



Capital One Ventures Playbook —

APRIL 2019



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Hello.

If you're reading this, you've been entrusted with handling the Capital One Ventures Playbook. Congratulations. This document should give you an idea of who we are and guide you as you craft marketing materials. That includes how to speak—from the benefits to highlight, to the way the tone of voice should sound, as well as key visual information regarding the use of the Capital One Ventures logo and how to implement color, photography, layout and type.

Additionally, it's important to be mindful that the Capital One Ventures brand sits below the Capital One Master Brand, which you can learn more about [here](#).

PART ONE

The Position



CAPITAL ONE VENTURES

THE POSITION

Charter, Vision, Guiding Principles.

CAPITAL ONE VENTURES



OUR CHARTER

**Capital One Ventures allies leading startups with
Capital One, a financial industry leader in data and
technology, creating opportunities for both
companies to change banking for good.**



OUR VISION

When we fulfill our mission, we will have brought the most innovative and promising data, technology and digital solutions to market — transforming banking as we know it.



OUR GUIDING PRINCIPLES

NO. 1

Truth

We seek truth through data, prizing
evidence over instinct.



OUR GUIDING PRINCIPLES

N O . 2

Foresight

We have a unique ability to use today's data to plan for and predict the future. We're relentless in our focus on the long-term.



OUR GUIDING PRINCIPLES

N O . 3

Impact

Our work fulfills our greater brand vision to radically transform the banking experience through technology and change banking for good.

THE POSITION

Capital One Ventures Benefits

CAPITAL ONE VENTURES



CAPITAL ONE VENTURES BENEFITS

Functional Benefits

Capital One Ventures makes it easier to get a commercial deal with Capital One.

Capital One is one of the most advanced data-driven, cloud-enabled financial institutions in the world.

Capital One Ventures advocates for its portfolio companies.



CAPITAL ONE VENTURES BENEFITS

Emotional Benefits

When your startup is funded by Capital One Ventures, you immediately gain respect within your industry.

We provide transparency into the integration process with Capital One, which is a rare and coveted benefit.

A relationship with Capital One Ventures offers the security of partnership and mentorship from a trusted team of experts.

Capital One Ventures and Capital One help you validate your ideas at scale, accelerating your success.



CAPITAL ONE VENTURES BENEFITS

Reasons to Believe

Over 80% of Capital One Venture's portfolio companies develop commercial relationships with Capital One.

Startups can integrate with Capital One easier than other banks because of our commitment to the cloud and support from nearly 10,000 engineers.

PART TWO

The Expression

CAPITAL ONE VENTURES

THE EXPRESSION

Visual Toolkit

CAPITAL ONE VENTURES

How We Look

Modern

Capital One Ventures' aesthetic should feel tastefully future-facing, reflecting our intelligence and data-driven mindset.

Precise

Capital One Ventures is direct, clean, and efficient in its visual identity, but that should never come across as cold.

Energetic

Capital One Ventures' aesthetic conveys vitality and feels energizing to whomever encounters it, without ever feeling busy or frenetic.

Approachable

Capital One Ventures' energy is more West Coast than Wall Street, communicating a natural sense of humanity that doesn't feel corporate.



CAPITAL ONE
VENTURES



CAPITAL ONE
VENTURES

The Logo

The logo mark makes a fresh statement about the precise and modern style of Capital One Ventures. The following tips will help our brand stand out everywhere it's used.



In full color.

Correct Logo Usage



In Core Blue 60.



In white on dark colors.

CAPITAL ONE VENTURES



Don't stretch or distort the logo.

Incorrect Logo Usage



Don't add unnecessary glows or shadows.



Don't change the spacing.

