



Brand Style Guide

THE HEART AND SOUL OF ENTREPRENEURSHIP IN BELGIUM

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Introduction



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This document is designed to provide a comprehensive overview of the diverse brands within Pulse Foundation's portfolio. It sets out clear guidelines to ensure each brand's consistency and coherence, reinforcing the value of our multifaceted brand architecture – our most prized asset.

In order to communicate consistently and effectively, it is important to “speak with one voice” and “show one face”. These brand guidelines are here to help you plan and execute communications with meaning, consistency and purpose. We can all be the gatekeeper of our brands if we make these principles our own.

Emmanuelle Ghislain
CEO Pulse Foundation

Our master narrative

Imagine a young person creating an app to democratize education, a team using AI to predict diseases or a baker serving fresh bread to neighbors. These are not just stories. They are living examples of entrepreneurs making a difference. Entrepreneurship is more than just a job or a trend. It’s a force for good, driving positive change and prosperity. It benefits both society and individuals profoundly, inspiring people to pursue dreams and personal growth. Entrepreneurship reshapes the world towards greater innovation, inclusivity and sustainability. This unwavering conviction drives our purpose : empowering entrepreneurship in Belgium.

Our mission is simple: to demolish every obstacle on the entrepreneurial path. We operate on three fronts. Firstly, we provide sustainable financial support and a collective acceleration program to non-profits already championing entrepreneurship.

Secondly, we have our own startup studio, incubating in-house programs to drive innovation and address gaps in the entrepreneurial ecosystem.

Currently, we have BEyond, helping innovative scale-ups achieve international growth, and Revival, aiding entrepreneurs who faced bankruptcy. Other initiatives will follow. Thirdly, we support entrepreneurs by spotlighting their needs using research and advocacy.

By 2030, Pulse aspires to be the guiding light for entrepreneurship in Belgium. We foresee a future where entrepreneurial ventures and societal projects help each other. Entrepreneurs should be socially driven, and societal projects should embrace entrepreneurial dynamism.

Pulse is more than a foundation; it’s a movement, a heartfelt commitment to breaking down every barrier that stands in the way of entrepreneurial dreams.

At Pulse, we fuel individual aspirations and foster societal transformation in Belgium.

Our master narrative



CONVICTION

We deply believe that entrepreneurs can **save the world.**



PURPOSE

We are here to **empower entrepreneurship** in Belgium



MISSION

We're dedicated to **demolishing every obstacle** on the entrepreneurial path.

