumni networking & workshop events, one year of access to Epicenter's Cooper-Young coworking facility.



Program Fees

CO.STARTERS enrollment is flat fee of \$125. The course fee includes curriculum, facilitation, and light refreshments. Spaces are limited, so full payment is required to save a seat. This fee is non-refundable.

Next Session starts Jan 2021

This group will meet on Wednesdays from January 13, - March 24, 2021

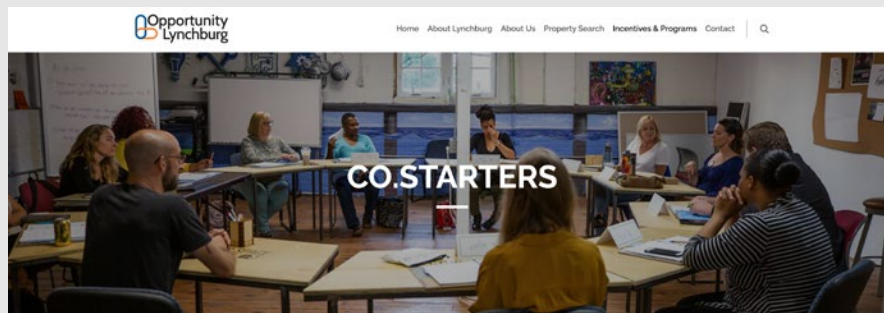
Note that this will be a virtual cohort.

Be sure to [sign up](#) for our newsletter for future cohort announcements!

REGISTER

CO.STARTERS

LANDING PAGE EXAMPLES



TURN YOUR PASSION INTO A THRIVING BUSINESS.

What is CO.STARTERS?

CO.STARTERS is a nine-week program that equips aspiring entrepreneurs with the insights, relationships and tools needed to turn business ideas into action and turn a passion into a sustainable and thriving business. This nationally-based program has been proven to jump-start entrepreneurial ideas and provide a foundation for success. To date, more than 75 businesses have graduated from the CO.STARTERS program.

Who is CO.STARTERS for?

If you're an aspiring entrepreneur, or a seasoned professional looking to launch a new product or service, CO.STARTERS can give you the support you need to get started. To join, you must first have an idea you're ready, willing and excited to share and pursue. You should also have a willingness to study, shape and fine-tune that idea in an environment that's supportive and collaborative. If you're serious about turning your passion into a sustainable business, CO.STARTERS is a smart next step. Submit your application by filling out the electronic application linked below.



What to expect:

Groups of 10 to 16 entrepreneurs meet together for nine weeks, meeting one evening a week for three hours, led by a facilitator. CO.STARTERS facilitators are experienced business owners from the community who guide participants through the program by asking the right questions, drawing on the knowledge in the room, and using available resources and connections in the community to point participants in the right direction. In addition to exploring different topics each week, guest speakers are also brought in weekly to enrich the conversation and help participants learn from the experience of others in the community. CO.STARTERS will help you identify why and how your business will work, and will then talk with customers to validate your ideas. This approach enables you to rapidly uncover flaws in your concept and find viable models more quickly. You'll leave the program with a deeper understanding of how to create a sustainable business, articulate your model, and repeat the process with your next great idea.



How much does it cost?

The cost of CO.STARTERS is \$195 for City of Lynchburg residents and \$245 for non-residents. Participants can pay the first night of class or arrange flexible payment plans. The program costs include:

- 1 on 1 support from a seasoned entrepreneur
- 9 weeks of classroom instruction
- Mentorship and class speakers
- Opportunity to hone your business pitch

A \$100 non-refundable fee toward the full program cost is charged when you are accepted into the program.

