

STARTINGUP NOW
BrandGuidelines

SUN



Welcome to StartingUp Now Brand Guidelines

Use this document to create consistent brand-specific communications across all platforms.

StartingUp Now is a multi-faceted learning platform designed to provide a structured business framework from idea to operation.

Unlike other entrepreneurial learning systems, StartingUp Now recognizes that entrepreneurship and business knowledge must go hand in hand. A business is more than a logo and tag line. StartingUp Now is a road map to sustainable business operations with outcomes to attain investor attention.

StartingUp Now is energizing and pragmatic with an air of diligence. The imagery should reflect positive determination and interaction with a healthy racial mix of individuals. The communication expresses high-level thinking broken down into bite-sized pieces. It is accessible for individuals who dare to turn dreams into realities.



DREAMIT, PLANIT, LAUNCHIT.



LEAD TO
CHANGE.

SUNEXPOSURE

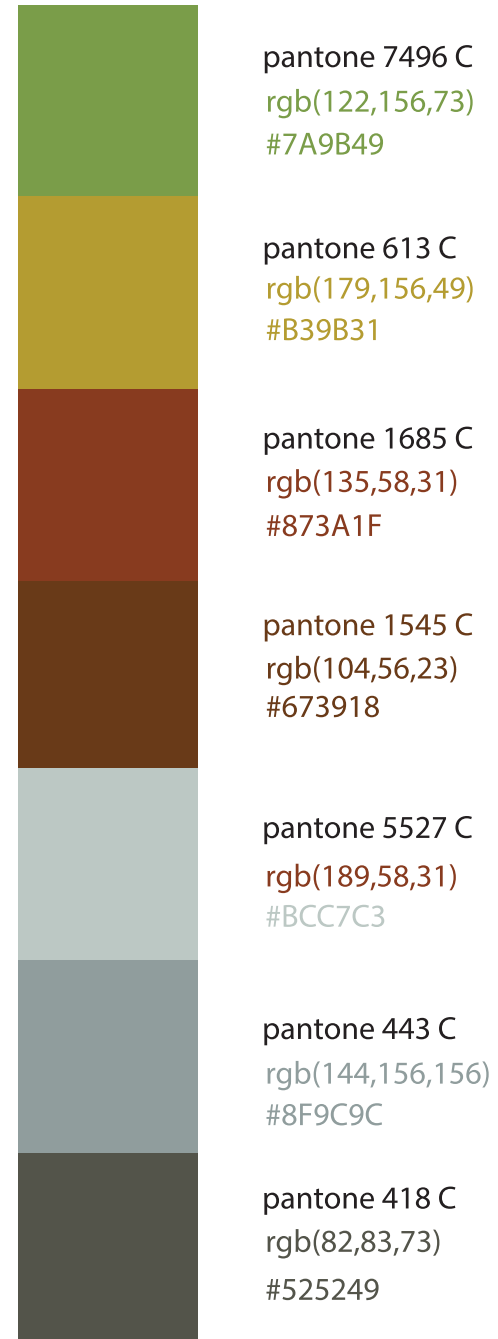
PLANtoLAUNCH

ENTREPRENEURSHIP
FACILITATOR TRAINING



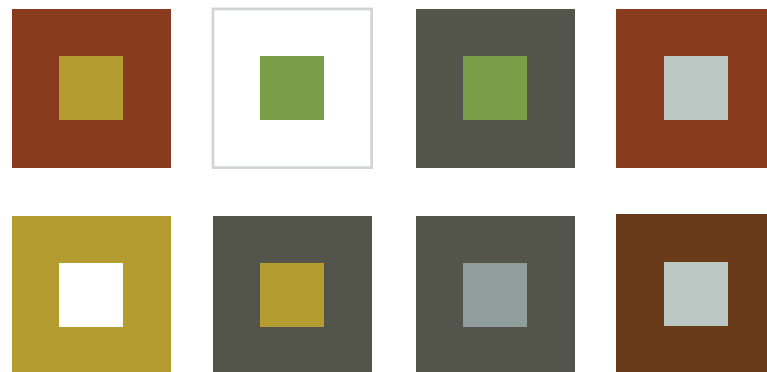
SUN Brand Colors

The StartingUp Now color palette consists of warm tones that compliment Entrenuity yet have a voice of it's own. The colors invoke the African-American spirit with neutral tones to highlight or accentuate.



