



Your round deserves better than a Drive folder.

Everything you need to represent RaisePortal correctly: logos, colour, type, tone, and the boilerplate you can paste without asking us first.

A door, and something moving through it

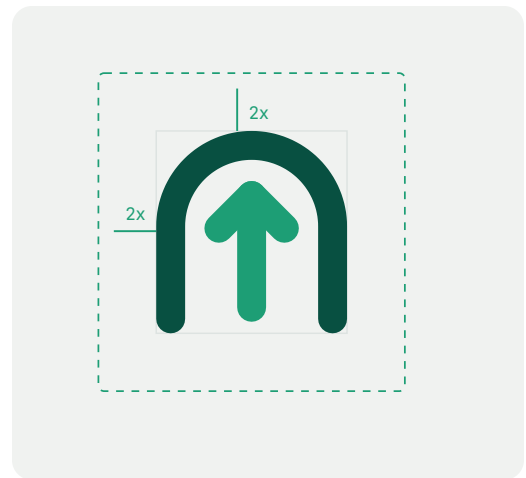
The mark is an arch standing on two legs — a doorway — with an arrow rising through the opening. Two ideas in one shape: the private portal your investors walk through, and the raise going up.

It is built from three strokes of equal weight, with round caps and joins. The softness is deliberate. Our end users are often somebody's aunt at eleven at night, not a partner at a fund, and a hard-cornered doorway reads as a vault.

CONSTRUCTION



GEOMETRY • STROKE WEIGHT $x = 1/7$ OF MARK HEIGHT



CLEAR SPACE • 2X ON ALL FOUR SIDES

The arch is a true semicircle on vertical legs; the arrow is a 90° chevron on a centred stem. Never redraw it by eye — use the supplied vectors.

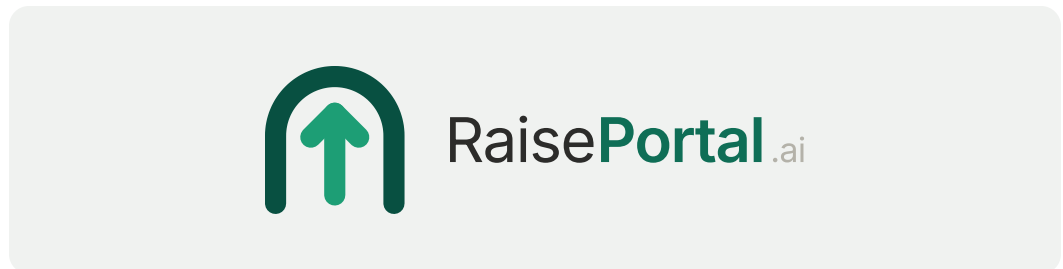
MINIMUM SIZE

ASSET	SCREEN	PRINT	NOTE
Mark	16 px	6 mm	Use the favicon file below 24 px — it carries a heavier stroke.
Horizontal lockup	120 px wide	32 mm wide	Below this, drop to the stacked lockup or the mark alone.
Stacked lockup	96 px wide	25 mm wide	For square and vertical spaces.

Four lockups, one decision

Pick by background, then by space. Full colour is the default and should be used wherever a light, plain background allows it.

PRIMARY

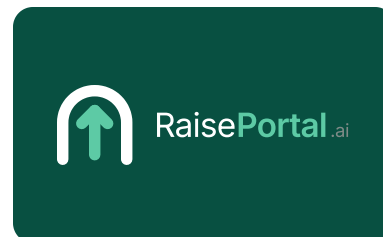


HORIZONTAL LOCKUP, FULL COLOUR • LIGHT BACKGROUNDS • THE DEFAULT

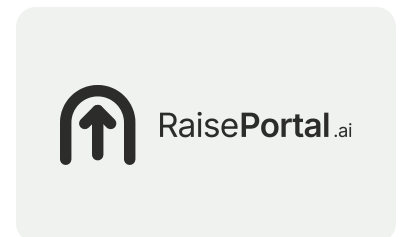
ALTERNATES



STACKED



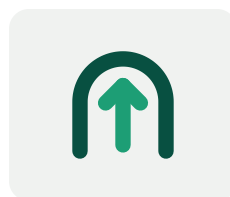
REVERSED



SINGLE COLOUR

Reversed is for the evergreen band, dark UI, and photography. Single colour is for fax-grade contexts: embroidery, engraving, one-colour print, and any partner deck that only accepts monochrome.