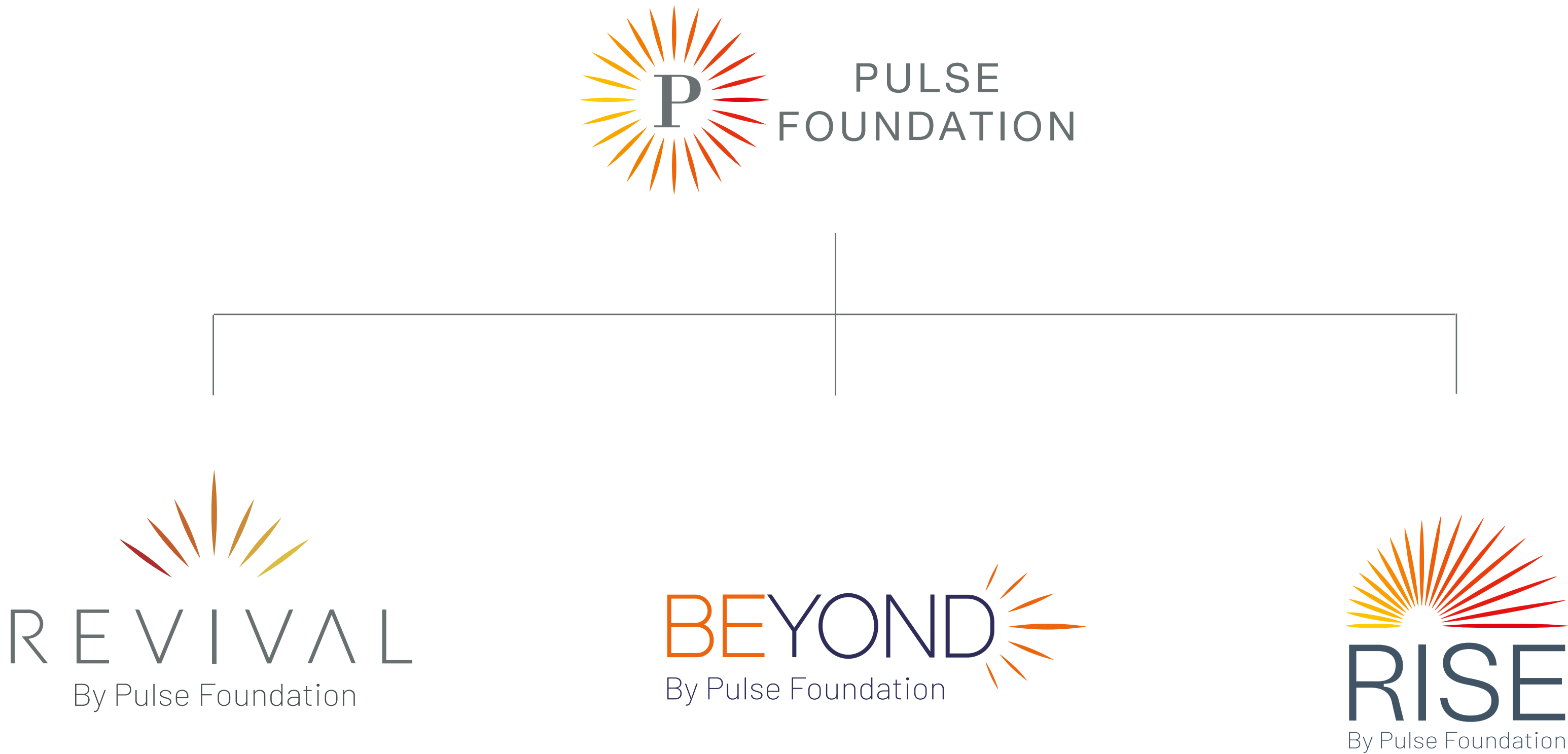


AMBITION

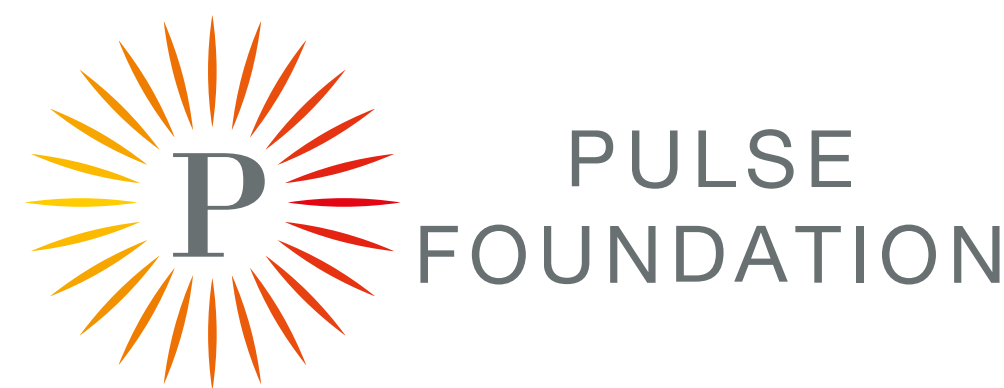
By 2030, we aim to be **Belgium's guiding light in entrepreneurship.**

Brand architecture

A short overview of the brands within the Pulse Foundation’s portfolio and their relation to the master brand.



