

**Symbolic
Capital**

This document contains the brand assets and guidelines for Symbolic Capital. This provides ideas for creating experiences people will value, as well as the building blocks to create them.

Following these guidelines will ensure that Symbolic Capital looks the same from beginning to end. Deviations will weaken the brand and create inconsistency.

Symbolic Capital is empowering the next generation of emerging founders by investing in promising teams at the earliest stages, no matter their country of origin or background.

Symbolic Capital is a founder-led investment firm supporting the best web3 projects globally. The team has founded and led some of the most important blockchain companies in the world, and leverage this background to provide unparalleled support to the companies.

Symbolic Capital recognizes that good ideas still need good execution. With this in mind, Symbolic Capital adopts a hands-on approach to investing, offering advisory, recruiting, PR/marketing, and auditing services (among others) to help our portfolio companies grow.

- 01. Logo
- 02. Colors
- 03. Typography
- 04. Photography
- 05. Brand in use

01. Logo

Typographic logo is clear and simple – the letters are plain and unfussy. The frame incorporates stability and following the rules and line break shows thinking outside of the box.

Symbolic Capital

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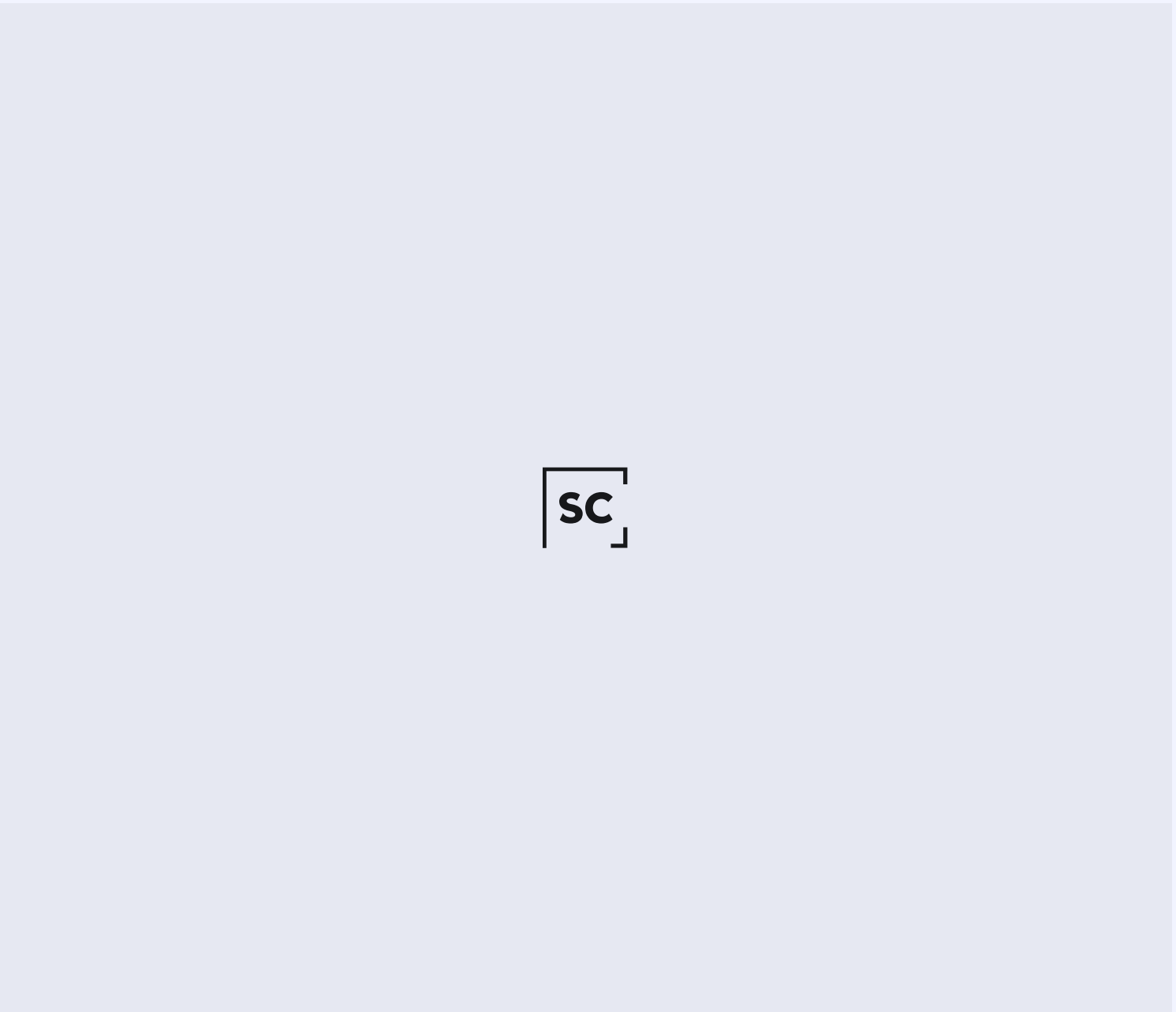
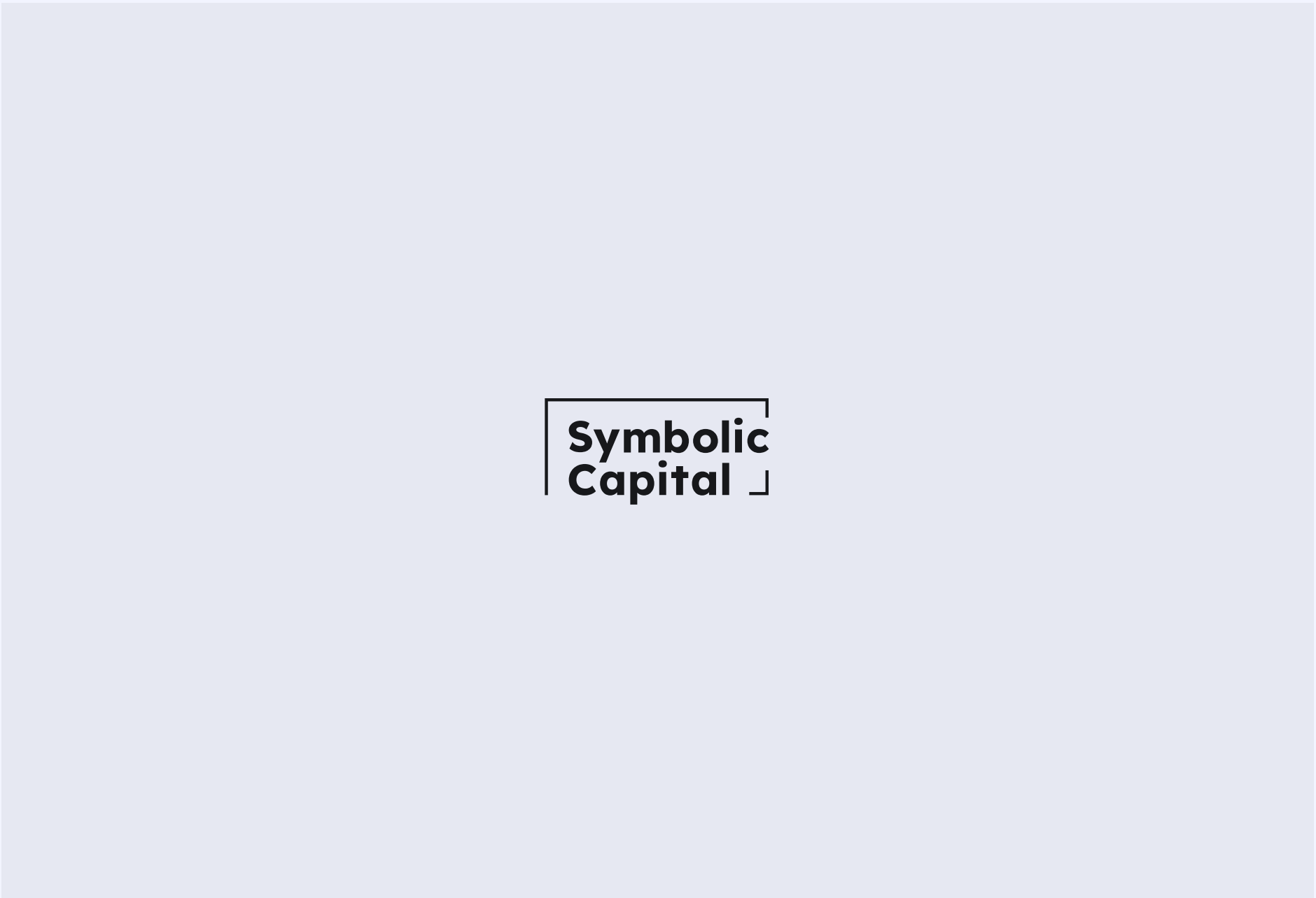
Symbolic Capital logo has two versions - full and condensed. The full version is the main and should be used in most cases. The condensed version is used only when it's necessary.