What is covered:

During CO.STARTERS, participants develop and fine-tune their ideas, critically examining every part and determining next steps through real-time feedback from people in the community. Over the nine weeks, we'll cover the following topics:

- Week 1: Knowing Yourself (Assumptions, Working Styles, Team Building, Obstacles)
- Week 2: Knowing Your Customer (Problem, Solution, Benefit, Competition, Advantage, Customer)
- Week 3: Getting the Relationship Right (Marketing & Message: Getting, Keeping & Growing Customers)
- Week 4: Building the Model to Scale (Starting Small, Distribution, Revenue, Typical Sale, Price)
- Week 5: Strengthening Your Structure (Business Structures, Licenses, IP, Hiring)
- Week 6: Discovering the Bottom Line (Startup & Ongoing Needs, Fixed & Variable Costs, Break-Even Point)
- Week 7: Accounting for Growth (Break-Even Point, Sales Projections, Cash Flow, Accounting)
- Week 8: Planning for the Future (Raising Capital, Growth Plans, Goal Setting, Pitch Prep)
- Week 9: Pitch Night/Sharing Your Story

Logistics:

Classes take place once a week for nine weeks. Participants must be 18 years or older to register for the course.

The next CO.STARTERS cohort will begin in March 2021. The deadline to submit applications to be considered for the spring 2021 cohort is January 31, 2021.

[APPLY TODAY](#)

05 //

Grow your social media following under your own brand

Create unique landing pages and hashtags for your CO.STARTERS-branded programs under the umbrella of your existing brand. This allows you to continue building momentum and a long-term following around a trusted brand that you own.

#WEARECOSTARTERS

- » Leverage the larger CO.STARTERS network brand presence through your existing social channels by tagging and referencing our global social channels.

ALUMNI GROUPS

- » Create groups, not pages. To build community around your CO.STARTERS-branded programs, create groups that connect to CO.STARTERS brands but do not imply ownership of the brands. Examples:
 - CO.STARTERS @ Start South Alumni
 - CO.STARTERS | Start South Alumni Group

See costarters.co or the last page of this guide for a list of our social media accounts.



DO:

Do use your local host brand's domain names and social accounts.

startsouth.co/costarters

@startsouth #costartersStartSouth



DO:

Follow our visual brand guidelines when creating social graphics and groups.



DON'T:

Don't create domains, social accounts, or social pages using CO.STARTERS brand names.

costarters_south.com

@costarters_south

facebook.com/costarters_south

06 //

Use consistent language to explain our network and programs

Consistency in our verbal and written communication helps create a clear perception of the CO.STARTERS network and programs across multiple audiences and channels.

KEEP IT SIMPLE

- » Don't use jargon or overly complex terms to explain our programs. In our program materials, we like to aim for an eighth grade reading level.

USE BOILERPLATE LANGUAGE

- » We provide example messaging for all of our programs that uses specific language meant to help differentiate our offerings and align with intended audiences.

GIVE CONTEXT FOR MEDIA

- » When working with local or national press, share our Media Kit to help provide background for the CO.STARTERS programs and network.



DO:

Use the language we provide in our boilerplate examples to describe our programs.

CO.STARTERS Core is a 10-week program for aspiring starters.



DO:

Provide clear context for the larger program and network.

CO.STARTERS, a national program presented locally by Start South...



DON'T:

Change program descriptions in ways that make them sound like something different.

CO.STARTERS Core is a weekly meetup for startups.



DON'T:

Don't overlook context for the larger network that may confuse ownership or origin of our programs.

CO.STARTERS, a program of Start South...

The CO.STARTERS Logo

The CO.STARTERS logo is the most visible part of our brand. It connects us across multiple platforms, countries, and communities. It is the common linking element within every product and program in our brand family.

Our logo combines classic and geometric elements to represent a coming together of tried and true methodologies with new and innovative ways of thinking. It is both old and new, fresh and familiar.

The CO.STARTERS logo is made up of a combined logotype and mark. These two elements can be used together or separately within our guidelines.



MARK

Our “C” mark is distinct and often stands alone as a symbol. When used in proximity to the logotype, always use the combined logomark version to ensure proper spacing and proportion.

