



**Fuel
Ventures**

Branding Guideline

Hello and welcome

Founded in 2013 by entrepreneur and investor Mark Pearson, Fuel Ventures is focused on bringing a unique approach to early stage investment.

The Fuel Ventures Portfolio (the "Fund") invests at the most lucrative early stages of internet technology companies that have exceptional growth potential and substantial returns can be achieved.

The Fund focuses on the eCommerce and digital transactional sectors, including Marketplaces, Platform businesses and SaaS business models, identifying investment's in early-seed, seed and growth stages.

Bringing together great entrepreneurs into an environment of innovation, collaboration and support in office space in the heart of London. We provide a unique combination of mentorship, experience and access to investment required to drive a business and ideas to success.

Growth

Our brand is built on growth. Growth in our startups, growth in our team and growth in our success.

Visualising that growth is part of our vision. Fuel is approachable and a part of the journey for all who work with us. From the entrepreneurs to our investors, our brand assets support our communication with our community of users and are to be always consistent. These rules will allow you to explore all the possibilities of our brand.



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Growth

Use the electronic artwork provided with these guidelines whenever possible. It will save you the time and the hassle of recreating the logo for every layout.

For layout situations where space is limited, the following should be adhered to:

The main corporate logo should not be reproduced in any instance smaller than 10mm in height.

The Corporate HowNow logo is made up of the following versions:

- The Marque
- The Marque Inline with the typeface

The versions are displayed in their correct configuration on this page.



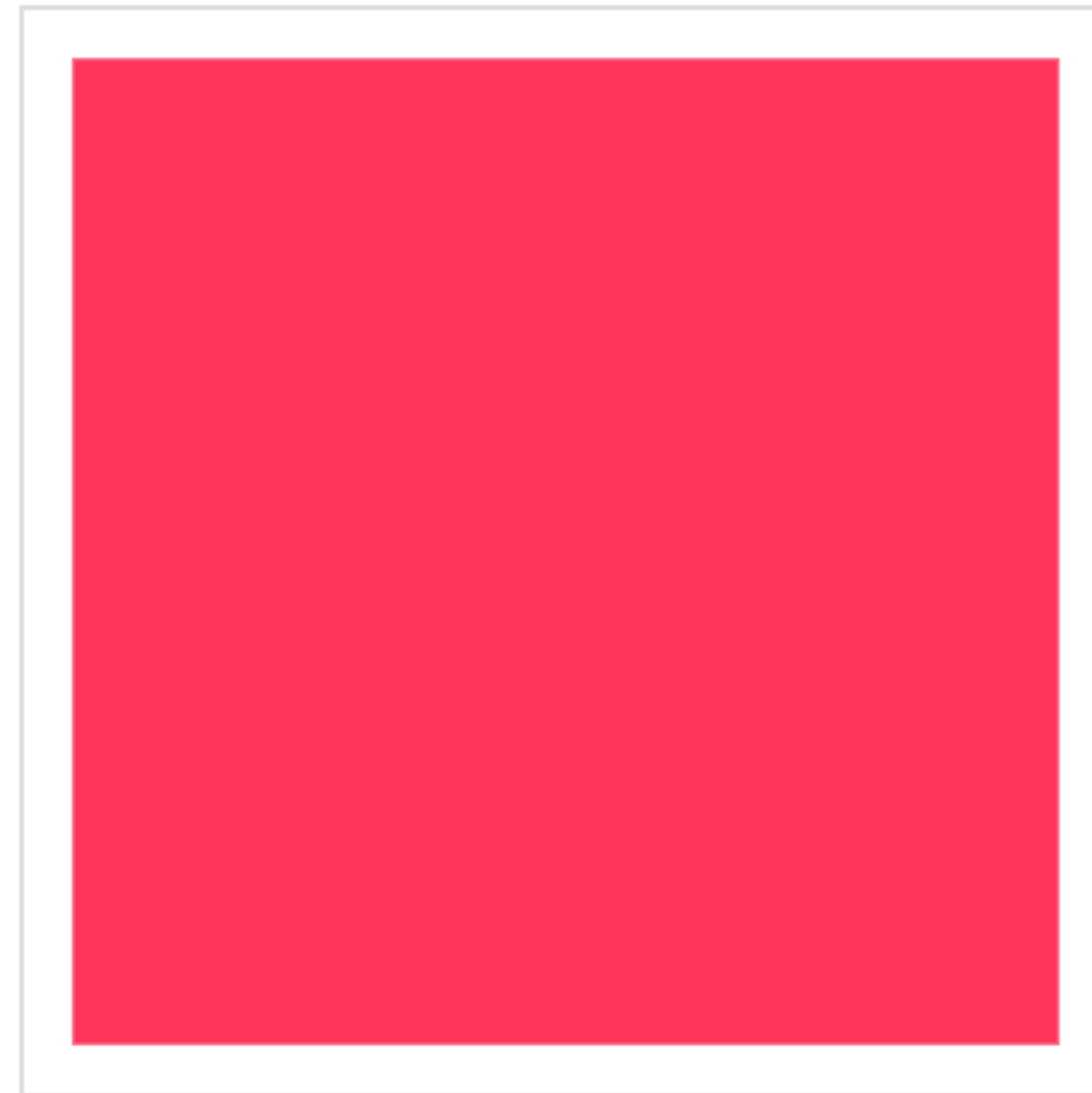
Marque



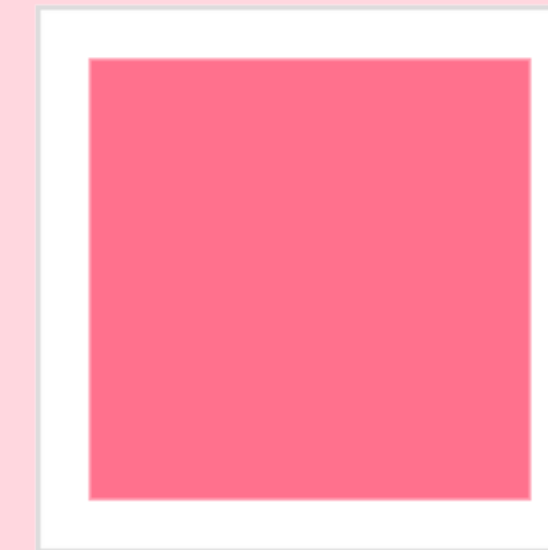
Marque with Typeface

Primary

HEX: #ff355d
RGB: 255 / 53 / 93
CMYK: 0 / 91 / 51 / 0
PANTONE: Pantone 191C



shade



tint



pastel

Secondary

HEX: #262340
RGB: 38 / 35 / 64
CMYK: 87 / 85 / 45 / 50
PANTONE: Pantone 2695C



shade



tint



pastel

Typeface

The Fuel corporate logo typeface is taken from the Museo Sans family. This should never be reproduced using just any font. Always use Weight 700 when using the words FUEL VENTURES with the marque.

Museo Sans 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
(~ ! @ # \$ % ^ & * + { È ©] ã à Þ ß ſ ¥ ; = + Ò » ¼ Õ ; : , . Ì ® ?)

Museo Sans 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
(~ ! @ # \$ % ^ & * + { È ©] ã à Þ ß ſ ¥ ; = + Ò » ¼ Õ ; : , . Ì ® ?)

Thank you for reading