



FOSTERING
ENTREPRENEURSHIP



Logo & Brand Identity Guidelines

TiE Refresh Brand Identity Guide Global Launch & Chapter Implementation

Dear TiE Board of Trustees, Chapter Presidents and Executive Directors,

Following up on what the TiE Global Marketing Committee shared at our May 5, 2016 Santa Clara meeting, they have completed a very successful Beta test of a 1st ever TiE Refresh Brand Identity Guide (BIG) with 10 Chapters and are releasing the finished BIG to you several weeks ahead of schedule.

The BIG has everything your Team needs to know about how to implement the new brand identity in a locally relevant way that is consistent with brand guidelines. The BIG has a FAQ (Frequently Asked Questions) section. To save you time and money, TiE Global has invested to create Chapter and Program specific logos in all file types that you will need. You can access and download all TiE Refresh files from this Google Drive <http://bit.ly/2aOKGAj>. This Drive contains Chapter logos, Program logos, social media graphics, collateral use cases, stationery and business card template, font files, web favicon, and the Brand Identity Guide.

As I said at TiEcon 2016 Silicon Valley, our collective goal is to now start to transition out of the current TiE brand identity across all Chapter and Global physical and digital assets and program collateral, and convert to the TiE Refresh brand identity starting as soon as possible so that by January 1, 2017 all Chapter and Global communications and assets will have the TiE Refresh brand identity.

As you introduce the TiE Refresh brand identity to your Chapter Charter Members, members, sponsors and other stakeholders, feel free to use the TiE Refresh Reveal video we premiered at TiEcon Silicon Valley: [TiE Refresh Reveal launch video](#). You can also upload this video to your TiE website.

You may also want to share the TiE Refresh design objectives with your members so they understand the 'Why' behind the 'What':

- Communicate the TiE brand's unique value and points of distinction.
- Highlight TiE as the largest global entrepreneur network.
- Publicize the organization's leadership and accomplishments in the 'entrepreneur' space, via its mission of 'Fostering Entrepreneurship' by educating and mentoring startups of any stage, any age, and any vertical.

- Broadcast that TiE is inclusive and diverse - geographically, ethnically, by gender, or by verticals.
- Communicate youthfulness, freshness, vibrancy, inclusiveness, ethnic and gender diversity as we attract younger/millennial demographics, different ethnicities and more women.
- Create brand experience for 'the now' and 'the next' phase of TiE's growth.
- Revitalize market perception.

We want to give a special thank you to the TiE Global Marketing Committee on collaborating over 9 months as a global virtual team to refresh the TiE brand and identity: Bobby Bedi, TiE Delhi, Steve Cook, TiE Atlanta, Sayyed Ahmad Masud, TiE Islamabad, and R. Paul Singh, TiE Silicon Valley.

We also want to give a special thank you to the 10 Chapters who Beta tested the BIG to ensure that it would be the most user friendly brand identity resource for all Chapters. Thank you Atlanta, Boston, Delhi, Detroit, Hyderabad, Islamabad, New York City, Oregon, Rockies and Silicon Valley TiE Chapters.

I also personally want to thank you for utilizing the TiE Refresh brand identity that unites us around our common purpose of Fostering Entrepreneurship locally and globally.

For any Brand Identity Guide questions, or if you need to create a new TiE Refresh Program logo, please contact TiE Global at global@tie.org.

Venktesh Shukla,
Chair, TiE Global and President, TiE Silicon Valley

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Logo Specifics

Logo Clear Space

Grey area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining red area.

Red indicates Clear Space. The red area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the width of the horizontal bars in the logo.



Logo Construction

Gray outlines indicate the shapes used to build TiE's symbol. They also indicate the distance between each slogan line.

Always use the R next to any use of the TiE logo to ensure legal protection.



Typeface Details

[DOWNLOAD NEUTRAFACE FONT FILES](#)

The typeface Family

Two font styles are used for the logo but three are used for the stationery, and they are all from the same typeface family: Neutraface.

The Neutraface family consists of 2 different typeface sets: Display, mainly used for titles, and Text, used for standard writing. Each of these sets contain several font weights such as: Light, Book, Demi, Bold in both Regular and Italic.

The huge variety of font weights and widths will ensure flexibility, and consistency for the future growth of TiE identity.

When to use

Neutraface Display Titling is the primary font used for titles and anywhere bigger text is required.

