spotlight!

Brand Guidelines

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Chapter 1

In this chapter, we outline the building blocks of the Spotlight! brand, including what we stand for, what sets us apart, why we choose the words we choose, and how we have decided to show up in the world.

Defining our brand

In this section, we define the essence of the Spotlight! brand – the foundation of who we are and what we stand for.

We outline the driving forces behind our mission, what makes us unique, and how we amplify diverse voices in the tech industry.

From the values that guide our decisions to the language we use to inspire change, every element of Spotlight! is intentional. We are here to show up as champions of diversity, equity, and inclusion – not just in words, but through impactful actions that shape a more inclusive future for technology and innovation.

Who we are

Spotlight! is more than a platform – it's a movement that bridges the gap between technology and diversity.
Our mission is to transform the European tech industry through innovation, inclusion, and collaboration. **We envision** a future where diversity is not just represented but celebrated; where every voice is heard, every talent is recognized, and every idea has the opportunity to thrive.

Connecting: Bringing people and ideas together.
Empowering: Amplifying new voices and perspectives.
Transforming: Challenging traditional structures and driving inclusion.

We create spaces where perspectives converge, people inspire one another, and groundbreaking ideas come to life. By fostering inclusion, empowering innovators, and amplifying diverse perspectives, we're shaping a tech industry that leads not only in innovation but also in equity and accessibility.

Brand Values

Our values form the foundation of everything we do:

Authenticity
Genuine. Transparent. Real.
We believe in showing up as we are and encouraging others to do the same. Authenticity drives connection, fosters trust, and lays the foundation for meaningful progress in creating inclusive spaces. At Spotlight!, we celebrate individuality and embrace vulnerability as a strength.

Empowerment
Inspiring. Elevating. Supporting.
Our mission is to empower individuals and organizations to take action toward equity and inclusion. Whether it's amplifying marginalized voices, fostering innovation, or connecting changemakers, we provide the tools and opportunities to create a world where everyone can thrive.

Collaboration
Inclusive. Cooperative. Synergistic.
Real change happens when we come together. At Spotlight!, we cultivate spaces where diverse perspectives can intersect and fuel new ideas. We value teamwork, shared goals, and the power of community-driven innovation.

Excellence
Intentional. Forward-thinking. Purposeful.
Diversity is a driver of innovation, and we hold ourselves to the highest
standards in creating spaces that inspire growth, learning, and impact. From the events we host to the connections we build, we approach every detail with care and purpose.

Courage
Bold. Unwavering. Inspiring.
Advocating for diversity and equity requires courage to challenge the status quo. At Spotlight!, we encourage bold action, fearless conversations, and stepping into the discomfort of change because progress is worth it.

Celebration
Joyful. Vibrant. Energizing.
Spotlight! isn't just about work—it's about celebrating the richness of diverse experiences and perspectives. We infuse joy and energy into everything we do, from events to partnerships, ensuring our community feels valued and inspired. rs and making sure our

Persona and personality

At Spotlight!, we are passionate, inclusive, thoughtful, and driven. We bring curiosity, humility, and resilience to everything we do, always striving to create spaces where everyone is empowered to contribute their unique perspectives.

Our brand reflects who we are as a community – innovators, advocates, and changemakers. We are not just a company; we are a movement for inclusion, and our outward-facing identity embodies the best qualities of the people who make it all happen.

We believe in being approachable and human. We aim to be the ideal partner and colleague: respectful, hardworking, and collaborative.

We communicate clearly and thoughtfully, always valuing the time and expertise of others.

We share our knowledge generously, helping people find solutions while fostering an environment of learning and growth.

As a brand, we center diversity, equity, and inclusion in every interaction. We show up with intention, working to uplift others and making sure our communications are always about the people we serve – not just about us.

Voice and tone

We speak directly to our community with an authentic, inclusive, and approachable voice. Our tone is human, reflecting our commitment to diversity, equity, and inclusion. We aim to foster a sense of belonging, empowering everyone to engage, share, and learn together.

While our communications are conversational, we adjust our tone depending on the context and audience. Whether addressing startups, investors, or partners, we remain respectful, inspiring, and inclusive.

Our voice reflects the change we want to see in the tech world – open, diverse, and collaborative. It's not just about words; it's about creating a space where everyone feels valued, heard, and empowered.

Our Voice:
    Optimistic: We focus on potential and opportunities, staying realistic yet hopeful.
    Confident: We know what we stand for and advocate for our values unapologetically.
    Inclusive: Our language welcomes all perspectives and encoura ges collaboration.

Our Tone:
    Inspiring: We use positive, forward-looking language.
    Empathetic: Our communication is sensitive and understanding.
    Engaging: We invite people to join us and think deeply.
    Professional yet approachable: We strike a balance between professionalism and warmth, making sure we're modern and relatable.

Chapter 2

Design elements

In this section, we outline best practices for the use of Spotlight! brand assets and provide useful examples.

Icon

The Spotlight! icon consists of the letter "S," with six circles extending from each end, decreasing in size from large to small.

