

**inno  
vestor**

**BRAND GUIDELINES**

v12.16.1

# Table of Contents



## Introduction

THIS IS INNOVESTOR	4
VALUES	5
WHO IS THIS GUIDELINE FOR?	6
THIS IS OUR MOMENT	7

## Telling our story

WHAT IS POSITIONING?	9
POSITIONING STATEMENT	10
KEY STRENGTHS	11
OUR TONE OF VOICE	12

## Visual elements

LOGO	16
COLOURS	19
TYPOGRAPHY	20

What are these guidelines  
and who are they for?

# **Introduction**

# **Innovestor is the most innovative investor and provider of equity funding solutions in Northern Europe.**

As the world keeps changing, it's not easy to be consistent and get ones message trough. But we will and we do.

This brand guideline will help you to get to know Innovestor's brand and most importantly, communicate according to it.

# Honesty Determination Service

Building Innovestor brand according to these guidelines will be super easy. We already share the same values of doing business. On top of that comes few basic rules and couple of tips. That's it.

# You should read these guidelines...

## **...at least once**

if you're working on any position at Innovestor.

## **...more than once**

if you are communicating on the company's behalf.

## **...have it at hand**

if you're working with Innovestor's visual design, communication or marketing activities.

**This brand book  
is a one small  
chapter of our  
mission.  
Have a look at it  
and get inspired.**

Innovestor's goal is clear. We want to offer the most attractive opportunities to invest in carefully selected growth companies in the Nordic region. And without too much pride in our voice, we pretty much do that already.

What we want people to feel  
when they hear about us?

# **Telling our story**



**Positioning is how we need to be thought of in the minds of our most important audiences in order to be successful.**

It's the conceptual core of all that we say and do.

# Positioning statement

Innovestor is the only investment company that provides instant access to the most potential growth companies in the Nordic region.

Unlike traditional companies, Innovestor invests in every target company also by itself. Carefully selected target companies, trusted advisory board and innovative services are the winning combination in the new era of global financial technology.

# **Professional** **Ambitious** **Agile** **Trustworthy**

This is what we are in four words. These four key strengths differentiate Innovestor from our competitors. They are vital part of our success.

## **Professional:**

documented sourcing and investment process, credible client services, trusted advisory board, clear communication

## **Ambitious:**

entrepreneurship, innovativity, international focus, growth strategy

## **Agile:**

new investment opportunities, dynamic organisation, fast learning, market understanding

## **Trustworthy:**

solid reputation, unified and open communication, wide contact network, invest ourselves

**Authentic**  
**Meaningful**  
**Open**  
**Inspiring**  
**Optimistic**

Our tone creates consistency in how Innovestor's message is delivered. Keep these words in mind whether you're making a sales presentation, creating marketing content or just telling your friends about Innovestor. Consistent communication is followed by recognition. It's the fundamental element of distinguished and attracting Innovestor brand.

# Here are some examples of how to communicate according to Innovestor brand.

**No: We will help you make great investments.**

**Yes: We always invest together with you.**

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Investors won't respect blunt promises. Tell instead about our commitment.

**No: We have a sales office in Moscow.**

**Yes: Access the most interesting Russian growth companies with us.**

---

Always keep the focus on customer benefits. Concretise what the Nordic region means. Be optimistic.

**No: Hey John. This start-up is the chance of your life. Let's make a deal!**

**Yes: John, we found the most promising investment option for you. Let's meet!**

---

Be excited instead of pushing. Lead the communication, but be polite.

# Our tone is not...

## **Remote**

Encounter people with an open attitude. Be present. Listen and be active.

## **Slick & Sloppy**

We are professionals. Smart, honest and trustworthy. Every single day.

## **Boring**

Aim to inspire. Back your stories with facts. Be proud.

## **Corporate**

Choose words that are simple and direct. Avoid corporate jargon.

What we want people to feel  
when they see us?

**Visual elements**

Visual elements: **Logotype**



**inno  
vestor**

**Adelle Bold**

The Innovestor logotype is a custom type derived from typeface Adelle Bold.



Visual elements: **Negative logotype**

**inno  
vestor**

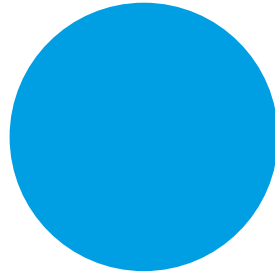
Use white version of the logo on dark backgrounds to ensure adequate contrast.

Visual elements: **Logotype & spacing**

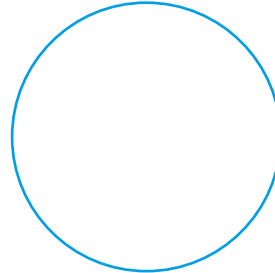


Clear space around the logotype should be equal to x-height of the type and 1/2 of the x-height from the top of the dot of the letter i.

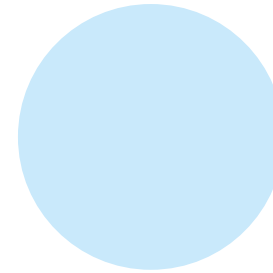
## Visual elements: Colours



100C  
#00AEEF



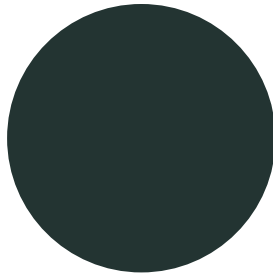
WHITE  
WHITE



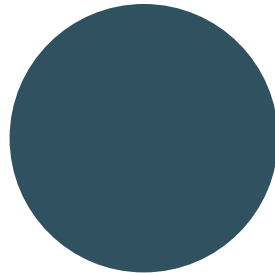
25C  
#70D1F2

Primary colours are  
100 % cyan and white.

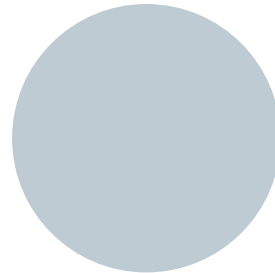
25 % cyan or cyan with  
20 % opacity can be used  
for backgrounds.



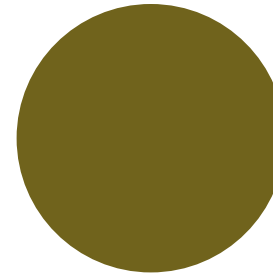
80C 55M 60Y 65K  
#27353A



80C 50M 40Y 40K  
#2F4D5A



30C 15M 15Y  
#BDC8D0



50C 45M 100Y 35K  
#706305



10C 5M 5Y  
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Headlines / Print  
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Lead / Print  
Roboto Light, Caps, tracking 40/1000 em

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Body / Print  
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Body Highlight, Subheading / Print  
Roboto Bold

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Headlines, Buttons / Online  
Roboto Bold, CAPS

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Subheadings, Body / Online  
Roboto Regular

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Body / Online  
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