NEUTRAFACE DISPLAY TITLING

A B C D E F G H I J
A B C D 1 2 3 4 5 6 7

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ? & * ()

When to use

Neutraface Text Demi is used for TiE's slogan (Fostering Entrepreneurship). It is used also for subtitles and when stronger emphasis is needed in longer text documents.

Neutraface Text Demi

A B C D E F G H I J
a b c d 1 2 3 4 5 6 7

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ? & * ()

When to use

Neutraface Text Book is TiE's primary typeface. It is your go-to font for all your written documents.

Neutraface Text Book

A B C D E F G H I J
a b c d 1 2 3 4 5 6 7

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ? & * ()

Typography in Use

When to use

Neutraface Display Titling is used for titles. In this case, TiE's Chapter and the employee's name.

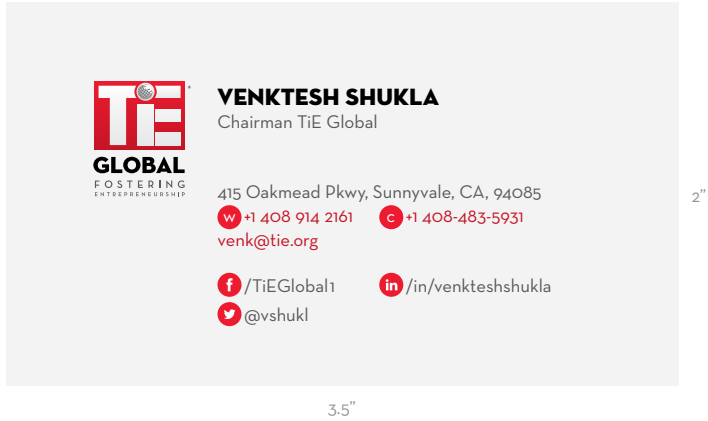
NEUTRAFACE DISPLAY TITLING



When to use

Neutraface Text Demi is used for TiE's slogan (Fostering Entrepreneurship) and can be used for subtitles in other documents

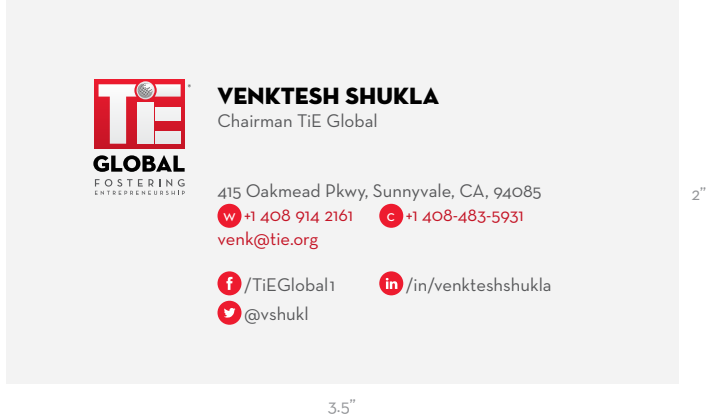
Neutraface Text Demi



When to use

Neutraface Text Light is used for current text in all documents

Neutraface Text Light



Stationery and Applications

[DOWNLOAD TIE STATIONERY](#)

Business Card

This use of inverted White on Red logo without the tagline is restricted to front side of business card and social media profile pictures only (see page 13 for details).

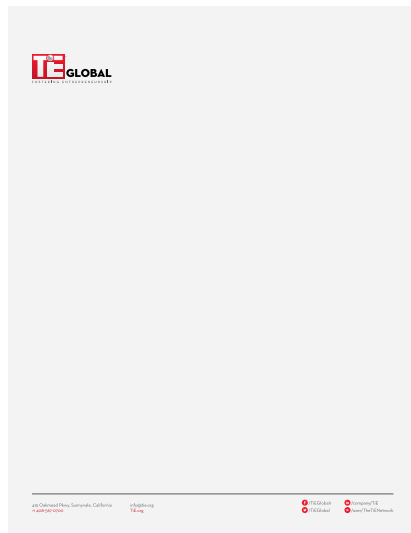
Additional business card designs can be found in the "Download TiE Stationery" link above.



