



Kickstart Innovation Brand Kit

<https://kickstart-innovation.com/design>

Kickstart builds innovation ecosystems with purpose

If you represent a magazine, newspaper or another kind of media entity or you have any media related inquiries, please get in contact with press@kickstart-innovation.com.

Logo, color variants and logo applications

1 / Kickstart Logo

Primary colors,
Secondary colors

2 / Colors

Fonts for digital applications

3 / Fonts

Illustration style using verticals as an example

4 / Illustrations



kick» start



Safty margin





Primary Colors



#5A6772

R90 / G103 / B114

C65 / M47 / Y39 / K26

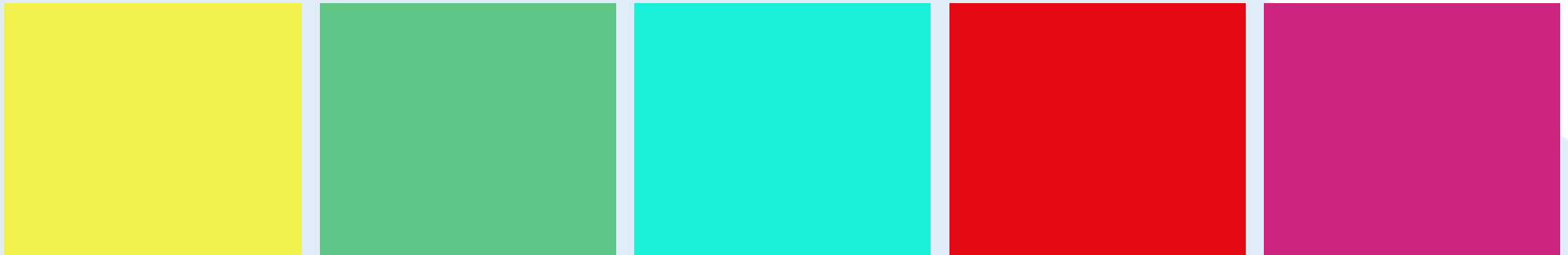


#3584DA

R53 / G132 / B218

C76 / M43 / Y0 / K0

Secondary Colors



#F3F14E

5fc687

#19F0D7

#E50913

#CD257F

R243 / G241 / B78

R95 / G198 / B135

R25 / G240 / B215

R229 / G9 / B19

R205 / G37 / B127

C12 / M0 / Y76 / K0

C62 / M0 / Y60 / K0

C60 / M0 / Y31 / K0

C0 / M99 / Y97 / K0

C17 / M94 / Y7 / K0

.....
Arial Black

Kickstart builds innovation ecosystems with purpose

.....
Arial Bold

**Kickstart works within verticals to give
both startups and partners the most
tailored opportunity possible. Currently,
Kickstart's verticals are:**

.....
Arial Regular

Kickstart's Health & Wellbeing vertical, co-founded by Swiss Healthcare Startups in 2019, is interested in innovative digital health startups with a validated business-model and the potential to disrupt the healthcare industry. We welcome startups that are eager to enter the Swiss market or scale in Switzerland who provide new services, products, or software that help reshape medical related processes, care coordination, health data, lifestyle innovation, wellness and disease management.

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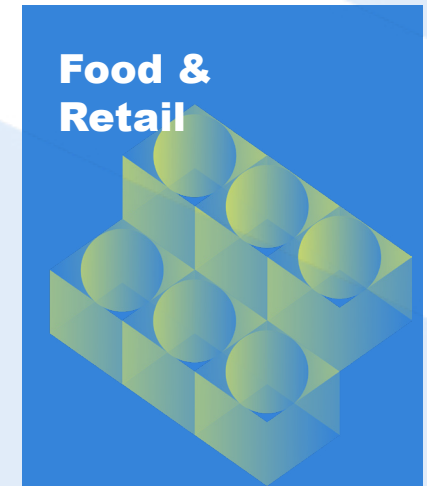
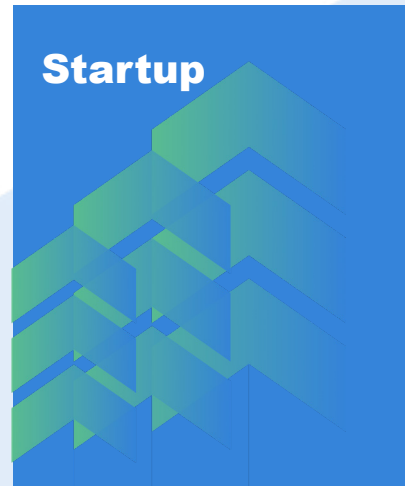
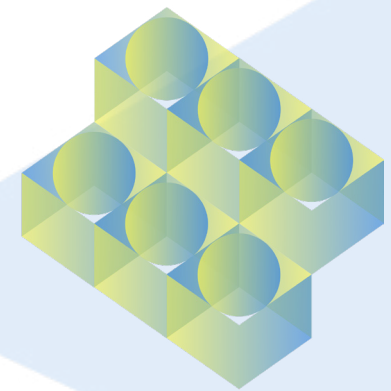
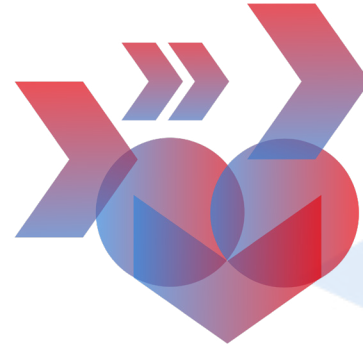
[Read more about our impact](#)

