FORWARD **ECHELON**
VENTURE CAPITAL

BRAND STYLE GUIDELINES

CONTENTS

BRAND OVERVIEW

WHO **WE ARE**? & WHAT **WE DO**?

We are a family office specialising in Realestate and business investments. We acquire both performing and underperforming businesses with or without management teams. Forward Echelon Capital will only target investment opportunities where it can leverage the operational expertise of its managing partners to create significant shareholder value.

At Forward Echelon VC, we believe the best way to create value is to form a close partnership with outstanding operating executives and a value-added Board of Directors. A strong relationship between Forward Echelon VC and experienced operating executives represents the basis upon which we identify and pursue attractive investment opportunities. We believe that this approach greatly enhances our ability to find the best companies, complete the most informed due diligence, and to maximise the future growth opportunities of each company.

INVESTING FORWARD INTO THE FUTURE..

OUR PURPOSE?

"To increase our shareholder's wealth and to make outstanding companies that improve our future"

HOW WE ARE SEEN?

True partnership encourages open communication and prompt decision-making. We view our role as facilitating the achievement of management's vision for a company by providing capital and by sharing insights, ideas and experiences with management. At the same time, we firmly believe that the responsibility for running the business rests solely with the executives of that company - not with us. To align the goals of management, the Board of Directors and Forward Echelon VC, all of these constituents have equity positions in each of Forward Echelon VC's investments.

PROJECT

You submit your
project through our email.

VERIFICATION

We study your project
with our experienced
team and call you in for
verification.

DESIGN

We design an investment
pitch for our limited
partners.

INVEST

We send out our investment
memorandum to our limited
partners for funding.

BRAND LOGO

CORE IDENTITY

LOGO INTRODUCTION

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Main LOGO

Having a strong brand is absolutely essential and important and consitency of the brand persoanility is paramount to the success of any identity system. Consistent use of the logo along with it's supporting elements helps in constructing brand quality and character.

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White Version

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Black Version

LOGO VERSIONS

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Main logo colors

The logo should ideally be represented in full colour as shown above when used across digital medium. (Web, Mobile, TV) However, according to the application and aesthetics feel free to use solid color logos as mentioned on the right side.

Solid color Logos

If the logo cannot be printed or displayed in main logo colors, the logo can be utilized in pure black as described above. Again white is the preferred background color is white.

LOGO VERSIONS

Logo usage on imagery

Please stick to solid white color logos when being used on coloured backgrounds in-order create sufficient contrast.
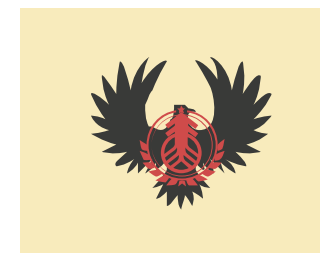
Logo mark colors

Following the exact principles declared for the utilization of main logo, the logomark/ logo symbol can be used in applications where it might require a subtle representation of the brand.

Side note: logos that goes on investments we have made..

Original logo - Composition 1

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Original logo - Composition 2

Logo Stamp preview

CLEAR SPACE

The clear space has been established to ensure the logo visibility and visual impact. Always maintain the clear space between the logo and other graphic elements such as type, images, symbols and etc, as mentioned below.

The logo should be surrounded by clear space equal to 1/3 the height of the logo type. (the SQUARE represents 1/3 of the logo height in the illustrations)

MINIMUM SIZE

At minimum size, the logo is still clearly legible and provides a strong level of identification. All the letterings featured in the logotype should be visible.

When using a lower quality printing technique, (e.g: screen-printing/ duplo), it is recommended that the logo should be used in larger size. The logo must be never used in a smaller size than the size described below.

48.144 mm

11.99 mm

35.215 mm

19.652 mm

15.187 mm

12.813 mm

LOGO MISUSE

To maintain consistency throughout our identity appli-
cation, it's essential that the brand mark is never
altered in anyway. The brand mark should always be
reproduced from the master artwork provided by the
administrators.

Do not compress

Do not stretch

Do not rotate

Do not use on a
busy background

Do not alter color

Do not stylize

Do not alter

Do not add
elements

COLOR DIRECTION

Color plays an important role in the identity. The highlighted colors make up the brand palette. This palette works to ensure a base level of color consistency throughout brand communications.
Consistent use of these colors will contribute to the cohesive look of the brand identity across all relevant media. Check with your designer, vendor, or printer when using the brand colors to confirm they are able to produce media with all of the correct colors in place.