The entire symbol, including the circles, is colored with a gradient that flows from bottom to top. The gradient is applied with a tilt angle of **101°** for a dynamic and modern appearance.

The symbol is highly legible even at smaller sizes, with a dedicated micro version available for compact applications.

Gradient Colors

Position 0
CMYK: 57-67-0-0
HEX: #B45CFC
RGB: 180, 92, 252
Opacity: 100%

Allgemein

Position 16
CMYK: 63-34-0-0
HEX: #5B9EFE
RGB: 91, 158, 254
Opacity: 100%

Events

Position 33
CMYK: 56-0-67-0
HEX: #56FF8C
RGB: 86, 140, 140
Opacity: 92%

Corporates

Position 50
CMYK: 38-0-94-0
HEX: #B1FF47
RGB: 177, 255, 71
Opacity: 94%

Position 60
CMYK: 9-0-94-0
HEX: #FFFF0C
RGB: 255, 255, 12
Opacity: 83%

Community

Position 72
CMYK: 1-15-85-0
HEX: #FFD530
RGB: 255, 213, 48
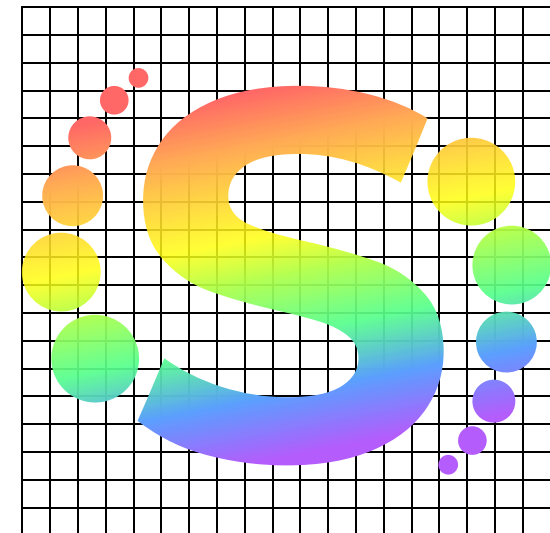Opacity: 90%

Position 85
CMYK: 0-41-71-0
HEX: #FFAB55
RGB: 255, 171, 85
Opacity: 100%

Startups

Position 100
CMYK: 0-72-49-0
HEX: #FF6666
RGB: 255, 102, 102
Opacity: 100%

Academy

Logo

The Spotlight! logo consists of the Spotlight! Icon and the logotype set in **Raleway Black**. These two elements always appear together to form the complete logo.

The horizontal logo serves as the primary version and is ideal for most applications due to its versatility and readability. The stacked version is best suited for large-scale displays but should be avoided at smaller sizes to maintain legibility.

Always use the official logo files provided. Do not attempt to recreate the logo; instead, download the original files directly from our website to ensure proper usage and consistency.

Usage on backgrounds

The full-color logo should primarily be displayed on black, white, or grey backgrounds to maintain visibility and contrast.

