

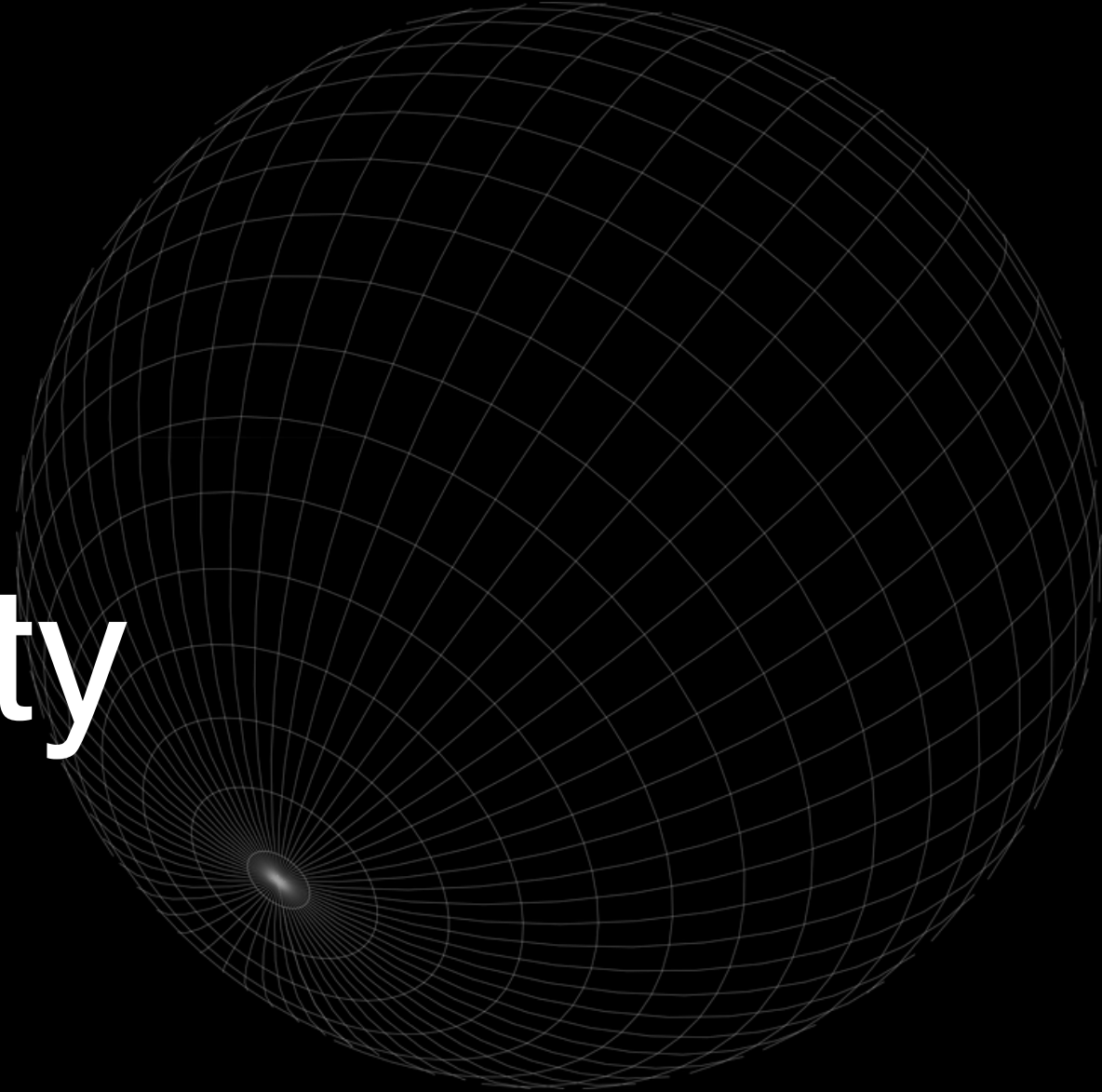




Earthstone Capital

An investment company

Brand & Identity Guidelines



Overview

At Earthstone Capital, we invest with a long-term perspective across real estate, construction, and building materials. By combining capital with operational expertise, we create an integrated approach designed to strengthen performance, support growth, and build lasting value across every venture.

We bring together financial discipline and hands-on expertise to identify opportunities and create enduring value.

Our integrated approach connects investment with execution, helping us build stronger assets and lasting partnerships.

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01 Who We Are

We are Earthstone Capital

We focus on creating lasting value by strengthening assets, accelerating growth, and improving long-term performance. Through disciplined investment and hands-on execution, we deliver outcomes that build resilience, scale, and enduring impact.

Mission Statement

Our mission is to invest in forward-thinking businesses and opportunities that respond to evolving needs and create meaningful, lasting value. Through strategic capital, market insight, and operational expertise, we aim to drive sustainable growth, strengthen performance, and deliver positive outcomes for our partners and stakeholders.

