

Earn when everything collapses

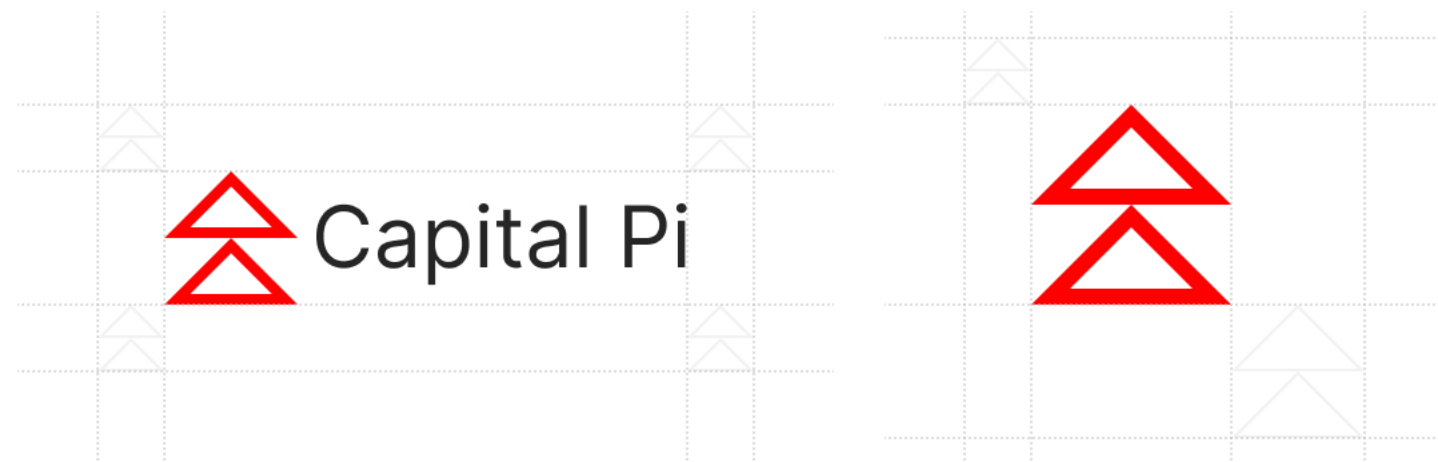
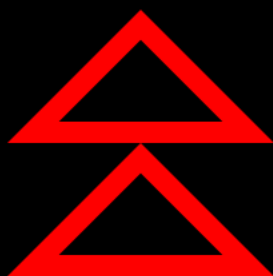


This is the Earn — Design language of Capital Pi. It helps to convey the vision and create a solid idea of the Fund among partners and clients.

Capital Pi is a Dutch fund with forefront financial technologies for alternative investments.

Logotype

The logo is based on a bold symbol that attracts attention and shows the direction. In combination with other elements, it forms a Message — the vanguard of Fintech.

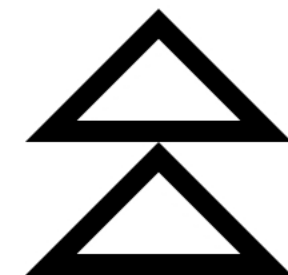


The space around the logo must be at least 1/2 the height of the symbol. When using a symbol without a name, the rule can be violated.

The minimum symbol size is 25px



25×25px 2px



100×100px 10px

It is recommended to increase the symbol by a multiple of 25px. With each increase, 2px must be added to the line thickness.



Do not fill or change the position of the symbol. The name is always either dark or white color.

Palette

Bright Red and pure Black are the main colors. The stylish combination of these colors conveys a sense of Determination, Focus and Reliability. These energetic words exactly describe the essence of Capital Pi. The main colors are complemented by general ones: Dark, Gray, Light and White.

Red
#FF0000

Black
#000000

Dark
#252525

Gray
#BFBFBF

Light
#F2F2F2

White
#FFFFFF

Image

A two—color photo focused on details & action with the Halftone effect is the signature touch of the Fund. Such a picture works both as an independent element and as a background image. And in both cases, it attracts attention.



