

Factory Network

# Brand Book

2025

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**About** Factory Network is a curated community for founders, innovators and creatives looking for a like-minded ecosystem to thrive in.

All spaces, events, partnerships, and programs are designed to empower its members to build the next generation of global businesses.

**Our Mission** Factory Network creates an ecosystem where the world's best innovators bring their future-shaping visions to life. All spaces, events, partnerships, and programs are designed to empower its members to build the next generation of change.

**Our Vision** Factory Network is a universe for the most talented creators that shape the future.

Exclusivity Innovation Success Belonging Connection

**Core Values**

Our core values guide us as we grow both in size and in influence. They help us ensure that our culture extends beyond the physical walls of our campuses with our members, our staff, our partners and our products.

# Logo

Wordmark

Logomark

Color

Partnerships

Icon

Guidelines (Dont's)

Scaling and Placement

Subbranding

[Download Logos](#)

# Factory Network

**Logo**  
Wordmark

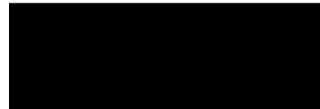
The logo is our most valuable visual asset. We are clear and direct, bold and classic in all our communication. To represent this visually, the wordmark is set in a customized version of the Helvetica Neue bold font.



**Factory Network**

**Logo**  
Wordmark  
Safe Space

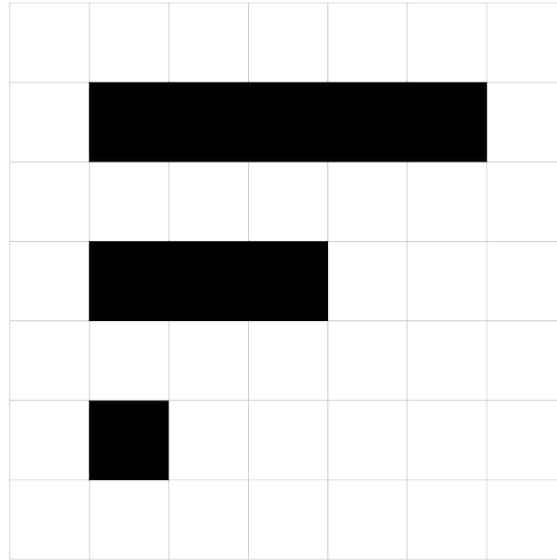
The logo's 'safe zone' gives it room to breathe. It should remain untouched and free of any distracting elements. The extended area includes the ascender and descender of the logo and can be used secondarily to align text, photos or graphical elements.



**Logo**  
Logomark

The figurative mark is the iconographic representation of the Factory Network brand. It is an abstraction of the letter “F”.

It symbolises the modularity and growing character of the brand.



**Logo**  
Logomark  
Safe Space

The logo's 'safe zone' gives it room to breathe. It should remain untouched and free of any distracting elements. The logo is built in a 5x5 grid. The safe zone extends one row/column beyond the logo itself, making the whole grid 7x7, including safe space.



**Factory Network**

**Factory Network**

**Factory Network**

**Logo**  
Color

The Factory Network logo must be used in either Black or White to establish visibility. When placed on a photo, make sure the logo is legible.

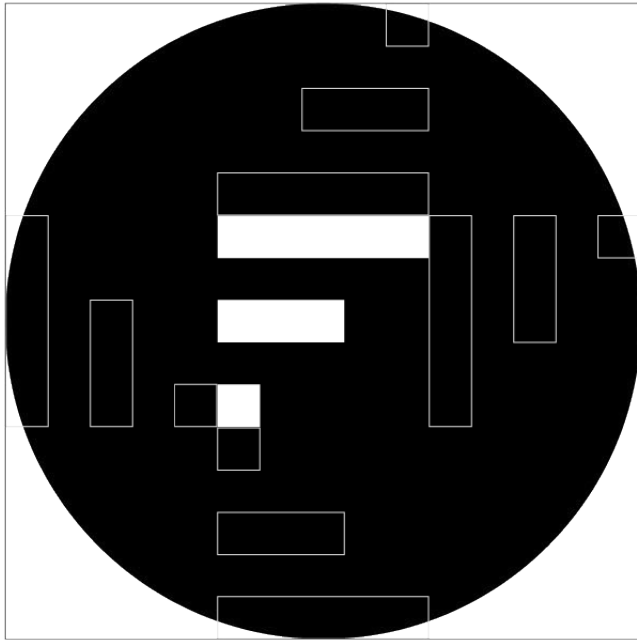
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# Factory Network | Partner Logo

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**Logo**  
Partnerships

Aligning partner logos should follow the safe space rules.  
Try to ensure equal size and proportions of the two logos.