Main brand color - (HEX code:#C5373D)

Secondary tonal color - (HEX code:#E12B29)

(HEX code:#ffffff)

(HEX code:#F9EABC)

(HEX code:#25282B)

(HEX code:#36333D)
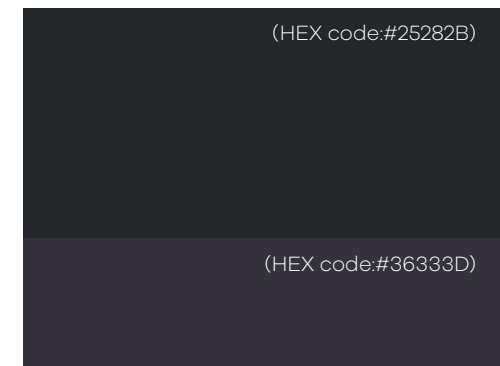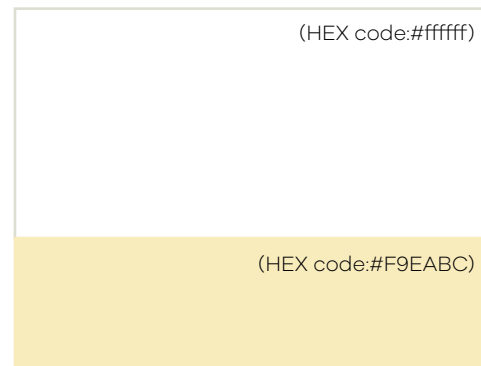
TYPOGRAPHY DIRECTION

VERSION 1.0
2019-APRIL

MAIN TYPOGRAPHY

We have two main logotypes which will be used across print and digital medium. Both 'Galano Grotesque' font family and 'Lemon' font family should be used for all titles and body text.

Those are nice, simple and a modern fonts. Good for anything form headlines to text. Use Galano Grotesque whenever and wherever possible.

Type face 2

LEMON/MILK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Body text

Galano Grotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Type face 1

Galano Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FONT COLORS

Our primary font colour across titles and body text is Rich Black. This should be used against white and grey backgrounds. Our secondary font colour is Dark Grey. This should be used sparingly and should only be used for subtext which sits close to headings. Our tertiary font colour is Nice White and should only be used when placing text on dark backgrounds.
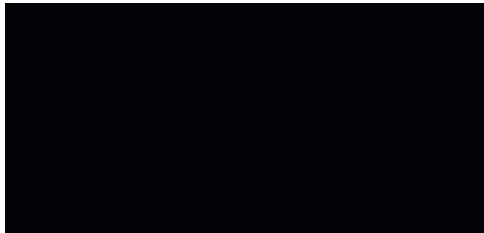
Rich Black

HEX: #0e0e0e
CMYK: 74/67/66/84
RGB: 14/14/14
Pantone: Neutral Black C

Dark Grey

HEX: #393939
CMYK: 69/62/61/53
RGB: 57/57/57
Pantone: Black 7 C
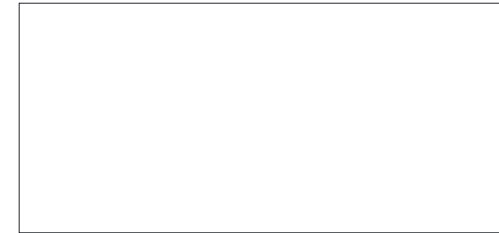
NICE White

HEX: #FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

MOBILE ICONOGRAPHY

	@3x iPhone 7 Plus and iPhone 7	@2x iPhone 7, iPhone 7, and iPhone 5, iPhone 4s	@2x iPad and iPad mini	@1x iPad 2 and iPad mini	@2x iPad Pro
App icon	180	120	152	76	167
Spotlight	180	80 (applies to 5, 120 for 6)	120	60	120
Settings	87	58	58	29	58
Toolbar	66	44	44	22	44
Tab bar	75	50	50	25	50