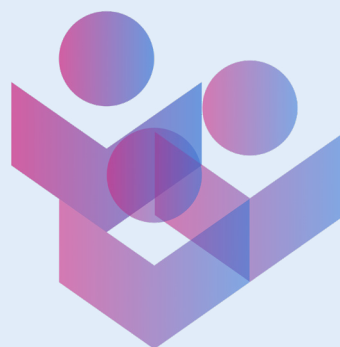
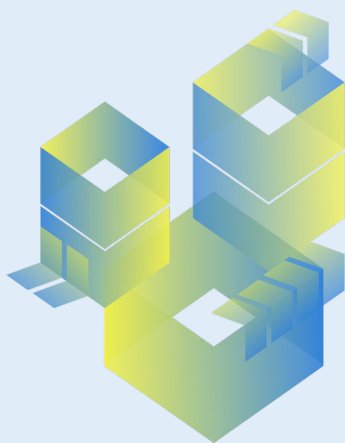
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Overall illustration



Vertical illustrations





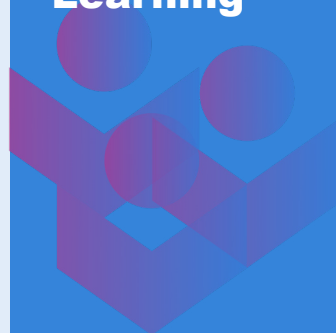
Finance & Insurance



Smart Cities



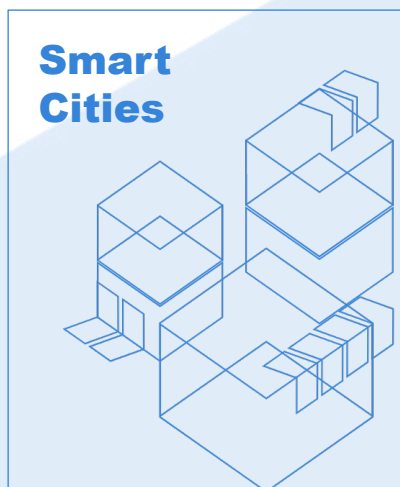
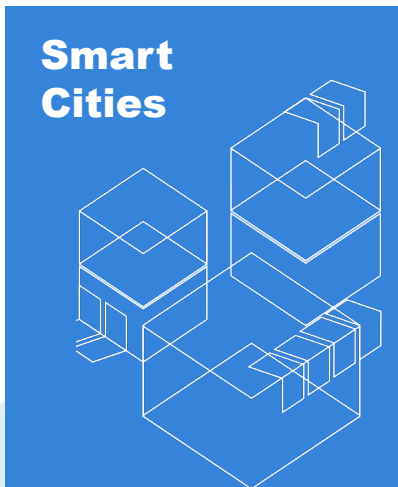
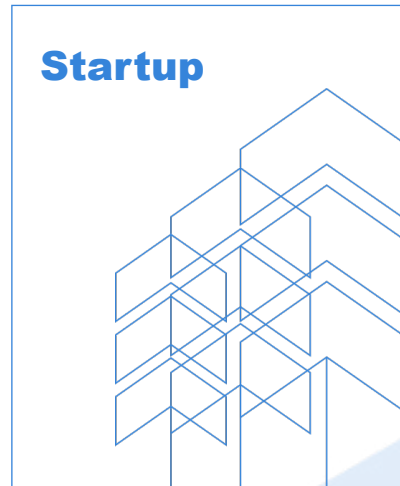
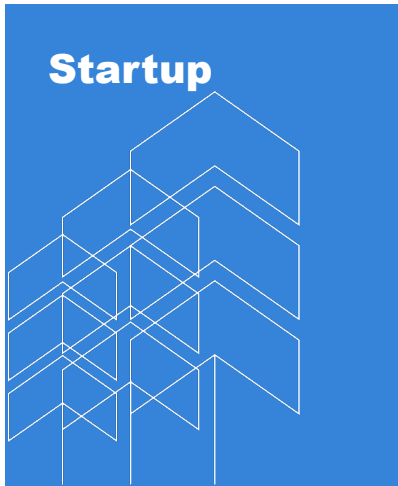
New Work & Learning



Intrapreneurship



Examples of outline applications



Download this guide and all assets: <https://kickstart-innovation.com/design>

Drop us a line and we will make sure to get the right member of our team connected to you: hello@kickstart-innovation.com

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