

KIKO

# Brand Guidelines







These guidelines show how to combine the key elements of our identity to effortlessly tell the story of our brand to our audience, partners and employees. These elements are the words we choose, the typefaces and colours we use. The images and graphics we communicate with. *And of course our new logo.*



## POSITIONING

*The climate crisis is the greatest challenge of our generation.* It affects every aspect of life on earth. Materially; socially, economically and ecologically. From food sources to physical infrastructure, health and medicine to housing and mobility, the quality of our air to our quality of life. Across every community, culture and country. Ultimately, human civilisation depends on natural capital. And because we're at a critical moment in this race against time, for people and the planet. *Our future will be determined by what we do now.*

*It's time to innovate.* Human ingenuity is our ultimate weapon in the fight against climate change. We need it to create sustainable growth that doesn't suffocate the planet. To cut carbon emissions and regenerate resources. *To take our brightest ideas and make them tangible at scale.*

*No single organisation or idea can solve the world's environmental problems alone.* To make the progress required at a pace that's rapid enough. We need to go against the grain and give it everything we've got. Because this isn't a simple fix or a minor shift. It's a radical rethinking of the way humans currently live, work, move and play. By challenging our assumptions, changing our mindsets and collaborating creatively. Pooling our knowledge, connections and capital to look beyond tomorrow. *Going further, faster.*

*That's why we started Kiko Ventures.* Our purpose is to create new possibilities for a regenerative future. Unleashing the full power of human ingenuity by uniting ideas, expertise and capital to unlock advances in clean technology. We are investors, trusted partners and above all else, actual human beings. We step outside the status quo when it makes sense and pursue pragmatism when it's most practical. We aim to be the conduit and the connection point for the cleantech ecosystem. Working with builders, backers and brilliant minds to bring game-changing ideas to market and accelerate the transition towards net zero. *We're part of IP Group, whose strong track record of finding, funding and fuelling innovation enables us to combine entrepreneurial agility with institutional capability to make \*\*it happen.*



## POSITIONING

*We've dedicated our entire careers to the environmental cause. As engineers, operators and investors. In the lab, in the field and in the board room. It has equipped us with the ability to spot potential, see pitfalls and provide the right support at every stage and across every dimension. By combining technical understanding and commercial acumen to bridge the gap between technology and adoption. By diving into the fundamentals, getting our hands dirty and going the distance. By leveraging our knowledge and networks. From initial investment through to final outcome. We facilitate civilisation-scale returns.*

*We've set out to tackle the world's most pressing challenges. With an approach to venture that's fit for purpose as well as profit. An approach that marries financial returns with environmental impact. And aligns our incentives with the entrepreneurs we invest in. By deploying permanent capital that provides the flexibility and freedom to invest with conviction across every stage and sector. We back businesses that will not only win in tomorrow's markets, but ensure tomorrow comes. So they can change the trajectory of our future.*

*Our role is to champion the changemakers. The ones compelled to create something consequential. Those with the moonshot ideas and the outrageous ambitions. With the fearlessness to challenge convention and the fortitude to carry it off. Who think beyond the bottom line and build with vision. To create technology that will help humanity get from where we are to where we need to be. Because they're the ones who will change the world. For good.*

*We believe this is the best way to contribute to solving our collective challenges. Which is why we've set ourselves a significant first mission to accomplish. One that mirrors the magnitude of the environmental threat we're up against. We will help to build 5 transformative\* businesses within the next five years. That will accelerate innovation and amplify impact. And make a meaningful dent in the fight against climate change. It's the first step towards a future in which people and the planet can thrive in perpetuity. And you're part of that vision too. We all are.*





Purpose. Mission. Vision. *The reason we exist.  
What we'll accomplish. What the future will look like.*

#### PURPOSE

To create new possibilities for a  
*regenerative* future.

#### MISSION

To help build 5 transformative\*  
businesses within the next five years.

\*causing a marked change in our ability to combat climate change.

#### VISION

A future in which people and the  
planet can thrive in perpetuity.



## VALUES

Principles we believe in and live by.

### Make **\*\*it** happen.

**Key themes:** *Proactivity, competence, and ambition.*

**How we think.**

We're passionate about successful outcomes. Seeking the highest standard and never settling for second best. We have a bias towards action, not theory because we recognise the game is won in the real world. We challenge the how, not just the what so we can get to the root of the problems and find real solutions. We take ownership for the long term and commit.

