

BRAND GUIDELINESS

Consistency,
Professionalism,
Trust

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ENTORO CAPITAL MESSAGE

Our brand style guide is a reference tool to help our firm maintain consistency in the industry by demonstrating how Entoro Capital looks, feels, and sounds.

Entoro Capital, LLC (Entoro) provides advice and services to a wide range of established and growth-oriented businesses around the world. We offer deep sector expertise across a full range of services in investment banking, equities, and fixed income in the Americas, Europe, South America, the Middle East, and Asia.

We provide financial and strategic advisory services that include Capital Formation (Reg D, Reg A+, and Reg CF), M&A, A&D, leveraged finance, equity/equity-linked financing, restructuring, and recapitalization solutions. Our experienced team is dedicated to serving the private equity community.





BRAND INTRODUCTION

This guide ensures consistent use of our visual identity across all platforms, reinforcing professionalism and trust in our brand



OUR LOGO

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



Incorrect usage

- Do not use unofficial colors.
- Do not squeeze or stretch the logo. Always scale it proportionally.
- Never overprint something on top of the logo, and do not use the logo as a background pattern.

COLOR PALETTE

Our color palette reflects the core values of our brand: trust, professionalism, and innovation. The combination of blues and gray creates a modern, reliable, and approachable visual identity that ensures consistency across all platforms.

#1C64A6

Primary Blue

Headlines, buttons, key visuals

#1F9CC6

Secondary Blue

Accents, highlights

Call-to-action buttons, icons, links, subtle highlights that complement the primary blue

#09366A

Dark Blue

Backgrounds, strong headers

Used for headings, text emphasis, footer background, internal table headings.

#D2D5D8

Gray

Background, secondary text

Backgrounds, borders, secondary text, and elements where a neutral tone is needed without overpowering the blues

PRIMARY TYPEFACE

Our typography system combines Montserrat with Arial, ensuring clarity and professionalism. This pairing creates a modern yet familiar look that reinforces readability and brand consistency across all materials.

LOREM IPSUM

Lorem Ipsum

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Montserrat

Arial

The standardized font for use in the body of entoro documents is 11 pt.

Correct usage

- Use **Montserrat** for headings (e.g., bold, uppercase for titles.)
- Use **Arial** for body text and subtitles (e.g., regular or light weight).
- Consistent font sizes for headings and body text.
- Align text left for readability (avoid full justification in digital).

Incorrect usage

- Mixing unapproved fonts (e.g., Arial with Comic Sans)
- Using too many font sizes or weights in the same layout
- Applying shadows, gradients, or outlines to text.
- Poor contrast (e.g., light text on a light background)

IMAGERY STYLE

Our imagery combines classic corporate visuals with a modern, clean style to convey professionalism, expertise, and trust.



➤ Professional & Corporate

Images of boardrooms, meetings, people in professional attire, or advisors working with clients. Emphasis on collaboration, expertise, and confidence.

➤ Finance & Business Focused

Visuals of charts, financial reports, laptops, calculators, and other finance-related tools. Subtle imagery of cityscapes or office buildings to convey credibility.

➤ Classic & Modern Tone

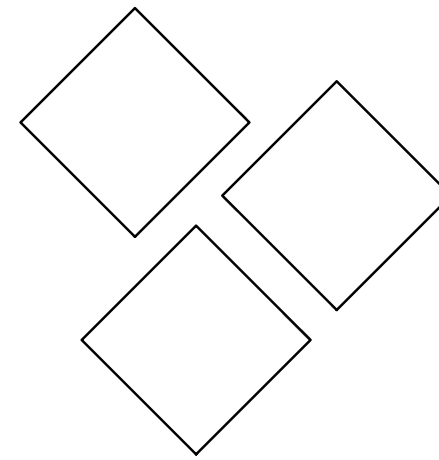
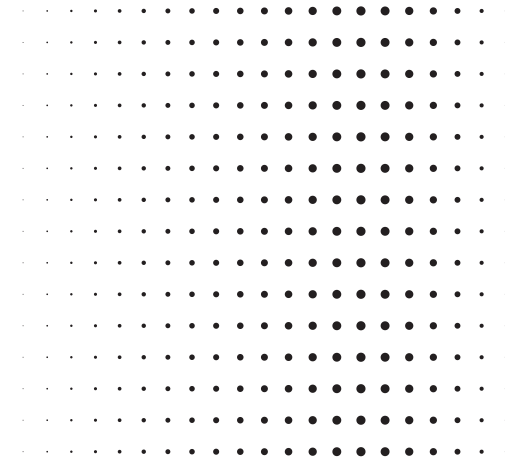
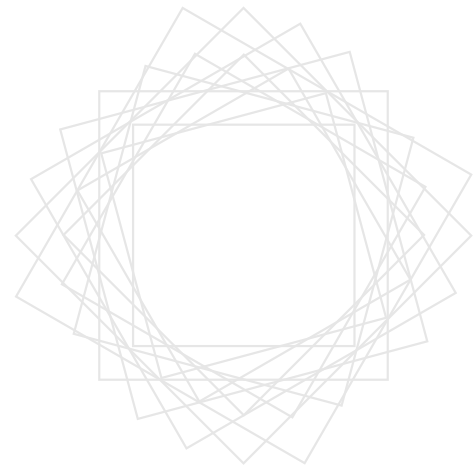
Minimalist, clean compositions with muted or neutral backgrounds. Blue and gray accents to align with the color palette. Lighting that is natural, professional, and clear.

