Version 1

Spring 2019

Identity guidelines

eldar ventures

Welcome to the Eldar Ventures identity guidelines. Here you'll find some simple rules for using our identity elements, such as our logo, symbol, colours and fonts.

it all starts with a bright spark*

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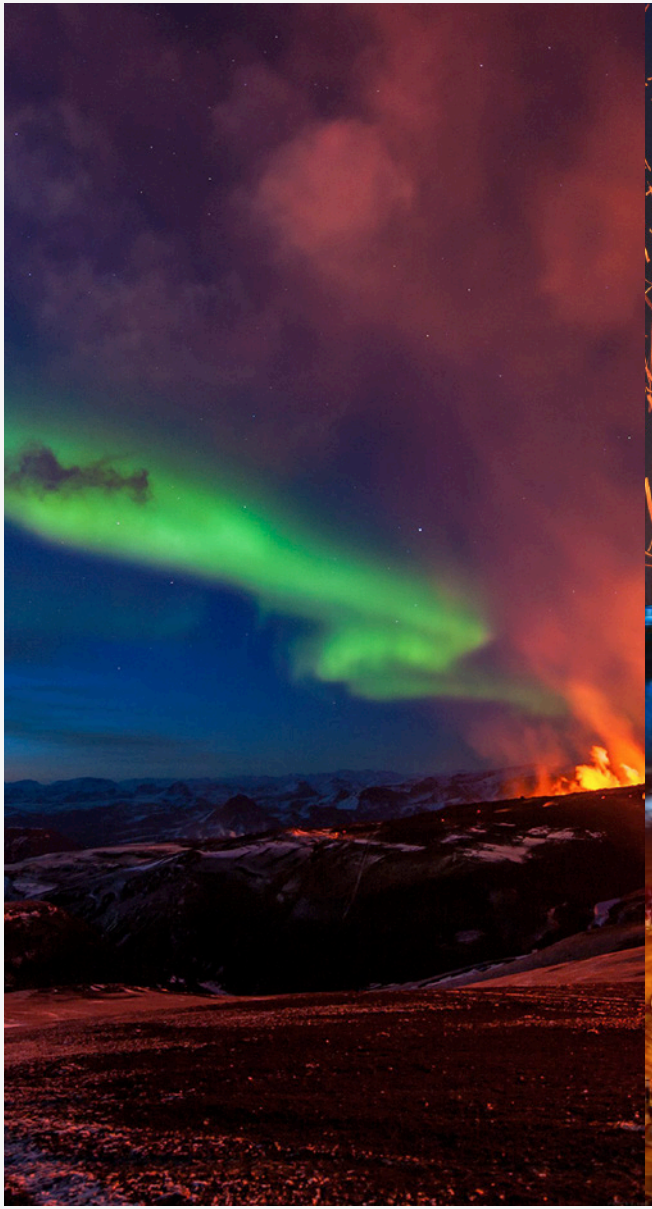
Identity blueprint

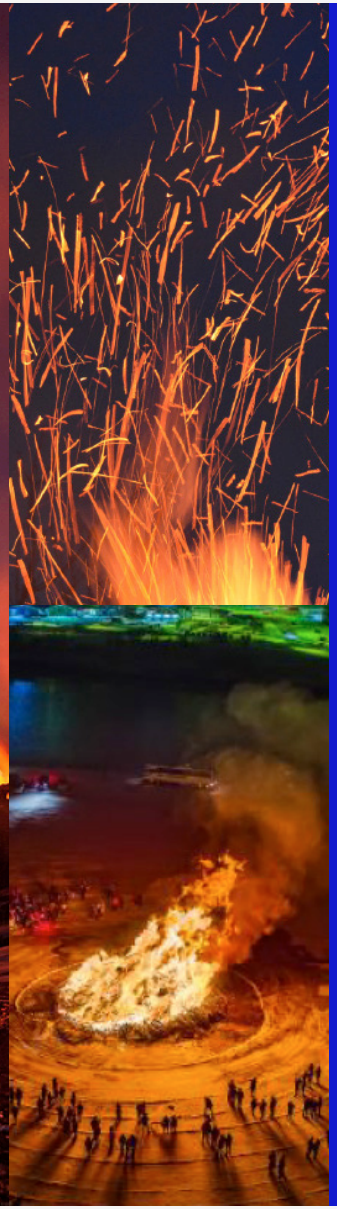
Eldar Ventures ignites “fires” in the form of new products (either investing in them or creating them in their own software development department).



