



Augmentum

BRAND GUIDELINES

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AUGMENTUM OVERVIEW

Fast growing & exciting venture capital firm focusing on fintech businesses

CORE BRAND PERSONALITY

Dynamic, creative, entrepreneurial, focused, patient, considered, subject-matter experts

VISUAL DIRECTION

Augmentum is boundary-braking and disruptive business, unafraid to take a risk, yet this attitude is backed up by a wealth of experience and deep expertise in both the investment industry and the fintech sector.

The visual language of the brand must reflect their dynamic and progressive nature, be bold and decisive, but always speak in a refined and mature tone, with great precision and attention to details.

FOR DIGITAL APPLICATION, AND WHERE APPROPRIATE, THE FULL MOTION LOGO IS USED, FOR ALL OTHER PURPOSES THE BELOW SELECTION OF LOGOS IS AVAILABLE.

Augmentūm

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Augmentum
investing in **Fintech**

COLOUR PALETTE

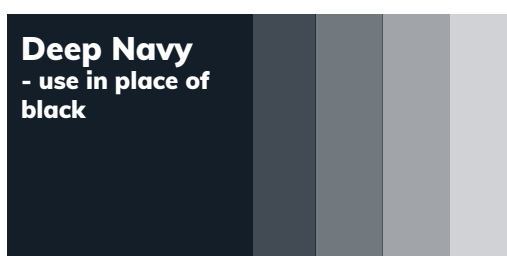
THE COLOUR PALETTE CONSISTS OF A COLLECTION OF DARK BLUES, AGAINST WHITE BACKGROUND, WITH AN ADDITION OF HIGH CONTRAST NEAR-BLACK COLOUR - "DEEP NAVY" TO BE USED IN PLACE OF BLACK. A BRING TONE CAN BE ADDED TO UPLIFT THE PALETTE AND MAKE IT MORE EXCITING - TO BE DISCUSSED



Hex: #ffffff
RGB: 255, 255, 255



Hex: #F6F6F6
RGB: 246, 246, 246



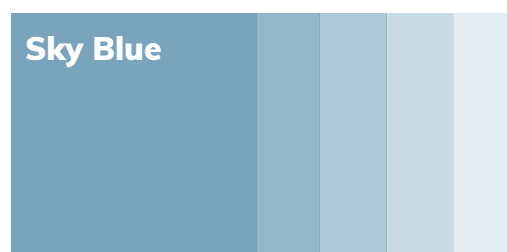
Hex: #131E29
RGB: 19, 30, 41
PANTONE: 7547 C
80% 60% 40% 20%
CMYK: 99, 74, 31, 84



Hex: #253746
RGB: 37, 55, 70
Pantone: 7546 C
80% 60% 40% 20%
CMYK: 73, 45, 24, 66

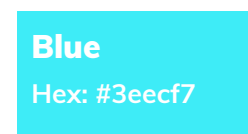


Hex: #1877A0
RGB: 24, 119, 160
80% 60% 40% 20%
CMYK: 84, 41, 21, 6



Hex: #79A4BC
RGB: 121, 164, 188
80% 60% 40% 20%
CMYK: 55, 25, 18, 0

Highlight tones - use primarily to contrast white and the near-black shades.



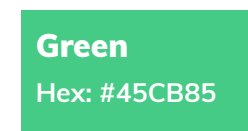
Hex: #3eecf7



Hex: #d61159



Hex: #F1A208



Hex: #45CB85

HEADLINES AND BRAND MESSAGING

Augmentum Fintech plc

Muli Black 60pt/68px

Investing in a focused portfolio of fast growing and transformative private fintech businesses in the UK and wider Europe

