

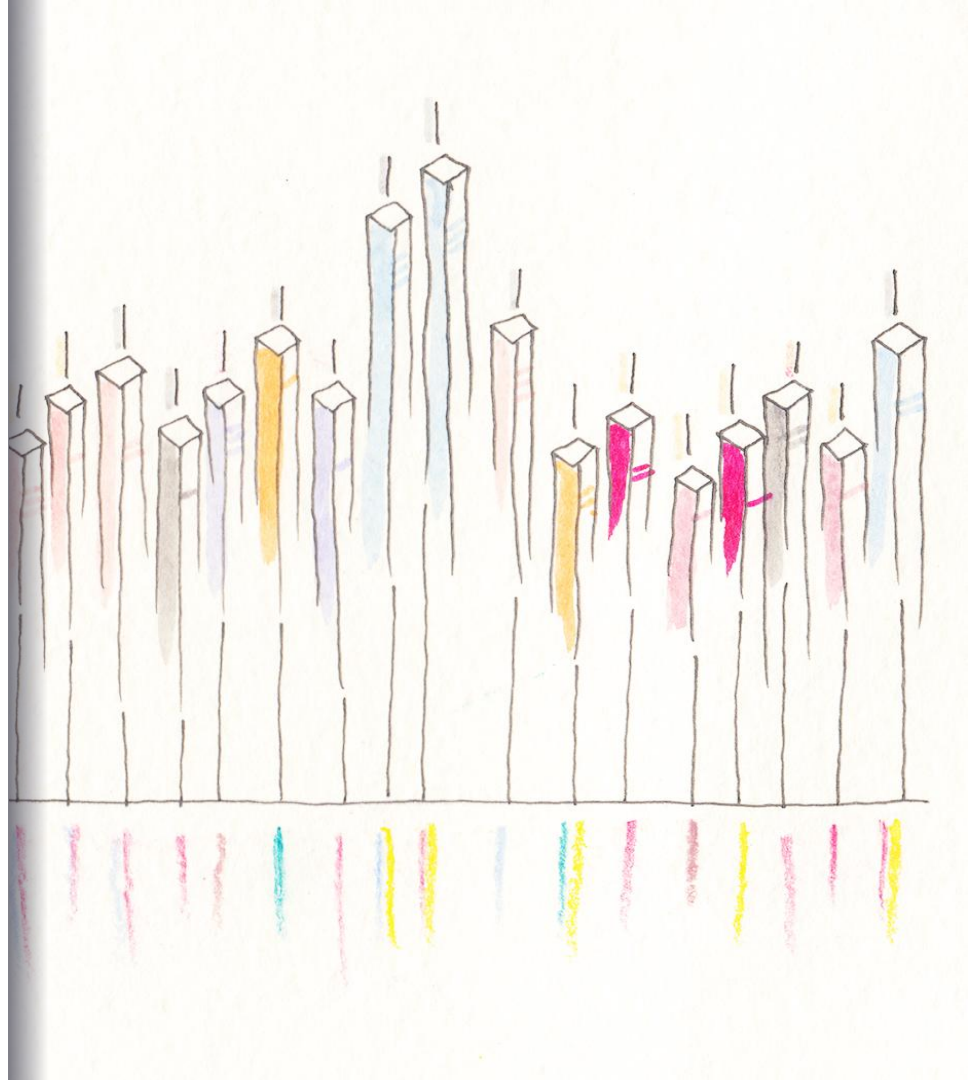


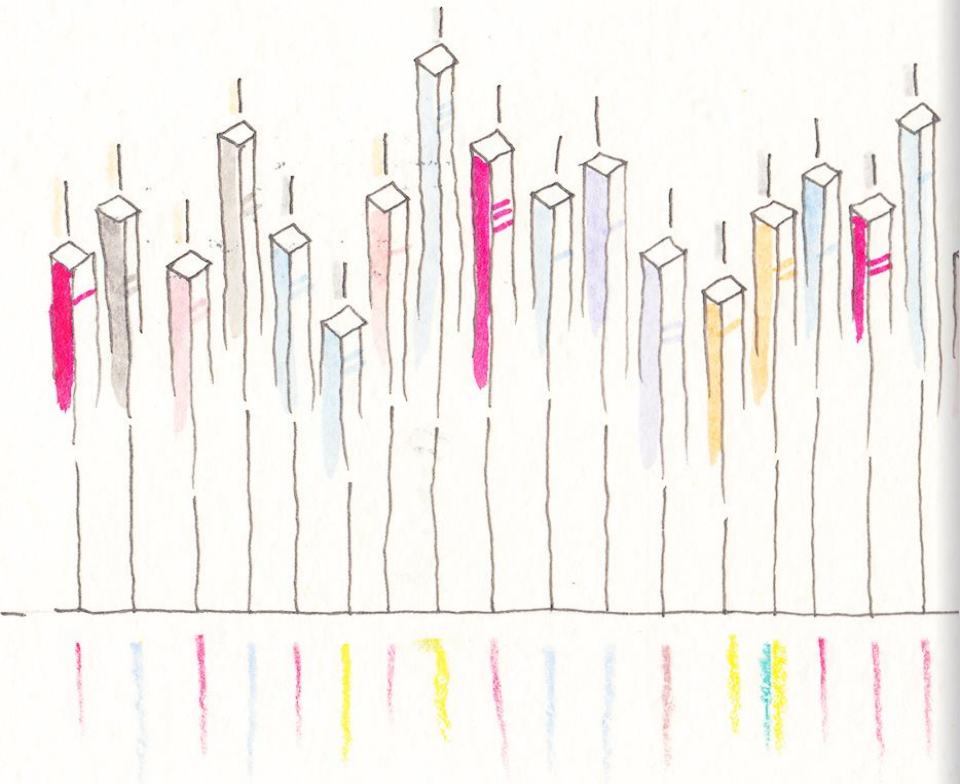
**NINA.**  
**CAPI**  
**TAL**

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# brand guidelines

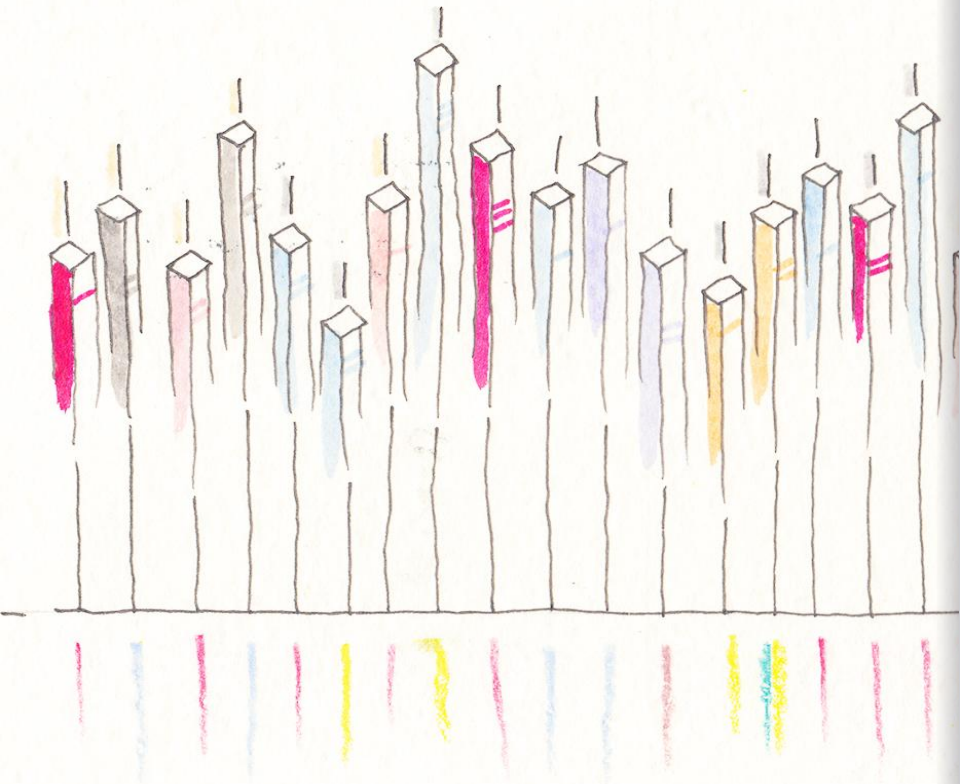
2023





hello!

we're happy you're interested in  
our brand elements :)



## overview

these guidelines describe the visual and verbal elements that represent the nina.capital corporate identity. they reflect our commitment to quality, consistency, and design.

our brand, including our name, logo, and other elements such as color, type, and graphics, are valuable company assets.

thank you for helping us protect them.