**How we act**

We engage with intention and focus all our actions on delivering quality outputs. No weak-hearted attempts or half-finished endeavours. If it's not valuable, we don't do it. We operate in real time and see things through. We prioritise doing things properly. Even when it's harder.

**How we speak**

Passionately, directly, intuitively.

### Look beyond tomorrow.

**Key themes:** *Climate-first, partnership and long-term thinking.*

**How we think.**

Patience and tenacity is a superpower. Consistent effort over years can achieve wonders. We look at the world and where it's going, seeking to ground our actions in reality to bring about the change we need. Tomorrow and beyond is our responsibility.

**How we act**

We actively seek new knowledge and perspectives to increase our skills and expand our minds, embracing curiosity and inviting challenge. We don't simply accept the status quo. We look to understand the bigger picture on climate, both now and in the future. Working with others who share our vision to amplify our impact. We keep learning and love what we do.

**How we speak**

Creatively, curiously, confidently.

### Be a good human.

**Key themes:** *Care, respect, authenticity.*

**How we think.**

We're humans first, foremost and above all else. We shift the focus outside ourselves and consciously consider others. Prizing empathy, authenticity and integrity over ego and individual gains. We know that entrepreneurs are ultimately the ones who make things happen and seek ways to support them to succeed. True collaboration requires alignment.

**How we act**

We communicate openly and often to build trust and enhance transparency. Even in the face of conflict, we treat others with respect and compassion. We celebrate our successes and acknowledge our shortcomings. We aim for consistency and congruency in our words and actions. When we don't know, we ask. We listen. A lot. We seek to do what's right in way we can be proud of.

**How we speak**

Authentically, openly, inquisitively.



KIKO



## KIKO LOGO

Our logo reflects our aim to champion the earth's regeneration, which is reflected by the letter K *'holding up'* the O.

It *only* appears in these colour combinations.



KIKO



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K

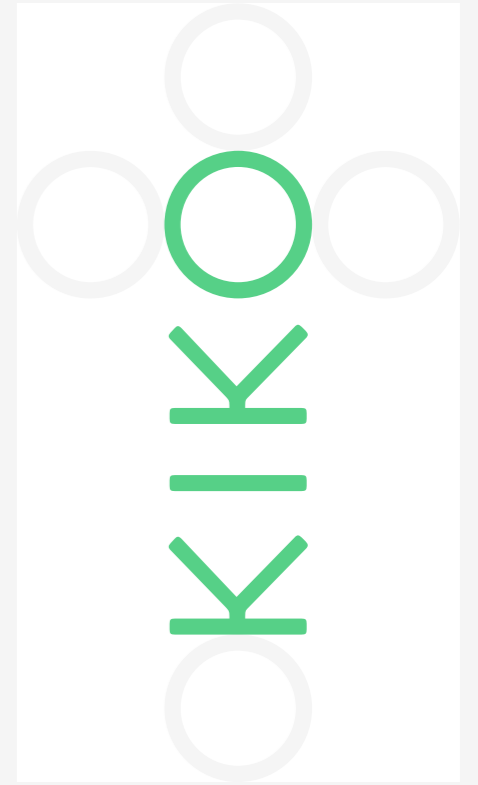
## KIKO LOGO MINIMUM SPACE AND POSITIONING

### Minimum space

Logos need space to stand out, so we've set an *exclusion zone* around ours equal to the size of the letter O of the Kiko logo. *Nothing should ever appear in this space.*

### Positioning

*Always position the logo centre, centre top or centre bottom, as shown.*







#### KIKO VENTURES LOGO

We *only* use this logo when *either* we need to use our full name *or* when the vertical proportions of the Kiko logo aren't suitable for the intended use.

It *only* appears in these colour combinations.

KIKO VENTURES

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KIKO VENTURES LOGO  
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**Positioning**