Our Identity

Since we have a strong link to Iceland (a very cold country), the fire is a positive symbol (warmth, help, safety). But we are not about the fire itself. We are the spark – the start of something new and the birth of new ideas.





Eldar Ventures is also a fusion of two backgrounds and cultures: Iceland and the Czech Republic. This is represented in our brand colours.



Logo

Primary Logo

This is our primary logo, the full-colour version.
It presents our brand name together with our ‘spark’ symbol, in two colours.



Single Colour Logo

Our single colour logos can be used in occasions when the full colour version is not possible. We have a version in Eldar Blue and Eldar Red.





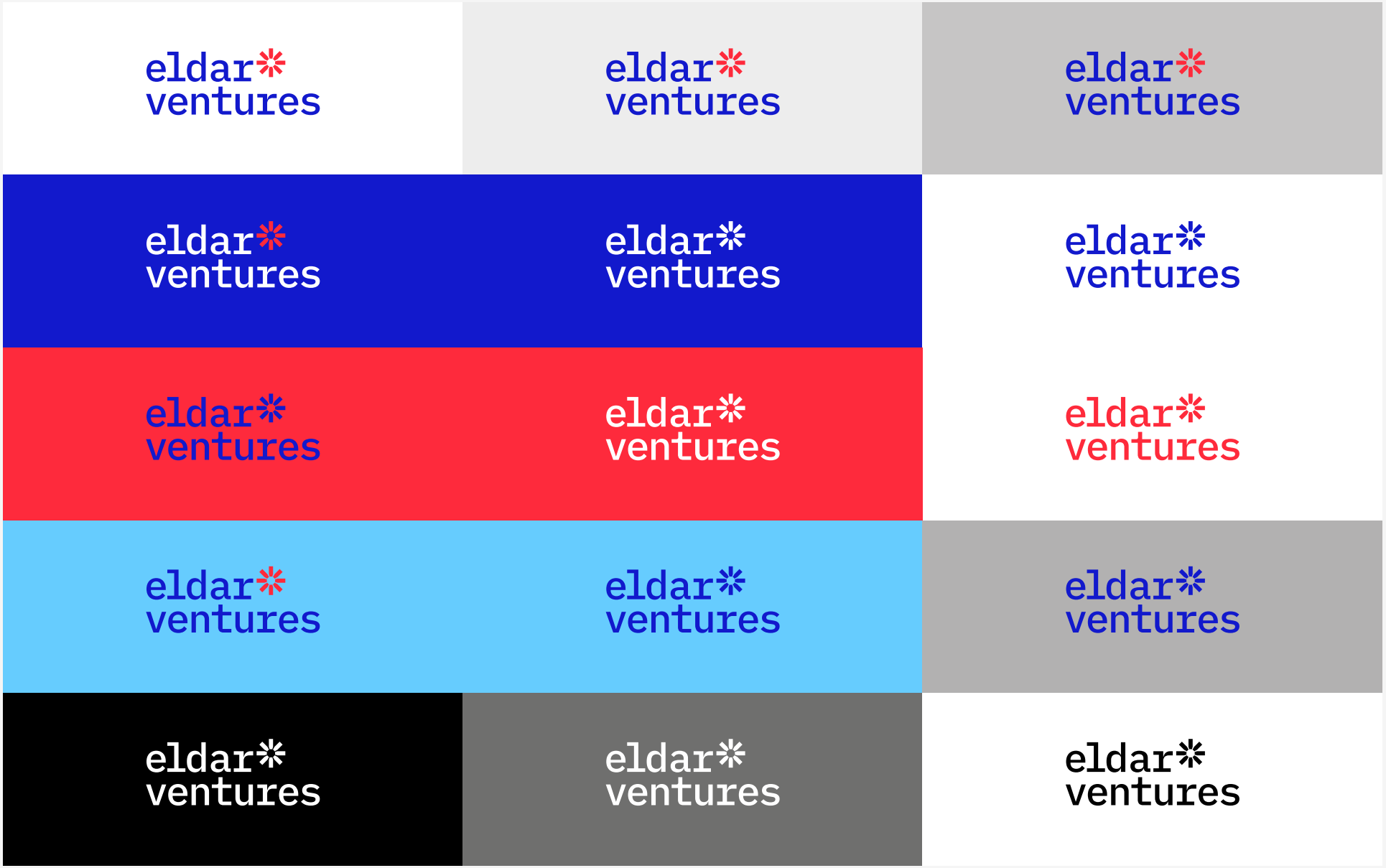
Black & White Logo

Our Black and White logos can be used when the use of a colour version is not suitable. The Black version should be used in 100% black, the White version 0%.



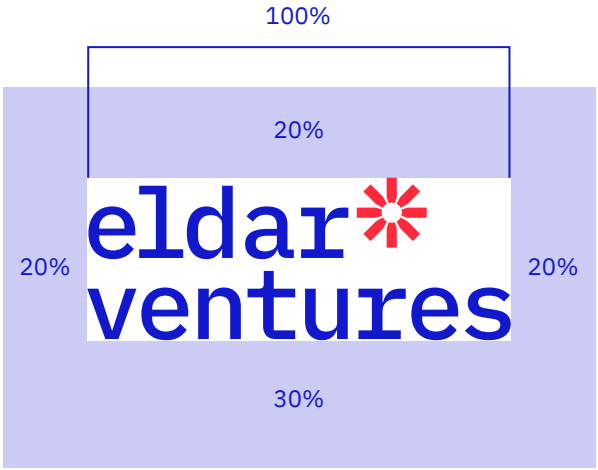
Logo Use

This is our preferred use of logo version according to background colour.



Logo Use

The diagram on the left shows the safe-zone of the logo. Keep this area free from other elements such as text, images and other logos. Shown right is the minimum size for the logo; below this size it becomes illegible.

