



# LAUNCHPAD

The platform that  
launches your  
creativity forward.

Brand  
Guidelines  
2024



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LAUNCHPAD COLLECTIVE

Fueling growth  
through creativity  
and strategy.

**The platform that  
launches your  
creativity forward.**

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# About LaunchPad



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# Built for creators, designed for organizations.

LaunchPad is the bridge between creativity and strategic growth. We exist to empower creatives and organizations alike by providing a streamlined platform that removes the complexities of business operations. Our mission is to free up creatives to focus on their craft while delivering organizations the tools they need to launch, grow, and thrive. LaunchPad is your trusted partner in bringing both creative visions and strategic solutions to life.

MADE FOR CREATORS, BY CREATORS.

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# Collaboration. Confidence. Captivating.

BRIDGING THE GAP BETWEEN CONCEPTION TO COMPLETION.

LaunchPad is where vision meets action. Our mission is to connect creators and organizations with a network of talented professionals, providing the resources and expertise needed to bring their ideas to life. We empower you to move from concept to execution, transforming the way creative work gets done.

The  
LaunchPad  
Way

**USER-CENTRIC**

Focused on empowering organizations and creatives alike, providing intuitive tools and services that fuel growth and creativity.



**COLLABORATIVE**

Building a vibrant network of creators, strategists, and organizations, fostering innovation through collaboration.



**RELIABLE**

A trusted platform delivering consistent support and solutions, ensuring your creative and business needs are met every step of the way.



**RESOURCEFUL**

A robust ecosystem of resources, creators, and professionals dedicated to meeting your strategic and creative goals.



**INSPIRATIONAL**

Inspiring creativity and impact by connecting visionaries with the right tools, talent, and strategies to bring their ideas to life.



# Family of Logos

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LAUNCHPAD COLLECTIVE

MAIN LOGO



SIMPLIFIED LOGO

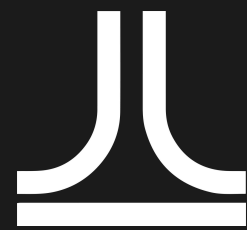


SUBMARK



# Primary Symbol

## Logo Elements



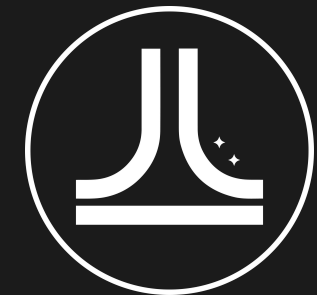
**LINES**

Representing launching  
upward & forward



**STARS | SMILE**

Representing limitless  
potential & satisfaction

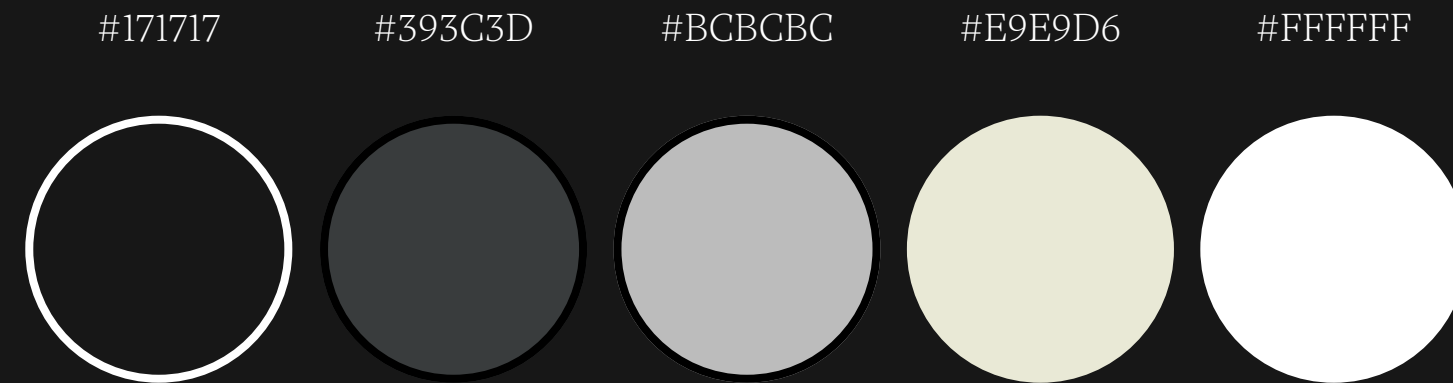


**CIRCLE**

Representing unity &  
community fostered

The logo becomes more than just a visual identifier; it's a constant, gentle whisper of encouragement and possibility to the creative mind. This technique can significantly increase brand affinity, as customers often align themselves with brands that they feel understand and embody their personal goals and ideals. Through positive subliminal messaging, Launchpad is not just seen as a tool but as a catalyst for the realization of creative potential.