# outline

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**SECTION 1**      **company introduction**

**SECTION 2**      **logo basics**

**SECTION 3**      **our typography**

**SECTION 4**      **our colors**

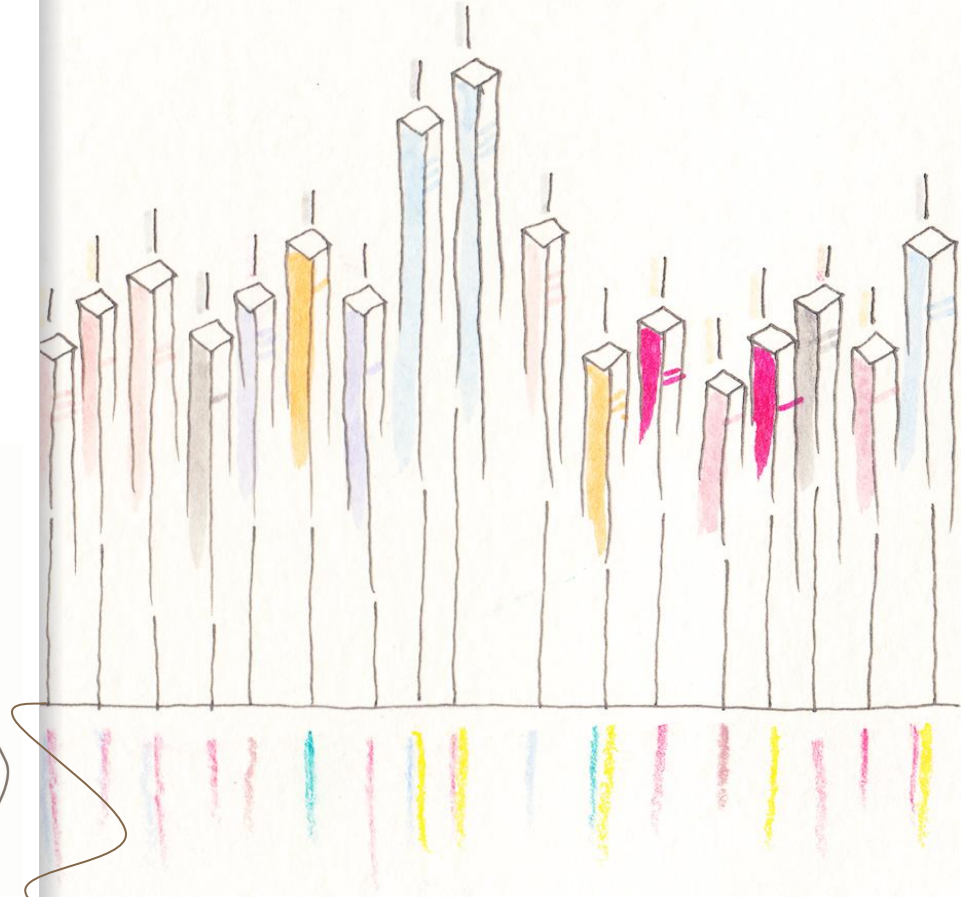
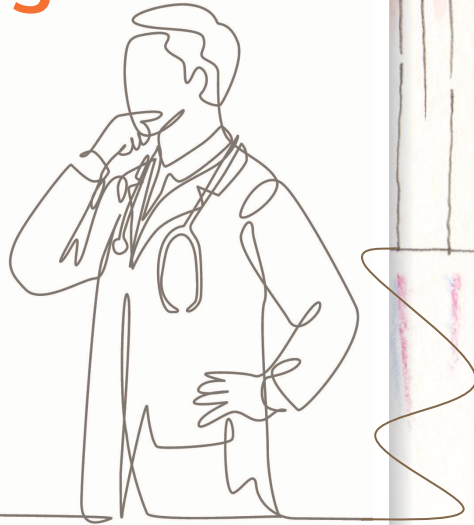
# 01 COMPANY INTRODUCTION

nina capital is a specialized venture capital firm investing exclusively at the intersection of healthcare and technology. in our investment criteria and process, we are informed by a Stanford-born methodology of health technology innovation known as biodesign. since 2001, biodesign has proven to de-risk the process of new venture creation by applying a need-driven and value-based approach to reinventing healthcare with the help of technology. we see our sweet spot at seeding founders who are marrying in-depth understanding of the complex network of healthcare system participants with meaningful engineering innovation, advanced data science, and information technology-enabled products and services. from our home base in europe, we look for and support need-driven founders determined to effectively and efficiently serve these participants internationally. we invest broadly across the european continent, the united kingdom, israel, the united states, and canada, with a collaborative approach in both the way we work and how we interact with other players in our industry. our goal is to help thoughtful and committed teams bridge the chasm from founding to series a capital and access global markets.