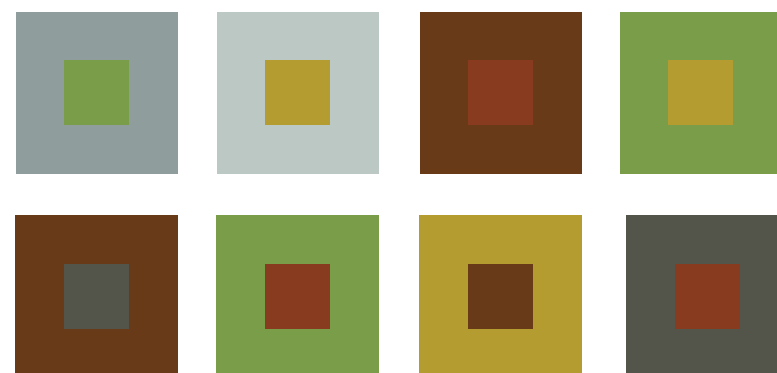
Acceptable Color Combinations for **SUN**

Use these color combinations to create SUN-centric communications.



These are **NOT** acceptable color combinations for **SUN**

NEVER use these color combinations to create SUN centric communications.



Acceptable Color Combinations for SUN Text

StartingUp Now (SUN) provides solution-based tools and services that aim to help you attain your goals and successfully build your business.

StartingUp Now is a catalyst, similar to that of a guide, which will assist the entrepreneur in getting familiar with the "journey" of business planning and starting-up. StartingUp Now provides easy-to-use templates and tools facilitating business training for the entrepreneur, as well as quality information for what the journey will look like.

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Core Logos

STARTINGUP NOW

SUN STARTINGUP NOW
BUSINESS SOLUTIONS

STARTINGUP NOW

STARTINGUP NOW

SUN STARTINGUP NOW
BUSINESS SOLUTIONS

Acceptable Logo Placement Combinations for **SUN**

Use these logo/icon color combinations to create SUN-centric communications.

Icon

General/
Print



Web



Invite



Engagement



Accent



SUN Fonts, Font Colors and Copy Treatments

The StartingUp Now font is clean and leading is open for easy reading. Communications with either makes for dynamic simplicity with a fresh delivery.

Text on white back ground is always Pantone 418 C, otherwise, for headlines or body copy use the colors indicated for communications. Headline to body copy ratio should be 3:1 (ex. 36pt headline: 12pt body copy).

At the first mention on any page, the words **StartingUp Now** must be bold or Italicized. There after it can exist naturally within the body copy.

Copy blocks should never allow hyphenation.

Headline Copy: ITC Avant Garde Gothic BT Demi

Main Font Color: 

pantone 418 C

**StartingUp Now (SUN)
provides solution-based
tools and services that
help you attain your goals
and successfully build
your business.**

Body Copy: ITC Avant Garde Gothic BT Medium

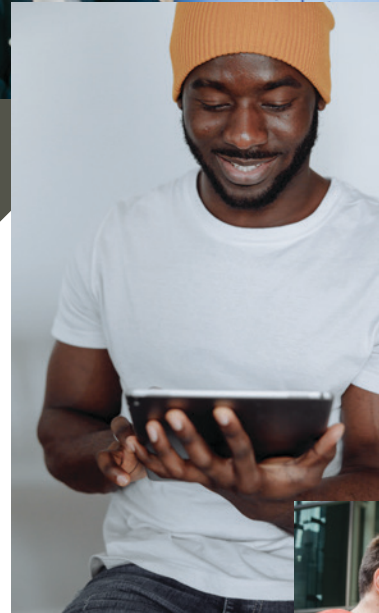
Main Font Color: 

pantone 418 C

StartingUp Now is a catalyst, similar to that of a guide, which will assist the entrepreneur in getting familiar with the "journey" of business planning and starting-up. StartingUp Now provides easy-to- use templates and tools facilitating business training for the entrepreneur, as well as quality information for what the journey will look like.