Deep dive into the brands



We’re Pulse, a Belgian foundation, supported by families with entrepreneurial roots. We’re neutral in politics and financially independent. We empower entrepreneurship in Belgium because we believe it can change society and help individuals fulfill their dreams. Pulse is more than a foundation; it’s a movement, a heartfelt commitment to breaking down every barrier that stands in the way of entrepreneurial dreams.



BEyond is the bridge to international success for Belgian innovative scale-ups. Embark on a 12-month journey and benefit from top-tier mentorship, hands-on workshops, and a thriving community of peers. Beyond is not just about scaling; it’s crafting a future of unprecedented reach and impact. We’re in it for your success, not equity. Realize your grand vision beyond Belgium.



Revival offers a safe space for entrepreneurs who have faced bankruptcy to rebuild personally and professionally. Join our journey, turning your failure into a fresh start. Benefit from dedicated coaches and mentors, enriching workshops and a supportive community by your side. Revival isn’t just recovery; it’s about reigniting your passion and dreams. And it’s all free. Seize your second chance with Revival !



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Orci dapibus ultrices in iaculis nunc sed augue lacus viverra. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Orci dapibus ultrices in iaculis nunc sed augue lacus viverra.

Logos

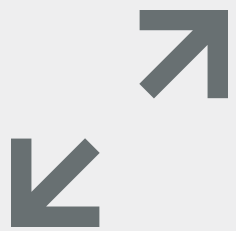


A logo is a unique symbol or design that represents a company.

Only logos produced from the original files should be used. There should be no transposing, redrawing or typesetting the elements of the Logos.