CAPITAL ONE VENTURES



CAPITAL ONE
VENTURES

Type System

GT Pressura Mono

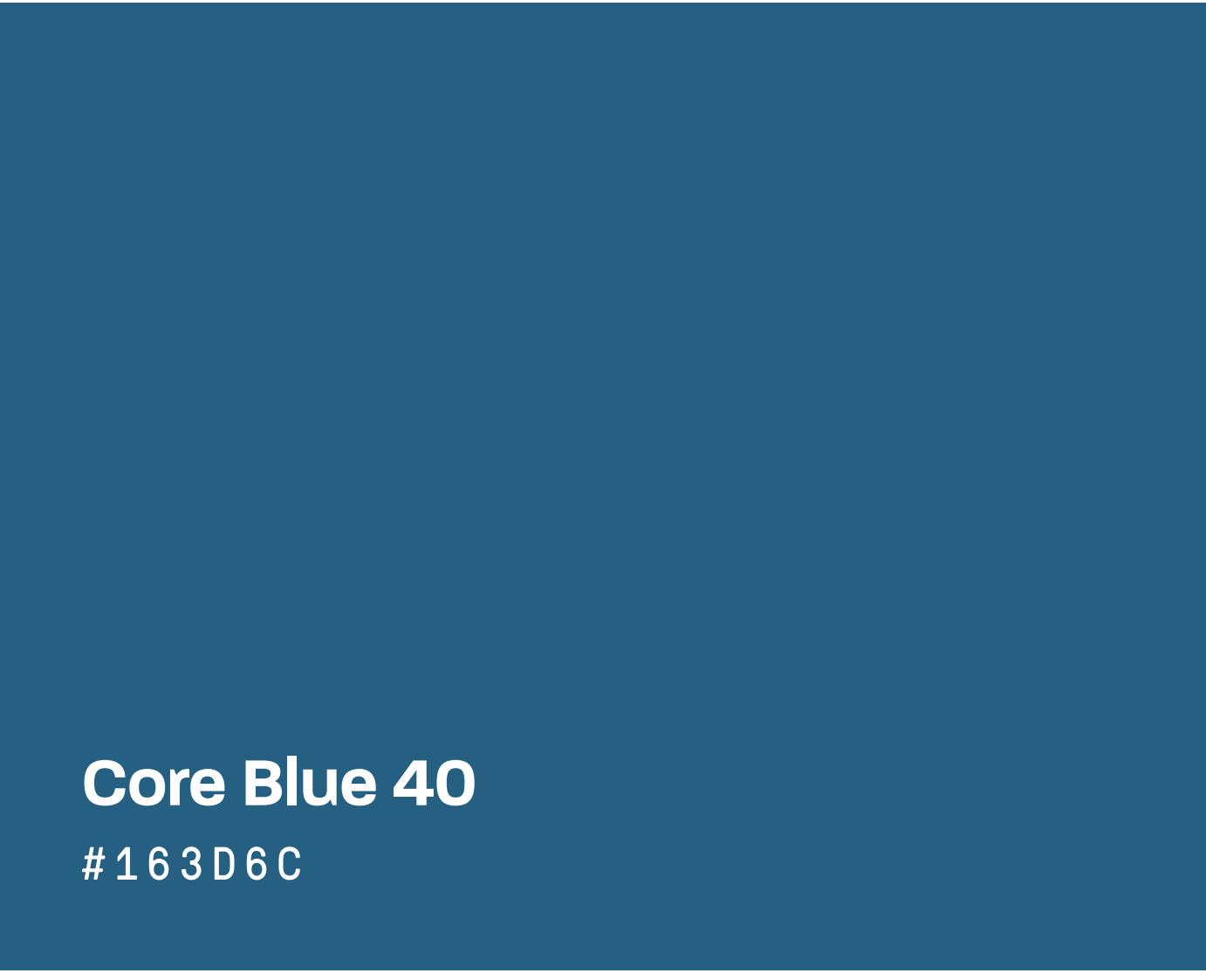
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Real Text Pro

