



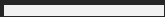
Brand Guidelines



Welcome to the Driven Venture Builders Brand Guidelines.

This document establishes the fundamental principles of our brand identity, ensuring a unified and recognizable presence across all formats.

who we are



who we are

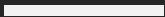
our vision

we envision an incredible future, full of innovation, where people are happier and fulfilled, where social progress goes hand in hand with economic and environmental progress, where people are aware of their impact on each other's lives and on the environment.

our mission

we assume our role in this future by providing useful support to the world's best entrepreneurs and innovators with our specialized services, network and work

our logo



logo composition

The Driven Venture Builders logo is a bold and modern representation of the brand's identity, emphasizing forward motion, innovation, and strength.

Its structured typography and enclosed directional symbol convey a sense of progress and strategic vision, reinforcing the brand's commitment to building successful ventures with its partners.

This composition ensures a dynamic and modern aesthetic that resonates across different platforms while maintaining clarity and impact.



primary logo

The primary logo combines the bold 'DRIVEN' typography with the dynamic enclosed directional symbol and the defining 'VENTURE BUILDERS' descriptor.

Designed for maximum impact, it is the go-to choice for all major brand communications, ensuring a strong and recognizable presence.

DRIVEN
VENTURE BUILDERS

secondary logo

A simplified adaptation of the primary logo, crafted for situations where space is restricted, ensuring clarity when smaller text becomes difficult to read.

It preserves brand identity while enhancing legibility in compact applications.

DRIEN

symbol

At the heart of the logo is the enclosed ">" symbol, representing movement, direction, and growth.

Its compact and versatile design makes it ideal for social media avatars, favicons, and digital interfaces, ensuring brand visibility in limited spaces.

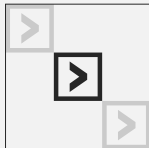
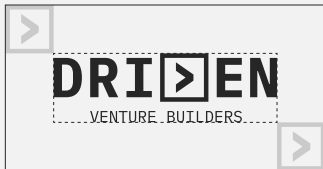
Additionally, it serves as a powerful brand identifier on merchandising, packaging, and marketing materials.



minimum clear space

To maintain the logo's impact, a minimum clear space must be observed around it, ensuring no visual clutter interferes with brand visibility.

The clear space should be equal to the height of the square and ">" symbol, surrounding all sides of the logo.



minimum dimensions

The logo should never be reduced below the recommended minimum size to preserve readability on all applications.

For best printed results, it is recommended to request a print test from the responsible printing company.



incorrect usage

rotation



distortion



different elements



incorrect usage

gradients



shadows

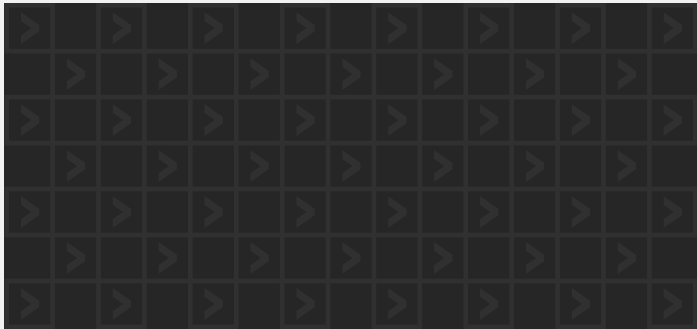


colors



pattern

This pattern can be subtly integrated into backgrounds, promotional materials and merchandise to reinforce brand identity, without overwhelming the main content.



our typography



main typography

Helvetica Now Display is the designated typeface for all printed materials, ensuring consistency and professionalism across business cards, brochures, and official documents.

helvetica now display

light

This weight is used for **body text** and **captions**, ensuring readability while keeping it minimal.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?"'()&%\$€

bold

This weight is used for **headlines** and **titles**, creating a strong emphasis that grabs attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?"'()&%\$€

black

This weight is ideal for **headlines** and **titles** where maximum visibility is required.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?"'()&%\$€

secondary typography

Work Sans was chosen for on-screen readability and online availability, making it the preferred choice for websites, presentations, and digital content.