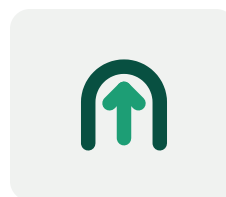
STANDALONE



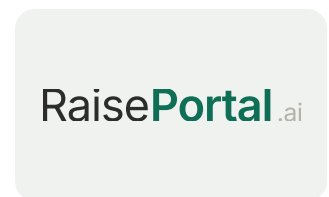
MARK



APP ICON



FAVICON



WORDMARK

The mark may stand alone once the brand is established in context — an avatar, an app icon, a repeat mention. The wordmark may stand alone in dense text settings such as a sponsor row or a footer.

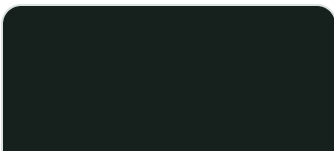
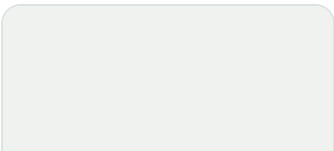
Deep for the container, bright for the ascent

Evergreen carries the sober half of the product — access control, audit logs, compliance. Teal is the thing moving upward, and it is the only colour permitted to draw the eye.

CORE

 Evergreen #085041 R8 G80 B65 C90 M0 Y19 K69 Primary. Fields, headers, app icon.	 Teal #1D9E75 R29 G158 B117 C82 M0 Y26 K38 Accent. One per view.	 Mint #5DCAA5 R93 G202 B165 C54 M0 Y18 K21 Reversed accent only.
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NEUTRALS

 Ink #16211E R22 G33 B30 C33 M0 Y9 K87 All body and heading text.	 Slate #6B7A76 R107 G122 B118 C12 M0 Y3 K52 Secondary text, captions.	 Fog #F0F2F0 R240 G242 B240 C1 M0 Y1 K5 Cards, wells, dividers.
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Ink is a green-cast near-black, not pure black — it sits with the greens instead of fighting them. Never use #000000.

RULES

DO	DON'T
Evergreen for large fields, headers, and the app icon.	Don't use teal as a page background.
Teal for one primary action per view.	Don't put two teal buttons on one screen.
Mint only on evergreen or ink backgrounds.	Don't set mint on white — it fails contrast.
Fog for cards, wells, and disabled states.	Don't introduce a second accent hue.

CMYK values are uncalibrated conversions for reference only. Proof on the actual stock and specify a Pantone from a physical guide before any commercial print run.

One family, held under tension

Inter across the board, with a hard jump between display and body and negative tracking at large sizes. JetBrains Mono is reserved for anything a person would read as data: hex values, filenames, access codes, amounts.

Both are open source under the SIL Open Font License, so partners and press can install them without a licence conversation.

SCALE

DISPLAY • 600

Raise with care

HEADING • 600

Your round, in one link

SUBHEAD • 500

What your investors actually asked

BODY • 400

Every portal comes with a live command centre for the raise.

DATA • MONO 400

CAP \$6,000,000 • DISCOUNT 20% • CODE 7QK-2M4

SETTING

PROPERTY

VALUE

Weights in use

400 • 500 • 600

Tracking

-0.033em display • -0.02em heading • 0 body

Line height

1.05 display • 1.65 body

Measure

62-74 characters

Case

Sentence case everywhere, including buttons

Fallback stack

Inter, system-ui, -apple-system, sans-serif

Never use weight 700 or heavier, never set headings in all caps, and never letterspace lowercase text. The wordmark itself is outlined in the supplied files and must never be re-typed.

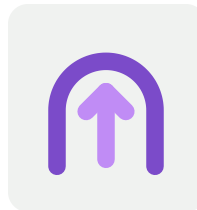
Eight ways to get it wrong

The mark is two strokes and a curve. It has very little to hide behind, so small distortions read as sloppiness immediately.

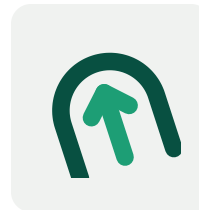
DON'T



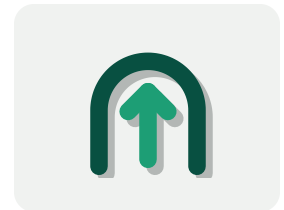
Stretch it
Scale uniformly, always.



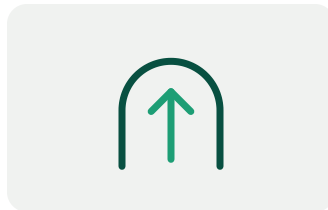
Recolour it
Only the palette on page four.