In most cases, a full logo version should be used. The condensed one can be used as a branding element where the logo feels too repetitive or there is not enough space for a full logo.

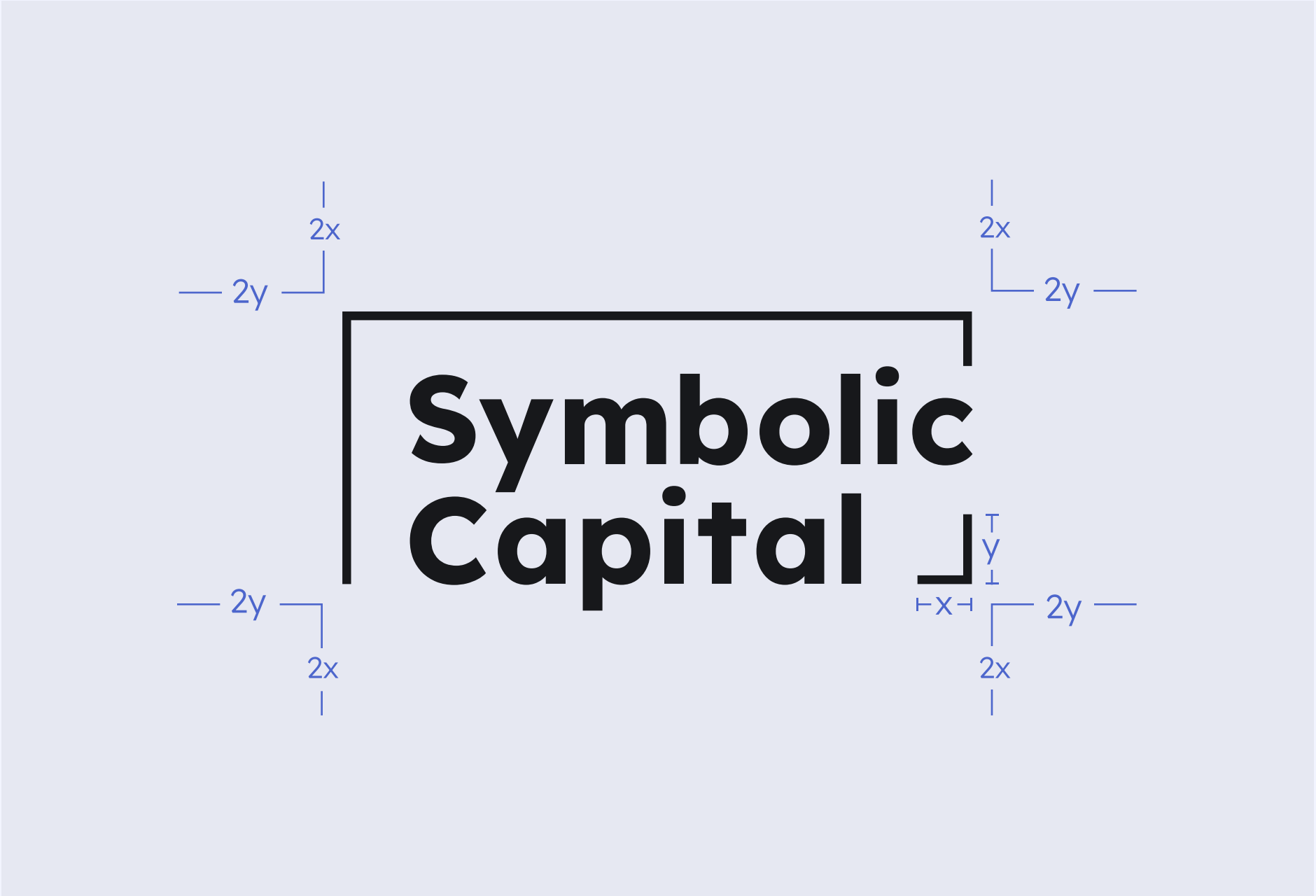


Full logo version should never be smaller than 120px wide for digital or 30mm wide for print.

