

Startup Virginia



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ABOUT

Startup Virginia is a nonprofit organization dedicated to building a long-term, sustainable economy for Virginia by nurturing high-growth businesses in a dynamic workspace. We were brought in with an aggressive timeline to build the brand from scratch – from logo and visual identity, to messaging, to website – to be unveiled at their grand opening.

SERVICES

Brand Strategy, Logo & Visual Identity, Story & Messaging, Website & Digital, Design, Consulting

SITUATION

Create a brand to position Virginia as the next startup hub.

SOLUTION

With undefined content, messaging and aesthetics, we literally built the brand from the ground up, starting with a strategy that focused on the organization's key attributes: people, programs and place. Referencing Virginia as both historic and progressive, our unique positioning informed all creative deliverables including a dynamic branded content video that continues to serve as Startup Virginia's main sales tool and promotional piece. Inspired by Richmond joining the ranks of other great startup cities, the Startup Virginia brand reflects the same passion and drive as the innovative members building their businesses there. The tagline, *Let's Get Started*, retains brand equity while serving as a rallying cry to champion the entrepreneurs who are turning today's potential into tomorrow's progress.

RESULTS

The brand launch of Startup Virginia was widely publicized through PR and free community events, generating buzz and maximizing brand awareness. In a year, Startup Virginia experienced unprecedented growth, successfully becoming home to over 60 startup companies. Membership continues to steadily grow and it currently boasts a 100% Member Satisfaction Score, over 200 volunteer mentors and countless visitors to the facility each week.



Startup Virginia

Before: *invisible*





**STARTUP
VIRGINIA**



Startup Virginia

After: *impactful*

STARTUP
V I R G I N I A

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VIRGINIA

1717 INNOVATION CENTER
1717 E. Cary Street, Richmond, VA 23223 | 804.404-5443 | startupvirginia.org



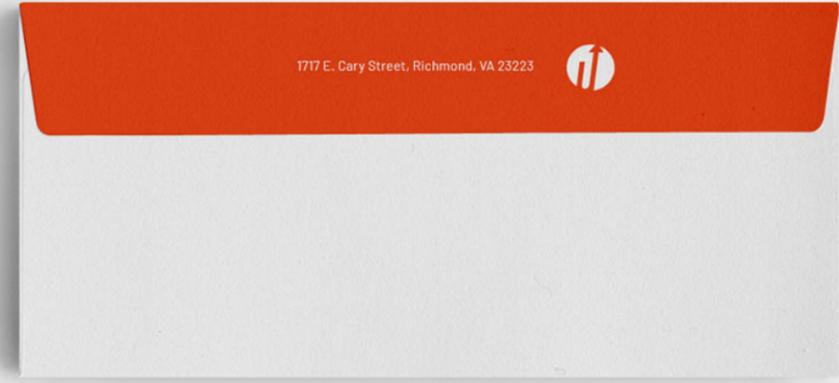
STARTUP
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Photography



Colors

	PMS 1655 C C0 M84 Y100 K0 R237 G83 B47 HEX ED522F
	PMS BLACK C0 M0 Y0 K100 R0 G0 B0 HEX 000000
	PMS COOL GRAY 6 C C36 M29 Y28 K0 R168 G168 B170 HEX A8A8AA
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Typography

