

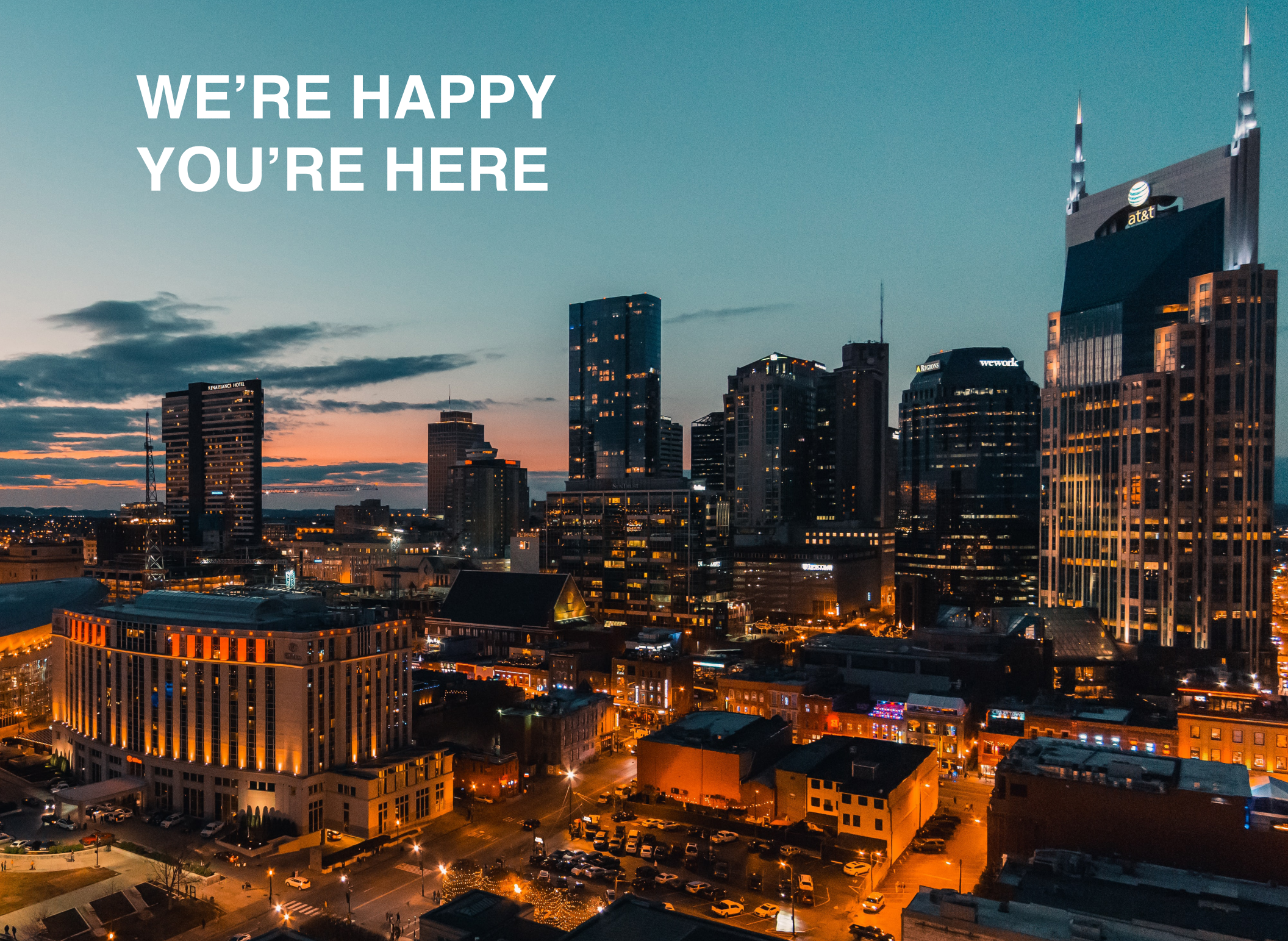


Brand Guidelines

January 30, 2024



WE'RE HAPPY
YOU'RE HERE



The following guidelines are intended to support Nashville Entrepreneur Center's ongoing efforts to present a strong unified brand. It is designed to be a work-in-progress document and will be updated as more deliverables are defined.