LOGOTYPE

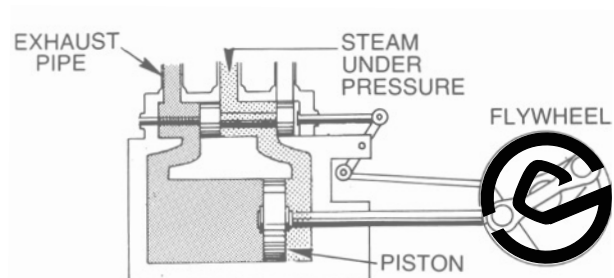
Our logotype combines clean and legible Museo Slab with geometric sans-serif Eurostyle. It should always appear with the registered trademark symbol.

Our Symbol

The CO.STARTERS mark is inspired by the flywheel of a steam engine—a revolutionary invention that harnesses an invisible element already existing in nature and turns it into something powerful and visible.

It represents energy, ingenuity, interconnectivity, and momentum.

It is also reminiscent of the copyright symbol—a widely recognized emblem of authenticity and ownership of ideas.



Logo Variations

The CO.STARTERS logo is available in several versions and formats to work for a wide range of applications.

- » The logo should always appear in CO.STARTERS Green or Gray on light background, or white on darker background colors.

Download logo variations on our Member Center.

CO.STARTERS®

CO.STARTERS®

CO.STARTERS®



CO.STARTERS®



CO.STARTERS®

LOGO

Most commonly used version. Often the cleanest option when working alongside other brands.

MARK

Works best as an avatar and symbol when the name is not needed.

LOGO + MARK

Our combined logo. Best used for official documents.

STACKED LOGO

Best for when a square orientation is needed.

Logo Usage Rules

We have a few important guidelines for using our logos. Please make sure they are used correctly and are always clearly readable.

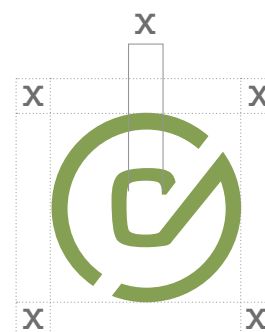
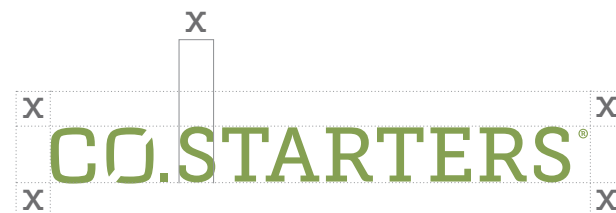
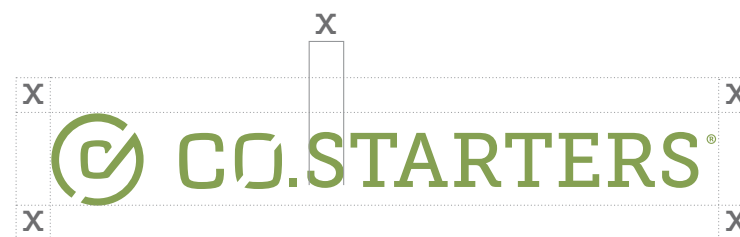
MINIMUM CLEAR SPACE

- » Always leave a specific amount of clear space between the logo and other design elements.
- » For the horizontal logo versions, the clear space should be equal to the **width of the “S.”**
- » For the symbol and stacked versions, the clear space should equal the **interior width of the “c”** at the center of the mark.

MINIMUM SIZE

- » The horizontal versions should not be used less than 1.25” wide.
- » The symbol versions should not be used less than .5” wide.

See the Program Brands section for specific clearspace guidelines for other program logos and lockups.



Logo Usage Rules

When working with any of the logos in our brand family, it's important to keep them in their original form, separate and distinct from other logos, and fully legible.

CO-BRANDING

» In co-branding applications, grey and white versions of our logos are available to provide more versatility with other brand color palettes.

DO:

- ✓ *Do choose a logo version and background that ensure the logo is clearly readable..*

CO.STARTERS®



CO.STARTERS®

DON'T:

- ✗ *Don't rotate our logos.*



- ✗ *Don't skew or stretch our logos.*

CO.STARTERS®

- ✗ *Don't place our logos on background colors that do not provide sufficient contrast.*

CO.STARTERS®

- ✗ *Don't use our logos without the ® symbol.*

CO.STARTERS

Our Colors

The foundational CO.STARTERS palette of blue, yellow, and green is inspired by our values of dependability, optimism, and collaboration.