➤ People Representation

Diverse professionals interacting naturally. Convey trust, approachability, and competence without being casual.

ELEMENT & ILLUSTRATION

Custom elements and illustrations extend our brand identity, creating a visual language that is professional, modern, and consistent across all communications. They should reinforce our expertise in finance while maintaining clarity and elegance.



➤ Illustrations

Minimalist, geometric, or line-based illustrations that convey finance concepts (charts, graphs, growth, strategy).

Avoid overly playful or cartoonish illustrations to maintain professionalism.

➤ Patterns & Background Shapes

Subtle geometric patterns (grids, lines, abstract shapes) that can be used in presentations, reports, or digital backgrounds.

Keep them light and non-distracting, complementing your color palette.



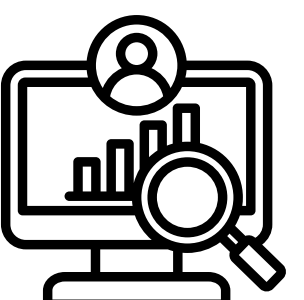
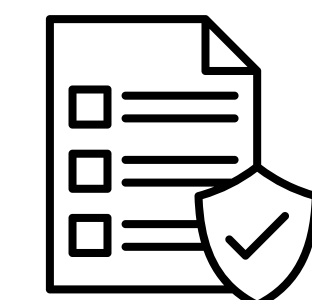
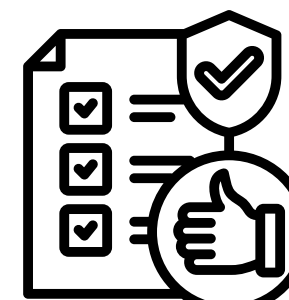
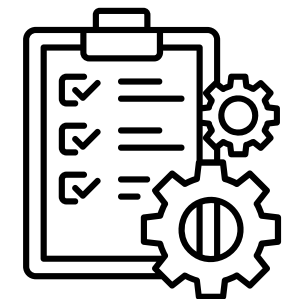
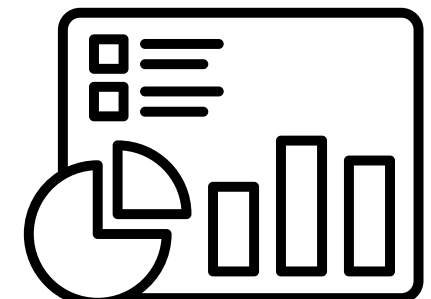
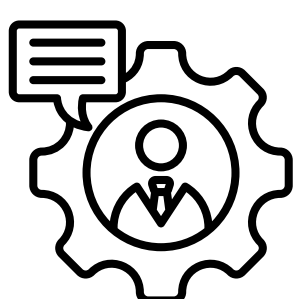
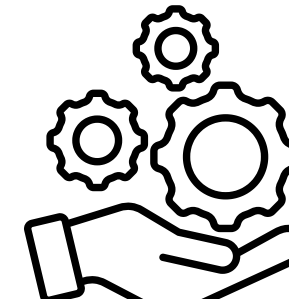
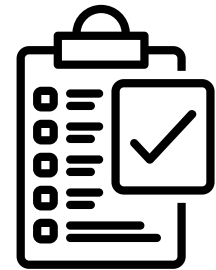
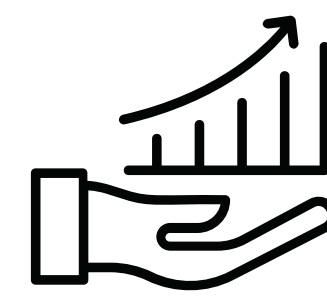
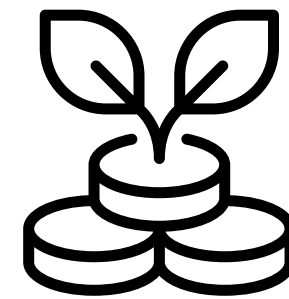
➤ Charts & Graphs Style

Standardized color usage for data visualization.

Example: Primary blue for key numbers, secondary blue for comparisons, gray for context or background.

