

# Visual Identity Guideline

# Contents

## Empty Set Group - Official Brand Guideline

This Brand Guideline distinguishes the Empty Set Group's brand and provides cohesiveness in representation.

**1. Introduction**

**1.1 Logo(s)**

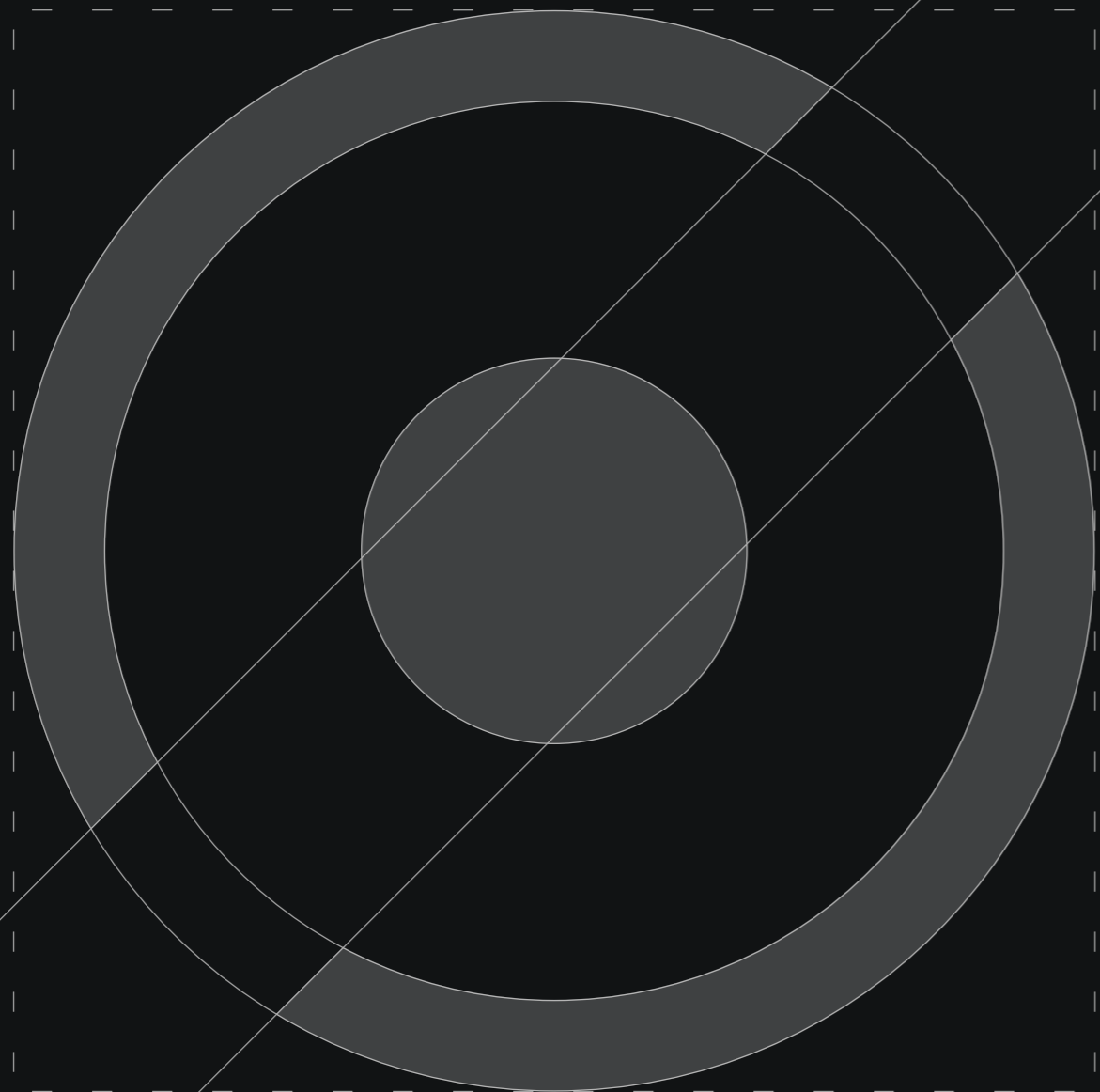
**1.2 Typeface**

**1.3 Colours**

# Introduction

ESG is an industry agnostic, multi-stage fund. We gravitate towards investing in those that solve everyday inefficiency through innovative technologies, and in those that strive to make our future more sustainable.