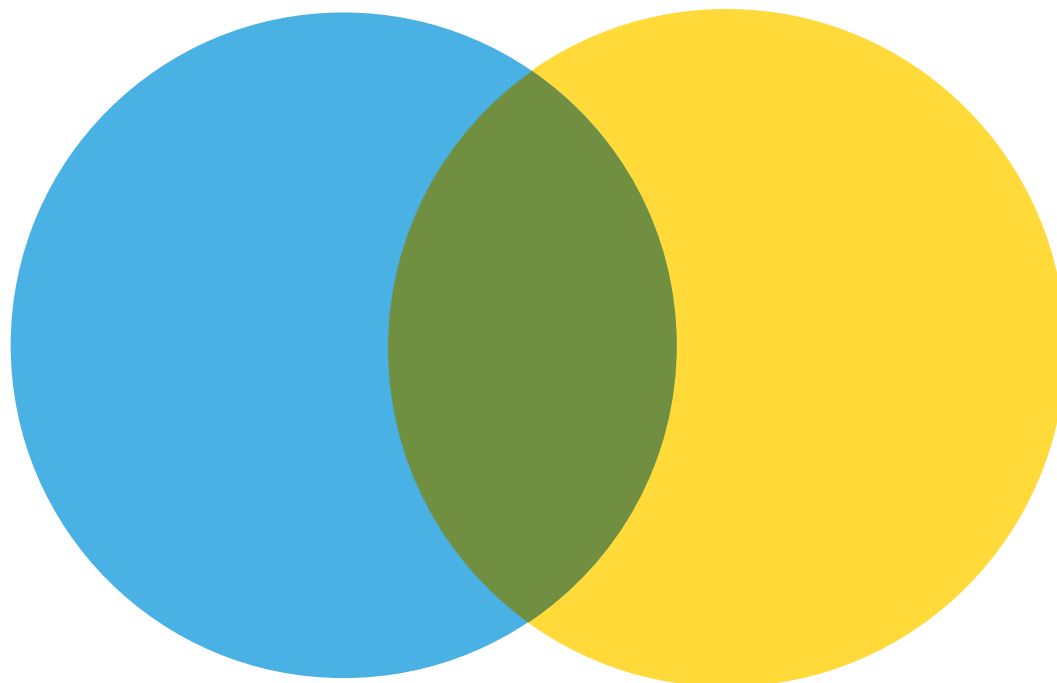
The CO.STARTERS mark and logo are most commonly used in CO.STARTERS Green.

SECONDARY COLORS

» Our secondary colors are used across our family of program brands. We use very specific color numbers to achieve consistency across print and web.

NEUTRALS

» In co-branding applications, grey and white versions of our logos are available to provide more versatility with other brand color palettes.