Images That Express the Tone of **SUN**

Diversity is the color of the crowd, heavily leaning toward Black and Latinx individuals. The vibe has an electric energy mixed with confidence. The interactions are genuine and depicts a story of learning, growth, mentorship and community. There is a candid drive and determination that draws you in.



SUN Tag line

The StartingUp Now tag line "Dream It, Plan It, Launch It." is a culmination of the entrepreneurial spirit coupled with the drive and determination demanded by the curriculum. Use it as a headline, sign off or visual accent.

Ads



DREAMIT, PLANIT, LAUNCHIT.

Classes Begin
Aug. 1-Sept. 30

STARTINGUP NOW
Business Planning & Implementation Curriculum

GET STARTED: www.startingupnow.com

Social Media



Want to start a business?
The right path can make
it a reality.

www.startingupnow.com

STARTINGUP NOW
DREAMIT, PLANIT, LAUNCHIT.

Web



DREAMIT, PLANIT, LAUNCHIT.

Building the right team is
essential to your business'
success.

Rules & SUN elements

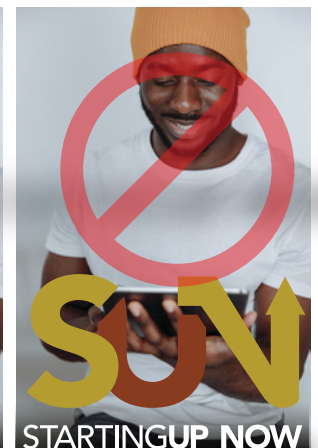
HERE ARE A FEW RULES TO LIVE BY:

- Logo combo should never appear smaller than 1.5" across.
- Logo combo can be placed on solid white or dark backgrounds.
- Use white version or logo combo with shine for varied backgrounds.

Use arrow head to call attention, advance to next sections or call out important information.



Logo combo should never appear smaller than 1.5" across"



SUN Business Solutions

In contrast, the Business Solutions arm of StartingUp Now focuses on providing insights into real world business scenarios, the obstacles, and how to navigate through and capitalize on the current market. It takes on a cleaner, business minded look and feel while living within the SUN family.




SUN Business Solutions Fonts


SUN Business Solutions introduces a bold font choice to the mix—echoing hard truths mixed with attainable goals. Use the combination to grab attention and guide the user.

Only use Palatino Bold for SUN Business Solutions.