more on us at [www.nina.capital](http://www.nina.capital).

we exist to...

improve healthcare  
by supporting  
need-driven  
founders

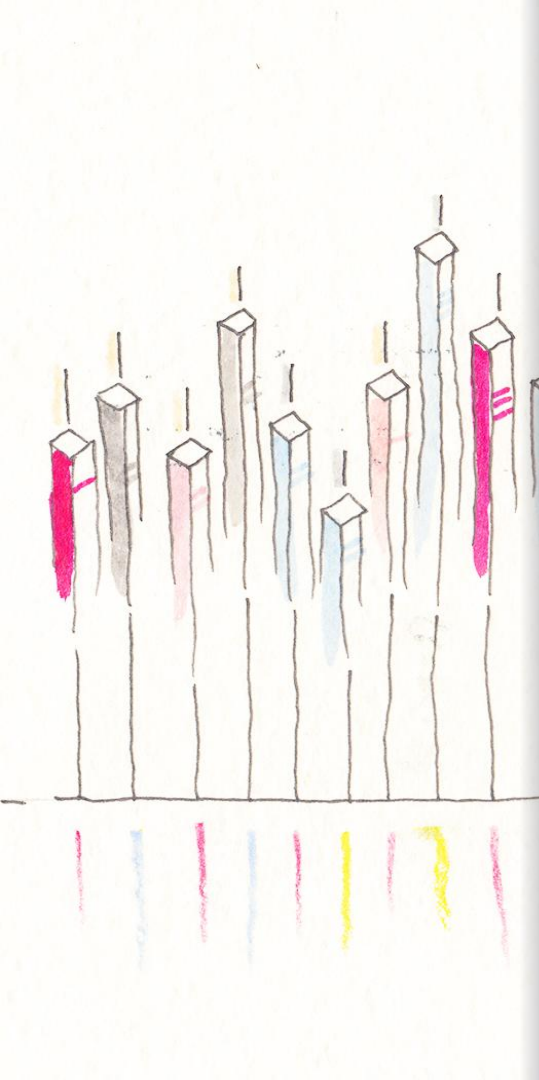


## in a nutshell

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nina capital is a specialized venture capital firm investing exclusively at the intersection of healthcare and technology. with an international outlook from our home in europe, we seed and support need-driven founders committed to improving healthcare with the help of technology.

more on us at [www.nina.capital](http://www.nina.capital).





# how do we behave? nina's core values



## THOUGHTFUL

we think seriously about things—  
the way we work, the needs of our founders  
and limited partners, and the impact we have  
on each other and on our community

