BRAND STYLE GUIDE

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HOW TO USE THIS GUIDE

Every aspect of this guide has been purposefully assembled, reviewed, and approved to ensure the Mark II Ventures' brand is represented in a cohesive, thoughtful, and uniform way. This guide should be cited to approve or disapprove of designs for all digital and printed assets. To ensure adherence to Mark II Ventures' design standards, please include the creative team in all digital and printed material production.

Mark II is a venture studio focused on vertical AI and B2B Saas

THE
BRAND

BRAND STORY

OUR BACKGROUND

Mark II Ventures was founded by Glenn Clayton and Patrick Cooney, who are originally from the Southeast. Both moved to NYC where they had the opportunity to build high-growth technology companies. Those experiences allowed them to learn the "startup playbook" and build meaningful relationships with top startup talent and leading VCs from around the world.

Both Glenn and Patrick eventually moved back to the Southeast with a desire to leverage their knowledge, experience, and networks to help other founders build the next generation of tech startups. Initially acting as angel investors and advisors, they saw that many founders needed more hands-on support than they could offer as passive investors. So they launched Mark II Ventures with the goal of enabling founders as an "expert co-founder".

Today, Mark II Ventures is a leading venture studio that helps visionary founders launch new technology companies. The studio acts as a true co-founder of new startups alongside visionary founding teams and follows proven "lean product" methodologies to help evaluate, ideate, and launch new products across a variety of overlooked industries.

The studio team combines their knowledge of the "Silicon Valley playbook" with their experience and pragmatism to help founders navigate launching a new product while avoiding many of the mistakes that are common in early-stage startups. The Mark II team has grown to include numerous successful founders, executives, and advisors with extensive experience building SaaS and marketplace companies across various industries.

BRAND VOICE & BRAND TONE

BRAND VOICE

Mark Two Ventures is a team building a platform of success, combining the experience of our partners, the intelligence of our founders, and the depth of our networks to bring transformational technologies to market.

BRAND TONE

Mark II Venture's tone should convey a sense of confidence, expertise and transparency. Our confidence is born of our knowledge, expertise, and willingness to take raw ideas and develop them into real-world applications. We believe in including our partners early in our process by transparently showing our tested methods and processes for success.

Our team has collectively created substantial enterprise value for the business that we have worked for and grown. We have the ability to pull from a nationwide talent network to fill the expertise gaps that startups naturally have. We know that through thoughtful ideas, problem-solving technology, and dedicated hard work, we can improve people's lives. Our expectations are that we will be at the center of positive change and that we will leave a better future for everyone.

BRAND NAME

WHAT'S IN OUR NAME?

In addition to our expertise and experience, we believe that our structured processes and fine-tuned iterations are a formula for success. This is how we apply our product to market workflow and how we developed our name: Mark II.

Mark (noun) - used with a numeral as a method of designating a version of a product. The "Mark" in our name references the ideas and products we are cultivating.

We begin with the ideation of the product stage or **Mark 0**. Moving forward in our process, we prototype our product and begin testing and designating it **Mark I**. Once we have refined and developed a product that customers want and will pay for, we have found our "Product-Market Fit" and call it **Mark II**.

We guide promising companies to their Product-Market Fit phase, thus we are Mark II Ventures.

MARK II VENTURES

M0 IDEA

MI MVP

MII PRODUCT MARKET FIT
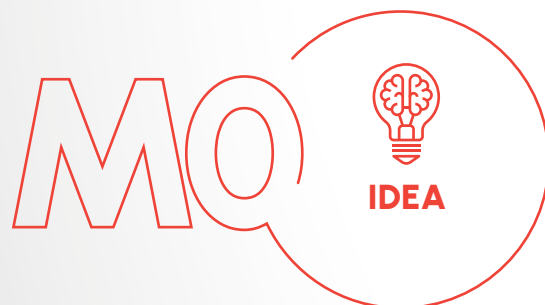
BRAND MISSION

OUR PURPOSE

Our mission is to build a platform of success, combining the experience of our partners, the intelligence of our founders and the depth of our networks to bring transformational technologies to market.
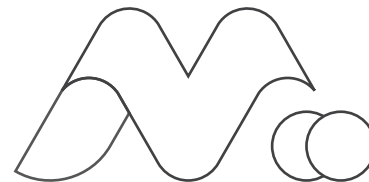
THE
VISUAL
EXPRESSION

LOGO

Full Color Logo

The full color logo features a 3-d capital M with a red to orange gradient fill. The M represents Mark and the two dots represent the Roman numeral II.

