

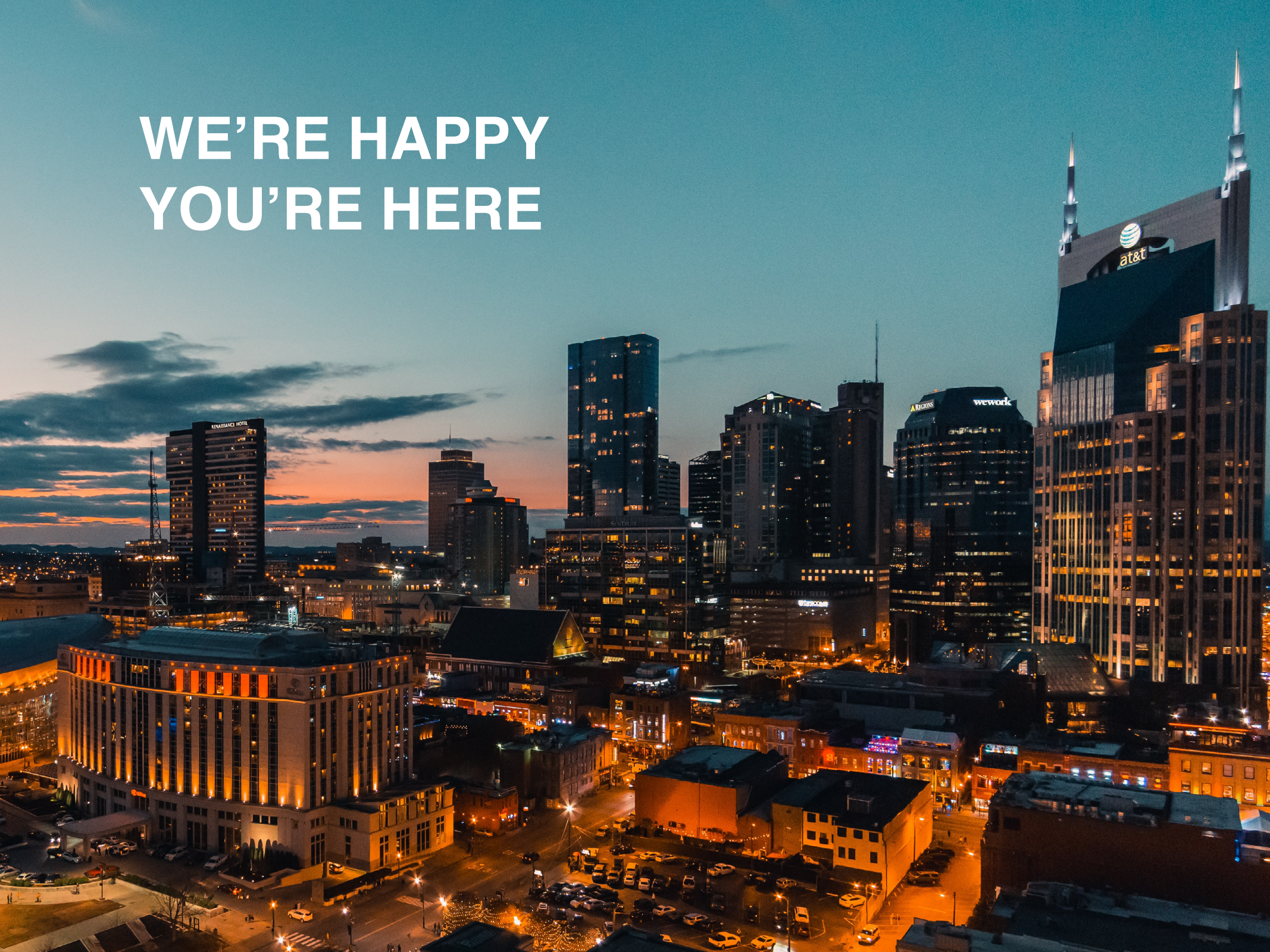


Brand Guidelines

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 share our brand story answering why we exist, who we serve, and how we speak to our audience.

BRAND STORY

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 succes* 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.

BRAND STORY

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.

BRAND STORY

PERSONA AND PERSONALITY

Nashville Entrepreneur Center

Defining our brand

Be a home for the Nashville business community:

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



We speak directly to change-makers: entrepreneurs, business leaders, corporate partners, and industry experts! Our voice is consistent, but the tone changes depending on the situation. Our aim is to uplift founder stories, celebrate wins, and be a guide.

