

CONGRATS ON BEING FUNDED!

Funding Announcement Design Kit

You just raised funding – congratulations! Now it's time to announce it to the world in style. A funding announcement is more than a news update; it's a chance to build credibility, attract talent, and get people excited about your company's journey.

SECTION 1: HOW TO SHARE THE BIG NEWS IN STYLE

On-brand graphic design tips for your big announcement

This kit provides on-brand graphic tips and a launch day checklist to make your announcement memorable and professional.

01

Stick to Your Brand Look

Use your company's official logo, colors, and fonts on all announcement graphics. Consistency here signals that the news is coming from your company, reinforcing brand recognition. (E.g. if your brand color is biotech blue, that should be the dominant accent on your announcement image or banner.)

02

Make the Headline Pop

The key info – “\$X Million Raised” or “Announcing our Series A” – should be impossible to miss. Choose a clear, large font for the funding amount and round name. This is the hero of your graphic. Pair it with a short tagline or sub-text that hints at why it matters (for instance, “Fueling our mission to [solve XYZ].”). Keep text minimal and punchy so it’s digestible at a glance.

03

Include a Relevant Visual

Great visuals amplify your message. Consider incorporating an on-brand imagery element: for example, a photo of your team in the lab, a graphic of a molecule you’re working on, or an illustration from your product. The image should reinforce your story (a happy team, a scientific breakthrough image, etc.) but not distract from the main announcement text. Avoid generic stock photos; use imagery that feels authentic to your biotech’s identity.

04

Ensure Readability

Use high-contrast design (light text on dark background or vice versa) and avoid clutter. People might see your announcement on a busy social feed or small phone screen, so clarity is king. Test that your logo and text are legible even at smaller sizes. Stick to simple backgrounds and one or two highlight colors. If using any icons or graphics, keep them clean and in line with your brand's style.

05

Multiple Formats for Multiple Channels

You might want to share the news on LinkedIn, Twitter, your website, etc. Prepare your graphic in the optimal dimensions for each platform (e.g. a horizontal image for Twitter, a more vertical or square for LinkedIn or an email header). This way, your announcement looks polished everywhere. A Figma template can help you easily resize and rearrange elements without starting from scratch – we've included one in this kit so you can create cohesive graphics across all media.

SECTION 2: HOW TO SHARE THE BIG NEWS IN STYLE

Funding Announcement Launch Day Checklist

CHECKLIST ITEM 01

Craft a Brief, Powerful Story

Don't just drop a number; put the funding in context. Prepare a short founder's message or blog post about what this funding means – e.g. how it helps advance your mission or why you're excited about the new investors on board. This narrative gives your announcement depth beyond the headline figure. (Often, the best funding announcements read like "We're thrilled to announce... here's what we're building and why it matters.")

CHECKLIST ITEM 02

Press Release & Media Outreach

If you're pursuing press, have a press release ready on launch day. Use a press kit with your logo, team photos, and a one-page fact sheet about your company (many journalists appreciate this)

CHECKLIST ITEM 03

Send the News Out Early

Send the news under embargo to key media outlets a day or two early if you aim for coverage on TechCrunch or industry press. Otherwise, publish the press release on your site's News section for reference.

CHECKLIST ITEM 04

Update Your Website

On announcement day, ensure your website reflects the big news. Publish your blog post or press release. Add a brief banner or callout on the homepage like “Just Announced: \$X Series B to accelerate [project]” with a link to details. And importantly, if your goals include recruiting or sales leads, update your call-to-action: expect more traffic, so have a “Contact Us” or “Careers” button visible for curious visitors.

CHECKLIST ITEM 05

Coordinated Social Media Blast

Post your announcement graphic and a friendly caption on all your active social channels (LinkedIn, Twitter/X, possibly Instagram if applicable). Tag your new investors and partners – they often will reshare, boosting your reach. Encourage your team members to like/share the post for extra amplification. Timing-wise, avoid late Friday releases; mid-week mornings often get better engagement (and be mindful of holidays or big competing news). versionone.vc

CHECKLIST ITEM 06

Email and Internal Comms

Don't forget to share the news directly. Send a concise announcement email to your company's newsletter subscribers or key stakeholders. It can mirror your blog post – highlight the funding and what's next. Also, inform your entire team (if you haven't already in planning) when to start sharing on their personal networks. They'll be your biggest cheerleaders if you give them a heads-up and maybe even a sample blurb to post.

CHECKLIST ITEM 06

Post-Announcement Follow-ups

Once the news is out, be ready for incoming interest. Have someone assigned to monitor and respond to inquiries that day – whether it’s an inbound investor email, a partnership query, or just congratulatory messages on social. Prompt, gracious responses keep the goodwill rolling. Also, consider a quick thank-you shout-out on social to everyone who engaged (“Thank you for the love – we’re excited for what’s ahead!”). It adds a human touch after the more formal announcement.

GOOD LUCK OUT THERE

By following these design tips and checklist items, you'll maximize the impact of your funding news. A well-branded, well-coordinated announcement not only grabs attention but also strengthens your credibility in the eyes of investors, partners, and future hires.

And congrats again – now go share that big news with confidence!

Find more to learn:

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