



RUNWAY
G R O W T H C A P I T A L

BRAND STANDARDS GUIDE

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Brand is more than a logo.

Brand defines who we are as a company. Brand expresses our values and characteristics, both tangible and intangible. Brand is a shorthand that helps prospective customers understand who we are, what makes us unique, and why they should work with us.

A brand is established and maintained through multiple, consistent experiences. Brand guidelines ensure that whenever, and wherever, someone interacts with Runway Growth Capital, our brand is consistent, authentic and engaging.

BRANDING OPPORTUNITIES

Every single engagement is an opportunity to build and strengthen Runway Growth Capital's brand. Aside from the obvious, like advertisements, websites, or collateral, consider these examples of opportunities to reinforce brand:

- Email Signatures
- Social Media Icons, Profiles and Photos
- Business Partnerships
- Events
- Voicemail Greetings

BRANDING EXPERIENCE

Brand is also an experience. How customers, prospects, vendors, professional peers, and the community feel about their interactions with Runway Growth Capital have the power to reinforce, or undermine, our brand. Everything we do needs to be consistent with the adjectives we associate with our brand:

- Smart
- Reliable
- Creative

THE RUNWAY GROWTH CAPITAL BRAND

The essence of our brand is articulated by our mission and corporate image.

MISSION

Who we are, who we serve, what we do, and why we do it.

Runway Growth Capital's mission is to support passionate entrepreneurs in building great businesses. We accomplish our mission by lending capital to companies looking to fund growth with minimal dilution.

CORPORATE IMAGE

Who are we to the public? Our corporate image expresses how we want external audiences to see us, and how we want to present ourself to external audiences:

We Want People to Say of Us:

- Their creative approach to financing makes them a valued partner to entrepreneurs looking for growth capital without equity dilution or governance strings.
- Their experience gives them the skill and patience to help a business like ours navigate changing market conditions.

We Say About Ourselves:

- We know what it takes, and do what it takes, to be a true partner to entrepreneurs working hard every day to make their companies successful.
- We've earned our track record of successful outcomes for companies by bringing human capital to every engagement in the form of experience, relationships, and creativity. Passionate support for borrower success is the reason we exist.

AUDIENCE MESSAGING

Prospective borrowers in tech and medical device industries:

- **WHO:** Runway Growth Capital is a smart, reliable source of growth financing capital for dynamic, late-stage start-ups.
- **WHAT:** Runway Growth Capital is the right partner for entrepreneurs looking for growth capital without equity dilution or governance strings.
- **WHY:** Runway Growth Capital complements financial capital with human capital in the form of experience, relationships and passion.

BRAND VOICE

How we use language to reinforce our brand messaging:

The way we write and talk about our business is:

- **CLEAR:** We want our communications to be easily understood the first time.
- **DIRECT:** We say what we mean and mean what we say.
- **CREDIBLE:** We stay away from hyperbole in how we describe our company. Our record of accomplishment doesn't need exaggeration or embellishment.
- **AUTHENTIC:** We feel passionately about our business and our partners. We're not afraid to show that in how we talk about what we do.

BRAND PERSONALITY

If our brand was a person, these are words we'd use to describe that person, and why.

Diligent

We strive to work as hard as our entrepreneur partners to create success for their business.

Connected

Our access to robust resources and a global network of founders, operators, executives and venture capitalists expands the universe of opportunity for our partners.

Smart

While our team boasts plenty of intellectual horsepower, it is our measured, thoughtful approach to problem solving that makes us stand apart.

Successful

We define our success by the growth and development we've fueled in leading-edge companies, ideas, and entrepreneurs.

Reliable

Getting a start-up off the ground is inherently risky. Runway Growth Capital is a steady and patient partner in all market conditions.

Collaborative

We creatively structure loans to match the entrepreneur's needs and do so in a way that strikes a true partnership between borrower and lender.

Vertical Logo:



Horizontal Logo:



SIGNATURE ELEMENTS

The Runway Growth Capital logo is the most fundamental part of our brand, and it represents our entire company, externally and internally. From websites and commercials to stationeries and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing. The logo consists of two elements that work together as a whole.

ICON

The Runway Growth Capital icon is the graphic, visual metaphor for the Runway Growth Capital brand and process.

