



VENTURE
PARTNERS

BRAND GUIDELINES 2019



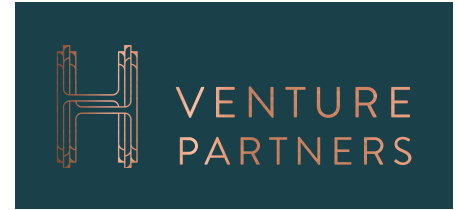
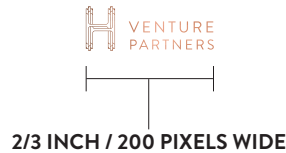
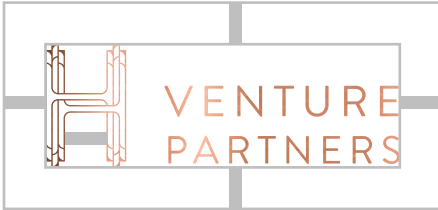
Logo Spacing: Use the space between the two strokes of the H to measure the padding required around the logomark.

Minimum Logo Size: Make sure the logo is legible, this is the smallest it should appear.

Logo on different backgrounds: whenever possible, use the vertical copper logomark on the dark teal background, otherwise we prefer the copper vertical logomark on white.

Vertical Logotype

H Venture Partners is a modern brand that provides new investment opportunities in the consumer goods space. To keep our message clear, we ask that whenever the H Venture Partners logo is used, its appearance adheres to the guidelines laid out within this document. Please do not alter the logo in color, layout, or any other visual way. Maintaining the consistency of our brand helps it grow and makes our community stronger.



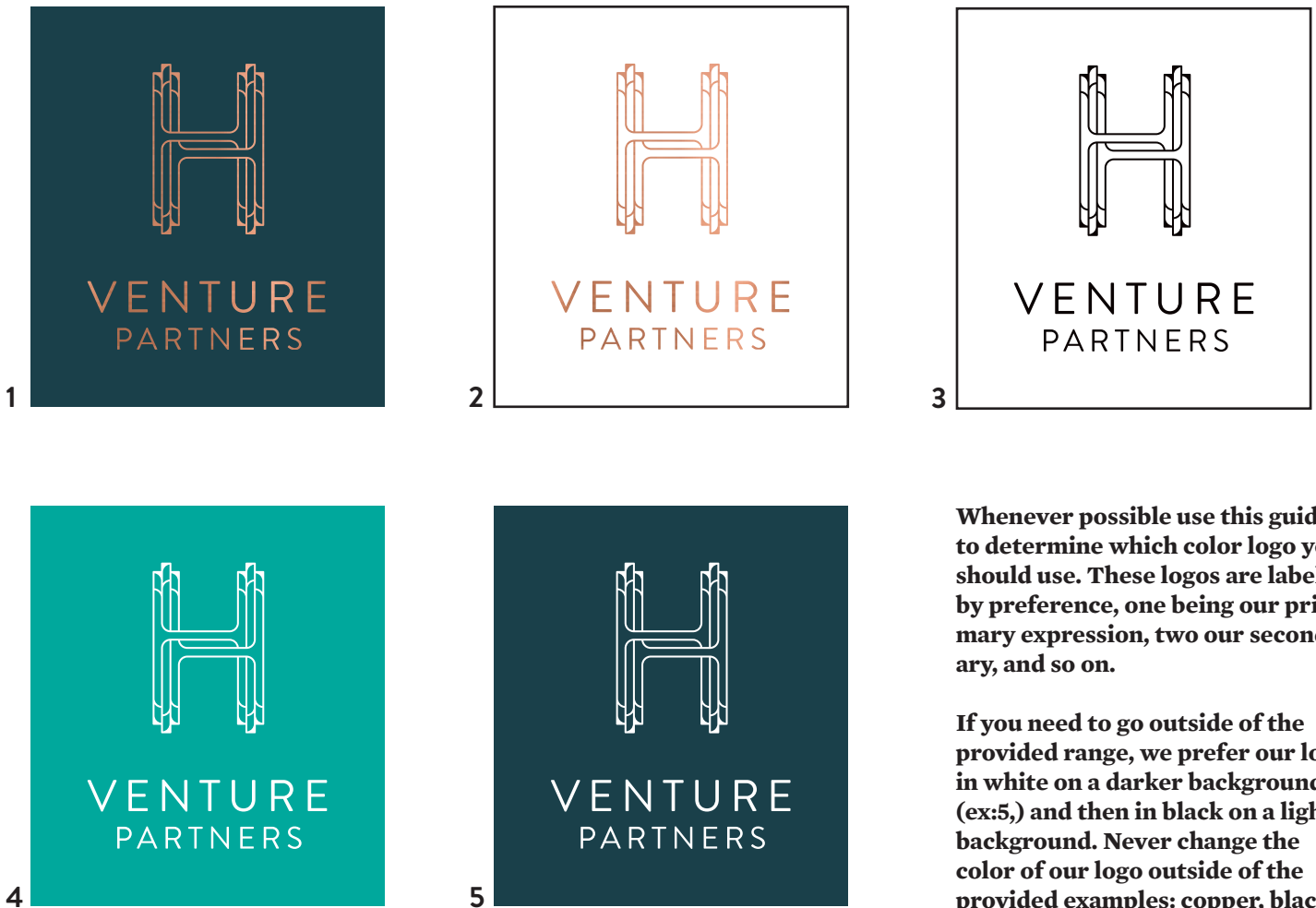
When spacing requires, we have a horizontal logomark available. The padding formula is the same as the vertical logo: the counter space between the strokes of the H can be used to determine the padding.