2"

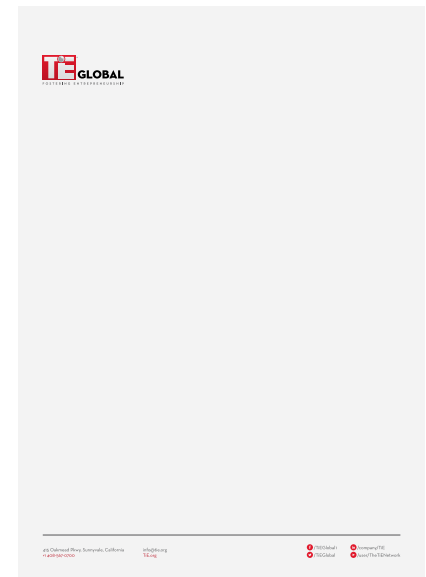
3.5"

Letterheads



11"

8.5"



297 mm

210 mm

Office Signage



Gifts and Merchandise

[DOWNLOAD COLLATERAL USE CASES](#)

T-Shirt



Mug



Hat



Colour Specifications

Pantone Red 032 C

The Refreshed TiE Logo is made of two gradients of RED using Pantone Red 032 C at the top to Pantone 186 C at the bottom (referred to as the Primary Full Tone Colour Logo).

Please use Pantone Red 032 C only. In case you are utilizing a multi-colour print job, you can use the second shade of Red as a gradient, to provide more depth.



PROCESS	C.0 M.100 Y.90 K.0
SCREEN	R.237 G.27 B.47
WEB	ED1B2F

Pantone 186 C



PROCESS	C.0 M.100 Y.90 K.20
SCREEN	R.196 G.20 B.37
WEB	C41425

Pantone Process Black C (80%)

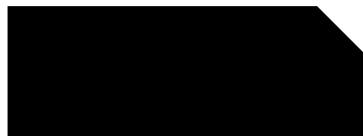
Pantone Process Black C is used to make the dots in the globe as well as TiE's slogan.



PROCESS	C.0 M.0 Y.0 K.80
SCREEN	R.65 G.65 B.65
WEB	414141

Grayscale and B&W Printing

In a grayscale printing mode, the gradient should go from 70% black at the top of TiE's block to 90% at the bottom.



BLACK

TiE logos were created in several file format such as .AI, .PDF and .PNG.

We recommend you to use the .PNG version but if you really need a .JPG version of a specific logo, simply open the .PNG file in Paint or any image editing software and resave it in the file format you desire.

DOWNLOAD TIE LOGO FILES

Primary Full Tone Colour

This is the primary logo use, and is your main go-to version of the logo, except for limited exceptions below.



Inverted Colours

This is the logo to use on a darker background. (i.e. Website header)



Grayscale

The Grayscale version can be on every medium which doesn't accept colour mode such as: fax, local news paper, where finer halftone screens are used, etc.



Solid Black and White

The Solid Black and White versions can be used for B/W print reproduction, for fax, and some forms of commercial printing applications such as local newspapers, etc.

They can also be used for higher print quality where the coloured options don't apply but should remain your last resort.



Chapter Logos

Chapter Logo Construction

When your Chapter consists of a single word, it should be contained between the end of the E middle bar and the end of TiE. Notice that the slogan “Fostering Entrepreneurship” is always justified with the entire logo.



If it consists of two words, it's preferable to break it in two lines so it doesn't take too much space horizontally. The Chapter's name is still contained in the TiE word height, but is a bit taller (notice around the middle bar) so there's not too much space between the words.



Logo Variations

Sometimes, a very long logo isn't really handy. Although you should always prioritize the horizontal logo, a vertical version of each Chapter's logo exists.

When used vertically, all the words are justified to the red box.



IMPORTANT: All Chapter and Program file versions have a PNG format file (with a transparent background). These files should only be placed on White backgrounds where applicable, e.g. websites. If not, the color underneath these transparent logos will show through and change the look of the approved TiE Refresh logo.



Chapter Logos

These are the new logos for existing chapters. New chapter logos will be developed by TiE Global in accordance with the Brand Identity Guidelines once your chapter has been approved.



Program Logos

Logo Variations

TiE Global has designed several Program logos. Chapters can customize these with their chapter names as per their requirements. New Program logos can be created following the BIG but such logos need to be sent for approval and review to TiE Global at global@tie.org.

IMPORTANT: All Chapter and Program file versions have a PNG format file (with a transparent background). These files should only be placed on White backgrounds where applicable, e.g. websites. If not, the color underneath these transparent logos will show through and change the look of the approved TiE Refresh logo.



Specific Logos

Specific Logos will be designed and shared for special occasions by TiE Global with all TiE Chapters, this will be done to create synergy and promote a unified identity of TiE across the globe.

You are requested to only use the authorized version of all specific logos. If your chapter needs to create a specific logo for any chapter related event, day or activity, please ensure that the Brand Identity Guidelines are followed.

