BRAND GUIDELINES

10 000
START-UPS
A NASSCOM initiative

LOGO

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COLOUR PALETTE

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MAILER & SOCIAL MEDIA GUIDELINES

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Launched in April 2013, 10,000 Startups is an initiative by NASSCOM to scale up the startup ecosystem in India. We began our journey with the aim to enable incubation, funding, and support for 10,000 technology startups in India over the next ten years.

The program's vision has been to foster entrepreneurship, build entrepreneurial capabilities at scale and strengthen early stage support for tech startups.

Over 5 years, with over 4000 startups graduating from the initiative, more than 3000 events and programs, over 400 startup-corporate connects, 300 start-ups in global ecosystems, and over 100 new product concepts, we have made India one of the top 3 startup ecosystems in the world.

Today, India doesn't offer India doesn't offer a single product in the top 100 global products, despite being in top 3 ecosystems. As we continue to invest our efforts in building, nurturing and growing the Indian startup ecosystem, we aspire to create globally acclaimed products from India in the next 3 years and generate value for start-ups to sign-up for membership plan. Along the way, we aim to become the deep tech platform for incubators and accelerators through ecosystem facilitation.

This document will help in setting context to the brand 10,000 Startups.

LOGO DESIGN PHILOSOPHY

The 10,000 Startups logo was designed keeping in mind the 10 year timeline and the target of 10,000 startups. The small red plane below 10,000 denotes the aspirations of the startups that have the potential to scale up to any size and has the courage to be unique. The red is an extension of the brand colours of the parent organization - NASSCOM.

LOGO COLOURS

The logo colours can only appear in the default red and blue.

Default blue and red logo

LOGO SIZE

The 10,000 Startups logo can be used in any desired size subject to a minimum width of 45mm. This is to ensure that the subtle details of the logo are always reproduced clearly.

Minimum: 45 mm width

LOGO SPACE

The logotype should be respected in all its forms and given appropriate safe space around it so that it does not disturb the sanctity of the logo.

The ideal safe space that must surround the logo is equivalent to the safe space which is defined by 'X' in the image given on the right.

X

X Safe space

X Safe space

X Safe space

COLOUR PALETTE

The logo can appear only in the primary colour palette of blue and red combination, and the reversible white.

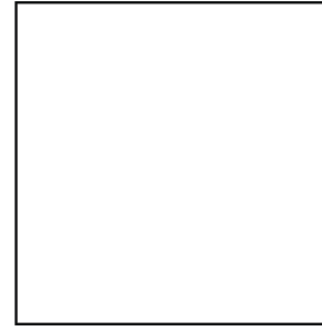**Reversible White**

Blue

C M Y K
100/25/0/0

R G B
28/153/214

Red

C M Y K
25/100/100/0

R G B
191/34/40

White

C M Y K
0/0/0/0

R G B
255/255/255

ACCEPTABLE ADAPTATIONS

The only other permitted version of the logo is the Reversed Version of the logo. This version permits the use of two other colours – grey and black. The colour palette for both is given below.

The logo must only be used in the specified brand colours.

COLOUR PALETTE FOR OTHER VERSIONS

Gray

C M Y K
0/0/0/80

R G B
88/89/91

Black

C M Y K
0/0/0/100

R G B
0/0/0/0

LOGO RESTRICTIONS

Do not scale the logo disproportionately.

10 000 X
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Do not make the logo smaller than the minimum recommended size

10 000 X
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Do not change the colours of the logo

10 000 X
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10 000 X
START-UPS
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Do not place other elements within the exclusion zone.

10 000 X
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x
x

Do not place the logo too close to the edge in any application.

10 000 X
START-UPS
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x
x