CO.STARTERS BLUE

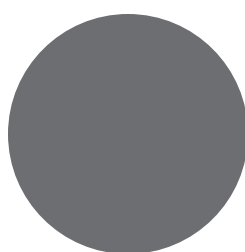
PANTONE 298 U
CMYK 68/3/0/0
HEX #00BCEF

CO.STARTERS GREEN

PANTONE 377 U
CMYK 55/25/87/0
HEX #85A052

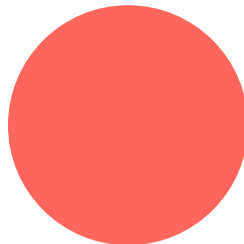
CO.STARTERS YELLOW

PANTONE 108 U
CMYK 0/12/87/0
HEX #FFDA39



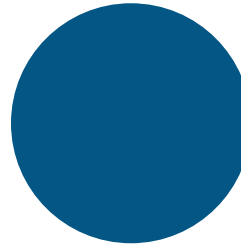
CO.STARTERS GRAY

CMYK 0/0/0/70
HEX #747474



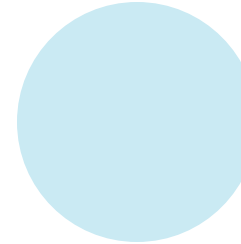
GENERATOR RED

CMYK 0/75/58/0
HEX #FF675D



DARK BLUE

CMYK 100/74/31/15
HEX #044A74



LIGHT BLUE

CMYK 19/3/0
HEX #C9EAF2



DARKER YELLOW

PANTONE 108 U
CMYK 0/12/87/0
WEB #FFDA39

Our Fonts

These are our most commonly used fonts, which can be downloaded for your own use at myfonts.com or Adobe Typekit.

Museo Slab 500

Museo Slab 500 Italic

Museo Sans 900

Vista Sans Book

Vista Sans Book Italic

Vista Sans Regular

Vista Sans Bold

Open Sans Regular

Open Sans Bold

We love Museo Slab 500 for large and medium headings

SUBHEADS IN PRINT ARE VISTA SANS BOLD CAPS WITH 20PT TRACKING

For body text in print, we use the typeface family Vista Sans, which is open, friendly, and readable.

**SOME OF OUR PROGRAM BRANDS AND TEMPLATES
FEATURE MUSEO SANS 900**

We use Museo Slab 500 for headings on the web

FOR SUBHEADS ONLINE WE USE OPEN SANS BOLD

Our web body text is Open Sans Regular and **Open Sans Bold**, which are both available on Google Fonts or Typekit.

PROGRAM BRANDS | CO.STARTERS CORE



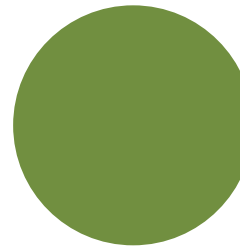
Our signature program should be referred to as “CO.STARTERS Core,” (never “Core” or “Core Program” alone) and should always use approved logo lockups. Version logo lockups for “CO.STARTERS Spanish” and “CO.STARTERS for Causes” should be used to differentiate different versions of the program.

CAPITALIZATION

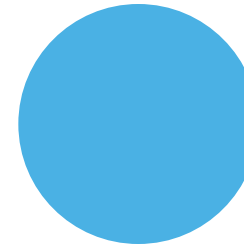
» In written text, “CO.STARTERS” should always appear in uppercase, with the version descriptor “Core,” “Spanish” or “Causes” in title case. The logo lockup is the only place it appears in uppercase.

BRAND & CREATIVE ASSETS

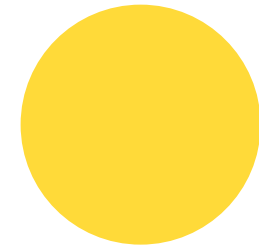
See the Programs section of the Member Center for approved logos and assets for each program, including version lockup and design templates. See the Visual Brand section of this guide for general logo usage rules.



CO.STARTERS GREEN
PANTONE 377 U
CMYK 55/25/87/0
HEX #85A052



CO.STARTERS BLUE
PANTONE 298 U
CMYK 68/3/0/0
HEX #00BCEF



CO.STARTERS YELLOW
PANTONE 108 U
CMYK 0/12/87/0
HEX #FFDA39



DO:

Include the version descriptor to differentiate programs.

CO.STARTERS Core

CO.STARTERS Spanish

CO.STARTERS for Causes



DON'T:

Don't use version descriptors in uppercase or alone.

CO.STARTERS CORE

CORE program

CAUSES



DON'T:

Don't create or use unapproved version lockups.

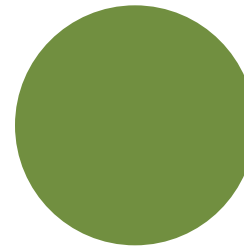
CO.STARTERS[®]
Core

PROGRAM BRANDS | GET STARTED



BRAND & CREATIVE ASSETS

See the Programs section of the Member Center for approved logos and design templates. See the Visual Brand section of this guide for general logo usage rules.



