



Molten

Introduction

Welcome to the Molten brand guidelines. In this document you'll find everything from tone of voice principles to design guidance, to help you use the Molten brand to create inspiring communications. There's also the brand strategy, which gives us direction and influences how we wish to be perceived.

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2.0

Tone of Voice

Our tone of voice is the way we sound when we say things. It conveys our personality, and allows us to communicate in a way that feels credible, consistent and reflective of the people who make up Molten. There are four principles that inspire our tone of voice. Please bear them in mind any time you sit down to write anything on behalf of Molten.

1. Refreshing

With our new approach to the world of investments, we're not your classic VC firm. Unafraid to do things differently, we voice our opinions and perspectives in a way that's energising and imaginative. We're always on the lookout for moments to add delight.

Do's and Don'ts

Do bring an interesting angle to the world of VCs.

Do take pride in communicating what makes us special.

Do give your writing a sleeves-rolled-up, can-do attitude that reflects 'make more possible.'

Don't feel the need to have thoughts and opinions on absolutely everything.

Don't compare us to the competition.

Don't rely on the overused tropes and clichéd vocabulary of the VC space.

2.1.1 Tone of Voice → Principles: Refreshing, copy examples

So, you've got ambitions?
Great. We have ambitions for you too.

A bit crazy? Us too.
You can't fix the problems of tomorrow
with the conventions of today.

Turn your brightness into a greater kind of brilliance.

Make more possible.

What makes these examples refreshing?

Molten's refreshing side is woven into these lines in various ways; openly asking our audience genuine questions. Gently challenging them to join us in this new way of doing things. Encouraging open-mindedness in an upbeat, can-do manner. There's none of the usual VC tropes at play, in fact the tone gives the feeling that Molten is a company cut from a different cloth.

2. No nonsense

Our world is a fast moving one so we get straight to the point. Without forgetting our human side, we focus on the important details, keeping it pithy and straight-talking.

Do's and Don'ts

Do write in short, punchy sentences.

Do remove any unnecessary fluff, to keep writing well-edited.

Do communicate that we know our stuff.

Don't mistake brevity for aggression.

Don't sacrifice our sense of personality.

Don't assume that every reader will know and understand all terminology.

2.2.1 Tone of Voice → Principles: No nonsense, copy examples

The old venture capital model wasn't working for us.
So we reinvented it.

We back leaders that make more possible.

They're inventors, they're visionaries,
and they're driven.

Our energy gives them the capital and the
networks to make them global leaders.

What makes these examples no nonsense?

There's an economic use of words at play in each example. None of these headlines says more (or less) than it has to in order to get across that expertise. Yet each one still uses relatable, human language to make its point.

3. Magnetic

At our core is an ambitious entrepreneurial spirit. We're driven and enterprising, but not ruthless, so we keep it spirited, bold and captivating. We invite people to share in our passion, making sure our writing is charismatic and compelling.

Do's and Don'ts

Do bring people on the journey with us and forge meaningful connections.

Do hold a consistent line on all things Molten: who we are, what we do, why that matters.

Do use evocative and rallying language peppered with interesting anecdotes and rhetorical devices that draw the reader in.

Don't try to grab people's attention through needlessly provocative language.

Don't become impersonal. Remember to celebrate the talented individuals behind our business, and those we invest in.

Don't become pretentious or ponderous: keep your reader, and their needs, in mind.

2.3.1 Tone of Voice → Principles: Magnetic, copy examples

Excited by new ways of thinking? Us too.

Many of our partners are ex-entrepreneurs themselves.

Bringing with them the courage and consideration

To invest in passionate founders with a pioneering spirit.

We're forging our own way forward. Join us.

What makes these examples magnetic?

By speaking of things like the balance between courage and consideration, the roadmap to success and pioneering spirit we give our audience something real and thought-provoking to engage with. There's a certain optimism here, and an open invitation for our audience to get involved.

4. Composed

When you're armed with some big ambitions and intrepid ideas, it can be hard to stay on planet earth. That's why we make sure we stay genuine and humble, writing in a way that's honest and natural.

Do's and Don'ts

Do make sure everything feels down-to-earth and approachable.

Do write in simple, straightforward language.

Do celebrate the journeys and achievements of the businesses we invest in; past, present and future.

Don't undersell our achievements.

Don't dumb things down or gloss over the details, if they're needed.

Don't veer into hyperbole, or make unsubstantiated claims.

2.4.1 Tone of Voice → Principles: Composed, copy examples

Cool, calm, considered.

We make just a handful of new investments each year.

Flexible, forward-thinking funding.

Looking for companies who exceed expectations
– so we can do the same.

What makes these examples composed?

In these examples we keep our TOV grounded by being up front about how genuinely grateful we are for those we do business with, choosing words and phrases that are easy to understand and highlighting our benefits/differentiators without going over the top.

3.0

Logo

The Molten logo reflects the businesslike and bold principle visually, it is sincere in its form and can be used across everything with ease. In this section you will learn a bit about how to best use our logo.

Molten

Molten

Molten

Molten

Molten Ventures Plc

Molten
Make More Possible

3.3.1

Logo → Clearance space

Our clear space ensures that our logos are legible when used alongside other design elements. The clear space is defined by the proportions of M in Molten.

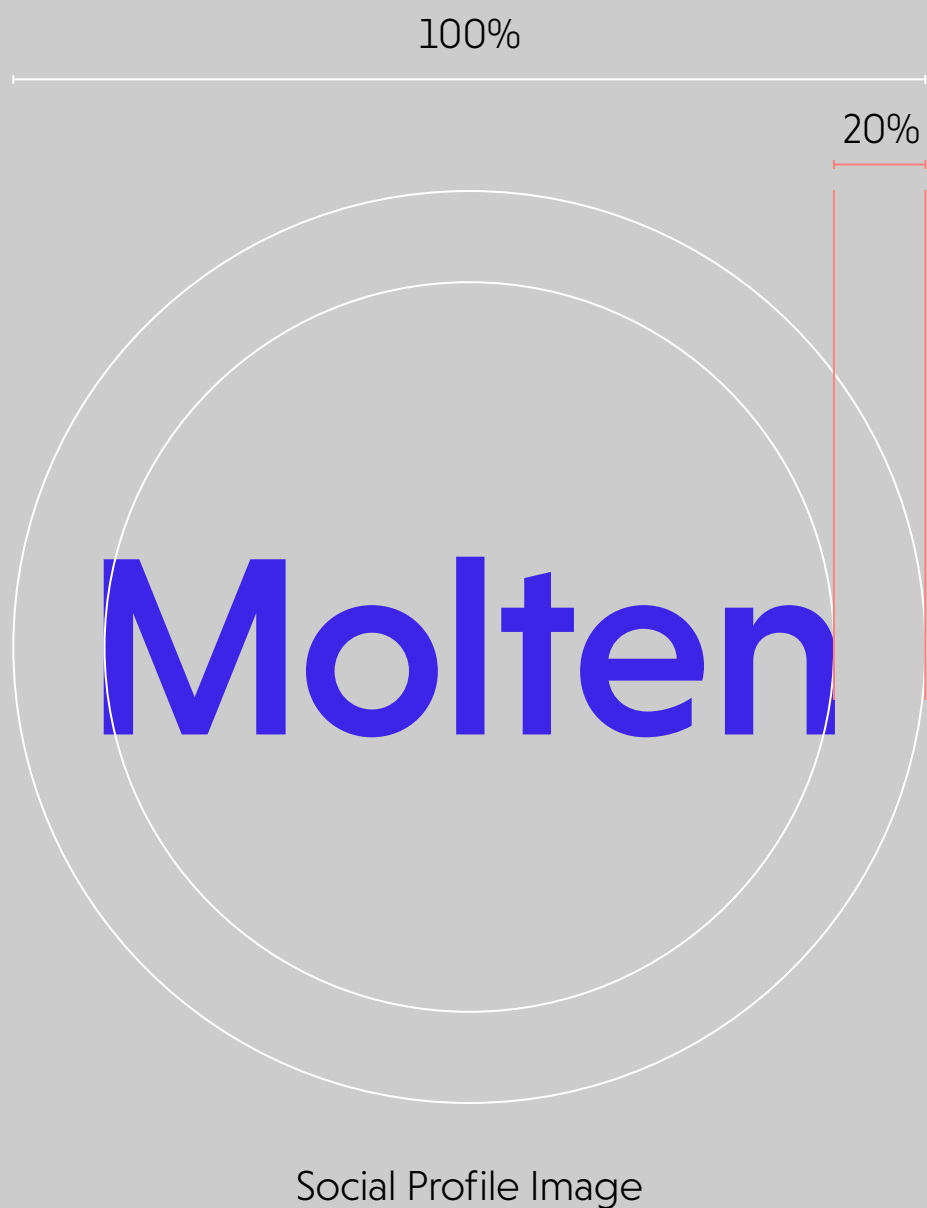






3.4 Logo → Social & minimum size

We have defined how we build our social profile image and established minimum sizes to ensure that our logos remain legible across all print and digital touchpoints. With our minimum size, we recommend not going below but there are exceptions e.g. favicon and small scale social profile images.



Molten

Minimum size: 50px/15mm in width

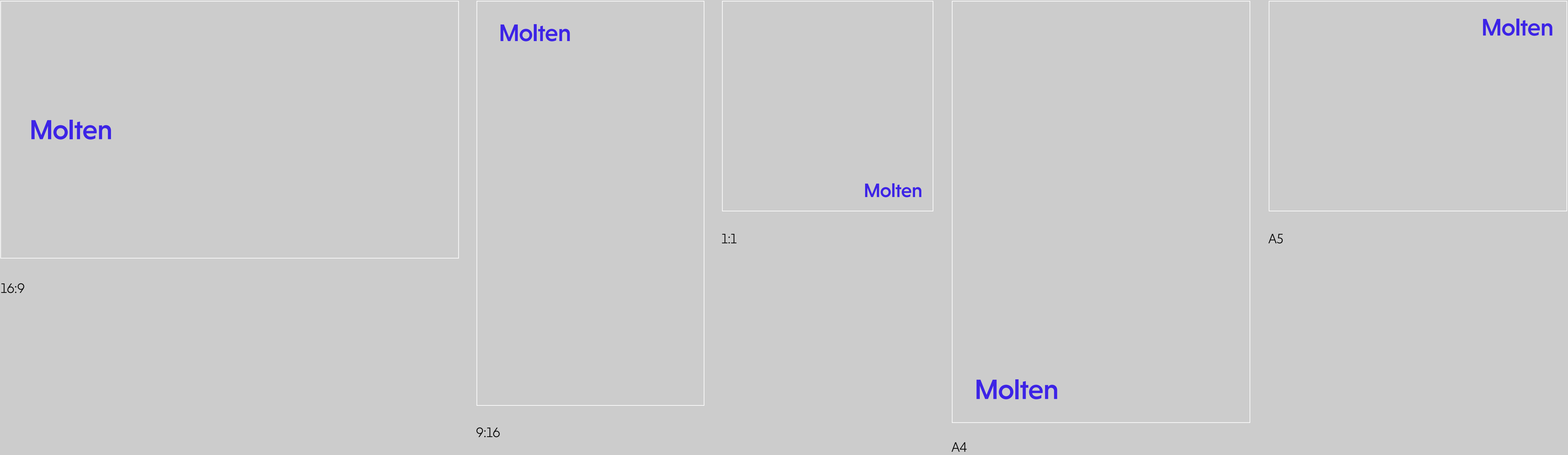
M

Favicon size: 32x32px

3.5

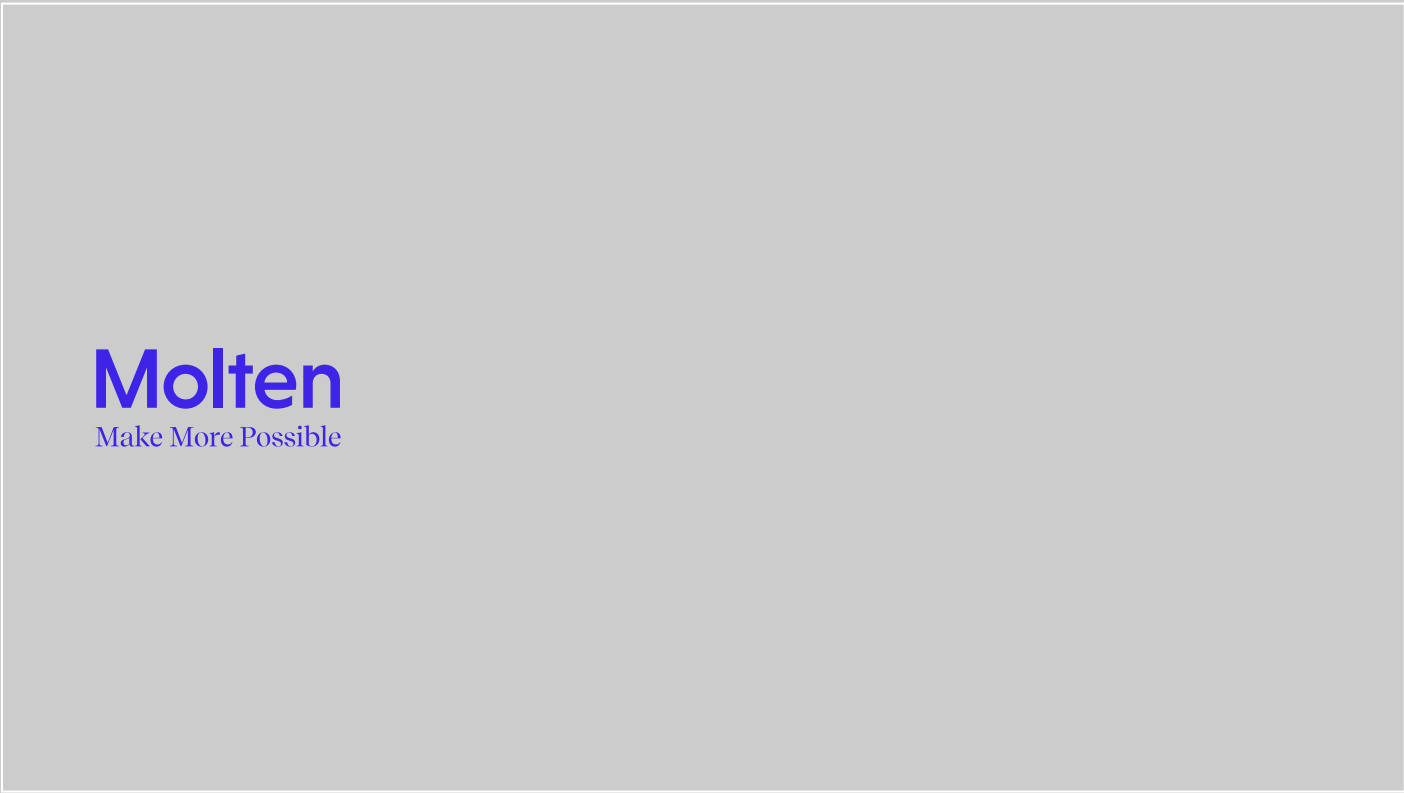
Logo → Placement & sizing guide

We have defined a soft guidance on how we scale and place our logo across any dimensions, the logo should be between 10%-20% of the composition and sit in any of the four corners. Please keep in mind that exceptions are allowed when reasonable, for example; the cover of this guideline where we've made our logo the focus and hero.



3.5 Logo → Placement & sizing guide

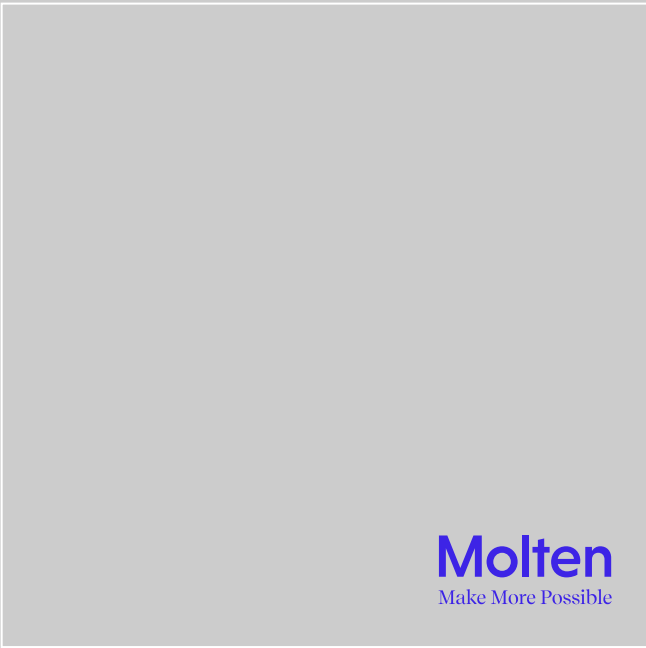
We can also apply the same placement, sizing and positioning rules to the version of our logo that is locked up with our strapline 'Make More Possible'.