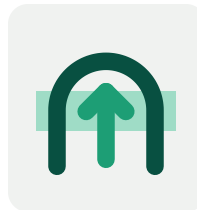
Rotate it
The arch stands upright.



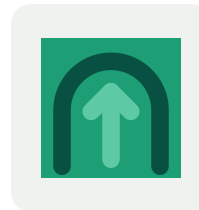
Add effects
No shadows, glows, or bevels.



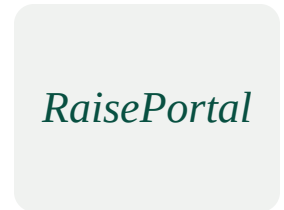
Alter the weight
Stroke is fixed at x.



Crowd it
Respect 2x of clear space.



Lose contrast
Reversed goes on evergreen or ink.



Re-type it
The wordmark is outlined art.

Also: don't place the logo on a busy photograph without a solid or heavily darkened panel behind it, don't lock it up with another logo without clear space between, and don't animate the arrow leaving the arch.

Plain, warm, and never condescending

Our users include people who do not know what a valuation cap is and are too embarrassed to ask. Every word we write is read by someone deciding whether it is safe to admit they are confused.

PRINCIPLES

WE DO

WE DON'T

Name the awkward thing out loud.

Pretend the round isn't awkward.

Explain terms the first time, every time.

Assume the reader knows what a SAFE is.

Say what the product does.

Say "seamless", "unlock", "empower", "revolutionise".

Use "your round", "your investors".

Say "simply", "just", or "easy".

State clearly that we are not a law firm.

Imply we give legal or investment advice. Ever.

Sentence case in all interface copy. Contractions are welcome. No exclamation marks in system messages.

BOILERPLATE

One line

RaisePortal is a private, branded fundraising portal for the friends-and-family round.

Twenty-five words

RaisePortal gives founders a free, invite-only fundraising portal on their own subdomain, with an AI explainer that answers investor questions from the founder's own documents.

Sixty words

RaisePortal is a private, branded fundraising portal for the friends-and-family round. Founders upload their deck, cap table and financing documents once; each investor gets a personal access code. An AI explainer, grounded strictly in those documents, answers questions in the investor's own language — and shows the founder exactly what their investors are confused about, while there is still time to fix it.

Always render the name as one word, two capitals: RaisePortal. Never Raiseportal, RaisePortal.AI, or Raise Portal.

What's in the kit

Vectors for anything that scales, PNGs with transparent backgrounds for anything that doesn't. Every file is in `/assets`.

FILES	PATH	FILE	USE
	<code>assets/svg/</code>	<code>raiseportal-logo.svg</code>	Horizontal lockup, full colour — the default
	<code>assets/svg/</code>	<code>raiseportal-logo-stacked.svg</code>	Stacked lockup for square spaces
	<code>assets/svg/</code>	<code>raiseportal-logo-reversed.svg</code>	For evergreen, ink, and dark UI
	<code>assets/svg/</code>	<code>raiseportal-logo-ink.svg</code>	Single colour, near-black
	<code>assets/svg/</code>	<code>raiseportal-logo-evergreen.svg</code>	Single colour, evergreen
	<code>assets/svg/</code>	<code>raiseportal-wordmark.svg</code>	Wordmark alone, outlined
	<code>assets/svg/</code>	<code>raiseportal-mark.svg</code>	Mark alone — avatars, repeat mentions
	<code>assets/svg/</code>	<code>raiseportal-app-icon.svg</code>	Rounded evergreen tile, 22.4% radius
	<code>assets/svg/</code>	<code>raiseportal-favicon.svg</code>	Heavier stroke for 16–24 px
	<code>assets/png/</code>	<code>*-400w / 800w / 1600w.png</code>	Lockups, transparent background
	<code>assets/png/</code>	<code>*-256 / 512 / 1024.png</code>	Marks and app icon, transparent
	<code>assets/png/</code>	<code>raiseportal-favicon-16...64.png</code>	Browser tab and bookmark sizes
		<code>brand-guide.pdf</code>	This document
		<code>boilerplate.txt</code>	Copy-paste descriptions and tone notes

USAGE

Press, partners, accelerators and portfolio pages may use these assets to refer to RaisePortal without asking. Please don't alter them, and please don't use the mark to imply a partnership, endorsement, or investment that doesn't exist.

Corrections, unusual placements, or a format that isn't here —
brand@raiseportal.ai.

[SVG](#)
[PNG · TRANSPARENT](#)
[FAVICON 16–64](#)
[APP ICON 180–1024](#)
[OFL FONTS](#)