



Startup Roof

Final brand guidelines

A practical guide for consistent words, visuals and product communications.

Use the original Startup Roof logo and the blue-and-white identity across documents, digital products and campaign materials. Keep every claim clear about what founders can use now and what depends on availability.

The essentials

Name Startup Roof in display copy. Use startupproof.com and v2.startupproof.com exactly as written.

Identity Startup Roof — Final Logo W1. Original artwork, using blue #2563EB and white #FFFFFF.

Tone Practical, welcoming and specific. Help founders understand their next step without promising an outcome.

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Production measurements in this guide are recommended working standards. Check each final application at its real display or print size.

Purpose and positioning

Startup Roof helps founders connect practical resources, AI-assisted guidance and ecosystem connections.

What the brand should communicate

Founders need useful support at different stages of building a business. Lead with the problem a resource or service helps them work through, then explain the next action and any relevant conditions. Be encouraging without exaggerating what the platform can do.

Who we speak to

Write first for founders. Make partnership communications equally clear for mentors, investors, universities, accelerators, incubators, service providers and other ecosystem participants. Tailor the benefit to the audience without implying a partnership that has not been confirmed.

The support layers

1 Free founder access. An entry point to founder resources and the platform. Describe the features and access conditions that are actually available; do not imply unlimited use.

2 Optional paid support. Additional support may be offered with a defined scope, price and terms. Confirm the specific service before promoting it as available.

3 Selective incubation. A selective programme pathway. State application, eligibility and cohort details only after they are confirmed.

These layers describe the support model. They are not a statement that every service or programme is currently open.

Voice and reusable copy

Sound like a useful founder partner: clear about the opportunity, honest about the limits and specific about the next step.

Core description

Startup Roof is a founder support platform connecting practical resources, AI-assisted guidance and ecosystem connections. It helps founders explore questions, organise their next steps and discover relevant support.

Short description

Practical resources, AI-assisted guidance and ecosystem connections for founders.

Current AI copy

Explore AI advisers in the Startup Roof member workspace. Sign in to ask questions and develop your next steps. Check important answers; AI-assisted guidance does not replace qualified professional advice.

Calls to action

Purpose	Use
Learn about the platform	Explore Startup Roof
Member access	Sign in to your workspace
AI advisers	Sign in to explore AI advisers
Specific enquiry	Contact Startup Roof

Writing habits

Be concrete. Name the resource, question or action. Prefer “Explore funding options” to “Unlock unlimited growth”.

Keep conditions close. Place sign-in requirements, eligibility, availability and service terms beside the relevant offer.

Use honest verbs. Help, explore, prepare and connect are useful. Avoid guaranteed, instant success, fully vetted or expert-reviewed unless the exact claim is supported.

Logo system

The current logo is Startup Roof — Final Logo W1. Keep the original roof, arrow, windows, lettering and integrated tagline intact.

BLUE ON WHITE



Horizontal / stacked / symbol

WHITE ON BLUE



Same artwork, reversed

Choose the right lockup

Horizontal. The default for web headers, documents, presentation covers and wide formats.

Stacked. For balanced, compact spaces where the horizontal logo would become too small.

Symbol. For favicons, app tiles and small identity cues when Startup Roof is named nearby or already clear from context.

Protect the source artwork

Use the supplied blue artwork on white, or white artwork on solid blue. Keep the original proportions and internal spacing. Do not redraw the roof, retype the wordmark, remove the tagline from a lockup, add effects or make a new symbol.

Current PNGs and raster-backed SVG wrappers preserve the original raster artwork. Larger raster exports do not add detail, and a .svg extension does not make these assets true vector masters.

Logo placement and sizes

Give the logo enough room to be recognised. Check the fine lettering and tagline at the final output size.



Clear space

Production guidance: reserve at least one quarter of the visible artwork height around every side of a lockup or standalone symbol. Measure from the visible artwork, not the edge of the image canvas. Keep text, borders and other marks outside this area.

Recommended minimum sizes

Variant	Digital width	Print width
Horizontal lockup	240 px	55 mm
Stacked lockup	200 px	40 mm
Standalone symbol	32 px	10 mm

These are starting points, not a licence to publish unreadable artwork. Increase the logo size when the tagline or windows soften. Use the supplied favicon files for 16-24 px browser contexts; inspect them separately.