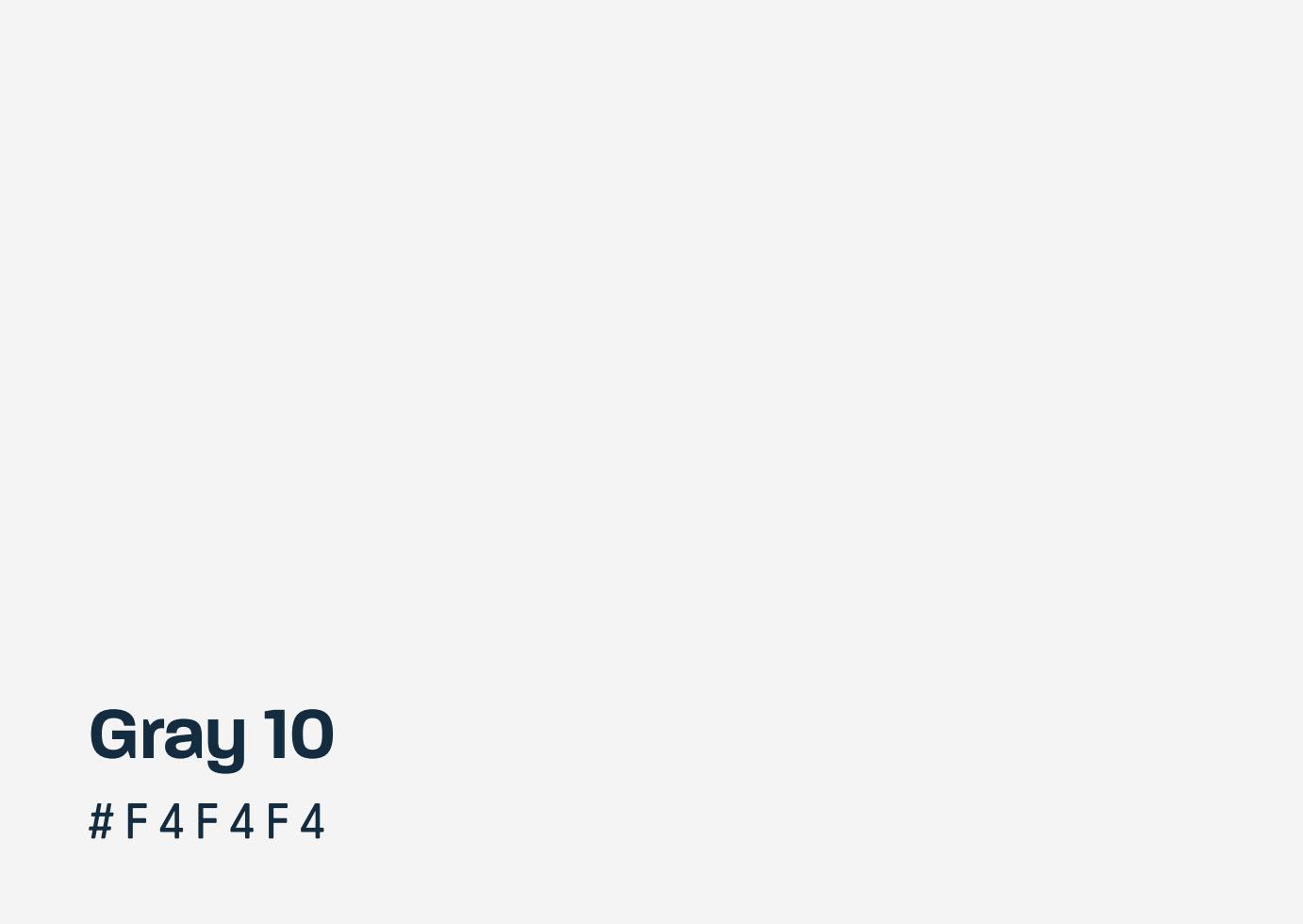
LEVERAGING MODERN TECHNOLOGY

The Leaders of Innovation

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



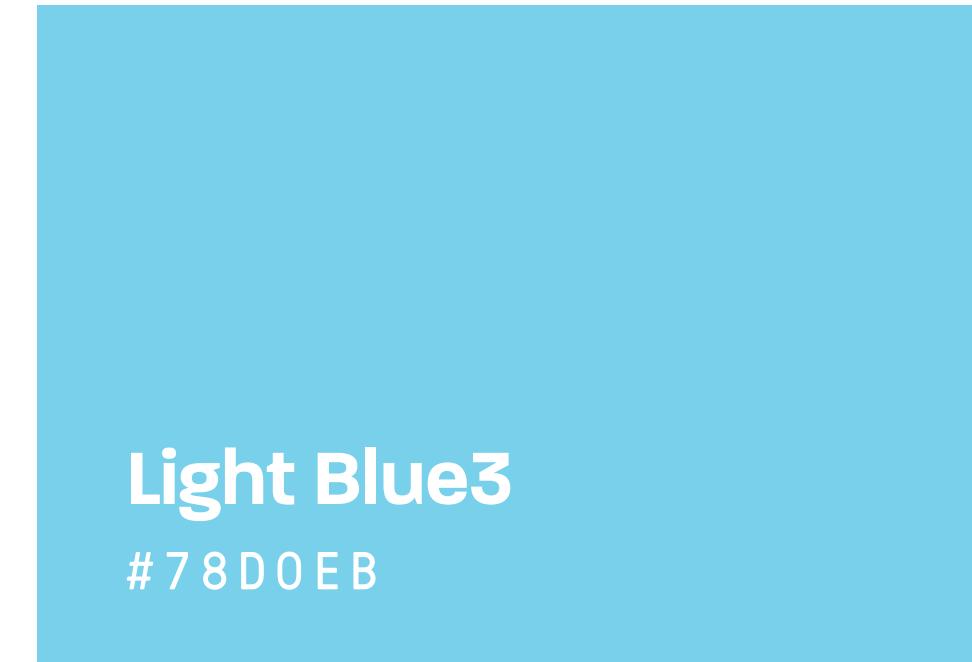