*Always position the logo in the centre, centre top or centre bottom, as shown.*





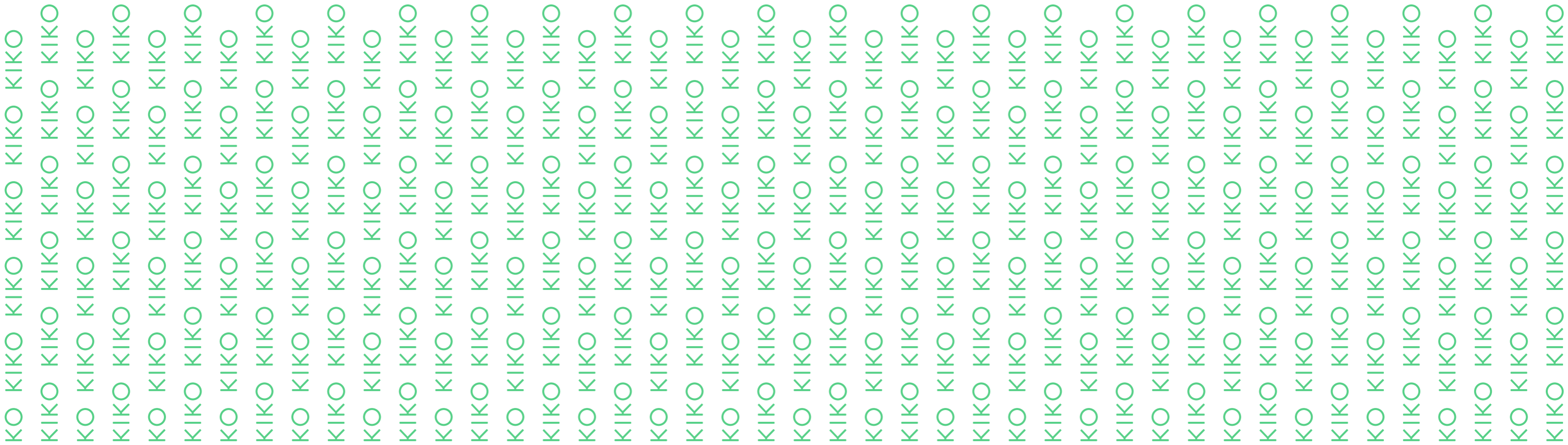


## LOGO ICON

Our logo icon is *shorthand* for our logo. It's useful in applications such as web design, social media, etc where a *simple reference* to Kiko is all that's needed to create a brand presence.

It *only* appears in these colour combinations.





# K

## LOGO PATTERN

We've created a *repeat pattern* of our logo that's used as wallpaper. Carefully size and position the pattern so that the logo is *never* cropped.

It *only* appears in Kiko Green on a *white* background.



## TAGLINE

Summing it up in a simple one-liner.

Kiko Ventures.  
*Regenerative Capital.*

Our tagline appears in Kiko Green, Carbon or a *circular gradient* of both. *The gradient can be animated to change from Kiko Carbon to Kiko Green.*

It appears *centred*, over a photograph or on a white background.



REGENERATIVE CAPITAL

REGENERATIVE CAPITAL



## COLOUR PALETTE

Our colour palette is *simple* and *distinctive*. Kiko Green best describes us and along with Kiko Carbon and Kiko White form the core colours in our palette.

We use Mauve, Pink, Orange and Yellow to help organise information, eg. iconography, graphs, tables, section dividers etc.

The *size* of the colour swatches indicates *colour usage*.

Kiko White  
RGB R245 G245 B245  
HEX F5F5F5  
CMYK C5 M4 Y4 KO

Kiko Green  
RGB R86 G208 B135  
HEX 56D087  
CMYK C62 M0 Y61 KO  
Pantone 346U

Kiko Carbon  
RGB R51 G51 B51  
HEX 333333  
CMYK C69 M60 Y56 K66  
Pantone Black 3U

Kiko Mauve  
RGB R108 G152 B255  
HEX 6C98FF  
CMYK C60 M39 Y0 KO

Kiko Pink  
RGB R255 G111 B127  
HEX FF6F7F  
CMYK C0 M69 Y34 KO

Kiko Yellow  
RGB R255 G224 B129  
HEX FFE081  
CMYK C0 M12 Y59 KO

Kiko Orange  
RGB R232 G134 B19  
HEX E88613  
CMYK C5 M55 Y97 KO





## TYPEFACES

We've paired two typefaces that complement each other to reflect our love of technology and of the regeneration of the natural world.

New Rubrik Edge leans towards the technical, and Messina Serif towards the natural.

New Rubrik Edge Light  
New Rubrik Edge Regular  
New Rubrik Edge Medium

Messina Serif Regular  
**Messina Serif Semibold**  
*Messina Serif Regular Italic*  
*Messina Serif Semibold Italic.*



## Purpose

To create new possibilities for a regenerative future. 20/26pt

### Headline and text

Set in New Rubrik Edge Medium and Light

## TYPOGRAPHY

Here are some typical examples of *typographic styles* and *sizes* we use.

