

# Rise Start-Up Academy

Brand Toolkit

Celebrating your completion of  
the Rise Start-Up Academy

**rise**

Created by



# Introduction

Congratulations on being part of the inaugural Rise Start-Up Academy cohort. To promote your success, we are happy for you to use the programme's badge across your digital business and personal communication channels.

Please read through this brand toolkit which will give you instructions on how to request the badge pack, and how to use it across your websites, social media, emails, blogs and presentations.



# Brand Spec Sheet

This is the primary version of the Rise Start-Up Academy badge.

The primary version of the badge should be used wherever possible.

For channels that require different colour variants, there are alternative versions of the badge.

Each variant has been created for a specific use. The key is to ensure there is enough contrast, so the copy and Rise logo are clearly legible.

All principles outlined apply equally to all versions of the badge.



## Start-Up Academy

Primary version  
(with black copy and cyan logo)



Secondary version  
(with white copy and cyan logo)

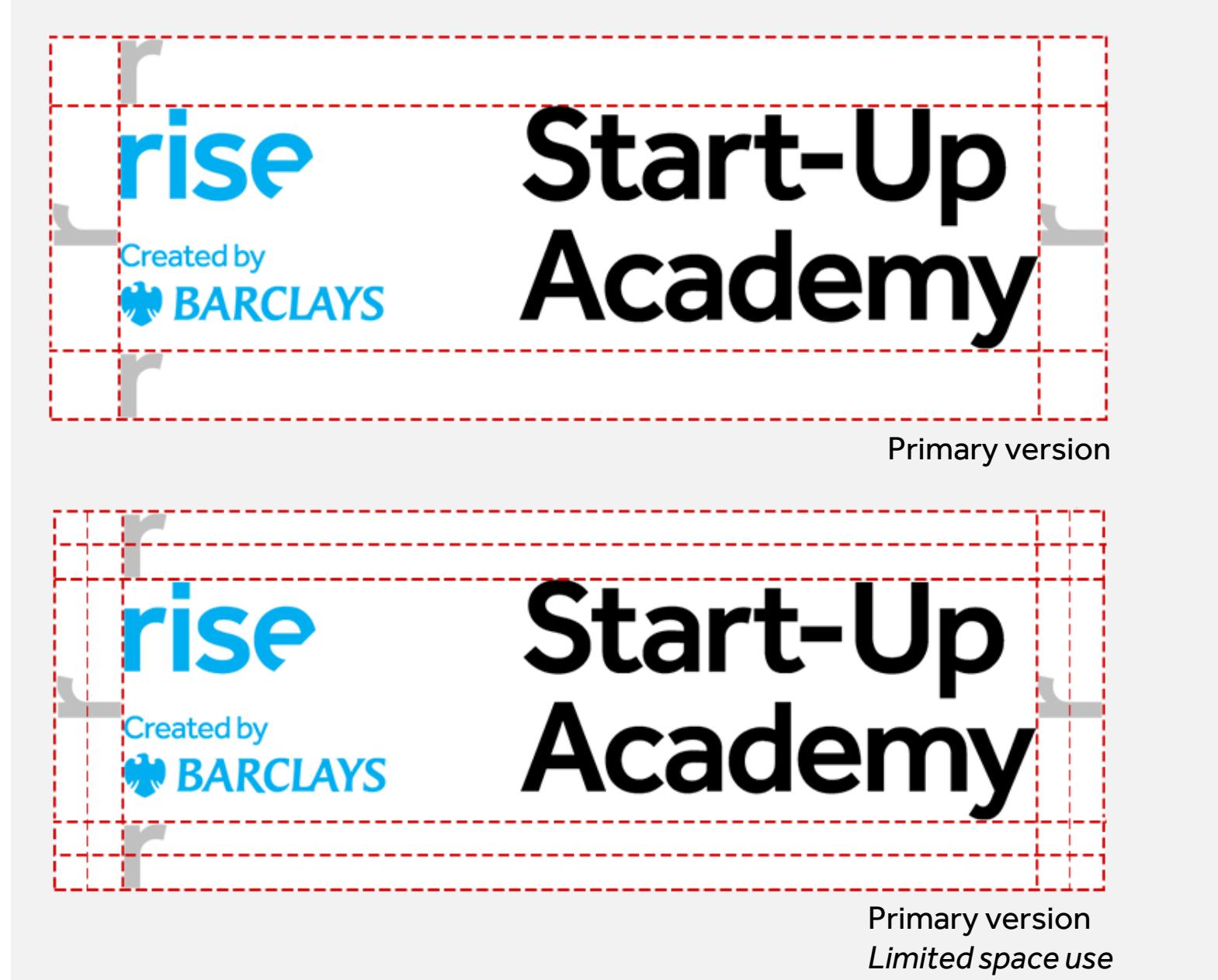


Mono version  
(with white copy and white logo)

# Exclusion zone

The exclusion zone represents the minimum clear space between the Rise logo and adjacent elements. Its construction is based on the height of 'R' of the Rise logo. The space is a minimum and should be increased where possible.

In communications which have limited space we divide the 'r' in half.



# Requesting the Rise Start-Up Academy badge

The Rise Start-Up Academy badge exists as master artwork files.

To request the badge pack, please get in touch with your [Barclays Innovation contact](#). Approval is required from the Barclays Innovation Team for any materials that use the Rise badge .

The Rise Start-Up Academy badge must always appear in the fixed relationship shown. The elements must never be rearranged or used separately.



# Where can you use the badge?

The Rise Start-Up Academy badge can be used on the following channels:

- Your corporate and personal websites
- Your corporate and personal social media channels
- Your corporate presentations

## Please note:

- Any other use of the badge, such as for events and any media/PR opportunities, must be approved by your Barclays Innovation contact.
- Barclays will be checking the use of the Rise Start-up Academy badge on a periodic basis to ensure the guidelines are being met and reserves the right to remove or update the logo use at any time across any communication channel where necessary.



