



# The Logo

The Capital One Ventures logo mark stands out as the center of our graphic design system and is our principle brand identifier.

It makes a fresh statement about the precise and modern style of Capital One Ventures and speaks to the brand's confidence, future-facing, and approachable mindset.



# Logo Color Variations

While the preferred logo treatment is the full-color logo on white, the full-color logo can also appear on light blue backgrounds, provided there is enough contrast. The white text logo should appear over Core Blue 60.

The one-color white logo should be used on photographic backgrounds with enough contrast. The one-color blue logo is reserved for color-limited applications. Carefully consider before using this variation.

# Incorrect Logo Usage

There are many ways to misuse the Capital One Ventures logo. Any misuse of the logo mark, no matter how small, compromises the credibility of the brand.

These examples demonstrate a few of the many non-compliant logo reproductions.



Don't stretch or distort the logo.



Don't add effects or shadows.



Don't change the spacing.

**CAPITAL ONE  
VENTURES**

Don't remove elements of the logo.