Fintech services for high net worth individuals



Diamond price Solutions

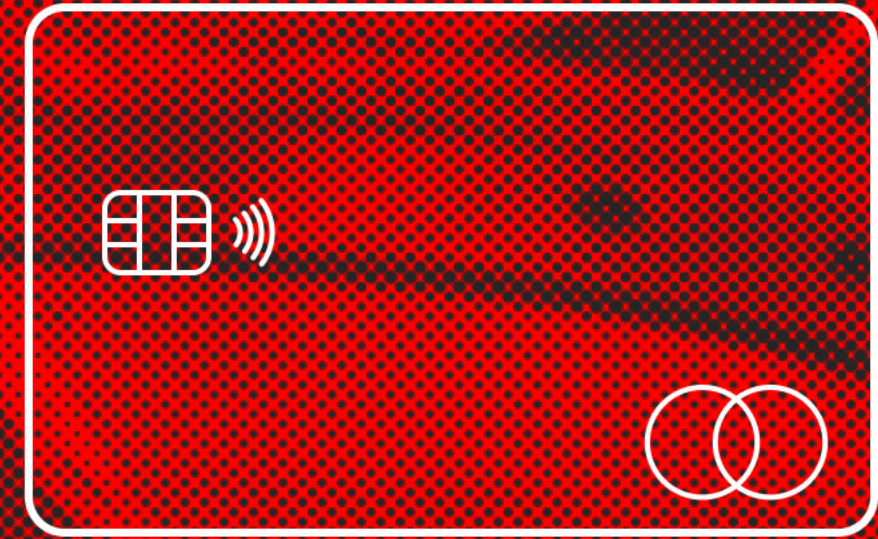


Image design options:
Set the thin border;
Put a title or keyword;
Place a symbol or icon.

Voice

Capital Pi shows its competence through respect and specificity. The Fund does not persuade or argue. Only explains. There is no noise in communication — it is a stream of useful information with facts, details and examples.

~~John is a noob and does not understand anything about investments. He is wrong.~~

John's arguments do not coincide with [Metamask data](#) and [Statista analytics](#).

~~You should use our CPi investment Strategy. It will bring more profit than usual.~~

Over the past year, the CPi investment Strategy brought 17% to customers.

~~Our managers constantly monitor the market situation in all the markets in which the Fund operates.~~

Instant Informed Decision is the superpower of our managers. Behind every action is an automated analysis of big data, exclusive insights and an assessment of 46 global financial drivers in real time. Here is the story of using the IID during the collapse of Bitcoin in 2021.

Contact us Now

+31 6 4300 9184

Typeface

Capital Pi use the Inter font family. The typeface is great for different screen sizes and supports a large number of languages.

HUGE — 82PX FOR A CALL OR LEAD TEXT

The report

LARGE — 51PX FOR TITLE OR H1 TEXT

Don Corleone, assets are safe.

MEDIUM — 32PX FOR HEADER OR H2 TEXT

The people from the Fund showed respect and earned our trust.