16:9



9:16



1:1



A4



A5

4.0

Typography

Our typography uses a clean, friendly, effortless type pairing. It's easy to use and gives us weight when we want to make an impact, with finer options for when we have a lot of information to convey.

4.1 Typography → Headline & body typefaces

Recife Display, our headline typeface. **Weights used:** Regular

Success requires
transformation.
Transformation
requires movement.
Movement requires energy.

Niveau Grotesk, our body typeface. **Weights used:** Light, Regular, Medium & Bold

Success in venture capital is our ability to help companies transform, enabling them to deliver their greatest potential. As a company scales, from seed through to early stage, growth stage and beyond, it must transform itself again and again.

Headline
Leading: 110-120%
Kerning: Metric
Tracking: 0 to 10

Make more possible.

Make way for Better. A global community.

Body
Leading: 120-140%
Kerning: Metric
Tracking: -10 to 0

The potential to transform is inherent in every company, it requires an injection of new energy. The role of venture capital is to inject new energy, helping companies transform and achieve their potential. The 'energy' we bring comes in many forms – capital of course, but also knowledge, experience, and relationships.

Transformation is part of our company; we transformed venture capital by going public.

4.3 Typography → Microsoft Office Suite Replacements

When we cannot access or use our brand typefaces, for example; Powerpoint, Word or Outlook, we can use typefaces from Microsoft's native font library for ease of access. Please use the replacements below for consistency.

Palatino, our replacement headline typeface. **Weights used:** Regular

Success requires
transformation.
Transformation
requires movement.
Movement requires energy.

Quire Sans, our replacement body typeface. **Weights used:** Light, Regular, Medium & Bold

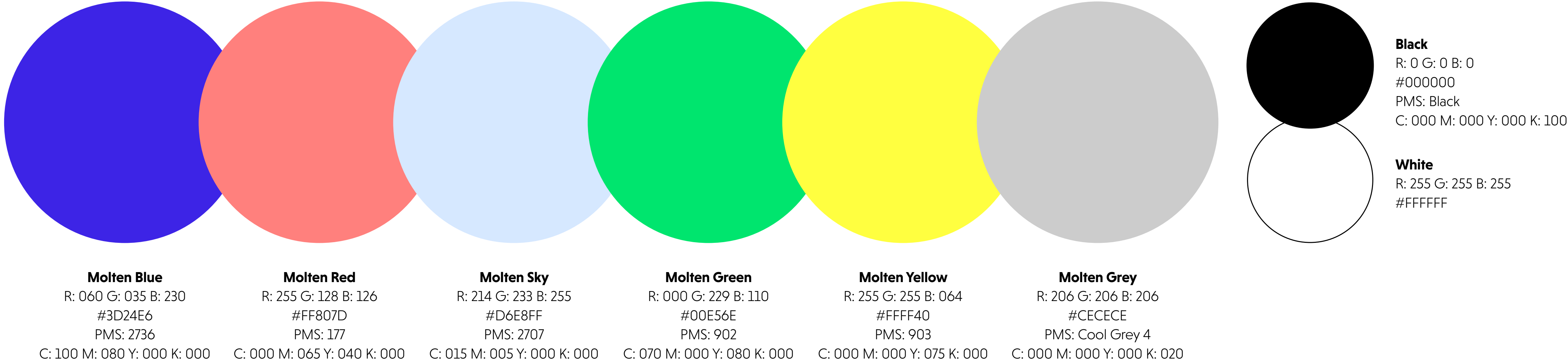
Success in venture capital is our ability to help companies transform, enabling them to deliver their greatest potential. As a company scales, from seed through to early stage, growth stage and beyond, it must transform itself again and again.

5.0

Colour

Molten's visual brand comes to life through the way we use colour—it elevates us from the rest. Taking cues from energy, state change and its transitions, we have an electric palette that can be used boldly or neutrally.

Our palette consists of six colours, black and white which allows for numerous colour combinations and bring breadth of visibility to our brand. You can see how we've used our colours throughout this guideline and in the design examples section later in this guideline.



We can use tints of our Molten Grey to help bring range and functionality to our digital applications. These should only be used in the percentages shown below on this page.



Logo colour options

Molten

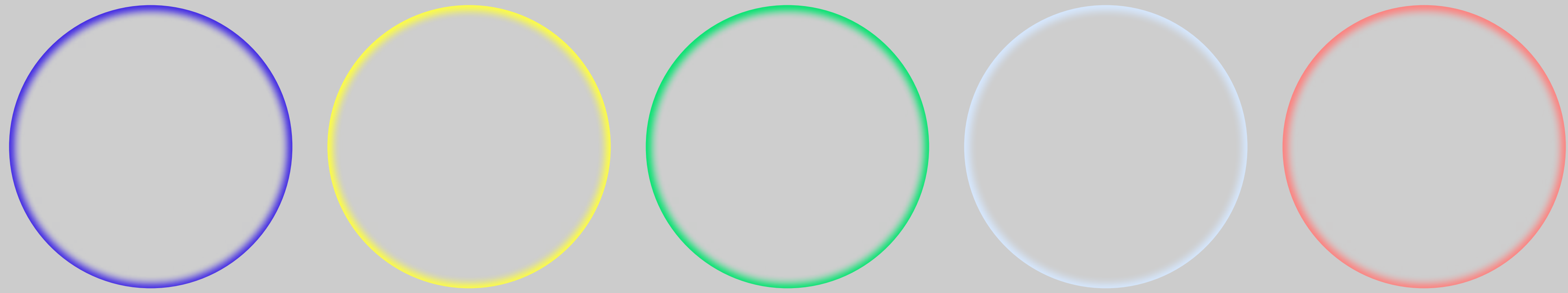
Molten

Molten

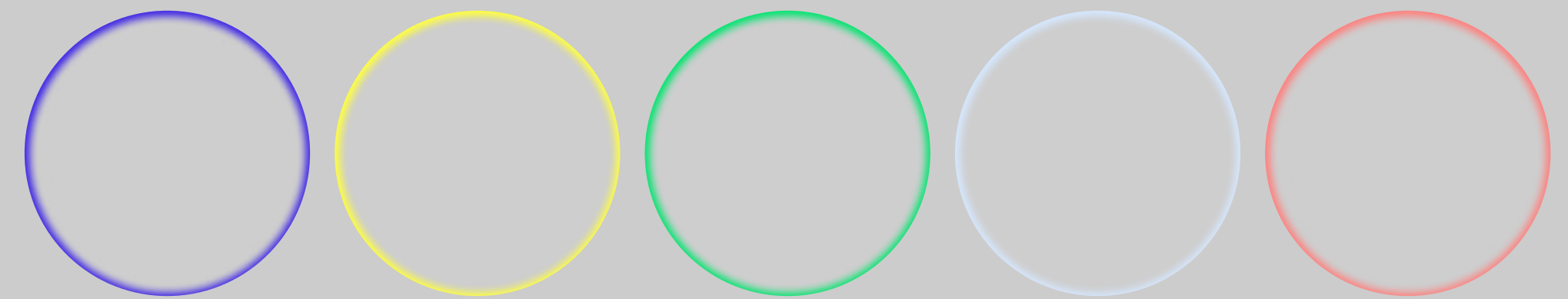
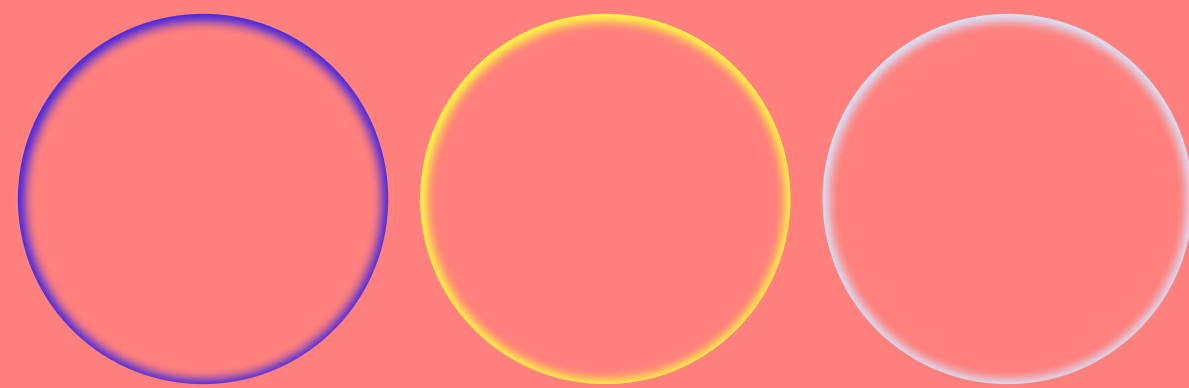
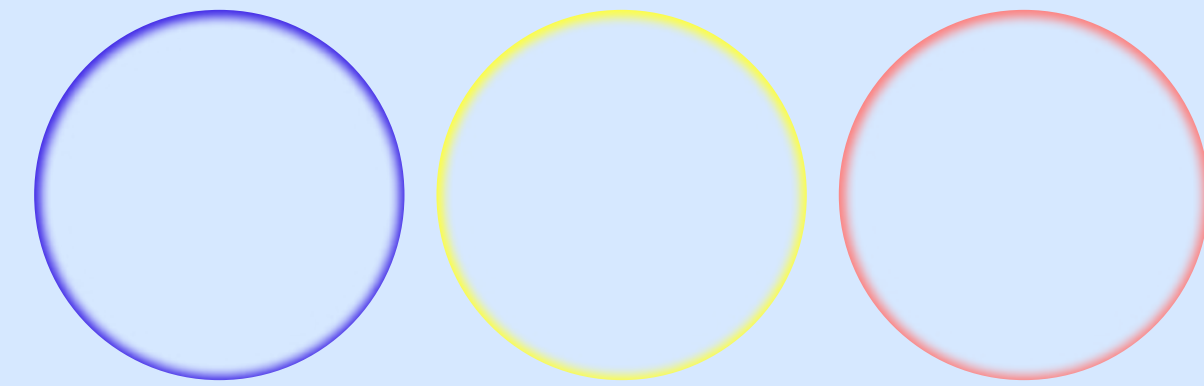
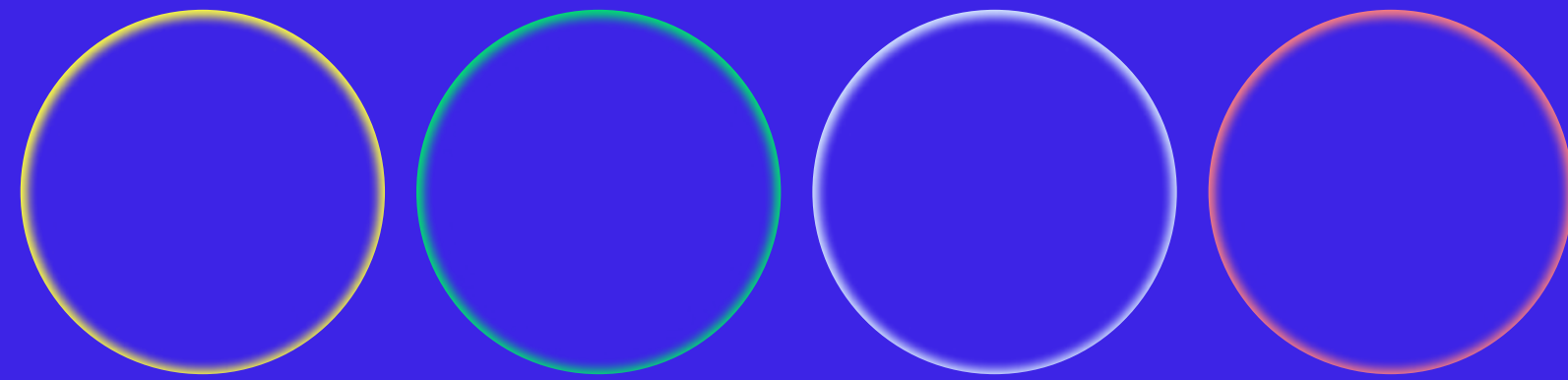
Type colour options

Type should be predominately
set in **Black** or White,
and sometimes in blue.

With our shapes and transitions we use only the colourful part of our core palette to ensure that we represent the idea of state change in a consistently bold manner.



To keep things simple and ensure our state change shapes are consistently legible and easy to apply, we recommend following the below colour combination guidance which follows the foreground and background format.



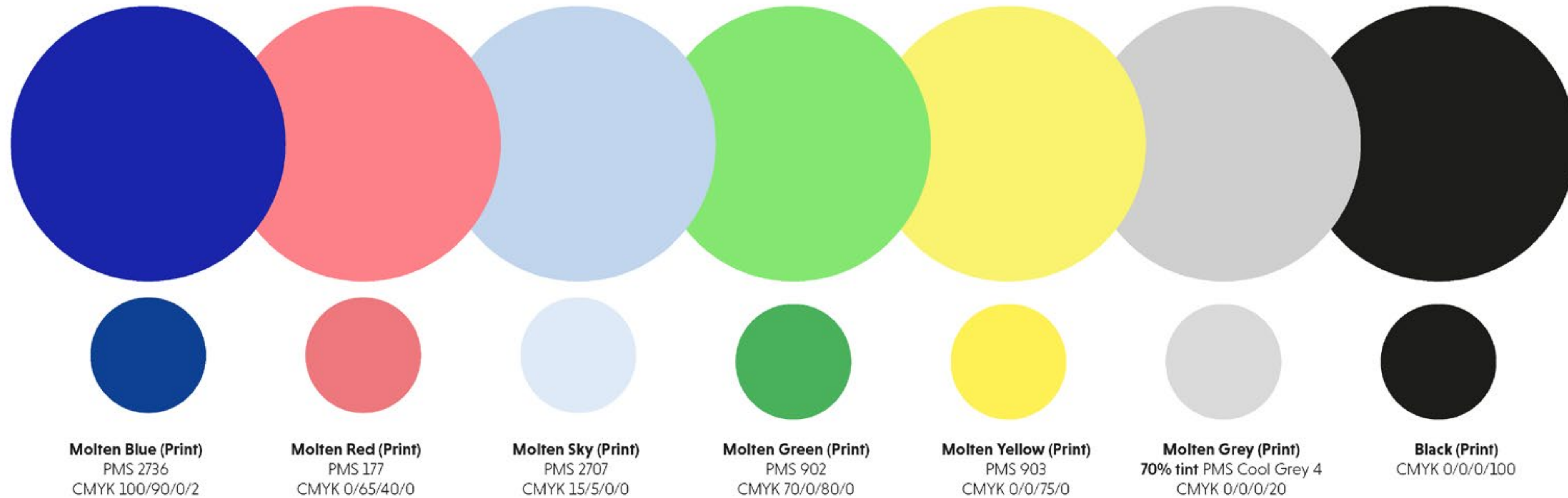
5.1.1

Our brand in print

The Molten colours work differently in printed brand applications (using Pantone or CMYK), than they do on-screen.

Follow the guidelines in this chapter if you're setting up artwork for something that will be produced physically, like a flyer or brochure.

Wherever possible, in print, the Pantone inks should be used. CMYK should only ever be treated as a backup in circumstances where Pantone matching is not available. Please bear in mind that all CMYK printers reproduce colours differently, so we recommend doing a test print if possible, to assess how successfully the colours are replicated.



If possible, please use neon Pantone inks for Green and Yellow. You will need to specify this to the printer. If these are not available please use the CMYK match.