Inspiring We help turn ideas into reality and what excites us most is sharing real success stories from entrepreneurs in our community. Celebrating wins and achievements keeps us motivated and energized.

Knowledgeable As a guide for entrepreneurs its our job to know how to help. We offer founders solutions to their challenges, whether that comes directly from us or another resource in our network!

Authentic Entrepreneurship can be messy, lonely, and challenging. We listen and meet entrepreneurs where they're at — always reflecting the evolving nature of entrepreneurship.

Branded House

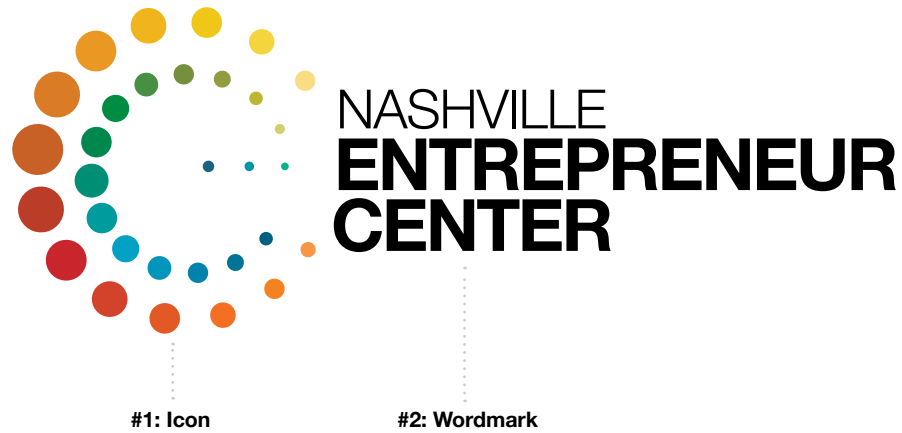
NEC is a branded house that honors the various stages of entrepreneurship. By utilizing our parent brand name, we feature several sub-brands, including startup accelerators, an annual giving society, and a signature awards show.



SECTION 2: Design Elements

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

The Primary Logo



The Icon



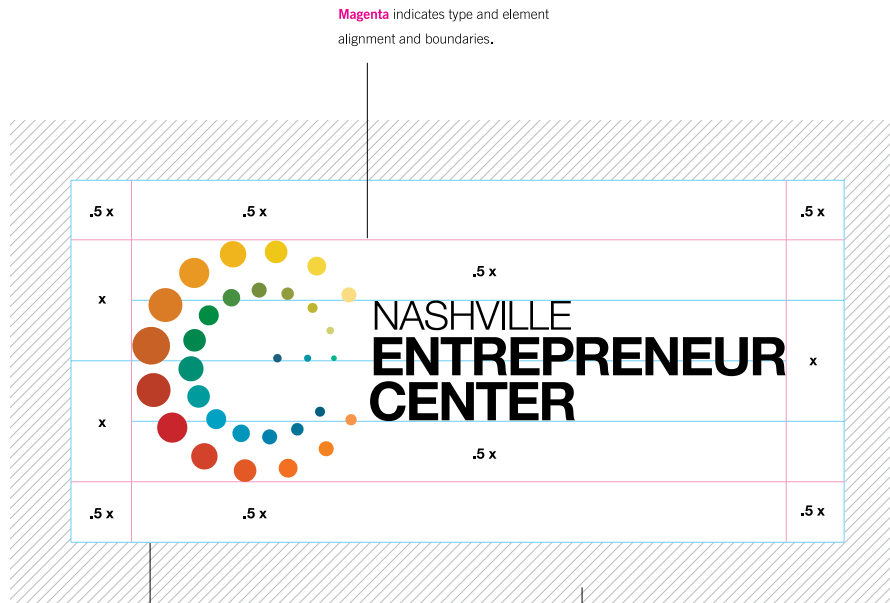
The combination of the wordmark and the icon as shown is the primary logo and is to be used on all brand collateral that represents the organization. The icon may sometimes be used alone but only in certain specific circumstances. Rules surrounding these scenarios will be included at a later date. In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

