



BRAND GUIDELINES





EU ECONOMIC PATH POINTS TO
CONSISTENT RECOVERY IN 2021

ON TRANSFER DIGITAL

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INTRODUCTION

horizontal and vertical



Perffin Invest AG was created in **2018** by a team of seasoned entrepreneurs and experts in technology, e-commerce, payments and financial services in order to build an integrated and synergetic European group of companies specialized in promising FinTech services & related consumer economy activities.

Perffin invests in promising companies with quality management teams and sustainable business models. We strive to be **long term equity partners** for our portfolio companies, offering active financial-, operational- and strategic support to help them achieve growth and superior returns in line with our investment objectives and policy which is to generate long-term capital growth for our shareholders.

OUR BRAND



Perffin Invest AG brand foundation is inextricably linked to the emotional and functional outcomes of our services and what we enable to our clients. Our defined promise, positioning and philosophy reflect what the company was founded upon and our focus for the future.

What we do?

With a strong focus on FinTech (-) and related financial services, Perffin invests in **promising companies** with quality management teams and sustainable business models. Perffin strives to be a long-term equity partner for its portfolio companies, offering active financial (-), operational (-) and strategic support to help them **achieve growth** and superior returns in line with our investment objectives.

OUR BRAND PROMISE



Tagline

WE FUEL FINTECH.

Brand promise

Commitment to responsible, resilient investment.

OUR LOGO

primary



Our Logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of serif font, sans serif font and round shapes. Serif font represents tradition, sans serif font represents the modern approach whilst the rounded shapes give a smooth look to our logo.

Navy blue color conveys importance, confidence, power, and authority, as well as intelligence, stability, unity, and conservatism.

The small gradient detail in dots makes the logo more modern and can be used as an element to play with in our marketing communication.

OUR LOGO

horizontal and vertical



PERFFIN stands for **FIN**ancial **PERF**ormance oriented towards delivering excellent customers service and generating capital growth for our investors.



OUR LOGO

black & white



The colors breakdowns defined here are meant to capture our elegant palette of colors, allowing a consistent relationship across digital and printed applications.



OUR LOGO

gradient



The colors breakdowns defined here are meant to capture our elegant palette of colors, allowing a consistent relationship across digital and printed applications. This variation is used for festive and/or alternative (other than purely business oriented) communication.



LOGO

safety zone



A minimum area of clear space must always surround Perffin Invest logo. This area of isolation allows the logo to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logo.



MINIMUM PRINT SIZE



31 mm

MINIMUM WEB SIZE



88 px

MINIMUM PRINT SIZE



21 mm

MINIMUM WEB SIZE



60 px

LOGO

how not to use logo

The success of the brand depends on the Perffin Invest logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.



do not change colours



do not stretch the logo



do not shrink the logo



do not rotate the logo



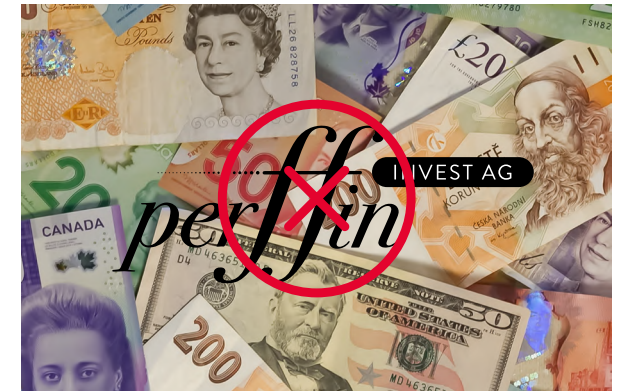
do not change position of elements



do not use shadow or similar effects

LOGO

use on photography



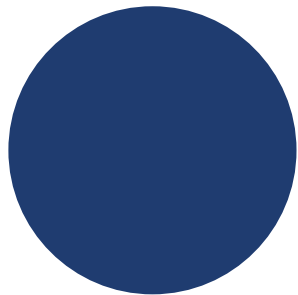
COLOURS

primary colours



Our brand colors have been carefully selected to balance our confident, powerful and intelligent personality with our optimistic, modern and playful aesthetic.