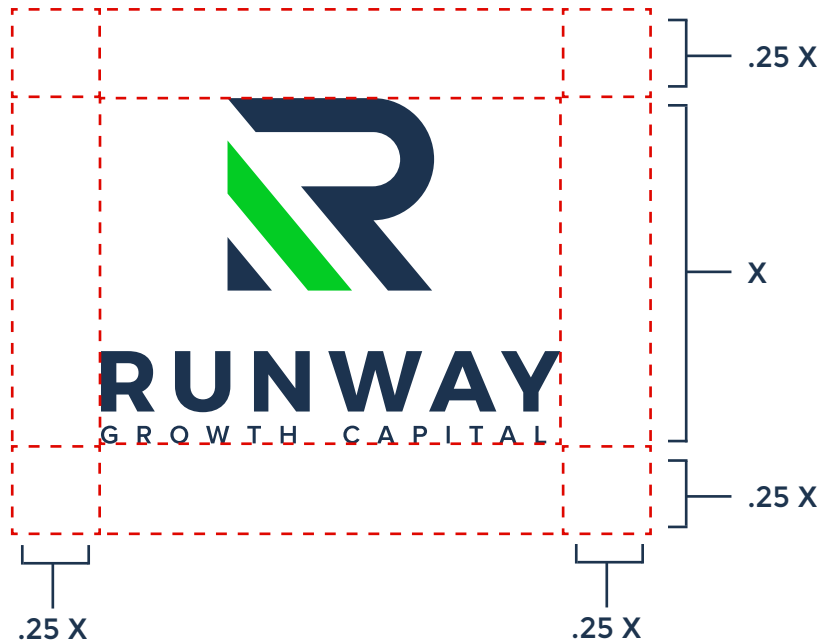
WORDMARK

The Runway Growth Capital wordmark is set in a strong and bold typeface. With no gratuitous ornamentation, this typeface is strong yet approachable, self-assured and reliable; qualities we're happy to associate with our brand.

The relationship between the logo elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions or placement of any of the logo elements independently.

*NOTE: The icon may be used without the wordmark when the full logo is already present on the print or web piece.

Vertical Logo:



CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clearspace is defined by the measurement "X," as shown. This measurement is equal to the height of the logo.

Horizontal Logo:



Vertical Logo:

Print Min. Size:



Screen Min. Size:



MINIMUM SIZE

We have established various minimum sizes for our logo to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our logo is never smaller than what can be clearly executed. Applications such as signage or merchandise may require larger sizes.

Horizontal Logo:

Print Min. Size:



Screen Min. Size:



COLOR PALETTE

Vertical Logo:





Horizontal Logo:






COLOR USAGE

Our primary colors are strong, modern, and progressive. They represent the Runway Growth Capital brand at its most basic level —our logo. In fact, these are the only colors that may be used to reproduce our logo.

Our secondary colors serve to compliment the primary colors and should serve as a reference when selecting /coloring visual assets.

PRIMARY COLOR	RGB	CMYK	HEX
	R29 G52 B78	C93 M77 Y44 K40	1D344E
	R2 G204 B36	C73 M0 Y100 K0	02CC24

SECONDARY COLOR	RGB	CMYK	HEX
	R56 G94 B128	C84 M60 Y31 K11	385E7F
	R198 G198 B198	C22 M17 Y18 K0	C6C6C6
	R13 G18 B23	C78 M69 Y63 K80	0C1116

Montserrat Black Italic

Montserrat Black

Montserrat ExtraBold Italic

Montserrat ExtraBold

Montserrat Bold Italic

Montserrat Bold

Montserrat SemiBold Italic

Montserrat SemiBold

Montserrat Medium Italic

Montserrat Medium

Montserrat Light Italic

Montserrat Light

Nunito Sans Black Italic

Nunito Sans Black

Nunito Sans ExtraBold Italic

Nunito Sans ExtraBold

Nunito Sans Bold Italic

Nunito Sans Bold

Nunito Sans SemiBold Italic

Nunito Sans SemiBold

Nunito Sans Italic

Nunito Sans Regular

Nunito Sans Light Italic

Nunito Sans Light

PRIMARY TYPEFACES

There are several reasons why we've chosen Montserrat and Nunito Sans for our primary typefaces. Strong yet friendly, they help us communicate ideas in a straightforward, confident manner. Their openness and geometry make them highly legible. They are also available in several weights, allowing maximum flexibility.

Note that Montserrat and Nunito Sans are to be used mainly for print materials and web site HTML text. For internal documents such as Microsoft®Office applications, we have specified alternate typefaces on the following pages.

