ClimbUK®

BRAND BOOK

BRAND GUIDELINES

NOT A *CONFERENCE.* A FESTIVAL.

Business with a party, not a party for business. The look, the sound and the rules that make every ClimbUK piece feel like opening night.



THE WAY UP

TEN *STEPS* TO THE TOP.

Start at the bottom with the idea and work up, or jump to the step you need: a printer needs 09, a developer needs 07, and anyone writing a single word needs 08.





01

THE IDEA

BUSINESS THAT FEELS LIKE A FESTIVAL

ClimbUK®

THE BIG IDEA

NEVER CORPORATE

BUSINESS WITH A PARTY.

NOT A PARTY FOR BUSINESS.

Every piece has the energy of a headline act and the discipline of a good adviser. It is exciting **and** useful, or it is not finished.



ONE FAMILY

ONE *FAMILY*. ONE FEEL.

ClimbUK is the brand on the poster: the festival, the website, the socials and everything people see first.

THIS BOOK

ClimbUK®

THE BRAND AND THE FESTIVAL

Posters, the website, socials, signs and everything people see first.

Climb27®

THIS YEAR'S EDITION

Leads on event pieces, with ClimbUK as the endorsement. Climb26 was last year.

ClimbGroup®

THE COMPANY NAME

Contracts, invoices, legal lines, company decks and the ClimbGroup Event App.

THE FIVE RULES

A FESTIVAL *POSTER* WITH A CLEAR NEXT STEP.

1

DARK FIRST

Dark Brown or Charcoal is the default ground. Light grounds are for long reading: documents, long emails and forms.

2

ORANGE LEADS

One orange call to action per view. Around it, orange markers: a word, a rule, a sticker, a glow.

3

TYPE SHOUTS

Montserrat, uppercase, tight. One word orange and one word italic in every display line.

4

REAL PEOPLE

Actual attendees and stage moments, with consent. Dense photo walls, never stock.

5

CONTRAST ALWAYS

Pick a ground and use its colour pairs. White on Climb Orange only at 19px bold or larger.


02
SILENT HEADSETS .CO.UK
LOGO
ONE MARK. EVERY STAGE.
ClimbUK®
LOGO 07

ClimbUK®

Reversed on dark is the default. Climb Orange "Climb" with White on Dark Brown, Charcoal and dark photography. Always place the master file: never redraw it, recolour it or set it in a font.

MASTERS ONLY

WHICH LOGO, WHERE

PICK THE *GROUND*, THEN THE LOGO.



REVERSED

The default. Dark Brown, Charcoal, dark photos



FULL COLOUR

White grounds



FULL COLOUR FOR GREY

Light Grey grounds, with a deeper orange



MONO WHITE

Orange, busy photo and one-colour dark



MONO DARK

One-colour print, embossing, partner lists



TAGLINE LOCKUP

With The Festival for Business Growth. 240px or 60mm and up



ROOM TO BREATHE

GIVE IT *SPACE*. GIVE IT SIZE.

- **Clear space** on every side equals the height of the large C in Climb, the (R) mark included. Nothing else goes inside it, and that includes the edge of a tile, card or page.
- **Wordmark** at least 120px wide on screen and 30mm in print.
- **Tagline lockup** at least 240px or 60mm, so the line stays readable.
- **Below that,** switch to the square tile (64px and up) or the monogram (down to 16px).

SQUARE MARKS

SMALL SPACES, *BIG* PRESENCE.

- **The stacked tile** is the social avatar and any square 64px or larger.
- **The li monogram** is the favicon, the app icon and anything under 64px. It is the same mark for every brand in the family.
- **Embroidery and laser marking** use the tile or the monogram, never the long wordmark.



Stacked tile



Monogram



64, 32, 16

HANDS OFF

EFFECTS BELONG TO THE *LAYOUT*, NOT THE LOGO.

ClimbUK®

STRETCH OR SQUASH IT

ClimbUK®

ROTATE OR TILT IT

ClimbUK®

RECOLOUR IT

ClimbUK®

ADD GLOWS OR SHADOWS

UK®

FULL COLOUR ON ORANGE



BUSY PART OF A PHOTO



03

COLOUR

ORANGE *LEADS*. IT NEVER FLOODS.

ClimbUK®

THE PALETTE

SIX COLOURS. *ONE* OF THEM GLOWS.