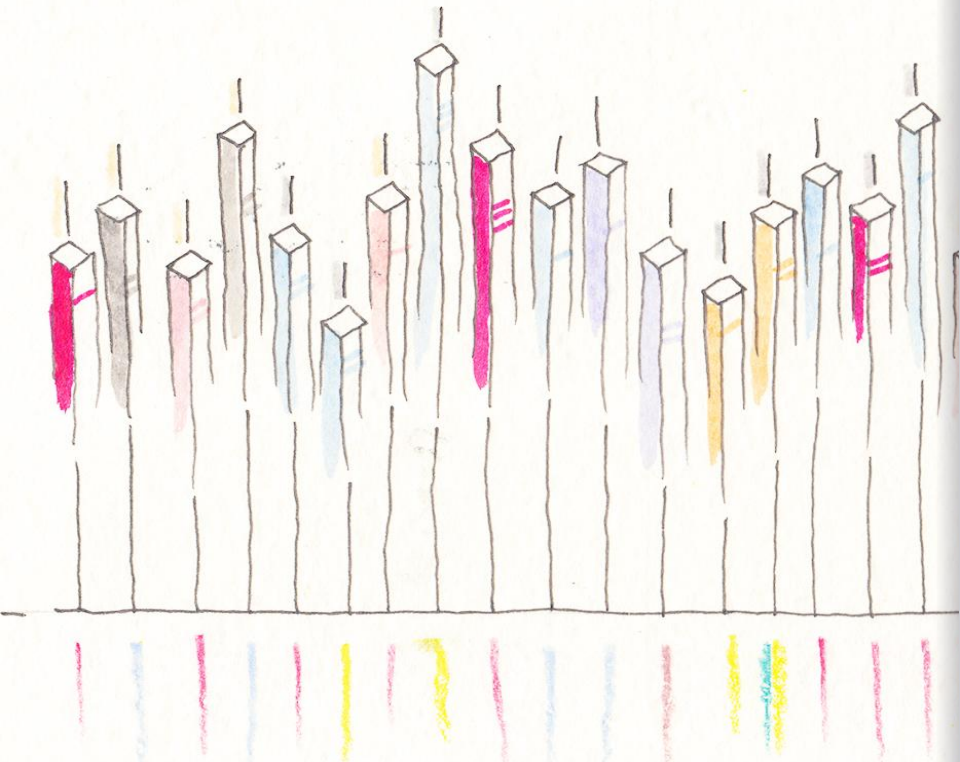
## COLLABORATIVE

we produce things by working together—  
as a team through open and respectful  
debate, and externally with entrepreneurs,  
VCs, and other industry participants

## COMMITTED

we commit to shared decisions—  
for the greater good of the firm, by building  
on a foundation of trust and on the ability for  
all team members to have their ideas heard





we always are...

HUMBLE  
KIND

RESPONSIVE  
GENUINE

we aspire to always be...

DILIGENT  
COURAGEOUS  
NURTURING

ENTREPRENEURIAL  
AMBITIOUS  
SHARING

# 02 LOGO BASICS

our logo is the key building block of our identity, the primary visual element that identifies us. it combines a visual signature (icon) with our name (wordmark).

# our logo

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our logo includes an **icon** and a **wordmark**.

our icon and wordmark can be used together as a unit, or, independently.

when used together, they have a fixed relationship that should not be altered.

the icon should, over time, be sufficient to represent our brand personality.



## MAIN LOGO

the main logo is the dark logo used on white or light colored background. for darker backgrounds, you will find an alternative in the next pages.



ICON

WORDMARK

## RECOMMENDED FORMATS

.eps / .ai / .png

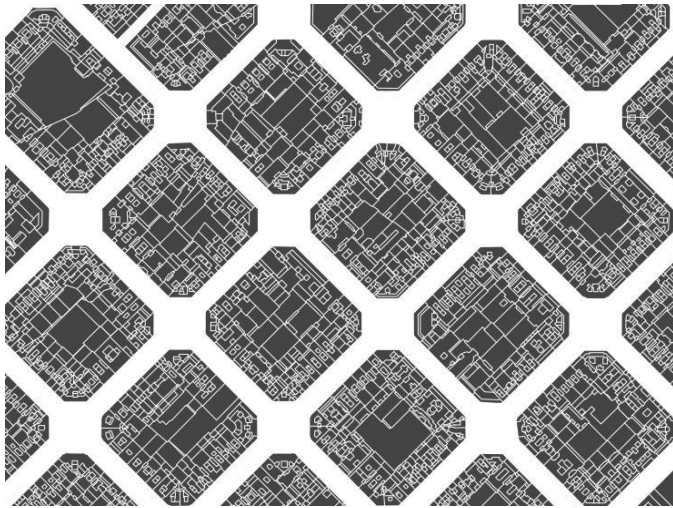
## ICON & WORDMARK

our logo includes a icon (logomark) and a wordmark (logotype). use of only one of the two without the other is permitted. please consult us in case of doubts.

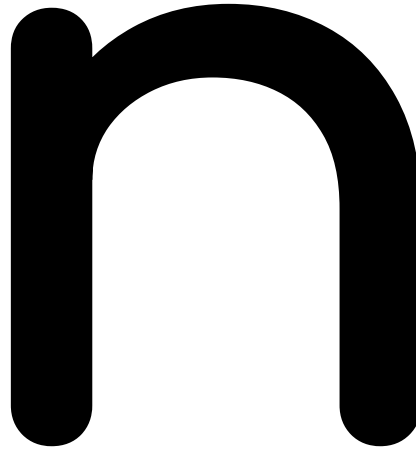
# our icon

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our icon is a combination of the **basic square urban element of the Barcelona city plan** and the **nunito sans lowercase n**.



Barcelona / Ildefons Cerdà, 1860



nunito sans / lowercase n



nina capital icon

# our wordmark

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our logotype typeface is Nunito Sans.