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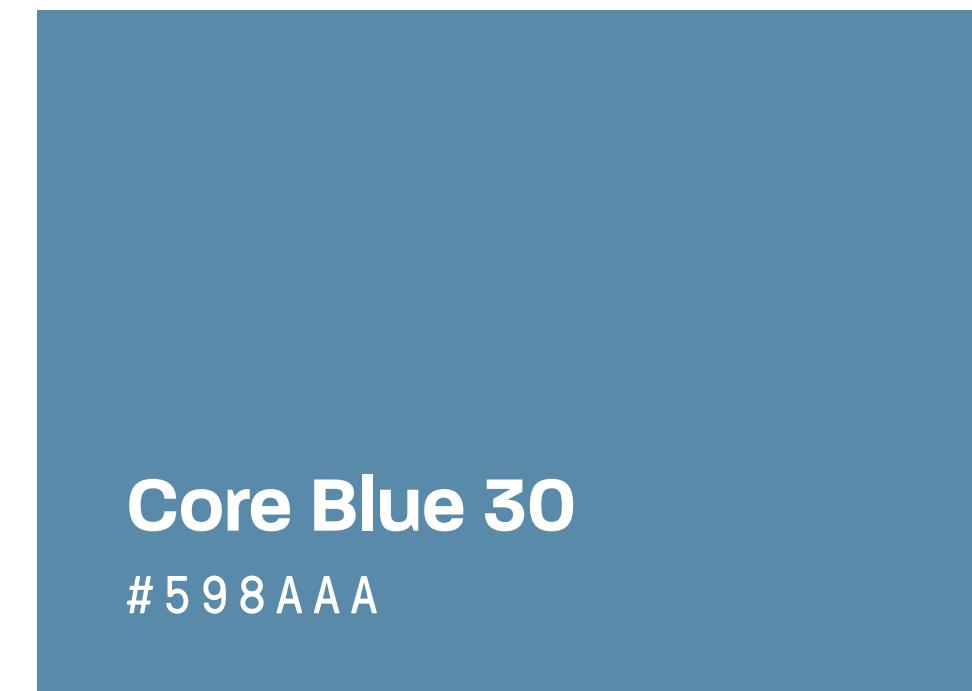
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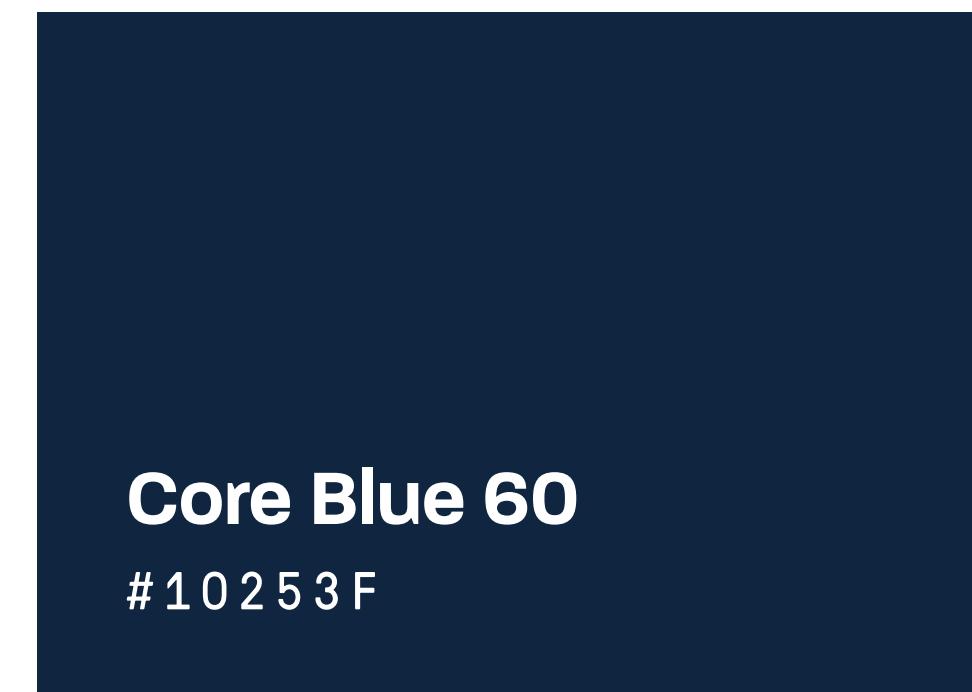
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Light Blue3
#78DOEB