CLIMB ORANGE
#E8712A

Pantone 158 C / 158 U
CMYK 0 65 90 0
RAL 2011 Deep Orange

DARK BROWN
#1E0F05

Pantone Black 4 C / U
CMYK 40 70 80 85
RAL 8022 Black Brown

CHARCOAL
#242322

Pantone 419 C / U
CMYK 60 50 50 90
RAL 9011 Graphite Black

LIGHT GREY
#E9E9E9

Pantone Cool Gray 1 C
CMYK 0 0 0 10
RAL 9002 Grey White

ORANGE TINT
#F2AE86

45% tint of 158
CMYK 0 35 45 0
Match on proof

WHITE
#FFFFFF

Paper
CMYK 0 0 0 0
RAL 9016 Traffic White

Print values are the nearest published matches. Approve a press proof before the first run of anything that matters.

FIVE GROUNDS

PICK A *GROUND*. USE ITS PAIRS.

THE DEFAULT

DARK WORD

Body text that is easy to read for a whole paragraph. A link that says where it goes

Get your ticket

SECOND DARK

CHARCOAL WORD

Body text that is easy to read for a whole paragraph. A link that says where it goes

Get your ticket

THE BIG MOMENT

CLIMB WORD

Body text that is easy to read for a whole paragraph. A link that says where it goes

Get your ticket

LONG READING

WHITE WORD

Body text that is easy to read for a whole paragraph. A link that says where it goes

Get your ticket

QUIET SECTIONS

LIGHT WORD

Body text that is easy to read for a whole paragraph. A link that says where it goes

Get your ticket

CONTRAST IS *NOT* OPTIONAL.

Aa

White on Climb Orange
19px bold or 24px and up only

Aa

Climb Orange on White
Large words, buttons and marks

Aa

Orange Tint on Dark Brown
Small orange text and links on dark

Aa

Deep Orange on White
Small orange text and links on white

Aa

Climb Orange on Dark Brown
Any size

NEVER

- ✖ Light Grey or Body Slate text on any orange
- ✖ Orange on orange
- ✖ Climb Orange headings on Light Grey
- ✖ A hover state that gets lighter
- ✖ Climb Orange for small text

Small text means anything under 19px bold or 24px regular: eyebrows, tags, captions and links.


04
TYPE
TYPE DOES THE SHOUTING.

Aa

MONTSERRAT

Headings and display. Bold by default, Extra Bold for posters and screens. Uppercase, tight leading, a little negative tracking.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Aa

OPEN SANS

Everything you read: body copy, labels, captions and small print. Regular for reading, Semibold for labels.

Two days with the founders, investors and advisers who move businesses forward.

Both are free under the SIL Open Font Licence. Arial is the fallback where they cannot load.

TRACKED EYEBROW

ONE WORD IN ITALIC

ICONIC *MOMENTS*. REAL ADVICE. NO FLUFF.

ONE WORD IN ORANGE

3 to 8
words, one idea, in two or three beats.

1 + 1
one orange word and one italic word per display line.

0.95
leading, 0.98 to 1.1 for longer lines. Tracking just under zero.

2 max
sizes of display type on any one view.

TYPE SCALE

A SCALE THAT *READS* AT ANY SIZE.

DISPLAY	68px / 1.02	FIND YOUR PEOPLE
H1	48px / 1.05	FIND YOUR PEOPLE
H2	40px / 1.08	FIND YOUR PEOPLE
H3	22px / 1.2	**Two days. The right rooms. Conversations that move your business.**
LEAD	20px / 1.5	Two days. The right rooms. Conversations that move your business.
BODY	16px / 1.6	Two days. The right rooms. Conversations that move your business.
SMALL	14px / 1.5	Two days. The right rooms. Conversations that move your business.
EYEBROW	13px, tracked 0.12em	FIND YOUR PEOPLE

Web sizes at a 1440px wide screen, shown here at 1.3 times. Nothing is ever smaller than 13px, including legal lines.



05

GRAPHICS

LADDERS, *STAGES* AND STICKERS.

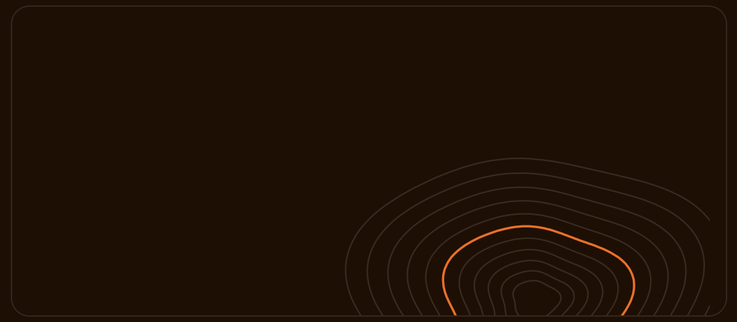
ClimbUK®

ONE *MOTIF* FAMILY PER PIECE.