CO.STARTERS GREEN

PANTONE 377 U

CMYK 55/25/87/0

HEX #85A052

Our business launching workshop is named is “CO.STARTERS Get Started Workshop.” In written text it can also be referenced as the “Get Started Workshop powered by CO.STARTERS.” There must always be a reference to CO.STARTERS wherever the name or brand appears.

CAPITALIZATION

» In written text, “Get Started Workshop” should always appear in title case. The logo is the only place it appears in uppercase.



DO:

Include CO.STARTERS in proximity to the program name.

CO.STARTERS Get Started Workshop

Get Started Workshop powered by CO.STARTERS



DON'T:

Don't use Get Started in uppercase except in the wordmark.

GET STARTED Workshop
GET STARTED



DON'T:

Don't use the Get Started Workshop logotype without the full lockup.

GET STARTED™

PROGRAM BRANDS | REBUILD



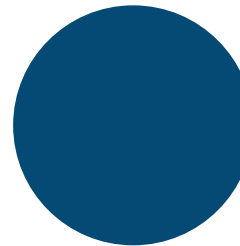
Our business recovery program is named “CO.STARTERS Rebuild.” In written text it can also be referenced as “CO.STARTERS Rebuild Program,” or the “Rebuild Program powered by CO.STARTERS.” There must always be a reference to CO.STARTERS wherever the name or brand appears.

CAPITALIZATION

» In written text, “Rebuild” should always appear in title case. The logo is the only place it appears in uppercase.

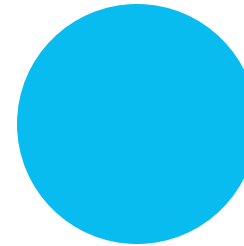
BRAND & CREATIVE ASSETS

See the Programs section of the Member Center for approved logos and design templates. See the Visual Brand section of this guide for general logo usage rules.



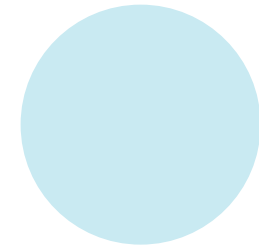
DARK BLUE

CMYK 100/74/31/15
WEB #044A74



CO.STARTERS BLUE

PANTONE 298 U
CMYK 68/3/0/0
WEB #00BCEF



LIGHT BLUE

CMYK 19/3/0
WEB #C9EAF2

✓ DO:

Include CO.STARTERS in proximity to the program name.

Rebuild: A CO.STARTERS Program

CO.STARTERS Rebuild

✗ DON'T:

Don't use Rebuild in uppercase except in the wordmark.

REBUILD Program

CO.STARTERS REBUILD

✗ DON'T:

Don't use the Rebuild logotype alone without the full lockup.

REBUILD™

PROGRAM BRANDS | REFOCUS



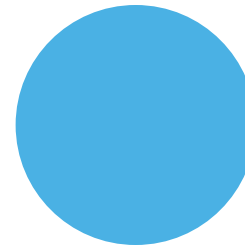
Our business recovery workshop is named “CO.STARTERS Refocus Workshop.” In written text it can also be referenced as the “Refocus Workshop powered by CO.STARTERS.”

CAPITALIZATION

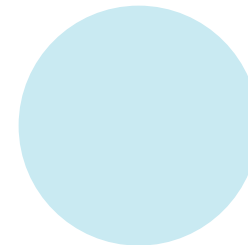
- » In written text, “Refocus Workshop” should always appear in title case. The logo is the only place it appears in uppercase.

BRAND & CREATIVE ASSETS

See the Programs section of the Member Center for approved logos and design templates. See the Visual Brand section of this guide for general logo usage rules.



CO.STARTERS BLUE
PANTONE 298 U
CMYK 68/3/0/0
WEB #00BCEF



LIGHT BLUE
CMYK 19/3/0
WEB #C9EAF2

✓ DO:

Always include CO.STARTERS with the workshop name.

**CO.STARTERS Refocus
Workshop**

**Refocus Workshop
powered by CO.STARTERS**

✗ DON'T:

Don't use Refocus in uppercase except in the logo..