HEADLINES: OSWALD REGULAR
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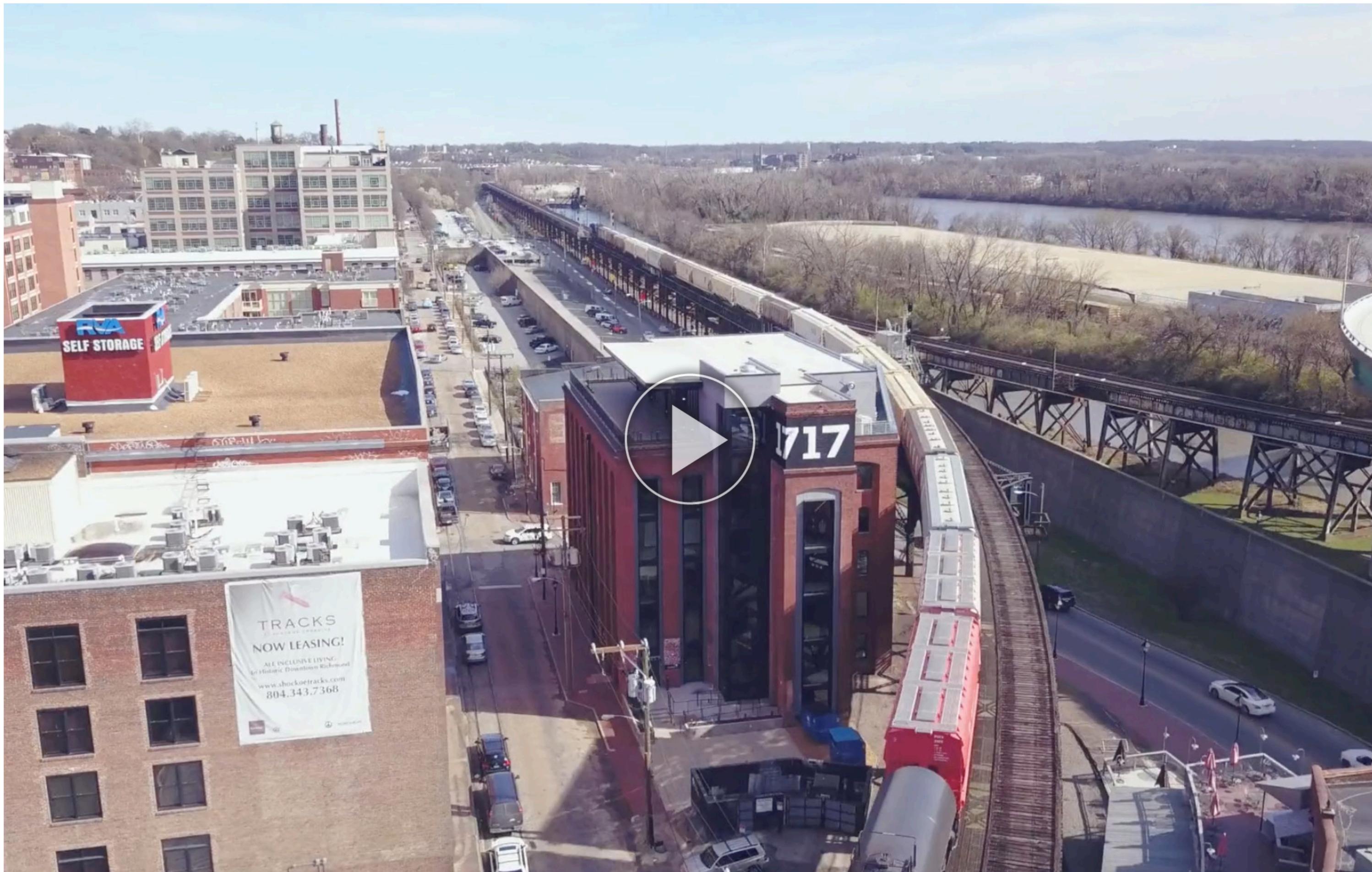
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Iconography



