

LA FRENCH TECH

**BRAND BOOK**

*Bonjour,*

***W****e made this to help  
you understand who we are  
today and how to bring  
our brand—the entire  
French startup ecosystem’s brand—to life.  
Please read it carefully, reference it often,  
and take care to ensure that all expressions  
of our brand are as consistent and powerful  
as possible.*

*Merci,*

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**The French Tech Mission**

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01

# THE BRAND

## OUR MISSION

To make France one of the most attractive countries in the world for startups who want to get started, to conquer international markets and build a future that makes sense. French Tech is the nickname of French startup ecosystem and all those in it. A unique ecosystem that brings together startups, but also investors, policymakers and community builders.



## OUR BRAND VALUES

# 1

### STARTUP-CENTRIC

We honor and value our startups, particularly their founders and their teams. They are at the heart of La French Tech. We put them front and center, always. La French Tech is powered by their creativity and ambition, and we strive to continuously improve our work to match and exceed their expectations.

#### PLEASE DO

- Always spotlight startup founders, their companies and their stories. Brand awareness of our startups trumps the brand awareness of any other organization, including the French Tech Mission, Capitals and Communities.
- Ensure that at any given public occasion, it is primarily startup founders that wear the red origami rooster pin. Especially if they are part of a French Tech Capital/Community board or a French Tech program such as the French Tech 120.

#### PLEASE DON'T

- Let organisations do any form of “startup washing” with our brand. Unless there is a bizdev opportunity identified by our startups, the brand need not be associated with events that, for example, focus on digital transformation, corporate innovation, electoral campaigning or other areas that simply do not put startups first.
- Use institutional or corporate language or visual codes. We communicate as startups for startups.



## OUR BRAND VALUES

# 2

### AMBITIOUS

What we do, we do well. France has a culture of haute-couture in the arts, gastronomy, luxury and aeronautics—tech startups will be no different. With a long-standing tradition of excellence, we have the courage to challenge the status quo and pursue global success.

#### PLEASE DO

- Feature Next40, French Tech 120 and our best deeptech startups in communication targeting international audiences
- Ensure high quality of all French Tech events, in terms of content, speaker curation and experience



## OUR BRAND VALUES

# 3

### DIVERSE

We don't just accept diversity—we celebrate it. We know it takes people with different cultures, strengths, backgrounds for an entire ecosystem to succeed. We believe talent can and should come from anywhere. Our doors are open to all who share our values and mission.

#### PLEASE DO

- Ensure that at least 35% of the opposite sex must be represented in the speaker roster of all events that carry our brand.
- Translate all key content into English, taking into account that “international” no longer just means “abroad” but is already happening right here.

#### PLEASE DON'T

- Spotlight only Paris, leaving out our other amazing tech clusters.
- Define the “French” in French Tech as nationality, or “French Tech Communities” as clubs for French citizens only.





## OUR BRAND VALUES

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### PURPOSEFUL

We care about the future, and see ourselves an active force of positive change. We are not the “Silicon Valley of Europe,” nor do we strive to be. We gently challenge the status quo as we move forward with a model of our own: One that champions growth that comes with integrity and progress.

#### PLEASE DO

- When we select French founders who represent French Tech at large tech conferences, we ensure they carry this same optimism.
- When a company raises a round, cheer for job creation and the company’s opportunity to further their mission (and not just for funding.)

#### PLEASE DON'T

- Use single use plastic at any French Tech event. No effort is too small to minimise our impact on the environment!
- Adopt messaging that can be interpreted as nationalist, arrogant or distasteful. “Ex. Pardon my French, but I’m F\$#k\*ng good at tech.”



02

# BRAND LOGO

## MAIN LOGO

*Our wordmark is our logo in full form. It has been carefully crafted, and should be used with consideration throughout our whole design system.*

