

Promotional Guidelines & Brand Manual

Capital Factory House

2020

Promotional Guidelines & Brand Manual

Capital Factory House

Capital Factory
701 Brazos St.
Austin TX, 78701

**Our focus is to create
an environment where
people from all industries
can gather to spark new
ideas and solutions in the
startup ecosystem.**

house

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Introduction

Welcome

The Texas Startup Manifesto is about connecting entrepreneurs, talent, and capital across the state in one hyper-connected ecosystem. Come to Capital Factory House to meet innovators from across the state of Texas.

The Center for Defense Innovation is where Government and Defense disruptors with billions of budgetary dollars will be meeting and speaking. There is no where else where you can find Fortune 500 Companies, entrepreneurs and government agencies all under one roof.

Capital Factory House is the only place that makes curated introductions between our guests at scale. At SXSW 2019 we coordinated almost 1,000 one-on-one meetings between our guests in just a few short days. Get on our VIP List so we can find out who you need to meet and show you the list of who else will be there.

Details

Capital Factory House

Dates:
March 13th to March 19th

Location:
Capital Factory
701 Brazos St.
1st, 5th, 8th & 16th Floor
Austin, TX 78701

Capital Factory House

Capital Factory House is a unique space where people from all industries can gather to spark new ideas and solutions in the startup ecosystem. In the midst of SXSW, we bring the brightest minds in tech together for an inspiring collection of educational sessions, workshops, interactive experiences, and serendipitous adventures. Thousands of industry leaders, entrepreneurs, and innovators gather here to make meaningful connections that can turn into their next investor, mentor, customer, or co-founder.



Our Social

Capital Factory House Social Accounts

Here are our social network accounts that you can use in your Capital Factory House event promotion.

Twitter - @CF_House
 Facebook - Capital Factory
 Instagram - CapitalFactory
 LinkedIn - Capital Factory



Hashtags

Use these hashtags while composing your social posts.

#sxsw #capitalfactoryhouse #cfhousesxsw #capitalfactorysxsw

Examples - Social

Here are a few examples of what your promotional post could look like. Get Creative!

We are so excited to be a part of @CF_House, come check us out at (enter dates, enter times) #cfhousesxsw

Register now to join us at #cfhousesxsw. We will be doing (insert details of event) Save it to your schedule today (Insert CTA) (Link to Register Page)

This year will be the best #cfhousesxsw ever! Come by (activation or event) at (insert details of activation)! We hope to see you there! #sxsw #capitalfactory #cfhouse #cfhousesxsw

Stop by Capital Factory House to hear (speaker name) talk about (topic) on (date and time) #sxsw #capitalfactory #cfhouse #cfhousesxsw

Examples - Editorial

If your organization plans to celebrate its participation at SXSW 2020 via a press release, blog post, or media advisory, please include the Capital Factory House boilerplate as seen below.

Capital Factory House is a unique space where people from all industries can gather to spark new ideas and solutions in the startup ecosystem. In the midst of SXSW, we bring the brightest minds in tech together for an inspiring collection of educational sessions, workshops, interactive experiences, and serendipitous adventures. Thousands of industry leaders, entrepreneurs, and innovators gather here to make meaningful connections that can turn into their next investor, mentor, customer, or co-founder.

SXSW

SXSW Resources

[Social Media and Marketing Toolkit](#)

[Press](#)

[Social Media Images](#)

Do's and Don'ts

Capital Factory House has a non-transferable right to use the SXSW Marks. Partners, participants and attendees of Capital Factory House do not. Do not use the SXSW logo or words marks without their written permission. You may tag their social account or use their hashtag if your event is an official SXSW event.

SXSW Social Accounts

Facebook - @sxswfestival

Instagram - @sxsw

Twitter - @sxsw

SXSW Hashtags

#sxsw

If your organization plans to celebrate its participation at SXSW 2020 via a press release, blog post, or media advisory, please include the SXSW boilerplate as seen below. Additional resources can be found at the SXSW Press Center.

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2020 will take place March 13-22, 2020.

Event Promotion

Recommendations

Twitter: Sharing to your network on Twitter is a great way to let everyone know about your event at Capital Factory House. We recommend starting out at least a month out. Keep your message short and light while tagging speakers, participating companies, and of course Capital Factory House. Using relevant hashtags in your Tweet is one of the best ways to get your event noticed. Having a posting cadence (see below) also can help. Pin your latest tweets about SXSW to the top of your Twitter to make sure they get traction.

Facebook: We recommend sharing your event to Facebook about 4 weeks out. You can pin it to the top of the page to keep your followers seeing your event. You can be more detailed on Facebook when posting about your event but make sure you are giving your followers all the information they will need. To get even more traction you can use hashtags in your post and share with relevant Facebook groups. About two weeks out, making another post sharing any new information will help keep your followers interested.