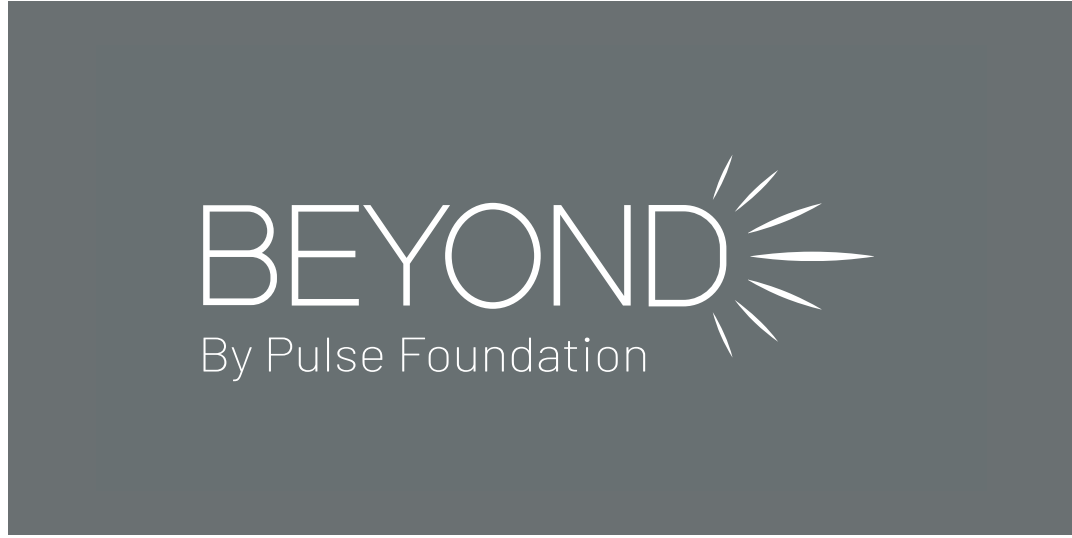
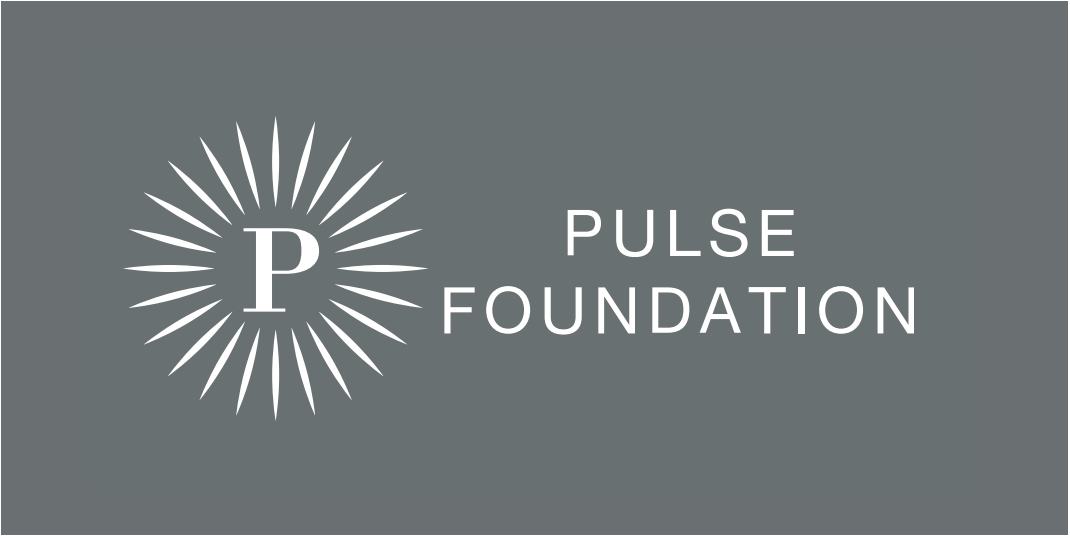
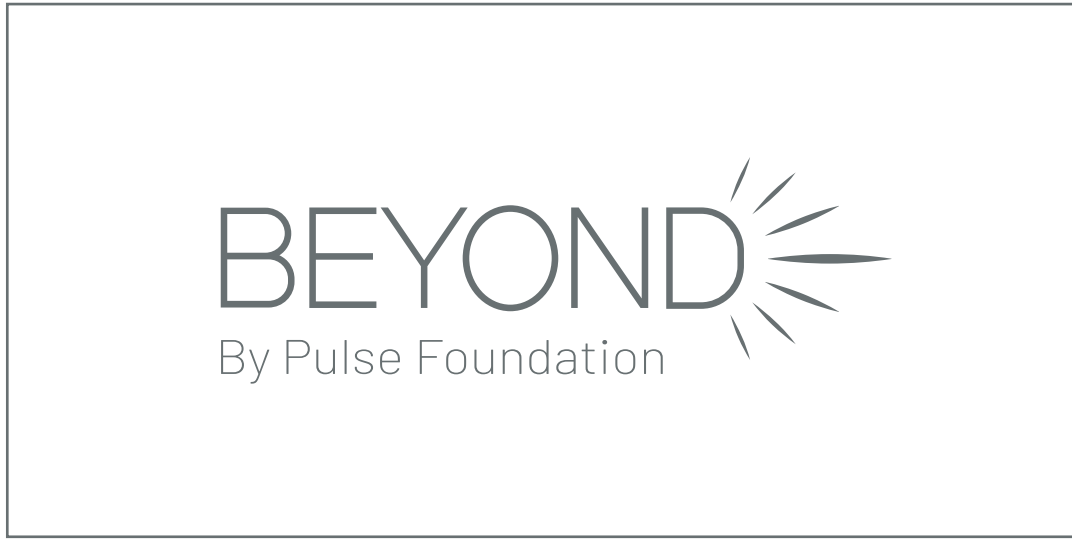
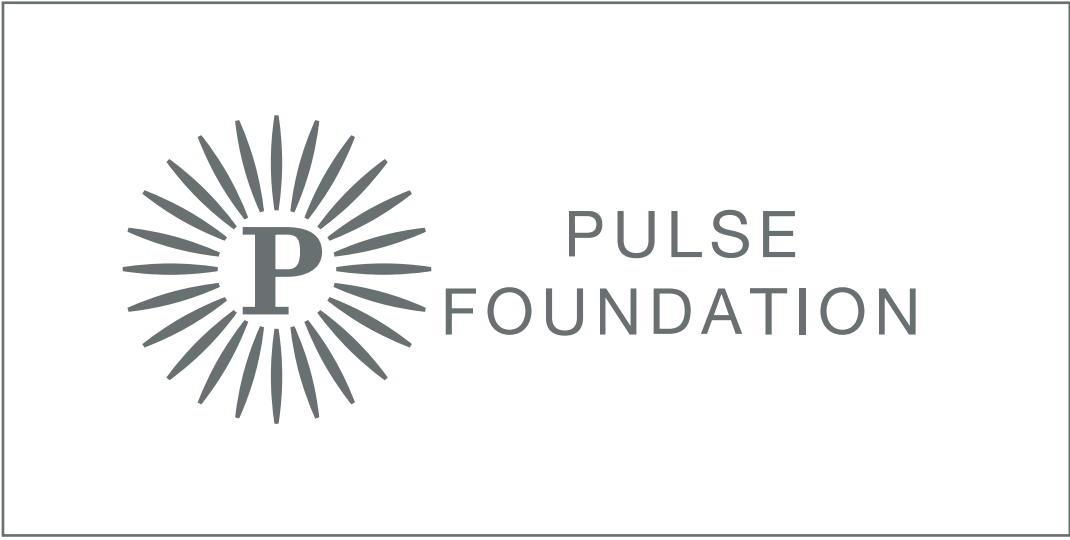
Logos