Minimum Logo Size: Make sure the logo is legible, this is the smallest it should appear.

Logo on different backgrounds: whenever possible, use the copper logomark on a dark teal background, otherwise we prefer the copper logomark on a white background.

Horizontal Logotype

H Venture Partners is a modern brand that provides new investment opportunities in the consumer goods space. To keep our message clear, we ask that whenever the H Venture Partners logo is used, its appearance adheres to the guidelines laid out within this document. Please do not alter the logo in color, layout, or any other visual way. Maintaining the consistency of our brand helps it grow and makes our community stronger.



Whenever possible use this guide to determine which color logo you should use. These logos are labeled by preference, one being our primary expression, two our secondary, and so on.

If you need to go outside of the provided range, we prefer our logo in white on a darker background (ex:5,) and then in black on a lighter background. Never change the color of our logo outside of the provided examples: copper, black and white.

Hierarchy of Logotype

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MERCURY TEXT G3:
BOLD

This is a header.

BRANDON GROTESQUE:
BOLD
ALL CAPS

THIS IS A TAG LINE.

MERCURY TEXT G3:
BOLD

This is a paragraph. It's very important to ensure you're using the proper font for the occasion. When in doubt, go Mercury Bold.

BRANDON GROTESQUE:
BOLD
ALL CAPS

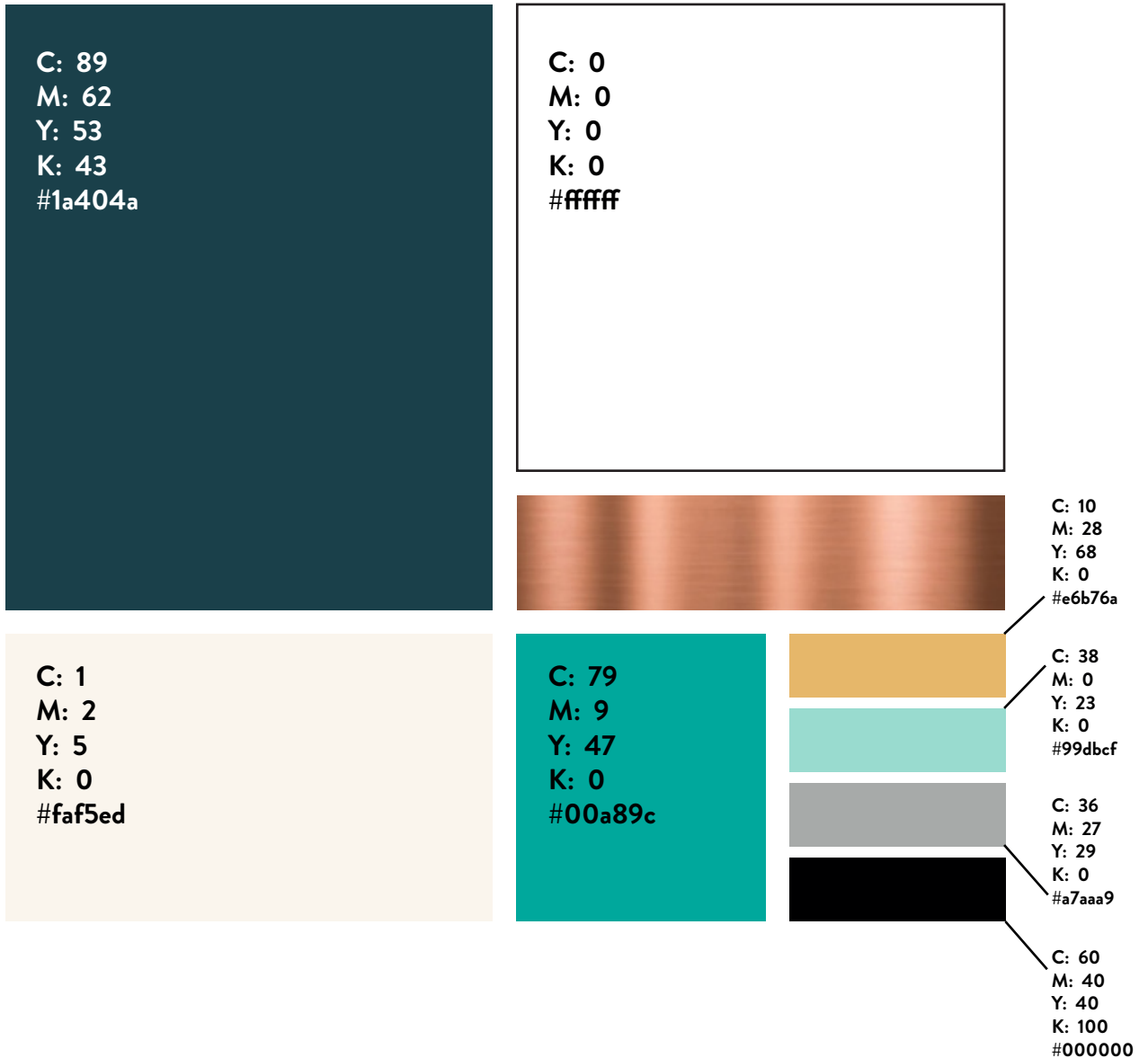
THIS IS ANOTHER PARAGRAPH. WHEN THERE IS A LOT OF INFORMATION TO BE SHARED ON ONE PAGE BUT THE INFORMATION IS NOT OF ONE FLUID THOUGHT, THE INFORMATION CAN BE SEPARATED BY TYPOGRAPHY. WHEN USING THIS FONT AS A PARAGRAPH, INCREASE THE LEADING FOR EASIER LEGIBILITY.

BRANDON GROTESQUE:
REGULAR
ITALIC

**This is extra information that needs to added but not necessarily highlighted.*

Typography

H Venture Partners uses two primary typefaces: Mercury Text G3 & Brandon Grotesque. Both typefaces should be their bolded versions unless there is spatial concern, and then rarely a regular weight may be used. Generally Mercury Bold should be used when copy is evoking the personality of H Venture Partners, and Brandon Grotesque should be used for labeling, calls to action, and secondary information.



Color Palette

This is the primary color palette for H Venture Partners: dark teal, white, and cream are the primary colors, teal and copper are secondary colors, and sea foam, gold, grey and black are accent colors.