prototype.club

CORPORATE PRESENTATION

2023 edition

prototype.club

CONTENTS

ABOUT US

WHAT WE DO:

prototype.club is a procurement-compliant business contracting platform that connects talented service providers with organizations seeking their expertise. We empower individuals and startups to showcase their skills and pre-qualify as service providers, leveling the playing field for businesses.

WHY WE DO IT:

We believe in driving innovation, simplifying processes, and saving costs. Our mission is to bridge the gap between forward-thinking specialists and corporations, ensuring that valuable ideas are not delayed or dismissed but put into action.
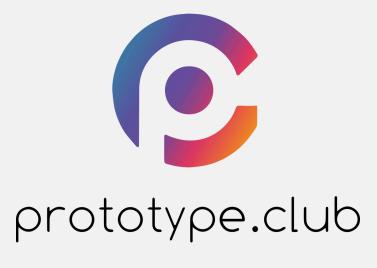
HOW WE DO IT:

We achieve this by developing an accessible and efficient platform that fosters collaboration, empowers individuals and startups, and transforms procurement into a seamless experience for all stakeholders. At prototype.club, innovation meets opportunity, creating a brighter future for businesses and service providers alike.

LOGOS

Our logo integrates the letters P and C and features multiple colors, reflecting our inclusive approach and commitment to innovation. The arrow symbolizes our role as an accelerator in supporting startups and driving digitization forward in established companies.
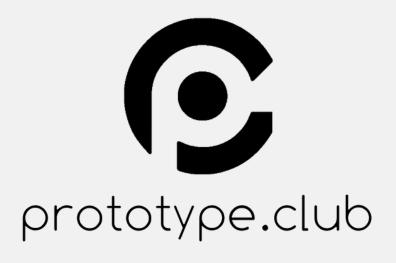
Main logo

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Logo for black and dark backgrounds

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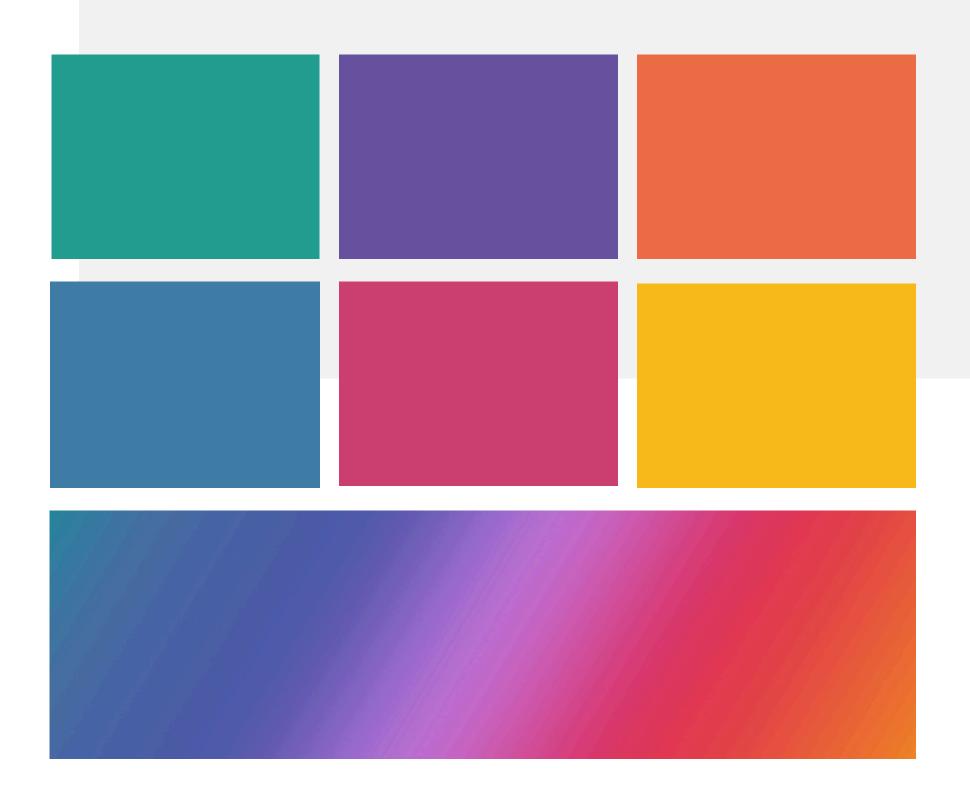**Logo for white and bright backgrounds**

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COLORS

Colour codes for color gradient in this order:

#219C8E (green)
#3E7CA5 (blue)
#65519D (purple)
#CB3F70 (red)
#EB6B44 (orange)
#F7B91A (yellow)

Colors may also be used individually

TYPOGRAPHY

We use the **Roboto** and the **Roboto Condensed font** to convey clarity and modernity. The font size of headings 20 and text 12. Line spacing 1,15.
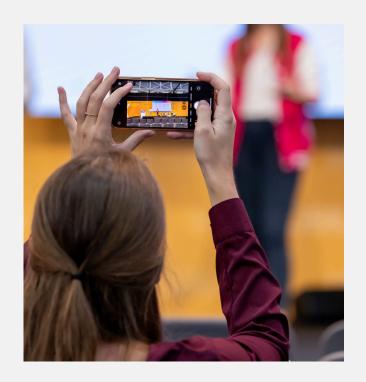
SPELLING

The brand name is always spelled as "prototype.club."

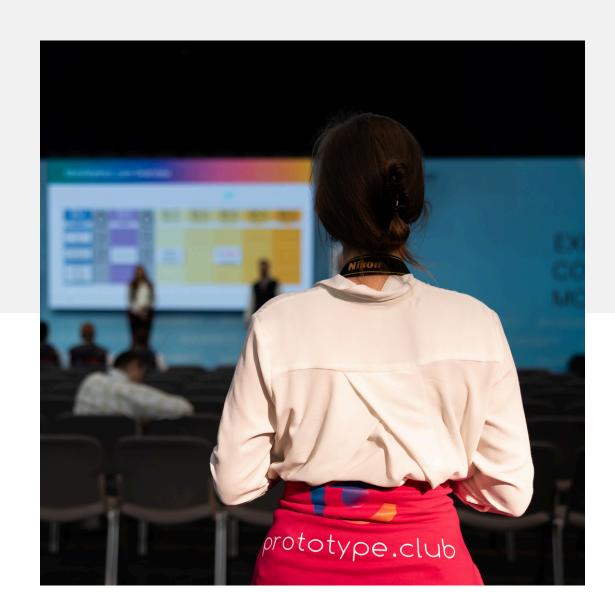For the event names it is spelled: "XYZ.prototype.club"

WORDING & TONE

Wording:

Please use the following wording:

- "Innovation competition" or "developer sprint" instead of Hackathon
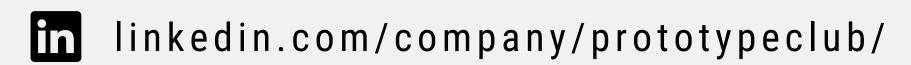- "Challenge partner" and "participants"/"startups"

Tone:

We use American English as our main language. Everybody can address us with our first name and in German with 'Du'. We usually also communicate with our community like that.

CONTACT

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