Web and Social Media

[DOWNLOAD SOCIAL MEDIA GRAPHICS](#)

Social Media

The use of TiE logo without the tagline is restricted to social media pages such as Facebook, Twitter, LinkedIn, YouTube, Periscope, Snapchat and Instagram.

Also, specific cover images have been created for each of the following social media: Facebook, Twitter, LinkedIn and YouTube.



The profile picture on social media would be too small to accommodate a tagline, specially, in the thumbnail versions which is mostly seen by the website users.

Facebook

<https://www.facebook.com/TiEGlobal/>



LinkedIn

<https://linkedin.com/company/Tie>



Twitter

<https://twitter.com/TiEGlobal>



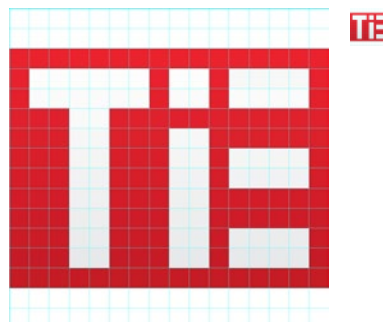
YouTube

<https://www.youtube.com/user/TheTieNetwork>

Favicon

A favicon logo consists of a very low quality version of your logo based on a 16 x 16 pixels grid.

It looks pretty odd scaled up, but will look just fine when uploaded in your website database so it can take place on a navigator's tab or in a search field.



TiE

[DOWNLOAD WEB FAVICON](#)

Logo Best Practices

Your logo

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark



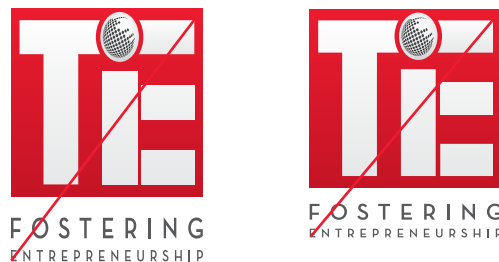
Do Not: Fonts

Do not use any other font, no matter how close it might look to Neutraface Text Demi.



Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours of your logo or text. Use the official colour specifications detailed in these guidelines.



Click on the links below
to download any of TiE assets

[DOWNLOAD NEUTRAFACE FONT FILES](#)[DOWNLOAD TIE LOGO FILES](#)[DOWNLOAD TIE STATIONERY](#)[DOWNLOAD SOCIAL MEDIA GRAPHICS](#)[DOWNLOAD COLLATERAL USE CASES](#)[DOWNLOAD WEB FAVICON](#)

Frequently Asked Questions (FAQs)

As you introduce the TiE Refresh new brand identity to your Chapter Charter Members, Members, sponsors, and other stakeholders, share this 5:30 minute TiE Refresh Reveal video. This video was shown at TiEcon Silicon Valley 2016 to introduce the TiE Refresh brand identity. <https://www.youtube.com/watch?v=bkB9OeujeAM>

Why refresh TiE Brand now?

TiE has a rich heritage and background of committed founders, members and volunteers, marquee events and impactful programming. It has assisted in the creation of many success stories around the world. Over the years, it has become the world's largest network of entrepreneurs.

Recognizing this, the TiE Global Board, based on recommendations from various chapter presidents in the Global ecosystem, believed the time was right to refresh the TiE brand to insure that it reflects the global, diverse, youthful and vibrant brand that TiE has become today.

TiE will celebrate its 25th Anniversary in 2017, and the rebranding of TiE's logo will position it as a contemporary brand to continue its purpose into the next 25 years.

What are the TiE Refresh Objectives?

- Communicate the TiE brand's unique value and points of distinction.
- Highlight TiE as the largest global entrepreneur network.
- Publicize the organization's leadership and accomplishments in the 'entrepreneur' space, via its mission of 'Fostering Entrepreneurship' by educating and mentoring startups of any stage, any age, and any vertical.
- Broadcast that TiE is inclusive and diverse - geographically, ethnically, by gender, or by verticals.
- Communicate youthfulness, freshness, vibrancy, inclusiveness, ethnic and gender diversity as we attract younger/millennial demographics, different ethnicities and more women.
- Create brand experience for 'the now' and 'the next' phase of TiE's growth.
- Revitalize market perception.

Why is it important for TiE Global and TiE Chapters to use Brand Identity Guide (BIG)?

Consistency = Brand Integrity

For an organization with over 10,000 members, 60+ Chapters and global presence, it is crucial to have strong and consistent branding. Inconsistent and poorly executed renditions of the logo dilute the branding and even weaken the overall impact of our organization and its message, especially in a digital age where everything we do locally is seen globally. It is important to create consistency around the global brand's voice, look and feel. Local adaptation is possible within the guidelines.