As a brand among ecosystems, this guideline includes specifications for brand usage and application to be implemented across a variety of context, along with font, color, social media and web guidelines.

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SECTION 1: Defining Our Brand

In this section we outline the Nashville Entrepreneur Center brand with what we call our messaging matrix. You'll be able to answer the question "who are we designing for" before jumping into the creative process.

MESSAGING MATRIX

WHO WE ARE

Nashville Entrepreneur Center

Defining our brand

Nashville Entrepreneur Center (NEC) is a 501(c)3 nonprofit organization founded in 2010 to serve the Nashville business community. Its purpose is to help make Nashville the best place to start and grow a business by increasing the likelihood of success for entrepreneurs through world-class programming and a rich membership community.

Our Mission Increasing the likelihood of success for entrepreneurs.

Our Vision To help make Nashville the best place to start and grow a business.

Why Our Work Is Important

Challenge Entrepreneurs want autonomy, but don't want to be alone. They need guidance and the right connections to help grow their business. Industries need help finding innovations to solve their biggest challenges as well.

Solution We're an experienced, professional nonprofit organization established to help make Nashville the best place to start and grow a business by increasing the likelihood of success for entrepreneurs.

Result When we help entrepreneurs along their journey, this fuels the economy by enabling the innovation pipeline — from innovator to investor — to keep the circle of giving alive.

MESSAGING MATRIX

BRAND VALUES

Our brand values are what we put into the world through our programs, services, partnerships and more.

Innovate We help turn ideas into reality.

Excellent We strive to be exceptional, best-in-class.

Results-driven We are action-oriented.

Trusted We are approachable.

Inclusive We are good listeners and know that the status quo isn't the ideal end state.

Adaptive We are agile in response to changing circumstances.

NEC Thought Leadership

Be a home for the Nashville business community:

- 1) Nurture the ecosystem
- 2) Foster community and connections
- 3) Support the individual



MESSAGING MATRIX

VOICE AND TONE

Nashville Entrepreneur Center

Defining our brand

Our number one priority when communicating should be acting as a “guide” for entrepreneurs. Nashville Entrepreneur Center speaks directly to entrepreneurs and founders to offer support, uplift their stories and celebrate their wins.

Hybrid Model

NEC is growing beyond a Branded House model. Under a hybrid brand architecture, sub-brands expand and evolve while leveraging the parent brand name and overall messaging.



SECTION 2: Design Elements

In this section we outline best practices for the use of NEC brand assets and offer useful examples.