# Logo(s)

The "Empty Set" is a vacuous truth. It is a set containing no elements and, is arguably, a subset of every set. Deriving from the Empty Set symbol, " $\emptyset$ ", the white space creates an illusion of this very notation.

Philosophically, this conveys that we are both limitless, and that we've created something from nothing. The logo harmoniously combines these elements and is meaningfully reflected.

The Empty Set Group's logo will be divided into the graphical icon called the "brandmark" and the "wordmark". Together they create the complete "logo".

# Logo Construction & Spacing

A.

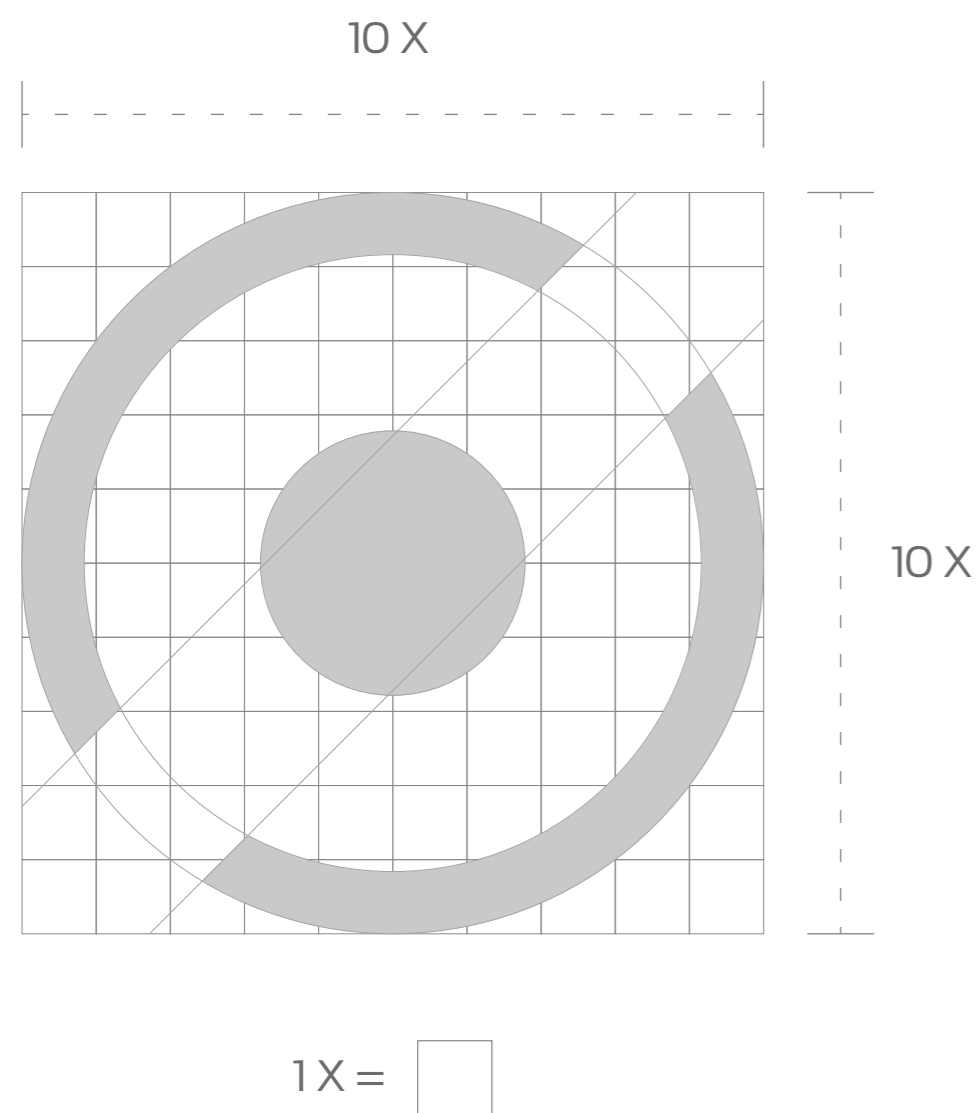


Figure A.

Brandmark

B.

