



Key Trends That Define VC Branding **in 2024**

In today's highly competitive market, the importance of branding in Venture Capital cannot be overstated. A strong and well-defined brand helps VC firms break through the noise, attract top talent, and secure deals with promising startups.

As we look back, one thing is for sure: the adoption of strong branding principles in 2024 is not merely a fad but a strategic necessity. From ***highlighting a clear and transparent investment thesis*** to ***creating breakthrough visual identities***, a proactive approach to a fund's identity – both verbal and visual – strengthens the bond between the VC, its investors, founders and LPs.

Read on to explore the key VC branding trends we've witnessed:

Highlighting a Clear & Transparent Investment Thesis

Markets are dynamic and industries evolve. A clear and transparent investment thesis allows VC firms to adapt and adjust their focus as markets change, ensuring relevance and responsiveness to emerging opportunities.

A well-communicated investment thesis also helps attract like-minded entrepreneurs and startups. By clearly outlining the types of companies or industries the VC is interested in, it establishes a foundation for meaningful partnerships.

Lowercarbon Capital has an extremely direct and single-minded investment thesis outlined on their website, which is to invest in companies that unf**k the planet. They clearly communicate that they invest in companies actively fighting climate change, using bold and breakthrough language that leaves an impact. Their approach and tone has a confidence to it, highlighting their very clear, almost zealous, commitment to making a difference.

Lowercarbon Capital backs
kickass companies that make
real money slashing CO₂
emissions, sucking carbon out of
the sky, and buying us time to
unf**k the planet.

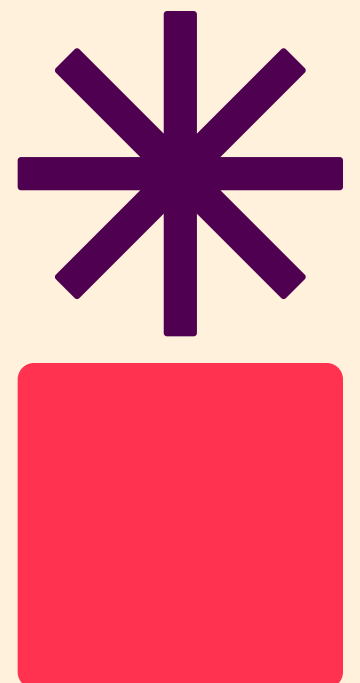
Their clear and direct investment thesis helps to define the companies and investors they want to engage with, making their agenda clear. This decisive stance may be divisive, but it underscores their genuine commitment to global well-being, reflecting a firm that truly cares about its mission.

Another great example comes from Obvious, where they (obviously) communicate a clear focus on changing the path of established industries. They're extremely transparent with their values and beliefs, outlining that they believe that the most valuable companies of our time will be the ones solving humanity's biggest problems. Publishing what they call a 'credo' is a great way of communicating what they care about and where their focus lies. They discuss companies addressing humanity's challenges, emphasizing a genuine commitment to working with them based on culture and values, beyond just being 'founder-friendly.'"

Let's
reimagine
trillion-dollar
industries
together.

We believe the largest companies of our time will utilize breakthrough technologies to solve systemic problems in a profitable and scalable way. As entrepreneurs we've helped grow household names like Apple, Twitter, and Patagonia. As investors we've helped build world positive category disruptors like Beyond Meat, Virta Health, and Diamond Foundry. First and foremost, we're product designers and company operators, and we are on a mission to support purpose-driven entrepreneurs across three investment pillars:

True Ventures also communicates a clear and transparent investment philosophy by highlighting their commitment to people. Across their website, 'people' is consistently circled and called out, indicating that no matter what they do, people always come first. They also use language around, 'humans first, business leaders second', which indicates not only how they treat others but also how they want to be treated.



Communicating a trustworthy story that's backed by action

A trustworthy brand story supported by tangible actions builds credibility. Investors and stakeholders are more likely to trust a VC firm that aligns its narrative with consistent, reliable actions. Consistency between brand promises and actions helps maintain investor confidence.

In a competitive market, a trustworthy brand story becomes a key differentiator. VC firms that demonstrate a commitment to their stated values and goals stand out and gain a competitive edge.