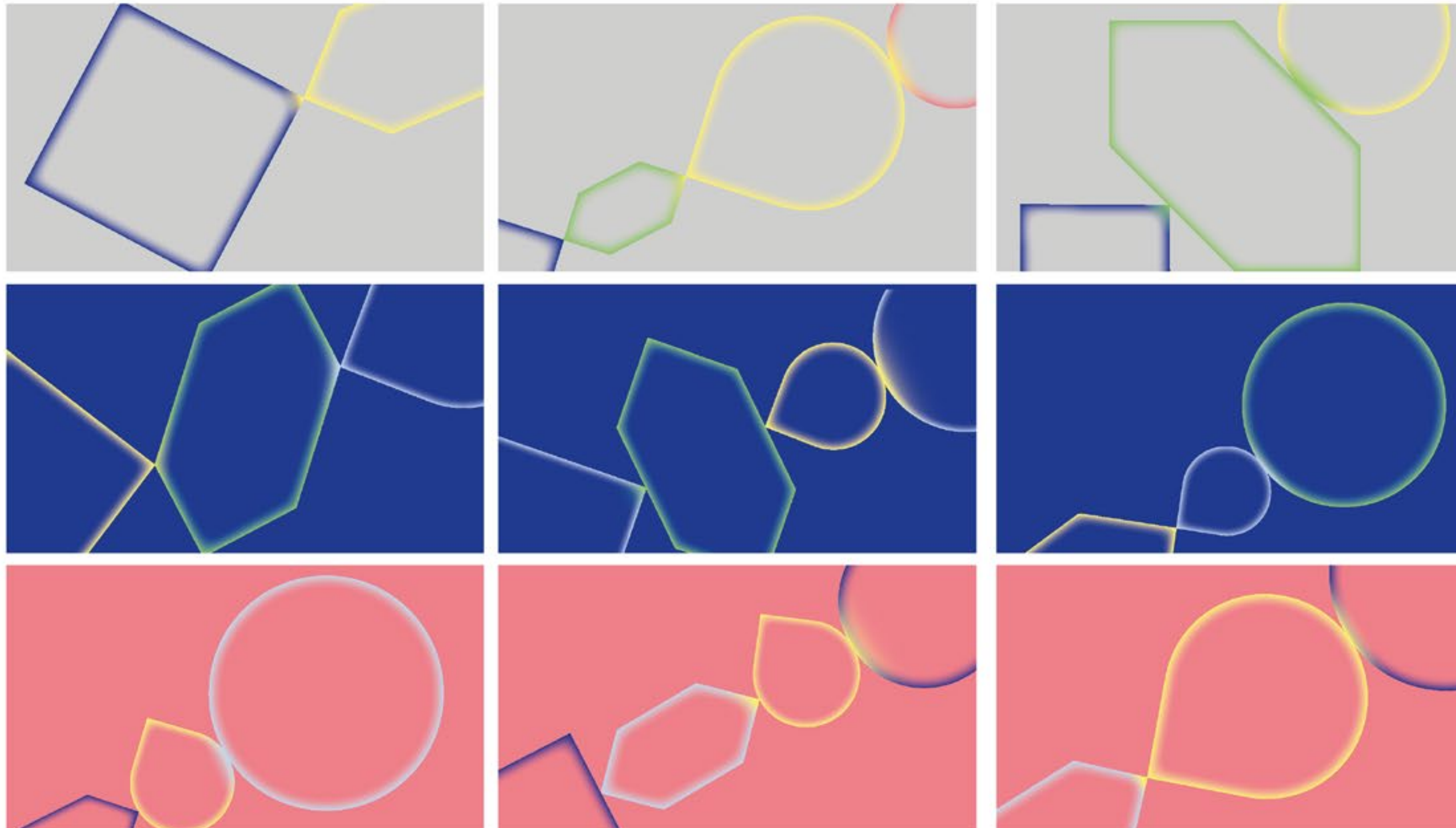
Molten

Molten Molten

5.1.4

Our brand in print → Print colours in combination

Just like our digital brand, the Molten print identity has specific ways in which the colours can be layered to ensure they always appear bright and engaging. We recommend following the below colour combination guidance which follows the foreground and background format. **Molten Grey**, **Molten Blue** and **Molten Red** should always be used as the primary background colours in print applications.



Molten Grey works well with shapes printed in:

- Molten Green
- Molten Blue
- Molten Red
- Molten Yellow

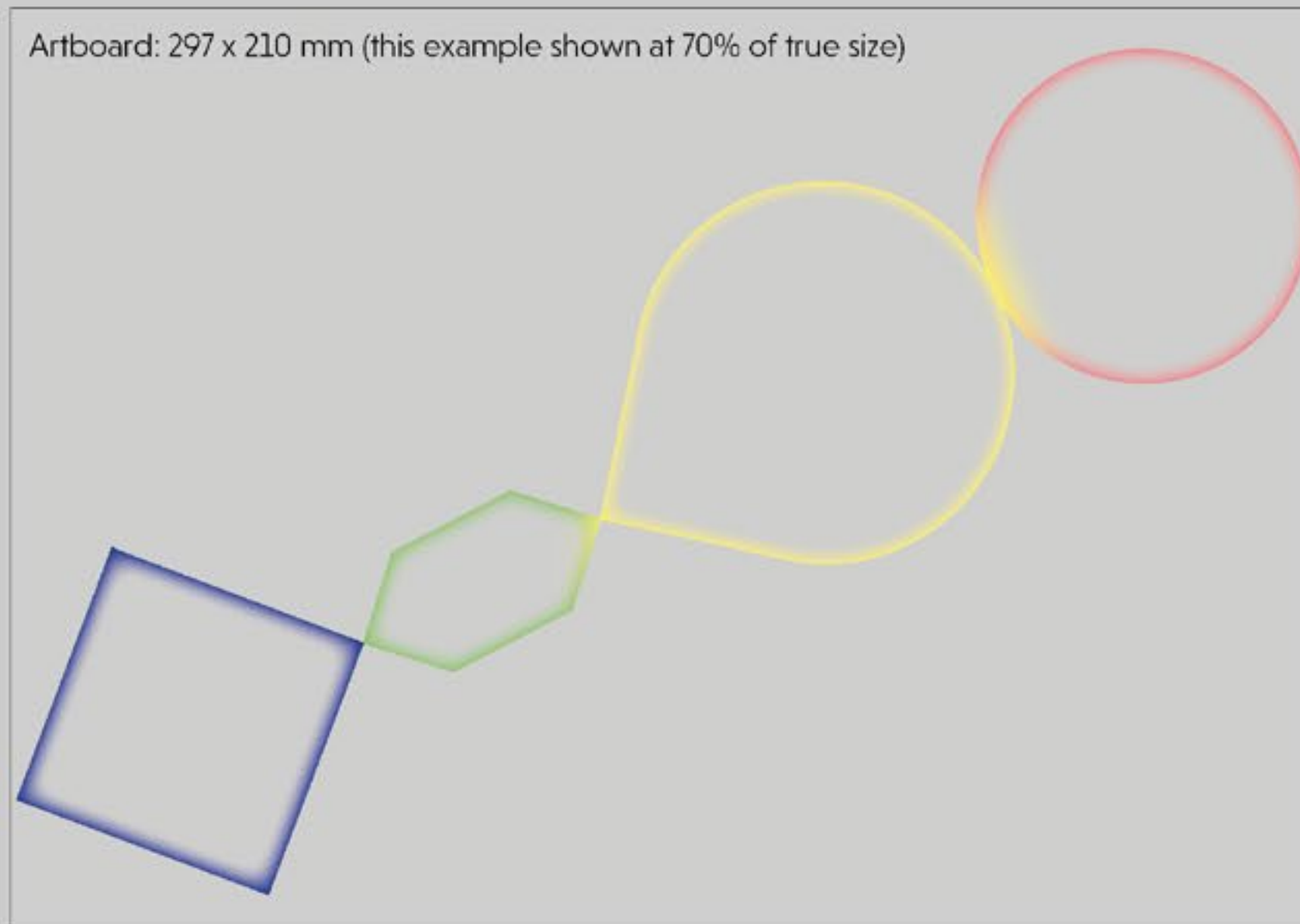
Molten Blue works well with shapes printed in:

- Molten Sky
- Molten Green
- Molten Yellow

Molten Red works well with shapes printed in:

- Molten Blue
- Molten Sky
- Molten Yellow

For print artwork we recommend setting up the shapes in Illustrator and adding additional text in InDesign later. This gives you more control over how the shapes and their accompanying glows and gradients appear.

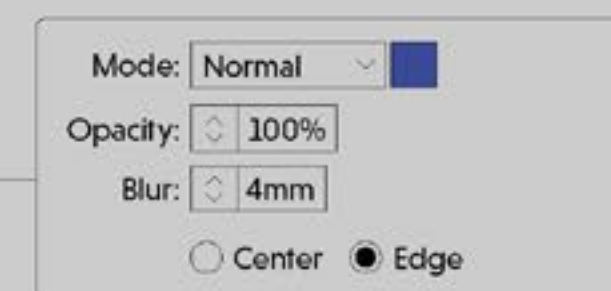


Below is an illustration of how the Appearance Panel and Inner Glow should be set up in Adobe Illustrator on an artboard of A4 size.

Appearance Panel settings at A4 size



Inner Glow settings at A4 size



Before you begin, open Illustrator and enter the Preferences Menu > select General > tick "Scale Strokes and Effects".

You can then download the shape template example:

- Pantone Colours →
- CMYK →

And load the Graphic Styles for the shapes:

- Pantone Colours →
- CMYK →

Save a version of the template and use the sample shapes to create your design, following the guidelines set out earlier in this brand book. There is no variation between print and digital application here.

Before importing to InDesign or exporting as PDF, please ensure that no shapes or colours are accidentally set to overprint.

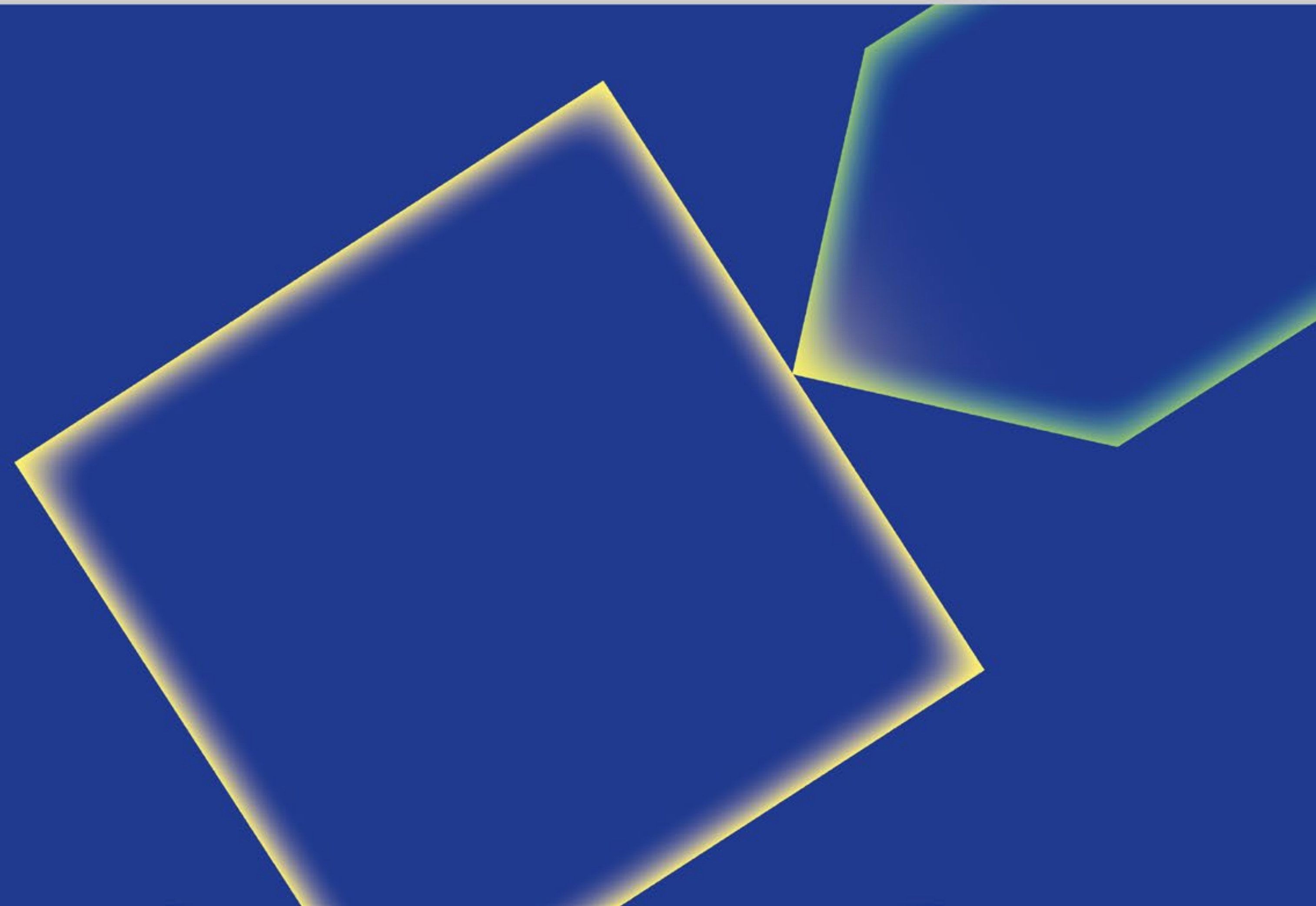
5.1.6

Our brand in print → Transfer glow gradients in print

The reflective glows are an important part of the Molten shapes, as you'll have seen earlier in the brand book. To replicate these successfully in print, there are a few rules to be followed.

To set up a reflective glow on any shape, follow the below instructions:

- In Illustrator select the shape you wish to contain the transfer glow.
- Copy the shape and then paste it in place, and move it into a different layer titled 'Gradient Glow'. Then lock all other layers. It's important that the placement is really precise, otherwise your glow will be misaligned.
- Select the shape that will contain your gradient, and delete all effects applied to it within the Appearance Panel (everything on page 46). Then set the fill colour to empty. You should now have an "invisible" shape sitting directly on top of the original shape.
- Navigate to the Gradient panel (Window → Gradients) and apply a Linear Gradient to your shape in the panel that opens.
- Where the colour white appears in the slider, set the opacity to 0%.
- Where the colour black appears in the slider, click on the black circular swatch and change this to the colour of the shape nearby. This is your transfer glow.
- Choose the same colour swatch type (PMS or CMYK) as the rest of the document.
- Select the gradient button in the left hand toolbar, and hold down shift. You can then manipulate the direction and strength of the glow to get it to appear as you require.
- The glow should not be too thick (about the same thickness as the Inner Glow as set out on the previous page).
- Double check the shape is not set to overprint.



Check that in your print artwork Molten Grey is set to 70% tint of PMS Cool Grey 4 (or 20% K) wherever it appears.

Check that no element of the artwork is set to overprint.

Check that your transfer glows sit on top of the shapes, and are reflecting the correct colours of their origin shape.

Use Adobe Acrobat Pro's print production feature to check all colours are specified as either PMS **or** CMYK (check gradients for the transfer glows carefully, as they don't pick up global swatches like 'normal' colours).

Check all uses of black are set to 100% K, and not a conversion of RGB.

Spell check!