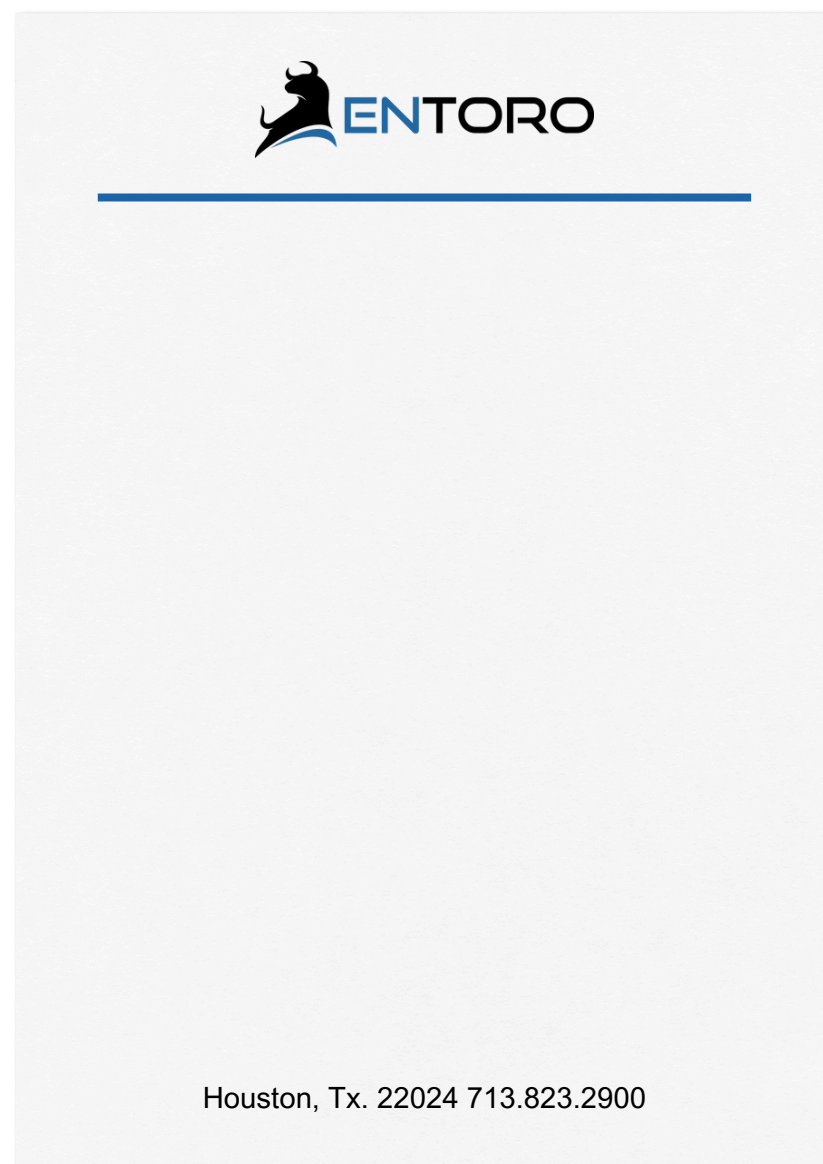
ICON COLLECTION

Custom elements and illustrations extend our brand identity, creating a visual language that is professional, modern, and consistent across all communications. They should reinforce our expertise in finance while maintaining clarity and elegance.

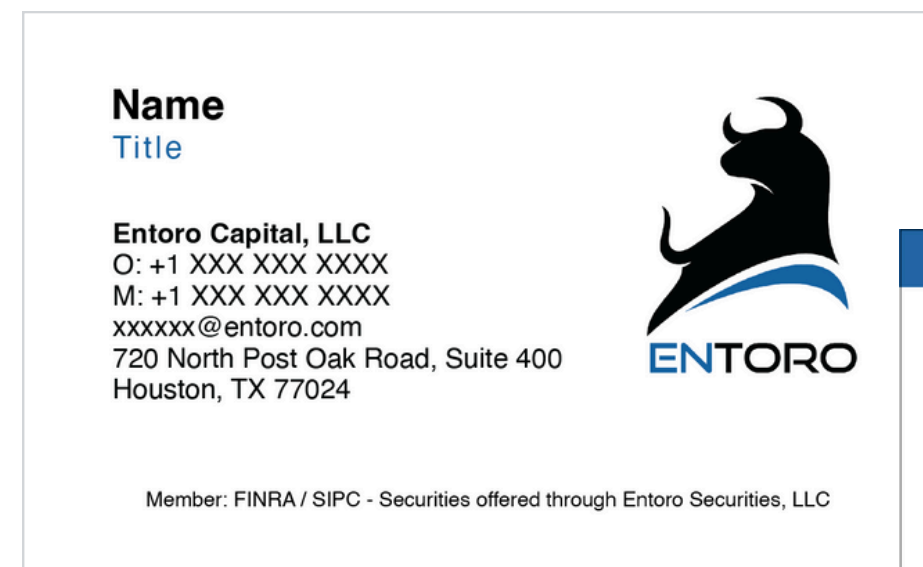


PRINT AND DIGITAL

Consistent stationery, business cards, and email signatures help maintain a clean, professional image. All print and digital materials must follow the same formatting rules to reinforce trust and brand recognition.



Business cards and letterhead templates are maintained by the executive assistant.



The e-mail signature should match the business card text, and no logos or other information should be included.



PROMOTIONAL ITEMS

Our logo should be applied consistently and thoughtfully across branded merchandise. Choosing high-quality items ensures that the professionalism and credibility of our brand are always reflected.



CONTACT INFORMATION



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Houston, Texas