Headline: Palatino Bold

Main Font Color: 
100 % Black

Subhead: Avenir Next Condensed-Semi Bold

Main Font Color: 
100 % Black

Body Copy: Avenir Roman

Main Font Color: 
pantone 418 C



KNOW MORE NONPROFITS

MOVING FROM DEPENDENCY
TO SUSTAINABILITY

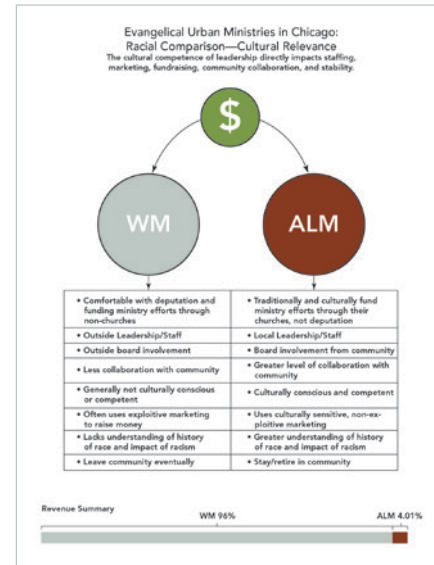
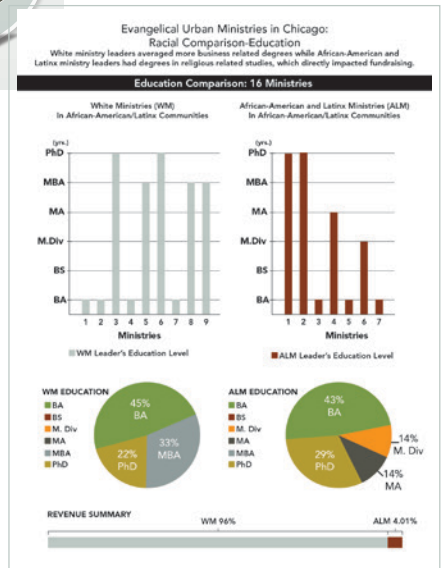
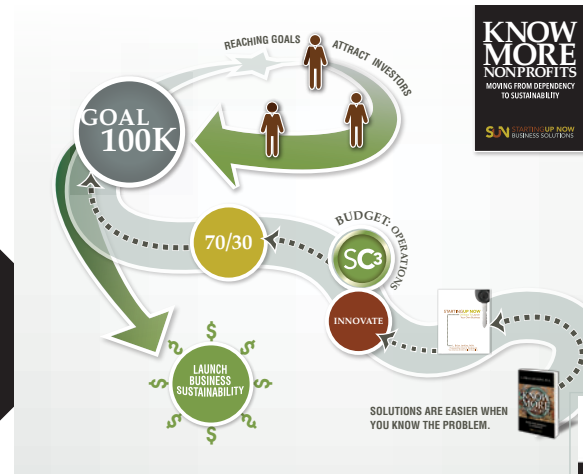
WORKSHOP

StartingUp Now Business Solutions introduces the next level of sustainability strategies for nonprofit leaders. *Know More Nonprofits Workshop* is a no-holds-barred eye-opener, teaming with obstacle-based solutions for successful navigation through the fundraising landscape.

- NonProfit Legal Structure
- Getting the most of Nonprofit Resources
- "Slavery's impact on America's commercial future/prospects
- Caucasian-led vs Minority-led Nonprofits: What's the difference?
- The 70/30 Principle and the impact on your business
- Meeting challenges with the PSA approach
- ...and much more

How to Communicate with SUN Business Solutions

SUN Business Solutions is information-based communication. Use clean infographics, charts and graphs to illuminate, illustrate and navigate topics.



SUN SkillCenter3.0 (SC3)

SUN SkillCenter 3.0 is a strategic business organization tool that ensures entrepreneurs develop sustainable business practices. The vibe is clean, modular, with a sense of excitement.



ABBREVIATION
VAL



Prepared using **SC3** startingupnow.com

How to Communicate with SC3

SUN SkillCenter 3.0 uses Pantone 7496 C from the SUN palette to signify growth. Use SUN fonts in white when on green background or Pantone 418 C if on light background.

Communications are modular, clean and organized. Use the Data Secure icon and verbiage always to create and maintain confidence for platform use.

Web

SUN ANNOUNCEMENT

Dear Brian

Your current StartingUp Now SkillCenter account will soon migrate to a new SkillCenter 3.0 platform: SC3.

SC3

SC3 is packed with new and expanded features designed to make Business Plan Development easier than ever before! Everything is saved online*. Now save multiple business plans in real time.

[Join Now](#) [Log In](#)

- StartingUp Now (SUN): 24 Steps book
- SUN: Facilitator Guide
- SUN Talk: Videos & Learning Guides
- Accessible inside online Business Plan Template
- And more...

Central Location*

StartingUp Now Business Plan Template*

- Access to SUN: 24 Steps book from any device
- Research, write and review multiple business plans
- Share, print or export business plans to Microsoft Word or Google Docs
- Submit plans for feedback

Print

STARTINGUP NOW SkillCenter 3.0 Facilitator Dashboard

StartingUp Now SkillCenter: SC3 introduces the new Facilitator Dashboard, designed to help Facilitators monitor entrepreneurial success and define areas for improvement.

