Brief

Bonfire Ventures is a startup dedicated to empowering small-scale businesses with funding, mentorship, and community. The brand needed a compelling identity and direction to attract entrepreneurs, investors, and partners while standing out in the startup ecosystem.

Problem

Bonfire Ventures lacked a clear visual identity, messaging framework, and online presence that communicated its mission. Without this, the brand struggled to connect with its audience, present its value, and build a strong community.

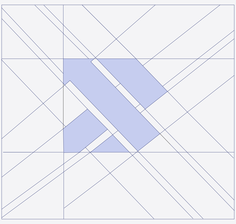
Solution

I developed a full brand strategy and visual identity, including logo design, color system, typography, brand story, and messaging. I also guided the brand on how to apply this identity across social media, marketing, and events. The result is a bold, trust-driven brand that positions Bonfire as a catalyst for growth and community-building among small business owners.

Logo

Letter B +

↓



The upward arrow symbolizes progress, elevation, and business expansion, aligning with Bonfire Ventures' goal of helping small businesses grow through funding and connections.

The letter "B" establishes a strong brand identity by making the logo instantly recognizable and directly tied to the company name.

It has a bold, strong, and confident appearance, which aligns with the trust and ambition Bonfire Ventures wants to convey.

It provides a lighter, more refined contrast to the boldness of the main logo, ensuring readability without overpowering the primary brand name.

COLORS

#FD6A1F (Vibrant Orange) – Energy & Growth
This bold orange represents ambition, action, and innovation, aligning with Bonfire Ventures' mission of igniting business growth.
The warmth of orange adds a sense of community and approachability, reinforcing the brand's collaborative nature.
It also balances the seriousness of blue with an energetic and forward-thinking feel.

#1F2860 (Deep Blue) – Trust & Stability
This deep blue conveys trust, reliability, and professionalism, qualities for a venture capital brand.
It reassures small business owners and investors that Bonfire Ventures is a dependable partner in their growth journey.
Blue is also commonly used in finance, corporate, and tech industries, making it a strategic choice for credibility.

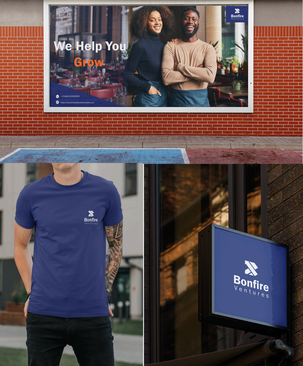
#F8FAFF (Soft White) – Clarity & Freshness
This off-white shade keeps the brand feeling clean, modern, and professional.
It provides contrast and ensures readability when paired with the deep blue and vibrant orange.
White space is essential in branding to create a sense of openness and trust, preventing the design from feeling cluttered.

Typography

Franklin Gothic Demi & Book

Franklin Gothic is bold, professional, and timeless—perfect for Bonfire Ventures. Its strong structure reflects ambition and trust, while its clean design keeps it approachable and modern. It balances credibility, and growth, making it ideal for a brand that empowers businesses.

Final Designs

Bonfire
Ventures

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Ventures