Illustrator shape templates for use in print assets

- Pantone Colours →
- CMYK →

Pre-defined Illustrator 'Graphic Styles' for shapes

- Pantone Colours →
- CMYK →

.ase Colour Palette files (will only work if you have Illustrator installed)

- Pantone Colours →
- CMYK →

Business Card template →

Letterhead Artwork →

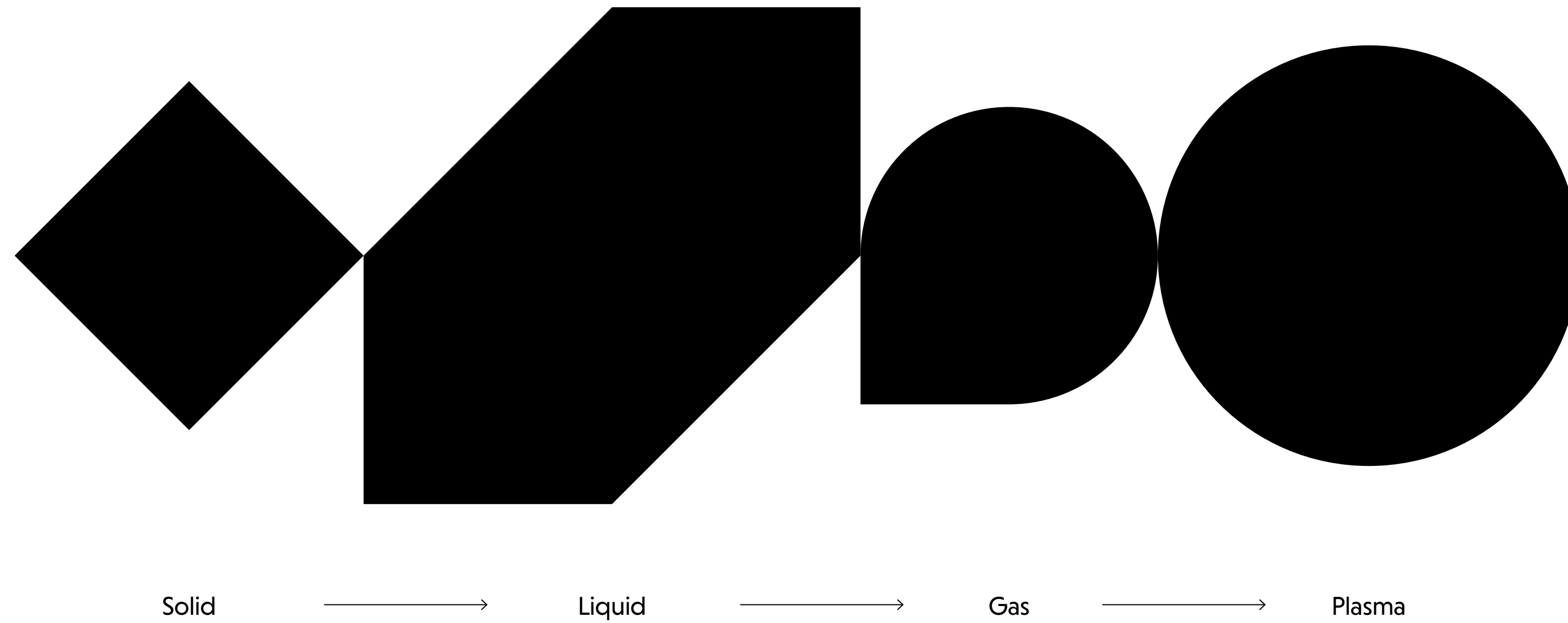
Compliment Slip Artwork →

6.0

Shapes & Layouts

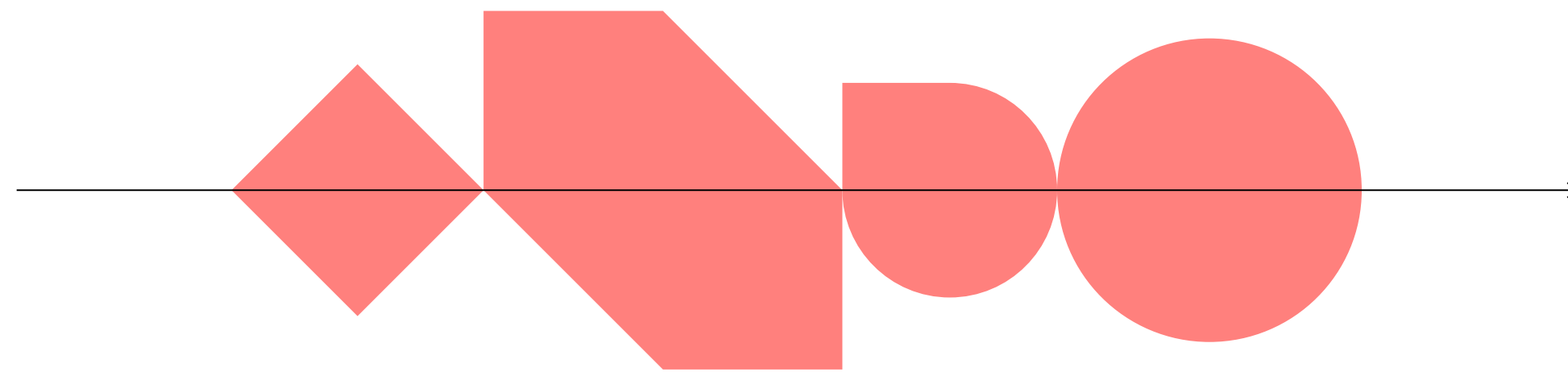
Our shapes and layouts create a powerful visual asset that reflect the core idea of Molten, the state changes from solid to liquid to gas to plasma. This system represents the following idea: Success requires transformation. Transformation requires movement. Movement requires energy.

Our shapes represent the state change from solid to liquid to gas to plasma in an abstract way. These shapes along with our logo, typography and colour makes our visual identity what it is.

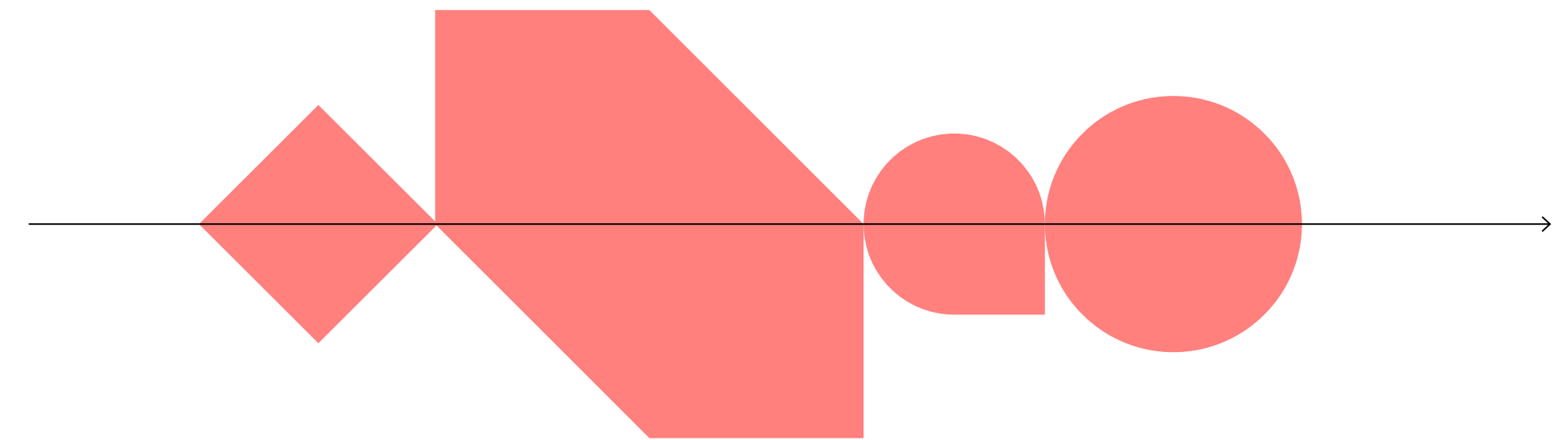


1. Shapes must always appear in this order
2. Individual states can increase or decrease in size
3. Individual states can rotate
4. Our aligned states can rotate, retaining their clear composition, but they must sit on a straight-axis. The axis of the shapes cannot be a curve.

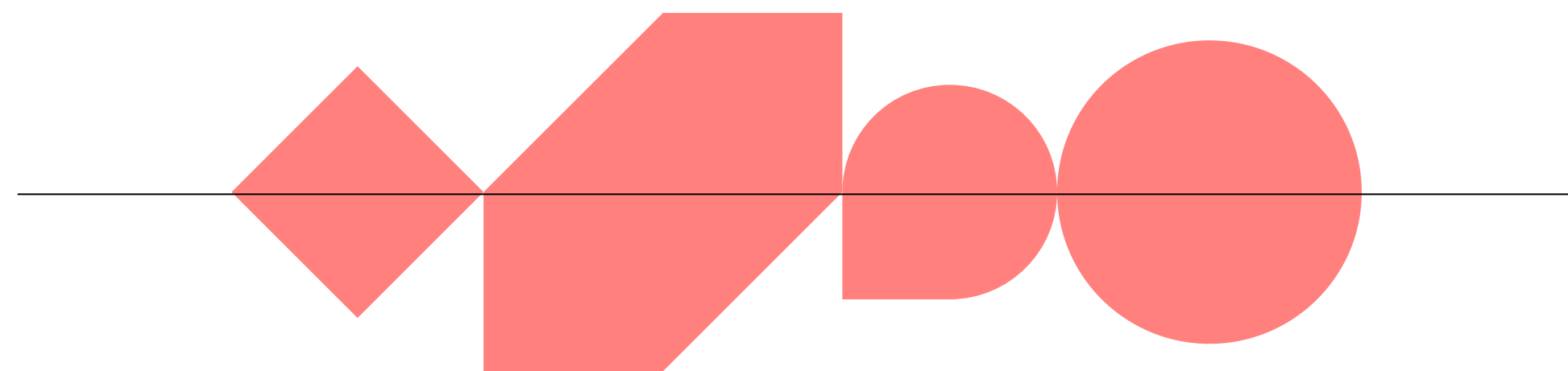
①



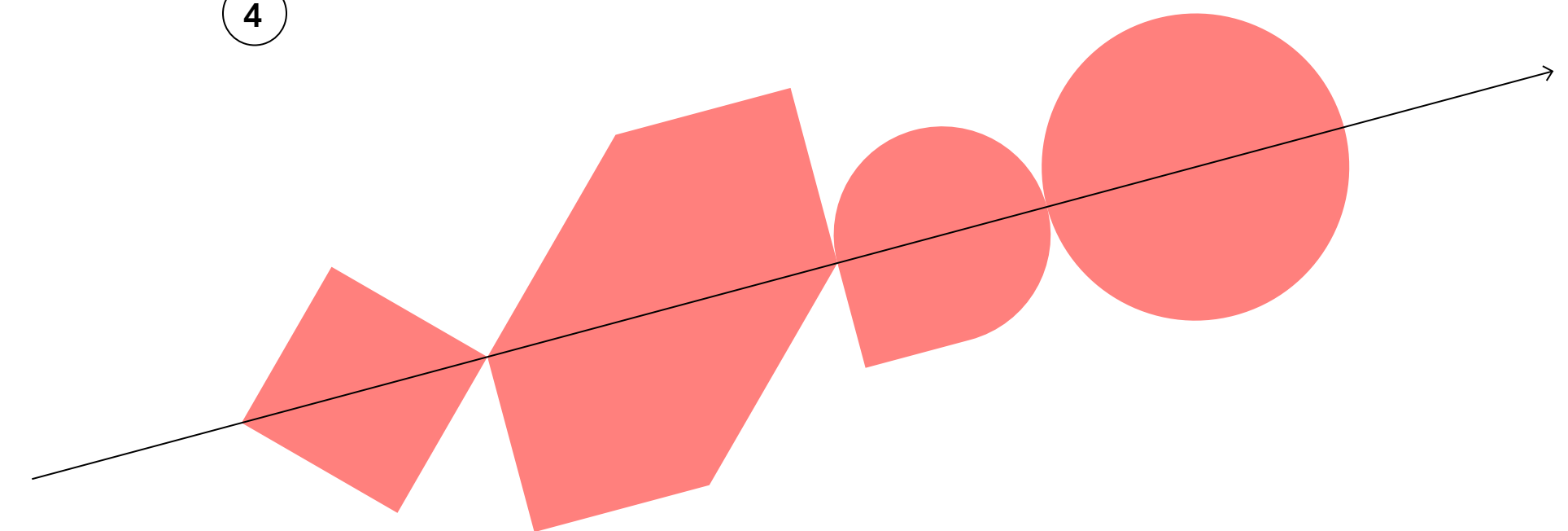
②



③



④

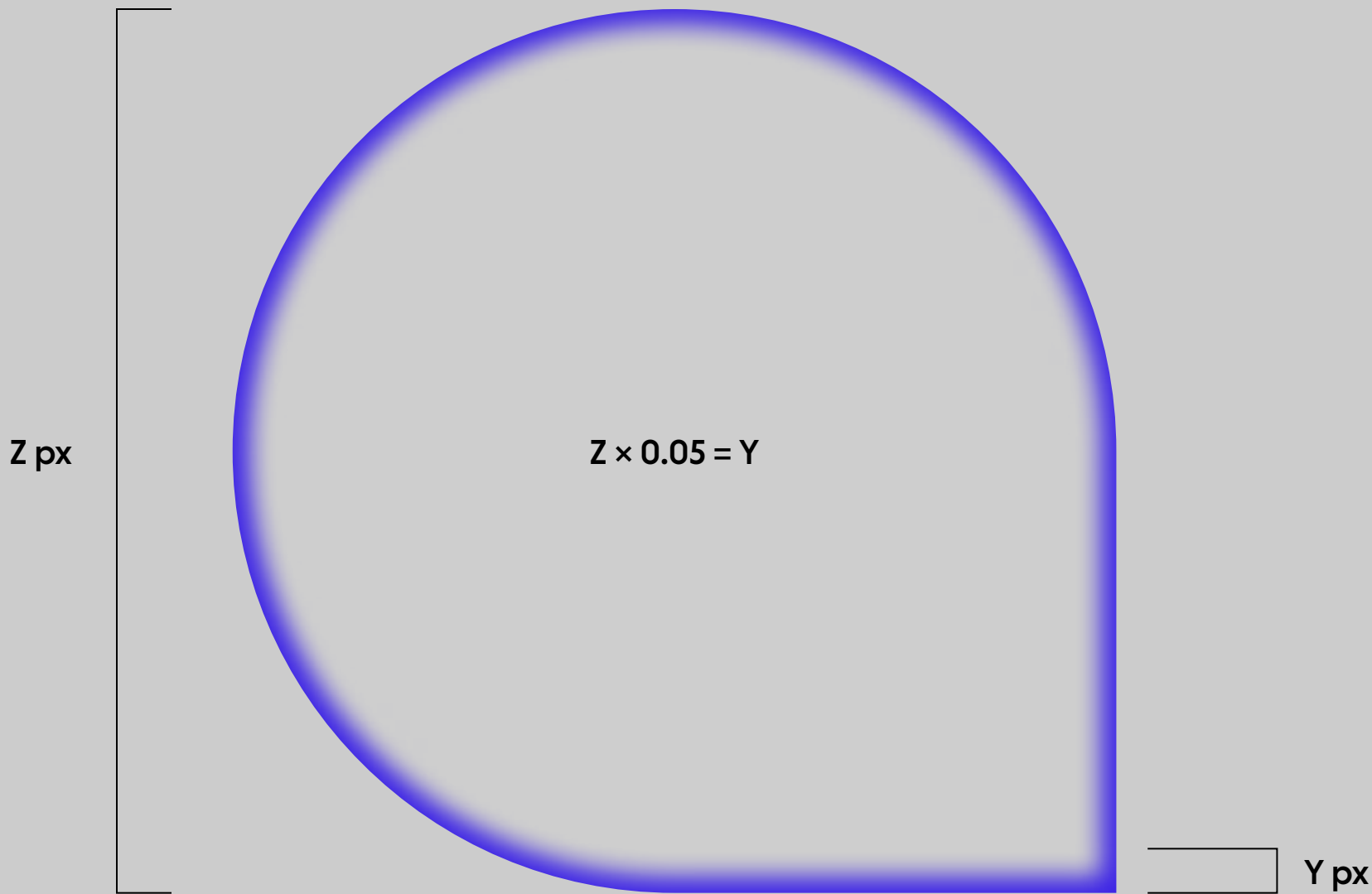


6.3

Shapes & Layouts → Creating the glow

Our shapes below are 400px in height (Z) which means we should make the inner glow sized between 20px and 40px (Y) which is 5% and 10% respectively of the overall size (height in these examples).

Below is an illustration of how the effect filters should be set up in Adobe Illustrator and InDesign.