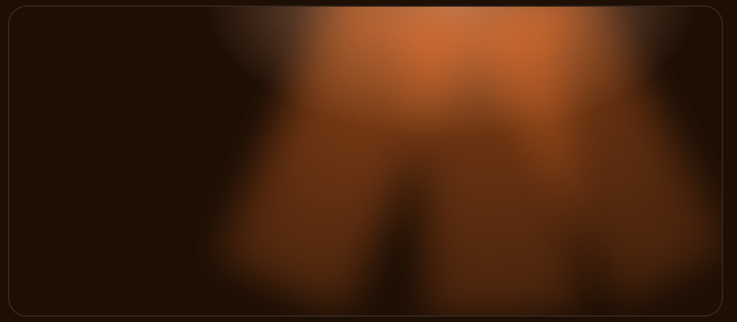
THE ASCENT

Steps and chevrons: dividers, corners, progress, wayfinding.



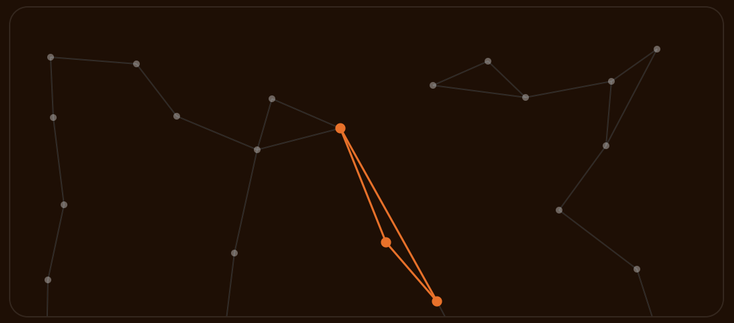
CONTOURS

A map of the way up: quiet fields on dark grounds, merch and walls.



STAGE LIGHT

Beams and glow: heroes, screens, video and Main Stage Moments.



CONNECTIONS

Dots finding each other: Find Your People and partner pieces.



PEAK AND SLABS

A rising line and angled corner slabs: covers, name cards and decks.



HIGHLIGHT BAR

A solid orange bar behind one word: the poster version of the orange word.

FESTIVAL DEVICES

TWO OR *THREE* PER PIECE. NEVER ALL.

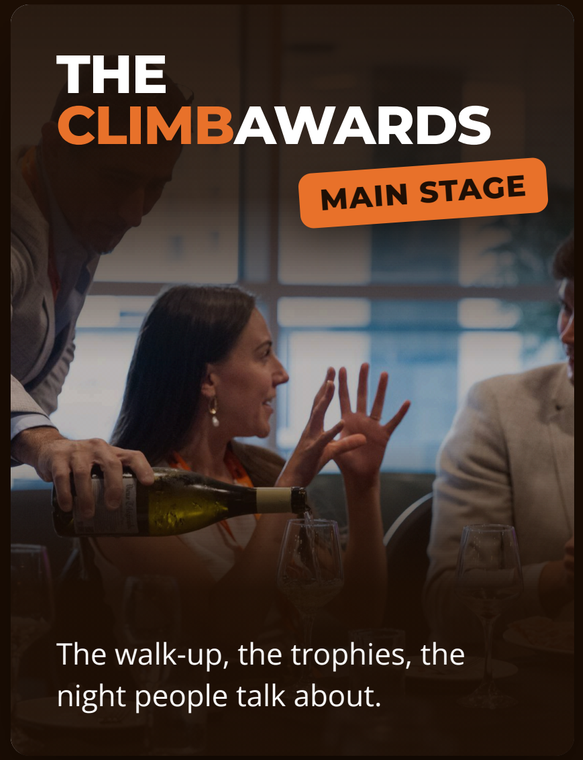
RELEASE 1

TWO-DAY PASS

Every session, the grand opening and the after parties.

Get your ticket →

Ticket card: stub notches and a tear line.



The walk-up, the trophies, the night people talk about.

VIP

JUST JOINED

SPEAKER

Stickers: tilted -3 to -4 degrees, slapped on a corner.