**Logo**  
Icon

The 3 striped symbol should only be used when the primary logo cannot be shown in its entirety. When placed inside an icon, there should be plenty of space around it, especially if it will be scaled down.



**Factory Network**

The wordmark and logomark should not be placed so closely to each other



**Factory Network**

Don't compress or stretch the logo



**Factory Network**

Don't rotate the logo



**Factory**

Don't use the old logo



**Factory Network**

Never use our logo in any color other than black or white



**Factory  
Network**

Never alter or split the logo into two lines



**Network**

Never use alternative text in place of our logo



**Factory Network**

Don't outline the logo or add any textured fills

**Logo**  
Guidelines  
(Don'ts)

It is vital that the logo remains consistent across all communications. It must not be modified or altered in any way.

# Factory Network

**Factory** Café

**Factory** Kitchen

**Factory** Things

**Factory** Circles

**Factory** Clubs

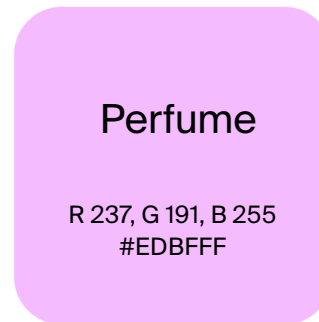
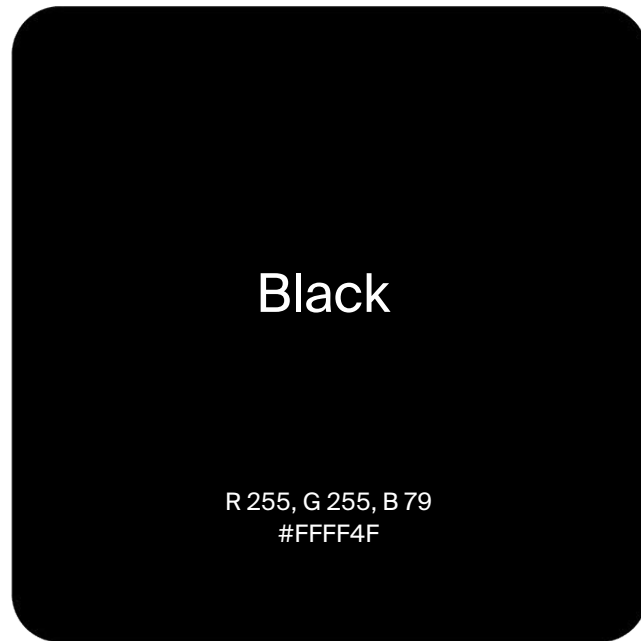
**Factory** Causes

**Logo**  
Subbranding

Products & programs can be represented with a workmark that follows the typographic style of the primary Factory Network logo. It should be set in Helvetica Neue - Bold for Products, Regular for Programs. These should be used carefully and sparingly so as not to dilute our core brand identity.