To ensure maximum visibility for our brand, we have defined a protection zone around the logo. No graphic elements or text may be placed within this area.



The logo’s minimum size is 10mm for print and 50 pixels for digital applications.

Logos



Colours

Our colour palette is a key element in our brand presentation. Colour acts as a significant asset, boosting our brand’s recognisability.

Grey and orange are our primary brand colours.

Grey symbolizes professionalism, neutrality, and balance, conveying a sense of calm and composure.

Orange, on the other hand, represents energy, creativity, and enthusiasm, adding a vibrant and dynamic aspect to our brand identity.

Blue symbolizes trust, depth and wisdom, adding a reassuring and thoughtful aspect to our brand identity.

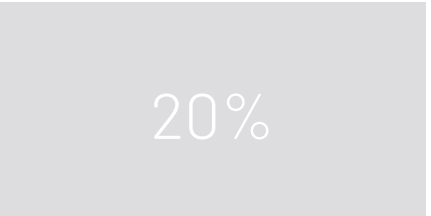
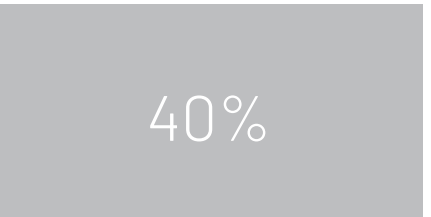
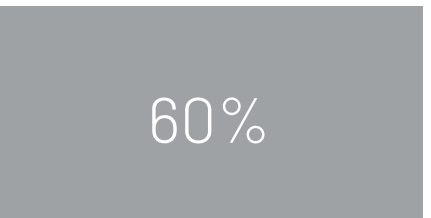
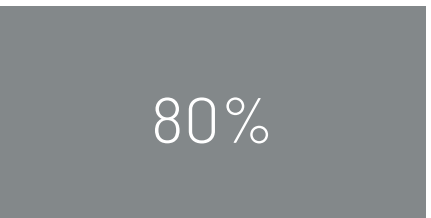
Gradients can be made from the main colours.