SHORT RULE AND EYEBROW

Become a partner

See the agenda

One orange button per view. It glows orange, not grey.

THIS IS WHAT IT LOOKED LIKE LAST TIME ⌄

Pull link: hands the reader to the next section.

LINEUPS AND MARQUEES

INVESTOR SPEED NETWORKING/ BUSK YOUR BUSINESS/THE CLIMBAWARDS/ CLIMBHEALTH/ROUNDTABLES/THE GRAND OPENING/ AFTER PARTIES

Set names like a festival poster: headline acts first, split by orange slashes or dots. Logo and name rows drift slowly in alternate directions, so it reads as a crowd. They pause when someone hovers or focuses on them.

ILLUSTRATIONS

DRAWN BY *HAND*. NEVER CHILDISH.

- **One confident stroke,** rounded ends and slightly imperfect curves. Never shaky.
- **One solid orange fill** with Dark Brown cut lines.
- **Low-opacity back shapes** give every icon depth.
- **155 drawings** across stage, business, network, festival and ideas, in the downloads.





06

PHOTOGRAPHY

REAL *PEOPLE*. REAL LIGHT.

ClimbUK®

WHAT TO SHOOT

THE *REASON* TO COME.

- **Joy and connection:** laughing, leaning in, handshakes mid-conversation.
- **Main Stage Moments:** the gesture, the crowd looking up, the band, the awards walk-up.
- **Find Your People:** close conversations, speed networking tables, roundtables in full flow.
- **Texture:** orange lanyards, badges, drinks being poured, trophies, after party lights.
- **For every wide,** three mediums and five close-ups.



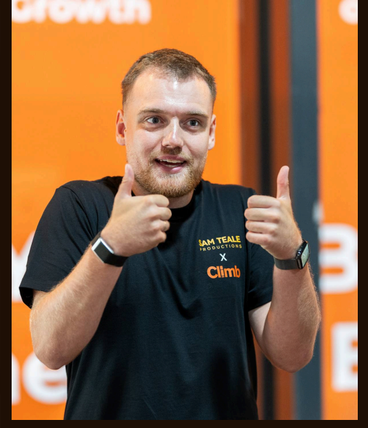
















PHOTO FADES

WORDS ON THE *DARK* SIDE. ALWAYS.



BROWN

Statements and story bands



HEAT

Ticket moments: a line, two buttons



ORANGE

One offer on an orange section

Text sits where the fade is at least 85% Dark Brown (or 90% orange). Orange fades go over things and places, never over faces.



EDITING AND CARE

WARM. *BRIGHT*. TRUE.

- **Full colour,** warm white balance, shadows that lean Dark Brown, orange held saturated.
- **Highest resolution:** RAW at no less than 4K, 6K is fine, 8K is ideal. Never upscale.
- **Light retouching only.** Never change who was there or what happened.
- **Consent:** anyone in a marketing close-up has agreed. Honour opt-out lanyards.

NEVER

- Stock handshakes, skylines or laptops
- Empty rooms and rows of empty chairs
- Lecterns from the back, slides with no people



07

MOTION AND DIGITAL

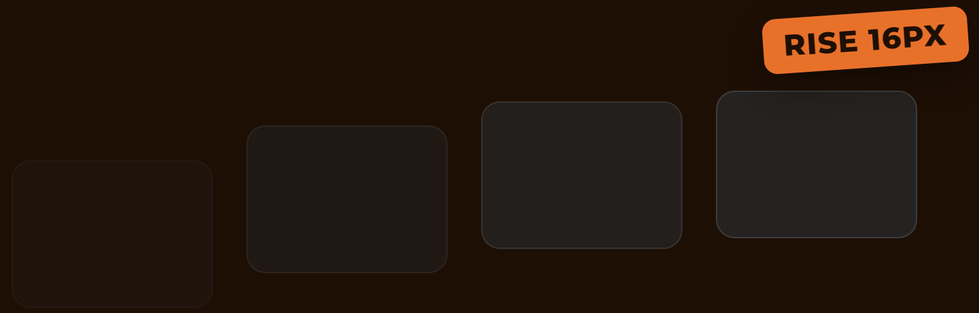
RISE. *SETTLE.* SPRING.

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MOTION

A FESTIVAL *CROWD*, NOT A SLIDESHOW.

- **Rise, then settle.** Entrances travel up and slow down.
- **One thing leads.** Everything else is still or follows in a short stagger.
- **Light and crowds move, type holds.**
- **Touch gets a spring:** one small, joyful overshoot.
- **Always optional:** reduced motion swaps movement for a quick fade.



