

Media Kit



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Brand identity is the personality of a company's services and products, organization, people and symbol as perceived by its stakeholders. Its strength and character can be quantified in 4 main categories: awareness, associations, perceived quality and loyalty. It is equally important internally and externally. Brand identity takes years of consistent messaging and work across all avenues of communication and activity to establish. Employees are justifiably proud of their company brands and their part in maintaining them.

Our brand identity provides powerful strategic direction for communicating how we uniquely deliver value to our customers, shareholders, and employees.

Our identity (via words and visual elements) defines what we stand for in a compelling way that differentiates us from our competitors and resonates with different internal and external audiences.

Our identity includes the style elements selected by the company. They are used across all our communications, internal and external, online or in print. The strength of the message depends on the consistency with which we present it.



Entoro Capital Messaging

Our brand style guide is a reference tool to help our firm maintain consistency in the industry by demonstrating the way Entoro Capital looks, feels and sounds.

Entoro Capital, LLC (Entoro) provides advice and services to a wide range of established and growth-oriented businesses around the world. We offer deep sector expertise across a full range of services in investment banking, equities and fixed income in the Americas, Europe, South America, the Middle East and Asia.

We provide financial and strategic advisory services which include Capital Formation (Reg D, Reg A+ and Reg CF), M&A, A&D, leveraged finance, equity/equity-linked financing, restructuring and recapitalization solutions. Our experienced team is dedicated to serving the private equity community.



The Entoro Logo

- The logo is a graphic, not a font.
- The only change that can be made is proportionate scaling.
- The logo is available as separate files in the approved colors.



Minimum area of isolation

The Entoro logo is always surrounded by a predetermined area of clear space, known as the area of isolation. This ensures that the logo is not overpowered by other visual elements.

The area of isolation is calculated by placing a margin of clear space around the logo that is equivalent to the height of the "E" in Entoro.



Minimum area of isolation



Font Typography

Typography

Typography

Typography

Aa

Arial

The standardized font for use in the body of Entoro documents. 11 pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

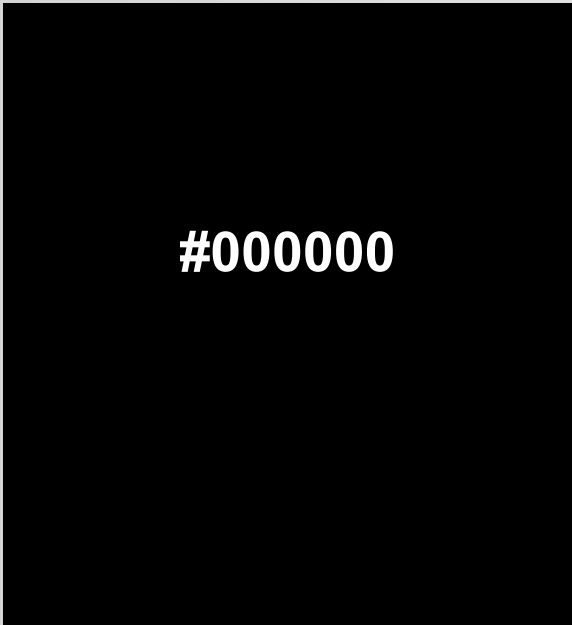


Primary Colors

Wherever possible, the Entoro logo should appear in its primary colors: Entoro Blue, Entoro Dark Blue, and black. Care should be taken to match and apply the color specifications accurately and consistently.

Where the logo cannot be reproduced in Entoro Blue or White—for example, on forms or business directories— it should be reproduced in 100% solid black.

No other format changes to the logo are allowed.



Accent Colors



Logo Files



EPS / .eps / Encapsulated PostScript / Use = Print

EPS is a vector format designed for printing to PostScript printers and imagesetters. Vector graphics are a scalable, resolution independent format composed of individual objects or shapes. Vector images can be resized easily without loss of quality making them an ideal format for initial logo designs and illustrations to be used in multiple sizes.



JPG / .jpg or .jpeg / Joint Photographic Experts Group Use = Print or Web

JPG is a file format best used for photo images which must be very small files, for example, for web sites or for email. JPG uses lossy compression (lossy meaning “with losses to quality”). Lossy means that some image quality is lost when the JPG data is compressed and saved, and this quality can never be recovered.



PNG / .png / Portable Network Graphics Use = Web

GIF (short for Graphics Interchange Format) is a file format for storing graphical images up to 256 colors. It uses a lossless compression method which makes for higher quality output. PNG (short for Portable Network Graphics) was created as a more powerful alternative to the GIF file format. PNGs are not restricted to the 256 color limitation of GIF files and have better compression. A PNG file can be saved with a transparent background which allows you to place your image on top of another image without an outlining white box.



Print and Digital

Stationery and E-mail Signature

Business cards and letterhead templates and are maintained by the executive assistant. To maintain a clean and professional image for business cards, the address block should contain no more than eight lines.

A local language can appear on the opposite side of the business card, but logo treatment and format should be the same as the English version.

E-mail signature

As e-mail has become a primary method of communication, both internally and externally, it is important to have a consistent and professional approach to e-mail signatures.

The e-mail signature should match the business card text, and no logos or other information should be included. An example is on the below.

Name

Title

Entoro Capital, LLC

O: +1 XXX XXX XXXX

M: +1 XXX XXX XXXX

xxxxxx@entoro.com

720 North Post Oak Road, Suite 400

Houston, TX 77024




Member: FINRA / SIPC - Securities offered through Entoro Securities, LLC



ENTORO
POWERED BY OFFERBOARD



www.entoro.com



720 N Post Oak Rd Suite 400, Houston, TX 77024

713.823.2900

Stationery

Business cards



Promotional Items

Examples of how the Entoro logo should be applied to branded merchandise.

Keep in mind when selecting branded merchandise that its quality will reflect the brand. Selecting highquality items to promote Entoro (e.g. Cutter & Buck for golf shirts) is recommended when possible.

Match the Entoro colors as closely as possible.



Contact Information



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+1(713) 823-2900



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Houston, TX 77024



Website
www.entoro.com



Email Address
info@entoro.com



LinkedIn
www.linkedin.com/company/entoro