- Keep entrepreneurs on track to meet intended goals
- Track individual users and classes
- Review multiple business plans
- Offer live online feedback
- Provide reports on Facilitator productivity
- Available in multiple languages
- Information securely maintained and encrypted using AES 256-bit encryption

SC3 Facilitator Membership \$495 a year.

Your information is securely maintained and secured via HTTPS connection, SSL Certificate encryption and Microsoft Protection Services.

SUN STARTINGUP NOW. DREAM IT. PLAN IT. LAUNCH IT.
For complete details and membership options, visit www.startingupnow.com.

Features and Rates

Course Tracking

- Business plans completed
- Completion averages by Facilitator
- Users per quarter/year

User Tracking

- Review multiple business plans
- Edit, share, print or export business plans to Microsoft Word or Google Docs
- Track business plan progress
- Offer feedback online

Facilitator Overview

- Track business plan completions
- Identify Facilitator best practices
- Identify key performers
- Improve on Facilitator practices and methods

Printable Reports

- One-page overview
- Export to Microsoft Excel and Google Sheets
- Centralized data with no switching between programs

Membership Rates:

- Youth Membership: \$95.00/year
- Pro Membership: \$195.00/year
- Facilitator Membership: \$495.00/year

New in 2019: Expanded Capabilities and Features

- max.E Speaker Series
- Performance Dashboard
- max.E Podcast
- Core Feature Tutorial Videos
- Business Evaluation Tool
- Online Community
- Custom Profile

Join or Renew Now.

SUN STARTINGUP NOW. DREAM IT. PLAN IT. LAUNCH IT.
Visit www.startingupnow.com for complete details and membership options.

SUNCFO App

The StartingUp Now CFO is a financial tool designed to define and reveal financial details for entrepreneurs who are starting a business.



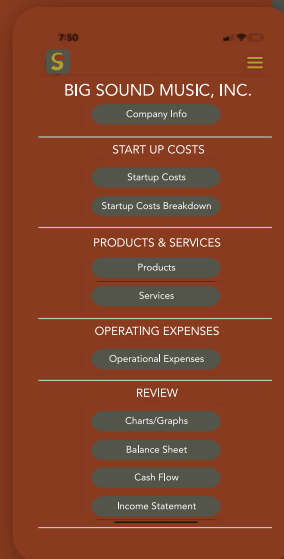
SUNCFO App

The vibe is fresh, clean and sleek. Use Pantone 1685 C as a primary visual foundation. Use Pantone 613 or Pantone 5527 to highlight or accent.

Use uppercase lettering for section headers.

Headline: San Serif Font Regular

Main Font Color: pantone 418 C



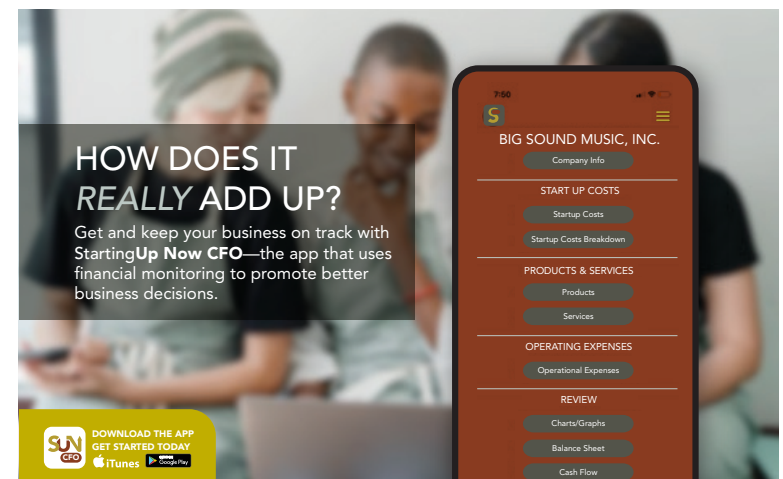
How to Communicate with **SUNCFO** App

Use language that inspires and challenges entrepreneurs to create sustainable businesses. Keep the messaging short and to the point. The ease of app use should translate through the creative delivery.