Vision Statement

Our vision is to become a leading investment firm recognized for enabling sustainable growth across industries. We aspire to shape enduring businesses and investments through innovation, disciplined execution, and a long-term commitment to operational excellence.



Boilerplate Intros

100 words

Earthstone Capital is a private investment company focused on creating enduring value through disciplined capital, operational expertise, and a long-term perspective. With interests across real estate, construction, and building materials, we bring together strategic insight and executional capability to strengthen assets, support sustainable growth, and unlock lasting potential.

Our integrated approach enables us to move with purpose, maintain greater control, and create meaningful outcomes across every opportunity we pursue. By aligning investment decisions with hands-on expertise, we aim to build resilient businesses, stronger partnerships, and a platform designed to perform, evolve, and create value over time, with clarity and purpose.

50 words

Earthstone Capital is a private investment company committed to creating lasting value through disciplined capital and operational expertise.

Across real estate, construction, and building materials, we combine strategic insight with executional capability to strengthen assets, support sustainable growth, and build resilient businesses and partnerships designed to perform consistently over time.

25 words

Earthstone Capital creates lasting value through disciplined investment, operational expertise, and a long-term approach across real estate, construction, and building materials with clarity and purpose.

02 Design Principle

Swiss Style

Swiss Style is a design philosophy rooted in clarity, structure, and purposeful simplicity. Built around disciplined grid systems, precise alignment, strong visual hierarchy, and balanced composition, it removes unnecessary decoration to let information communicate with confidence.

The result is a visual language that feels rational, timeless, and highly considered - where every element serves a clear purpose and contributes to a cohesive, consistent system.

The Earthstone Capital identity is shaped by the principles of Swiss Style - a design philosophy defined by clarity, structure, precision, and purposeful simplicity. Through disciplined grids, considered alignment, strong visual hierarchy, and balanced compositions, the system creates an identity that feels confident, intelligent, and enduring.

This approach reflects the way we think about investment and execution: structured yet dynamic, disciplined yet adaptable. Its systematic nature mirrors our integrated approach across capital and real-world assets, while its clarity allows us to communicate with confidence across every touchpoint. The result is a visual language built not around decoration, but around purpose—reinforcing a brand defined by precision, credibility, and long-term value.

Logos



Earthstone Capital

The Story

Symbol

The symbol unites the initials E, S, and C - Earth, Stone, and Capital - into a single architectural form. E and S suggest the side profile of a building, while C forms the foundation, representing capital as a base of every investment.

Black conveys authority and elegance and Orange adds energy and trust.

Wordmark

The wordmark uses Helvetica to create a clean, refined, timeless expression aligned with the brand's minimal and premium character. Its clarity brings balance to the symbol and supports a consistent visual language across applications. The wordmark is always paired with the symbol, never used alone.



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Correct Usage

The wordmark must only be displayed in Black or White or a combination of Black & Orange in the symbol and should be paired with a background color or image that offers sufficient contrast to maximize visibility.

Colors including Black, White, Orange, Dark Grey, and Light Grey are acceptable to pair with the logo.

Grayscale imagery, with proper treatment to provide sufficient contrast, may also be used as a backdrop for the wordmark.



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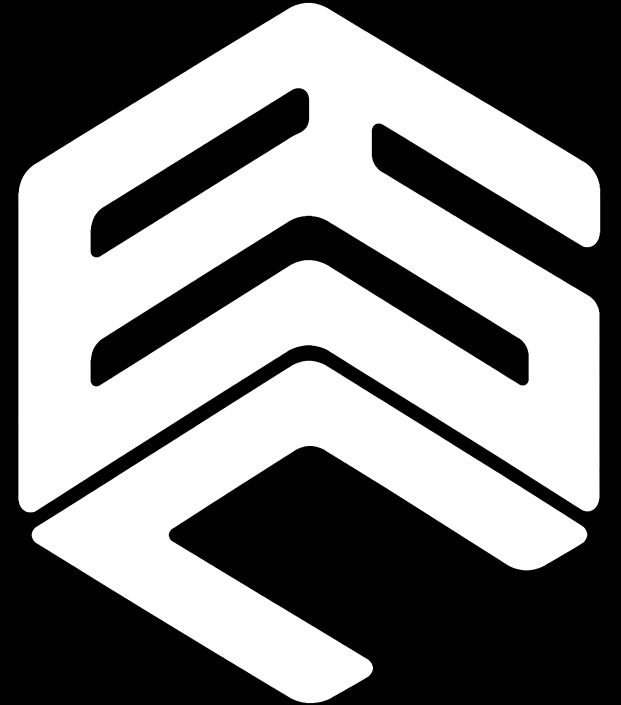


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Symbol Usage



To be used as icon (including favicon)

