This is a guide to the basic elements that make up the visual language of the NEVCA.

Think of this as our visual bible.
Our inspiration comes from planes of black and white paired with compelling photos and a few bursts of accent colors.
Our logo is one of our most important assets, so we ask that you please abstain from modifying it in any way. This means no extra space, no changing the proportions—nothing.

Our logo appears on black, white and sometimes colored backgrounds. We prefer that it only appear on black and white, but sometimes that’s out of our control. We have no preference over black or white, so use your best judgement.
**CLEAR SPACE**

Please always keep a clear space around our logo, equal to the height of the “N” (or any other letter in the first line) in New England Venture Capital Association. In other words, give us space to breathe.
Our badge should be used when our logo can't fit. It can also be used as a badge on websites that support the NEVCA, on t-shirts, business cards, social media, etc. Use your own discretion.
BADGE CLEAR SPACE

Just like our logo, our badge needs clear space. Keep clear space equal to the height of the “N” in New England Venture Capital Association.
TYPE & COLOR
Roboto Condensed

Roboto Condensed is clean, modern and chock full of personality.

Lora

Lora should be used for body text, subtitles and captions.

Playfair Display

Playfair is used exclusively for ornamentation & should never be used for body text.

Typography

Brand recognition is also reinforced through our chosen typefaces. By sticking to the styles and weights shown here, we create a tight system of typographic detail.
Roboto Condensed

**REGULAR + ITALIC + BOLD + BOLD ITALIC**

Lora

Regular + *Italic* + **Bold** + **Bold Italic**

Playfair Display

Regular + *Italic* + **Bold** + **Bold Italic**

+ **Black** + **Black Italic**

**TYPOGRAPHY USAGE**

Stick to only these weights within the typeface. We want to avoid all “light” weights as they’re not bold enough for our brand.
Our brand is mostly black and white—if we were to put a number to it, it should be around 70% black and white. Our accent colors are gold, gray and seafoam green. These should be used only to accentuate the black and white.
PHOTOS
Photos should not be staged, posed, or corny in any way. If you’re not sure if it’s corny, it probably is.