LinkedIn: LinkedIn is a great place to share your Capital Factory House event. A month out, should give your event plenty of time to be seen on LinkedIn. In your post, make sure to share speakers, topical information and event details. Your post can also be shared to other LinkedIn pages to spread its reach. About two weeks out, sharing any new information or related events will help to keep your followers from forgetting about your event. Don't forget to tag other groups or activations as well.

Instagram: Its all about the photos here. Posting a great photo that is relevant to your event will set the mood for what your event will be about. Keep the caption short and sweet while having fun. Hashtags are the best way to spread the visibility and get your event discovered on Instagram. Frequently posting photos and stories before and during SXSW will get attendees excited about your Capital Factory House event.

Timeline

4 weeks out - 1 post across all social networks

3 weeks out - 2 posts across all social networks

2 weeks out - 2 posts across all social

Week before - 2 posts at the beginning and end of the week

Week of:

Twitter - Multiple posts per day

Facebook - 1 to 2 per day

LinkedIn - 1 per day

Instagram - 1 to 2 per day

Requirements

As a partnered participant of Capital Factory House you are required to promote Capital Factory House correctly along with your own event promotion. Each promotion must mention Capital Factory House at least once per use. Below, are the proper use cases.

Digital

The Capital Factory logo must be displayed prominently per the Brand Manual on any digital post used in the promotion of your event.

Social - Capital Factory House's written name, social accounts and hashtags must be used in each post. See handles and hashtags above.

Graphics -The Capital Factory logo must be displayed prominently per the Brand Manual in any graphic used in the promotion of your event.

Photo - We have provided several stock images that you may use freely. They can be found our press page. If needed, you may use your own photos along with your event promotion.

Print

The Capital Factory logo must be displayed prominently per the Brand Manual on any printed or physical item used in the promotion of your event. Anything tangible with the Capital Factory House logo must be approved by the Creative team first before it goes to print. Please reach them at Design@capitalfactory.com)

Editorial

Any written editorial for your event must mention Capital Factory House by name at least once.

Logo Introduction

Clear Space

Proportions

Backgrounds

Co-Branding

Logo

Logo Introduction

Capital Factory Main Logo

The Capital Factory Gear Logo is the primary graphic tool for expressing the Capital Factory identity. The Logo is the result of years of visual refinement, and its brand presence is thanks to considerate usage by Capital Factory staff and partners.

In most situations, the Capital Factory Gear Logo will not be used during SXSW. Situations that it may be used might include: Partnered or sponsored events outside Capital Factory that are not part of the Capital Factory House.

Usage of the Capital Factory Main Gear Logo can only be approved by the Creative Team with written consent. Send inquiries to Design@capitalfactory.com



Main Capital Factory Gear Logo

Capital Factory House

Capital Factory House is under the Main Capital Factory Brand umbrella and is both the physical location and the event hosting entity during SXSW. Adherence to the following guidelines will ensure consistent use of the Logo in all applications.

Logo

The Capital Factory House logo was created to work in conjunction with other common brands and logos commonly used during SXSW. A simple typography mark represents “house” with the Capital Factory Gear Logo as the “O.”



Capital Factory House Logo

Clear Space

Clear Space

To ensure the Logo is visible, always separate it from its surroundings. The area of isolation (or minimum required clear space) surrounding the Logo should be one fifth its height on all sides, as shown below. Do not allow other graphic elements to penetrate this area. In most scenarios, the Logo should be the first and highest Logo in the hierarchy. For further questions, please see the section on Co-Branding.



Proportions

Minimum and Maximum Size

The Capital Factory House logo should always appear in a size that is both readable and appropriate for the given format. The Logo should never be smaller than 1 inch nor so small that the letters are illegible. The Logo should never be so large that its letters nor its shape are cut off. Suggested minimum print and screen reproduction size are below:



Backgrounds

Background Color

This page shows the approved colors to use for the Logo. Use the black or white primary colors for the majority of applications. Use the secondary colors with discretion when the primary colors do not work. You must request permission from the Capital Factory Creative Team to use the secondary colors (Design@CapitalFactory.com). When choosing which mark to use, be mindful of the background you use. Always go for the highest contrast.