Illustrator Inner Glow

5%

Mode: Normal

Opacity: 100%

Blur: 20px

☐ Center

☒ Edge

InDesign Inner Glow

5%

Blending

Mode: Normal

Opacity: 100%

>

Options

Technique: Normal

Source: Edge

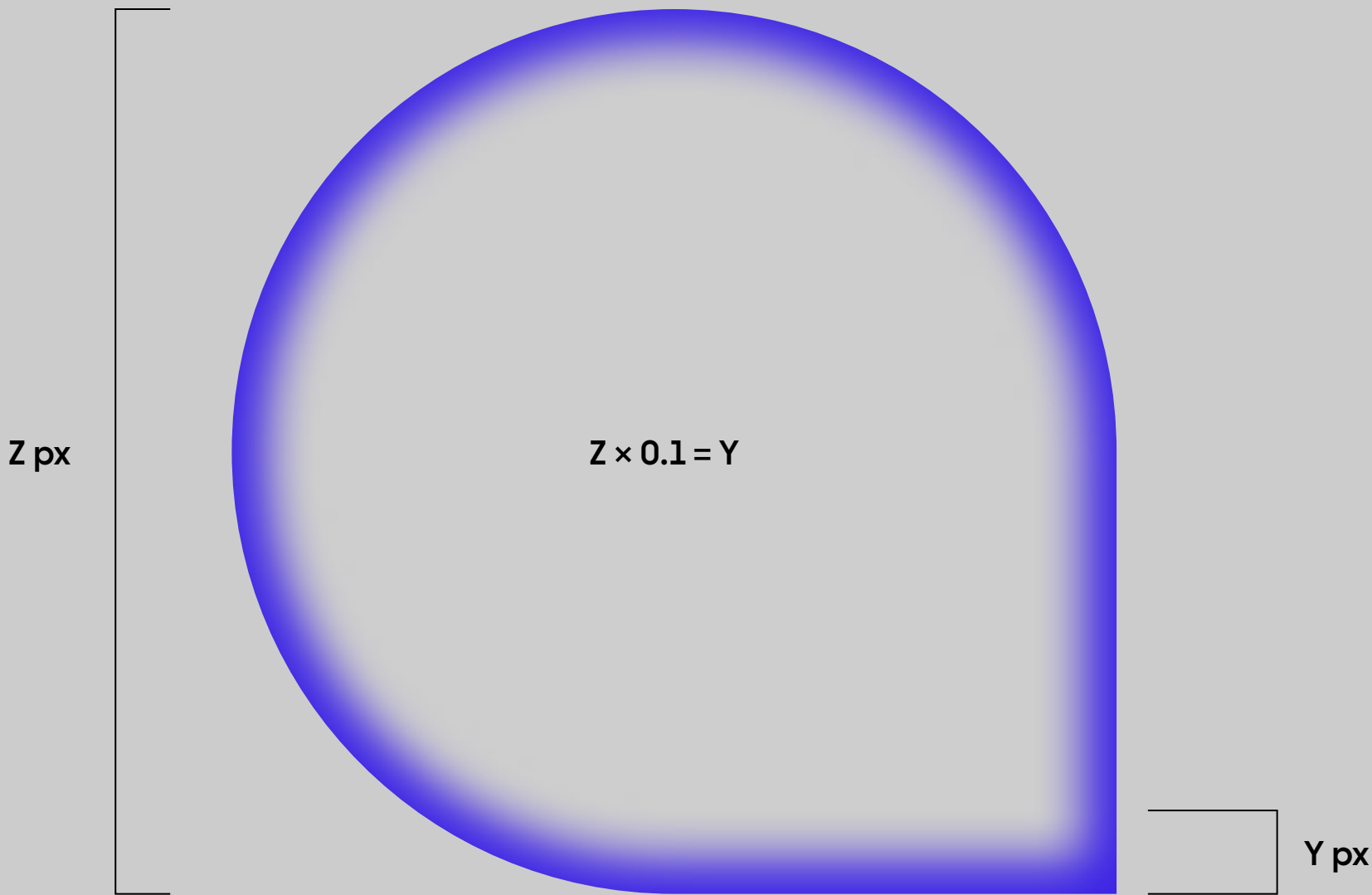
Size: 20px

Noise: 0%

>

Choke: 40%

>



Illustrator Inner Glow

10%

Mode: Normal

Opacity: 100%

Blur: 40px

☐ Center

☒ Edge

InDesign Inner Glow

10%

Blending

Mode: Normal

Opacity: 100%

>

Options

Technique: Normal

Source: Edge

Size: 40px

Noise: 0%

>

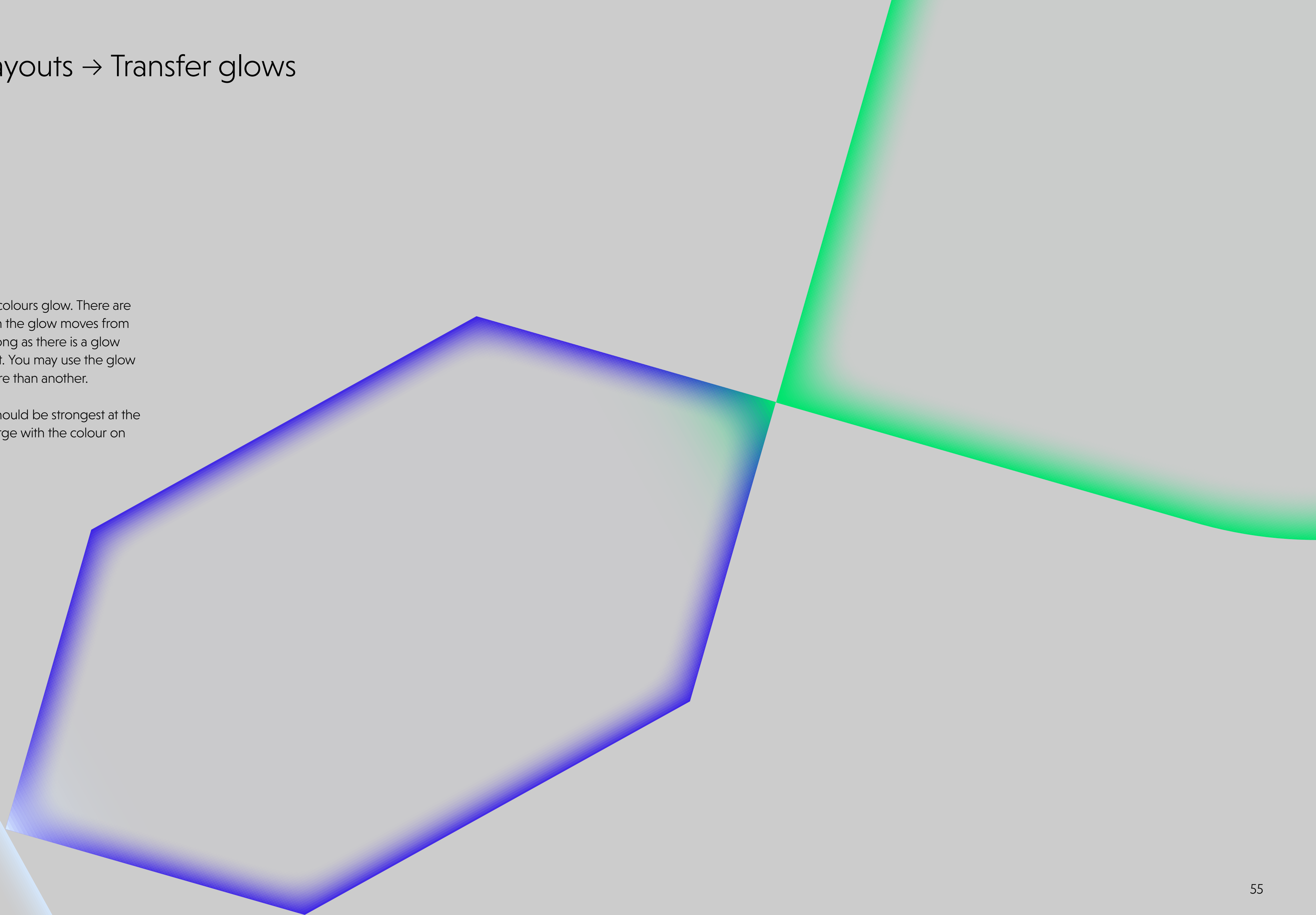
Choke: 40%

>

Transfer glows

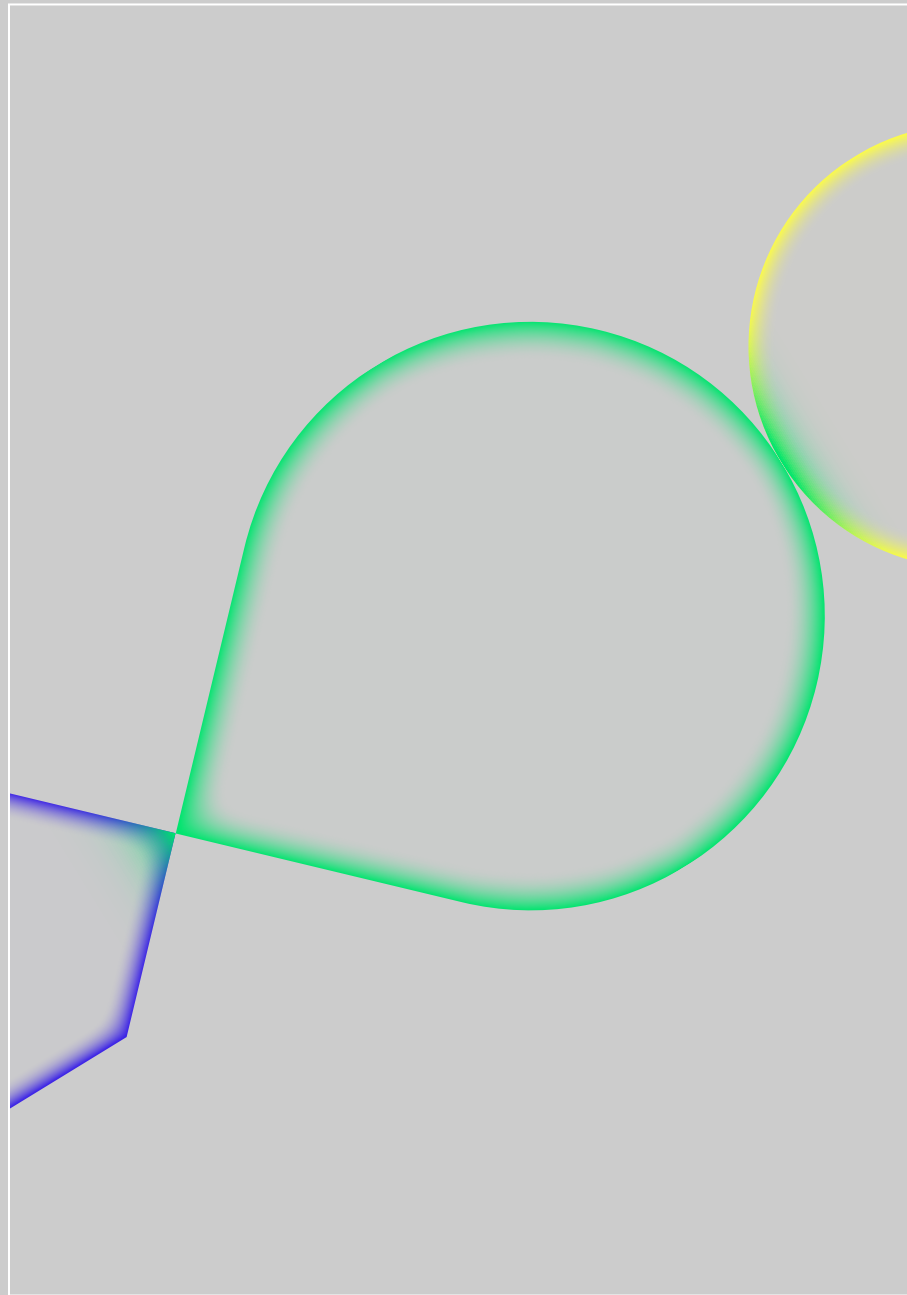
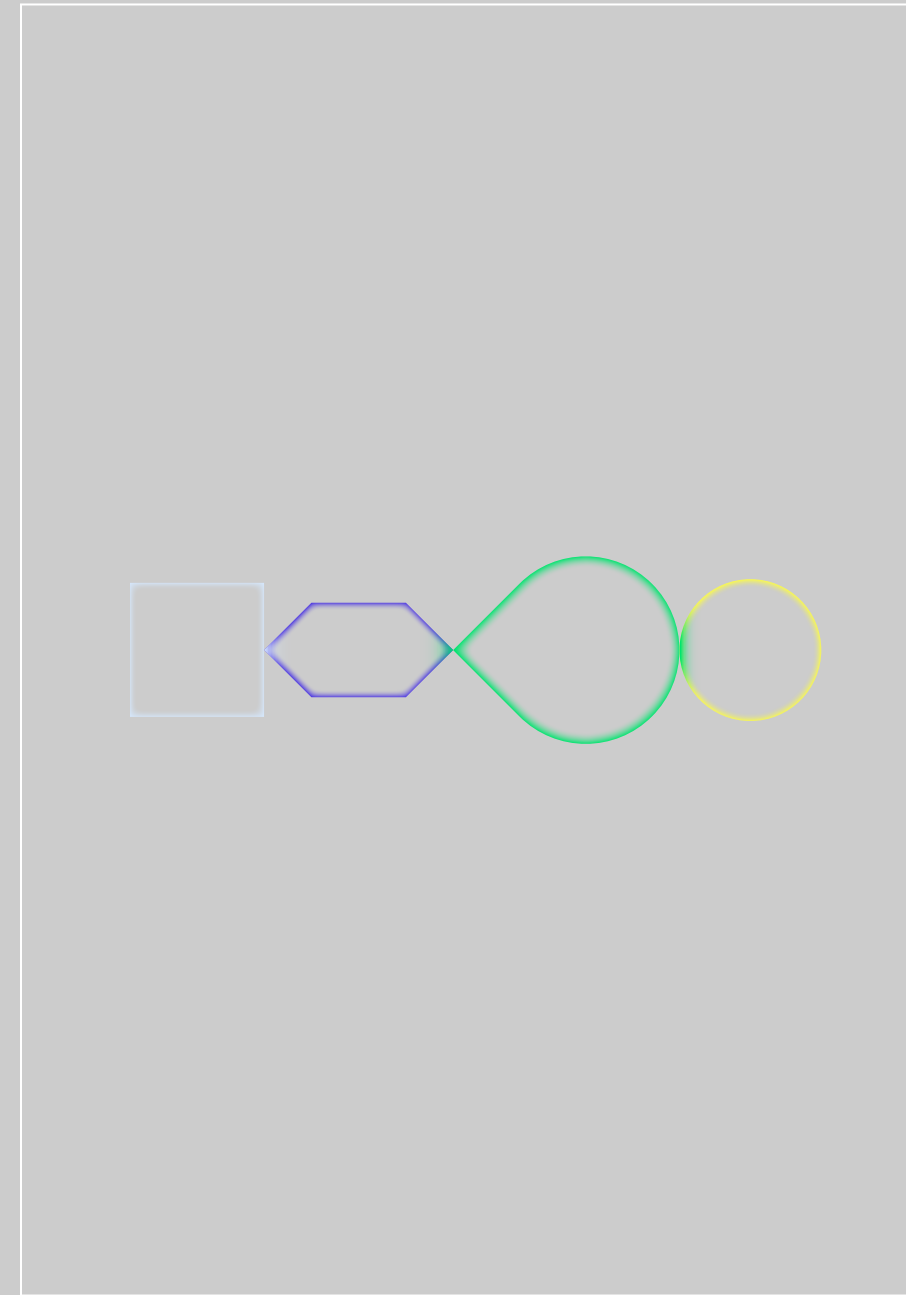
When shapes touch, their colours glow. There are no rules on which direction the glow moves from one shape to another, so long as there is a glow where two shapes connect. You may use the glow to highlight one shape more than another.

Adding glow, the colour should be strongest at the edge and replace, not merge with the colour on the original shape.