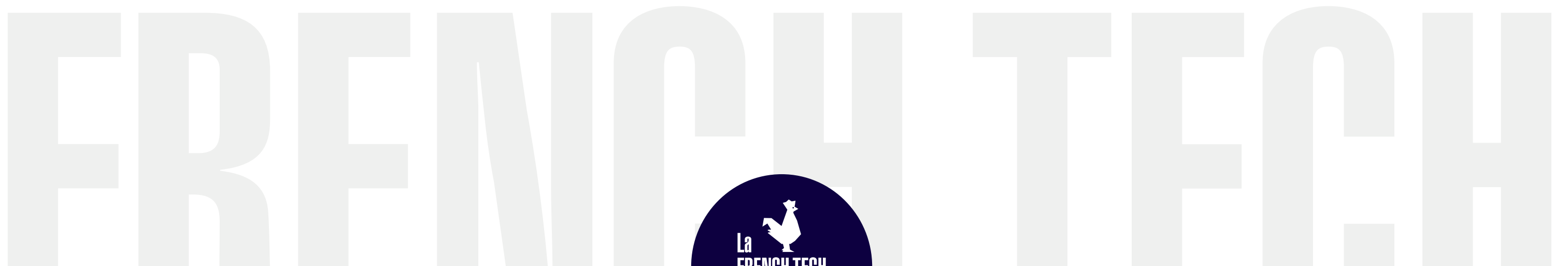
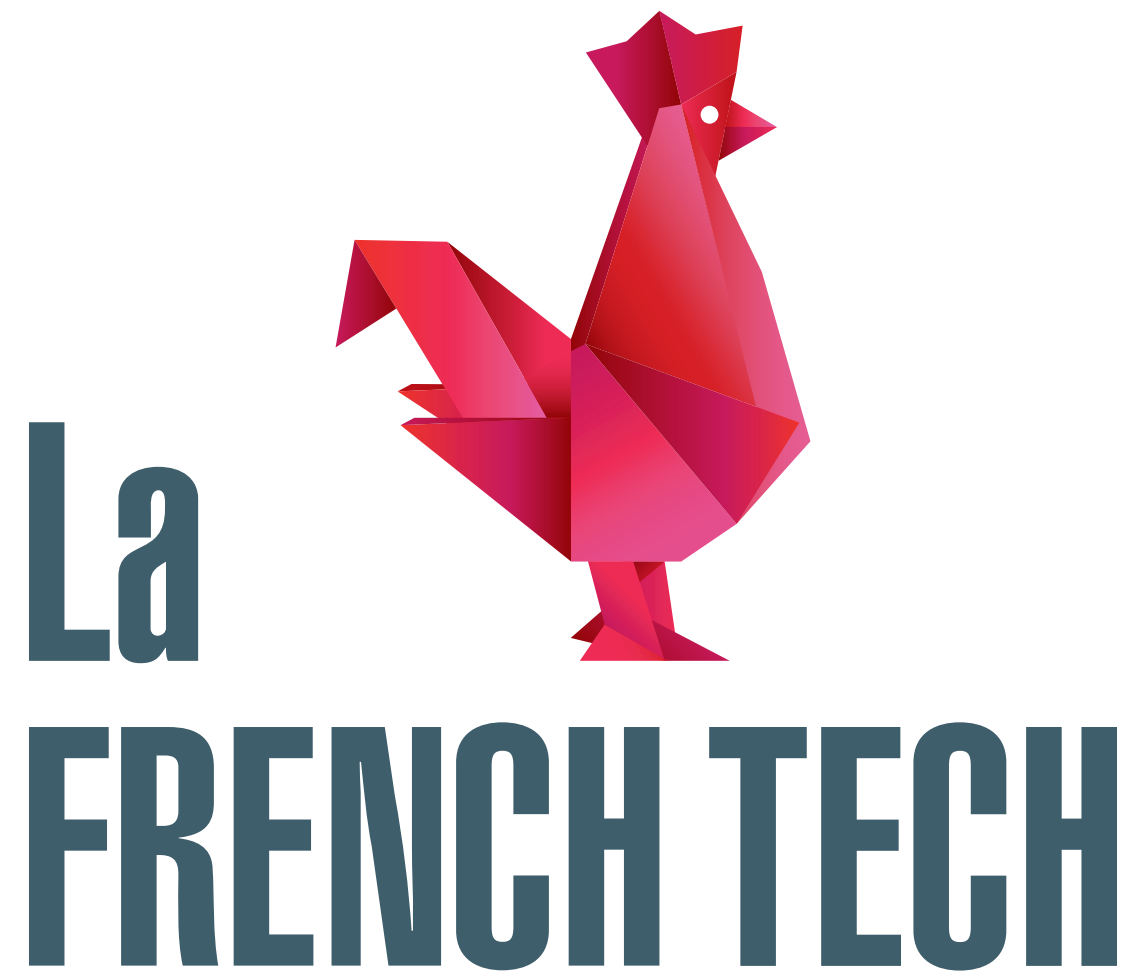
*We always rely on the wordmark first. We have equity in the name, and it should be the first brand mark the user sees.*