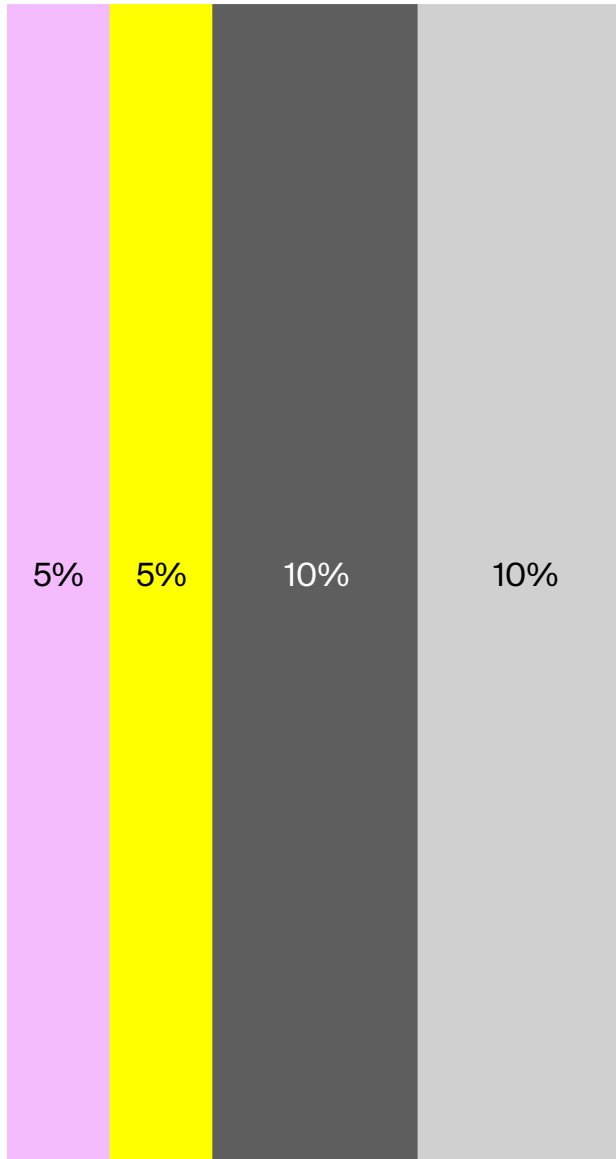
# Color

Color Codes  
Usage  
Guidelines



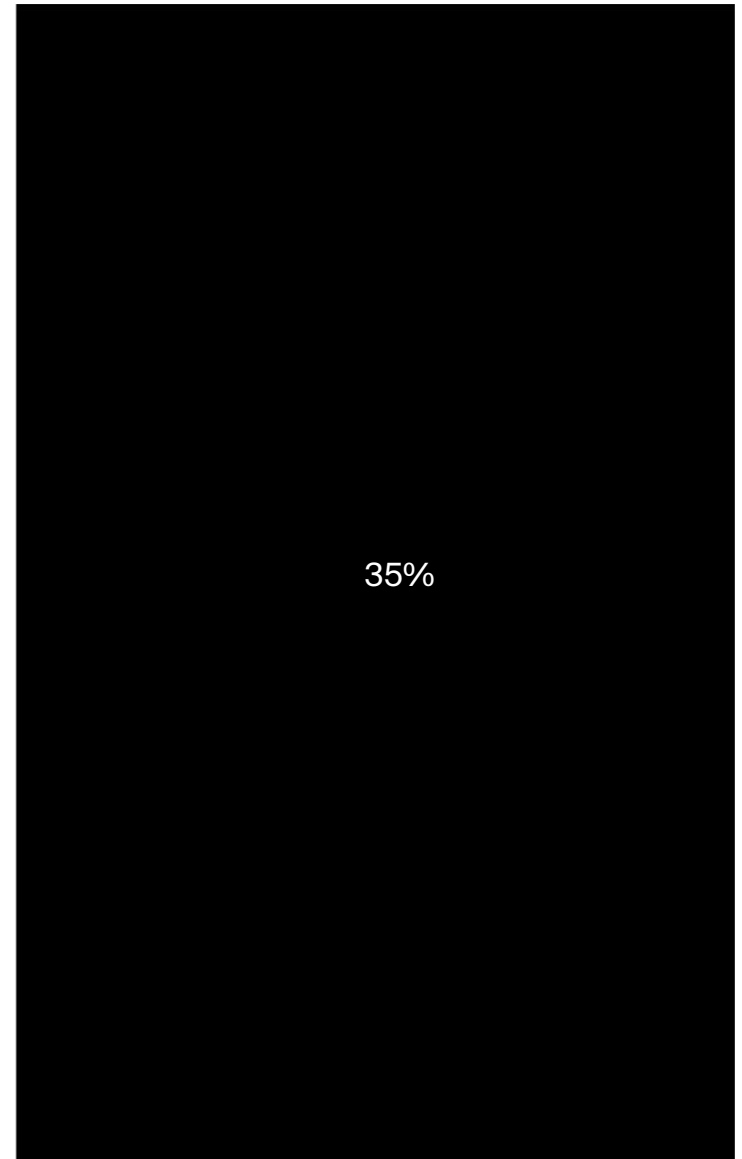
**Color**

As a platform for our members to build the world of tomorrow, Factory Berlin is a neutral canvas. Our primary colors mirror this, and include vibrant highlights representative of energy, innovation and creativity.