INSTANT	100ms	Hover and press colour
QUICK	160ms	Buttons, toggles, focus rings
BASE	240ms	Card lift, menus
SLOW	400ms	Panels, scroll reveals
STAGE	700ms	Hero entrances, logo reveals

Easing: rise cubic-bezier(0.16, 1, 0.3, 1). Spring cubic-bezier(0.34, 1.56, 0.64, 1). Stagger 60ms, six at most.

DIGITAL

WHAT YOU *TOUCH* FLOATS. GROUNDS STAY FLAT.

BUTTONS

Get your ticket

Get your ticket

See the agenda

Primary, its hover (darker, never lighter), and secondary. Pill shaped, 44px tall or more, verbs for labels.

FOCUS AND STATES

Book a call

SELECTED

- A 3px focus ring, 3px offset, on every focusable item.
- Selected means a marker plus a word or icon change. Colour is never the only signal.
- Disabled at 40%, and say why.

SHAPE



- 10px for inputs and tags, 14px for cards, pills for buttons.
- Sections are square or cut on a diagonal. Never round a section.
- Shadows tint Dark Brown, never pure black.

Every value here is a brand token, supplied as JSON, CSS custom properties and SCSS in the downloads.

TICKET PAGES

SHOW WHY *NOW* IS CHEAPEST.

- **A way to buy** is never more than two scrolls away.
- **The release ladder:** closed grey, open orange with what is left at this price, next and final as dashed caps that rise.
- **Sold out stays visible** with a dashed outline and the words Sold out. It proves demand.
- **State in words,** never colour alone. Prices and stock always come from the shop.

EXAMPLE LAYOUT





08

VOICE

HEADLINE *ENERGY*. ADVISER DISCIPLINE.

THE VOICE IN FOUR LINES

EXCITING *AND* USEFUL.

01

HEADLINE ENERGY

Write like it belongs on a billboard, a stage screen or a festival poster. Short, rhythmic, confident.

02

DOING, NOT DREAMING

Move the reader from inspiration to action. Name the outcome and the next step.

03

CURATED, NOT CROWDED

Sell the right people in the room and the quality of the conversations. Never sell size.

04

PERSONAL, NOT GENERIC

Write every piece for one audience. If it could be about any event, rewrite it.

YOUR PEOPLE. THEN DO BUSINESS WIT

THE RULES

LET THE *DESIGN* DO THE SHOUTING.



NO EMOJIS

Let design and photography carry the energy.



NO EXCLAMATION MARKS

Full stops do it with more confidence.



NO DASHES

Use full stops, commas and colons.

- **Full names.** ClimbUK, ClimbGroup or the edition, Climb27. Never “Climb” on its own.
- **No numbers we have not published.** No audience sizes or counts of partners or meetings.
- **No promises we cannot keep.** No guarantees, no promised meetings, introductions or funding.
- **Scarcity only when it is true.** Name the release, its price and its state.
- **No hedges.** No TBC, coming soon or we hope. Say what happens, or leave it out.
- **Real people only.** Quotes come from named people who agreed to them.
- **No vendor names.** Say what the reader can do, not what powers it.

REWRITES

SAME IDEA. *BETTER* LINE.

BEFORE	AFTER
~~Join thousands of founders at the UK's premier startup event!~~	**Two days with the founders, investors and advisers who move businesses forward.**
~~Guaranteed meetings with 50+ investors~~	**Find investors looking for real deal flow.**
~~Hear inspiring stories from successful entrepreneurs~~	**Learn how they grew, and what you can do about it on Monday.**
~~Exhibit and reach thousands of attendees~~	**Put your team in front of the businesses that buy what you do.**
~~Our booking platform makes it easy~~	**Book your meetings in the event app before you arrive.**

WORDS WE USE

WRITE THIS. *NOT* THAT.

agenda	~~programme, for the schedule~~
Affiliate Programme	~~referral scheme~~
public sector	~~councils~~
connect you with	~~introduce you to, matched~~
fractional leaders	~~consultants, when they lead a function~~
fellow founders, peers one step ahead	~~other founders~~
find investors looking for real deal flow	~~meet investors, cheque books~~
why your team should come	~~can I bring the team?~~

LINES WE OWN

THE FESTIVAL FOR BUSINESS GROWTH

YOUR BUSINESS. BIGGER STAGE.