**minimum size print**

**0.3**

**minimum size screen**

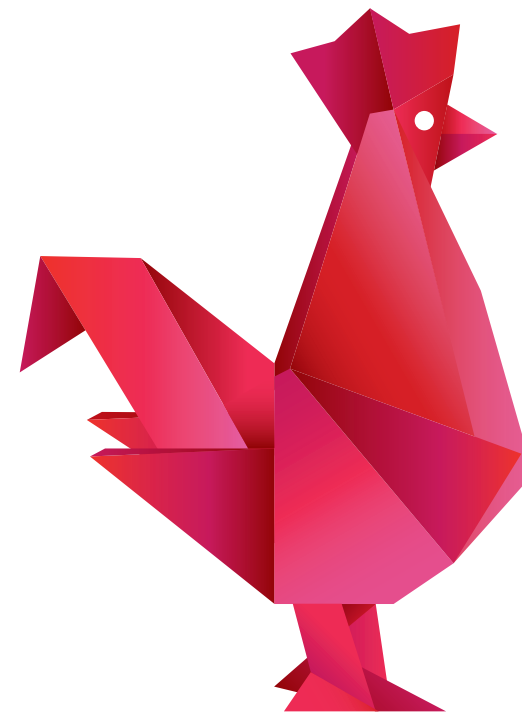
**30 px**



## DECLINATION



*logo in trap*

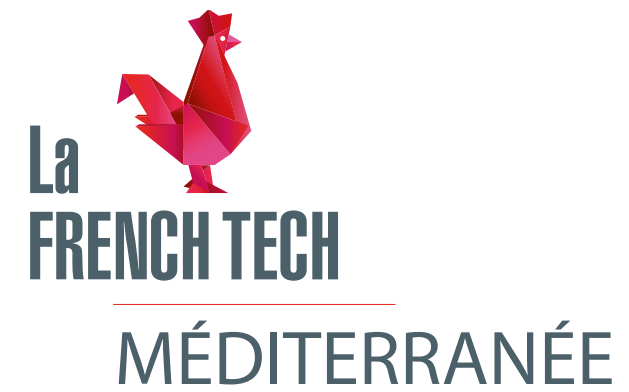
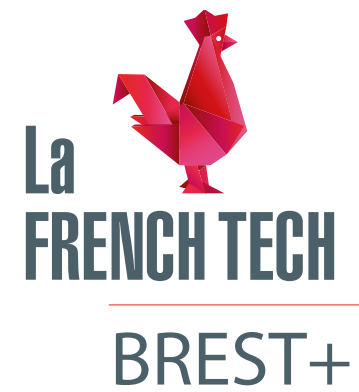


*icon only*

The logo can live without the brand name only in slides (PPT, Keynotes etc), when the footer does not allow to show the logo in its whole form. This is the only exception allowed.