The font can be downloaded for free from Google Fonts.

work sans

light

This weight used for **body text** and **captions**, ensuring readability while keeping it minimal.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:=!?"()&%\$€

medium

This weight is used for **headlines** and **titles**, creating a strong emphasis that grabs attention.

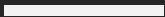
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:=!?"()&%\$€

bold

This weight is ideal for **headlines** and **titles** where maximum visibility is required.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:=!?"()&%\$€

our colors



our colors

Our color palette represents professionalism, innovation, and trust.

main colors



#262626
RGB: (38, 38, 38)
CMYK: 73, 63, 59, 75



#F2F2F2
RGB: (242, 242, 242)
CMYK: 6, 4, 5, 0

secondary colors



#CEAD6F
RGB: (206, 173, 111)
CMYK: 8, 31, 74, 9



#3E9F6D
RGB: (62, 159, 109)
CMYK: 75, 13, 70, 1



#C1423F
RGB: (193, 66, 63)
CMYK: 18, 84, 72, 7



#48639C
RGB: (72, 99, 156)
CMYK: 76, 51, 0, 10

application on colors

The color palette must be applied consistently to maintain brand identity, ensuring optimal contrast and readability across all materials.

DRI  **EN**
VENTURE BUILDERS

DRI  **EN**



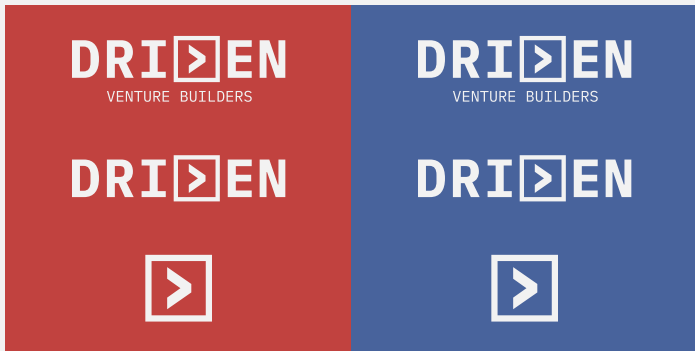
DRI  **EN**
VENTURE BUILDERS

DRI  **EN**



application on colors

The color palette must be applied consistently to maintain brand identity, ensuring optimal contrast and readability across all materials.



positive & negative

To maintain clarity and visibility, and to ensure strong contrast and brand recognition, the positive and negative logos should be used accordingly.

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DRI▶EN



DRI▶EN
VENTURE BUILDERS

DRI▶EN



our images



imagery mood

Our imagery should embody bold ambition, resilience, and innovation, reflecting the venture builder mindset.

Use forward-looking individuals, intense portraits, and dynamic landscapes to symbolize adaptability.

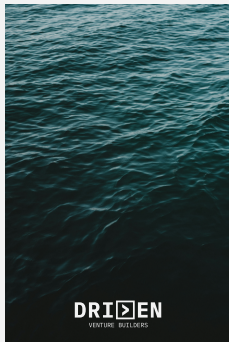
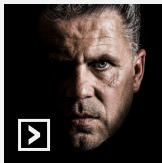
Showcase the creative process with concept boards and brainstorming sessions, favoring moody lighting, neutral tones, and strong composition.

Avoid generic corporate imagery and artificial lighting, every image should feel authentic, strategic, and forward-thinking, reinforcing our pioneering spirit.

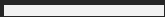


applications on images

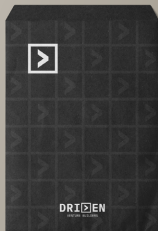
The logo must be placed with clear visibility and contrast, ensuring it remains legible over images by using appropriate light or dark variations.



our applications

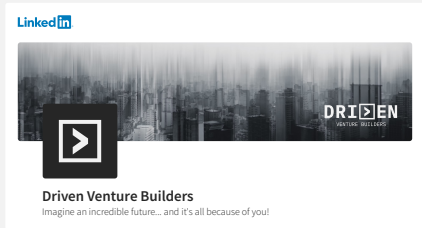








social media & email signature



email signature

This is the corporate signature template for emails, with the order of contents.



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