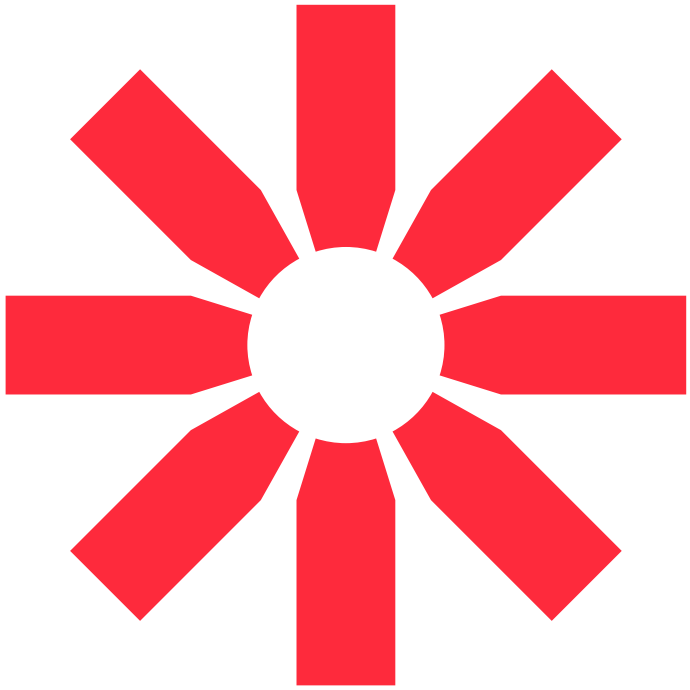




Symbol

Symbol

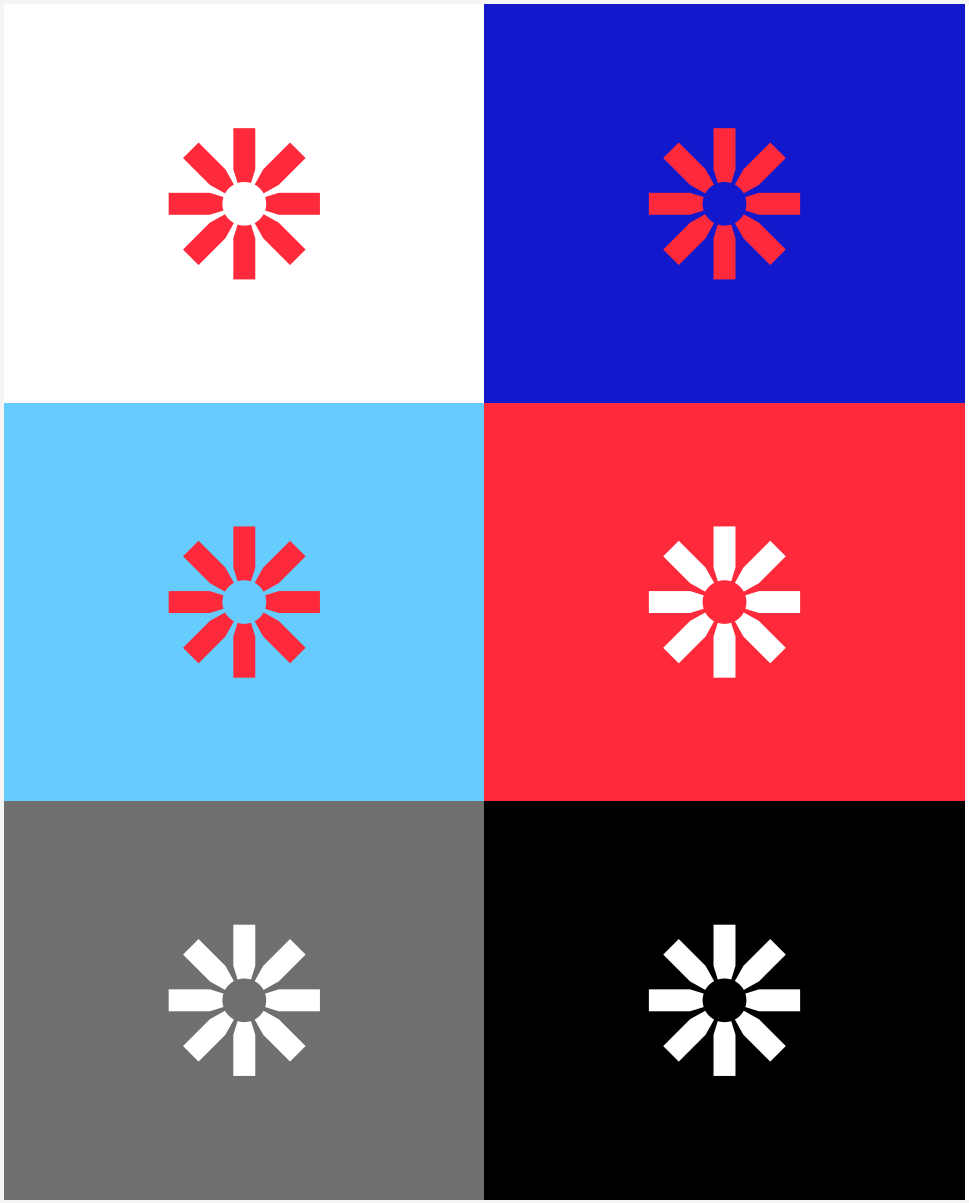
This is our spark symbol. It can be used as a stand-alone icon, or as a signature within text.