CAPITALS LOGO



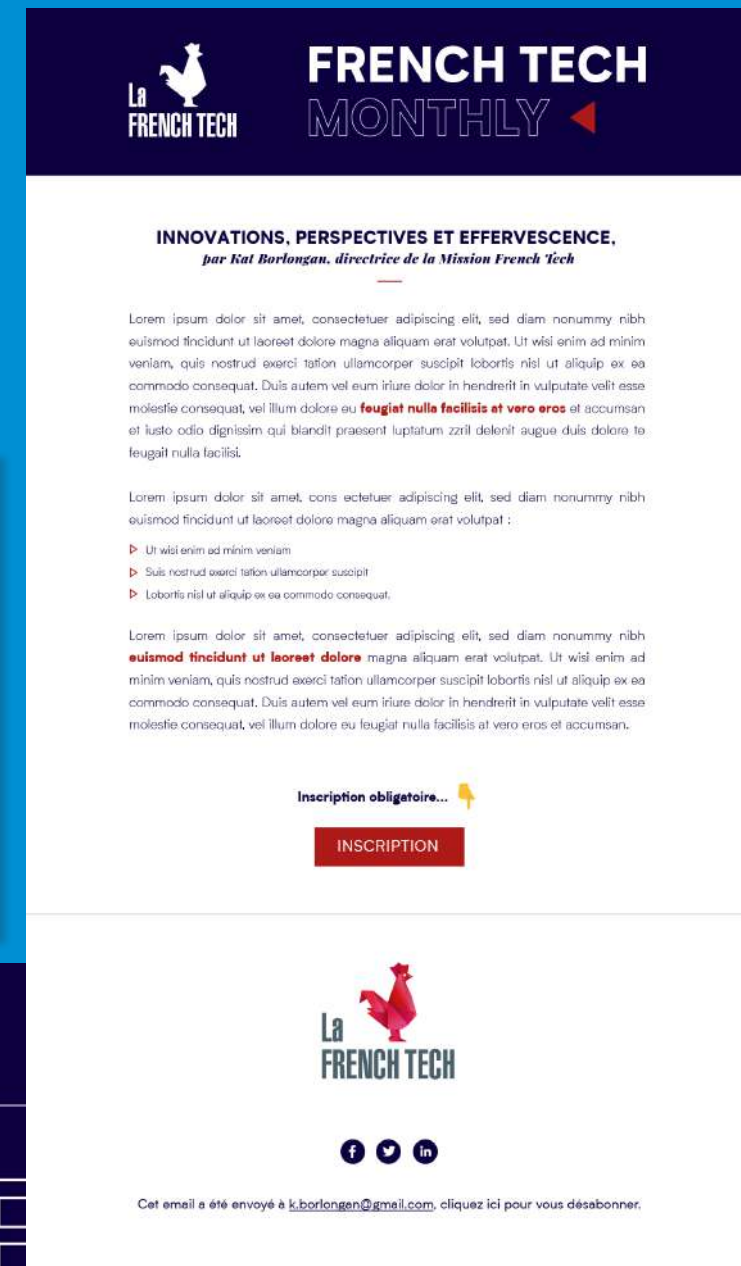
COMMUNITIES LOGO



## USE OF THE LOGO

*Guide d'embarquement*

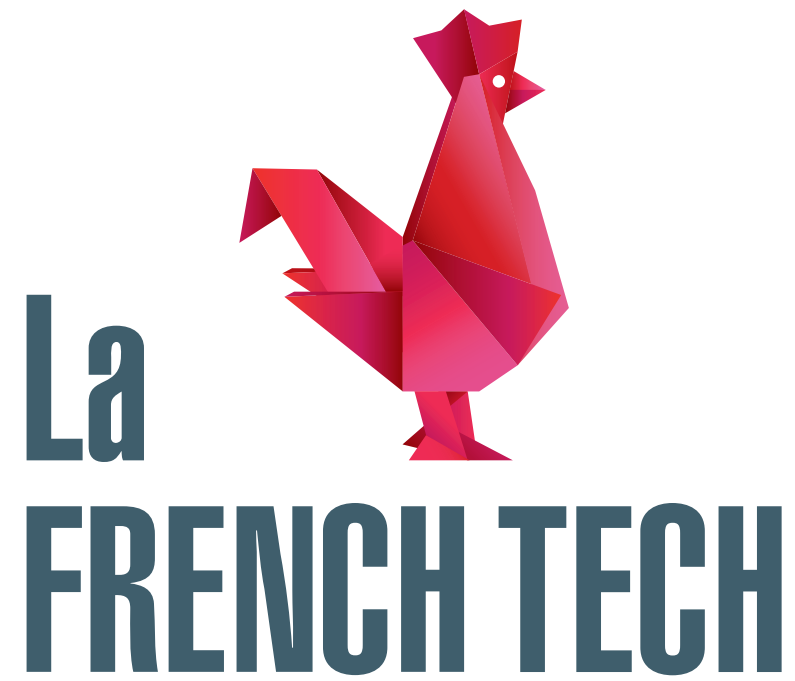
CAPITALES  
FRENCH TECH,  
**BIENVENUE  
À BORD !**



## PLACEMENT

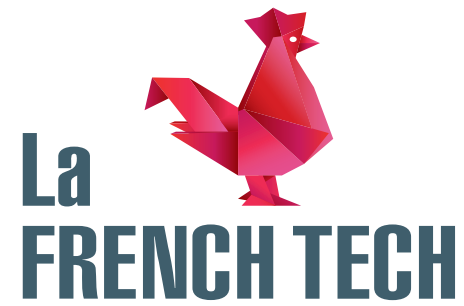


DO'S & DON'T



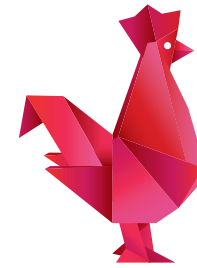
YES

Only the French Tech Mission is authorised to use the principal logo on swag. All others must first request written consent.



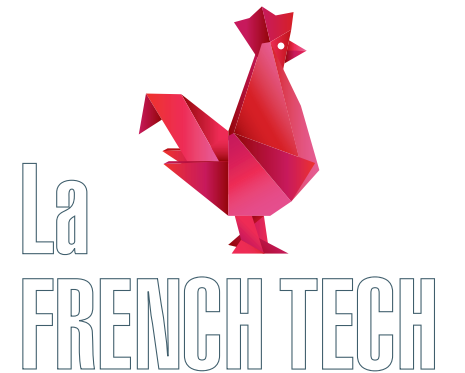
NO

The logo must not be deformed



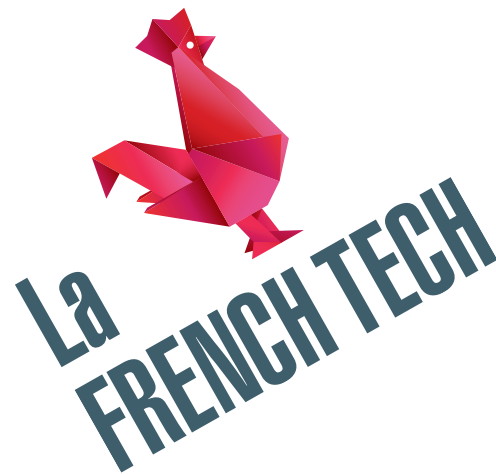
NO

The logo can not live without the brand name except the case presented in slide 12