The condensed version should never be smaller than 40px wide for digital or 10mm wide for print.



Make sure the logo always has enough breathing room. Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.



Our logo is black on light backgrounds and white on black or very dark backgrounds. If the logo is used on the picture or a gradient, make sure it has enough contrast with the background image.



The following examples show what you cannot do with the logos of Symbolic Capital.

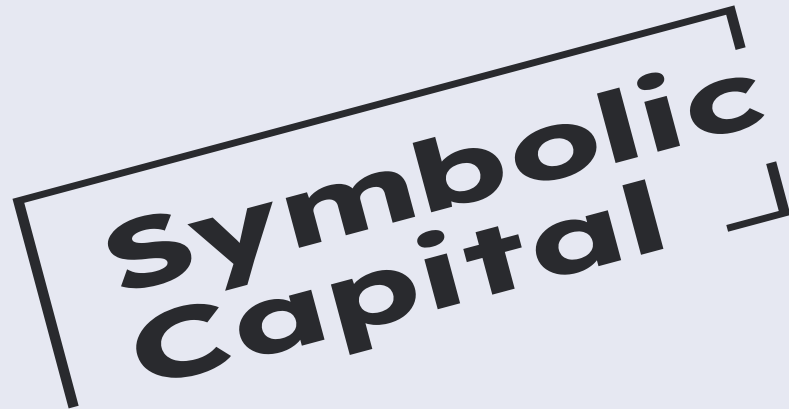
Do not change the logo in a way that is not permitted in the guide.