DESIGN ELEMENTS

LOGO

Nashville Entrepreneur Center Primary Logo + Icon

Used on all brand assets

The Primary Logo



The Icon



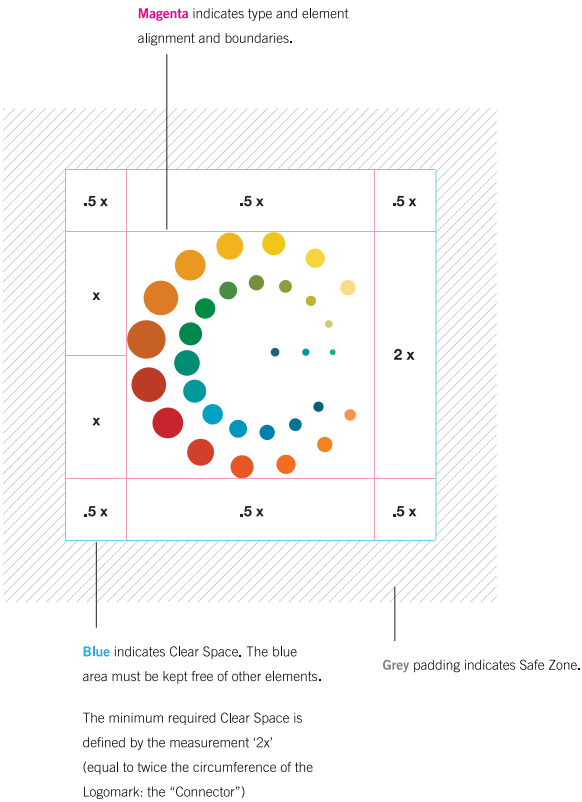
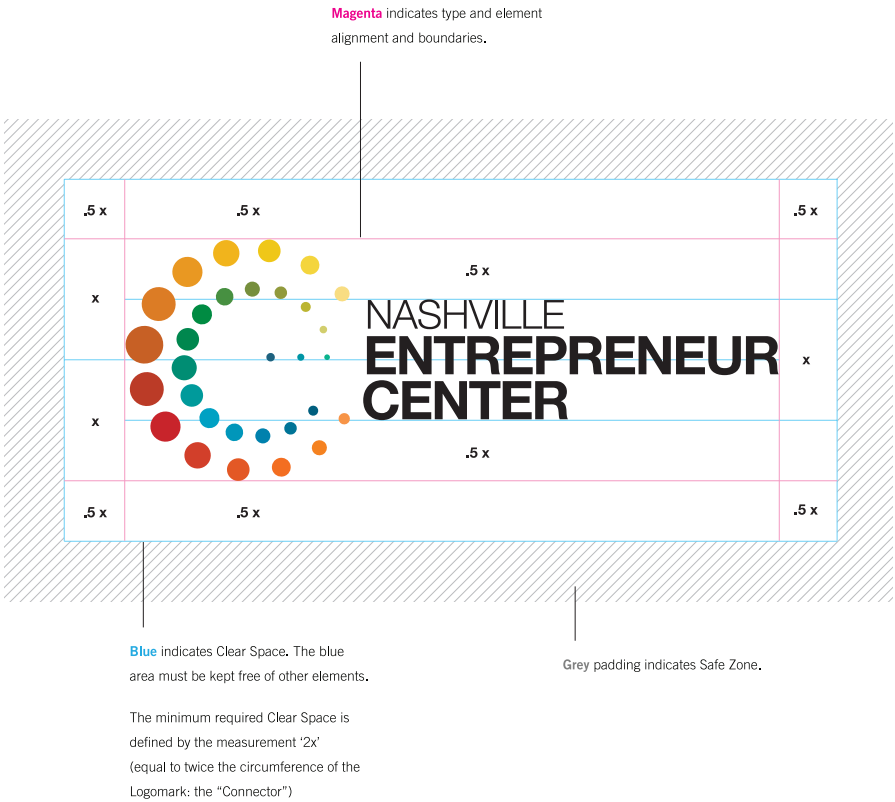
The combination of the wordmark and the icon as shown is the primary logo and is to be used on all brand collateral that represents the organization. The icon may sometimes be used alone but only in certain specific circumstances. Rules surrounding these scenarios will be included at a later date. In the meantime, any questions, please contact the EC Marketing Department.

DESIGN ELEMENTS

CLEARSPACE

Nashville Entrepreneur Center
Primary Logo + Icon

Used on all brand assets



DESIGN ELEMENTS

INAPPROPRIATE USES

Nashville Entrepreneur Center Primary Logo + Icon

Used on all brand assets



Do NOT stretch the logo.



Do NOT use a stroke.



Do NOT stretch the icon.



Do NOT change the opacity of the logo.



Do NOT add words or phrases to the logo



Do NOT put on an angle.



Do NOT change the wordmark and icon's positioning



Do NOT use any other colors than the brand colors



Do NOT use any other colors than the brand colors

DESIGN ELEMENTS

USAGE ON BACKGROUNDS

Full-color logo Should be used on white or black backgrounds or on top of simple images with high contrast.

One-color logo (white) Should only be used on photographs with dark contrast in a white colorway. Black or any other colorway should not be used for one-color logo.