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MERCHANDISE ITEMS

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STATIONERY DIRECTION

Please make sure to follow a minimalistic approach when designing stationery items. All the designed items should be having a less cluttered visual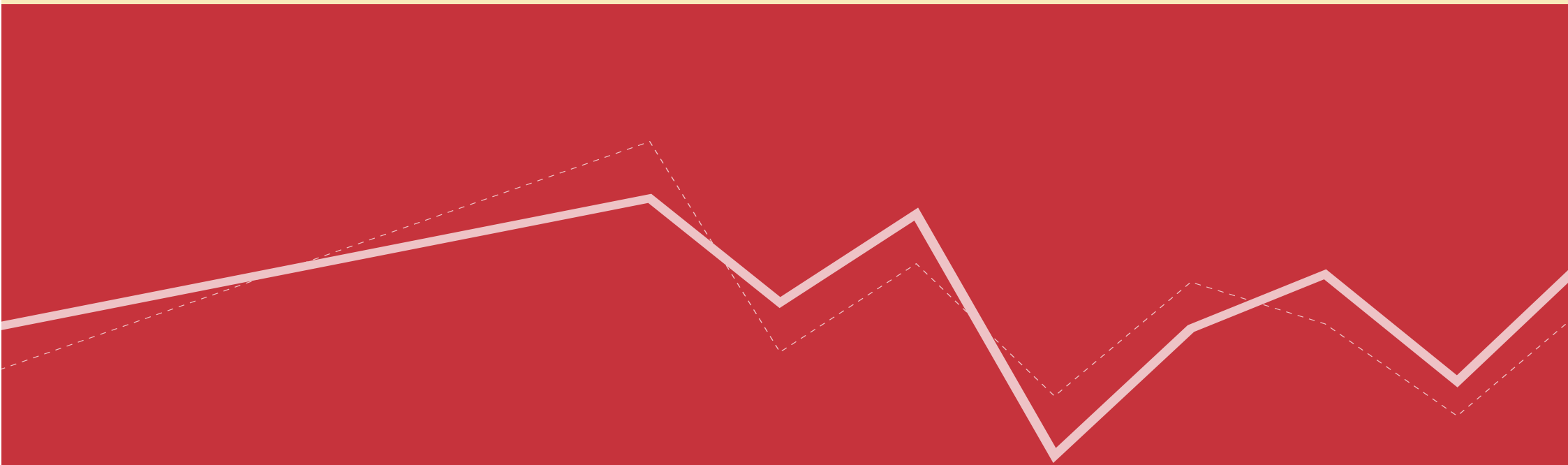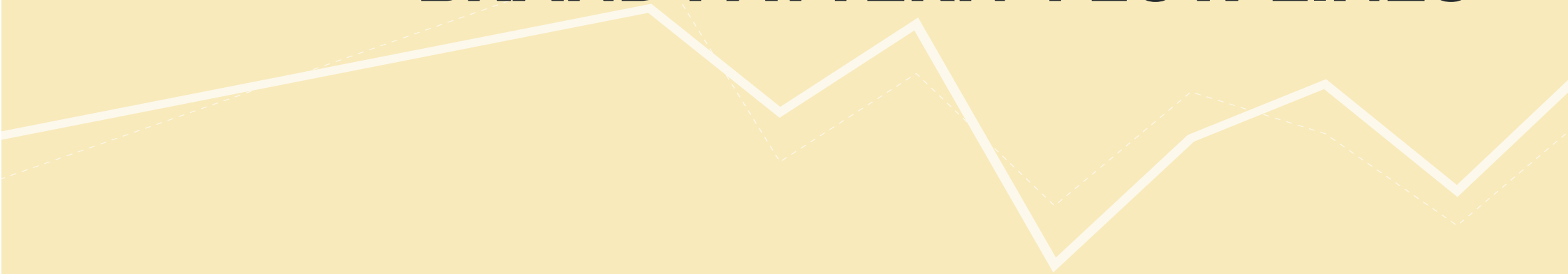 essence. We recommend to stick to the defined main fonts when ever possible. Please do note that these stationary previews are entirely to manifest the desired visual direction only.

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BRAND PATTERN

BRAND PATTERN-FLOW LINES

BRAND PATTERN

AND THAT'S HOW WE SHOULD BE REPRESENTED!

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THANK YOU!