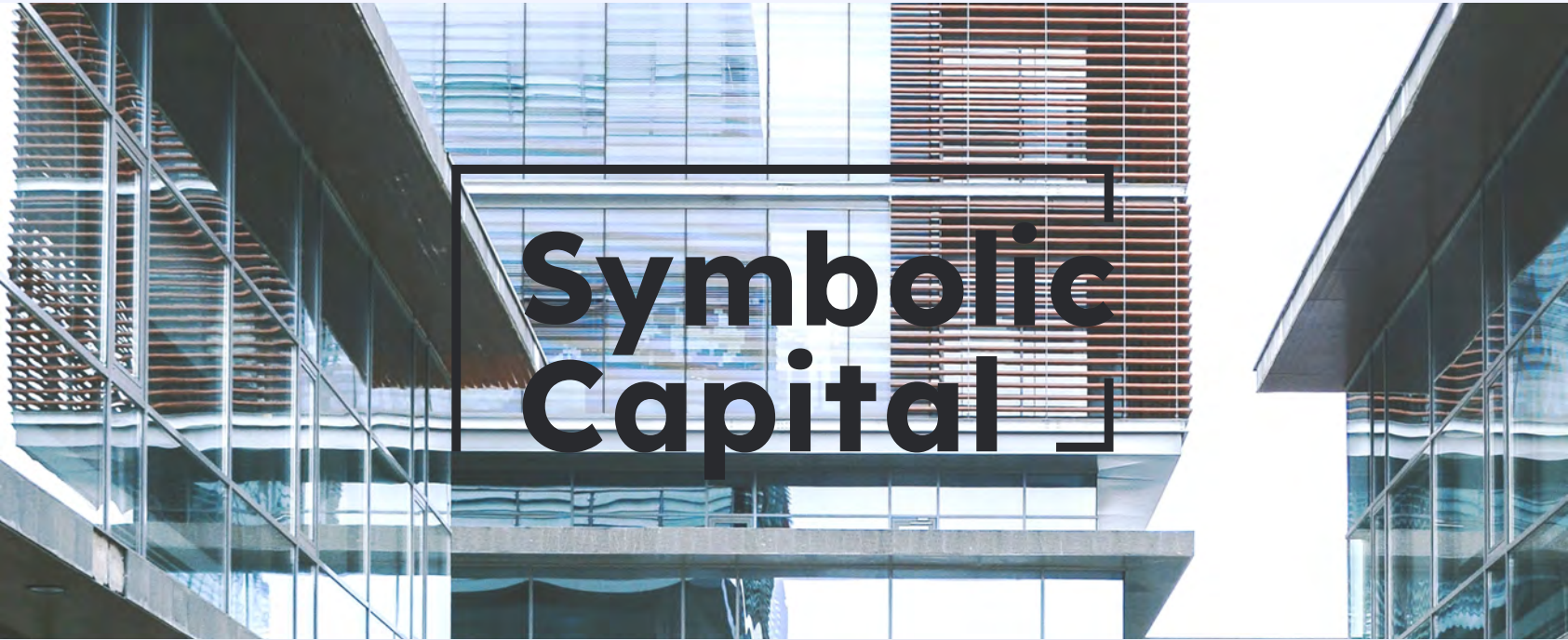
✗ Don't apply visual effects



✗ Don't use other colors except brand ones



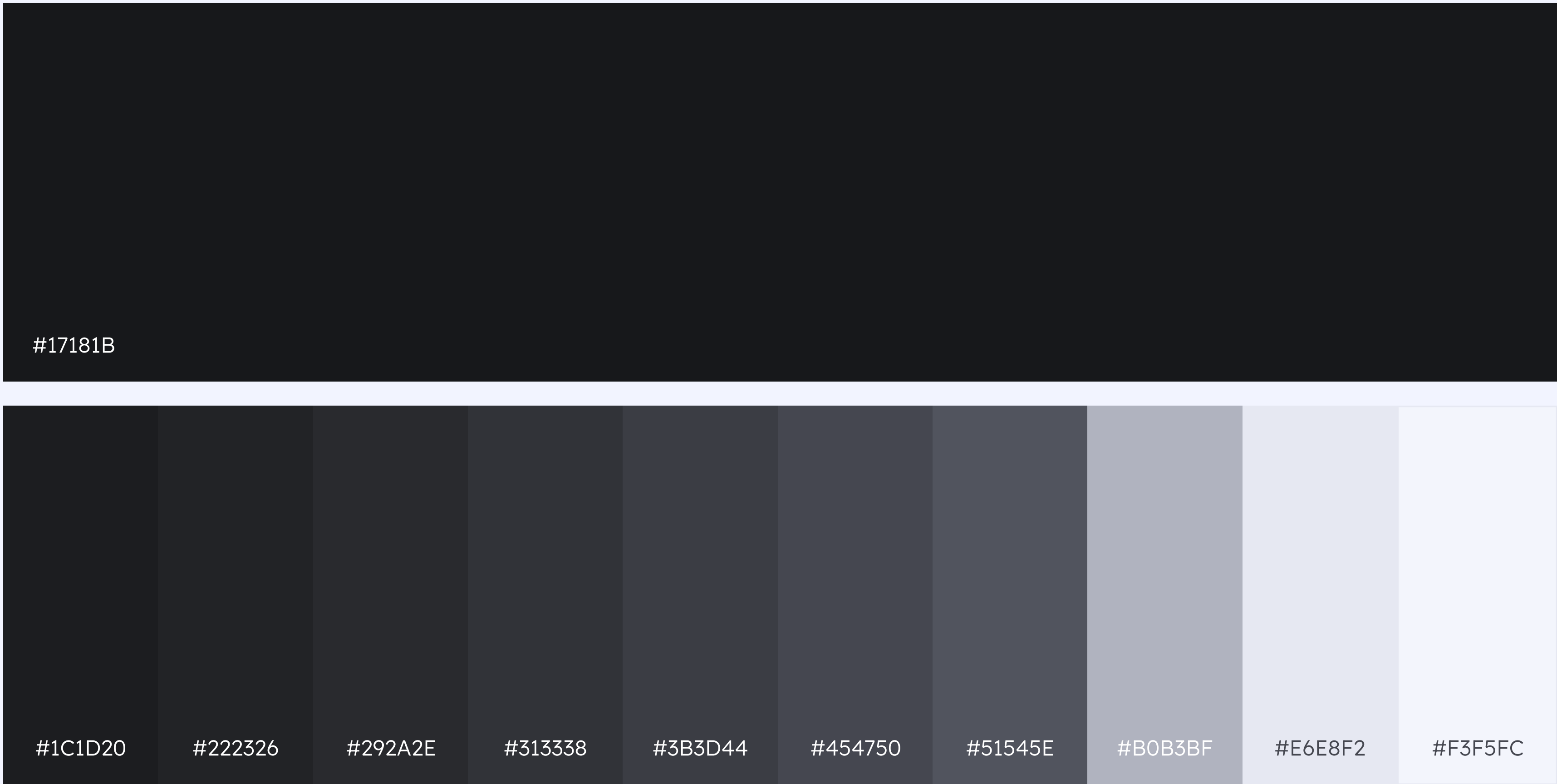
✗ Don't distort or rotate the logo



✗ Don't use logo on a picture that doesn't provide good contrast

02 Brand colors

The brand color palette is meant to unify marketing communications and website interface in order to enhance familiarity and visual recognition. Black, white, and shades of gray are the main colors. These colors should be used in most cases.



