



DESIGN & BRAND GUIDELINES

V.1 - 2022



Introduction

These guidelines describe the visual and verbal elements that represent Esor Investments' corporate identity. This document includes Esor Investments' logo, colors, typography, corporate stationery elements and social sharing assets.

The guidelines are intended to maintain the brand's visual consistency and presentation on both print and screen.

About Esor Investments

ESOR Investments Holding GmbH is a Venture Capital Investment firm founded at Frankfurt am Main in Germany, with an investment focus on next-generation technologies. The investment reach includes promising technology companies across Europe and Middle East.

The company takes its name from Turkey's well-known national flower, ROSE, spelled backwards.

Table of Contents

193
119
113
117

Logo

Colors

Typography

Corporate

Social



Main Logo

The logo has been redesigned in 2022 in order to modernize the style while preserving the brand's identity.

The letter “e”, the initial of “ESOR” and the world emblem, which represents the ESOR Investments' worldwide outlook, combine to form the logo. The logo reflects the brand identity and is optimized for the usage areas on print and screen.



Logo Structure

- 1 Favicon
- 2 Logotype



Clear Space

Please ensure that no text or other design components interfere with the logo.

The defined gaps should always be provided so that the logo is clear of any distraction.



Color Variations

The logo is available in 2 color combinations: full color and one color. These variations may be used based on the background color.



Full Color



One Color



Background

Placing logotypes on photographs can be hard, and there is always the risk of harming legibility. Please ensure that enough color contrast is in place when placing the logo on the images.

The two logotype variations should be used on white background color/other bright color variations or the primary red background color/other darker color variations.



Logo Usage

- 1 Do not change the corporate colors.
- 2 Do not change the logo's proportion.
- 3 Do not rotate the logo.
- 4 Do not change the kerning of the logotype.
- 5 Do not flip the logo.
- 6 Do not use drop shadow.



Primary

ESOR Investments has two primary brand colors: named Maroon and Iron.

These colors have become a distinguishing aspect of the brand. These corporate identity color palettes apply to the company's internal and external visual presentation.


Maroon

CMYK	0 41 45 49
RGB	130 26 15
HEX	#821A0F



Iron

CMYK	0 1 0 72
RGB	71 69 72
HEX	#474548



Neutral

The neutral color palette is complimentary to the brand's primary colors. The neutral color palette does not serve the branding purposes, rather the color variations are used to support the contrast and highlight.

These neutral colors apply to the internal and external visual presentation of the company.



Font Family

Lora font family is the primary brand typeface, used in body blocks with its moderate contrast and driving serifs.

The modern look of Lora represents the company's focus on technology, while its calligraphy roots recall the reliance and trust. Lora is simple to read and has been designed for both screen and print use.

Poppins font family is the display font, used for main headings. With its almost monolinear letters, the geometric sans serif font has a broad and open look.

Poppins' natural and modern aesthetic provides a stunning yet straightforward appearance for headlines.

Poppins

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.!@&%

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.!@&%

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.!@&%

Lora

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.!@&%

Lora Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.!@&%

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.!@&%

Typescale

A basic setting of typography is given along with the explanations.

Kerning

Kerning refers to the spacing between certain letters to improve legibility and consistency. No adjustment needed for the brand fonts.

Letter Spacing (Tracking)

Letter spacing refers to the spacing between letters within an entire group. The letter spacing is set to negative values for H1 and H2, -2%, to improve legibility of bigger headlines.

Line Height (Leading)

Line height refers to the amount of space between baselines in a text block. The line height is set to 150% for body copy to improve legibility and reading experience.



Investing in future-oriented technologies

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Eu donec aenean urna, urna suspendisse adipiscing feugiat laoreet risus.