Core Blue 30
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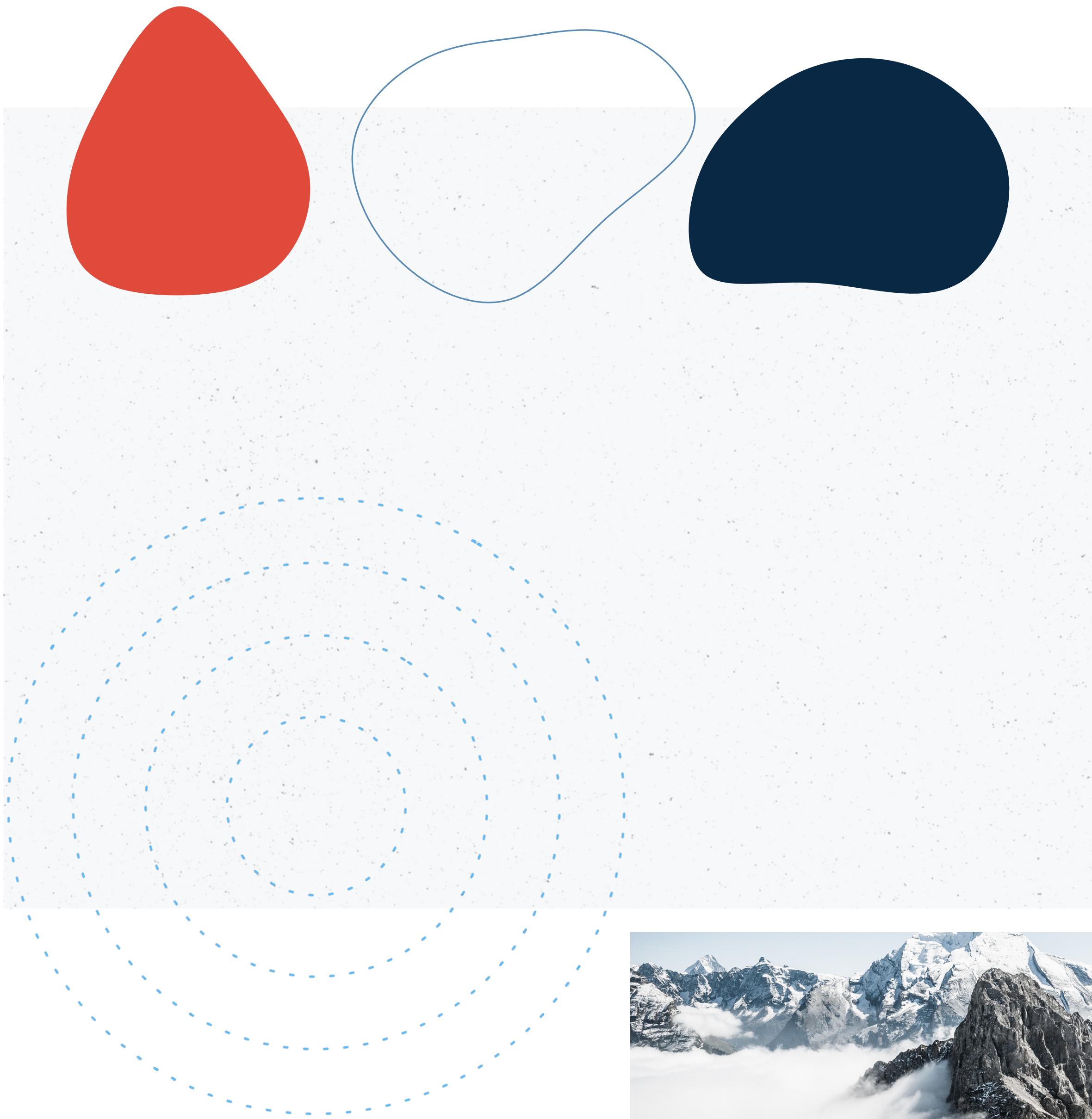
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Boom #F1392E