Tagline

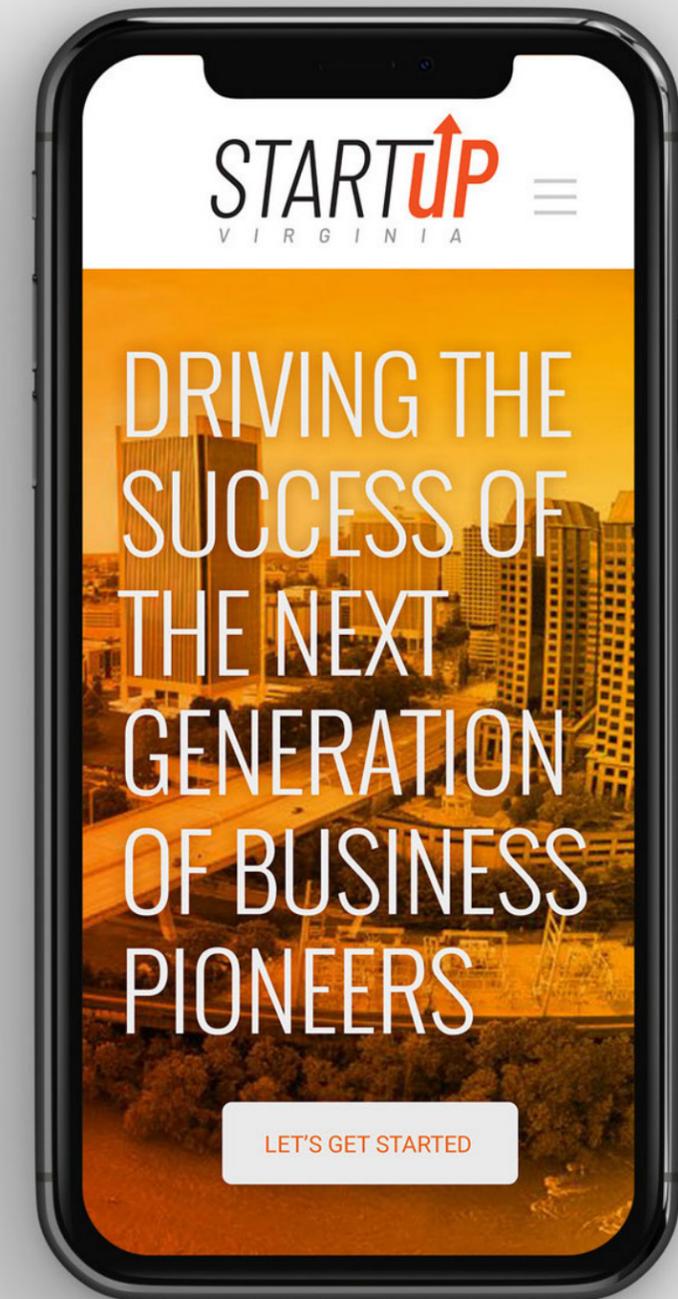
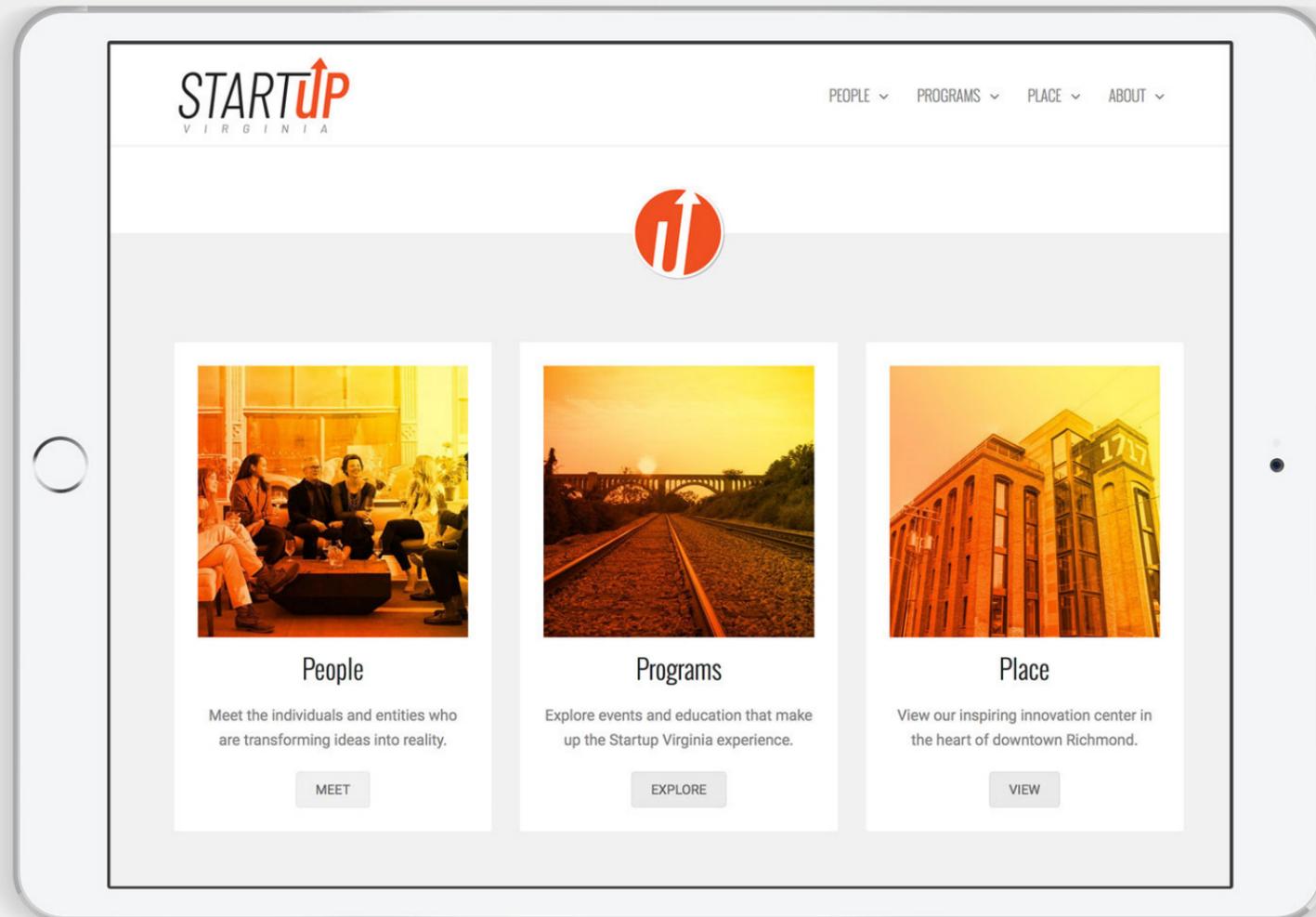
Let's get started.