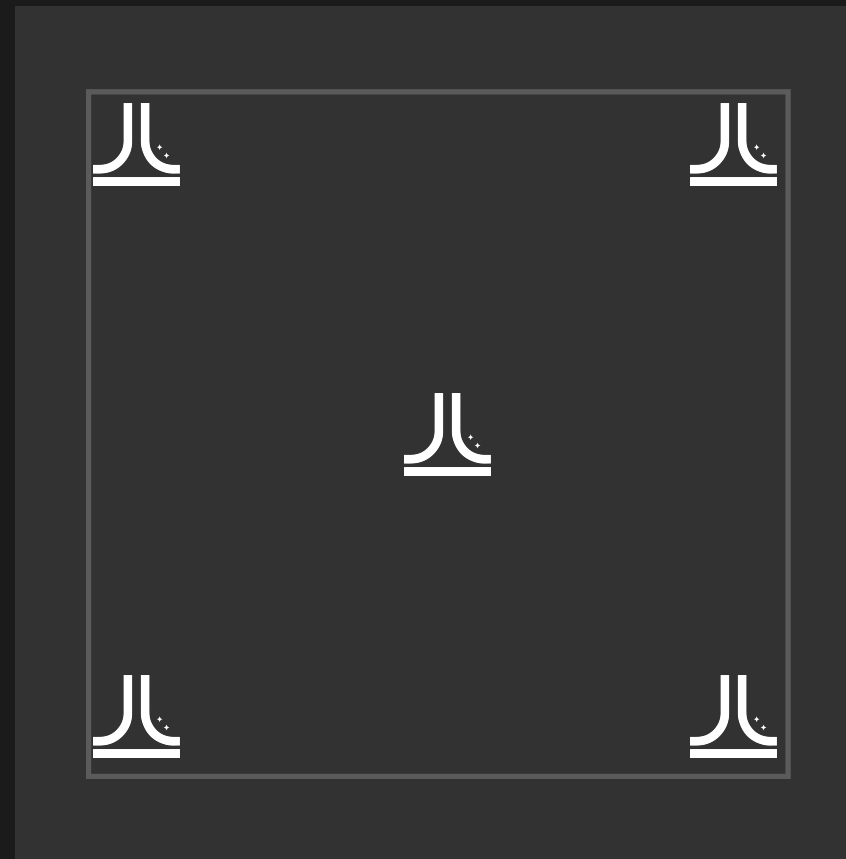
# Color Scheme



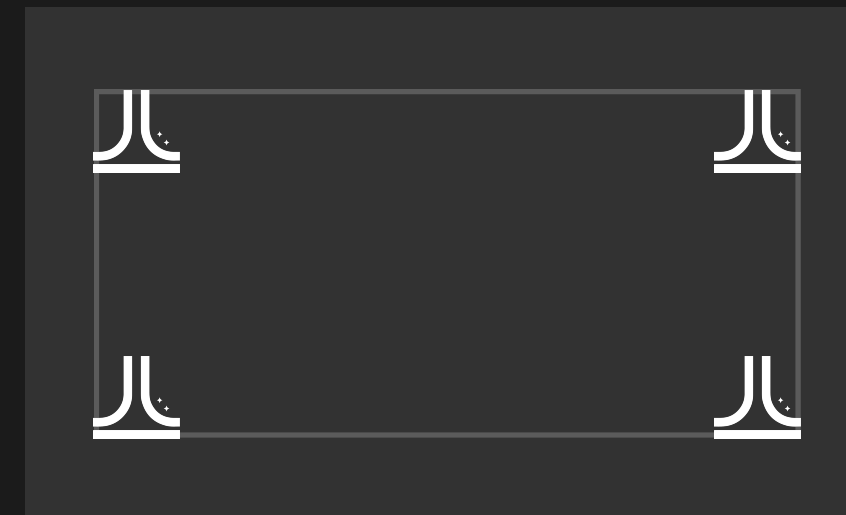
This harmonic spectrum of greys to white serves as more than just a visual foundation—it's a strategic nod to the balance between creativity and professionalism. By embracing the neutrality of these tones, the vibrant and dynamic work of both creatives and organizations takes center stage, while LaunchPad operates as the seamless, elegant platform that supports and enhances their vision.