**Color**  
Usage

35%



35%

The primary color palette prioritizes whitespace to contrast with black and dark grey texts. The yellow is used to highlight special graphic elements and the light grey is used to gently contrast elements and areas. Perfume is a secondary color and brings warmth to our visual communications around Community. **Both Yellow and Perfume are to be used sparingly.**





The old logo was a perfect fit with the new one, really making use of the star in a Strong icon that looks elegant and adventurous, just the kind of icon you would expect from a country set in the sky. My only question, if not curiosity, would be how many people hated the previous version of the icon? It seems like such a simple evolution.

Avoid using a light color for large bodies of text



The old logo was a perfect fit with the new one, really making use of the star in a Strong icon that looks elegant and adventurous, just the kind of icon you would expect from a country set in the sky. My only question, if not curiosity, would be how many people hated the previous version of the icon? It seems like such a simple evolution.

Use a highlight color to emphasize a point



Don't use a highlight color as a background



**A brand like this**  
needs to use sans serif font to convey the idea of luxurious and intelligent, not valueless, commodious, or insulting to others.

Factory Berlin

Focus on using contrast to create a clean composition

Color Guidelines

# Typography

Primary  
Secondary  
Hierarchy  
Communication

[Download Fonts](#)

# Suisse Int'l

## Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz12345678  
90(!@#\$%^&\*)

## Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz123  
4567890(!@#\$%^&\*)**

## Typography Primary

If the body of the brand is design, then typography is the body language. Our type is clean, objective and functional whilst still feeling modern and friendly.

# VANGUARD CF

## BOLD

ABCDEFGHIJKLMN**OPQRST**  
UVWXYZ1234567890  
(!@#\$%^&\*)

## LIGHT OBLIQUE

ABCDEFGHIJKLMN**OPQRST**UVWXYZ1  
234567890(!@#\$%^&\*)

### Typography Secondary

Vanguard CF Bold is our 'outdoor voice'. We use it sparingly and when we have something important to say. This is primarily done through campaigns, programs, ads, etc.

**Usage of this font is only at the discretion of Factory Network designers** as it is not suitable for all visual touchpoints.

# Big Headline

Suisse Int'l Regular  
200pt  
Max 1 line of text

## Subhead should be half the size of the headline

Suisse Int'l Regular  
100 pt  
100 pt Leading  
Max 3 lines of text

This brand has a clear parallel to space travel and exploring the cosmos. Full of daringness and excitement, these spacesuit clad adventurers represent the next phase of humanity's role in the universe. As Nasa affiliate Ferran Morisca explains: "They're complementing the spacesuits that Mark wore, which was a bit more reserved in nature. Whereas the explorer has already reached the surface, now it's the cosmonaut that's on the move."

Suisse Int'l Regular  
30 pt  
35 pt Leading

### Typography Hierarchy

When using a single font, it's important to differentiate sizing to ensure clarity, establish an information hierarchy, and foreground key elements of copy.

Variation A

## Section Headline

This brand has a clear parallel to space travel and exploring the cosmos. Full of daringness and excitement, these spacesuit clad adventurers represent the next phase of humanity's role in the universe.

