

BRAND STYLE GUIDE



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HOW TO USE THIS GUIDE

Every aspect of this guide has been purposefully assembled, reviewed, and approved to ensure the Mark II Ventures' brand is represented in a cohesive, thoughtful, and uniform way. This guide should be cited to approve or disapprove of designs for all digital and printed assets. To ensure adherence to Mark II Ventures' design standards, please include the creative team in all digital and printed material production.



THE SOUTH'S STARTUP STUDIO

THE BRAND

"Quote from founder here."

Patrick Cooney
Managing Partner



BRAND STORY



OUR BACKGROUND

Aspiring startup founders in the Southeast lack access to experienced startup talent. And it is often the presence of experienced startup leaders with proven playbooks for building and launching new products that separates startup success from failure. It was the recognition of these facts that led to the creation of Mark II Ventures.

We are a team of successful startup founders and builders from the Southeast who are passionate about helping foster the innovation culture in our region. Collectively, our team serves as an “institutional co-founder” of new tech-focused startups in our region, providing our portfolio of companies with access to our network of talent, our resources and playbooks, and our connections to leading investors.

We combine our knowledge of the “Silicon Valley playbook” with our experience and pragmatism to help our founders navigate launching a new product and company the right way. Our experience has made Mark II a safe harbor from the mercurial nature of the coastal tech worlds at a time when founders in our region need it the most.

At Mark II Ventures, we have the experience, the network, and the capital to build exceptional companies hand-in-hand with the founders in our region.

BRAND VOICE & BRAND TONE



BRAND VOICE

Mark II Ventures ensures that future, brilliant ideas have a clear path to the lives that they can help most. We can think of nothing more important to dedicate our time, assets, and expertise toward.

We match valuable experience to brilliant ideas that need to be nurtured, polished, and grown. We are the catalyst by which innovation becomes the next solution to the problems that face all of us.

BRAND TONE

Mark II Venture's tone should convey a sense of calm authority and confidence. Our authority is born of real-world experience; we are the steady hand in the sometimes shaky nature of the startup environment, the experts made rugged by our own experiences and hard-learned lessons. We have the ability to pull from a nationwide talent network to fill the expertise gaps that startups naturally have. Our confidence is clear in our knowledge, expertise, and willingness to take raw ideas and develop them into real-world applications. We know that through thoughtful ideas, problem-solving technology, and dedicated hard work, we can improve people's lives. Our expectations are that we will be at the center of positive change and that we will leave a better future for everyone.

BRAND NAME

WHAT'S IN OUR NAME?

In addition to our expertise and experience, we believe that our structured processes and fine-tuned iterations are a formula for success. This is how we apply our product to market workflow and how we developed our name: Mark II.

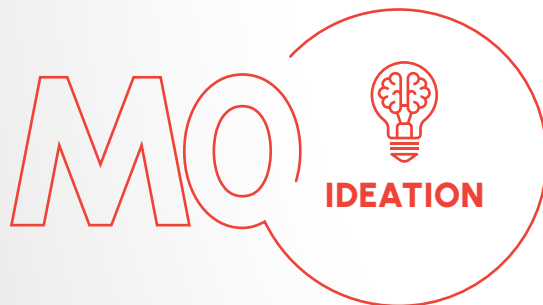
Mark (noun) - used with a numeral as a method of designating a version of a product. The "Mark" in our name references the ideas and products we are cultivating.

We begin with the ideation of the product stage or **Mark 0**. Moving forward in our process, we prototype our product and begin testing and designating it **Mark I**. Once we have refined and developed a product that customers want and will pay for, we have found our "Product-Market Fit" and call it **Mark II**.

We guide promising companies to their Product-Market Fit phase, thus we are Mark II Ventures.



MARK II VENTURES



BRAND MISSION

OUR PURPOSE

Mark II Venture's core purpose is to partner with the next generation of revolutionary ideas that will shape and transform our world into a new, positive, and improved technological future. We have the skill sets to remove the barriers for these ideas to grow and flourish. Our focus is where we have thrived and have made our professional marks in this world: In start-ups, in technology, and in the untapped resources of the Southeast of the United States.

"Quote from founder here."

Glenn Clayton
Managing Partner



THE VISUAL EXPRESSION



LOGO



Full Color Logo

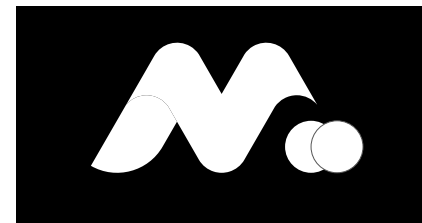
The full color logo features a 3-d capital M with a red to orange gradient fill. The M represents Mark and the two dots represent the Roman numeral II. Mark II Ventures is spelled out below the logo using the red color from the red to orange gradient in the M.

MARK II VENTURES

ONE-COLOR GRAY



ONE-COLOR WHITE



LOGO CLEAR SPACE



Clear Space Utilization to Maximize the Logo Visibility and Impact

To maximise the brand's presence and visual standout, there is a defined minimum clear space area. This clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

Use the width of the two dots to determine the size of the clear space around the logo.