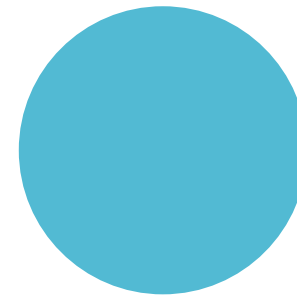
PERFFIN NAVY BLUE



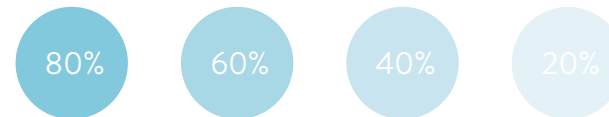
RGB 030 060 011
CMYK 099 081 027 013
HEX 1E3C6F
PANTONE 534 C



PERFFIN LIGHT BLUE



RGB 030 060 011
CMYK 099 081 027 013
HEX 1E3C6F
PANTONE 637 C

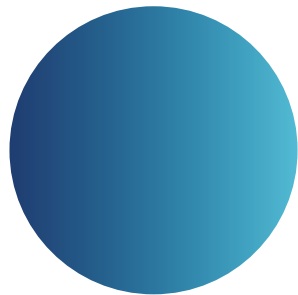


COLOURS

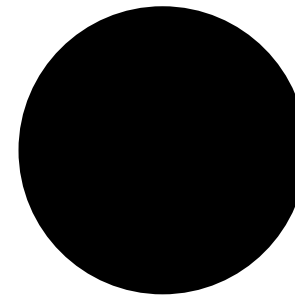
secondary colours



LINEAR GRADIENT 0°



PERFFIN BLACK



RGB 000 000 000
CMYK 000 000 000 100
HEX 000000
PANTONE Neutral Black C



TYPOGRAPHY

primary font



Brandon Grotesque is a sans-serif typeface designed by Hannes von Döhren of HVD Fonts during 2009 and 2010.

Brandon Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brandon Grotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brandon Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brandon Grotesque Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brandon Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brandon Grotesque Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

secondary font



ITC **Bodoni Seventy-Two** was designed by Jim Parkinson, Giambattista Bodoni, Sumner Stone, Holly Goldsmith, Janice Fishman and published by ITC.

Bodoni 72 Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bodoni 72 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bodoni 72 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COMMUNICATION

tone of voice



Perffin Invest tone of voice can be described as serious smart and inclusive to all.

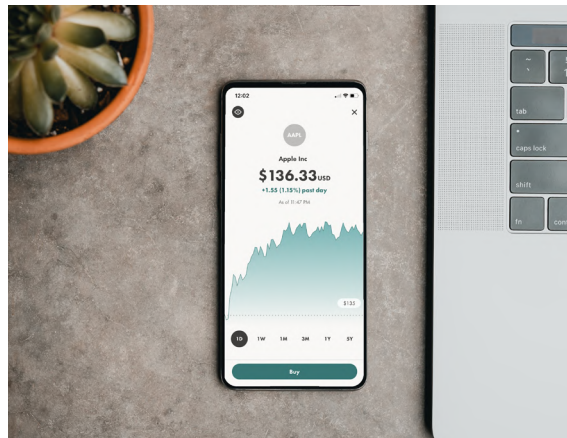
COMMUNICATION

photography



Photography plays an important roles in communication towards our potential customers. That is why is important to use photography that our target audience can relate to. But for the added artistic layer we often add simple effects or overlay so the photos look like they have been touched by Perffin Light Blue.

General tone of the photography is soft and cold. Do not use bright images as it would not match with the Perffin blue colour.