Text *only* appears in *Kiko Carbon*, *Kiko Green* or *white*. Small text (body copy & captions) is *printed* black.

*Text is generally left-aligned*. However, it can be centred or right-aligned if it improves symmetry.

*It's time to innovate.* Human ingenuity is our ultimate weapon in the fight against climate change. 16/20pt

*The climate crisis is the greatest challenge of our generation.* It affects every aspect of life on earth. Materially; socially, economically and ecologically. 12/16pt

*The climate crisis is the greatest challenge of our generation.* It affects every aspect of life on earth. Materially; socially, economically and ecologically. From food sources to physical infrastructure, health and medicine to housing and mobility, the quality of our air to our quality of life. 10/12pt

**Text (12/16 and 16/20pt) and body copy (10/12pt)**  
Messina Serif Regular and Regular Italic.

## PURPOSE 12pt

To create new possibilities for a regenerative future. 28/36pt

### Headline with pull-out, statement or quote

Set New Rubrik Edge Medium in capitals (letterspaced to match above) when paired with Messina Serif Regular.

Captions are set in New Rubrik Edge **Medium** and Light.



## ICONOGRAPHY

The iconography reflects the distinctive curved corners of New Rubrik Edge. This unique shape features in the design of icons and other graphical elements.

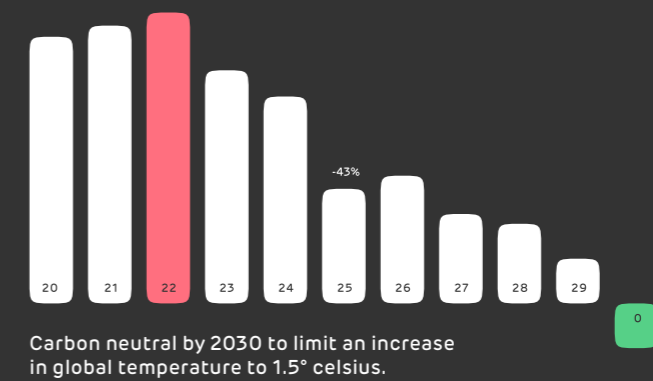
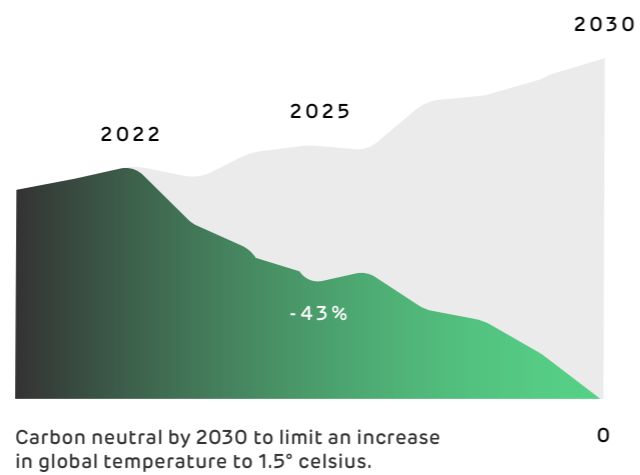




## GRAPHS

Here are a couple of examples of graphical information. We use our colour palette to help communicate the meaning of the information.

When software permits, include the distinctive curved corners in the creation of graphs, as shown in the bar chart below.