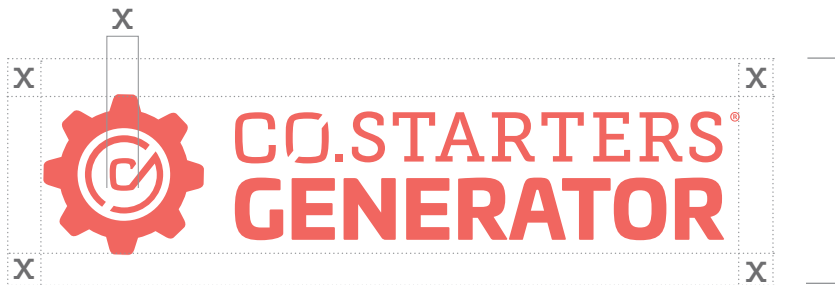
CO.STARTERS REFOCUS
REFOCUS Workshop

✗ DON'T:

Don't use the Refocus logotype alone without the full lockup.

REFOCUS

PROGRAM BRANDS | GENERATOR



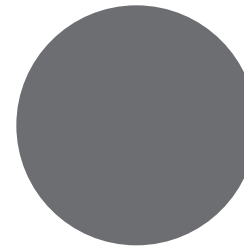
Our youth program is named “CO.STARTERS Generator.” It can also be referred to as the “Generator Program powered by CO.STARTERS.”

CAPITALIZATION

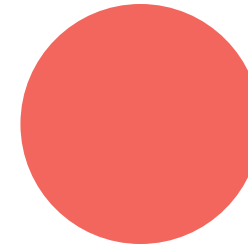
» In written text, “Generator” should always appear in title case. The logo is the only place it appears in uppercase.

BRAND & CREATIVE ASSETS

See the Programs section of the Member Center for approved logos variations and design templates. See the Visual Brand section of this guide for general logo usage rules.



CO.STARTERS GRAY
CMYK 0/0/0/70
WEB #747474



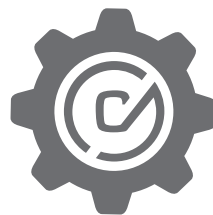
GENERATOR RED
PANTONE WARM RED U
CMYK 0/75/58/0
WEB #FF675D



DO:

Use approved logo variations.

CO.STARTERS **GENERATOR**



CO.STARTERS[®]
GENERATOR



DON'T:

Don't use the Generator logotype alone without the CO.STARTERS logo lockup.

GENERATOR

PROGRAM BRANDS | BOOTCAMP



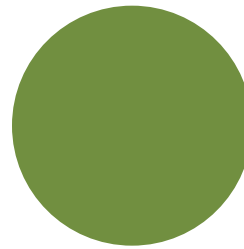
Our four-part intensive is named “CO.STARTERS Bootcamp.” It can also be referred to as “Bootcamp by CO.STARTERS.” There must always be a reference to CO.STARTERS wherever the name or brand appears.

CAPITALIZATION

» In written text, “Bootcamp” should always appear in title case as one word. The logo is the only place it appears in uppercase.

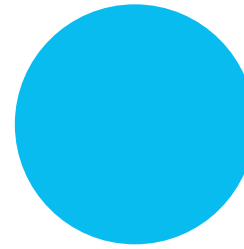
BRAND & CREATIVE ASSETS

See the Programs section of the Member Center for approved logos variations and design templates. See the Visual Brand section of this guide for general logo usage rules.



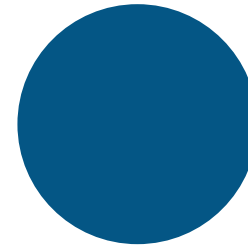
CO.STARTERS GREEN

PANTONE 377 U
CMYK 55/25/87/0
WEB #85A052



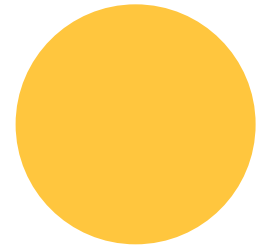
CO.STARTERS BLUE

PANTONE 298 U
CMYK 68/3/0/0
WEB #00BCEF



DARK BLUE

CMYK 100/74/31/15
WEB #044A74



DARKER YELLOW

PANTONE 108 U
CMYK 0/12/87/0
WEB #FFDA39



DO:

Use approved logo variations.