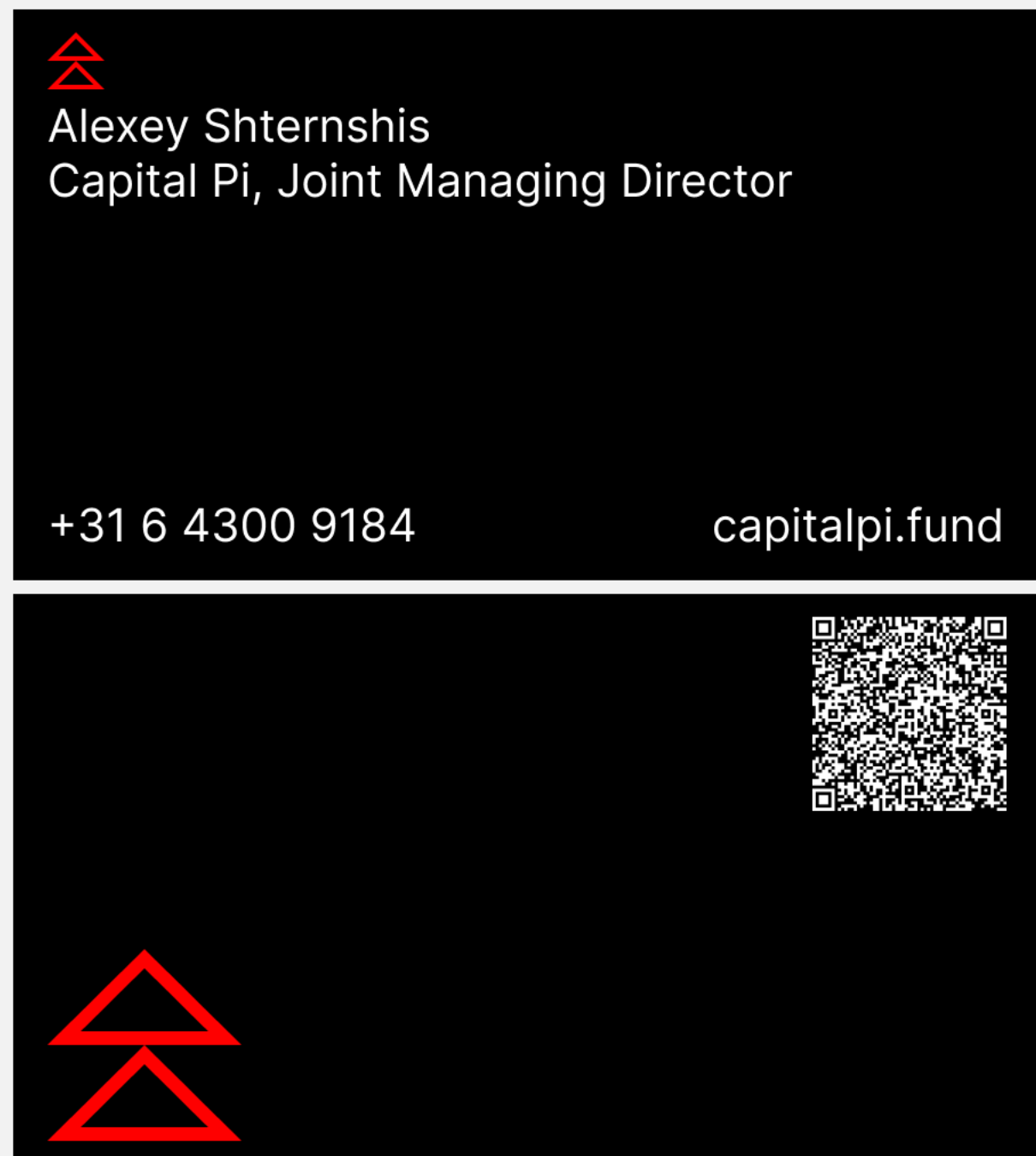
BASE — 20PX FOR MAIN CONTENT

They have made us an offer that cannot be refused.
Now you don't have to worry about the Business.

SMALL — 13PX FOR LABELS AND FOOTNOTES

P.S. La Famiglia è soddisfatta.