Great brands are a powerful force. They differentiate their value proposition from competitors, make an emotional connection with their audience and ignite the passions of its current and prospective customers to engage at every touch point in a consistent and compelling way to build lasting brand equity and love. Great brands know how to tell their stories in authentic, compelling ways.

What is inside BIG?

The TiE Refresh 2016 Brand Identity Guide explains in detail how the TiE logo should be executed on various marketing material (flyers, emailers, brochures, etc), promotional material (on caps, pens, bags). It explains how the TiE logo should be used on a day-to-day basis, such as use for stationery (letterheads, business cards, email signatures, etc). The TiE Refresh BIG guide details how the logo should be used for various TiE events and conferences, and for various TiE programs. The BIG guide details the exact pantone shade and typeface font to be used and makes available the best quality format for various renditions. TiE Global has invested in creating Chapter and most Global/Regional Program specific logos in various file formats you will need to save you time and money.

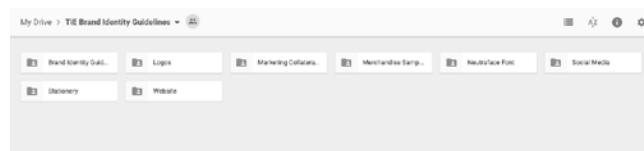
How should I use the BIG for my Chapter needs?

The TiE Refresh BIG should be referred to whenever the TiE logo or TiE brand is to be displayed. Please also share the TiE Refresh logo or guidelines with all external agencies, organizers and volunteers that are using the brand.

How do I find what? How is the BIG organized?

All BIG assets such as logo files, collateral, social media graphics etc, are organized in sub-folders within a master BIG folder. All Chapter Leaders will have access to this Google Drive link : <https://goo.gl/zJYnbB>. The sub-folders are further organized by alphabetical order, proving all chapter and program logo files, font files as well as instructions text, social media graphics, collateral, use cases etc in their respective folders.

Here is the screenshot of the TiE BIG folder and subfolders.



I want to create a new TiE brand identity component, like a new Program. How can I create this, while staying within the TiE Refresh BIG guidelines?

Please refer to the TiE Refresh BIG guidelines. Please use existing logos in same font, and after creation of the new logo, please share it with TiE Global team, and get their approval prior to use. Please email: global@tie.org.

I want to update our Chapter's website with the TiE Refresh brand identity. What should I do?

Please go ahead and update your current website with the TiE Refresh brand identity components that have been developed for your Chapter, and use the approved Program identity components. The TiE Global Marketing Committee is developing a new website and targeting to have it to all Chapters by the end of 2016.

I want to produce TiE Merchandise, like shirts and hats. What should I do?

The TiE Global Marketing Committee is currently developing a global Licensed Merchandise e-commerce platform. We plan to share information on this and do a global survey to gauge Chapter interest in the next few months. Please look out for that. Meanwhile, please follow TiE Refresh BIG guidelines to produce your own merchandise.

Frequently Asked Questions (FAQs)

If I have any issues using the TiE Refresh BIG guidelines, whom should I contact?

Please contact the TiE Global team at global@tie.org

Special Thanks To:



A special thanks to the Marketing Committee of TiE Global on collaborating to refresh the TiE brand and identity.

- Bobby Bedi, TiE Delhi
- Steve Cook, TiE Atlanta
- Sayyed Ahmad Masud, TiE Islamabad
- R. Paul Singh, TiE Silicon Valley

Beta-Test TiE Chapters

A special thanks to all 10 Chapters for carrying out the initial BIG Beta-test. Thank you Atlanta, Boston, Delhi, Detroit, Hyderabad, Islamabad, New York City, Oregon, Rockies and Silicon Valley TiE Chapters. The Beta-test ensures that the TiE Refresh BIG is user friendly and a comprehensive brand identity guide for all Chapter purposes.

All 60+ TiE Chapters

Thank you for utilizing TiE Refresh and for uniting around our common purpose of Fostering Entrepreneurship locally and globally.



To download any of TiE assets

Chapter logos, program logos, social media graphics, collateral use cases, stationery (letterhead template), business card template, font files, web favicon, and the Brand Identity guidelines

CLICK HERE

For Brand Identity Guide questions, please contact Mohini Suchanti, Marketing and Chapter Support Manager, TiE Global email: global@tie.org