Sub header setting for smaller headlines

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Headline

Poppins - Bold - 72 px
Letter Spacing -2%
Line Height 110%

Lead Paragraph

Lora - Medium - 24px
Letter Spacing 0%
Line Height 150%

Subheader

Lora - Bold - 24px
Letter Spacing 0%
Line Height 150%

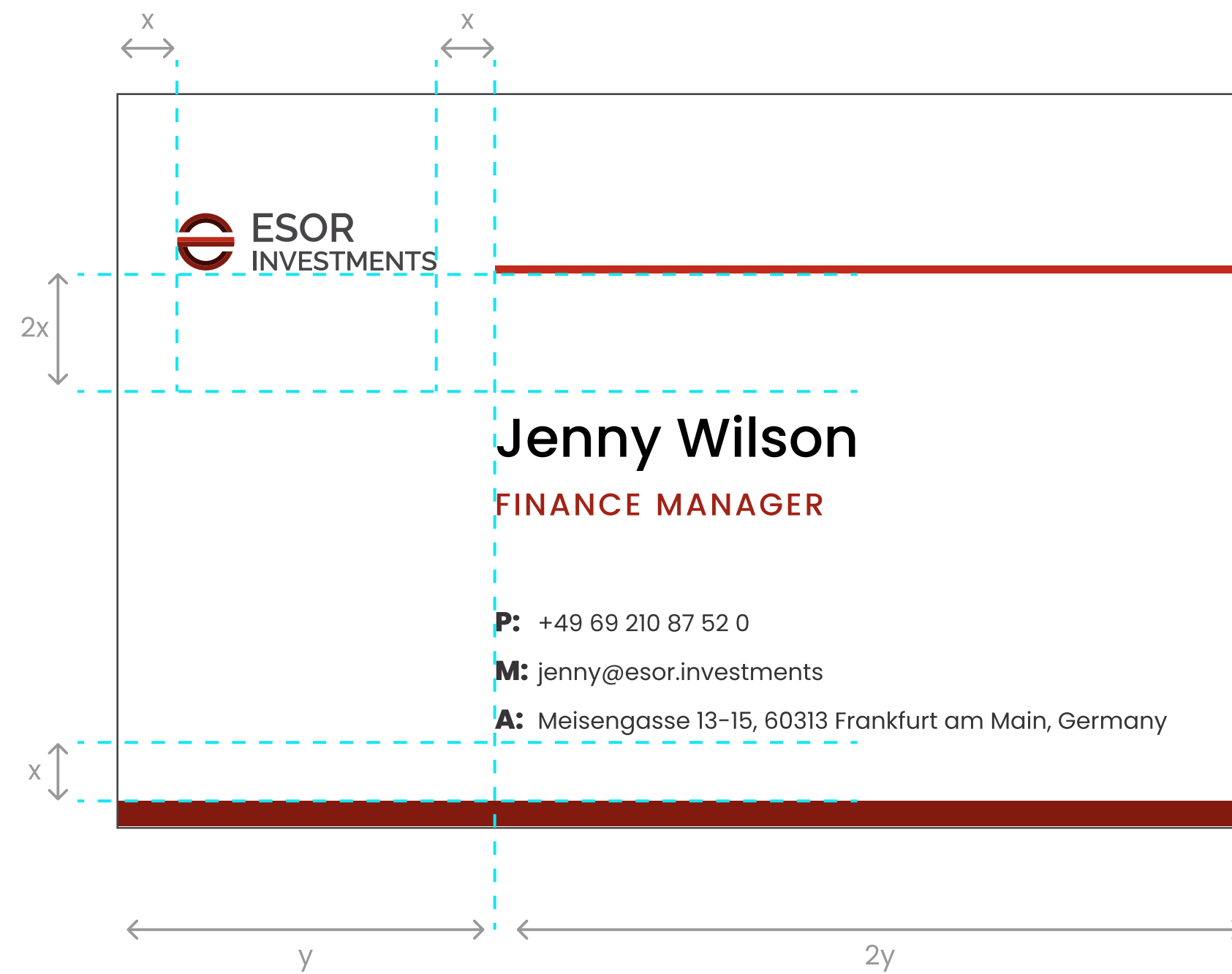
Body Copy

Lora - Regular - 16px
Letter Spacing 0%
Line Height 150%

Business Card

Business card design guidelines.

Front Design



Back Design



Letterhead

Letterhead and envelope design guidelines.

Letterhead



2x x 2x

 **ESOR INVESTMENTS** May 16, 2022

Example Headline

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Jenny Wilson
J. Wilson

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Geschäftsführer: Dr. Rainer Zimmermann, Selki Kuyulu

Envelope Front



 **ESOR INVESTMENTS**

Meisengasse 13-15, 60313 Frankfurt am Main, Germany

info@esor.investments

Envelope Back



Corporate Stationery

Letterhead, envelope and business card.



