

# ANGEL CIRCLE

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INVESTMENT INTELLIGENCE. FINALLY CONNECTED.

PRIMARY — STACKED | LIGHT BACKGROUND



INVESTMENT INTELLIGENCE. FINALLY CONNECTED.

PRIMARY — STACKED | DARK BACKGROUND



Ink background



Warm grey background

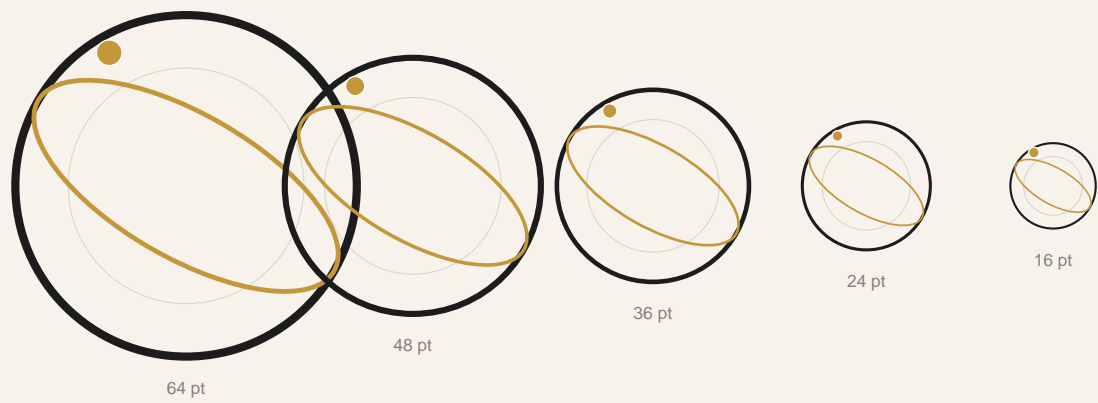
HORIZONTAL LOCKUP



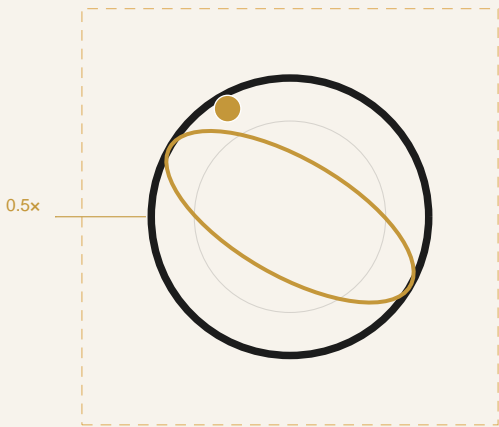
INLINE — SINGLE LINE



ICON — SCALE VARIANTS



CLEAR SPACE — MINIMUM 0.5x MARK RADIUS ON ALL SIDES



INCORRECT USAGE — NEVER DO THIS



PRIMARY PALETTE

Ink

#1C1C1C

Primary

Marks, type, borders

Gold

#C4973A

Accent

Mark accent, CIRCLE wordmark

Ivory

#F7F3EC

Background

Primary surface, print bg

Warm Grey

#8C8070

Secondary

Tagline, captions, labels

GOLD TINT SCALE

100%

80%

60%

40%

20%

COLOUR USAGE RULES

Aa

Ink on Ivory

#1C1C1C on #F7F3EC — primary text,

Aa

Gold on Ivory

#C4973A on #F7F3EC — accent element

Aa

Ivory on Ink

#F7F3EC on #1C1C1C — reversed / dar

Aa

Gold on Ink

#C4973A on #1C1C1C — mark node on d

COLOUR SPECIFICATIONS

Name	HEX	RGB	CMYK	Pantone (approx)
Ink	<div><div></div><div>#1C1C1C</div></div>	R28 G28 B28	C0 M0 Y0 K89	Neutral Black
Gold	<div><div></div><div>#C4973A</div></div>	R196 G151 B58	C0 M23 Y70 K23	PMS 7562 C
Ivory	<div><div></div><div>#F7F3EC</div></div>	R247 G243 B236	C1 M1 Y4 K0	PMS 9181 C
Warm Grey	<div><div></div><div>#8C8070</div></div>	R140 G128 B112	C0 M9 Y20 K45	PMS Warm Gray 8 C

AngelCircle · Brand Guidelines · Confidential

TYPE SYSTEM

DISPLAY · Cormorant Garamond / Georgia

AngelCircle

44 pt · Letter-spacing +4 · Weight Regular

HEADING · Cormorant Garamond / Georgia

Investment Intelligence

26 pt · Letter-spacing +1 · Weight Regular

BODY · Inter / Helvetica Neue

AngelCircle connects accredited investors with curated, governed deal flow. The platform is built on institutional discipline and quiet authority.

12 pt · Line-height 1.6 · Weight Regular

CAPTION / LABEL · Helvetica Neue / Inter

INVESTMENT INTELLIGENCE. FINALLY CONNECTED.

8 pt · Letter-spacing +3.5 · ALL CAPS · Warm Grey

TYPE SCALE

Role	Typeface	Weight	Size	Track	Usage
Display / Wordmark	Cormorant Garamond	Regular	34–52 pt	±4	All-caps wordmark, hero headlines
Heading H1	Cormorant Garamond	Regular	26–32 pt	±1	Section headers, deck titles
Heading H2	Cormorant Garamond	Regular	20 pt	0	Sub-section, card titles
Body	Inter	Regular	12–14 pt	0	Paragraphs, descriptions
Label / Caption	Inter	Medium	8–9 pt	±3.5	Taglines, UI labels — ALL CAPS
Monospace	IBM Plex Mono	Regular	11 pt	0	Data, figures, metrics

# “Quiet Authority.”

The brand voice principle that governs all communication.

## Restrained

We do not shout. The mark speaks in structure, not decoration. The copy states, does not sell.

## Institutional

AngelCircle is built for accredited investors — people who have earned their access. The brand mirrors that standard.

## Precise

Every word, every rule, every spacing decision is deliberate. Nothing is approximate.

## Connected

The platform is a closed circle — curated, governed, trusted. The tone reflects membership, not mass market.

### VOICE · DO / DON'T

#### DO

- Concise, declarative sentences.
- State what the platform does.
- Reference structure and governance.
- Use active voice.
- Respect the investor's intelligence.

#### DON'T

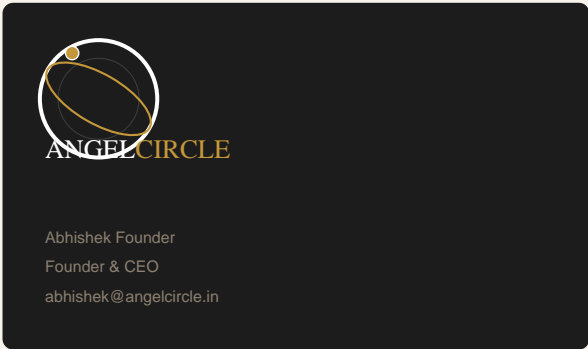
- × No superlatives or hype.
- × Never 'disrupting' or 'unlocking'.
- × No exclamation marks in formal copy.
- × Don't explain the obvious.
- × Avoid filler phrases.

BRAND IN USE

APP ICON



BUSINESS CARD



EMAIL HEADER



PRESENTATION SLIDE HEADER