bright
ideas

Symbol use

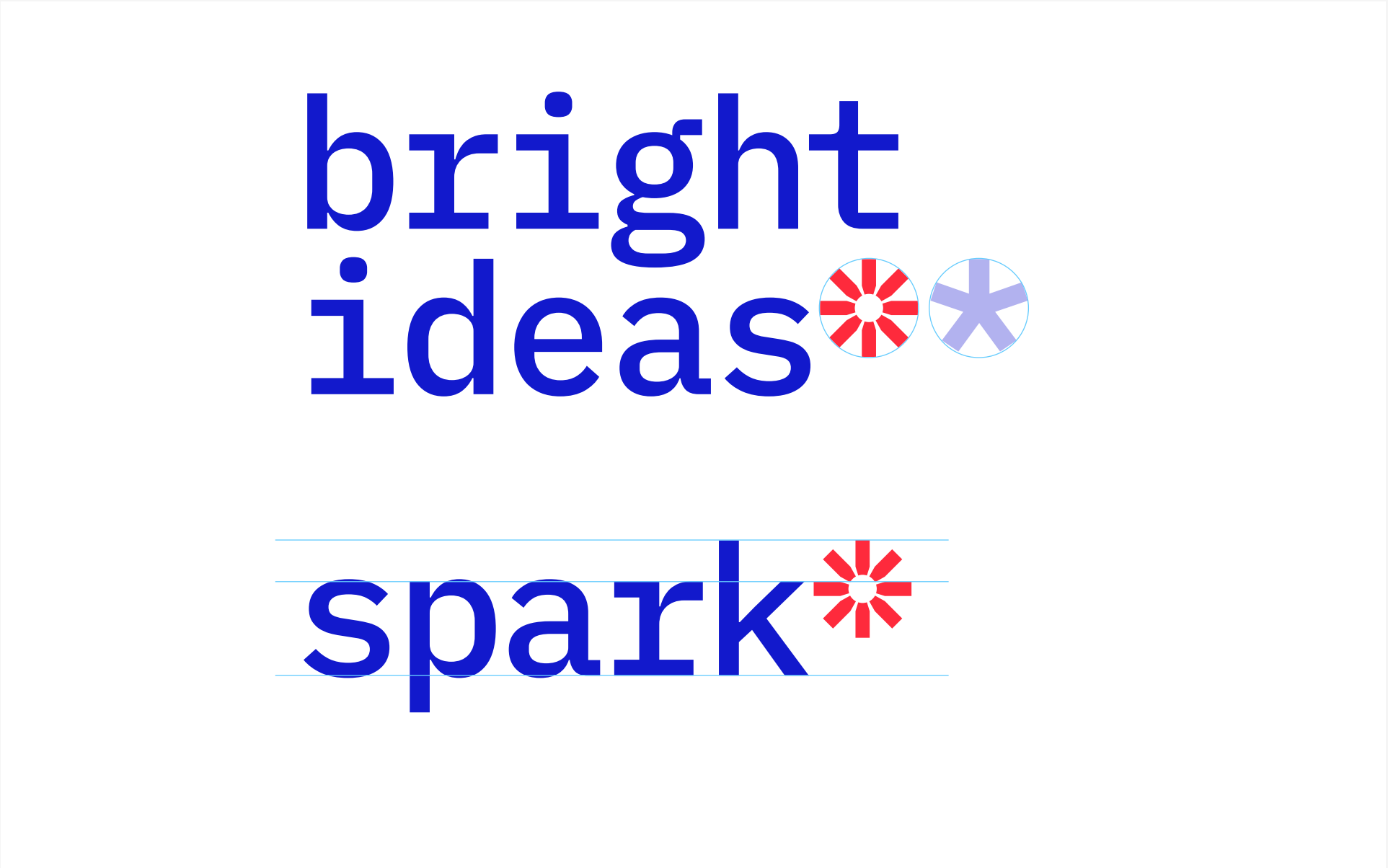
Our symbol can be used in Eldar Red or white. Shown left is our preferred use of symbol colour according to background colour. The symbol can be used in small sizes within text, but below 1.5mm becomes illegible.



1.5 mm

Symbol use

When using the symbol within headlines, the diameter can be easily set as equivalent to that of the asterix within the font. The symbol can then be aligned according to the font ascender (top line) and the x-height (centre line).