Headline  
Suisse Int'l Bold 35pt  
Body Copy  
Suisse Int'l Regular 35pt

Variation B

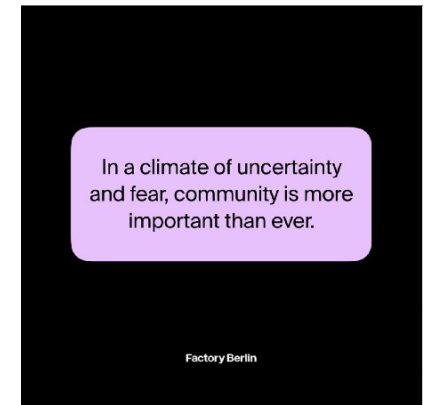
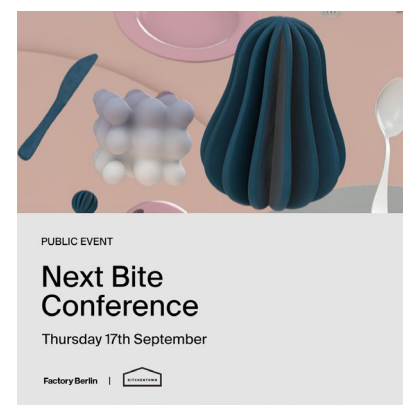
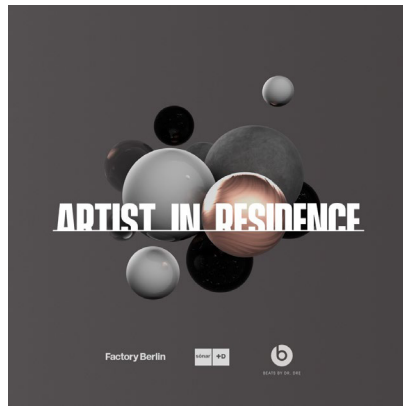
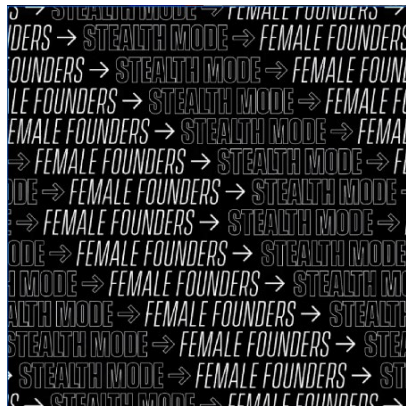
# Headline

This brand has a clear parallel to space travel and exploring the cosmos. Full of daringness and excitement, these spacesuit clad adventurers represent the next phase of humanity's role in the universe.

Headline  
Suisse Int'l Regular 70pt  
Body Copy  
Suisse Int'l Regular 35pt

## Typography Hierarchy

There may be various options depending on the medium, however it is important to remain consistent throughout the document.



**Typography**  
Communication

*Programs and Campaigns vs Products (Vanguard vs Suisse/ indoor vs outdoor voice)*

To ensure consistency in both the visual and verbal communication of our brand, we've developed certain templates that should be used when possible, or as a framework to create your own documents, presentations and other assets.

Please adhere to the visual templates built by the design team, taking care to use the correct font sizes, colours and capitalization when creating your own documents, and to pay attention to the tone of voice guidelines when creating copy.

Should you need, please always double-check copy with the Brand Team before sending externally, or ask another German or English native speaker to proofread for any typos or other errors. The Design Team are also always happy to approve assets before they go live.

[Stationary](#)[Presentations](#)[Signage](#)[Event graphic](#)

## Templates



# Tone of Voice

Writing Guidelines  
Application  
Who We Are

Talk Sheets

## **Bold**

Confidence without arrogance.

## **Authentic**

Cool, but not unprofessional.

## **Empowering**

Encouraging and inspiring.

## **Meaningful**

Insightful, but not overcomplicated.

### **Tone of Voice**

The Factory Network tone of voice is multifaceted. The beauty of this is that we can tailor our voice to the target and context of our copy.

## Spelling & Grammar

- We're an international business so our core language is English.
- We write like Americans. Make sure to set your spell-check accordingly.
- Get it right. If in doubt, always find someone to help. Four eyes are better than 2.

## Acronyms/Abbreviations

- If it's a well-known acronym, go for it! If not, make sure to (clarify) in the first use

Eg. ICYMI (In Case You Missed It).

- Abbreviations are a no-go in most placements. The exceptions would be Slack or some Social Media.

### **Tone of Voice** Writing Guidelines

## Numbers

We're flexible here, as long as you're consistent.