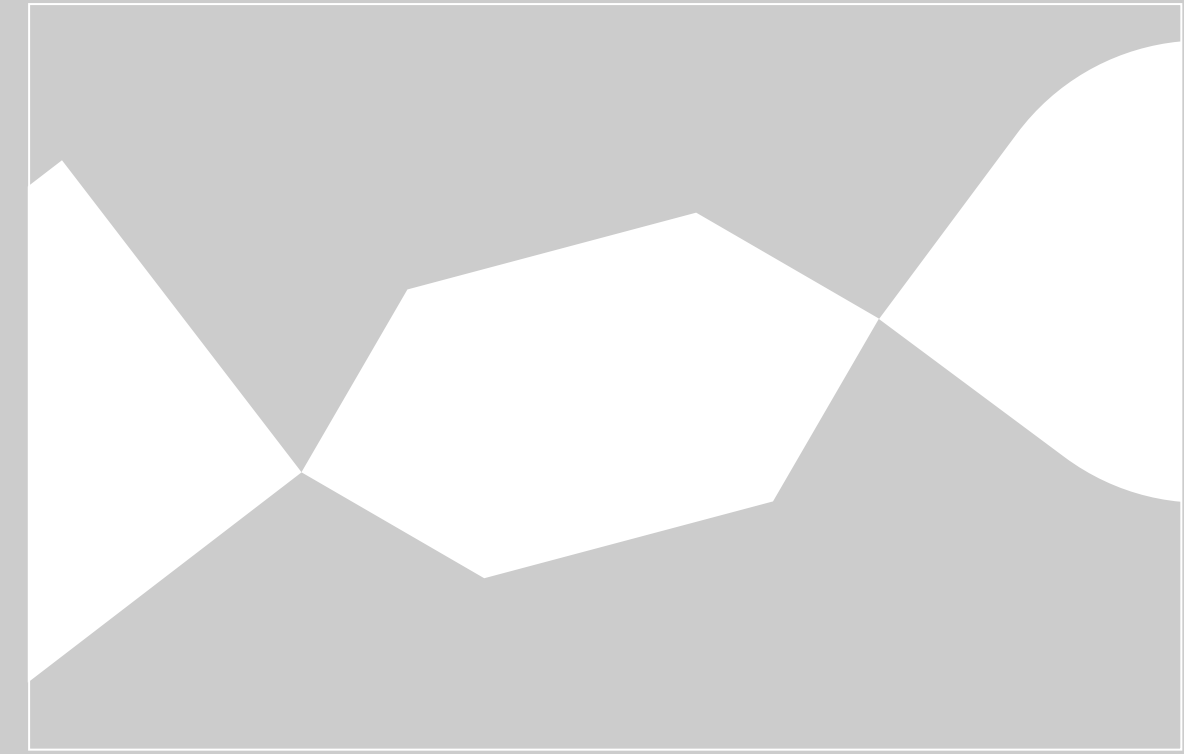
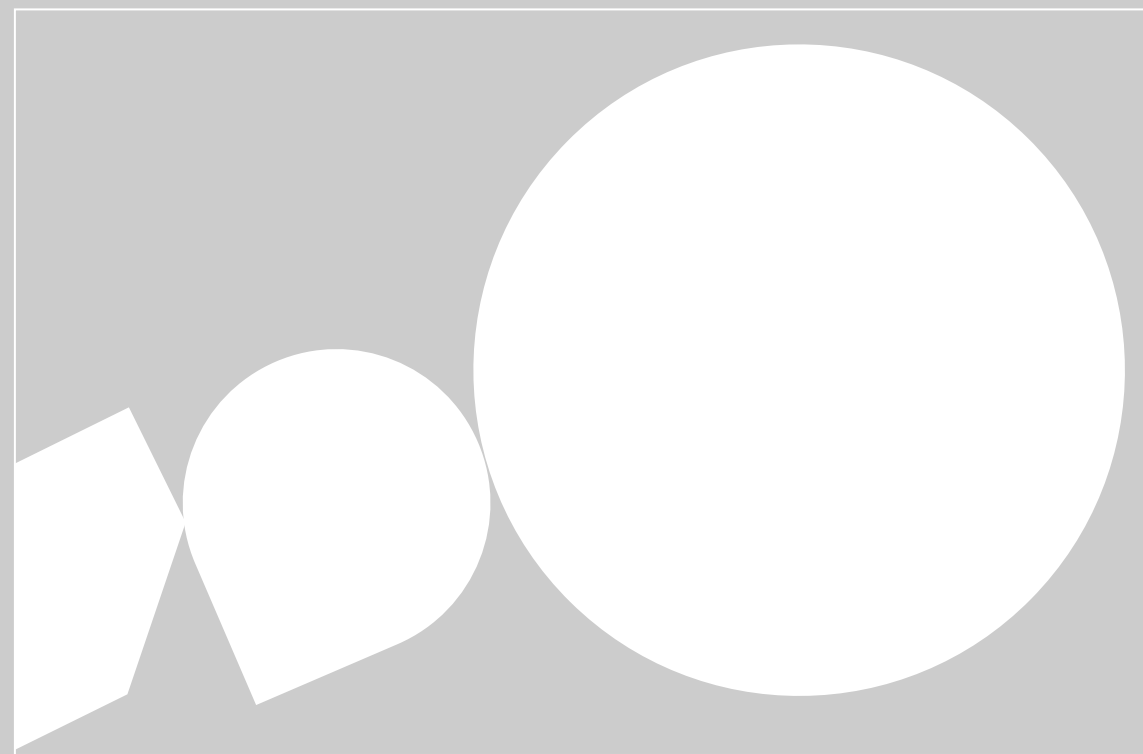
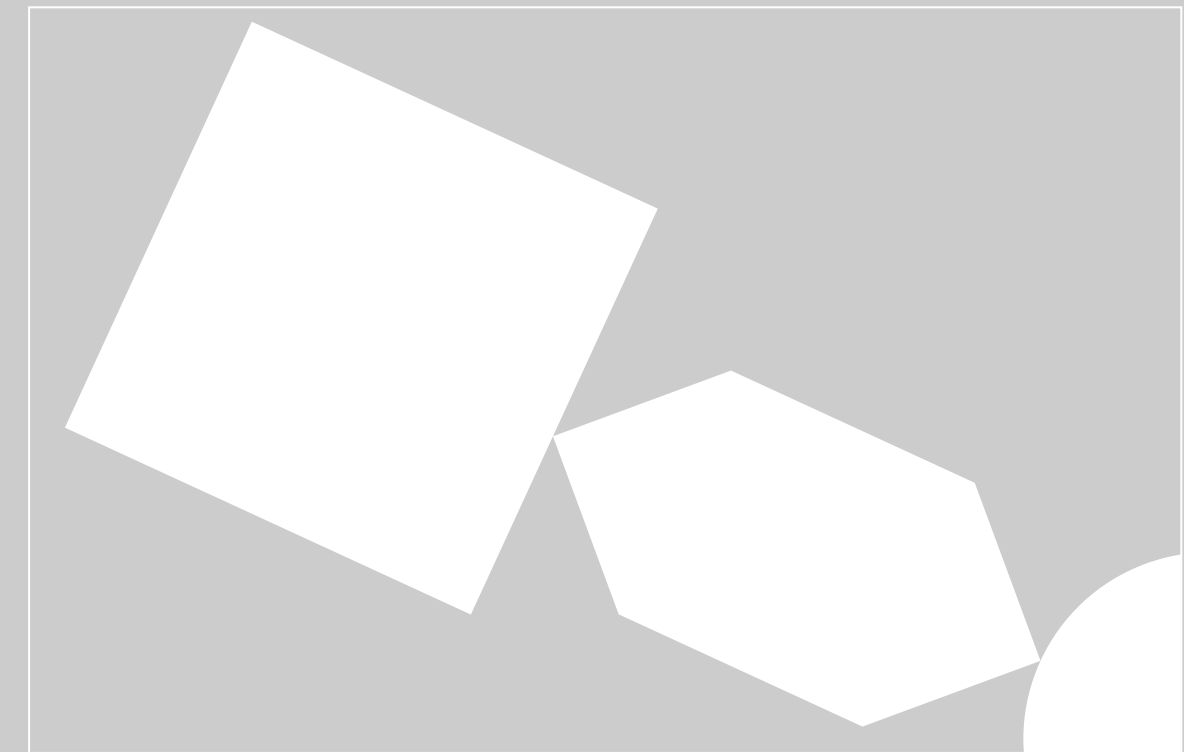
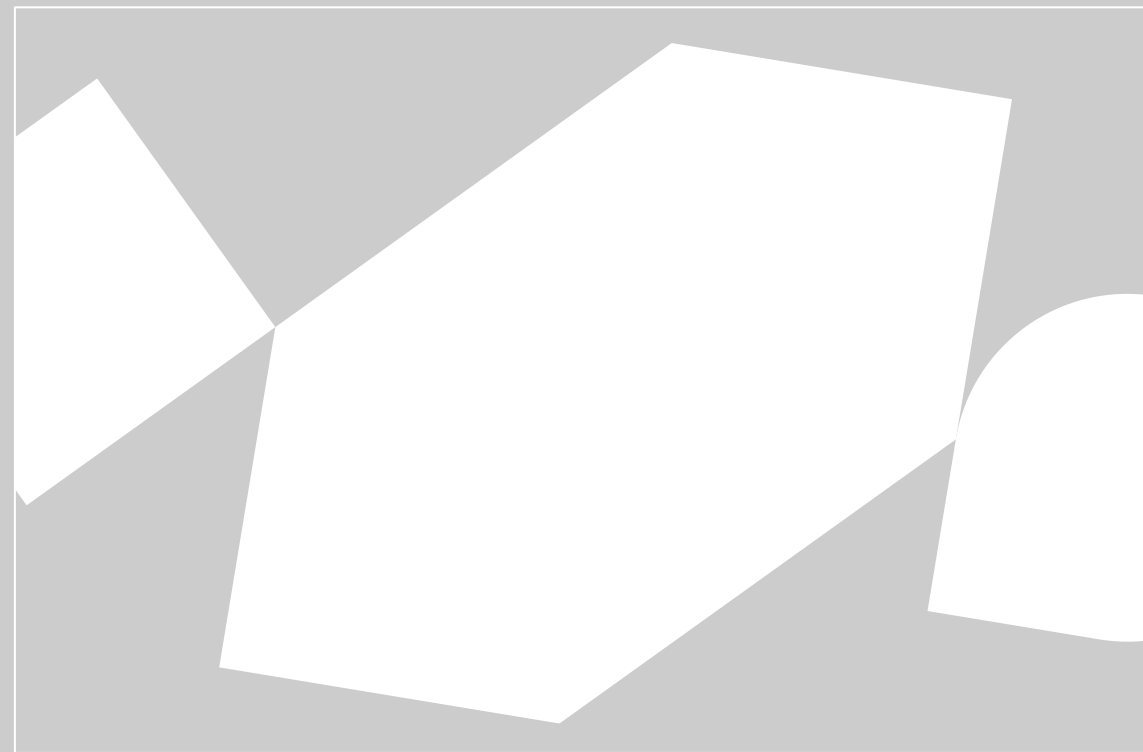


Below outlines three ways of using our shapes and layouts;

- 1. Oversized** Shapes are scaled beyond its canvas and are cropped
- 2. Undersized** Shapes fall within its canvas and are not cropped
- 3. Glow** An abstraction transfer state, often used in photographic treatments

Oversized**Undersized****Glow**

Below is a collection of examples of how we leverage the oversized treatment by creating interesting crops of our shapes, often on an angle to imply dynamism and motion, representing constant transformation.



7.0

Photography

Our photography allows us to introduce humanity and warmth in an immediate and engaging way. In this section we share art direction principles and how our photography is used in our brand.

- Mainly portrait headshots and upper-body shots
- Off-white, neutral tone colour background
- Colour gel lighting, soft and indirect
- Occasional direct gaze
- Aspirational and empowering
- Not overly posed or smiley

We have a collection of found photography that cover all aspects of photography we may use in our brand, from solo portraits to team shots, when art directing or commissioning photography, please refer to our moodboards shown here.



We also have a moodboard of photography for use when we need to show people in a more natural environment, rather than a more static portrait setting. This is particularly useful when showing our investors and entrepreneurs portfolios.



Below showcases two treatments that we can occasionally apply to our photography to give them emphasis and a recognisably Molten touch.

Full bleed glow



Cropped with glow



8.0

Design Examples

This section show how our identity elements, from visual to verbal, come to life across a range of touchpoints. Ultimately creating a bold, distinctive, powerful brand.

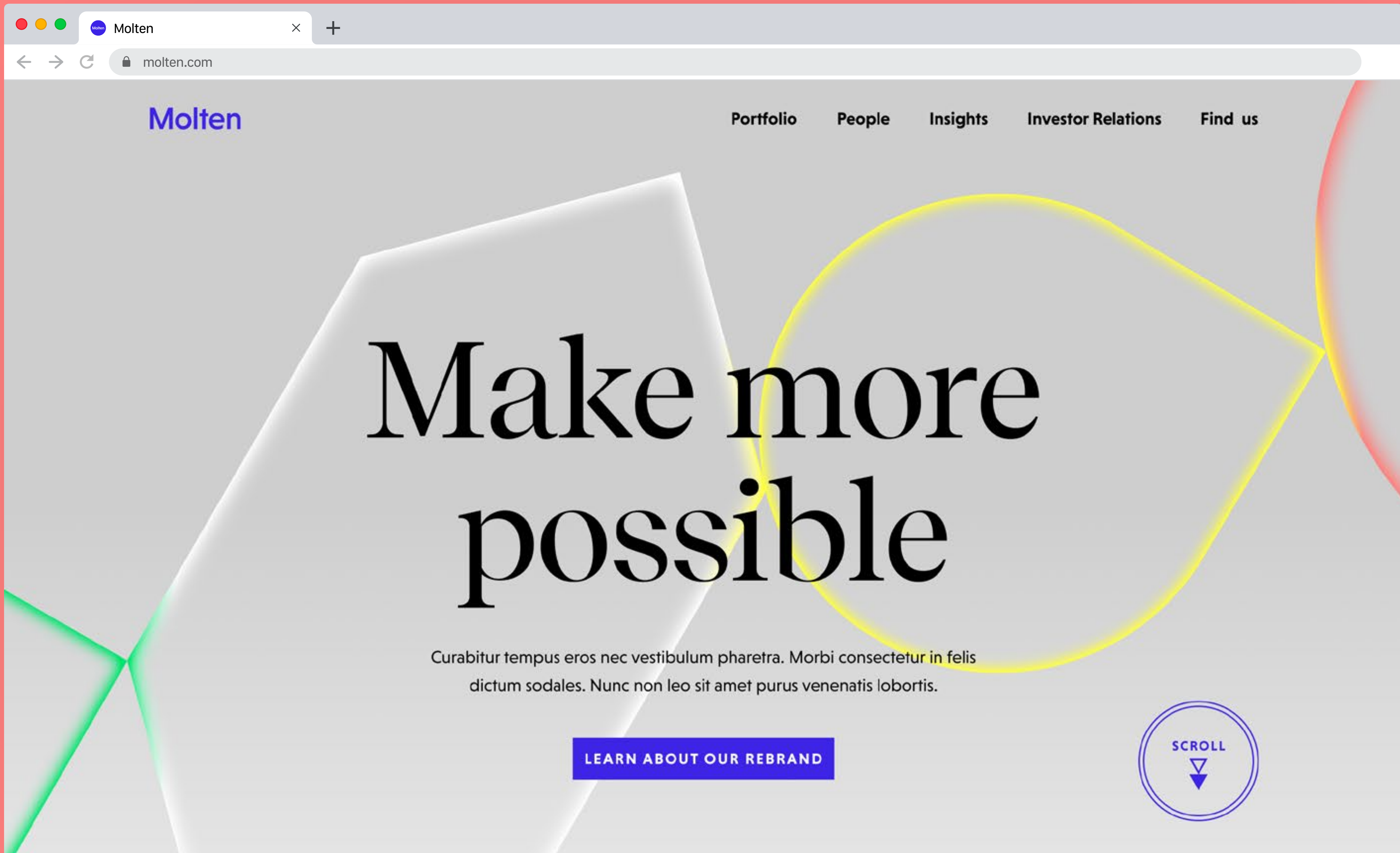
Make more possible

The background is a solid blue color. Overlaid on this are three abstract geometric shapes. On the left is a light blue, semi-transparent parallelogram tilted at an angle. In the center-right is a larger, semi-transparent orange-red pentagon. On the far right is a semi-transparent green circular arc.