DESIGN ELEMENTS

CLEARSPACE

Nashville Entrepreneur Center Primary Logo + Icon

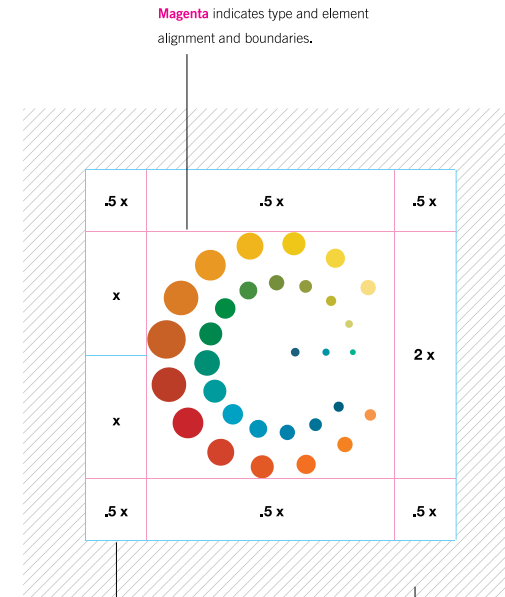
Used on all brand assets



Blue indicates Clear Space. The blue area must be kept free of other elements.

Grey padding indicates Safe Zone.

The minimum required Clear Space is defined by the measurement '2x' (equal to twice the circumference of the Logomark: the "Connector")



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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

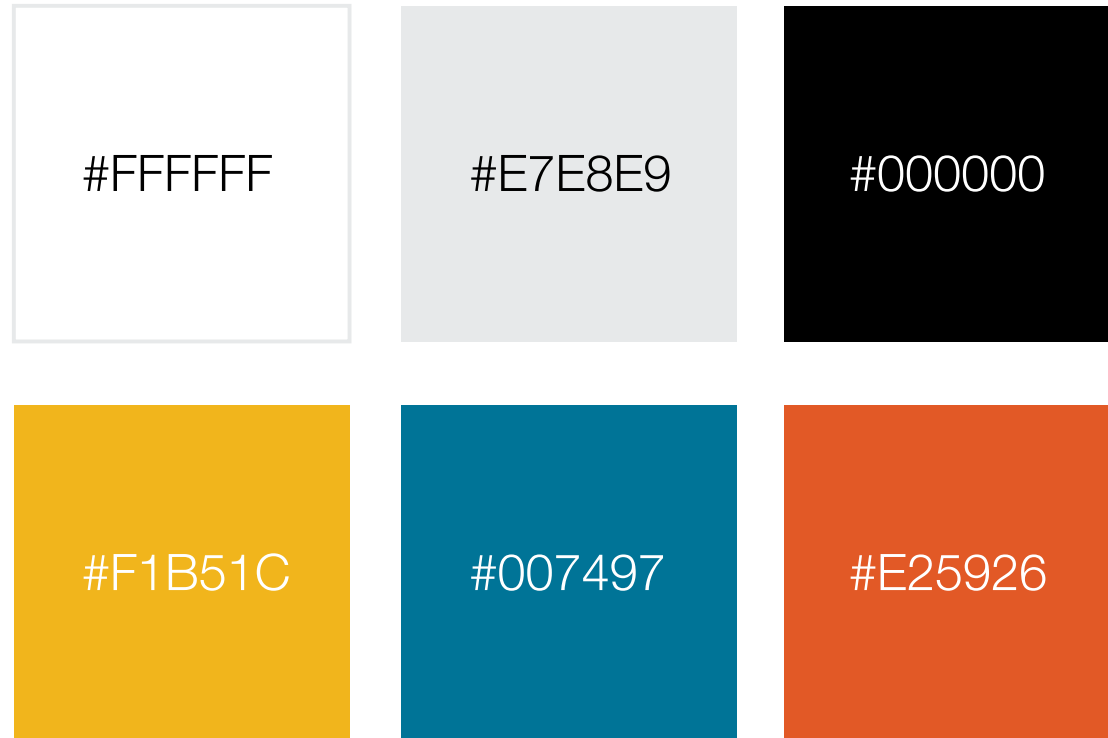
NEC BRAND COLORS

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 related to our parent brand.

Primary Colors



STYLING TO CONSIDER

Kerning -25
(unless otherwise noted)

STYLING TO CONSIDER

Kerning -25
(unless otherwise noted)

HELVETICA NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=_+<>?/.,:”

HELVETICA NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-=_+<>?/.,:”