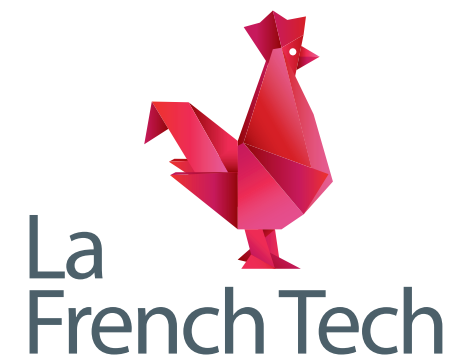
NO

The brand name can not be written in outline



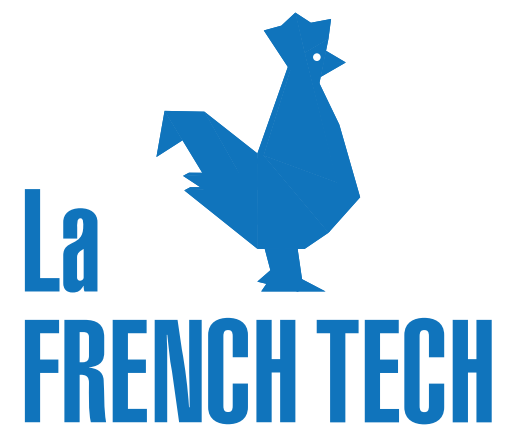
NO

The logo can not be rotated



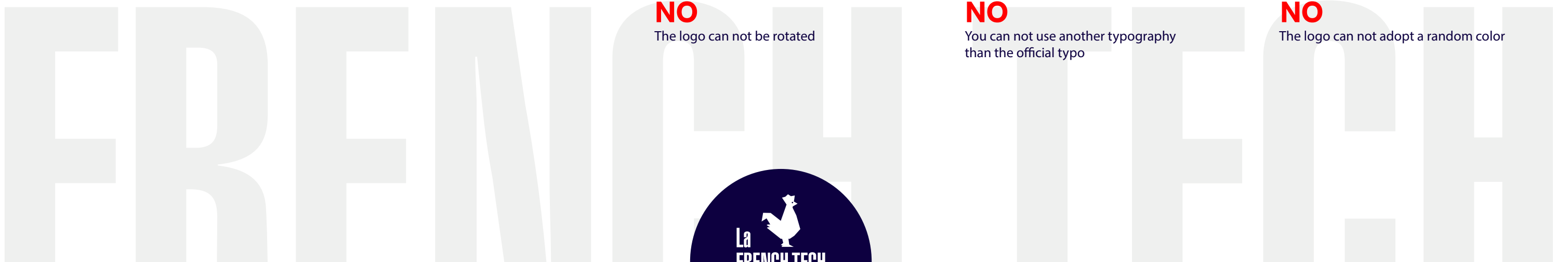
NO

You can not use another typography than the official typo



NO

The logo can not adopt a random color





03

# LABELS

FT TREMLIN



FT NEXT40



FT 120



FT SEED



FRENCH TECH



04

# COLORS

## MAIN COLORS



C : 100 R : 13  
M : 97 G : 0  
J : 40 B : 64  
N : 55

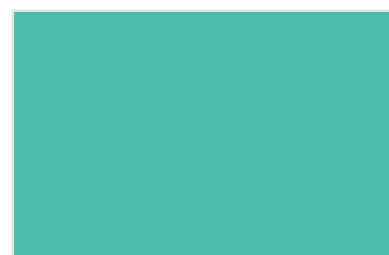
**#0d0040**



C : 0 R : 235  
M : 93 G : 37  
J : 63 B : 69  
N : 0

**#eb2545**

## SECONDARY COLORS



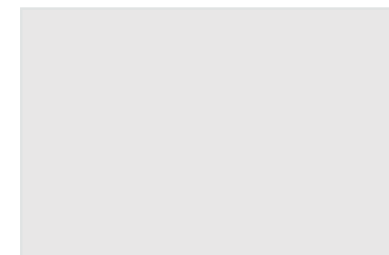
C : 66 R : 78  
M : 0 G : 188  
J : 40 B : 173  
N : 0

**#4ebcad**



C : 86 R : 0  
M : 62 G : 98  
J : 0 B : 255  
N : 0

**#0062ff**



C : 11 R : 231  
M : 8 G : 231  
J : 9 B : 231  
N : 0

**#e7e7e7**







### CORE AREAS OF EXPERTISE

France is running for European leadership in deep tech while advocating a global ethics for AI. French Tech also boasts great startups in technical areas like biotech, blockchain and nanotechnology.



