

FULL MOON EQUITY VENTURES

BRAND STRATEGY

LET'S DIVE INTO YOUR
DREAM BRAND.



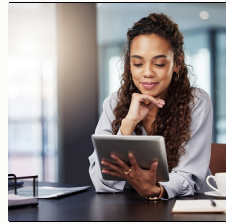


DEFGHIJ
QRSTUVWXYZ



Adrian
The word *Avanti* means "future" in
and hints that the typeface owes its
interpretation to futurism. But unlike *F*
Avanti is not purely geometric; it has
strokes that are thicker than the hori-
zontal ones, and the "o" that is not a per-
fect circle, and shortened "a"
These nuances aid in legibility
and give *Avanti* a human
and versatile appearance
for both text and layout
(myfonts).

ht Light Oblique Book
Book Oblique Black



Queen and Jack

When Gregor Samsa woke from
his dream of the previous day he
found himself transformed in his
bed into a vermin. He lay on his
armour-like back and his head
dipped a little. He could see his
brother and sister and his wife
domed and divided by arches into
stiff

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vwxyz
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!@#\$%^&*~`|}{[]\;:'"~`|}{[]\;:'"



entrepreneurial energy.

Avanti Heavy

We thrive on the vital
exchange of ideas and
experiences across our
intimate campus in one
of the world's most
beautiful locations. This
positive and supportive
environment ignites
entrepreneurial energy.

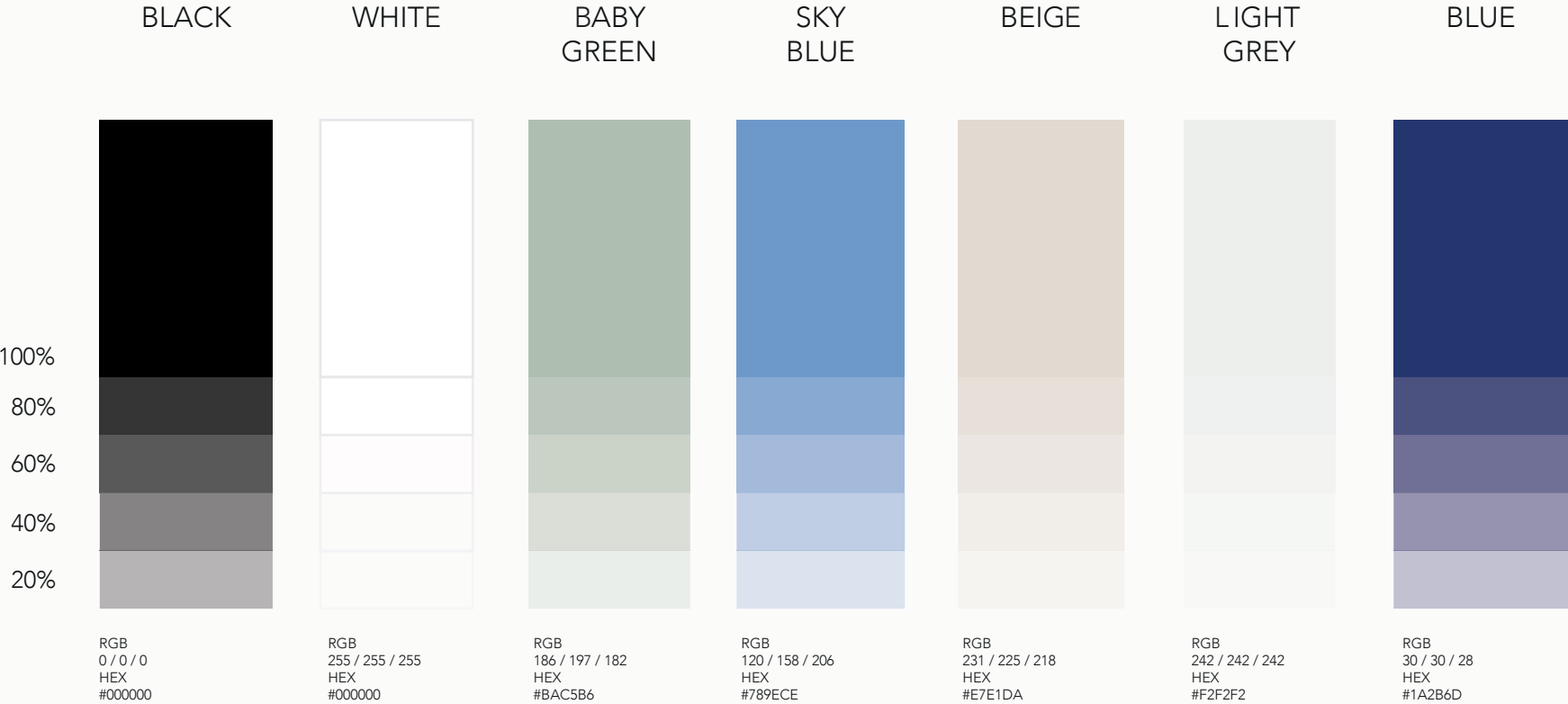


VISUAL DIRECTION

Looking at the competitors of ventures and their brands we created a visual direction that would catch the eye and be different which would lead to more pitches.

Approachable
Togetherness
Sustainable
Supportive

COLOUR PALETTE



Aa	Spinnaker Regular
AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz 1234567890	

Aa	Avenir Light
AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz 1234567890	

TYPEFACE

Wanting to give a feeling of familiarity we chose typefaces that would match approachable, togetherness, sustainable and supportive. Spinnaker has the roughness and chicness feel with the bigger and smaller shapes draws your eye in.

Avenir Light gives you those rounded edges that pair perfectly with the interesting shapes of the headings giving it a modern feel to the paragraphs written.