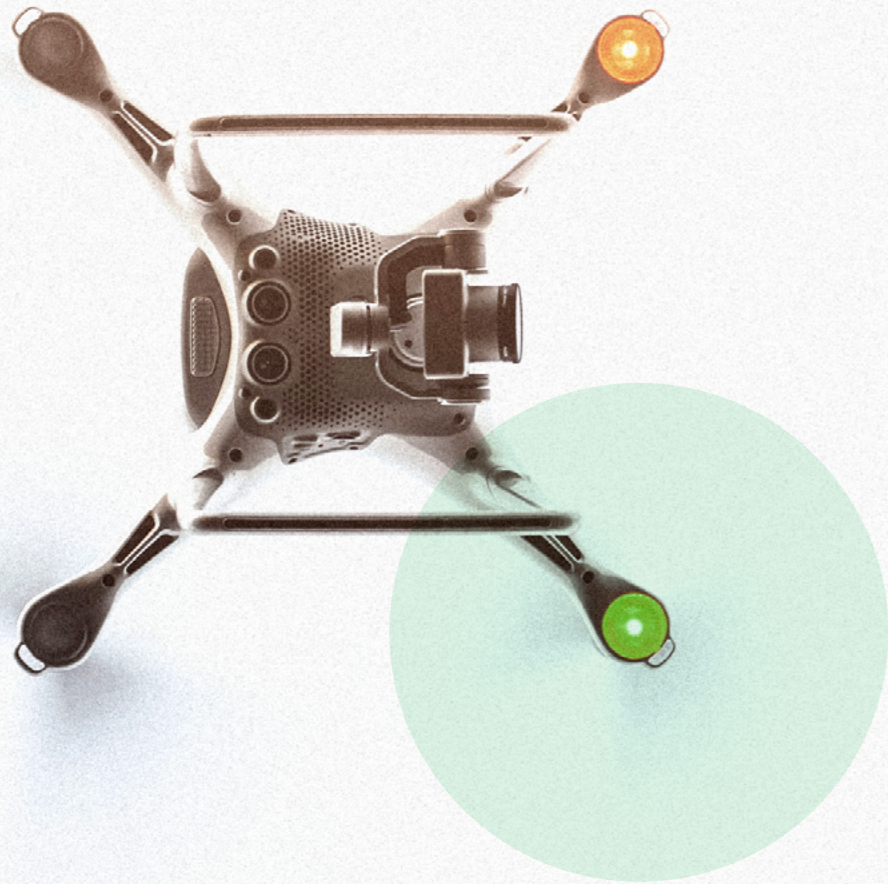


## KIKO CIRCLE

Kiko Ventures shines a *spotlight* on regenerative technologies. *The Kiko Circle reflects this.*

It can be used to emphasise copy or *reinforce* the chromatic change in our photography. It complements the *symmetrical* layouts by *immediately* making them on brand 'Kiko'.

The Kiko Circle is simply a *circular tint* of Kiko Green. Its *opacity* varies by its size, the imagery upon which it appears and the layout of the screen or page.







## PHOTOGRAPHY

Our photography has two forms – a natural, human and inspirational approach complemented by a scientific, real lifestyle. *We call it 'real inspirational'.*

For example, our informal portraits capture the *real* personality of the individual. They are not heavily retouched, repetitive or formulaic.

When appropriate, our *'circular graphic'* can be reflected in our choice of photography, eg. images that contain circular subjects.





The following pages are best practice examples of *how to apply* our brand.