“NINA” is always accompanied by a contrasting square period.

“CAPITAL” is split into two parts, a hint to the Catalan word “CAPI” that translates to *captain* in English.

the “N,” “C,” and “T” all rest their left side against an imaginary wall.

our logotype is trademarked.

imaginary wall

NINA.  
CAPI  
TAL

# logo construction

it is important to keep corporate marks clear of any other graphic elements. to regulate this, an exclusion zone is established around the logo.

this exclusion zone indicates the closest any element or message can be positioned in relation to the logo.

the two main corporate colours are HEX #F77031 and HEX #000000. the colors have been selected according to international standards as shown in the next slides and are easily implemented.



## DEFINITION

whenever you use this logo, it should be surrounded with clear space to ensure its visibility and impact. no graphic elements of any kind should invade this zone.

## COMPUTATION

ensure there is adequate space between the logo and surrounding elements, the clear space around it should always be greater than or equal to the size of the "petal" of the icon.

## MINIMUM LOGO SIZES



20 x 8.5 mm



# logo misuse

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any stylized,  
animated, hand  
drawn or other  
unofficial version  
of our logo is  
strongly  
discouraged

do not resize or change the position of the logomark.



do not use any other font, no matter how it might look.



do not change the proportions of the logo. any resizing must be done in proportion.



don't change colors even if they look similar. always use the official color palette.



# logo variations

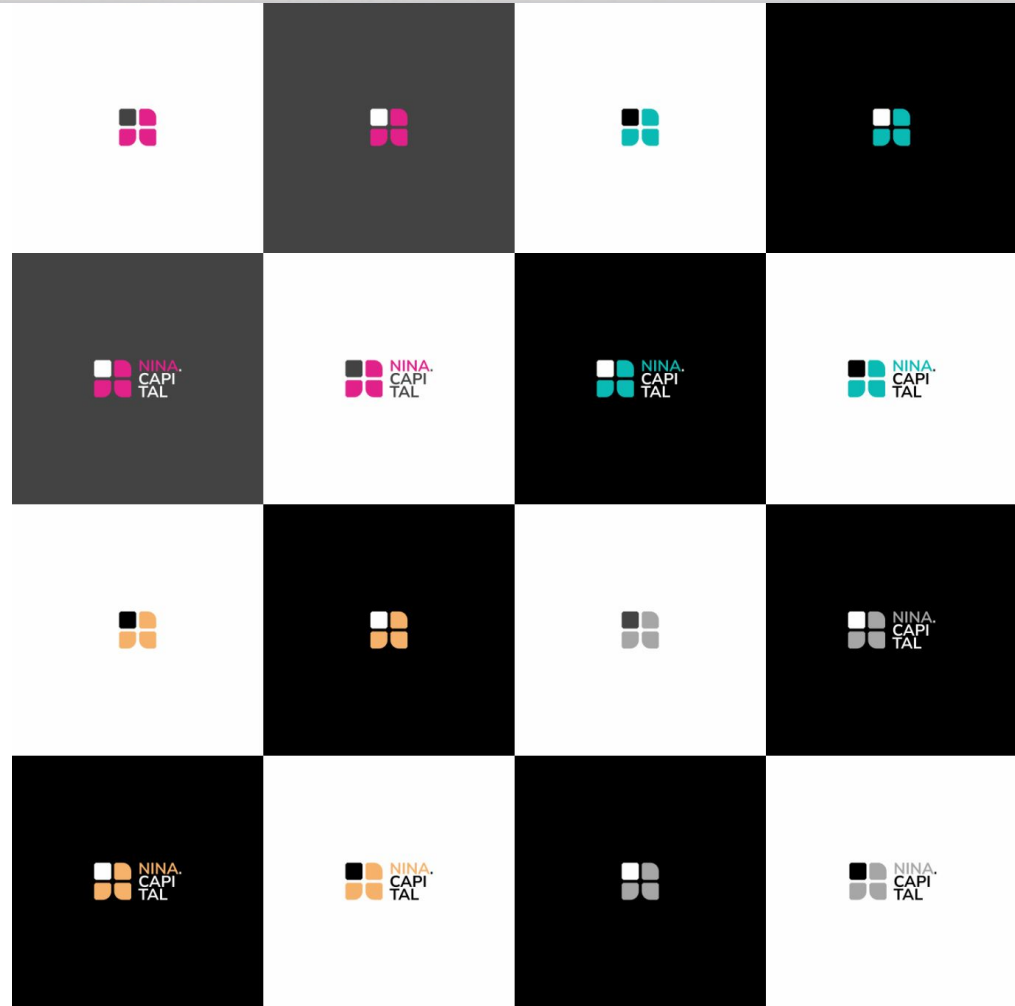
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logo variations use secondary colors as explained in the next slides. logo variations are used for certain needs or special projects as a companion to the main logo. all logo variations have a negative version for use on dark backgrounds (black preferred).

we also have a special edition logo variation that uses a soft pink watercolor palette: it is our Barcelona celebratory first anniversary logo. we call it "Barcelona pride."