Before placing a logo

Keep the aspect ratio. Scale uniformly. Avoid stretching, skewing, rotation or cropping any visible part of the mark.

Use a clean background. Use white or solid #2563EB. Keep the logo away from busy illustrations, text and interface controls.

Colour

The identity uses one blue and white. Create hierarchy with type, scale and space rather than extra colours.

Startup Roof blue

#2563EB

RGB 37 / 99 / 235

White

#FFFFFF

RGB 255 / 255 / 255

Digital colour

Use sRGB values exactly. Blue is #2563EB / RGB 37, 99, 235. White is #FFFFFF / RGB 255, 255, 255. Use blue text on white or white text on blue; keep solid fills at full opacity.

Contrast and readability

The blue-and-white pair has a calculated contrast ratio of approximately 5.17:1. It meets the WCAG 2.2 AA minimum for normal-size text. Keep text at a readable size and weight, and test links, keyboard focus, errors and other interface states in context.

Use wording, underlines, icons or border changes to distinguish actions and states. Do not rely on colour alone. Avoid reducing text opacity or placing it over imagery.

Print production

A simple process-CMYK starting approximation for the blue is C84 M58 Y0 K8. This is not a colour-managed print specification or a guaranteed match. The final mix depends on the press, ink, stock and ICC profile. Use the sRGB master as the visual reference and approve a physical proof with the printer.

White normally uses the paper or substrate. Coloured stock, fabric and specialty processes may need an opaque white ink or underbase. Confirm this before production.

Contrast reference: W3C Understanding WCAG 2.2 SC 1.4.3. The ratio above is calculated from the specified sRGB pair.

Typography

Use Inter for clean, readable communications. Typography supports the logo; it does not replace the original wordmark.

Inter makes information easy to follow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Recommended type system

Role	Weight	Starting size
Display or cover	Bold 700	40-56 pt in documents
Page or section heading	Bold 700	26-32 pt in documents
Subheading	Semibold 600	15-18 pt in documents
Body text	Regular 400	11-12 pt print / 16-18 px web
Labels and captions	Regular or Semibold	9-10 pt print / 12-14 px web

Set type with care

Use sentence case for headings and normal copy. Reserve all caps for short labels. Use a clear heading hierarchy, natural line breaks and generous leading. Start with 1.4-1.6 line height for web body copy and 1.1-1.25 for print, then proof the result.

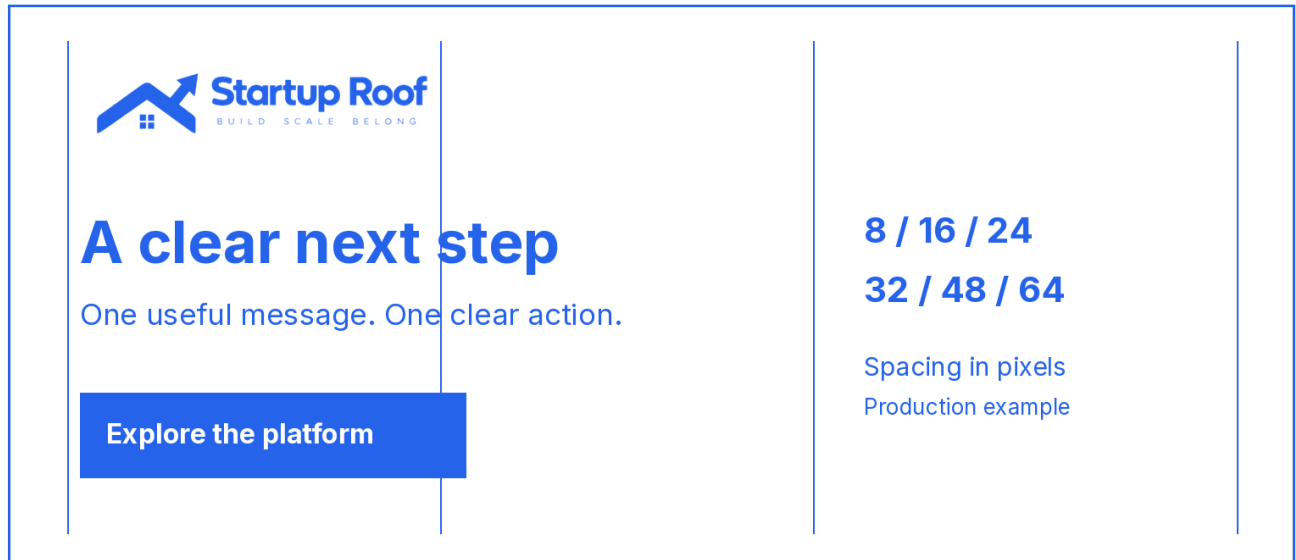
Aim for roughly 45-75 characters per body-text line. Keep paragraphs left-aligned and use bold sparingly for meaning. Do not compress, stretch or apply outline effects to text.