Molten

Make way
for better



Molten Insights

molten.com/insights

FOCUS AREA

SELECT A FOCUS AREA

CATEGORY

SELECT A CATEGORY


YEAR

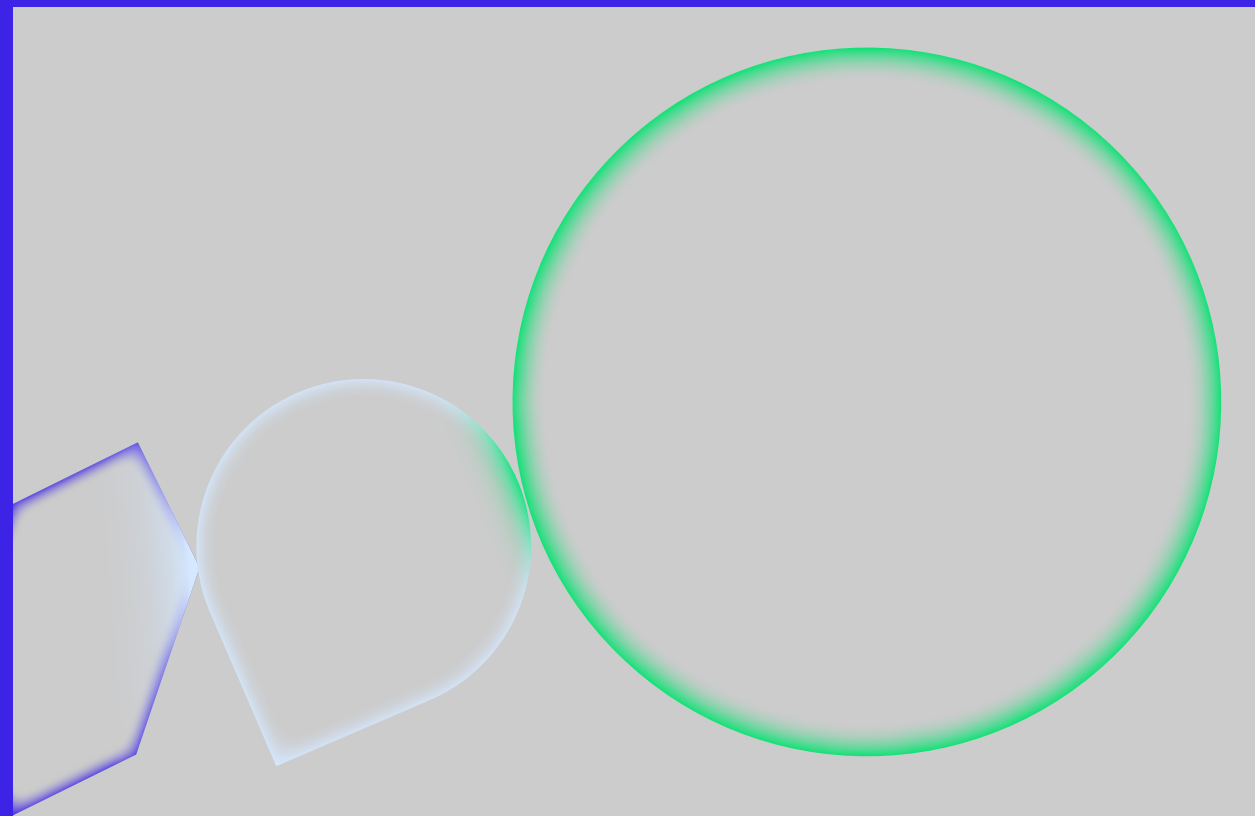
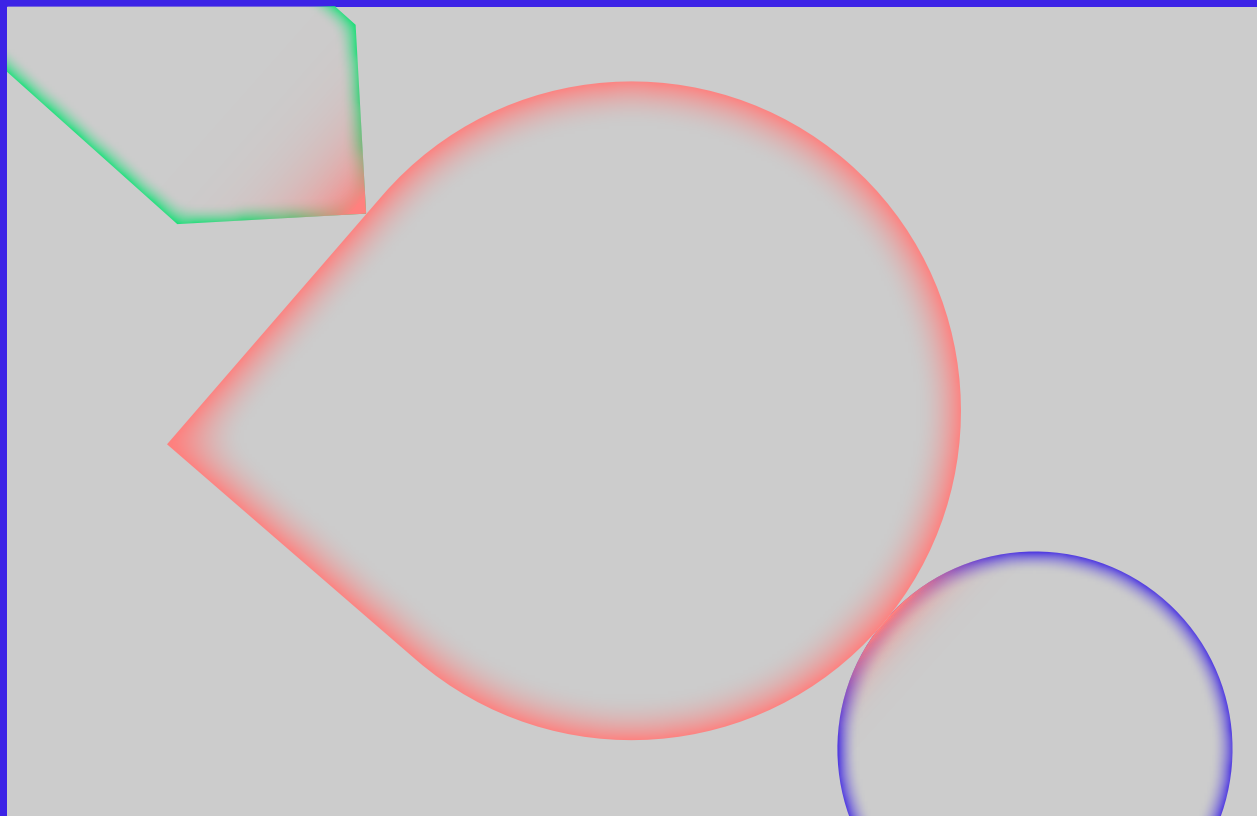
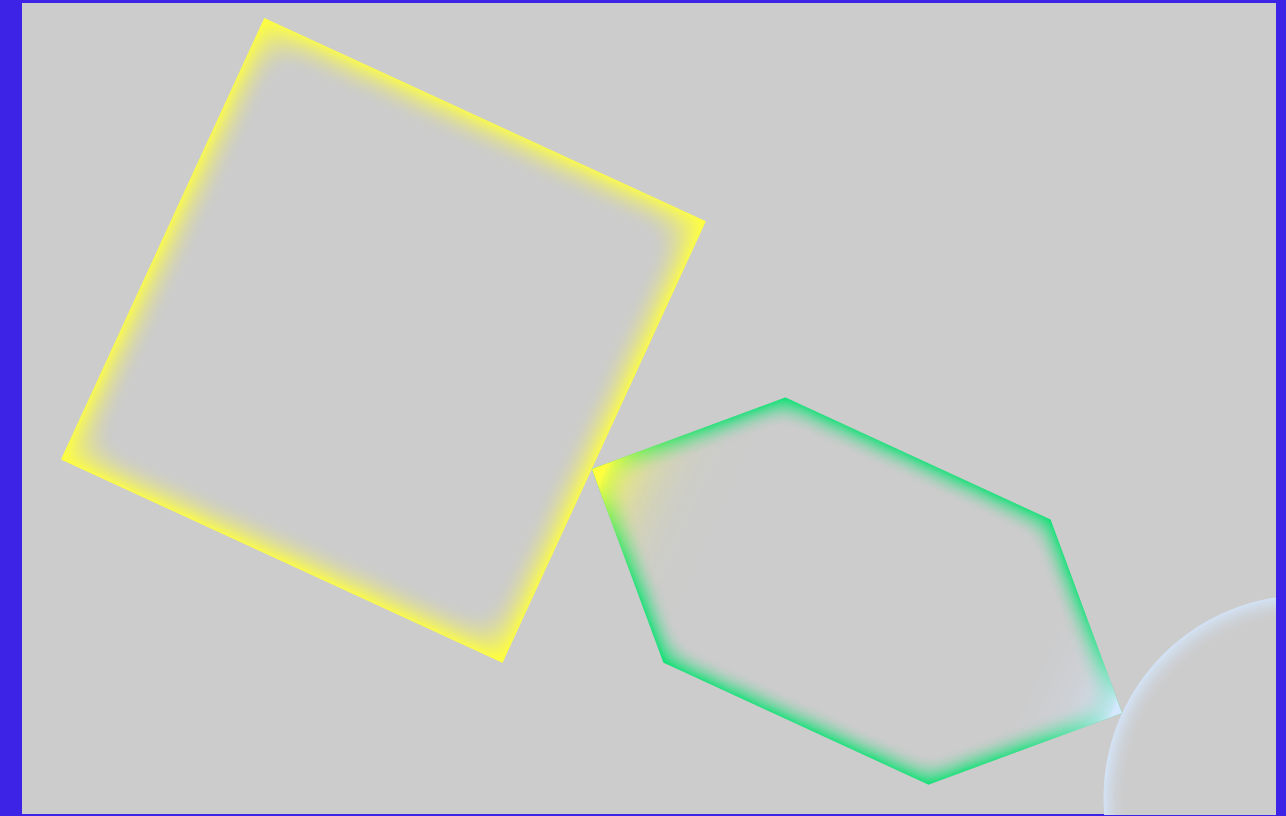
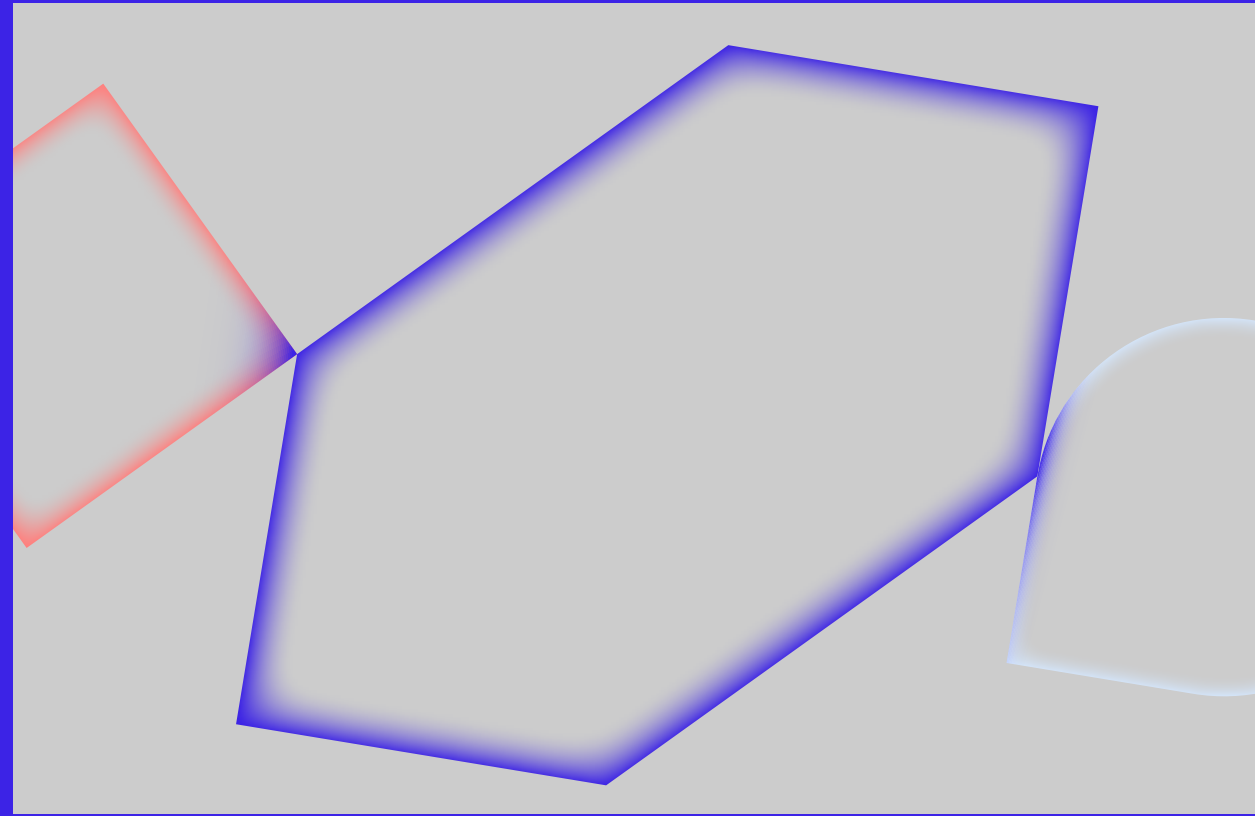
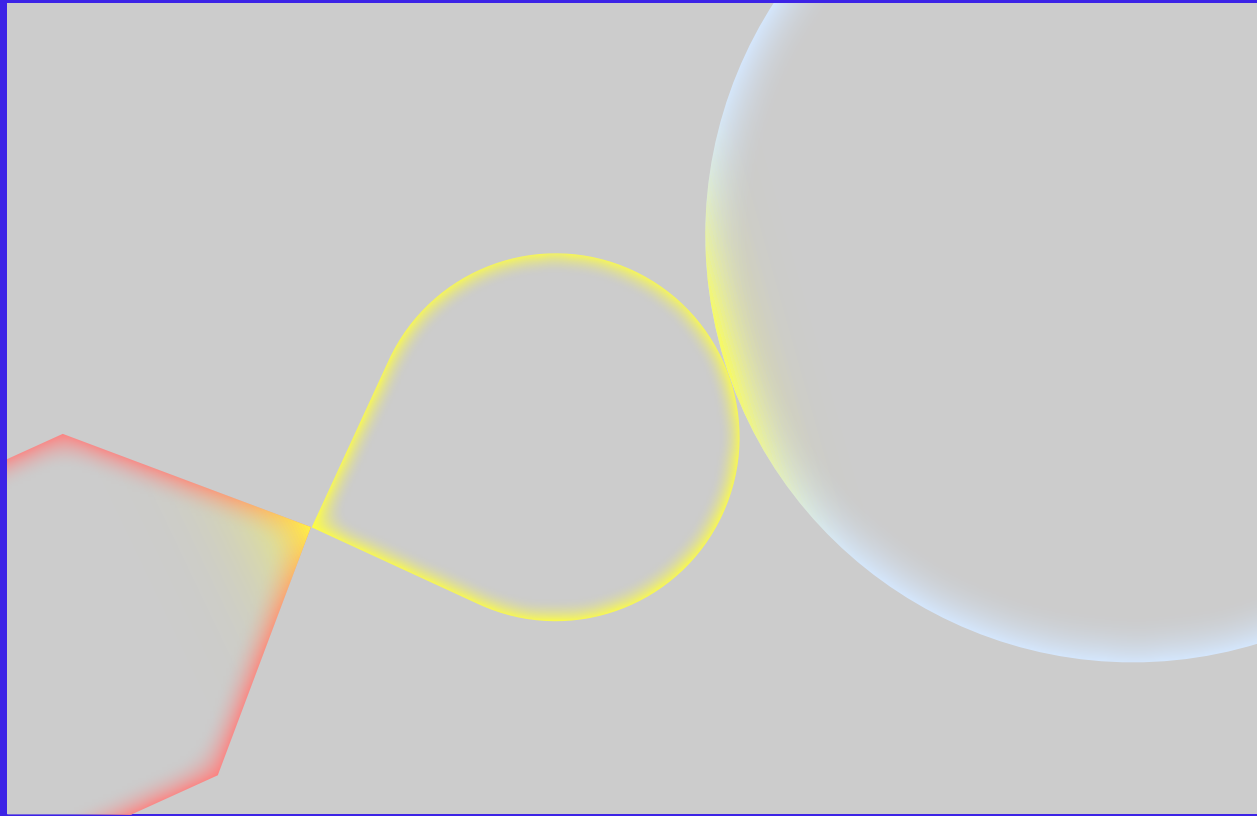
SELECT A YEAR

Molten joins \$120m Series D round for portfolio company, Aircall

We invest in tech companies that see new ways for the world to work. Which explains why our portfolio is full of inventors and visionaries.