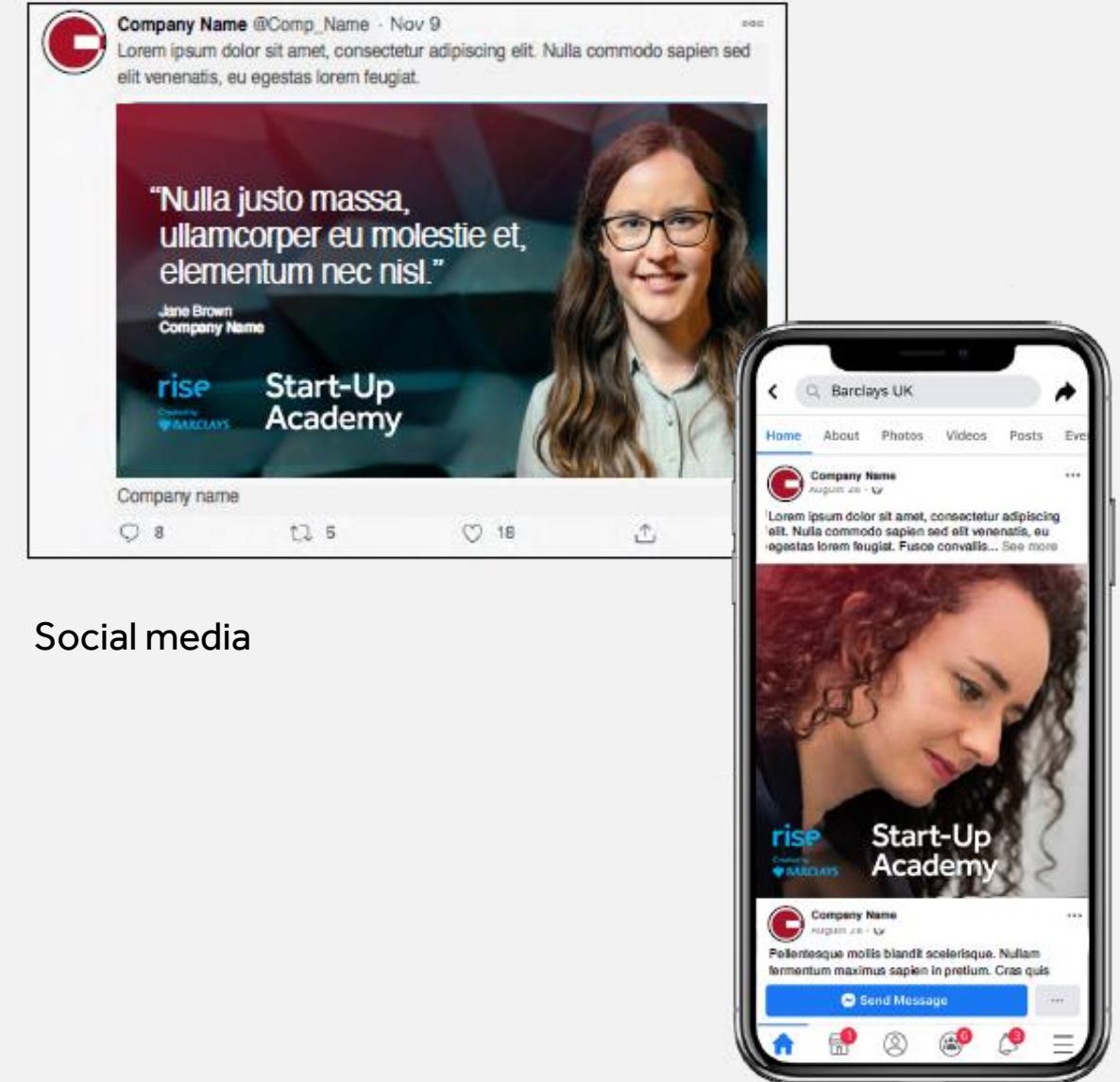
# Best practise use

Now you've seen how to use the badge, let's look at where and when.

The general rule of thumb when using the Rise Start-Up Academy badge is ensuring it is used in context. Remember, not all of your readers or followers will know about your association with the Rise Start-Up Academy, so set the scene for them - at least in the first instance.

You can use the Rise Start-Up Academy badge on your emails, blogs, websites, presentations and social channels, when in context, to promote your success, but don't dilute your brand by borrowing any aspect of the logo, for example fonts or colours, in your creative.

All of the Rise Start-Up Academy badges are justified to the left, so they work best on the left hand side of any creative. As your brand and branding should lead your creative it will naturally sit comfortably in the bottom left hand corner, but do what works for your channels whilst respecting the minimum sizing and aspect ratio of the logo.



Social media

# Do's and don'ts

The badge can be used to promote your membership –

- in the banner of your emails, blogs and website, when your logo is leading
- in partnership with your logo on a banner with space for headline copy
- within the body of your email, blog, and website as part of an article, or the cover of a presentation
- with the pre-approved copy on page 9 & 10 to help promote the partnership across your own channels, including social
- as an email sign off when in context

But should not be used –

- without context or as a lone 'hero' component
- locked up to your logo creating a new logo
- instead of, between or, or without your logo or brand

## DO Website



## DON'T Website



## Email



## Email



# Pre-approved copy to use on your channels

To help promote the partnership across your own channels, we've created some copy that can be used across your main company and personal digital channels. If you have any further suggestions that should be incorporated for future editions of the toolkit, please get in touch with your Barclays Innovation contact.