05

# TYPOGRAPHY

## MAIN TYPOGRAPHY

# Biotif

## AaBbCcDdEeFfGgHh

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

## MAIN TITLE

# FRENCH TECH

BIOTIF BLACK CAPITALE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# *FRENCH TECH*

*BIOTIF BLACK ITALIC CAPITALE*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

# FRENCH TECH

BIOTIF BLACK CAPITALE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## SECONDARY TITLE

## French tech

Biotif black bas de casse  
abcdefghijklmnopqrstuvwxyz  
0123456789

## SUBHEADING

## FRENCH TECH

BIOTIF EXTRA BOLD CAPITALE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## CURRENT TEXT

## French tech

Biotif light bas de casse  
abcdefghijklmnopqrstuvwxyz  
0123456789



## SECONDARY TYPOGRAPHY

**PT Serif Bold**  
**AaBbCcDdEeFfGgHh**  
**0123456789**

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

**PT Serif**  
**AaBbCcDdEeFfGgHh**  
**0123456789**

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

***PT Serif Bold Italic***  
***AaBbCcDdEeFfGgHh***  
***0123456789***

*At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.*

***PT Serif Italic***  
***AaBbCcDdEeFfGgHh***  
***0123456789***

*At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.*



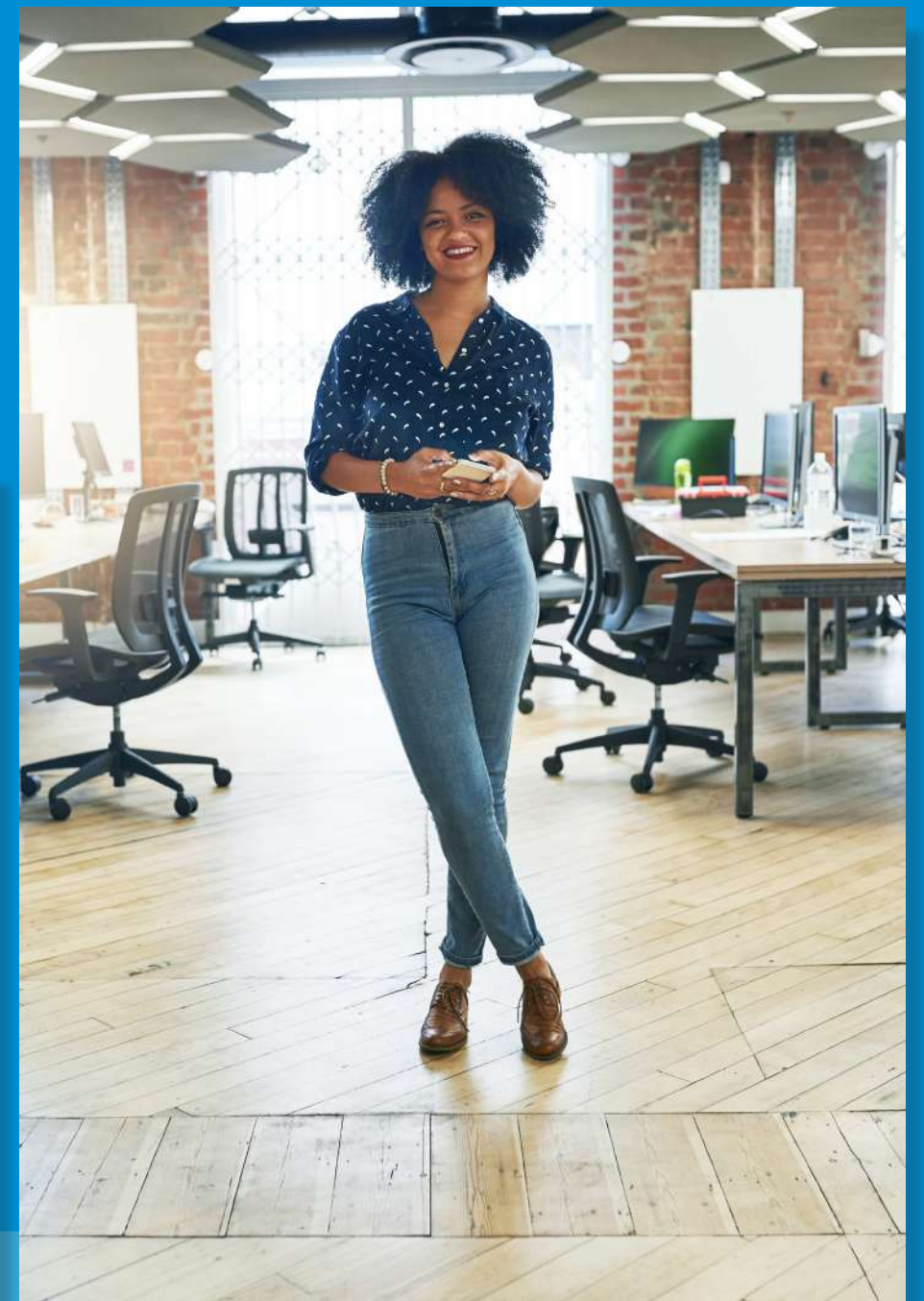


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# ICONOGRAPHY

## PHOTOGRAPHY

*The iconographic choices favor: the “real” people who make the startups: teams and founders, respect for diversity, the women’s place, the national and international territory (avoid using photos that are obviously not taken in France, but the “centric Paris” also), qualitative photos (without being arty). Focus on people, ideally showing some form of emotion and in their natural element. Avoid the use of overstylized filters to keep things warm and authentic and please avoid the use of blatantly stock images. Also, be careful when it comes to representing diversity.*