TYPEFACE

Google Font - Urbansit

Urbanist is a low-contrast, geometric sans-serif inspired by Modernist typography and design. The project was launched by Corey Hu in 2020 with 9 weights and accompanying italics. Conceived from elementary shapes, Urbanist's neutrality makes it a versatile display font for print and digital mediums. It is currently available as a variable font with a weight axis. - fonts.google.com/specimen/Urbanist

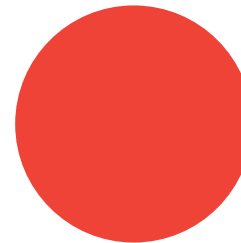
Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890!@#\$%^&*()

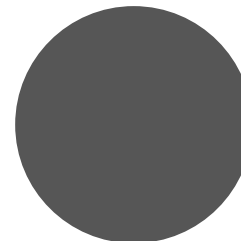
COLOR PALETTE



Dark Orange

CMYK
RGB
Web

C0 M89.45 Y89.38 K0
R239 G66 B55
#ef4237



Gray

CMYK
RGB
Web

C58 M49 Y49 K15
R109 G109 B109
#565656

Red To Orange Gradient



Dark Red

CMYK
RGB
Web

C17.97 M100 Y90.63 K7.81
R190 G32 B46
#be202e



Medium Red

CMYK
RGB
Web

C.39 M98.33 Y96.88 K0
R236 G34 B39
#ec2227



Dark Orange

CMYK
RGB
Web

C0 M89.45 Y89.38 K0
R239 G66 B55
#ef4237



Medium Orange

CMYK
RGB
Web

C.0 M79.61 Y92.39 K0
R241 G91 B43
#f15b2b

PHOTOGRAPHY



Full Color

Mark II Venture should utilize photography that avoids staged photos of people looking into the camera, avoids clutter, ensures relevant subject matter to startup company processes and growth, uses real life scenarios and keeps a light positive tone.



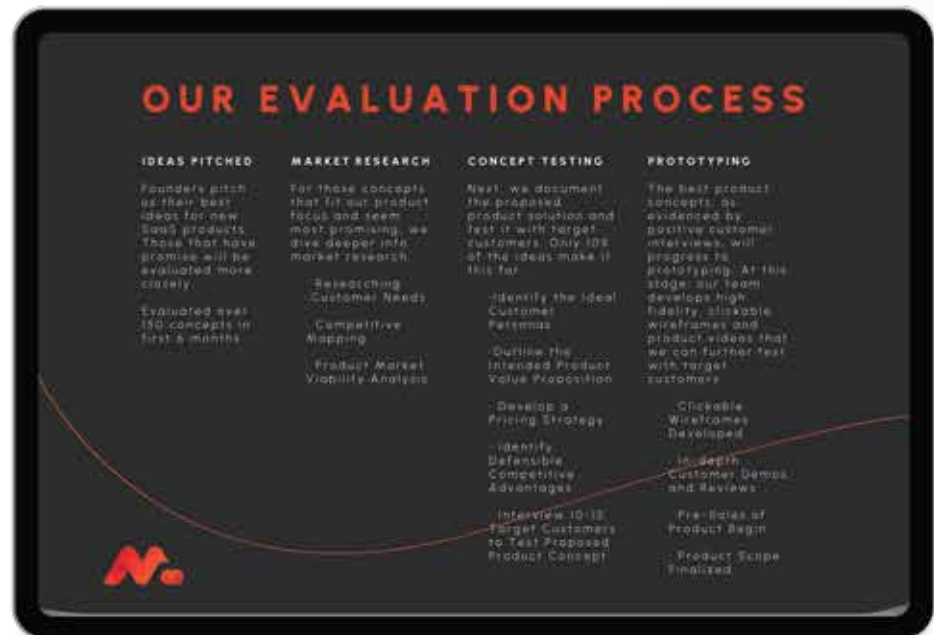
Black & White With Accented Elements

Using black and white images with red and orange lines and elements will be a key signature to Mark II Ventures photography. This treatment will make a distinctive connection to the brand. It is important to use light images and to use the accented elements sparingly and at a minimum.

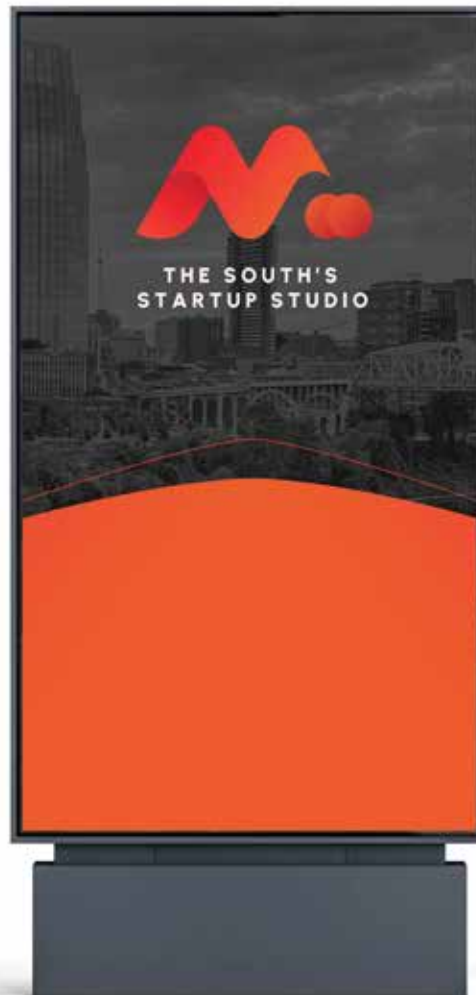
OUR BRAND IN USE



PRESENTATIONS



SIGNAGE



WEB



**THANK
YOU**

A white wavy line that starts on the left side, dips down, and then rises towards the right side, spanning across the bottom of the slide.