Barcelona pride special edition logo (2020)



# 03 OUR TYPOGRAPHY

nunito is a well balanced sans serif typeface superfamily, with two versions: the project began with nunito, created by Vernon Adams as a rounded terminal sans serif for display typography; Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, nunito sans.

nunito sans is the primary font used for the logotype and should be used for all other forms of standard body text, from stationery to website design, brochures, and all forms of general correspondence.

# nunito sans

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Normal     A B C D E F G H I J K L M N O P Q R S T U P W X Y Z  
            a b c d e f g h i j k l m n o p q r s t u p w x y z

Semi Bold    A B C D E F G H I J K L M N O P Q R S T U P W X Y Z  
              a b c d e f g h i j k l m n o p q r s t u p w x y z

Bold         A B C D E F G H I J K L M N O P Q R S T U P W X Y Z  
              a b c d e f g h i j k l m n o p q r s t u p w x y z

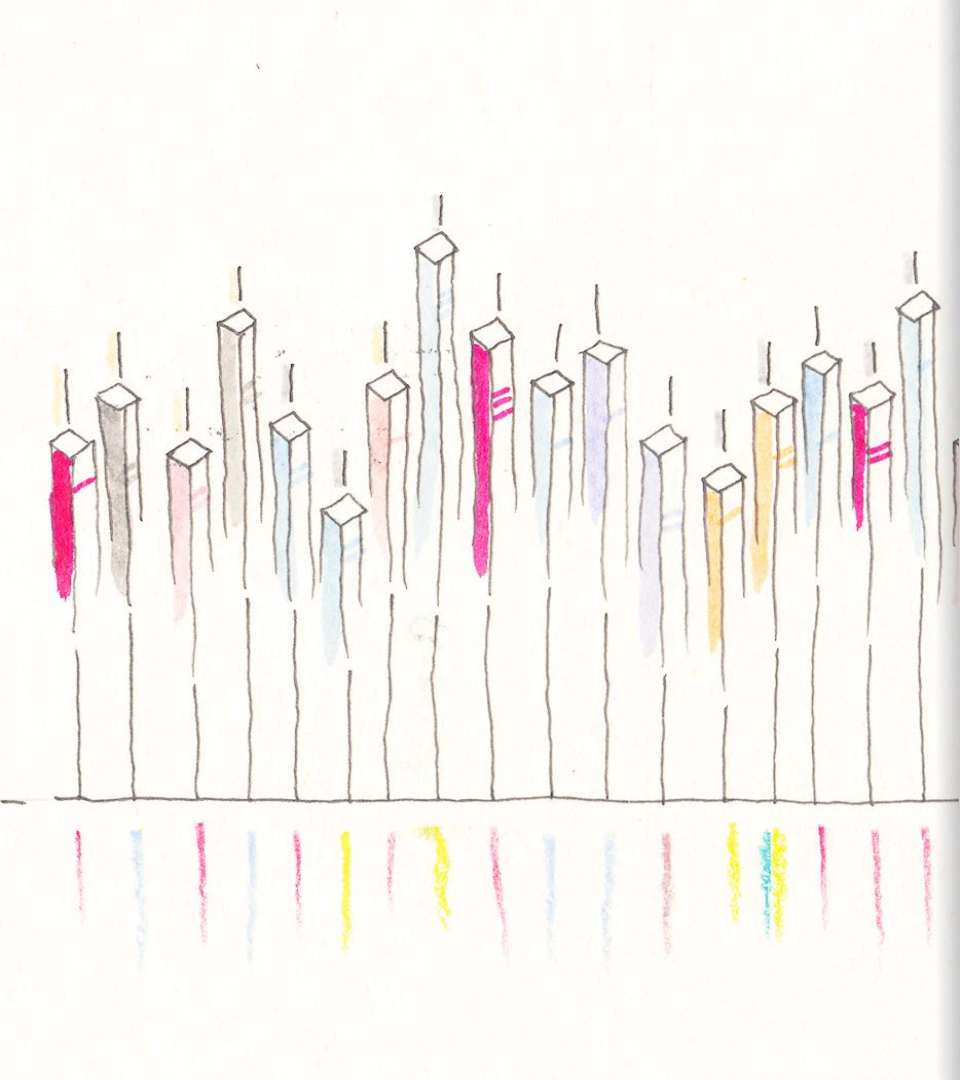
Figure      1 2 3 4 5 6 7 8 9

Glyph      ‘ ’ “ ! ” ( % ) [ # ] { @  
              } / & \ < - + ÷ × = > ® ©  
              \$ € £ ¥ ¢ ; , . \* ₹

# 04 OUR COLORS

in the next pages is the official nina.capital color palette. avoid deviating from this core set of colors or creating tints of these values. generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements such as text or fields of color.