Web



Print/Web



SUNTALKS

SUNTalks is a video series featuring entrepreneurs, company heads and financial partners. With their insights they impart critical, real-life direction through the hidden realities of running a business.

SUNTalks is stark in its delivery. It's fast-paced, intricate and informative. Use the SUN font family to create communications across all platforms.

STARTINGUP NOW
SUNTALKS

STARTINGUP NOW
SUNTALKS
LEARNING GUIDE

SUNTALKS
VIDEO SERIES



How to Communicate with SUNTALKS

SUNTalks uses real participants to advertise new topics or business featured categories. The delivery is clean, focused and to the point.

The video series is accompanied by a SUNTalks Learning Guide. Simple and clean.

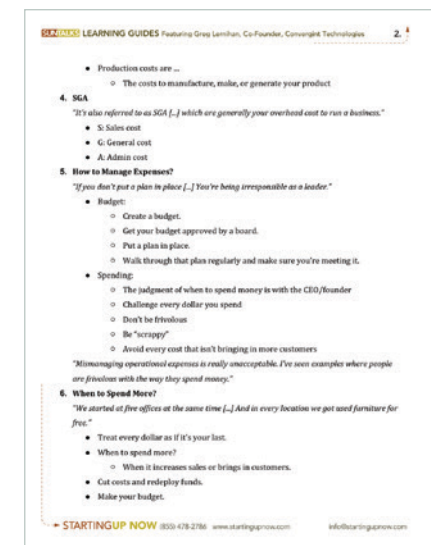
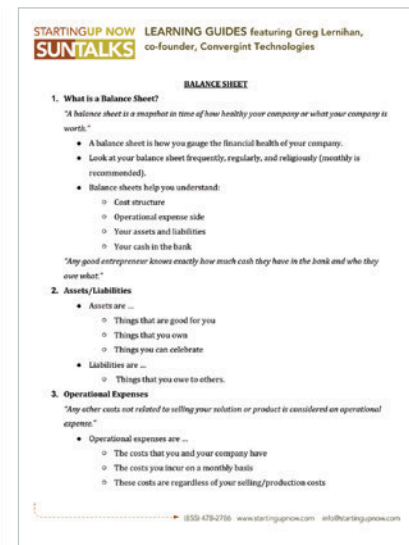
Website



Email



Learning Guide



SUN LEAD TO CHANGE & How to Communicate

The SUN Lead To Change is a program aimed at ministries working to improve the community through entrepreneurship. The program shown is targeted toward the formerly incarcerated.

The tone and vibe is that of renewal—sparking the path of positive change through business ownership. It is serious, inspirational, and life changing. Use imagery that engenders aspiration with an internal longing for change.

LEAD TO CHANGE.

Print

SUN STARTUP NOW PRESENTS

LEAD TO CHANGE.

RETURNING CITIZENS WORKSHOP

SATURDAY, JULY 18th | 9:00 AM - 12:00 PM

For details visit entrenuity.com

Program Details

SUN STARTUP NOW

LEAD TO CHANGE.

CREATE OPPORTUNITIES FOR THE FORMERLY INCARCERATED

STARTUP NOW LEAD TO CHANGE 3-DAY FACILITATOR TRAINING

ATTENTION CHURCH & MINISTRY LEADERS!

STARTUP \$4,795 (TAX NOT INCLUDED)

OVERVIEW
The StartUp Now Lead To Change 3-Day Facilitator Training is designed to transform church and ministry leaders into facilitators, providing business creation services for formerly incarcerated men and women.

As a facilitator, you'll learn to use the StartUp Now Tools & Resources, designed to demystify the business planning process through our PRO Problems, Solutions, Action, Approach. You'll learn to teach practical business strategies that lead to business opportunities—empowering new ideas and sparking new hope for the future.

To learn more about how you can help empower formerly incarcerated men and women, Sign Up for the Information Session or visit [startupidnow.com](http://startupnow.com) and Apply to Participate in the Lead to Change 3-Day Facilitator Training.