The channel	Copy
Your company website – announcing the completion of the Rise Start-Up Academy (short copy)	<company> has just completed <b>Rise Start-Up Academy</b> , a 20-week digital first programme empowering founders who are rethinking the traditional approach to finance!
Your personal website - announcing the completion of the Rise Start-Up Academy (short copy)	We're proud to announce that [company name] have completed the <b>Rise Start-Up Academy</b> , a 20-week digital first programme to empower founders who are rethinking the traditional approach to finance. This programme provided us with resources, workshops and community to build our MVP and develop a roadmap for growth.
Your personal website - announcing the completion of the Rise Start-Up Academy (long copy)	We're proud to announce that [company name] have completed the <b>Rise Start-Up Academy</b> , a 20-week digital first programme to empower founders who are rethinking the traditional approach to finance. This program gave us access to resources, workshops and community to build our MVP and develop a roadmap for growth. We look forwards to continuing our journey and putting what we've learned into practice!
LinkedIn – company channel (v1)	[company] has completed the Rise Start-Up Academy, a 20-week programme to empower founders who are rethinking the traditional approach to finance. To hear more about this programme: <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
LinkedIn – company channel (v2)	We're thrilled to announce [name] has completed Rise Start-Up Academy, a 20-week programme that provided access to a wealth of resources, workshops and community to build our MVP and a roadmap for growth. To hear more about this programme: <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
LinkedIn – company channel (v3)	Delighted to share [name] has completed the Rise Start-Up Academy, which was designed to cultivate entrepreneurial talent in idea and early-stage companies rethinking the traditional approach to finance. We look forward to putting what we've learned into practice and grow our business further. To hear more about this programme: <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>

# Pre-approved copy to use on your channels

The channel	Copy
LinkedIn – personal channel (v1)	I'm excited to have completed the Rise Start-Up Academy alongside other incredible FinTech founders! Through this programme, I've been able to join a community of founders and access a wealth of resources to help me take <name> to the next level. Find out more about the programme → <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
LinkedIn – personal channel (v2)	I'm thrilled to announce I've completed the Rise Start-Up Academy, a 20-week programme designed to empower founders who are rethinking the traditional approach to finance. I'm excited to continue my journey as a founder and grow [name] with the support of the community I've built through the programme. Find out more about the programme here → <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
LinkedIn – personal channel (v3)	Delighted to share that I have completed the Rise Start-Up Academy! This programme was designed to cultivate entrepreneurial talent in idea and early-stage companies rethinking the traditional approach to finance. Read more about the programme here: <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
Twitter – company channel (v1)	[company] has completed the Rise Start-Up Academy, a 20-week digital first programme empowering founders who are rethinking the traditional approach to finance. <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
Twitter – company channel (v2)	We're thrilled to announce [name] has completed the Rise Start-Up Academy, a 20-week programme that provided access to a wealth of resources, workshops and community to build our MVP and develop a roadmap for growth. <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
Twitter – company channel (v3)	Delighted to share [name] has completed the Rise Start-Up Academy. This programme was dedicated to cultivating entrepreneurial talent in idea and early-stage companies rethinking the traditional approach to finance. <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
Twitter – personal channel (v1)	I'm excited to announce I've completed the Rise Start-Up alongside other incredible fintech founders. As part of this programme, I was able to access a wealth of resources and build a strong community. Find out more here → <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
Twitter – personal channel (v2)	I'm thrilled to announce I've completed the Rise Start-Up Academy, a 20-week programme dedicated to empowering founders who are rethinking the traditional approach to finance. Find out more here → <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>
Twitter – personal channel (v3)	Delighted to announce I've completed the Rise Start-Up Academy. The programme was dedicated to cultivating entrepreneurial talent in idea and early-stage companies rethinking the traditional approach to finance. <a href="https://rise.barclays/academies/">https://rise.barclays/academies/</a>

# Contacts

Any material using the Rise Start-Up academy badge must be shared with your Barclays Innovation contact for approval before it is used.

Your Barclays Innovation Contact can help you get hold of the packaged files you need, including badge packs.

If you have any further questions, please contact:

Danielle Sheerin ([Danielle.sheerin@barclays.com](mailto:Danielle.sheerin@barclays.com)) or Danielle Barringer  
([Danielle.Barringer@barclays.com](mailto:Danielle.Barringer@barclays.com))