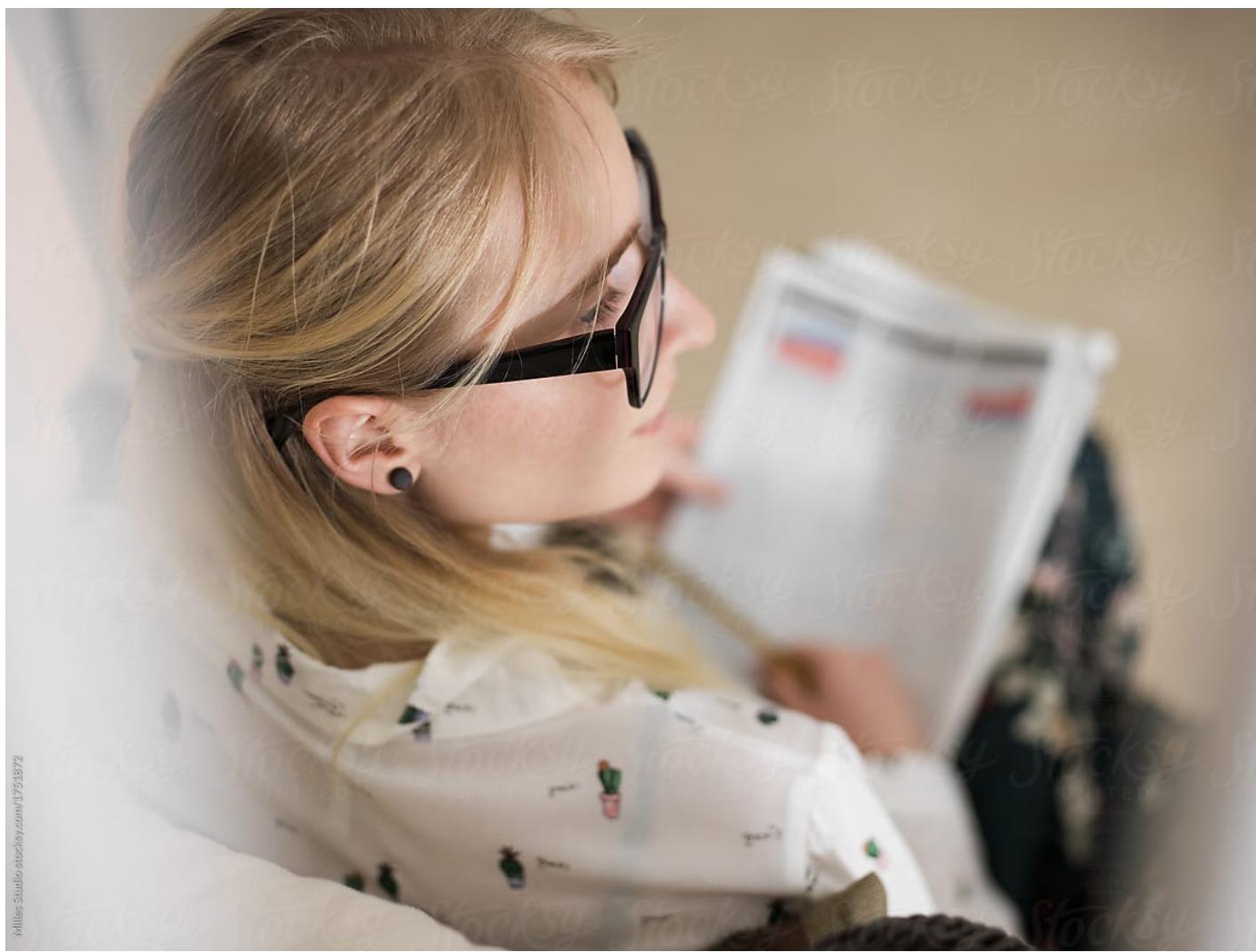
Color Strategy

Capital One Ventures is clean and approachable, a mostly blue color palette with pops of bright red to draw attention and add energy.



Graphic Library

Capital One Ventures employs a variety of graphics and textures to add depth and personality to our aesthetic. From dotted geometric lines to organic shapes, our visuals should feel modern and energetic. Hints of subtle grain will peek into our texture library, warming up our aesthetic with natural touches. These graphical elements should be utilized sparingly to reinforce our clean visual aesthetic.