TWO-COLOR GRAY	STROKE ONE-COLOR	ONE-COLOR WHITE

LOGO CLEAR SPACE

Clear Space Utilization to Maximize the Logo Visibility and Impact

To maximise the brand's presence and visual standout, there is a defined minimum clear space area. This clear zone around the brandmark defines the area into which no other graphic elements,such as text, imagery or other brandmarks can intrude.
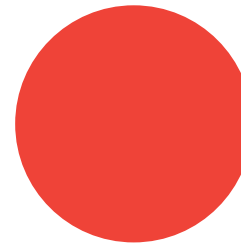
TYPEFACE

Google Font - Urbansit

Urbanist is a low-contrast, geometric sans-serif inspired by Modernist typography and design. The project was launched by Corey Hu in 2020 with 9 weights and accompanying italics. Conceived from elementary shapes, Urbanist's neutrality makes it a versatile display font for print and digital mediums. It is currently available as a variable font with a weight axis. - fonts.google.com/specimen/Urbanist

Aa

ABCDEFGHIJKLMN
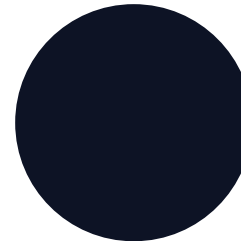OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890!@#$%^&*()

COLOR PALETTE

Dark Orange
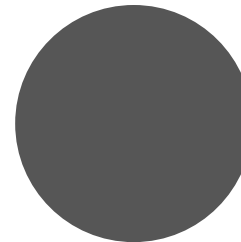|	
CMYK	**C**0 **M**89.45 **Y**89.38 **K**0
RGB	**R**239 **G**66 **B**55
Web	**#**ef4237

Dark Blue
CMYK	**C**89 **M**81 **Y**54 **K**71
RGB	**R**1 **G**10 **B**38
Web	**#**010a26

Gray
CMYK	**C**58 **M**49 **Y**49 **K**15
RGB	**R**109 **G**109 **B**109
Web	**#**565656

Red To Orange Gradient

Dark Red
CMYK	**C**17.97 **M**100 **Y**90.63 **K**7.81
RGB	**R**190 **G**32 **B**46
Web	**#**be202e

Medium Red
CMYK	**C**.39 **M**98.33 **Y**96.88 **K**0
RGB	**R**236 **G**34 **B**39
Web	**#**ec2227

Dark Orange
CMYK	**C**0 **M**89.45 **Y**89.38 **K**0
RGB	**R**239 **G**66 **B**55
Web	**#**ef4237

Medium Orange
CMYK	**C**.0 **M**79.61 **Y**92.39 **K**0
RGB	**R**241 **G**91 **B**43
Web	**#**f15b2b

PHOTOGRAPHY

Full Color

Mark II Venture should utilize photography that avoids staged photos of people looking into the camera, avoids clutter, ensures relevant subject matter to startup company processes and growth, uses real life scenarios and keeps a light positive tone.
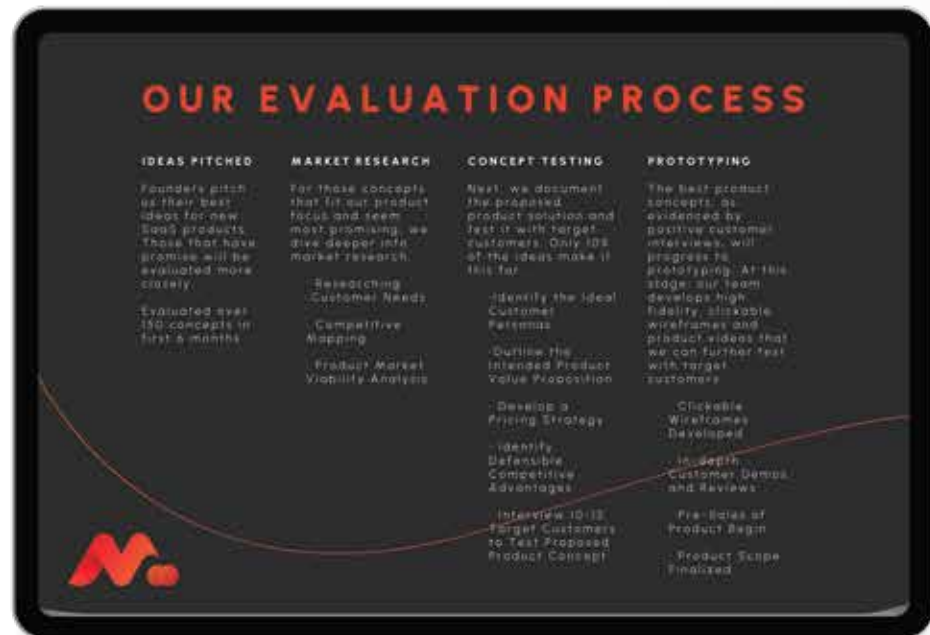
Black & White With Accented Elements

Using black and white images with red and orange lines and elements will be a key signature to Mark II Ventures photography. This treatment will make a distinctive connection to the brand. It is important to use light images and to use the accented elements sparingly and at a minimum.

OUR
BRAND
IN USE

PRESENTATIONS

SIGNAGE

FOUNDER RESOURCES
PERSONAL NETWORK
UNIVERSITY PARTNERSHIPS

THE SOUTH'S
STARTUP STUDIO

STARTUP ECOSYSTEM
FUND & ACCELERATORS
CORPORATE PARTNERSHIPS

WEB

THANK YOU