Fallback and licensing

Use Arial, then a system sans-serif when Inter cannot be used. Recheck wrapping after substitution. The supplied Inter fonts use the SIL Open Font License; keep the licence with redistributed font files.

Layout and spacing

Use a consistent grid, generous margins and a clear reading order. Let each page or screen have one main job.



Schematic layout example. This is production guidance, not a screenshot of a live product.

Recommended spacing scale

For digital layouts, use an 8 px base with 8, 16, 24, 32, 48 and 64 px steps. Use 4 px only for small internal adjustments. For print, use a consistent spacing rhythm suited to the page size, with at least 12-16 mm outer margins on typical documents.

Make hierarchy obvious

One lead message. Start with a useful heading, add the explanation, then place the action. Avoid giving every block the same visual weight.

Align deliberately. Keep related elements on the same grid. Use left-aligned reading text and consistent image proportions.

Keep space meaningful. Use smaller gaps within a group and larger gaps between groups. Avoid filling empty space just to make a page look busy.

Design responsively. Let columns stack on narrow screens. Check the longest labels and real content before release.

Imagery and illustration

Show the work of building a business with clear, useful visuals. Every authored brand graphic stays blue and white.

What to show

Choose visuals that explain a founder task, a useful connection or a practical next step. Simple diagrams, document examples, interface schematics and real process illustrations are often more helpful than generic success imagery.

A two-colour visual language

Use simple shapes. Combine solid blue and white areas with consistent line weights. Keep detail restrained enough to read at small sizes.

Keep the roof distinctive. Use the supplied symbol only as an identity mark. Do not create decorative roof variations that could be mistaken for an alternate logo.

Avoid added effects. Do not introduce gradients, shadows, coloured tints, multicolour icons or textured backgrounds into authored brand graphics.

Photography and screenshots

Prefer the two-colour illustration system for the current brand. Use photography only when it is necessary, rights-cleared and prepared in a blue-and-white treatment that still communicates clearly. Do not imply that stock subjects are members, partners, advisers or customers.

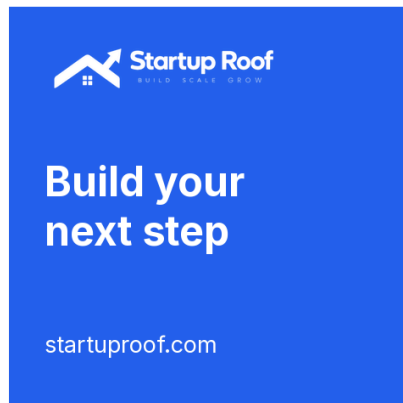
Show only the relevant part of a product screen. Remove personal data and account details, confirm that the screen reflects the current product, and keep captions precise. A concept or schematic must be labelled so it cannot be mistaken for a live feature.

Responsible production

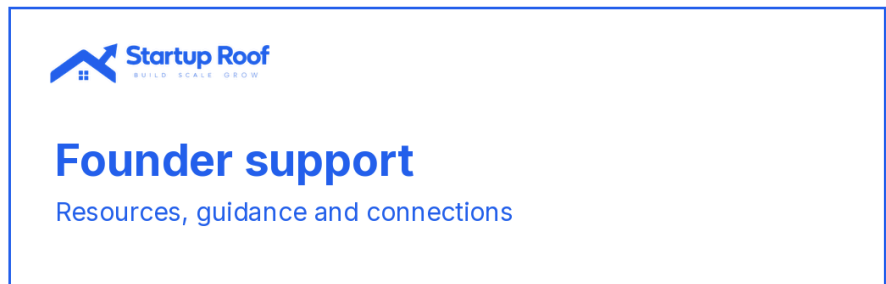
Confirm rights, consent and credits before publishing. Add meaningful alternative text to informative images. Never fabricate partner logos, endorsements, testimonials, customer evidence or results.

