

FortySix
VENTURE CAPITAL

Style Guide

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Brand Overview

Gaining the trust of an audience is paramount to a brand's success, but it requires time to build it. Brands craft personalities to establish what their audience can come to expect from them over time.

Who is 46vc?

46VC is fundamentals-first capital.

While much of the rest of the venture capital world chases after the next hyped-up start-ups, 46VC takes the time to understand the fundamentals of each deal and how it will generate returns. We believe in evaluating opportunities based on their principles — not their perception.

Brand Personality

Brand words are the individual character traits expressed in a brand's personality, and committing to them ensures a consistent perception of the brand that an audience can trust. 46vc has committed to the brand words curious, rational + radical, trusted, bold, and niche.

Curious	We are inherently curious, always probing and looking for opportunities to address the biggest issues facing the country and marketplace right now.
Rational + Radical	We have a unique approach to investable opportunities — incredibly open-minded and embracing of big ideas while evaluating them on sensible, fundamental criteria.
Trusted	We are an established team of experts with a proven track record of venture know-how.
Bold	We not only seek new, innovative, and disruptive ideas; we approach opportunities with the same resolution and confidence.
Niche	We aren’t chasing the same venture opportunities other funds are interested in; we work to find specific investable companies that others likely overlook.

Primary Logo

The primary logo should be used in all instances where it can be read legibly. There are four color options available: full color, full color with white text, navy, and single color white. Choose the appropriate color based on the intended use - for example, light logos on dark backgrounds and dark logos on light backgrounds.



Secondary Logos

Secondary logos may be used to represent 46vc in place of the primary logo in instances where the primary logo would be too small to read or otherwise inappropriate.



SECONDARY WORDMARK



46VC ICON



46 ICON





Logo Clear Space

Clear space is the specific amount of blank space that a logo must have on all sides, in all uses. This space maximizes the visibility and impact of the logo. The clear space for the logo should be equal to the width of the primary mark square.



Logo Sizing

The minimum size of the logo should be no smaller than 0.25 inches wide for the 46 icon and 1 inch wide for the primary logo. See the diagram below for additional minimum size variations.



MINIMUM WIDTH:
1 INCH



MINIMUM WIDTH:
0.75 INCHES



MINIMUM WIDTH:
0.5 INCHES



MINIMUM WIDTH:
0.25 INCHES

Logo Misuse

All versions of the 46vc logo should be used accurately and consistent with these guidelines. The following examples show how the misuse of the logo could negatively impact presentation of the brand.

Modifications such as rotating, skewing, or adding unnecessary design treatments should not be applied when using the logo.

Some diversions from these rules may be considered to support special events or campaigns, but should not be adapted as routinely used treatments.



DO NOT ADJUST THE LAYOUT OF THE LOGO



DO NOT CHANGE THE SYMBOLS USED IN THE LOGO



DO NOT CHANGE THE FONTS USED IN THE LOGO



DO NOT ADD A DROP SHADOW TO THE LOGO



DO NOT DISTORT THE DIMENSIONS OF THE LOGO



DO NOT CHANGE THE COLORS USED IN THE LOGO

Color Palette

NAVY
#0C1C40

#071126

PERSIMMON
#DB5047

#BF463E

OFF WHITE
#F3E4D9

#D9CBC2

SLATE BLUE
#568EA4

#48778A

GOLDENROD
#E7AF3E

#CC9B37

Font Styles

Inter is a variable font family carefully crafted and designed for legibility. This font features a tall x-height to aid in readability of mixed-case and lower-case text. Inter should be used for both headline and body font pairings.

Download Inter for free on Google Fonts.