- In general, single-digit numbers are written as words, anything bigger can be written in numbers.
- Roman numerals should only be used in legal text.
- Really big numbers can be abbreviated eg. 1m or 50k.
- Use digits for survey results, statistical information, percentages.

## Dates & Times

Illustrated by the below examples:

- We use the 24-hour clock.
- Monday 2nd February (following design assets)
- 02.09.2020
- 02.12 @ 09:00
- 09.09.2009 @ 21.00 - 22.00
- ON THE RED COUCH will feature the artist on Tuesday 4th December 2019.

## Punctuation

- We love an Oxford comma. But be careful of comma overuse.
- In some cases we break punctuation rules eg. The Creators Lab, Artists Circle.
- Bullet sentence lists end with a period. (They also use arrow icons where possible.)
- The exclamation mark is a carefully used part of our punctuation arsenal. Do not overuse! If in doubt, check with a designer.
- Never use all-caps.
- Be consistent if you're using ampersands.
- Semi-colons are tough to get right but not forbidden. Just avoid them - dashes are more friendly.

## Active Voice

This is a good way to keep the tone confident. Make your subject active.

- *'zKsystems close 7mEUR funding round'*
- **NOT** *'7mEUR funding secured by zKsystems'*

### **Tone of Voice** Writing Guidelines

## Magazine & Event Titles

- Make sure to use Title Case.
- Titles do not have periods.
- Keep a colon: we don't use dashes in titles.
  - Women in Tech: A New Breed of Hustlers
  - Productivity Revolution: Masterclass

## Emojis

- Only in internal community communications. We don't use these in public.
- Social Media: Never in captions, sometimes in comments.

## Swearing

Don't do it. It's unprofessional and hard to get right.

## Social Media

- We're flexible with our TOV on social media, and are mindful of the limitation the character count puts on us.
- Try to keep it active, direct and concise. Remember people are scrolling fast so you need to cut through the noise.
- Include a compelling CTA before sharing a link.
- Experiment with length where platforms allow.

## Slack

- It's where we talk to our members, so let the voice loosen up. Push 'supportive', pull back on 'alternative'.
- Keep it really friendly, very accessible but also functional. Don't let the style cloud the content.
- Emojis are the best form of expression, communication and punctuation here. Go. For. It.

### **Tone of Voice** Application

## Magazine

- If you're writing an article it's likely you've already got our tone nailed, but make sure you proofread thinking of our guidelines.
- All content should be written with SEO in mind. Research your Keywords, metadescription, structure, title. Be mindful of structure and get a slick title and description prepared.
- It is longer form, but avoid being too waffly, or trying to be too alternative and impressive.

## Website

- You should not be doing this without a stellar knowledge of our tone.
- If you are, you need to be mindful of the purpose of your copy. What is the intent? What purpose is it serving? What do you want people to know or do?

## Decks and documents

- Always get at least one proof-reader to check your writing. Use a fine tooth comb to make sure it's perfect.
- Focus on the purpose. Are we selling? Or educating? Let your tone reflect that.
- Think of the format. Are you on-stage? Is it an internal presentation?

## Newsletter and (bulk) email

- This is the real halfway house between our community and public communications.
- If you're talking to our members, keep it closer to our Slack tone. Friendly, supportive and playful.
- If you're talking to non-members, keep it short, sweet and direct.

## Campaigns

- Your status as a campaign copywriter likely means you hold the keys to the copy kingdom. Use that! Be bold, experimental and let loose.
- Think of the look. Let the 360 concept and feel guide your words.

## Talking about Factory Network

Standard messaging is key to brand consistency. If you're trying to describe who we are, what we are, what we do, or an element of our product offering, check our Talk Sheets in case it's already been written. It likely has.

Talk Sheets

**Tone of Voice**  
Who We Are

## Pitfalls and Misuses

→ **We are always Factory Network.**

Never 'The Factory' or 'Factory' or 'The Factory Network'.

→ Co-working is a tricky one.

- Do not use this word to describe us under any circumstances.
- It is also banned to say 'We are not co-working'. Focus instead on what we ARE...

→ Our product is complicated. Focus on what you know.