Applications

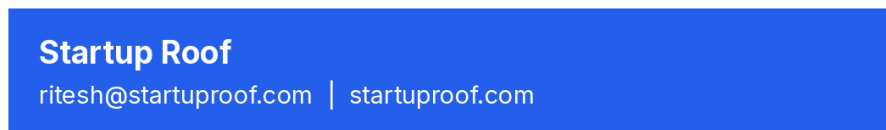
Keep the same identity across channels while adjusting the density, scale and action to the context.



SOCIAL



PRESENTATION



Schematic examples of social, presentation and contact treatments. Use the current approved assets and verify destination links before publishing.

Social and campaign graphics

Use one message and one action. Leave a safe area around the edges, preserve logo clear space and check the preview crop. Useful starting formats are 1080 × 1080 for square posts, 1080 × 1350 for portrait posts and 1080 × 1920 for stories. Confirm current platform specifications before export.

Presentations and documents

Use a 16:9 presentation canvas unless the venue needs another ratio. Keep slide copy short, with body text around 24 pt or larger where practical. Use descriptive titles, visible source labels and clear distinctions between current services and proposed programmes.

Web and contact details

Use the horizontal logo where space permits and the symbol for compact contexts. Make CTAs describe the destination. For contact materials use Startup Roof, startupproof.com and ritesh@startupproof.com. Use v2.startupproof.com for the member-platform destination when relevant.

Claims and availability

Every public claim must match what a founder can actually use, apply for or purchase at the time it is published.

Current messaging baseline

Platform. Startup Roof connects practical resources, AI-assisted guidance and ecosystem connections for founders.

AI advisers. AI advisers are available in the V2 member workspace and require member sign-in. Keep access requirements visible. Ask users to check important answers and seek qualified professional advice when needed.

Claims that need specific confirmation

Topic	Before publishing
Paid support	Confirm the service, scope, price, availability and terms.
Incubation	Confirm an active programme, eligibility, selection process and dates.
Feature counts and access	Recheck the live product. Avoid fixed app counts or unlimited-access promises.
Partnerships and results	Obtain current evidence and permission for names, logos, quotations and metrics.

Useful availability language

“Programmes and services are subject to availability, eligibility and applicable terms.”

When a feature is proposed or being developed, say so beside the feature description. Do not combine current access and future ambition in a way that makes the whole offer appear live.

Status baseline: 11 October 2026. Revalidate launch, access and commercial claims before each release. AI-assisted content is not a substitute for qualified legal, financial, medical or other professional advice.

Release checklist and contacts

Use this final check before a file, page, presentation or campaign is shared.

Identity and design

- 01 The original logo is intact, proportionate and legible.
- 02 Authored graphics use only #2563EB and #FFFFFF.
- 03 Logo clear space, readable type and consistent spacing are in place.
- 04 Images have appropriate rights, accurate captions and useful alt text.

Copy and product claims

- 05 Startup Roof is spelled consistently, and every CTA is specific.
- 06 Live features, proposed services and selective pathways are clearly distinguished.
- 07 Access requirements, availability and relevant terms appear near the offer.
- 08 Claims, testimonials, partner references and figures have current support.

Production and delivery

- 09 Links, email addresses, mobile layouts and preview crops have been checked.
- 10 Final PDFs, editable files and exports have been opened and proofed at real size.

Brand contact

ritesh@startupproof.com
startupproof.com
v2.startupproof.com

Version: FINAL W1 | Issued 11 October 2026

Use this edition for new production. Keep original source artwork and prior editions for reference; apply the current blue-and-white treatment to new outputs.

Accessibility reference

<https://www.w3.org/WAI/WCAG22/Understanding/contrast-minimum.html>