

FULL MOON EQUITY VENTURES

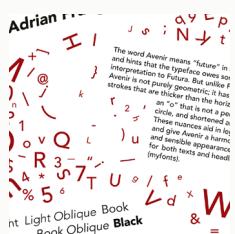
# BRAND STRATEGY

LET'S DIVE INTO YOUR  
DREAM BRAND.





DEFGHIJ  
QRSTUVW



Queen and Jack

he word Avenir means "Future" in Latin and hints that the typeface evens the present and looks to the Future. But unlike Avenir is not purely geometric; it has strokes that are thicker on the left and thinner on the right. These make the letters look more organic and give Avenir a human and approachable appearance for both text and display (my fonts).

DEFGHIJKLMNOPQRSTUVWXYZ  
>cdefghijklmnopqrstuvwxyz  
234567890-=\_+<>?/.,



entrepreneurial energy.  
Avenir 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.



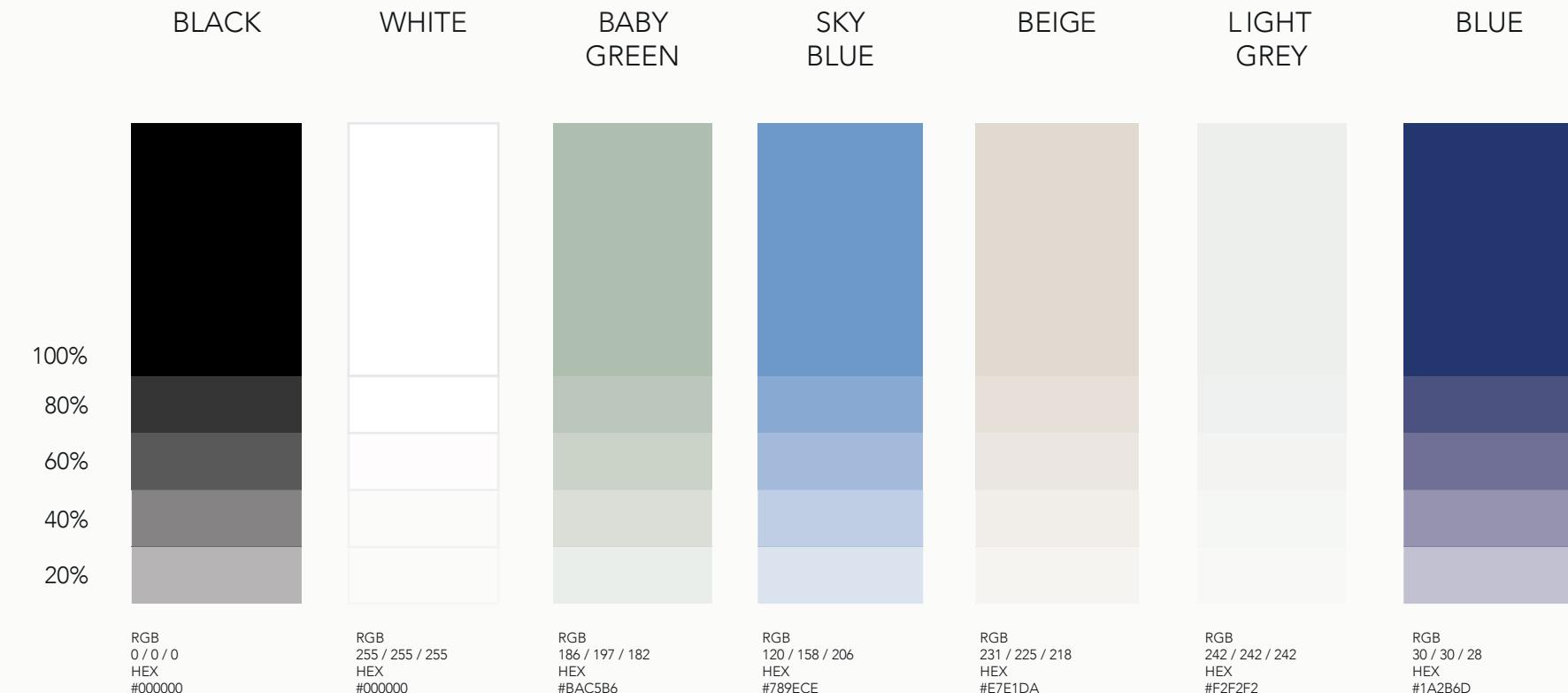
# VISUAL DIRECTION

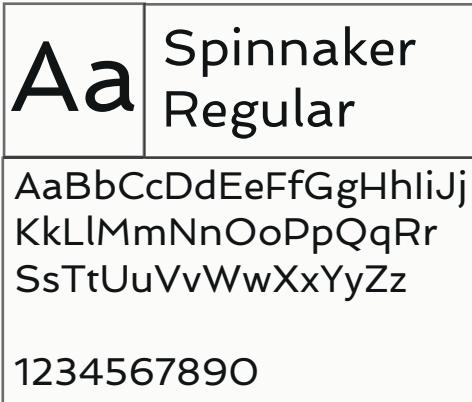
Looking at the competitors of ventures and their brands we created a visual direction that would catch the eye and be different which would lead to more pitches.



Approachable  
Togetherness  
Sustainable  
Supportive

# COLOUR PALETTE





# 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.