HEADLINE: INTER BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

BODY: INTER REGULAR

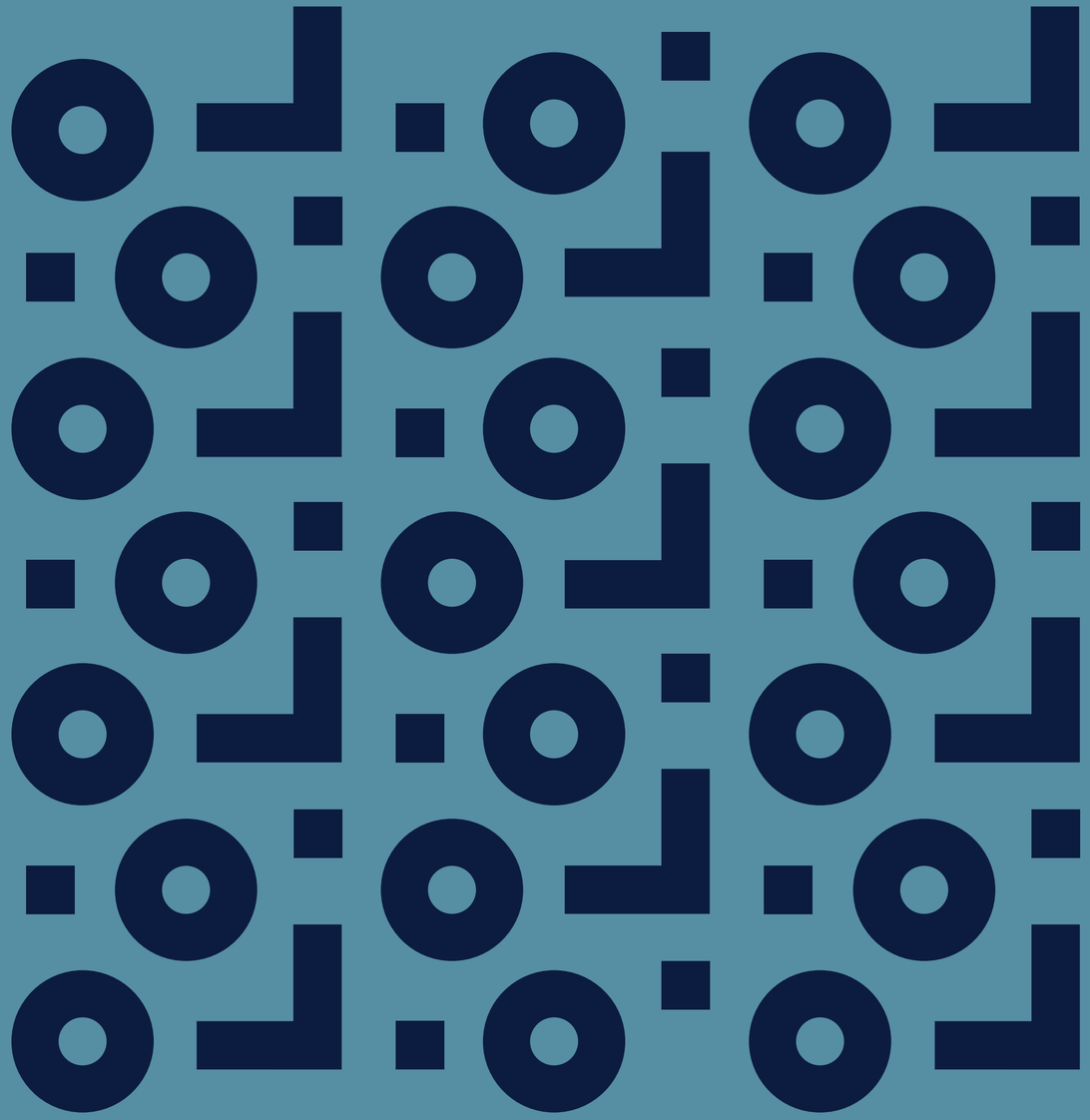
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Patterns

The primary mark may be deconstructed to create a pattern. This pattern can be used as a decorative element when appropriate.

Use cases for the brand pattern may include, but are not limited to, websites, advertisements, stationery, and promotional items.

While the use of the brand pattern is encouraged, it should always be used in pairing with the primary logo. The brand pattern may never be used in place of the primary logo.



Brand Examples


FortySix
VENTURE CAPITAL

Quarter-Zip Pullover



Baseball Cap