consistent use of these colors contributes to the cohesive look of the nina.capital brand identity across all relevant media.



## our palette at a glance

**DARK ORANGE**

**#F67031**



**LIGHT ORANGE**

**#F6B26B**



**TIFFANY BLUE**

**#0ABAB5**



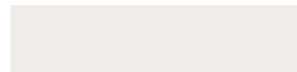
**NINA HOT PINK**

**#E2218B**



**LIGHT GRAY**

**#F0EDE8**



**DARK GRAY**

**#434343**



**BLACK**

**#000000**





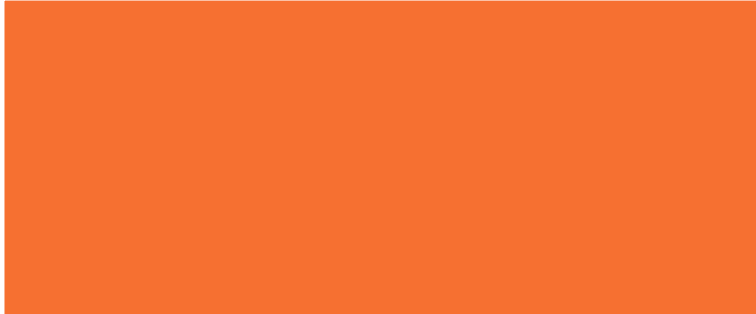
# primary color system

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## EXPLANATION

orange and black are our brand primary colors. these colors have become a recognizable identified for the company.

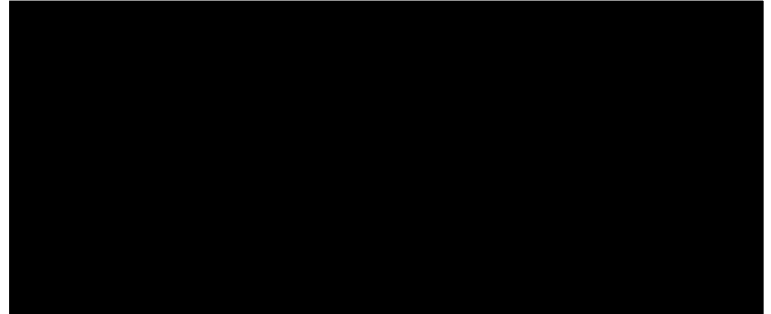
**ORANGE #F67031**



## USAGE

we use them as the dominant color palette for all internal and external visual presentations of the company.

**BLACK #000000**



# secondary color system

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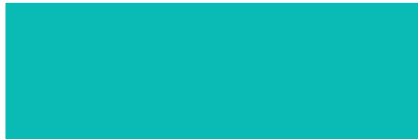
## EXPLANATION

the secondary colors are complementary to our official colors, but are not recognizable identifiers for our company.

LIGHT ORANGE #F6B26B



TIFFANY BLUE #0ABAB5



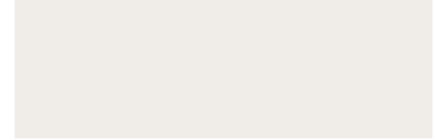
NINA HOT PINK #E2218B



## USAGE

we use them to accent and support the primary color palette, as well as for special projects.

LIGHT GRAY #F0EDE8



DARK GRAY #434343



# QUESTIONS?

for any brand inquiries contact  
[brand@nina.capital](mailto:brand@nina.capital)

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thank you!