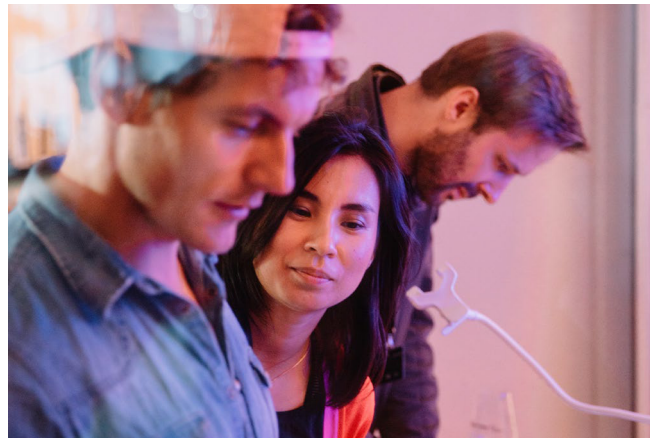
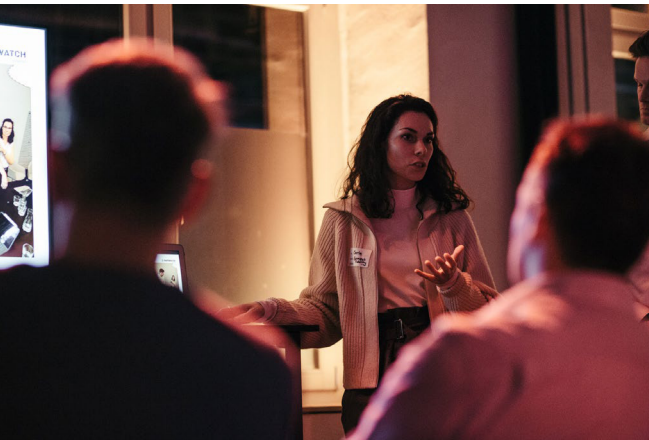
- We are an innovation community.
- We are a community of innovators and creators.
- We are a startup hub.
- We are an ecosystem.
- If people ask what this means, that's good - you've got their interest. Just make sure you then tell them what it means, focusing on our mission, our products and programs.

# Imagery

Photography  
Videography  
3D Design  
Kinetic Typography

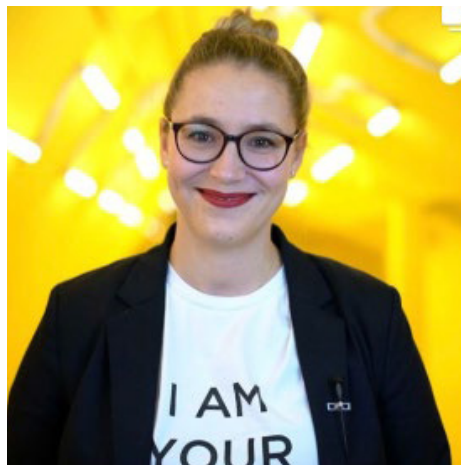
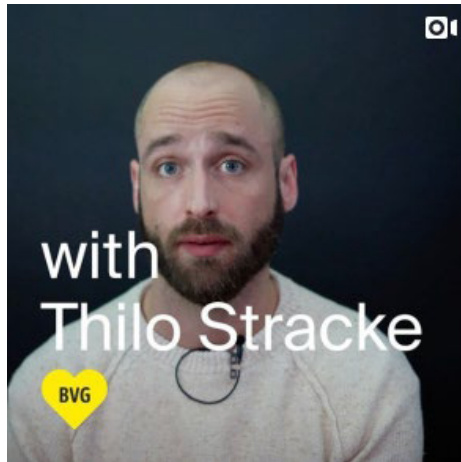
Image Bank