Colours

Colours

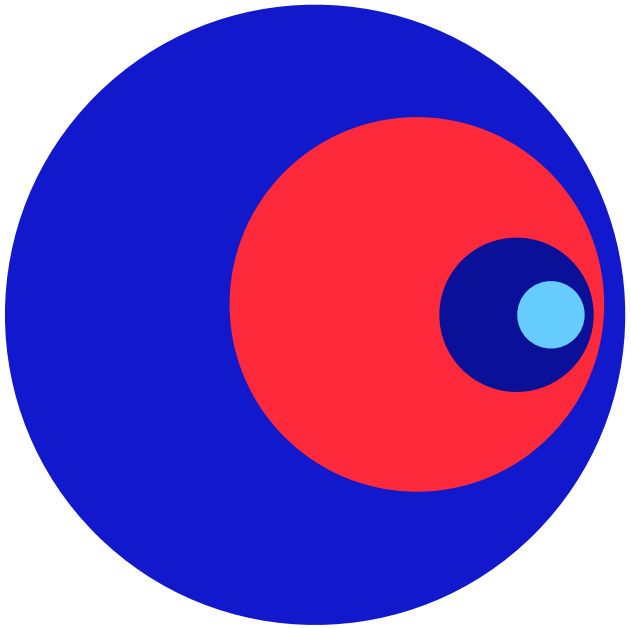
This is our colour palette. The chart on the right shows how we use our colours proportionally.

Eldar Blue
0000cc
R0 G0 B204
C100 M89 Y0 K0
Pantone Reflex Blue

Eldar Red
ff003d
R255 G0 B60
C0 M100 Y60 K0
Pantone Red 032

Eldar Dark Blue
000099
R20 G0 B153
C100 M89 Y0 K30
Pantone XX

Eldar Light Blue
66ccff
R102 G204 B255
C60 M0 Y0 K0
Pantone XX



Fonts

Fonts Overview

Our choice of fonts and use of typography plays a big part in keeping our identity dynamic, modern, versatile, and technology driven. The font family IBM Plex has been designed to meet all these needs.

Headline Font
IBM Plex Mono
Semibold
Medium
Regular
Italic

Subheadline Font
IBM Plex Mono
Semibold
Medium
Italic

Text Font
IBM Plex Sans
Bold
Semibold
Medium
Regular
Italic

bright ideas

Great things start with a spark. Every really new idea *looks crazy at first.*

When you find an idea that you just can’t stop thinking about, that’s probably a good one to pursue.

What do you need to start a business? Three simple things: know your product better than anyone, know your customer, and have a burning desire to succeed.

Headline + Subheadline Font

IBM Plex Mono retains the monospaced form of computer coding typefaces, but has a distinctive character especially when used in large sizes. We like to use this font in headlines to make bold, dynamic statements.

IBM Plex Mono → Medium

IBM Plex Mono → Medium *Italic*

IBM Plex Mono → Semibold

IBM Plex Mono → Semibold

Burning desire *to be or do something* gives us staying power

est. 2019

AÁBČDĐEÉĚFGHIÍJKLMNOÓPRŘSŠTUÚVXYÝŽÞÆÖ
aábčdðeéěfghiíjklmnoóprřsštuúvxyýžþæö
1234567890,.:;/>?!→

Text Font

IBM Plex Sans is the san-serif equivalent of Plex Mono. Designed for legibility, it is ideal for handling text at any length and size, in both print and on screen. We use Plex Sans as our text font, for longer paragraphs of text.

IBM Plex Sans →
Regular
Italic

I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game winning shot and missed. *I’ve failed over and over and over again in my life and that is why I succeed.*

Michael Jordan, NBA Legendary Basketball MVP

IBM Plex Sans →
Semibold

User experience is everything. It always has been, but it’s undervalued and underinvested in. If you don’t know user-centered design, study it. Hire people who know it. Obsess over it. Live and breathe it. Get your whole company on board.

Evan Williams, Co-Founder, Twitter

IBM Plex Sans →
Medium
Medium Italic

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. Steve Jobs

IBM Plex Sans →
Medium

AÁBČDĐEÉĚFGHIÍJKLMNOÓPRŘSŠTUÚVXYÝŽÞÆÖ
aábčdðeéěfghiíjklmnoóprřsštuúvxyýžþæö
1234567890,.:;/>?!→

Templates

Profile Picture

Our symbol can be placed within a frame for use in social media profiles. The preferred colour combination is the Eldar Red symbol on Eldar Blue background.