READ MORE



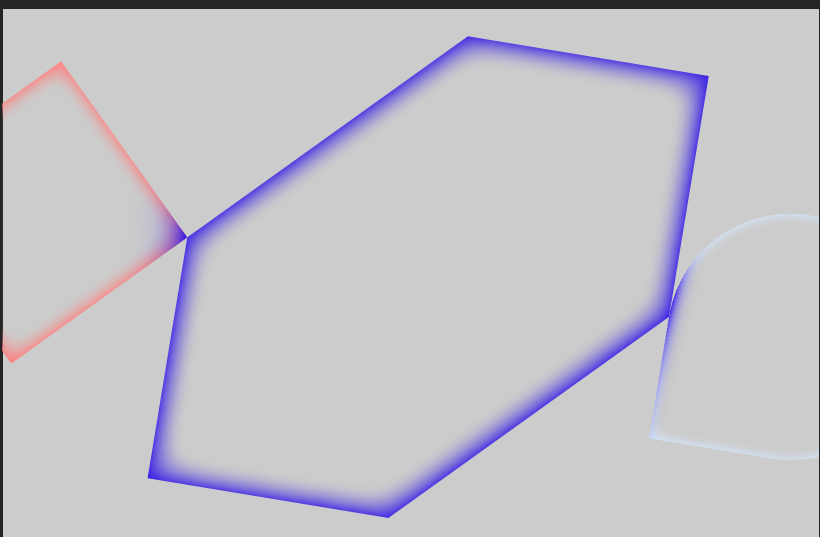
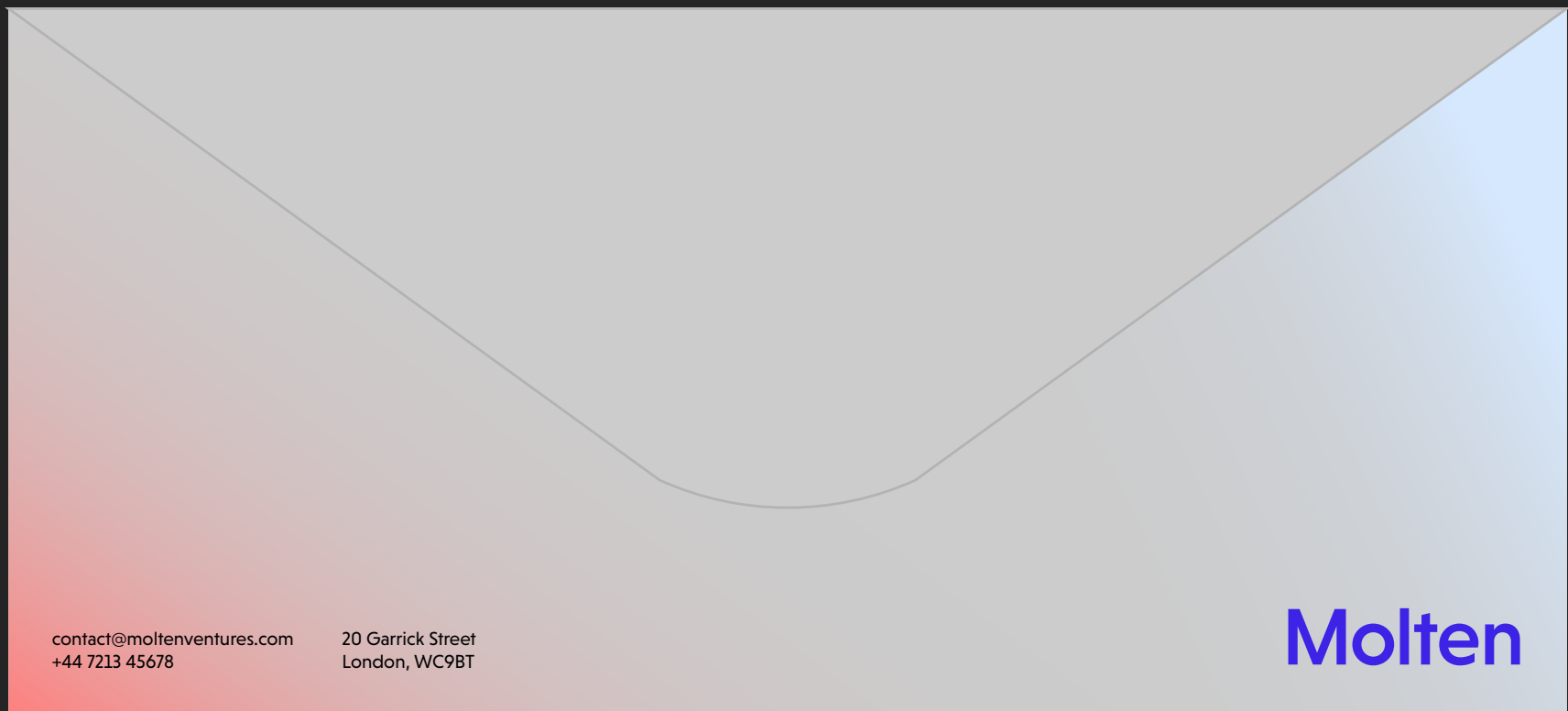
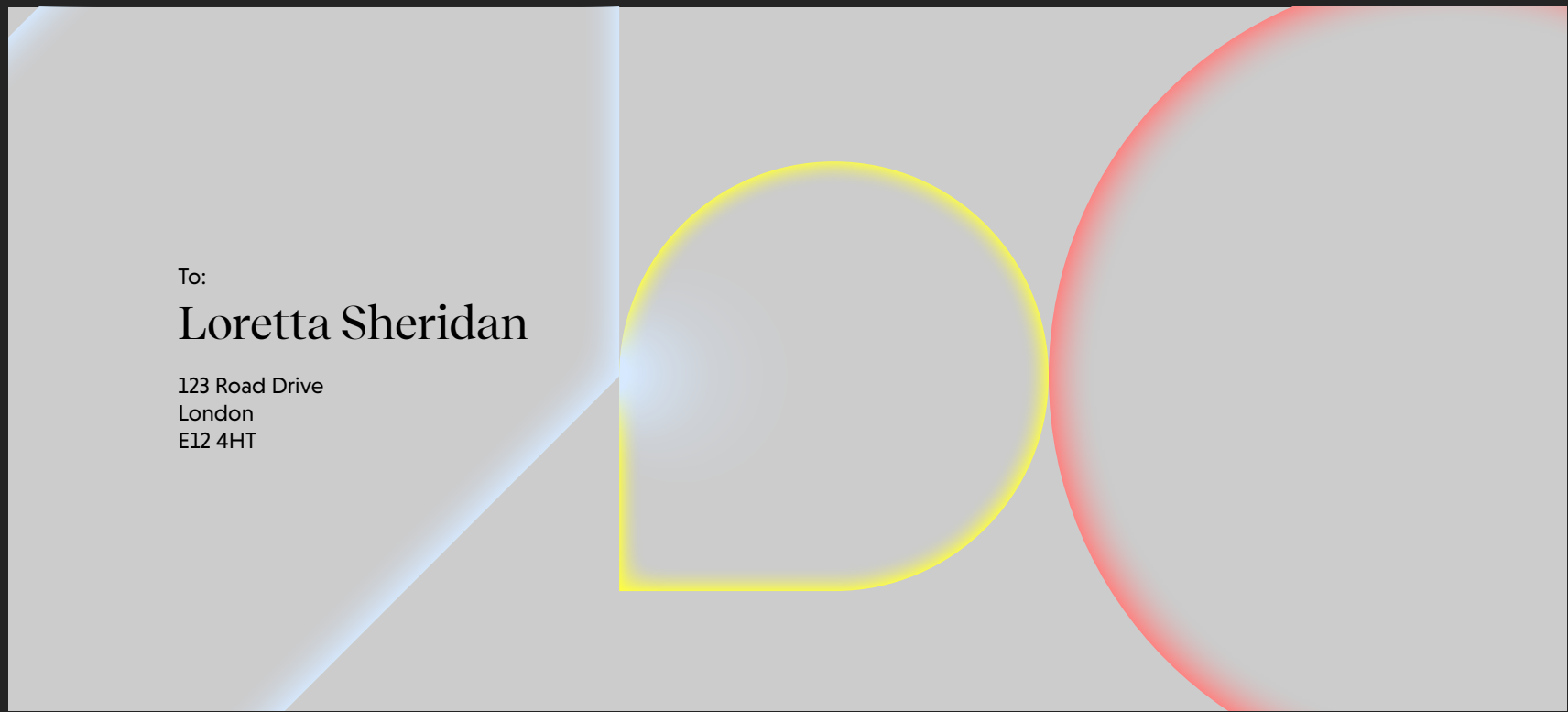


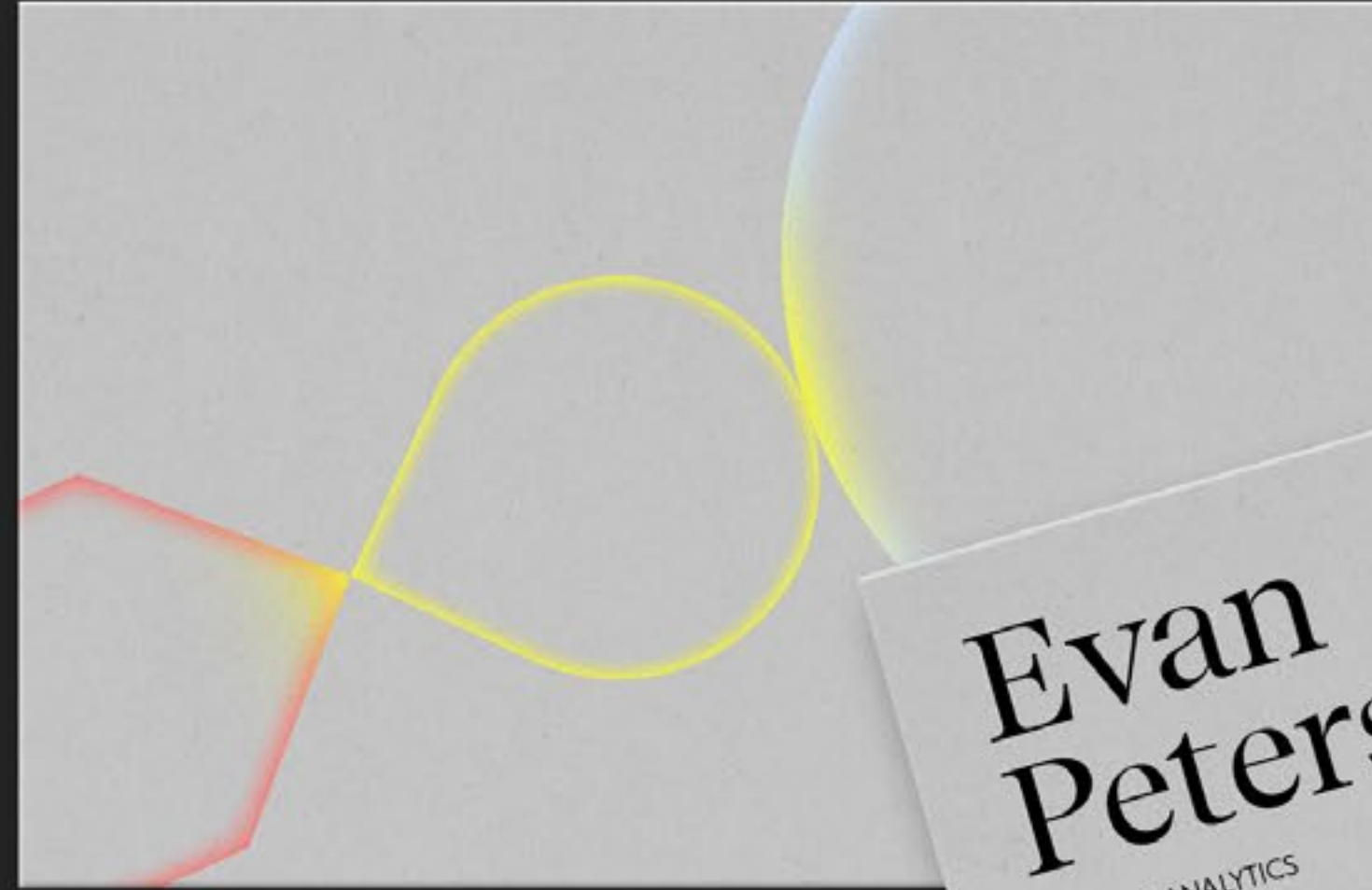
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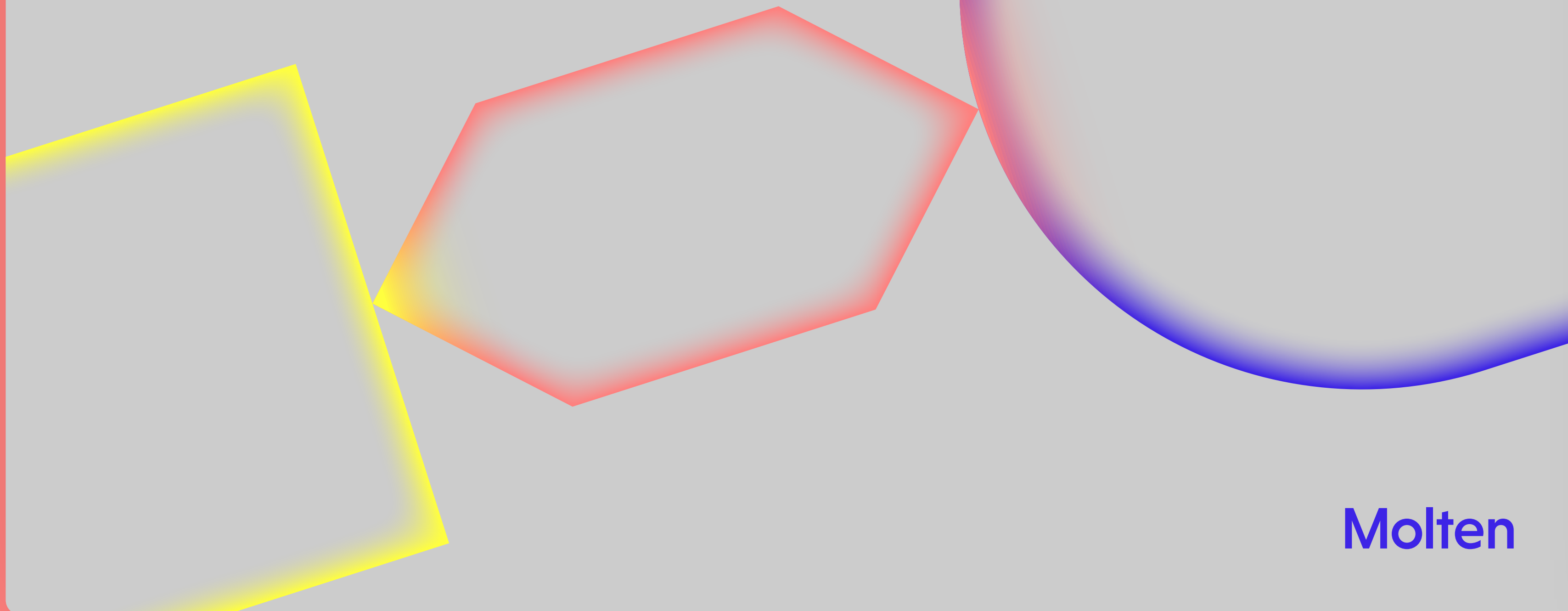
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Rebrand Investment Team Presentation



Why are w

There are two aspect

◆ Internal → Ho

- Our company is c
founding team to
new leadership a
- We have a proud
common way to c
- A rebranding pro
about who we ar
become and how

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Thank You.

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9.0

Contact

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about our brand, please contact:

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