## WEBSITE



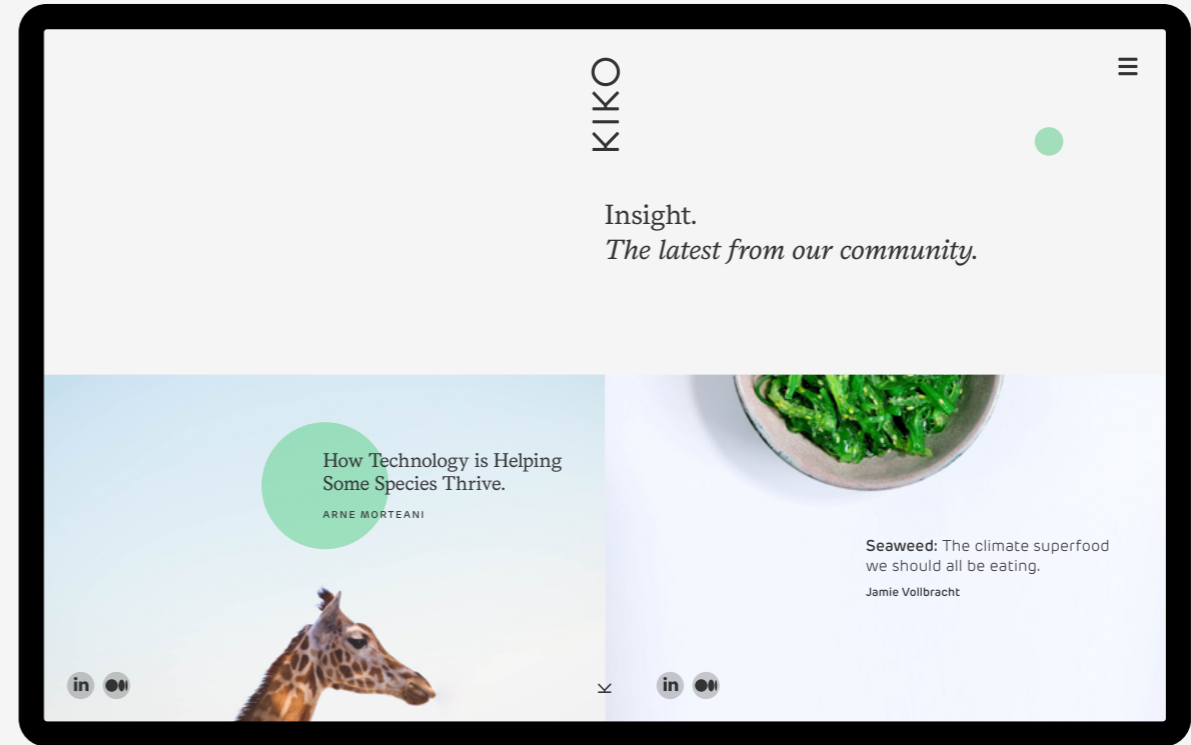
### Homepage

Simple animation using colour change and typography to illustrate the Earth's regeneration.