 **ESOR**
INVESTMENTS

May 16, 2022

Example Headline

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Geschäftsführer: Dr. Rainer Zimmermann, Sevil Kuyulu

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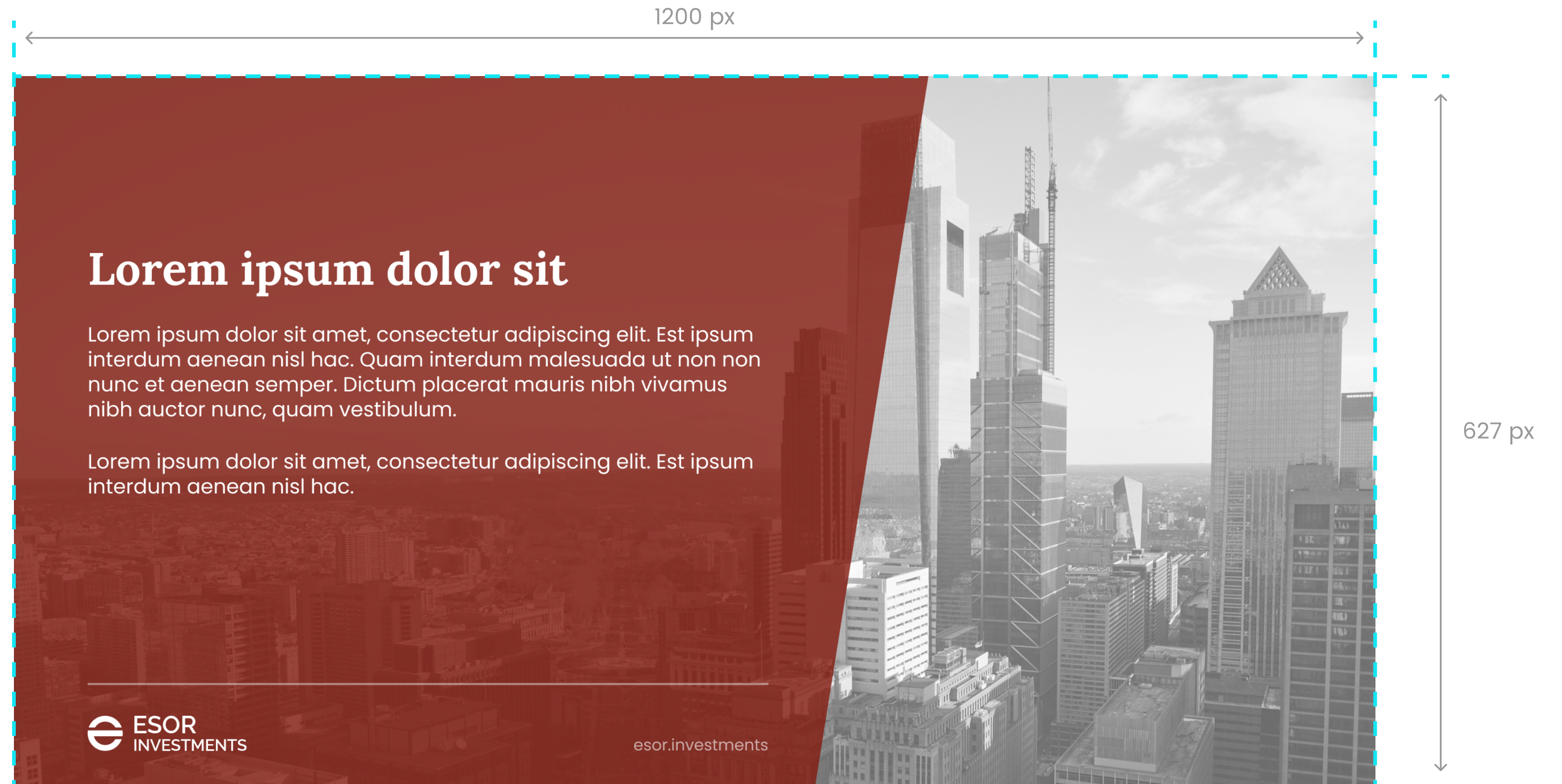
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1200 px

627 px

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