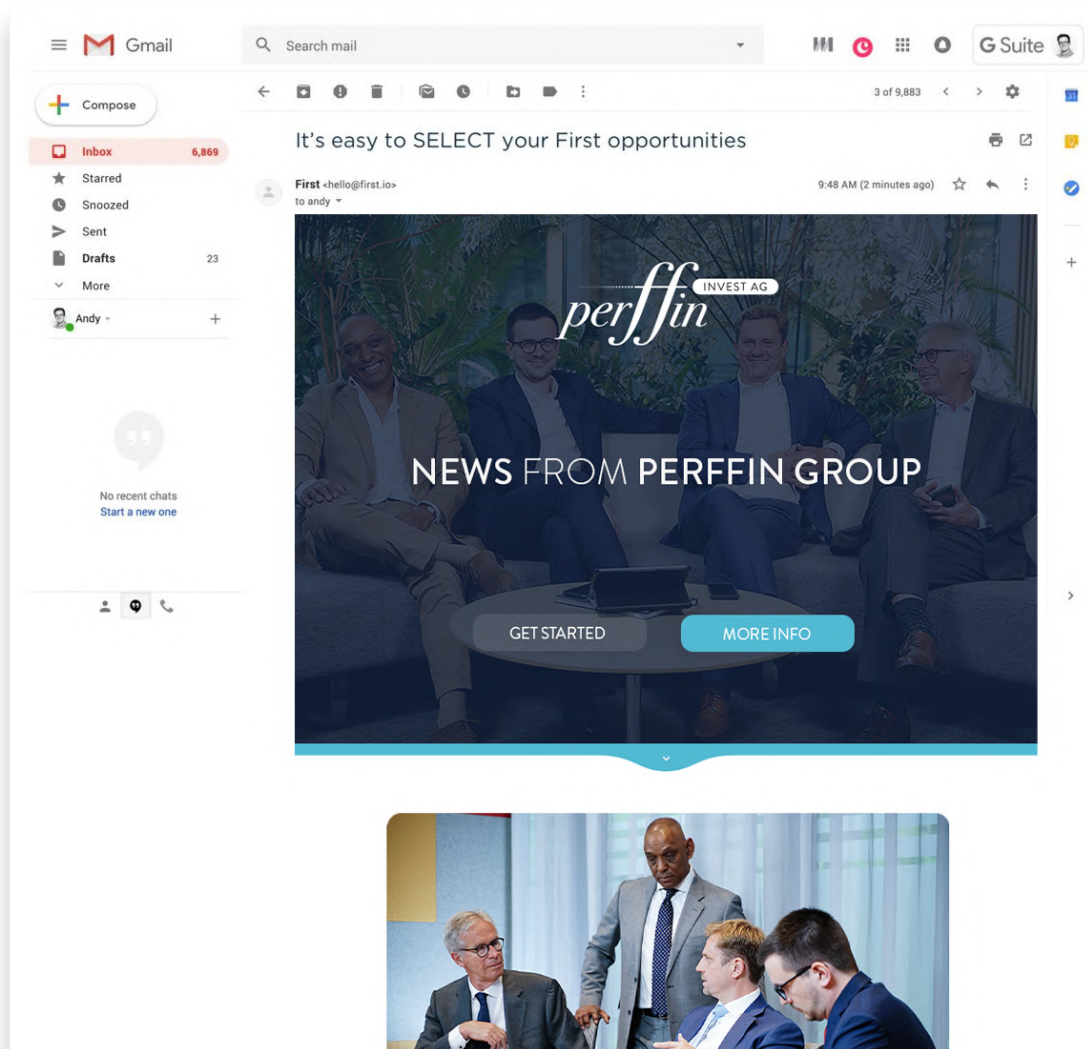
DIGITAL PLATFORMS

web



DIGITAL PLATFORMS

digital newsletter



DIGITAL PLATFORMS

social media

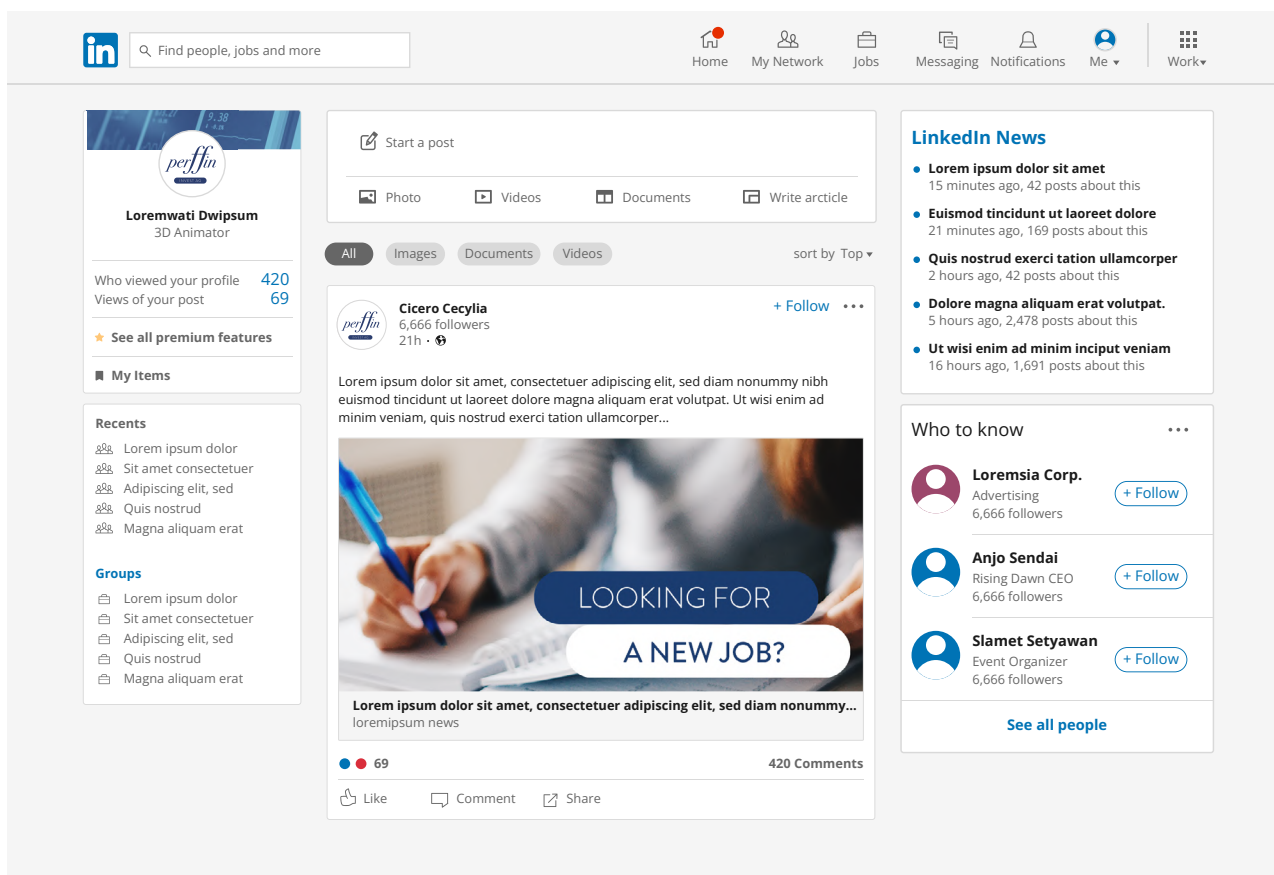


When posting on social media platforms, we can use the oval shape (an element from our logo) to highlight the key message. The options are navy blue, light blue or white so it matches the background. The position of the oval shape can be in any corner, but it is a must to follow below margin sizes.



DIGITAL PLATFORMS

social media



APPLICATION

primary business cards



- Bodoni 72 book, 16 pt, 50 kerning
- Brandon Grotesque light, 8 pt, 20 kerning
- Brandon Grotesque light, 8 pt, 20 kerning



QUESTIONS?

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