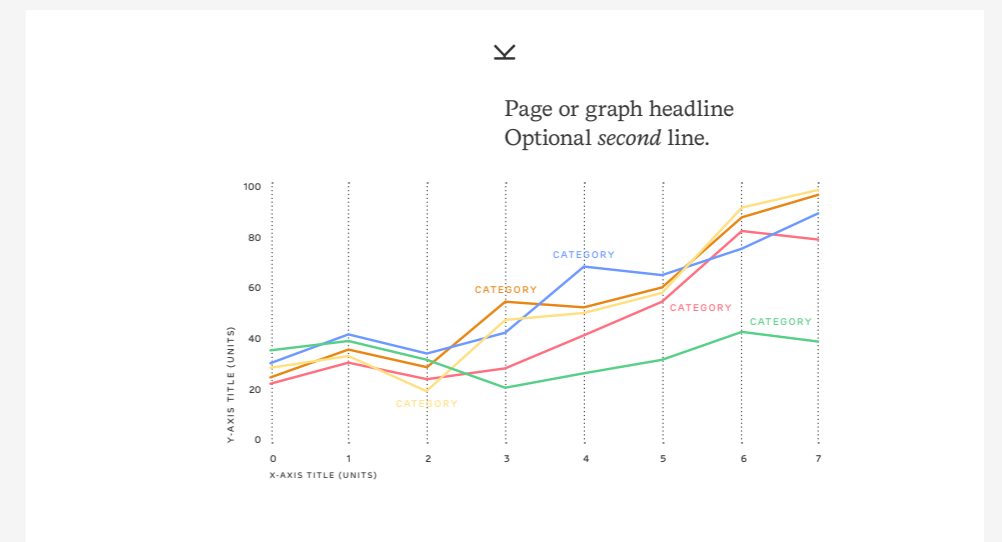
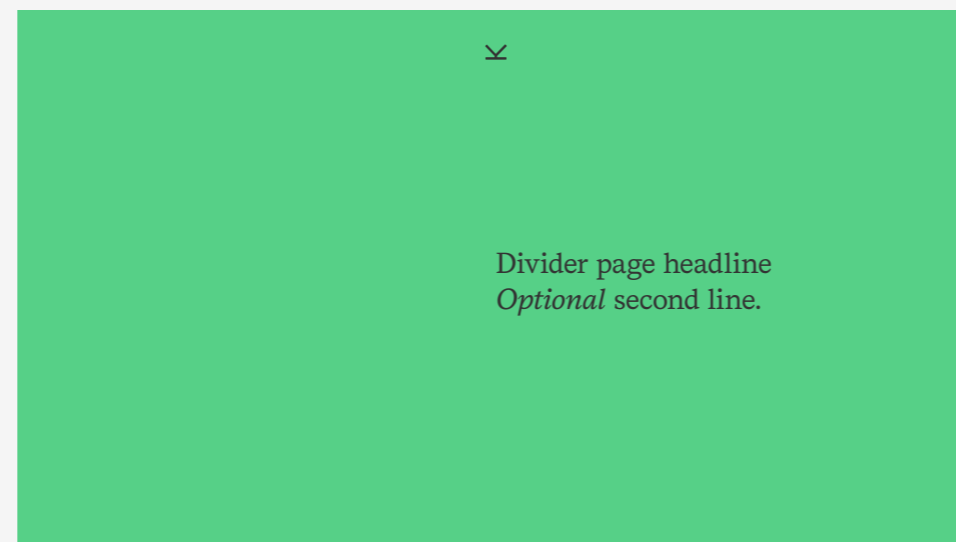
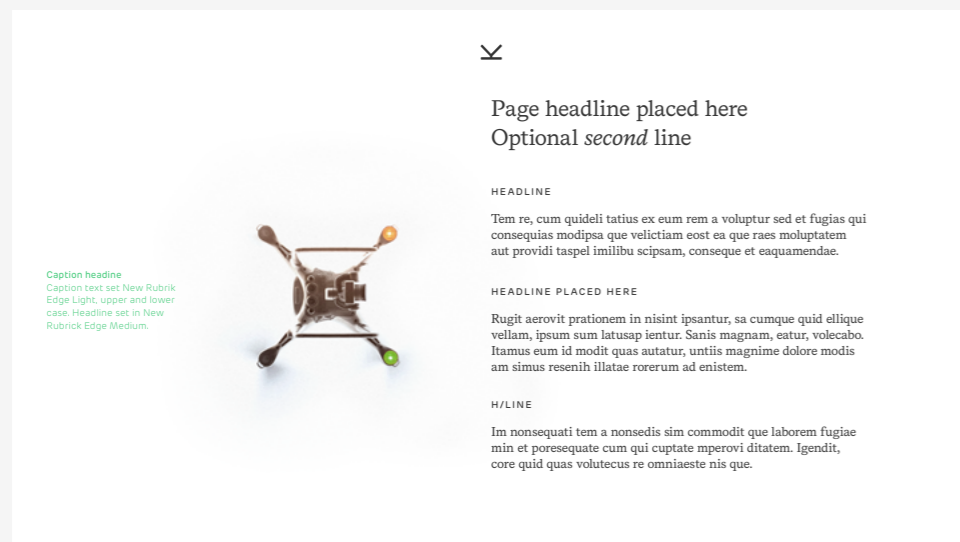
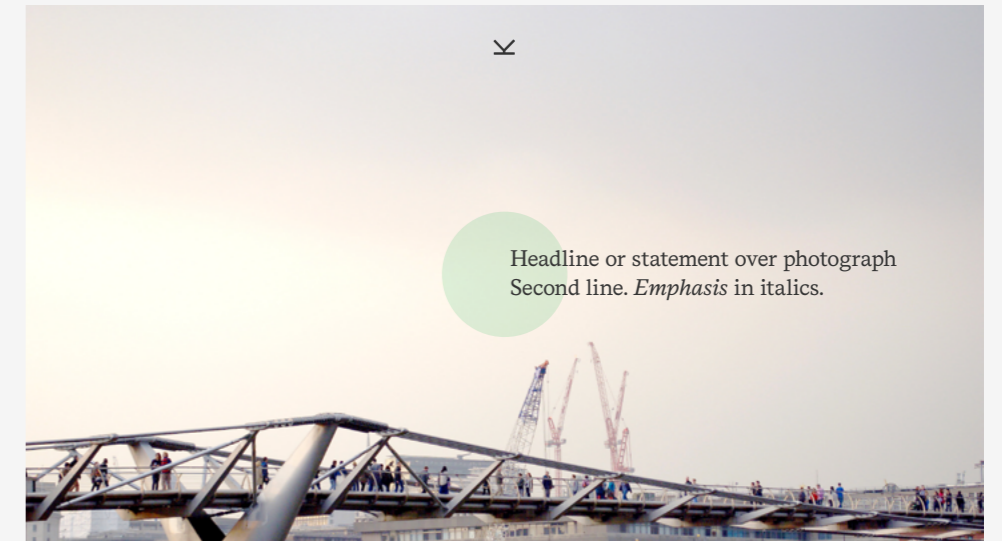
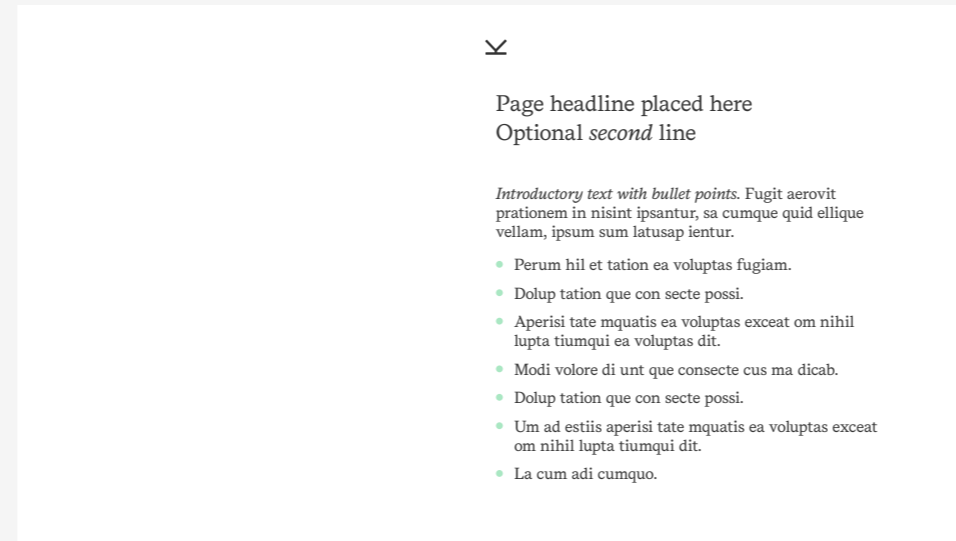