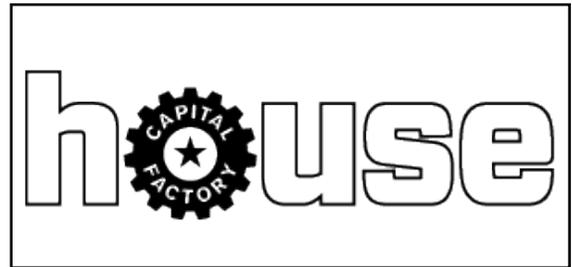
Solid

Outline

Black



White



Purple



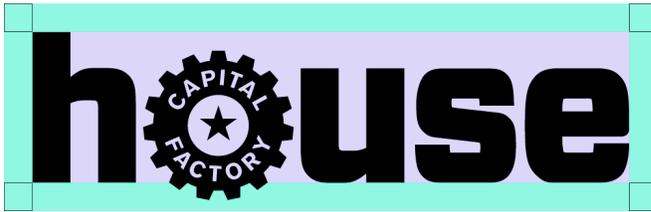
Green



Co-Branding

Co-Branded Usage

The Capital Factory House brand is versatile enough to work alongside any other brand. Unless the partnership contract states otherwise, Capital Factory's Logo should be the most prominent. The CF logo should be either leftmost, topmost, largest, or any combination of the three. For clear space, adhere to spacial guidelines for Capital Factory House.



Partnership

When Capital Factory House partners with an entity that has an established logo, the two logos may pair to represent the partnership. If possible, the House logo should be on the left and top. The two logos should be the same height unless the combined Logo would be too wide.

Main Font

Secondary Font

Font

Main Font

Forza

The designated display face for CF House is Forza by Hoefler & Co. Use it for short lengths of type and emphasized passages like headlines, subheads, and pull quotes. You may use all the available weights and styles. It is also available as a web font. When you need bold type, switch to a heavier version of Weissenhof Grotesk rather than pushing the "Bold" button in a program. For Italic type, switch to the italic version of Weissenhof Grotesk rather than choosing the "Italic" button in a program. This alters the font and is not preferred.

Forza Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!*+(.,)

Forza Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!*+(.,)

Forza Bold Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!*+(.,)

Forza Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890?!+(.,)*

Bold

Regular

Bold Italic

Italic

Secondary Font

Weissenhoff Grotesk

The designated sans serif face for CF House is Weissenhof Grotesk by Indian Type Foundry. It is the primary font family; use it for large blocks of copy. You may use all the available weights and styles. It is also available as a web font. When you need bold type, switch to a heavier version of Weissenhof Grotesk rather than pushing the "Bold" button in a program. For Italic type, switch to the italic version of Weissenhof Grotesk rather than choosing the "Italic" button in a program. This alters the font and is not preferred.

Weissenhof Grotesk Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890?!*+(.,)

Weissenhof Grotesk Regular
 abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMN OPQRSTUVWXYZ
 1234567890?!*+(.,)

Weissenhof Grotesk Bold Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890?!*+(.,)

Weissenhof Grotesk Italic
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890?!+(.,)*

Primary Color
Secondary Colors

Color

Primary Colors

Color system

Due to differences across applications and paper, there will always be slight variations when using PMS, CMYK, or RGB colors. These specific colors will help enforce consistency. Use the PMS palette for printing where the circumstances allow you to use a PMS color. Use the CMYK palette for printing when the conditions do not allow for PMS colors. When using the CMYK palette, work with your preferred printer to ensure you are happy with the colors before you print. Use the RGB palette for all screen-based applications.

Black and White

Below is the Primary Color Palette. One reason our Logo utilizes black and white is that the colors are easy to reproduce. A good rule of thumb for working with Capital Factory House's brand is that you cannot go wrong with black and white. Consider black for large areas and backgrounds—use white for accents and graphics. However, black text on white backgrounds is always preferred.

<p>Web/Screen Color RGB 000 000 000 Hexcode 000000</p>	<p>Spot Color Printing PMS Black</p>	<p>Process Color Printing CMYK mix 0 0 0 100</p>
<p>Web/Screen Color RGB 255 255 255 Hexcode ffffff</p>	<p>Spot Color Printing PMS White</p>	<p>Process Color Printing CMYK mix 0 0 0 0</p>

Secondary Colors

Color system

Below is the Secondary Color Palette—these supplement black and white when the application requires color. You may use them for accents or to help create hierarchy in a variety of materials. Use the secondary colors about 30% as much as the Primary Color Palette. Never use a Secondary Color without at least one color from the Primary Palette present. For printing, use Spot Colors when possible to achieve optimal color tones.

Web/Screen Color RGB 35 240 199 Hexcode 23f0c7	Spot Color Printing PMS 333 C	Process Color Printing CMYK mix 46 0 27 0
Web/Screen Color RGB 84 56 220 Hexcode 5438dc	Spot Color Printing PMS 2725 C	Process Color Printing CMYK mix 78 80 0 0

Assets

Links to Assets

Press Page

- [Press Page Link](#)

Promotional Guidelines & Brand Manual

- [Brand Manual Link](#)

Graphics for Social

- [Graphics Link](#)

Photography

- [Photos Link](#)

Logos

- [Logos Link](#)

Contact

Contact Us

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