CMJN
56, 40, 40, 30

RGB
104, 112, 114

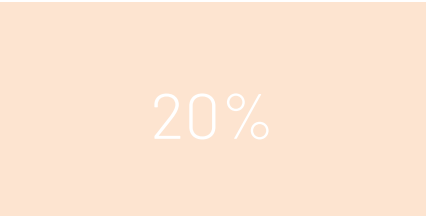
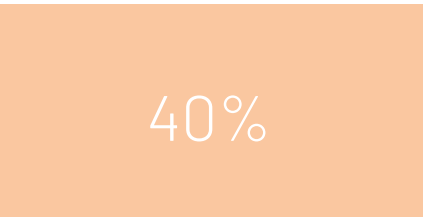
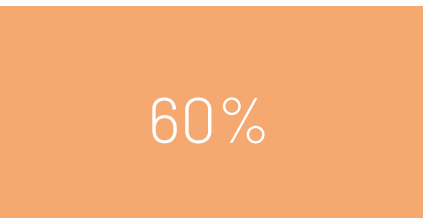
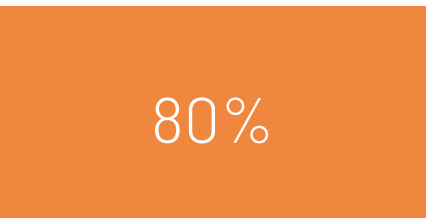
HEX
687072



CMJN
1, 70, 99, 0

RGB
235, 102, 13

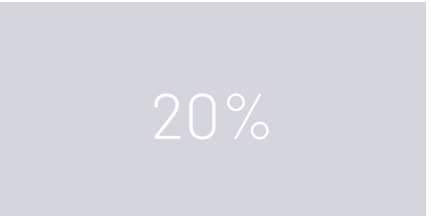
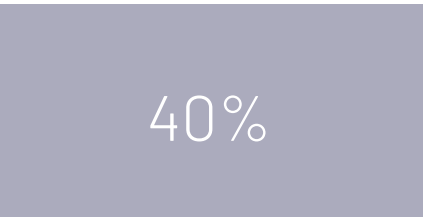
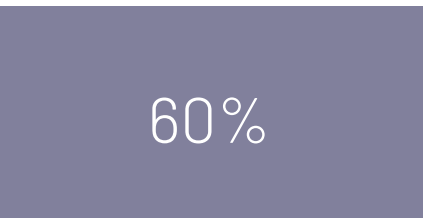
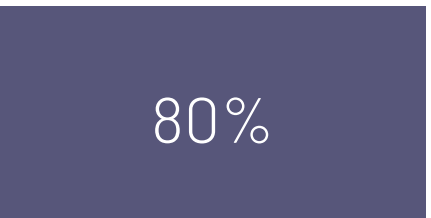
HEX
ea660d



CMJN
95, 90, 32, 28

RGB
45, 44, 89

HEX
2d2c59



Gradient



CMJN
0, 21, 93, 0

RGB
255, 203, 0

HEX
ffc000

CMJN
0, 100, 98, 0

RGB
227, 6, 19

HEX
e30613

Typography

The right typeface will never go out of style. Our distinctive typographic approach enhances our messaging through its contemporary and authentic characteristics.

Barlow is our primary and most visible typeface. Its clean and open characteristics give our brands a modern and approachable feel, aligning seamlessly with our visual identity.

Barlow’s versatility and readability ensure that our message is conveyed with clarity and style, complementing our logo perfectly.

Typography

Barlow

Designed by Jeremy Tribby

Barlow is a clean, confident and modern geometric font that renders well across print and the web. Barlow is a Google font and can be downloaded directly below.

<https://fonts.google.com/specimen/Barlow>

For office use, please use the Arial font.

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Weights

Barlow Thin

Barlow Extralight

Barlow Light

Barlow regular

Barlow medium

Barlow Semibold

Barlow Bold

Tone of voice

« People don't always remember what we say or even what we do, but they always remember how we made them feel. »

Tone of voice guidelines ensure consistency and strengthen our brand personality at all communication levels. Not speaking clearly to your target groups results in poor performance.