How We Work

When visually capturing how Capital One Ventures works, photography should highlight the optimistic, collaborative, truth seeking, and analytical spirit of our team. When using imagery of people outside of our team, it's important to capture an authentic sense of diversity that doesn't feel staged. Naturally lit office interiors with a shallow depth of field will support a tone that is West Coast over Wall Street, authentic, energetic, and innovative — not overly posed, robotic, or corporate.



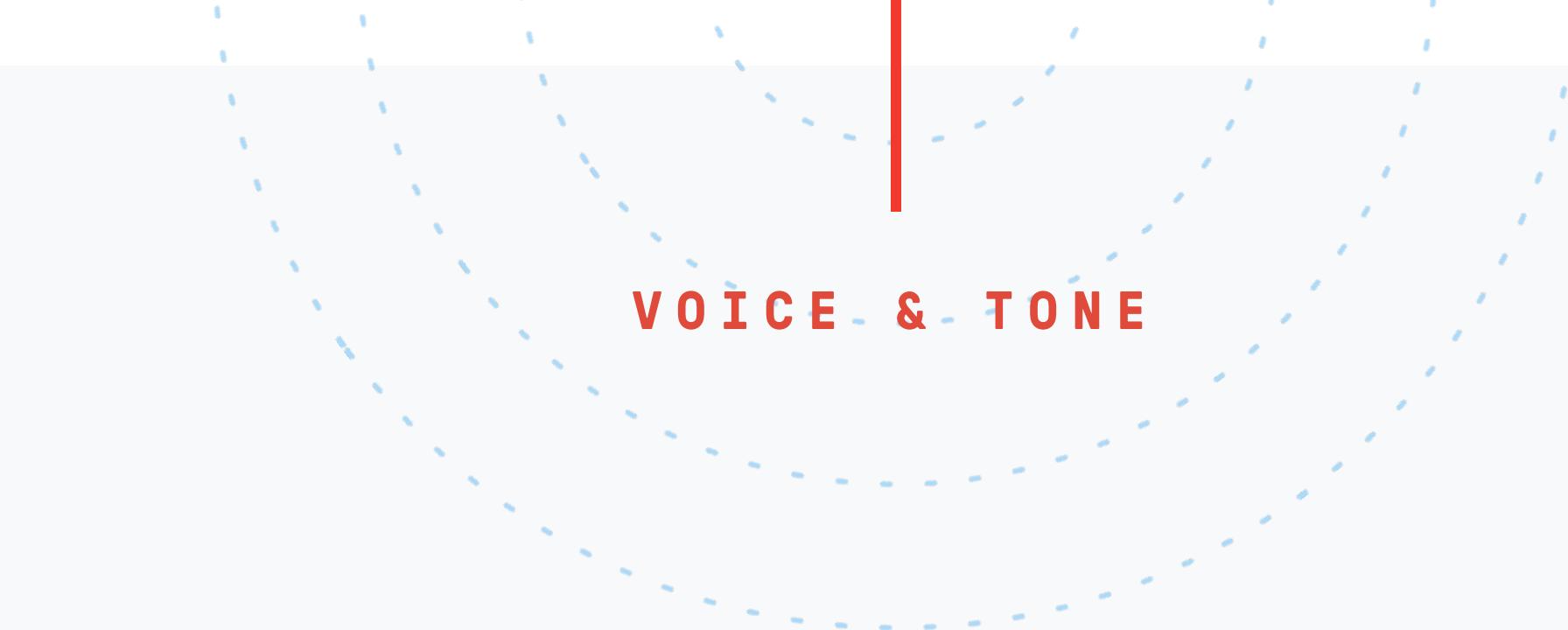
Headshot Photography

Capital One Ventures' headshots will be naturally lit and take place outdoors. A clear blue sky speaks to our ambitious and forward thinking approach. The tone should feel candid, friendly and professional — not overly posed, cluttered, or too serious.

THE EXPRESSION

Voice and Tone

CAPITAL ONE VENTURES



VOICE & TONE

How we sound

Direct

Capital One Ventures is intentional and straightforward in its speech, but never robotic.

Intelligent

Capital One Ventures is analytical and fluent in the language of tech, data, and finance, but never use this to hide behind jargon.

Confident

Capital One Ventures conveys a measured certainty that projects trustworthiness, but we are never loud or condescending.