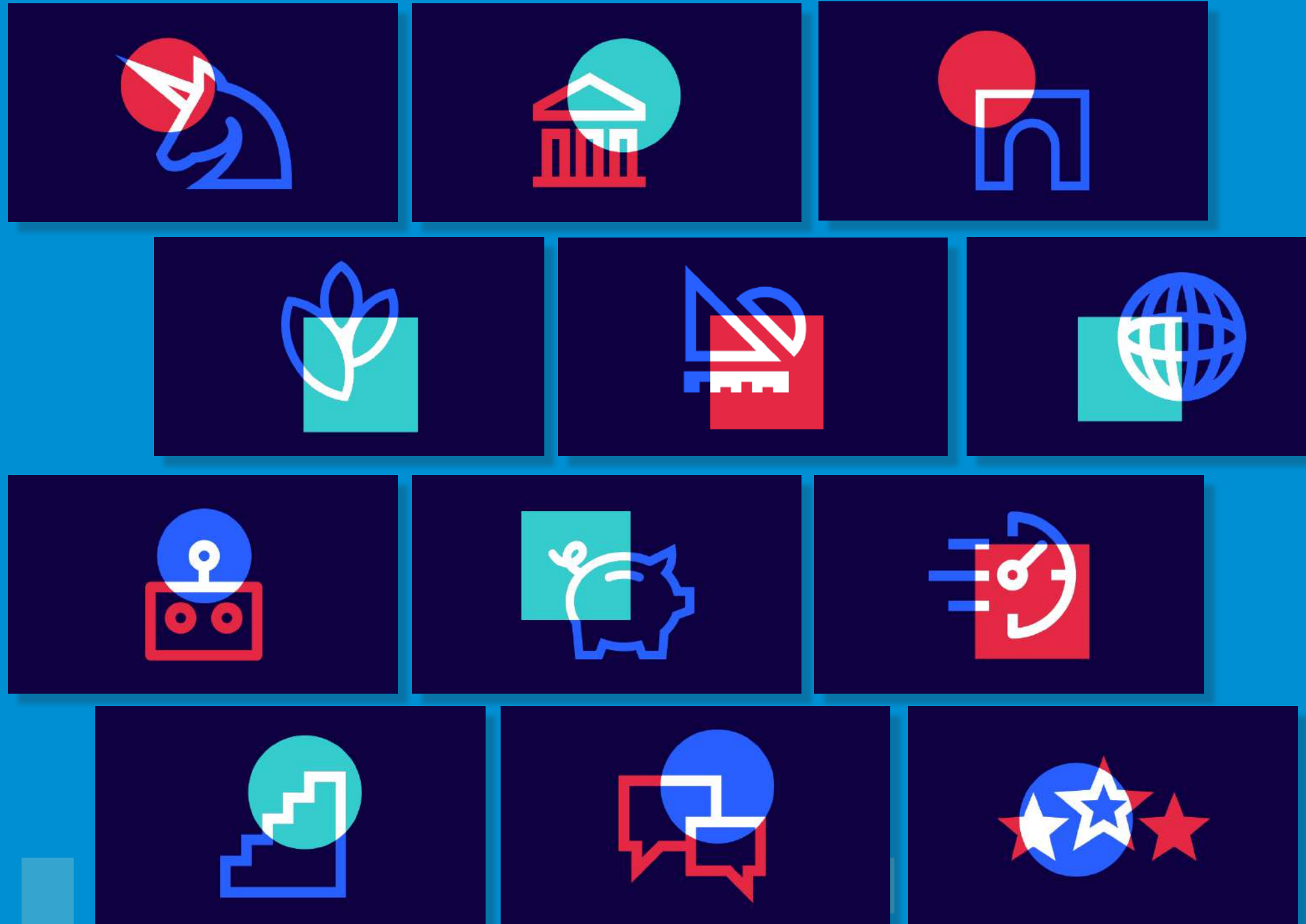
## ICONS

Icons allow us to communicate an idea quickly as a common visual language which effectively bridges language gaps.

They are effective when they are used to improve visual interest and grab the user's attention, or when they suggest a function and help guide users while they're navigating a webpage (as would a play button for example).