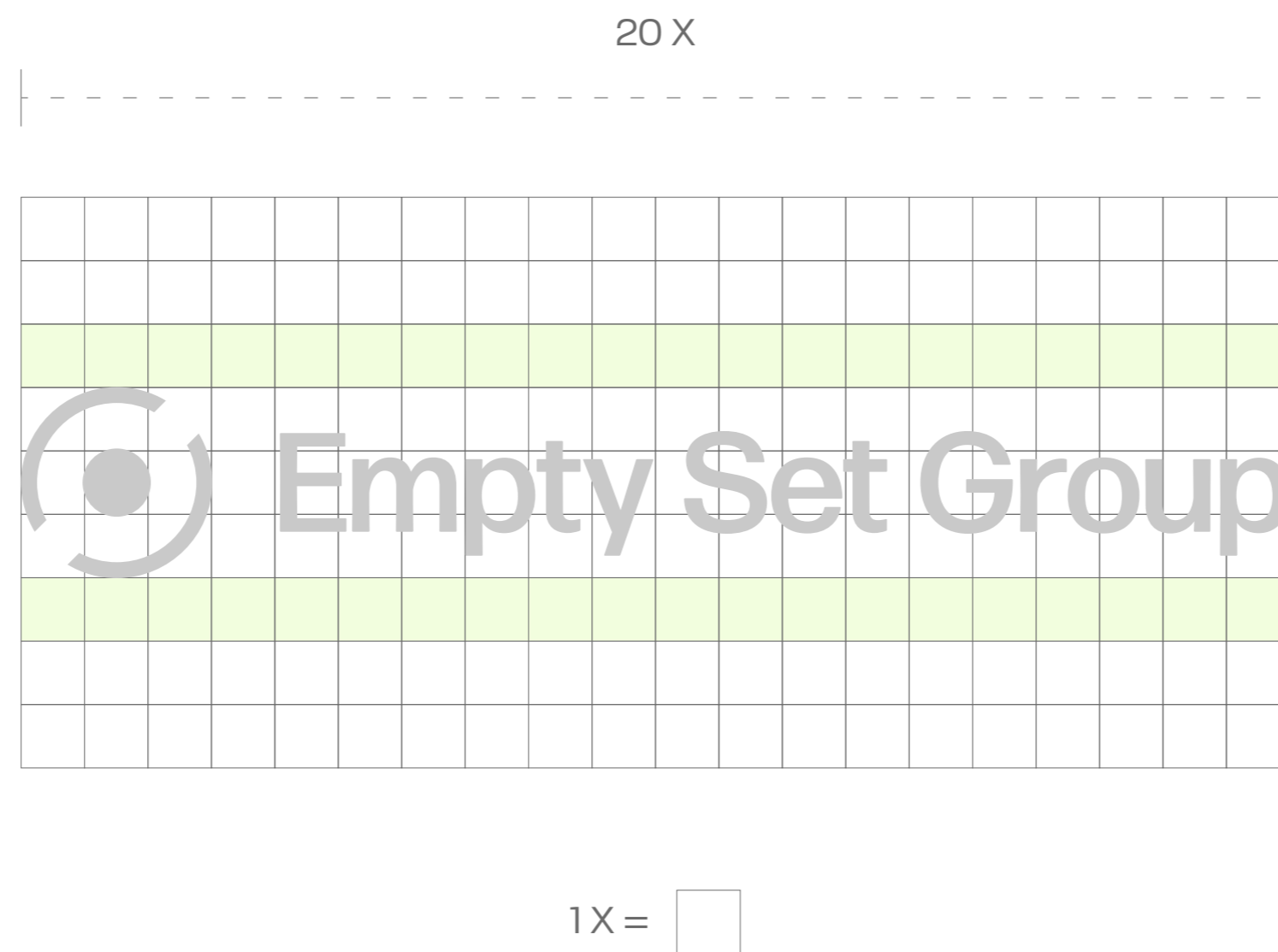


Figure B.

Brandmark and Wordmark together creating the full Logo

C.