NEC Logo

One color use and misuse



DESIGN ELEMENTS

COLORS USED IN LOGO

Color Palette

These are the colors used in the logo



DESIGN ELEMENTS

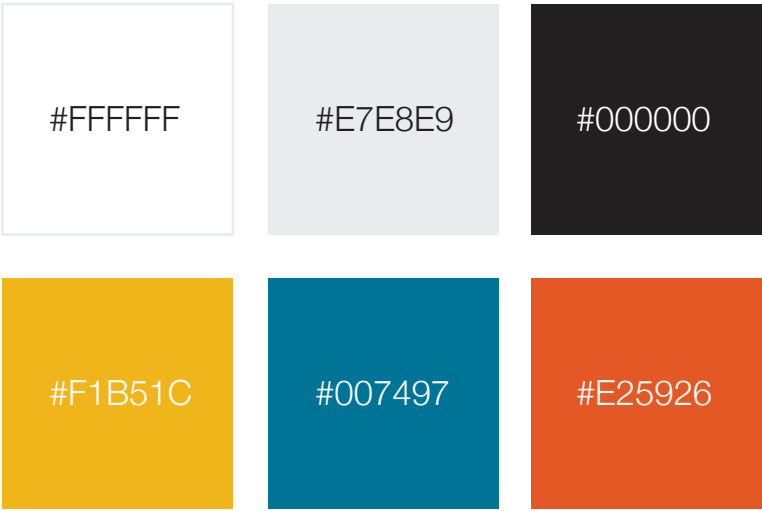
PRIMARY COLORS

Primary Colors

These are the colors used in brand collateral

Our NEC icon has the colors of the rainbow, so we like to keep it simple everywhere else. Stick to black and white where possible. Based on the design system in our website, these are our primary colors we use on most NEC brand collateral.

Primary Colors



STYLING TO CONSIDER

Kerning -25

(unless otherwise noted)

HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=_+<>?/.,:”

STYLING TO CONSIDER

Kerning -25

(unless otherwise noted)

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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SECTION 3: Design System

In this section we outline the design system to be used on the NEC website [ec.co](#).

SECTION 3: Sub-brands

In this section we outline the Project Healthcare brand, a sub-brand of Nashville Entrepreneur Center. All NEC sub-brands follow the same messaging as Nashville Entrepreneur Center.

PROGRAM AND DESIGN ELEMENTS

PROJECT HEALTHCARE

Nashville Entrepreneur Center

Project Healthcare

Project Healthcare We're on a mission to grow the ecosystem of support for entrepreneurs and founders who are driving innovation in the healthcare industry. Like spokes on a wheel, this ecosystem is designed to work in concert, accelerating growth of companies in this program.

Our advanced network is comprised of universities, industry, mentors/advisors, investors, startup support organizations, associations, government, and the media.

NOTE: As a sub-brand of the EC, Project Healthcare follows the same messaging as Nashville Entrepreneur Center. See Section 1 - Messaging Matrix.

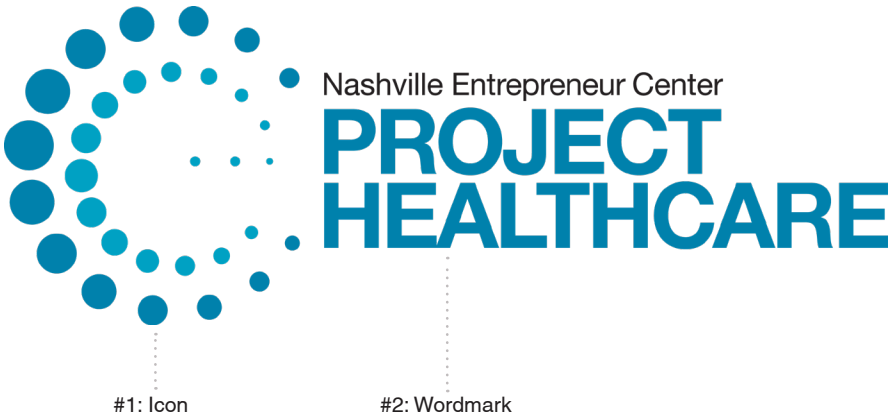


PROGRAM AND DESIGN ELEMENTS

LOGO

Project Healthcare
Primary Logo + Icon + Core Colors
Used on all brand assets

The Primary Logo



The Icon



The combination of the wordmark and the icon as shown is the primary logo and is to be used on all Project Healthcare brand collateral that represents the program. The icon may sometimes be used alone but only in certain circumstances. Rules surrounding these scenarios will be included in a later stage of this document.

Core Colors