WEBSITE





## SLIDE DECK PRESENTATION





## A4 WORD DOCUMENT

KIKO

Document title in *Messina*  
*Serif Regular* 16/20pt

Author: Arne Morteani  
Distribution: Jamie Vollbracht, Rob Trezona  
Date: 00/00/22  
Draft Version: 01



Subject: Text New Rubrik Light  
Activities: Text New Rubrik Light 10/12pt  
Date: 00/00/22  
Start date: 00/00/22  
Timing: 00-00/00/22

L1 Headline in *Messina Serif Regular* 16/20pt

Introductory text 12/16pt *Messina Serif Regular*. Magni endit molor ro te earum quod utem quat volest arum inveni is num faceatur rehent, non pedis nons equ ibust, inul les iumque odissi aut officid qui to mo quatur.

L2 Headline *in* *Messina Serif SemiBold* 12/16pt

Body copy in 10/12pt *Messina Serif Regular*. Aut quaspidel mossi des ipsamentur aute repere eos et remporro quata ni velesto velis estesto dolum que nat etus. *Link in green SemiBold Italic* et ut inctiusant aut eiumque volupta tquist.

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L3 Subheading 10/12pt

- Bullet point in 50% tint of Kiko Green.
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L2 Headline *in* *Messina Serif SemiBold* 12/16pt

*Highlight paragraph in Messina Serif Regular Italic. aionsequi omniasinctum vollar opta comnis delitiu sandaeprem dolorepe pa is aut eari sed que volorest, se velluptat am landa suntiorere captium qui quiaect emquia doloresto que etur.*

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Body copy in 10/12pt *Messina Serif Regular*. Aut quaspidel mossi des ipsamentur aute repere eos et remporro quata ni velesto velis estesto dolum que nat etuset ut inctiusant aut eiumque volupta tquist. Unt alibero vendus. Liquatquia volorio et ommodis voluptibus cusda nis aut aut moles aut ut as simodisimus quas dollamusae ni re voloritem quiam et andebitium eaque sequodisque doles et, corruptatae peribus adis erferio coressit que nonseque.

Footer headline in Medium.  
\*Text in New Rubrik Light 8/10pt. U/lc.



## BUSINESS CARD, LETTERHEAD AND EMAIL SIGNATURE

**KIKO**

May Borough  
Multiple  
Riverside House  
2a Southwark Bridge Rd  
London  
SE1 9HA  
29 April 2022

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Dear May,

**Kiko Ventures Brand Identity**

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Yours sincerely,



**Jamie Vollbracht**  
Partner

**Kiko Ventures**  
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London N1C 4AG  
+44 (0)20 000 0000  
hello@kikovc.com  
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Kiko Ventures Ltd  
Registered address: 2nd Floor, 3 Pancras Square, King's Cross London N1C 4AG  
Registered in England and Wales: No. 00000000



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Kind Regards

Arne

**Arne Morteani**  
Partner



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arne.morteani@kikovc.com  
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COFFEE CUP







A4 REPORT / BROCHURE







**Cracking ammonia to clean up the aviation industry.**

A British company being launched at the Cop26 summit on Friday will unveil technology it claims could enable zero-carbon emission flights running on liquid ammonia by 2030.

It aims to build lightweight reactors to 'crack' the chemical to produce hydrogen to burn as fuel, a design it says could allow existing planes to be modified to store liquid ammonia rather than kerosene.

The new joint venture, as yet unnamed, will combine their findings with rocket engine technology from Reaction Engines, with seed funding from cleantech investor IP Group.



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