Avoid placing the logo on photographs unless it sits on a clearly defined black or white area for optimal clarity.
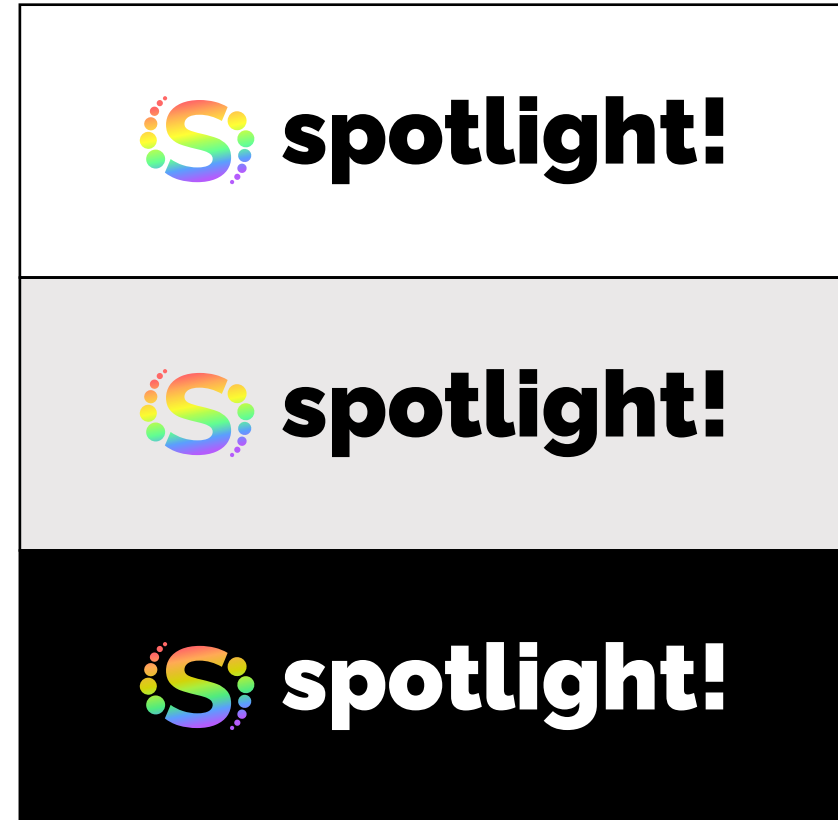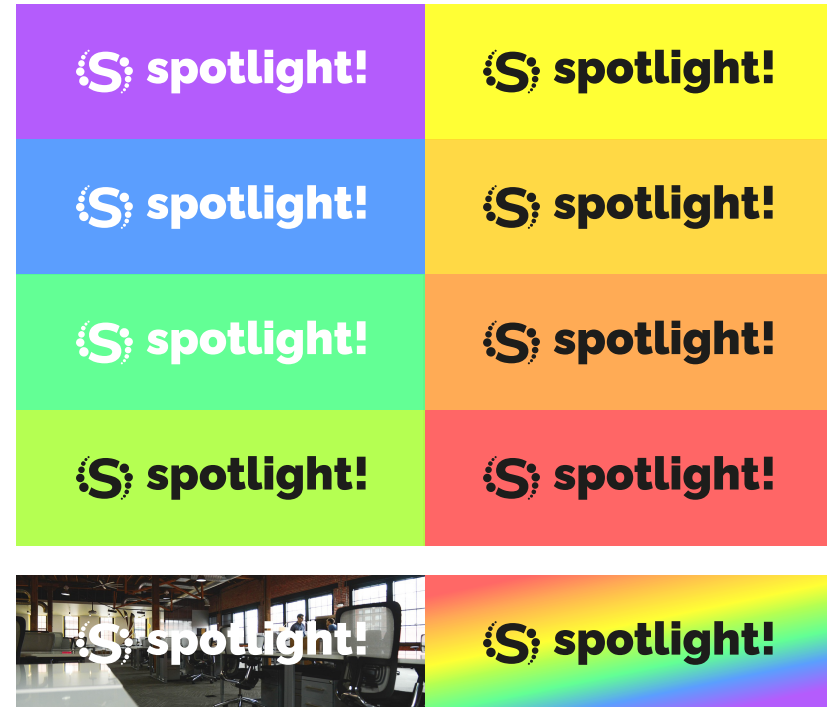
One-color use

The one-color logo should only be used on photographs or color backgrounds within the Spotlight! color palette.

The one-color logo is limited to black and white variations. If using a gradient background, the full-color logo is preferred.

However, if design constraints arise, the logo should appear in white on the gradient background.

Core colors

Our brand is defined by a set of core colors that create a strong and recognizable identity. In addition to these core colors, we use black and white primarily for text, ensuring readability and clarity. The core colors serve as accent colors, adding vibrancy and distinction to our visual communication.

CMYK: 57-67-0-0 HEX: #B45CFC RGB: 180, 92, 252 Opacity: 100%	CMYK: 63-34-0-0 HEX: #5B9EFE RGB: 91, 158, 254 Opacity: 100%	CMYK: 56-0-67-0 HEX: #56FF8C RGB: 86, 140, 140 Opacity: 92%	CMYK: 38-0-94-0 HEX: #B1FF47 RGB: 177, 255, 71 Opacity: 94%
CMYK: 9-0-94-0 HEX: #FFFF0C RGB: 255, 255, 12 Opacity: 83%	CMYK: 1-15-85-0 HEX: #FFD530 RGB: 255, 213, 48 Opacity: 90%	CMYK: 0-41-71-0 HEX: #FFAB55 RGB: 255, 171, 85 Opacity: 100%	CMYK: 0-72-49-0 HEX: #FF6666 RGB: 255, 102, 102 Opacity: 100%

Typography: Raleway

Spotlight! headlines are set in **Raleway Bold.**

When using Raleway Bold to create headings for embedded or printed materials, always apply optical kerning, set the tracking to 0, and use sentence case. Avoid using all caps or all lowercase.

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 0123456789

Thin	Lorem ipsum dolor sit amet,
Extra Light	Lorem ipsum dolor sit amet,
Light	Lorem ipsum dolor sit amet,
Regular	Lorem ipsum dolor sit amet,
Medium	Lorem ipsum dolor sit amet,
SemiBold	**Lorem ipsum dolor sit amet,**
Bold	**Lorem ipsum dolor sit amet,**
ExtraBold	**Lorem ipsum dolor sit amet,**
Black	**Lorem ipsum dolor sit amet,**

Typography: Quicksand

Spotlight! body text is set in Quicksand Medium.

When using Quicksand Medium for embedded or printed materials, always apply optical kerning, set the tracking to 0, and use sentence case. Avoid using all caps or all lowercase.

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 0123456789

Light   Lorem ipsum dolor sit amet,
Regular   Lorem ipsum dolor sit amet,
Medium   Lorem ipsum dolor sit amet,
SemiBold   **Lorem ipsum dolor sit amet,**
Bold   **Lorem ipsum dolor sit amet,**