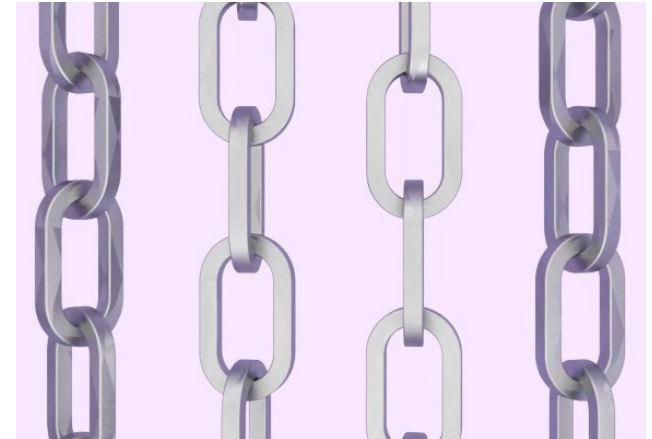
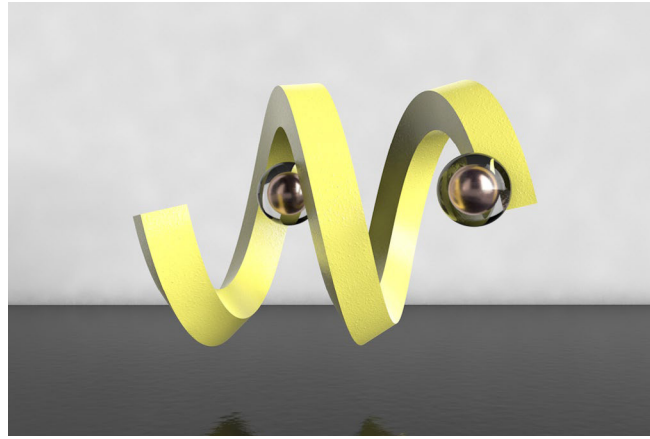
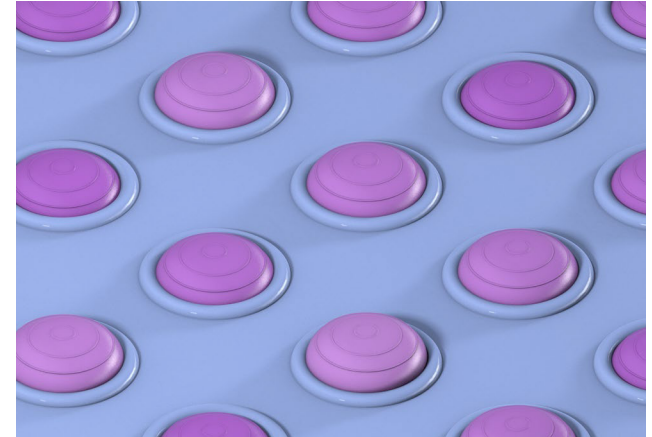
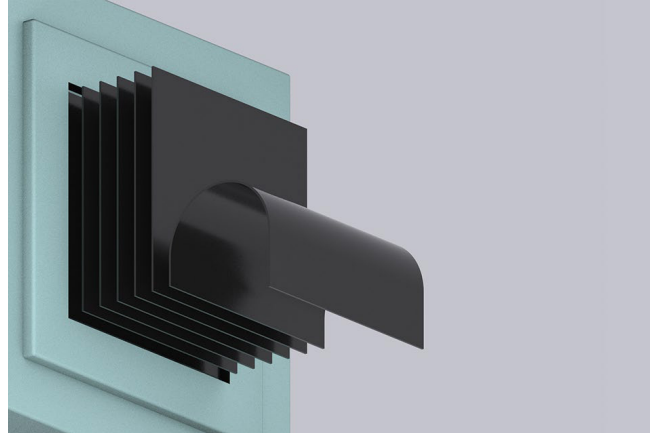
**Imagery**  
Photography

Much of the imagery we use to communicate both internally and externally focuseses not only on the diverse community, but on the interactions that happen on a daily basis in our spaces, at our events, and through our programs.



**Imagery**  
Video

While our event videos aim to mirror the style of our photography, we also showcase many of our members and guests in 1-on-1 interview format video content.



**Imagery**  
3D Design

The role of the 3D visuals is not to replace traditional photos + videos, but to add on by setting an atmosphere. These visuals can support on the website and digital communications, or as the main feature for a campaign or program.



**Imagery**  
Kinetic Typography

A digital-first style that allows us to creatively communicate our values and tone of voice.

# Questions?

[marketing@factorynetwork.com](mailto:marketing@factorynetwork.com)

**Factory Network**