# Rational Design

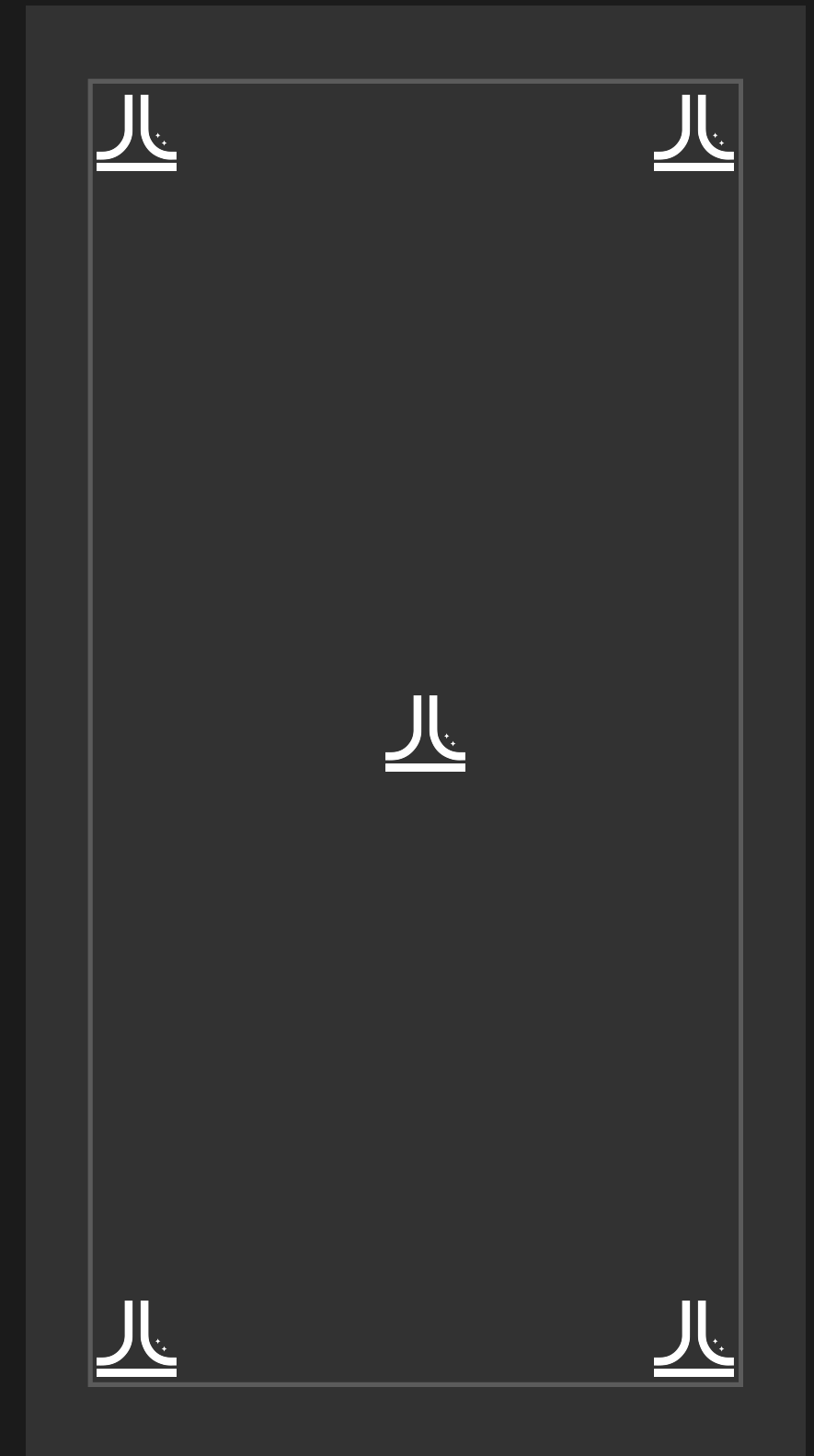
## Logo Placement



PRINTED MATERIAL



DIGITAL MATERIAL



PRODUCTS AND SIGNAGE



# Primary Font

Family of  
Fonts

FOR HEADINGS AND TITLES

Providing a sense of modernism with nostalgic undertones. The perfect blend between creative and professional.

//12

**Aa**

HALENOIR COMPACT

<b>Aa</b>	<b>Bb</b>	<b>Cc</b>	<b>Dd</b>	<b>Ee</b>	<b>Ff</b>
<b>Gg</b>	<b>Hh</b>	<b>Ii</b>	<b>Jj</b>	<b>Kk</b>	<b>Ll</b>
<b>Mm</b>	<b>Nn</b>	<b>Oo</b>	<b>Pp</b>	<b>Qq</b>	<b>Rr</b>
<b>Ss</b>	<b>Tt</b>	<b>Uu</b>	<b>Vv</b>	<b>Ww</b>	<b>Xx</b>
<b>Yy</b>	<b>Zz</b>	<b>00</b>	<b>01</b>	<b>02</b>	<b>03</b>
<b>04</b>	<b>05</b>	<b>06</b>	<b>07</b>	<b>08</b>	<b>09</b>

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# Secondary Font

Family of  
Fonts

FOR SUBTITLES AND PARAGRAPHS

Providing a sense of modernism with nostalgic undertones. The perfect blend between creative and professional.

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Aa

GAMBETTA

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

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## LaunchPad

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

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**Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.**

# Font    Combinations

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## Our Aesthetic

Our grayscale aesthetic is a canvas of sophistication and balance, an ode to the creative journey from conception to completion. It's an intentional choice that echoes the timeless nature of creativity itself—where every hue, every shade, every creative whisper finds its voice. In this monochromatic symphony, the vibrancy of our users' work sings the loudest, their creativity undiluted, their vision unobstructed.

Our platform, with its grayscale backdrop, ensures that the spotlight shines brightly on the colorful tapestry of talent within our community. It's here, in this thoughtfully curated space, where creatives from the brainstorming artist in a sunlit loft to the meticulous editor in the buzz of a coffee shop, to the director orchestrating a grand production, all find their common ground—a platform designed for them, ready to launch their creations into the world.



# Reflective of brand DNA



# OUR BRAND IS OUR BUSINESS



# Our Bentos

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**End.**

 **LaunchPad**