Tone of Voice

VOICE ATTRIBUTE	DESCRIPTION	DO	DON'T
Direct	Capital One Ventures is intentional and straightforward in its speech, but never robotic.	Speak in earnest. Use language that is simple but powerful. Make every line of copy ladder up to a purpose.	Be curt, rude, or cryptically short. Use language that feels harsh or brazen.
Intelligent	Capital One Ventures is analytical and fluent in the language of tech, data, and finance, but never use this to hide behind jargon.	Demonstrate understanding by breaking down complex ideas into digestible statements. Frame insider jargon in the context of natural, conversational language.	Overwhelm audiences with superfluous technical language. Use jargon by itself without giving greater context or expanding on its larger significance.
Confident	Capital One Ventures conveys a measured certainty that projects trustworthiness, but we are never loud or condescending.	Make bold statements that you can then build upon. Speak with assuredness that still maintains a degree of humility.	Speak in a way that sounds cocky or smug. Put down others as a means of uplifting ourselves.

SAMPLE HEADLINE

When talking about the Capital One Ventures team, we might say...

**“As strategic and ambitious as
the companies we invest in.”**

CAPITAL ONE VENTURES

SAMPLE HEADLINE

When talking about the Capital One Ventures capabilities, we might say...

**“An eye for good ideas, with the
platform to make them successful.”**

CAPITAL ONE VENTURES

SAMPLE HEADLINE

When talking about transformation through investment, we might say...

**“We aim to transform banking,
one good idea at a time.”**

CAPITAL ONE VENTURES

THE EXPRESSION

Sample Visual

CAPITAL ONE VENTURES



CAPITAL ONE
VENTURES

“
A NEW ERA

As strategic and ambitious as
the companies we invest in.

A KEY EXAMPLE

The Visual Toolkit On One Page

This is one example of how our brand elements might come together. Using various blues with pops of red, set against large expanses of light grey for an open and approachable feel.

[READ MORE](#)

[READ MORE](#)

LEVERAGING MODERN TECHNOLOGY

The Leaders of Start-up Innovation

[READ MORE](#)**Samuel Wood**

Senior Partner

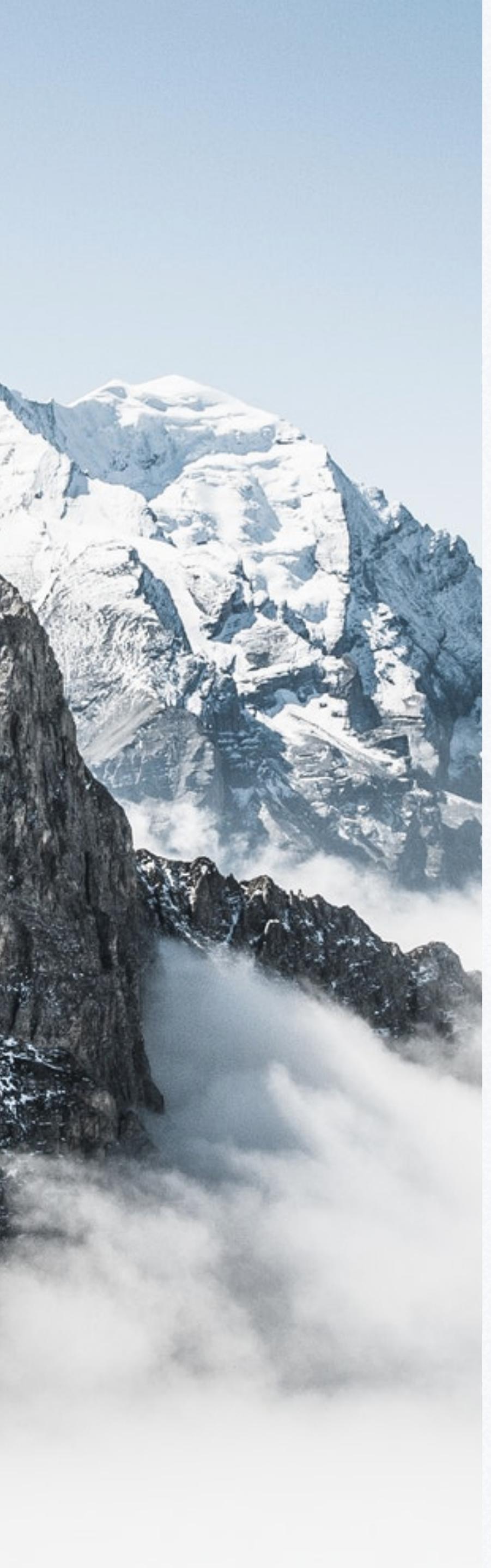
**John Smith**

Senior Partner

San Francisco

Partners





Thank you —