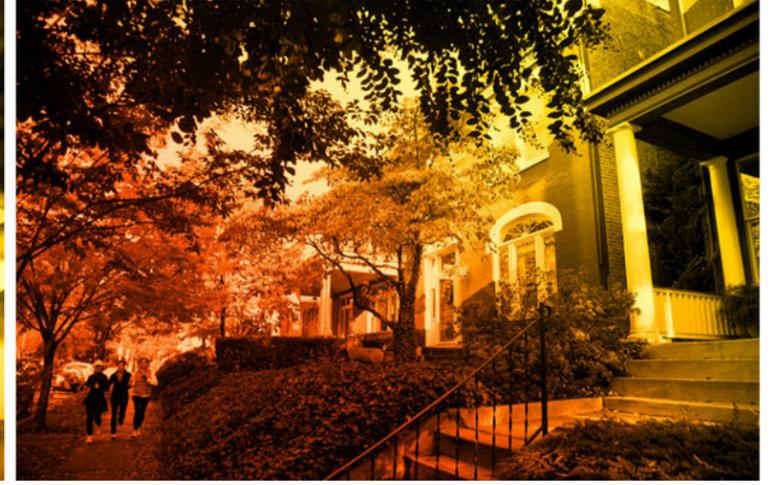


DRIVING THE SUCCESS OF THE NEXT GENERATION OF BUSINESS PIONEERS

LET'S GET STARTED









“EVERGIB is an immensely talented team and provided the highest level of product we could have wished for. Creative and dedicated, they presented a well thought out strategy for our executive team. Startup Virginia highly recommends EVERGIB and are extremely pleased with their work. We welcome inquiries on the services delivered to us.

— Bryan Bostic, Former Executive Director, [Startup Virginia](#)

