



Brand
Guidelines

Brand Overview

Talent Backer was formed in 2012 to bring the benefits of crowd funding to talented people in the worlds of Sport, Music, Entertainment and The Arts.

There are thousands of talented people who have the drive and ability to succeed but are held back due to a lack of funds. Specialist equipment, competition travel and entry, hire of facilities, professional coaching, production costs etc, the list is endless but the one thing they all have in common is that they cost money. Talented people, particularly those from less privileged backgrounds, are often forced to give up their dreams as they do not have the necessary funds to progress in their chosen field.

Yet we know there are people out there who are willing to help.

Raising £5,000 may seem a daunting prospect but if 200 people are willing to pledge just £25 then the target is reached. That is the power of crowd-funding. A lot of people with a small amount of money can combine to make a much larger pot of money and together they can help talented individuals or groups to fulfill their potential. Talent Backer provides a platform to bring these people together.

In addition to the obvious satisfaction of “making a difference”, backers also receive a reward as a “thank-you” from their chosen talent. This will often be a very individual and personal reward that will be a constant reminder of the valuable contribution that the backer has made. In the end, however, there can be no greater reward than following your chosen talent as they progress in their field knowing that you played a large part in their success.

Talent backer is keen to promote healthy competition and allow backers to decide who is deserving of funding. For that reason, the funding target for each talent has to be reached or no money changes hands.

Talent Backer - Giving Talent a Chance

Talent Backer Logo

ALL collateral should feature the Talent Backer logo.

Correct usage of the logo:



The Talent Backer logo has been specially designed as a unit and must not be recreated and the Talent Backer logo may not be changed or altered to fit the space. The Talent Backer logo must be kept in the colour form above.

Talent Backer Logo Reversed

The logo may be placed in its reversed colours if the full colour version is not suitable.
Applications of this are set out below:



If you are unsure of which colour variation of the logo to use please contact Talent Backer for guidance.

Talent Backer Alternate Logo

The Alternate logo may be used only when the standard logo is not suitable in the space of the application.

TALENTBACKER.COM

TALENTBACKER.COM

If you are unsure of which variation of the logo to use please contact Talent Backer for guidance.

Talent Backer Logo Spacing

To preserve Talent Backer's logo integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements and ensures that attention is not deducted from the Talent Backer branding.



Talent Backer Logo Orientation

The Talent Backer logo is designed to align with the bottom point of the star as the line for alignment and NOT the lefthand point. This must be adhered to following the examples outlined below:



Talent Backer Brand Colours

It is essential that the correct colours are used to maintain the 'voice' of the Talent Backer brand.
Colour values are maintained below and **MUST** be adhered to:

Colours for print:



PANTONE 660 C
CMYK
90 / 57 / 0 / 0



PANTONE 7540 C
CMYK
0 / 0 / 0 / 72

Colours for web:



RGB
2 / 108 / 182



RGB
105 / 106 / 109

Talent Backer Brand Fonts

The Talent Backer brand consist of 2 fonts outlined below.
Alternatives should NOT be used.

Fonts for print:

Gotham Light
Gotham Book
Gotham Medium

* This font should be used sparingly as not to distract attention from the Talent Backer logo.

Helvetica Regular
Helvetica Bold

Fonts for web:

Preferred web font:

Helvetica Regular
Helvetica Bold

Default web font:

Arial Regular
Arial Bold