EVENT INFORMATION
There is no cost to sign up for this session or to Apply to Participate in the 3-Day Facilitator Training Program, but we do encourage you to do either quickly, before space runs out!

Sign-Up and Learn more!
Information Session
Saturday, September 20
9:00 am - 10:30 am
Entrevoxy
1550 S. State St.
Suite 101
Chicago, IL 60605

Apply to Participate!
Application Deadline:
Friday, Sept. 26, 2014
3-Day Facilitator Training
Saturday, July 17, 2014
9:00 am - 4:30 pm
Entrevoxy
1550 S. State St.
Suite 101
Chicago, IL 60605

Follow us!

*See other side for full details. [LEARN MORE](#)

Web

SUN STARTUP NOW PRESENTS

LEAD TO CHANGE.

RETURNING CITIZENS WORKSHOP

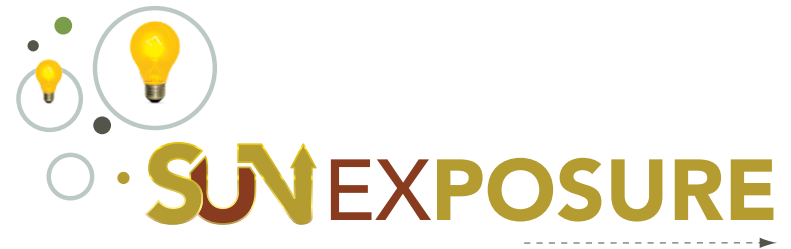
SATURDAY, JULY 18th | 9:00 AM - 12:00 PM

For details visit entrenuity.com

SUNEXPOSURE & How to Communicate

The SUN Exposure is a program designed to help new entrepreneurs define business practices, viability and strategies.

The vibe is energetic, effervescent and enthusiastic. Use circles to showcase information and the dotted arrow to draw attention to certain aspects or as a background element.



Print

SUNEXPOSURE
**GOT A GREAT BUSINESS IDEA
 BUT NEED A STRATEGY
 TO GET IT STARTED?**

**STARTINGUP NOW
 EXPOSURE
 1 Day or 1.5 Day
 Business
 Simulation Game***
 1.5 Day Includes
 Business Simulation Game

PROGRAM OVERVIEW
 High energy, group-based learning
 with a Certified SUN Facilitator
 designed for 30 - 400 people.
 Learn how to:

- Develop the "Big Idea"
- Determine "Market Viability"
- Create a "Sales Strategy"

SUN 24 Steps Book and Skillcenter
 Basic Membership Included for
 Every Participant.

Church Name
 Sept. 20, 2018
 9:00 AM - 5:00 PM

LEARNMORE
 (See other side)
 *30 people maximum

DREAMIT. PLANIT. LAUNCHIT.
 For more information, call 855-478-2786 or visit startingupnow.com

Web

SUNEXPOSURE

**GOT A GREAT BUSINESS IDEA
 BUT NEED A STRATEGY TO GET IT STARTED?**

Join us and learn how **STARTINGUP NOW**
 can help you launch your idea.

Willow Creek Church
 Saturday, February 23, 2014
 9:00am-1:00pm
 67 E Algonquin Rd.
 South Barrington, IL 60010
 312.610.7600
 (Only 5 Spots Remaining!)

To register contact:
 Anne Rand at 224-512-1240
 or
 StartingUp Now at 855-478-2786

Introducing the STARTINGUP NOW System.

StartingUp Now: 24 Steps to Launch Your Own Business provides new business owners using **FREE** resources to provide critical guidance through each aspect of business development.
 Book Price: \$11.95

StartingUp Now: Facilitator Guide teaches participants how to use StartingUp Now as a business launching resource for churches, firms and secondary critical systems. **FREE** phone, churches and community organizations.
 Book Price: \$29.95

StartingUp Now: Skillcenter, focused on the **50+ Skillcenter**, provides secure real-time access to StartingUp Now: 24 Steps Book, Business Plan Template, Financial Plan, Video, 2014 Video Series & Learning Modules and an opportunity to create, collaborate and connect with like-minded entrepreneurs from any device. **FREE** **2014** **Book** **Price:** \$29.95
 Pro Membership: Year \$49.95/Year 1 Adult \$35.00/Year

SUNBooks 5-7 minute video segments led by entrepreneurs and business leaders for each chapter in StartingUp Now: 24 Steps. Each SUNBook has an accompanying StartUp Learning Guide to help the entrepreneur navigate the content and guide them to seek the resources for their own business.
 Included with Pro Membership.