A great example of communicating a brand story that's backed by actions comes from [G2 Venture Partners](#). Across their owned channels, they demonstrate that not all great ideas need to transform industries and that huge value can be found in injecting innovation into traditional sectors. They also craft a compelling narrative that goes beyond financial figures. They tell the human story behind each portfolio company, including challenges faced, strategic decisions made, and the role of the VC firm in overcoming obstacles.

Another great example is from [Lightspeed Ventures](#). They exemplify a focused approach by addressing a common issue in the VC space—lack of deep engagement with companies. They emphasize depth through open, transparent actions, reflecting a compelling narrative of mastery and conviction. The language on their site instills confidence in their ability to fulfill this promise.

Creating visual systems that represent specific brand attributes

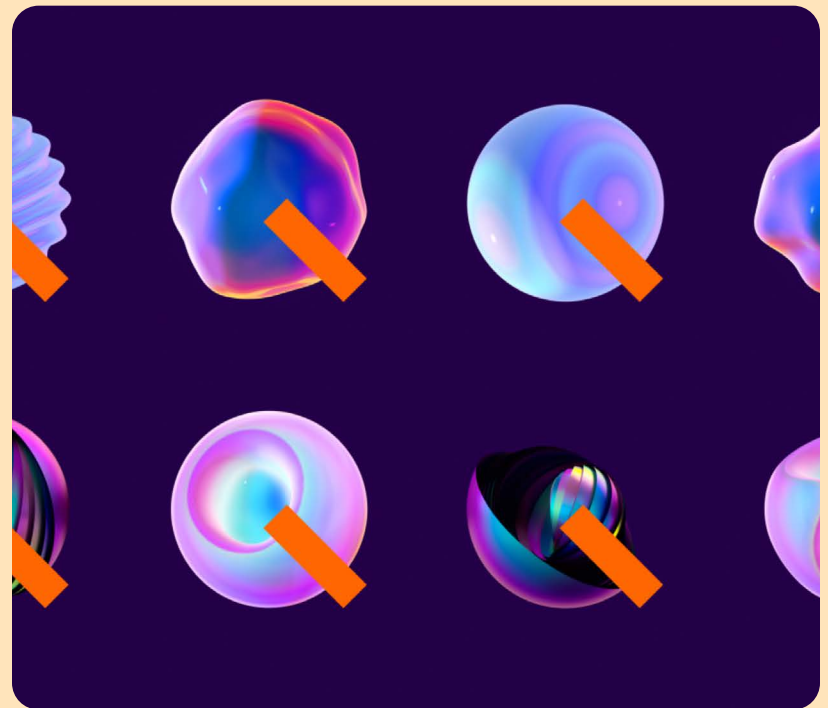
Visual impact is instrumental in differentiation and brand positioning. It enables VC firms to showcase their unique selling points and strengths visually, helping them carve out a distinct position in the market. A strong visual identity sets the tone for how a firm wants to be perceived among competitors.

Emergence has developed a unique and highly personalized visual system that encapsulates their people-centered, founder-focused approach. The use of large, high-impact portraits that use bright colors and large scale against a subtle background highlight their commitment to people. Plus the use of handwritten touches, like underlining specific words, connects to their value-driven approach.





Another VC firm that looked to distinguish themselves from the highly conservative and corporate world they operate in is EQT Ventures. Their design concept is based on letting the Q from the logotype become a power button, symbolizing what happens when EQT Ventures gets involved. Plus the orange bar in the 'Q' remains consistent throughout the animations, signifying the stability they offer founders.



The last visual identity we want to give credit to comes from NGP Capital. Building off their investment thesis of converging the digital and physical worlds, they designed an identity and graphic system of interlacing circles (humanity) and squares (technology) that exist throughout every asset. The graphic system was paired with a bold, bright color palette and a strong simple typeface that adds energy and helps create a uniquely differentiated backdrop to brand and digital executions.



NGP
Capital

In Conclusion

As we look ahead to 2024, it's clear that VC branding will continue to evolve and adapt to the changing landscape. The trends that shaped VC branding in 2023 and preceding years, such as highlighting a clear and transparent investment thesis, trustworthy brand storytelling, and creating breakthrough visual identities will likely continue to play a significant role in how VC firms continue to position themselves in the market. VC firms that wholeheartedly embrace these trends and commit to cultivating a robust and authentic brand will not only gain a competitive edge but also create a lasting impact.



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