Business card



Alexey Shternshis

 Capital Pi, Joint Managing Director

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capitalpi.fund



Alternative investments,
Fintech services

Elements



Kate Detkin
Capital Pi Product manager



Capital Pi

Kate Detkin
Capital Pi Product manager

Kate Detkin
Capital Pi Product manager





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Capital Pi Product manager

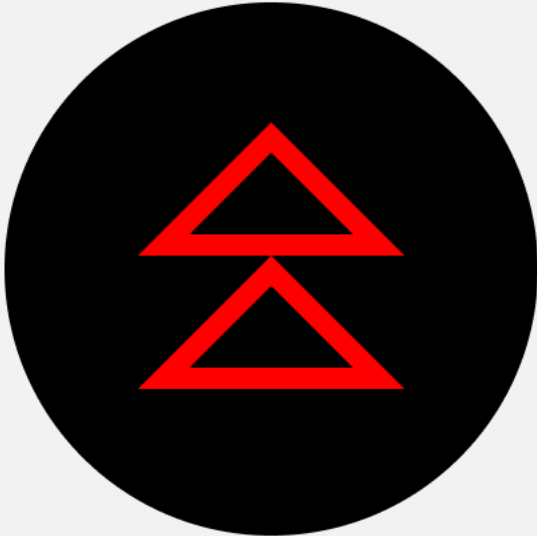
Capital Pi

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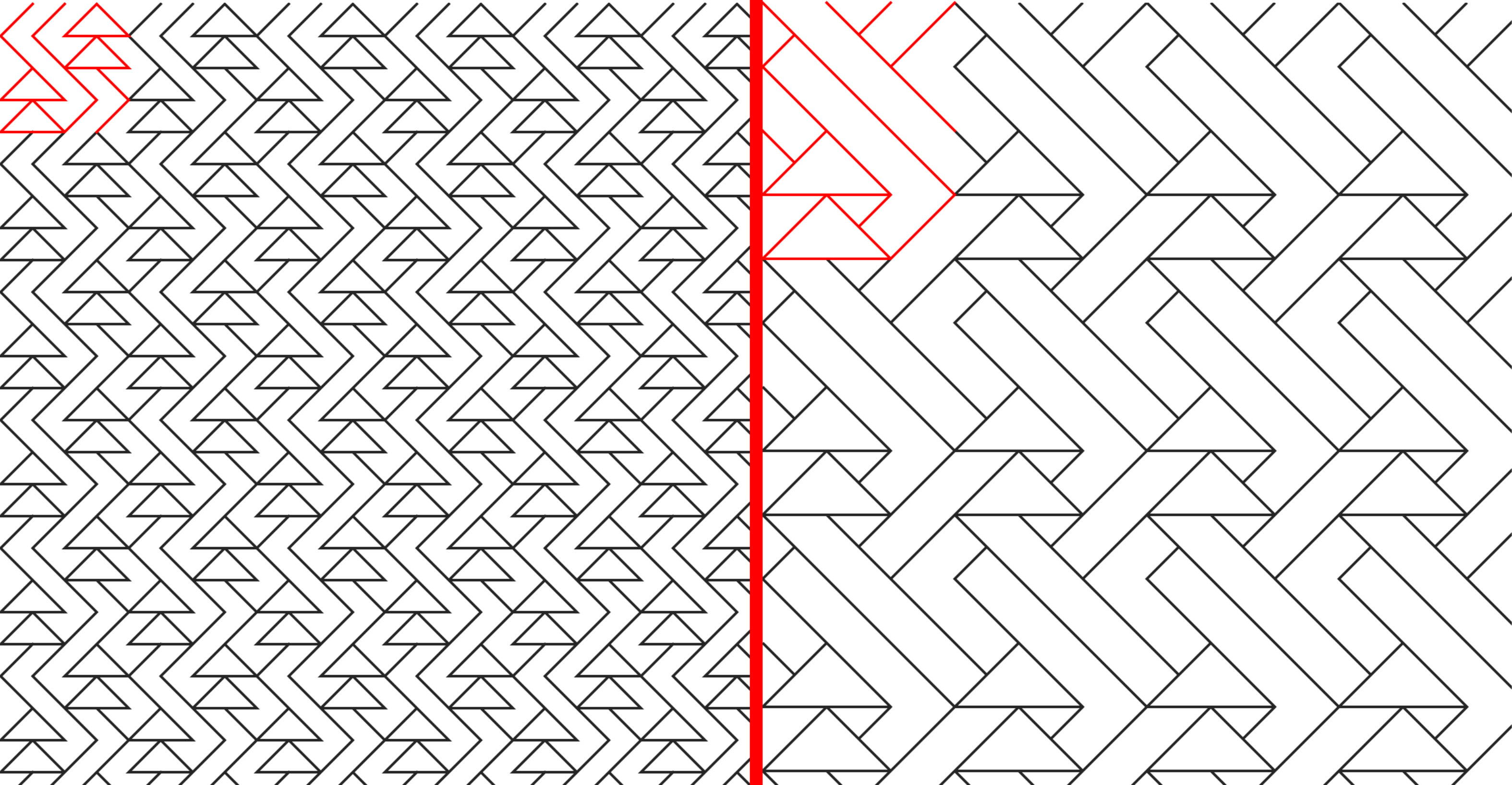
Alternative investments,
Fintech services