Use too many icons and they'll become nothing more than decoration.

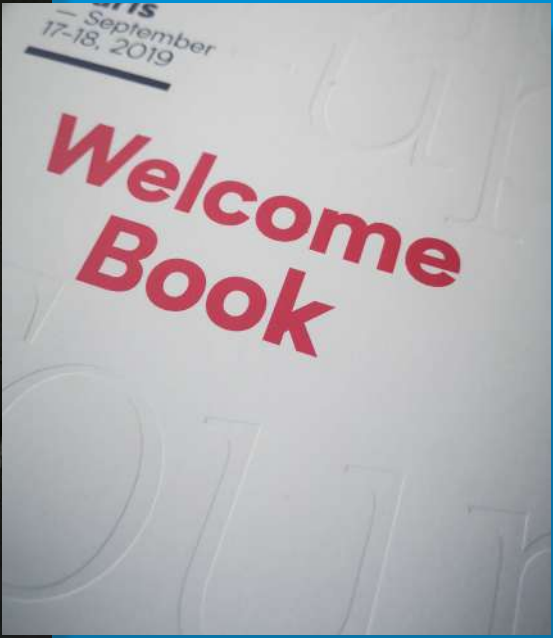
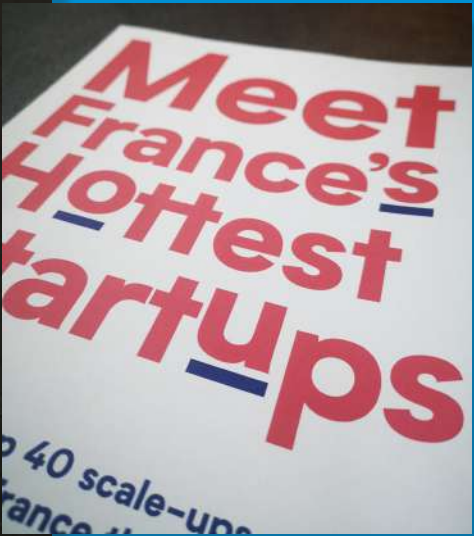
So we favor simple, minimalist icons that speak for themselves.



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# GRAPHIC UNIVERSE









La  
FRENCH TECH

# BIENVENUE À LA FRENCH TECH

Ce mouvement de startups françaises monte en puissance... Il n'attend plus que vous.

[t](#)
[f](#)
[M](#)

La  
FRENCH TECH

[À PROPOS](#)
[LA TECH FRANÇAISE](#)
[LA FRANCE AIDE LES STARTUPS](#)
[CONTACT](#)

FR | EN

## QUOI de neuf ?

Les nouveautés, les perspectives pour les startups



**Un Nouvel Investissement Pour Contribuer À La Transformation Numérique De Notre Système De Santé**

Un nouveau...  
Le...  
Le...  
Le...



**Ce Que L'écosystème Tech Français Gagne À Recruter Des Profils Étrangers**

Le...  
Le...  
Le...  
Le...



**Syntony Lève 6 Millions Et Précise Son Plan De Développement**

Le...  
Le...  
Le...  
Le...



**2,8 Milliards D'euros, 3 Licences - Premier Semestre Exceptionnel Pour La French Tech**

Le...  
Le...  
Le...  
Le...



« La French Tech » : c'est le surnom du mouvement français des startups. Un écosystème unique qui réunit des startups (donc), mais aussi des investisseurs, des décideurs et des community builders.

Notre mission : faire de la France un des pays les plus attractifs au monde pour les startups qui veulent se lancer, partir à la conquête des marchés internationaux et bâtir un avenir qui ait du sens.

→ [Ce qu'on fait pour les startups](#)

## QUOI de neuf ?

La  
FRENCH TECH

08

# CONTENT

*We always need to sound native to whatever language we're writing in. It goes without saying that--whatever language we're using--grammar, syntax and spelling mistakes are to be avoided at all costs in any language.*



## VOICE & TONE

**Conversational, but not overbearing.** We write like smart human beings, not like institutions. We connect with our readers in a warm way, without sprinkling exclamation points, unnecessary hashtags and emojis all over the place. Never use numbers and letters in place of words, like “4” instead of “for.”

**Confident, but not arrogant.** Use hyperbole elegantly, master the art of the humble brag and never be condescending. Celebrate the wins of people in our community.

**Expert, but not academic.** We make the complex feel easy—especially if you’re referring to French administration. We’re here to decode.

**Funny, but in a subtle and natural way.** Do not go out of your way to make a joke. Unless you are Louis Fleuret.

**Insiders, but not gimmicky.** We’re speaking to startups, as people from the startup community. They are our primary audience. Don’t worry about using terms like Series A, or trying to translate terms like “pitch” into French. Do not go overboard though by using unnecessary English words.