03 Brand typography

Main brand font is Lexend Deca.
Depending on the priorities,
importance and amount
of the text different font styles
may be used.

Lexend Deca Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,:;‘“

Lexend Deca Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,:;‘“

These recommendations should guide hierarchical content architecture.

Lexend Deca Light
100 pt size
110% leading
Letter spacing -3%

This is a big Heading

Lexend Deca Light
34 pt size
125% leading
Letter spacing -3%

This is a less important Headline. One morning, when Gregor Samsa woke.

Lexend Deca Light
17 pt size
150% leading
Optical kerning

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide.

04 Photography

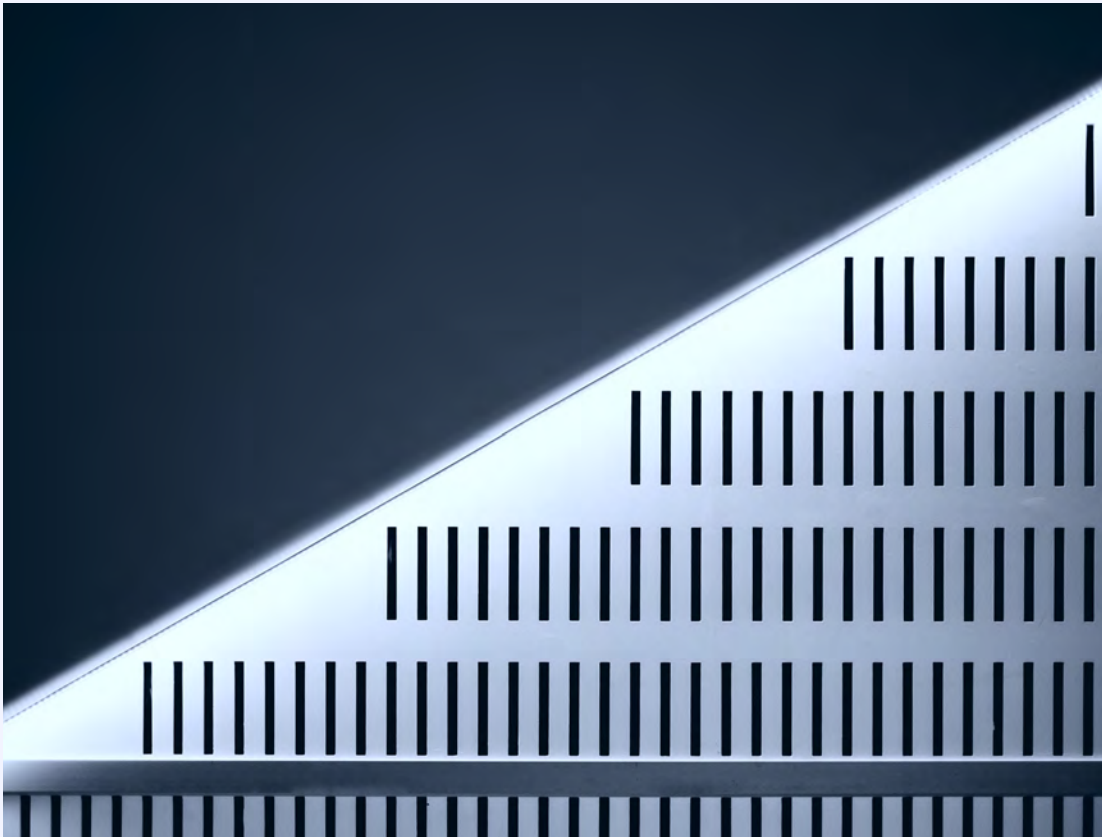
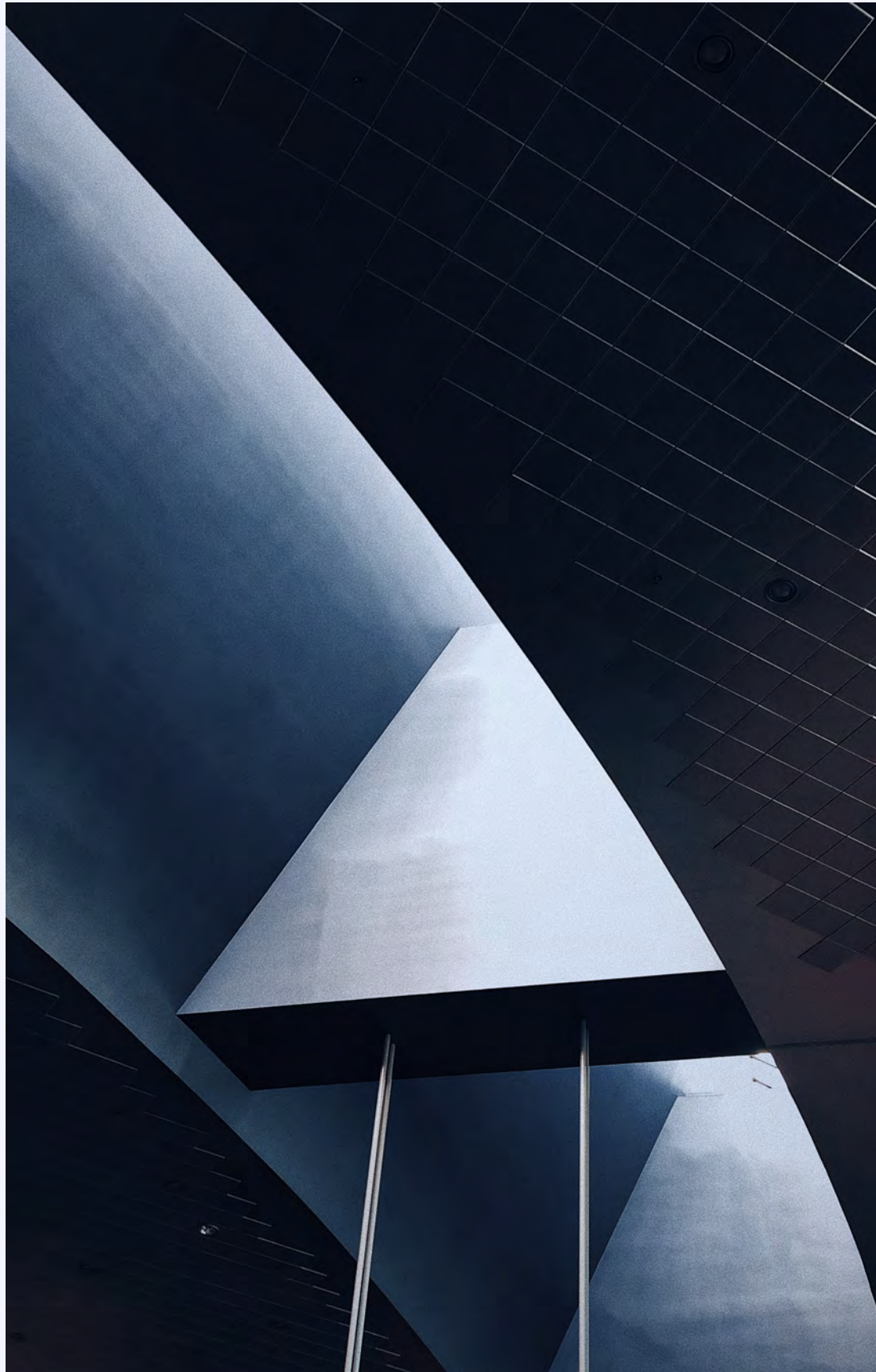
Real people in an authentic environment and natural emotions.

Make sure the pictures match the overall aesthetic. If a picture is too colorful, it can be used in black and white.



Architecture photos of depicting the space and shapes, contrast of materials.

Avoid images of the whole building or city landscape.



05 Brand in use





Last but not least

Please note that photographic images used in these guidelines are not owned or licensed by Symbolic Capital, and are intended only to illustrate the brand mechanics.

Always ensure that you have the approval of the appropriate copyright owners before using a photographic image.