FIND YOUR PEOPLE

MAIN STAGE MOMENTS

ICONIC MOMENTS. REAL ADVICE. NO FLUFF.

BUSINESS THAT FEELS LIKE A FESTIVAL.

Programme names are always written this way: Investor Speed Networking, Busk Your Business, the ClimbAwards, ClimbHealth.

WHO WE TALK TO

ONE PIECE. *ONE* AUDIENCE.

Pick the audience and the channel first. Use their tone and talk about what they need. Pages for ticket holders and pages for partners stay separate.

Every audience can hear: two days, every session, the grand opening and the after parties. The right people, not the most people.

SCALING COMPANIES
Peer to peer, ambitious, practical

PROFESSIONAL SERVICES
Credible and commercial

FOUNDERS RAISING
Candid and founder-first

UNIVERSITIES
Bring the whole team

INVESTORS
Efficient and selective

PUBLIC SECTOR
Civic and practical

ADVISERS AND CONSULTANTS
Direct and generous

FRACTIONAL LEADERS
They take responsibility

INCUBATORS AND ACCELERATORS
Champion of their cohort



OUT IN THE WORLD

PRINT IT. *FILM* IT. SHARE IT.

ClimbUK®

PRINT, MERCH AND SIGNAGE

MAKE IT *REAL*. MAKE IT MATCH.

- **PDF/X-4** with fonts embedded, images at 300ppi at final size, 3mm bleed and a 5mm safe zone.
- **Two-colour jobs** print Pantone 158 with Black 4 or 419. Big dark areas use rich Dark Brown, not plain black.
- **One finish per piece:** soft-touch, spot UV on one line, copper or orange foil, or a deboss.
- **Garments** are Dark Brown, Charcoal, black or White. Orange is for crew, so they are easy to find.
- **Signs:** 40mm cap height to read at 10m, 80mm at 20m. Chevrons point the way people turn.



Woven lanyard: orange ground, logo repeat.

TITLE SAFE 5%

VIDEO AND MOTION GRAPHICS

FILM THE *FESTIVAL*, NOT THE CONFERENCE.

- Open on a moment, never the logo. The logo sting closes it.
- Warm stage light, rich blacks that lean brown, one grade per edition.
- 4K masters by default, RAW capture at 4K or more. Never upscale.
- Captions always on for social. Speech 20dB above music.

Speaker Name
Role, Company

LOWER THIRD



SIDE BY *SIDE*. NEVER MERGED.

- **Lockup:** equal optical height, a 1px rule between, clear space of the C height either side.
- **Partner-led pieces** put us on the right. Our pieces put us on the left.
- **On our pieces** partner logos sit in one tone, so no brand shouts over another.
- **Never** merge the logos, recolour a partner logo in our orange, or promise numbers.



LINES PARTNERS MAY USE

IN PARTNERSHIP WITH CLIMBUK

OFFICIAL PARTNER OF CLIMB27

HEADLINE PARTNER OF CLIMB27

SPEAKING AT CLIMB27

EXHIBITING AT CLIMB27



10

EVERYONE

BUILT FOR EVERYONE IN THE *ROOM.*

ACCESSIBILITY

NOBODY STAYS AT THE *BACK* OF THE ROOM.

AA

EVERYWHERE

Every surface meets WCAG 2.2 AA. AAA themes raise every text pair to 7:1.

44px

TARGETS

Buttons, links, chips and icon buttons. A compact 24px only where space is tight.

3px

FOCUS RING

Always visible on keyboard focus, with a 3px offset.

13px

SMALLEST TEXT

Including micro labels and legal lines. 9pt in print.

9

READING GRADE

Short sentences, everyday words, one idea each.

0

FLASHES

Nothing flashes more than three times a second. Motion is always optional.

Links say where they go. Alt text says what is happening. Pop-ups can always be closed and never run on a timer.

THE DOWNLOADS

EVERYTHING YOU NEED IS IN THE MEDIA KIT.

- Logo masters in every variant, SVG and PNG
- Colour tokens as JSON, CSS and SCSS
- Montserrat and Open Sans
- 155 illustrations
- Templates for documents, decks and social
- Email signature kit and social icons
- Photo and video library with credits
- This book and the one-page key rules



PRESS AND BRAND SUPPORT
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PARTNERSHIPS
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Visit climb-uk.com

Ask the brand team for anything new rather than making your own, so every piece stays consistent.

SEE YOU IN THE CROWD.



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