DON'T:

Don't use the Bootcamp logotype alone without the full logo lockup.



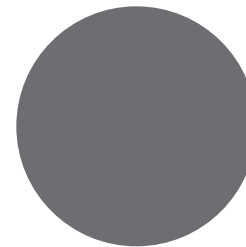
PROGRAM BRANDS | ROADMAP



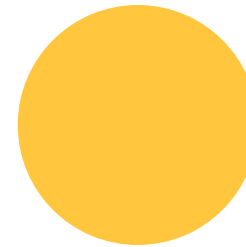
BRAND & CREATIVE ASSETS

See the Programs section of the Member Center for approved logos variations and design templates.
See the Visual Brand section of this guide for general logo usage rules.

Our goal-setting program is named “30/60/90 Roadmap.” It can also be referred to as “CO.STARTERS Roadmap.” There must always be at least one reference to CO.STARTERS wherever the name or brand appears.



CO.STARTERS GRAY
CMYK 0/0/0/70
WEB #747474



DARK YELLOW
PANTONE 108 U
CMYK 0/12/87/0
WEB #FFDA39

CAPITALIZATION

» In written text, “Roadmap” should always appear in title case as one word. The logotype is the only place it appears in uppercase.



DO:

Use approved logo variations.



DON'T:

Don't use the Roadmap logotype alone without the full logo lockup.



DON'T:

Don't use the old Roadmap logo with 30/60/90.



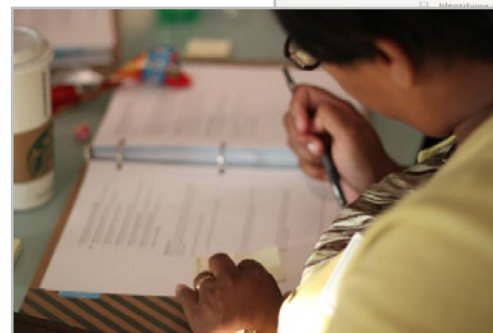
Photography

Our programs are people-centric. One of the ways we showcase this is through the use of interactive, descriptive photography. Below are tips for how to best use photographs to communicate our brand values through your promotion.

TIPS

- » Use photos of people that show positivity and interaction and represent the audience you are seeking to attract.
- » Convert photos to black & white (grayscale) to help unify inconsistent images as well as eliminate distracting colors.
- » Incorporate product photos to connect with our global brand and help show the unique value of the program.
- » Tell a larger story by using not just cohort or portrait images, but images that place people in the context of their community, industry, or business.

Find a photo library of product and stock images for promotional use on the CO.STARTERS Member Center.



Design Templates

We provide a variety of easy-to-use design templates for use in print or social promotion, editable for free with Canva.

- » To use, customize the templates with your local program information and logo, or swap out images and copy to adapt them further to your specific target audience.

Find promotional design templates for each program on the Programs section of the CO.STARTERS Member Center.



Thank you!

We appreciate you working with us to make our global identity stronger.

Remember, we are always here to help. If you have questions or unique needs, please contact support@costarters.co.

ADDRESS:

630 Market Street
Chattanooga, TN 37408

TELEPHONE:

+1 (423) 535-9079

EMAIL:

support@costarters.co
info@costarters.co

MAIN WEBSITE:

costarters.co

MEMBER CENTER:

members.costarters.co (login required)

SOCIAL MEDIA:

Facebook: <https://www.facebook.com/costarters>

Twitter: <https://twitter.com/costarters>

Instagram: <https://www.instagram.com/costarters/>

LinkedIn: <https://www.linkedin.com/company/costarters/>

Vimeo: <https://vimeo.com/groups/costarters>