Muli Regular 22pt/28px

MAIN TYPEFACE VARIATIONS

Muli Black - Large scale headings

Muli Bold / Extra Bold
- Sub headings & high emphasis titles

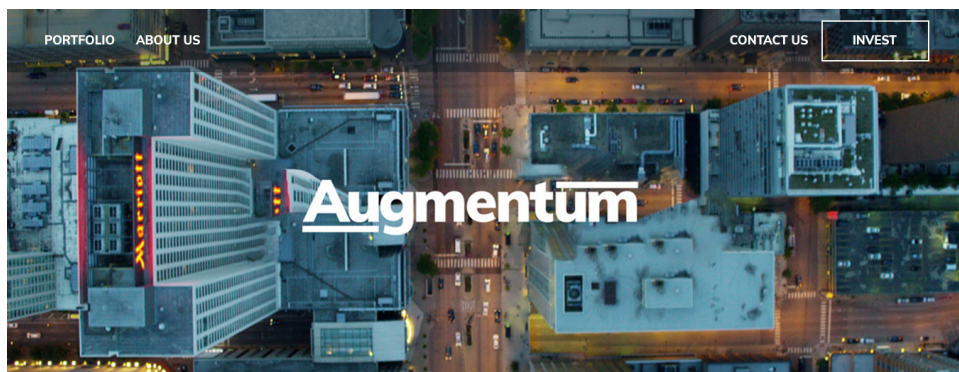
Muli Regular - Paragraphs of text and low emphasis titles

FULL TYPEFACE

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

1234567890

HERE ARE SOME VISUALS TO DEMONSTRATE HOW THE BRAND SHOULD BE STYLED



Our Philosophy

We set a very high quality bar when choosing which businesses to back and consequently we aim to make just a handful of new investments each year. We always look to back entrepreneurs and businesses that we believe have the potential to become leaders in their industry...

[Read More](#)

Style & Contribution

We are always actively involved with our portfolio companies without getting in the way of our management teams in the day-to-day running of their businesses. Having been on the other side of the fence we understand the fine line between investor help and hindrance and strive to never cross it...

[Read More](#)

Partnering With Us

We are looking for established fast growing UK and European businesses in the FinTech sector. The businesses we invest in must stand out from the crowd whether that be due to a unique or disruptive business model, first mover advantage or by being best of breed...

[Read More](#)

Our Portfolio

Our investee companies are disrupting the overgrown Financial Services sector with innovative and efficient solutions that meet their customers' needs.

[Read More](#)[Read More](#)

Latest News

Our investee companies are disrupting the overgrown Financial Services sector with innovative and efficient solutions that meet their customers' needs.

[Read More](#)

Contact us

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

[Send](#)



Our Portfolio



Zopla.com



SRL Global



Seedrs



Zopla.com



SRL Global



Seedrs



Z O P A

Augmentum invested in 2012 at which point loan disbursements in the previous 12 months had been less than £50 million. Since that time loan disbursements have grown at a compound annual growth rate of 61 per cent, reaching approximately £1 billion in 2017 with more than £3 billion lent to UK customers so far. Over 60,000 active individual investors choose to lend through the platform with over 277,000 borrowers approved. Most recently, Zopa has announced plans to launch a bank in 2018 and is in the process of obtaining its banking licence.

Zopa has won multiple awards: Winner 2017, Most Trusted P2P Platform for Borrowers and Investors Moneywise Customer Service Awards; Winner 2017, Best Personal Loan Provider Best and Best Alternative Finance Provider, British Bank Awards among others.

Zopa's institutional backers include Bessemer Venture Partners, Arrowgrass, Northzone and Wadhawan Global Capital among others.

Partners since 2012

Sectors

Banking & investment

Social Media

Twitter

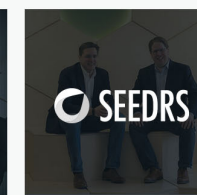
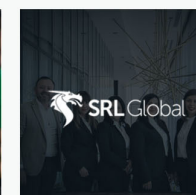
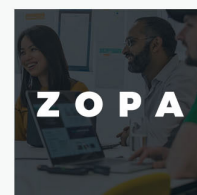
LinkedIn

Facebook

Website

zopa.com

See More



This would be the “invest” or Fintech section - the large black buttons in the header will be available on each sub page and provide a way of navigating through the entire “invest/fintech” sub site



BUTTON STYLES

Buttons would have animated on hover styles

Inactive State

Hover State

Primary Button

Primary Button

Secondary Button

Secondary Button

Primary button: #131e29

Secondary button: #34657F 40% opacity

Primary Button

Primary Button

Secondary Button

Secondary Button

Primary button: #ffffff

Secondary button: #ffffff 40% opacity