Tone of voice



Charismatic and Visionary

Pulse speaks with a voice that is charismatic and visionary, harmonizing the wisdom and elegance of its foundational families with the dynamic spirit of entrepreneurship. It encourages with a tone that is both reserved and bold, inspiring individuals to carve out revolutionary paths while maintaining a sense of grace and restraint. The language is a beacon, resonating with deep-seated beliefs in the transformative power of entrepreneurial initiatives. It embodies a mature yet vibrant mentor, guiding dreamers and doers alike with hope, inspiration, and unwavering commitment to societal progress through entrepreneurial endeavor. It stands as a powerful force, galvanizing action through a balanced blend of tradition and innovation.

Tone of voice



Empathetic and Empowering

Revival communicates with a tone that seamlessly blends professionalism, optimism, and empathy. While it recognizes the challenges faced by its audience, the emphasis remains on forward momentum, resilience, and growth. It acts both as a supportive ally and a catalyst, nudging individuals to rediscover their potential while also creating a safe space for reflection and reorientation. Its voice resembles that of a seasoned mentor who understands the rough patches but is more focused on the brighter horizons ahead. Revival reignites ambition, consistently empowering individuals with both warmth and a proactive spirit. It fosters a balanced relationship, one that acknowledges past setbacks yet is dynamic and inspiring. Through its words, it sends a reassuring message: “We understand where you’ve been, and we’re here to ensure your next steps are toward success.”

Tone of voice



Dynamic and Visionary

BEyond communicates with a dynamic and fast-paced rhythm that echoes the innovative and adventurous spirit of the tech lands- cape it operates in. Its language is bold, resonating with ambi- tion and a visionary outlook that pushes boundaries. It portrays a growth-oriented and resilient personality, ready to challenge and energize its beneficiaries towards unprecedented heights. The tone is agile, and possibly slightly disruptive, reflecting a forward- thinking mindset and an environment where resourcefulness is key. It is the voice of a vibrant mentor, inspirational, and transfor- mative, encouraging Belgian tech scale-ups to be audacious, to imagine, and to conquer on a global stage.

Tone of voice



By Pulse Foundation

Calm, Clear, and Empowering

First Lights communicates with a tone that blends clarity, reassurance, and professionalism. It understands the stress, confusion, and isolation entrepreneurs may experienced. Its voice remains calm and accessible, transforming overwhelming administrative processes into clear and actionable guidance.

The tone is simple, direct, and reassuring, designed to reduce anxiety and restore a sense of control even in moments of uncertainty. First Lights speaks like a steady guide: composed, trustworthy, and solution-oriented. It encourages autonomy while remaining present when human support is needed. Through every interaction, it sends a clear message: “You are not alone, and there is always a next step.”

Tone of voice



Expert and Differentiating

FDT Health Impact Grant communicates with an expert and credible voice that bridges the clinical world with entrepreneurial innovation. Its tone is both reassuring and ambitious, grounded in evidence-based solutions while maintaining a forward-thinking perspective on what's possible in healthcare. It speaks to early-stage innovators with deep sectoral understanding, recognizing the unique challenges they face while providing clear, accessible guidance. The voice is collaborative and supportive, emphasizing the pay-it-forward model and the collective strength of the ecosystem. It balances professionalism with approachability, positioning FDT as a trusted partner who understands both healthcare complexity and startup realities. Through its words, FDT inspires confidence: "Your innovation matters. We have the expertise, network, and resources to help you prove it and scale it responsibly."

Tone of voice



Collaborative and Catalytic

Rise communicates with a collaborative and insightful tone, speaking to social-profit organisations as true partners in systemic change. Its voice balances strategic guidance with genuine support, acting as a trusted facilitator of peer learning and ecosystem bridges. Rise embodies the voice of a seasoned mentor who understands social entrepreneurship and is invested in each partner's growth. Through evidence-driven storytelling and measurable impact, it empowers organisations to grow stronger, collaborate boldly, and reshape their communities. It stands as the voice of a unified movement—purposeful and steadfastly committed to proving that together, social-profit organisations accelerate change and create lasting impact.

Pulse is more than a foundation.

It's a movement a heartfelt commitment to breaking down every barrier
that stands in the way of entrepreneurial dreams.