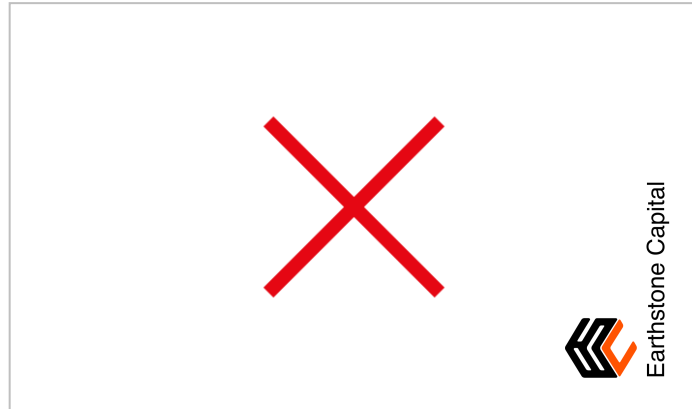


Incorrect Usage

Do not stretch or skew



Do not rotate



Do not use unspecified colors



Do not use shadow effects



Do not use glow or any other effects



Do not place over backgrounds lacking contrast



Color Palette

Color Palette

Color plays a key role in making our brand visually distinct and reinforcing brand recognition. It must be used thoughtfully and in accordance with our standards.

Primary Colors

Earthstone Capital's primary brand colors are Black, White, Orange and Light Grey. These colors can and should be used most prominently throughout brand-related materials and designs.

The values that should be used for print applications are the CMYK and Pantone (PMS) values. For digital applications, the RGB or HEX values should be utilized.

Black

CMYK 0, 0, 0, 100
PMS PANTONE Black C
RGB 0, 0, 0
HEX #000000

Orange

CMYK 0, 67, 100, 0
PMS PANTONE Orange 021 C
RGB 255, 83, 1
HEX #FF5301

White

CMYK 0, 0, 0, 0
PMS N/A - PAPER WHITE / No Ink
RGB 255, 255, 255
HEX #FFFFFF

Light Grey

CMYK 0, 0, 0, 5
PMS PANTONE Cool Grey 1 C
RGB 242, 242, 242
HEX #F2F2F2

Secondary Colors

The feedback color palette uses soft pastel tones to communicate status and response states with clarity while maintaining the brand's refined visual language.

Each color is intentionally subtle, allowing functional feedback to feel calm, approachable, and visually consistent across digital and communication touchpoints.

Pastel Green

CMYK 12, 0, 9, 8
PMS PANTONE 621 C
RGB 206, 234, 214
HEX #CEEAD6

Pastel Yellow

CMYK 0, 6, 23, 9
PMS PANTONE 7499 C
RGB 254, 239, 195
HEX #FEEFC3

Pastel Red

CMYK 0, 16, 17, 2
PMS PANTONE 698 C
RGB 250, 210, 207
HEX #FAD2CF

Pastel Blue

CMYK 17, 10, 0, 1
PMS PANTONE 2707 C
RGB 210, 227, 252
HEX #D2E3FC

05 Typography

Typography

Aa

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () _ - + = ` ,

Hierarchy & Usage

Typographic hierarchy is a crucial aspect of clear and effective communication. The proper styling of type allows readers to easily understand where to focus, what content is most important, and how to interpret the intended message being conveyed.

Title

Helvetica Now Display - 70 Regular

Main Headline

Helvetica Now Display - 50 Regular

Sub-headline

Helvetica Now Display - 25 Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum pellentesque consequat egestas. Sed eget libero tempor ante blandit imperdiet.

Helvetica Now Display - 12.5 Regular

Brand Elements

Icons Style

Earthstone Capital has developed a unique and dynamic icon style that complements our brand's visual aesthetic.

Our icons can be used over light and dark backgrounds appropriately.

As our icon library continues to evolve, they must be developed and used properly to ensure a streamlined appearance. Always size and scale icons consistently, making sure to preserve their even stroke weights and proper aspect ratios.



Imagery Style

Imagery plays a crucial role in telling our brand story. It has the power to capture the essence of our team, visually convey what we do, and connect with our audience in a meaningful and impactful way.

Our imagery style is intended to be genuine, people-forward and process-oriented. It should organically tell our story in a way that represents our team and our hands-on approach. The imagery must feel human, as it is often responsible for turning abstract concepts or services into a relatable visuals.

When using imagery, always ensure it serves a clear purpose. In cases where images are used for large-use applications (e.g hero images on websites) or require content to be overlaid on top, our greyscale image treatment should be utilized. For all other cases, imagery should embrace its natural colors to offer warmth to our designs and visual aesthetics.

Imagery Treatment

When using imagery for large or full-bleed applications, particularly with content overlaid on top, a greyscale effect must be applied. Additionally, areas of an image where content will be placed should be darkened (using a Black gradient) to provide sufficient contrast and ensure legibility.



Earthstone Capital

Business Card

John Doe

Senior Marketing Manager
john.doe@earthstonecapital.com

☎ (310) 555-1234

📍 1901 Avenue of the Stars, Suite #1070,
Los Angeles, CA 90067, USA



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iHemanth.Design