Arial Black

Arial Bold Italic

Arial Bold

Arial Italic

Arial Regular

SECONDARY TYPEFACE

Our alternate typeface is Arial and is strictly for internal use. Arial references the clean look of our primary typeface and should be used only within Microsoft Office applications such as Word, PowerPoint, Excel, etc. when Montserrat and Nunito Sans are not available.

EXAMPLE OF HEADLINE IN MONTSERRAT BOLD

|

HEADLINE HERE

Additional copy goes here

—————

EXAMPLE OF SUBHEAD IN MONTSERRAT MEDIUM

Nam renis simusda ndignia tiorum sum
repe sitiis endandit est ut lit, quid unt. Otate
velitibus dolupta tiorest placestrum lam quid
quisi voloruntis dollese nimolor eictur aut
ea que qui cus, etur? Quis res aut. Dolorem
nis et dolupta quatus, simendi omnihitatiis
quo eaquiatectam ullaccus remodisqui. sum
cuptae eiustem atios adio beatent.

|

EXAMPLE OF BODY COPY IN NUNITO SANS LIGHT

TYPEFACE USAGE

Montserrat is to be used for headlines and subheadlines, while Nunito Sans is to be used for body copy.

Examples of good imagery:



Examples of bad imagery:



PHOTOGRAPHY STYLES

The imagery we use in our communications helps define the image that our clients, prospective hires and current employees will come to associate with Runway Growth Capital. Our imagery should reflect the sophistication and quality of our company.

Use of amateurly shot imagery reflects poorly on the quality of our people and services. If your budget does not allow for quality imagery, then color, graphics, words, and quotes used creatively can be an effective substitute.

GENERAL STYLE

Images should feel natural and candid, and have cooler tones. Whenever possible, custom professional photography should be used. If custom photography is not available, then professional stock photography that also feels natural and has cooler blue tones may be used.

HEADSHOTS

Like our general imagery, headshots should also feel natural and candid, with cooler tones. Depth of field should be used to create a focal point. Flat or solid backgrounds should not be used.

Examples of graphic styles & photo treatments:



GRAPHIC STYLES & PHOTO TREATMENTS

There are several graphic elements found throughout Runway Growth Capital's brand.

The green diagonal line from the logo may be used as a graphic element as a small divider within text or as a bold graphic on top of imagery.

Bold blue rules may be used to divide content on print or web.

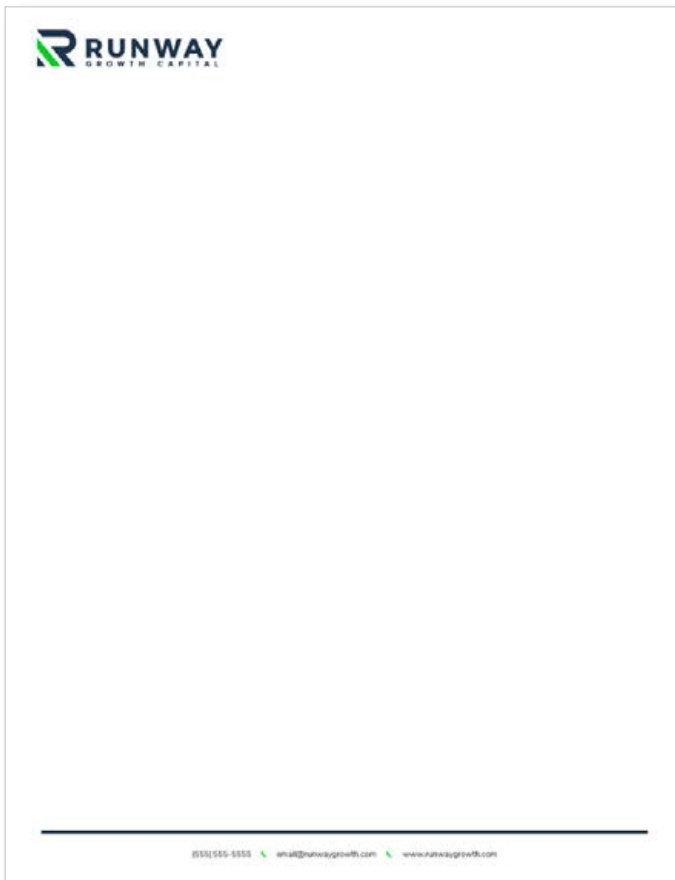
When text is placed over imagery, such as in a website hero, the image must have a blue fade overlay to make the text legible.





STATIONERY

Branded stationery exists for standard sized letterhead and business cards.





RUNWAY
GROWTH CAPITAL