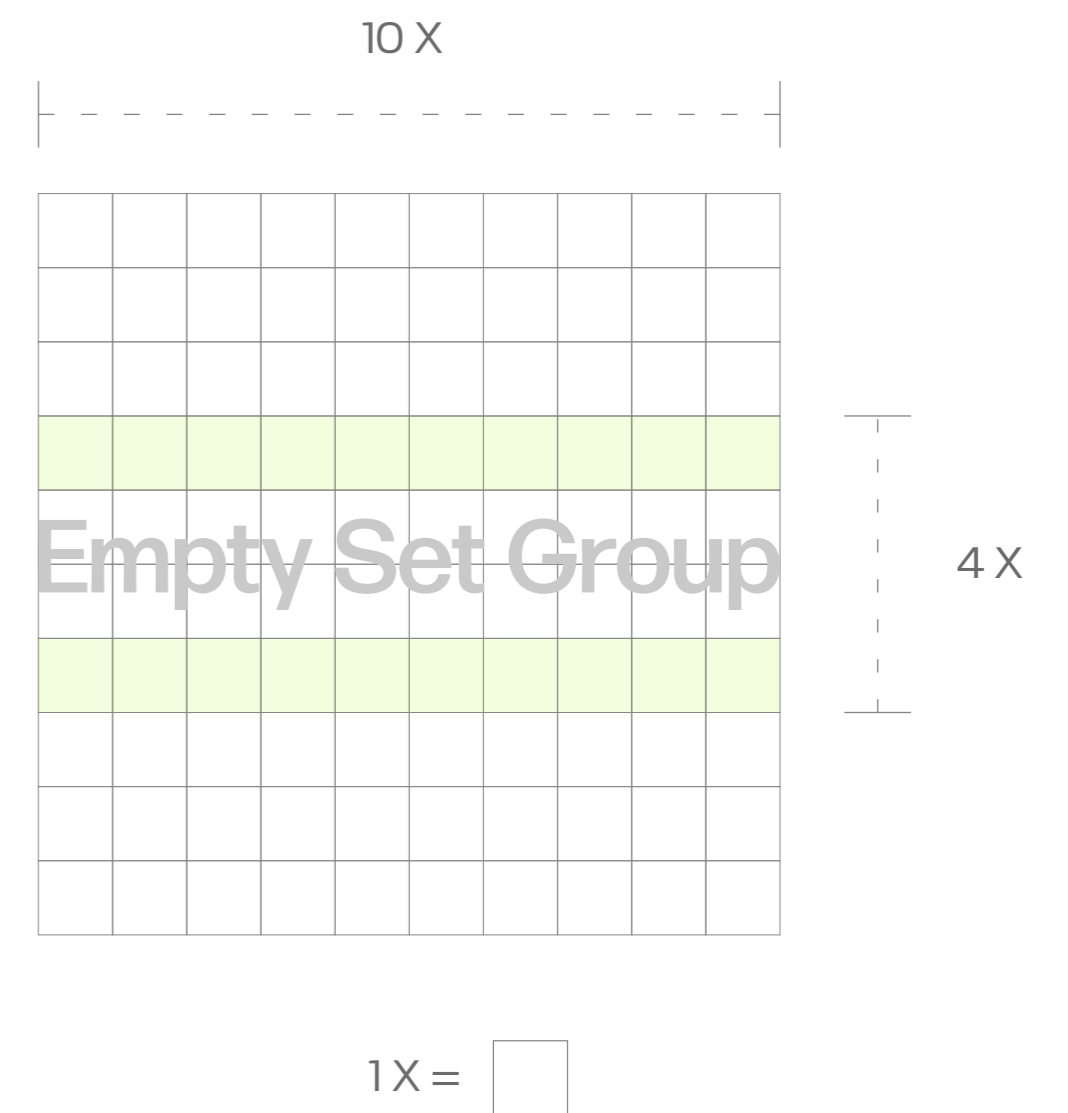


Figure C.

Wordmark

# Typeface

The chosen typeface will represent and be implemented in all branding materials relating to the Empty Set Group. This font will be used as the primary typeface on [emptysetgroup.com](https://emptysetgroup.com).

**Empty Set Group**

# Primary Typeface

Use case: Body, Titles.

## Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

### Info:

Montserrat was chosen for Empty Set Group's primary typeface for its simplicity and is widely regarded as a clean and legible Sans-serif font.



# Colours

These colours define Empty Set Group's identity, providing a neutral and modern theme.



## Eerie Black

R: 17

G: 19

B: 20

Primary

**#111314**

Eerie Black was chosen as the primary colour for backgrounds and backdrops.

Inchworm was chosen for the fresh contrast, while also playing into Empty Set Group's acronym, "ESG". The green is vibrant and eye-catching and suggests our core focus on investing in a sustainable future.

## Inchworm

R: 196

G: 251

B: 109

Secondary

**#C4FB6D**

 Empty Set Group

 Empty Set Group

 Empty Set Group

 Empty Set Group