

crunchbase

Feb 2019

# Brand Guidelines

# **We connect with innovative companies and the people behind them.**

Crunchbase is the destination for discovering industry trends, investments, and news about hundreds of thousands of public and private companies globally. From startups to the Fortune 1000, Crunchbase provides a depth and breadth of knowledge that ensures its data is recognized as the primary source of business information by millions of users around the world.

Logo

crunchbase

Logo: Treatment

Only show the logo in Crunchbase blue or white.

Don't alter, rotate, or modify the logo.

Don't overemphasize the logo.

Follow the clear space guidelines in this document.

The image shows the word "crunchbase" in a white, lowercase, sans-serif font. It is centered horizontally and positioned in the upper half of a solid blue rectangular background.The image shows the word "crunchbase" in a white, lowercase, sans-serif font. It is centered horizontally and positioned in the upper half of a solid dark blue rectangular background.

## Logo: Treatment

The logo is always either blue or white. It must be legible and maintain the integrity of its form. When placing the logo on an image, always use the white logo version. Some limitations with color printing may apply but this is the only time the logo is permitted to be displayed in black with prior permission from Crunchbase.



crunchbase



crunchbase



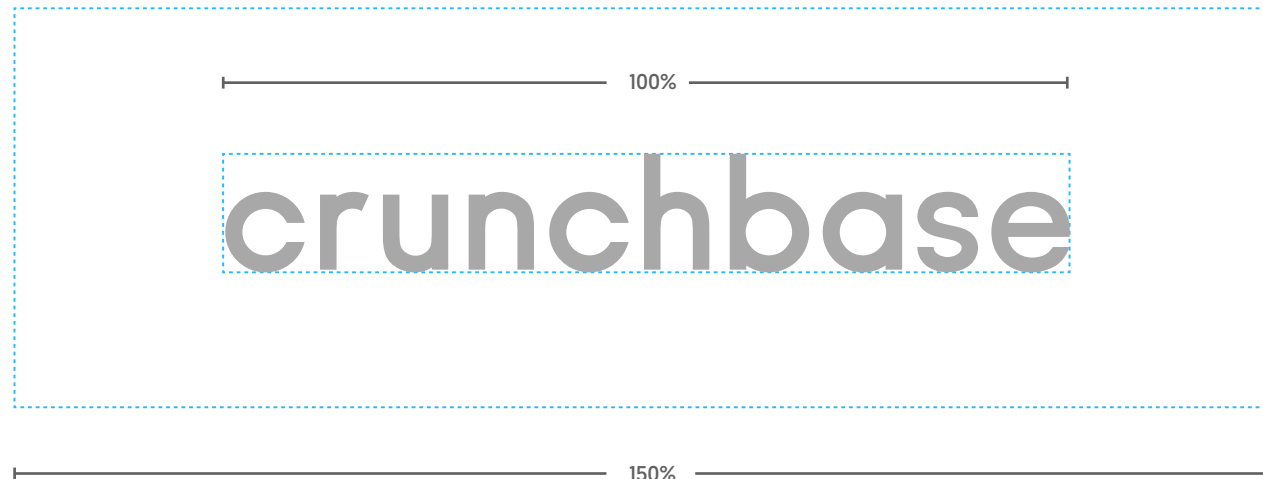
crunchbase



crunchbase

# Clear space and minimum size

When you're using the logo with other graphic elements make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 20 pixels in height



# Logo Placement for Partners

When announcing a partnership with Crunchbase, the relationship between logos, if expressed, should be used with a “+” sign, as demonstrated. The two logos should always be placed alongside horizontally, with the Crunchbase logo always to the left of the partner logo.

## Logo: Co Branding

If the two logos must be stacked vertically due to design constraints, the Crunchbase logo should be placed above the partner logo.

For both horizontal and vertical arrangements, the Crunchbase logo and partner logo should always be aligned at the center.



crunchbase  
+  
partner logo

crunchbase + partner logo



# Typography

Our typeface is bold, simple, and universal. For all our communication materials, we use “Geomanist”, which is a very contemporary, clean and geometric font family. We use this typeface in eight weights, from thin to black.

Geomanist

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Our Interface Font Family

We use Roboto as our interface  
type family across all our products.  
Roboto also serves a secondary  
option for when Geomanist is not  
available.

Roboto

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Color

We use our color palette to create visual interest and engagement in our designs. Crunchbase blue is a significant part of our interface, and our overall visual identity. If your design requires additional colors, we suggest you choose a complementary color option from our core palette. from our selection of complementary colours. We often like to pair it with one or more of our secondary colors from our core color palette.



About Crunchbase

**Crunchbase is the leading platform for professionals to discover innovative companies, connect with the people behind them, and pursue new opportunities.**

Our Mission:

**Democratize the way innovators access opportunity.**

Our Vision:

**Diversity fosters the discovery of new solutions and surfaces old problems that need answers. We want to democratize access to opportunities so that people and companies with different perspectives can accelerate innovation for a better future.**

Correct:

**Crunchbase**

Incorrect:

**CrunchBase**  
**Crunch base**  
**CRUNCHBASE**  
**crunchBase**  
**crunchbase\***

\*This is only used for our wordmark.

**Thank you!**