SUN PLANtoLAUNCH & How to Communicate

The SUN Plan To Launch Program Series focuses on Business Plan development for entrepreneurs.

The vibe is light, imaginative, energetic. Use imagery and icons that denote elements of business planning. The hand with the key is prominent to denote SUN unlocks solutions. Pantone 443 C is the driving color for these programs.

PLANtoLAUNCH

PLANtoSCALE

PLANtoGROW

PLANtoLAUNCH

STRATEGIC BUSINESS PLAN DEVELOPMENT



Apr 12 - May 31
6:00 PM - 9:00 PM
Entreunity
1550 S. State, Suite 102
Chicago, IL 60605

Register by
April 4 - \$395
After April 4 - \$495
Space is Limited.

COURSE DESCRIPTION
StartingUp Now is offering an 8-week Plan to Launch class for first-time entrepreneurs beginning April 2018.

Plan to Launch: Strategic Business Plan Development provides first-time entrepreneurs with the information, resources and tools to bring their business ideas to life. SUN Facilitators will provide expert insight and instruction to help entrepreneurs craft solid business plans and pitch "the idea".

OVERVIEW

- Execute common business planning steps
- Identify a target market/target customer
- Create a 3-year financial projection
- Utilize the StartingUp Now SkillCenter for business planning and research needs
- Craft a strategy to launch a business
- Learn how to present your business plan in a 15-minute pitch

APPLY BY APRIL 4 FOR \$100 DISCOUNT!
Fee: \$495.00 / 8 - week course
Materials: Laptop or iPad required

Space is limited, so please register early to ensure availability.

ALL ATTENDEES RECEIVE THE FOLLOWING

- 28-hours of hands-on instruction
- StartingUp Now: 24 Steps To Launch Your Own Business
- Good Idea, Now What: How To Move Ideas To Execution
- SkillCenter Adult Pro Membership (Annual)
- Access to SUN Talks Video Series
- StartingUp Now Business Plan Template 2.0
- Business Planning Startup Resources & Tools

APPLY AT www.entreunity.com/events

SUN Facilitator Training & How to Communicate

The SUN Facilitator Training Program teaches individuals to coach, guide and train entrepreneurs using the SUN Learning System.

The energy of the program is clean and electric, bursting with enthusiasm, hope and optimism. Show a diverse crowd with a focus on African Americans, Latinx individuals and Women.

Headlines are bold and introduce Helvetica Neue LT Std for this purpose. Use this font ONLY these training programs. Use Avenir in all other instances.

Pantone 443 C is the driving color for this program.

ENTREPRENEURSHIP FACILITATOR TRAINING

Headline: Helvetica Neue LT Std

Main Font Color: 
pantone 418 C



Program Overview

Learn to coach, guide and train entrepreneurs to launch their own businesses using the StartingUp Now (SUN) Learning System.

The StartingUp Now 3.5 Day Facilitator Training will prepare instructors to guide new and experienced entrepreneurs through the business planning process.

SUN Facilitators will learn to guide entrepreneurs to:

- Identify the "Big Idea"
- Determine "Market Viability"
- Create Financial Statements
- Price Products and Services
- ...and more.

Entreunty | mox.E

1550 S. State St., Ste. 102
Chicago, IL 60609
(312) 842-3800

\$395 per person
Call for group pricing.

See back for more details
or visit startingupnow.com



Registration Deadline: Oct. 9, 2018. Space is Limited.

Use dotted arrow element to indicate additional information or lead the reader to another section.

