BRAND GUIDELINES

10,000 START-UPS

A NASSCOM initiative

NASSCOM 10,000 STARTUPS

Plot No. 7-10, Sector-126, Noida-201303

www.10000startups.com

2018

NASSCOM 10,000 Startups was launched in 2013 with the aim to support, fund, and incubate 10,000 tech startups by 10x in ten years. In the last 5 years, 10,000 Startups has spread its wings to introduce startup warehouses in 10 cities with the support of the State Governments.

We are on a mission to "*Empower India's Startup Ecosystem*" which also aptly forms our tagline.

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.

COLOUR PALETTE

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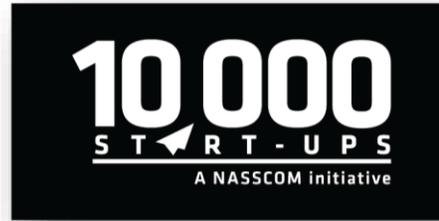
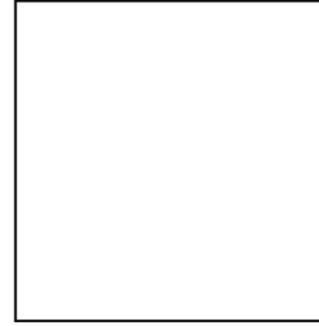**Reversible White**

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.

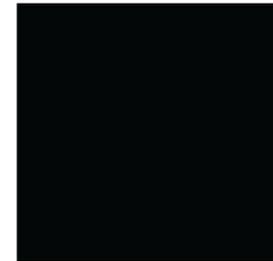The logo must only be used in the specified brand colours.

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**

Do not make the logo smaller than the minimum recommended size

10 000 **X**

Do not change the colours of the logo

10 000 **X**

10 000 **X**

Do not place other elements within the exclusion zone.

10 000 **X**

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

10 000 **X**