

JUMPSTART FOUNDRY STYLE GUIDE

MISSION

Jumpstart Foundry is a pre-seed healthcare innovation fund with one goal: **MAKE SOMETHING BETTER®**.
We invest in, guide, and support our founder partners through a systemized step-by-step process as we work towards success, together.

LOGO

The following is how the JSF mark and full text logo are used in context online, in print, and on marketing materials.



Main logo mark



Full horizontal text logo mark



JUMPSTART

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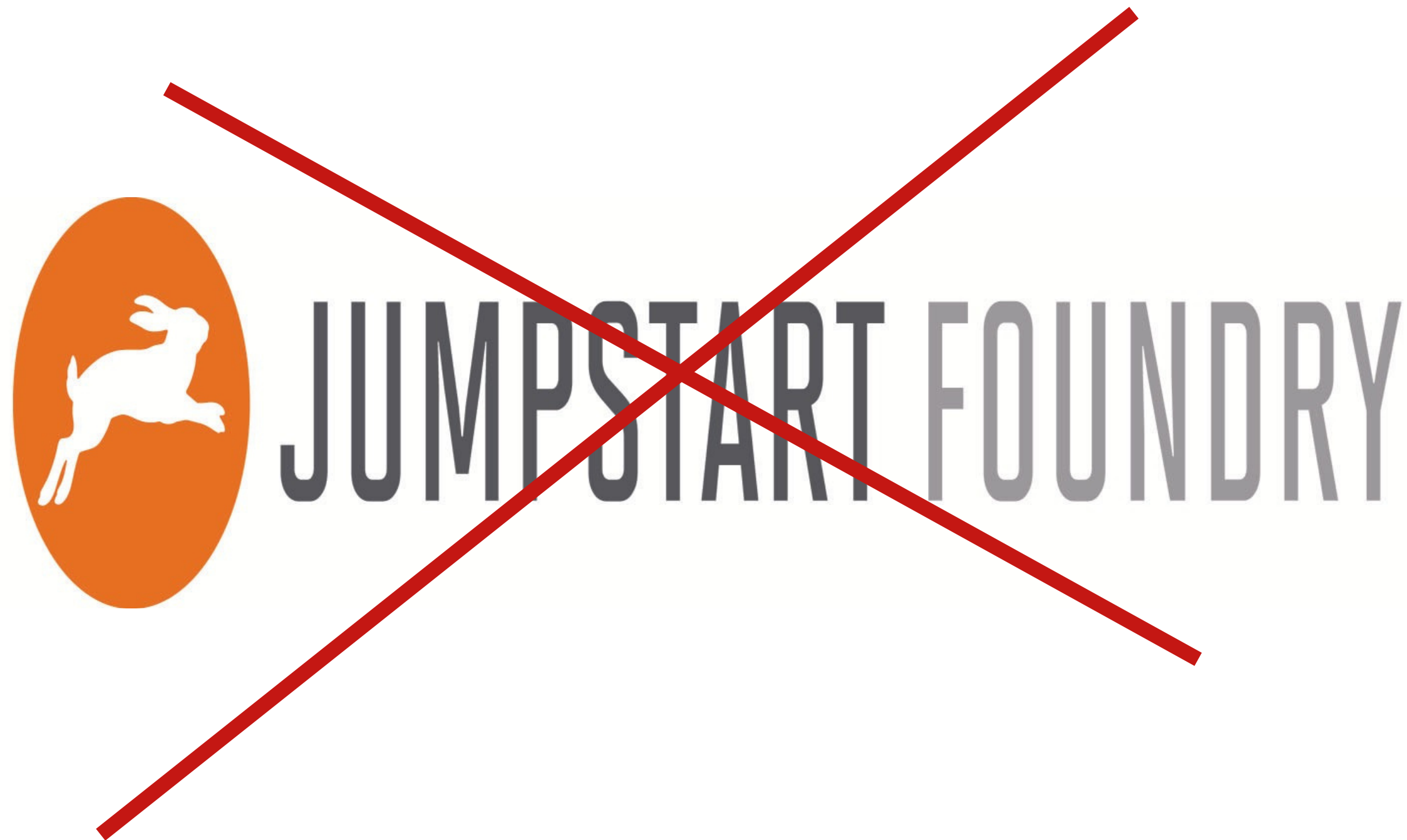
Full vertical, stacked text logo mark



JUMPSTART

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Vertical, stacked logo mark in white, when used on a signature orange background.



Do not squeeze the logos when re-sizing.
Please make sure the dimensions and aspect ratio always stays the same.

COLORS

These are the JSF primary and secondary colors.

Color palette



#EA7423

This is the primary color. It’s our signature orange. Using the color swatch above should work with nearly all applications you find yourself in. Please be mindful to always use RGB mode for digital and CYMK for print.

H: 24	L: 62
S: 85	a: 43
B: 92	b: 62
R: 234	C: 4
G: 116	M: 67
B: 35	Y: 99
	K: 0

Color palette



#4C4F55

This is the secondary color. It's a dark grey. Using the color swatch above should work with nearly all applications you nd yourself in. Please be mindful to always use RGB mode for digital and CYMK for print.

H: 220	L: 33
S: 11	a: 0
B: 33	b: -4
R: 76	C: 68
G: 79	M: 59
B: 85	Y: 52
	K: 33

TYPOGRAPHY

These are the JSF primary and secondary fonts.

SOLANO GOTHIC

JSF uses Solano Gothic as our main brand font.

This font is used in copy, headlines and sub-headlines in various forms.

Poppins

JSF uses Poppins as our secondary brand font.

This font can be found throughout our website and social media.

Please allow a lot of “negative” space

When laying out copy and designs.

“Negative space” is anywhere on this page without text. The ample amount of spacing between lines allows for a clean and easy to read look throughout our branding.

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