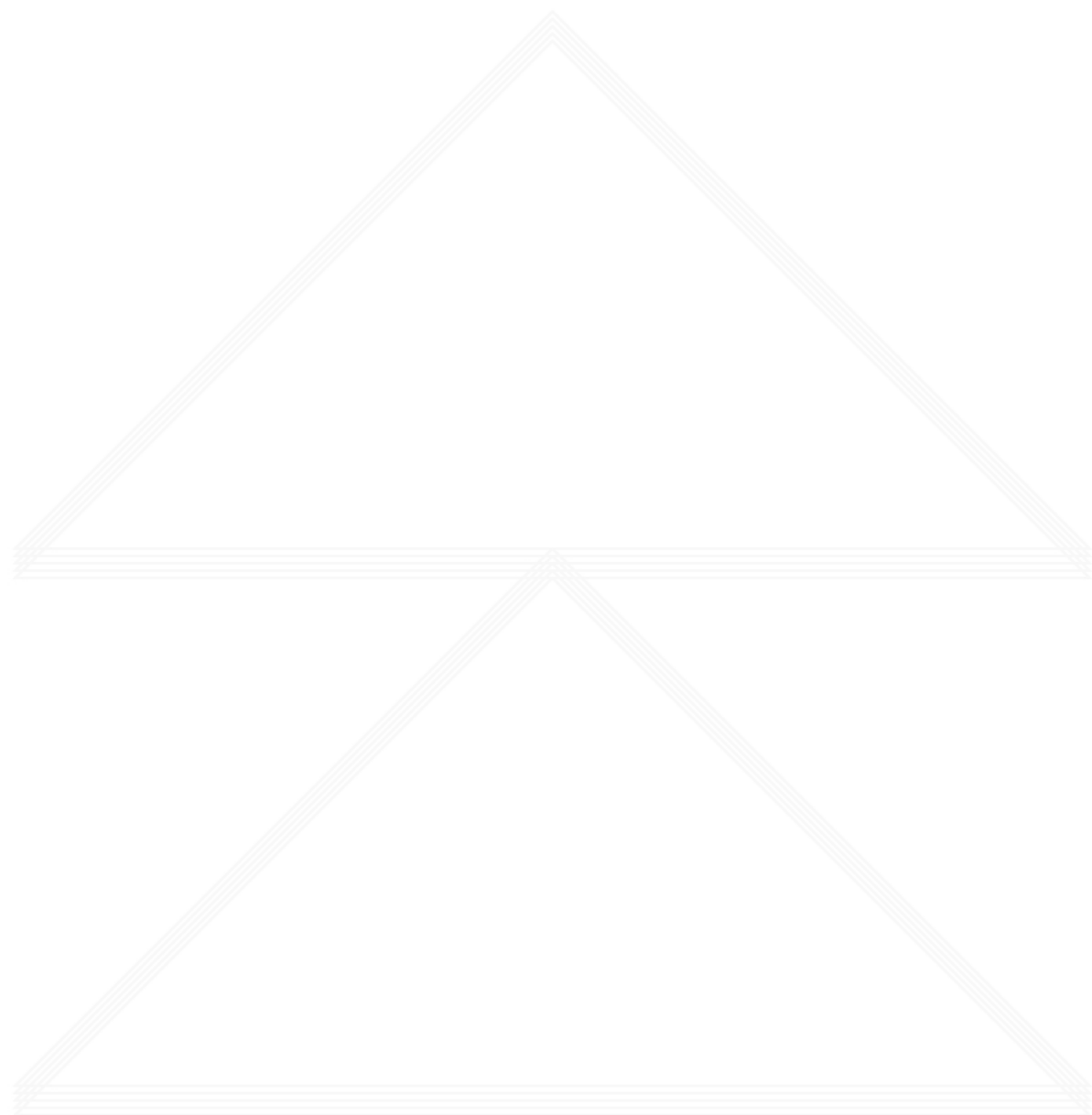
<https://capitalpi.fund/>



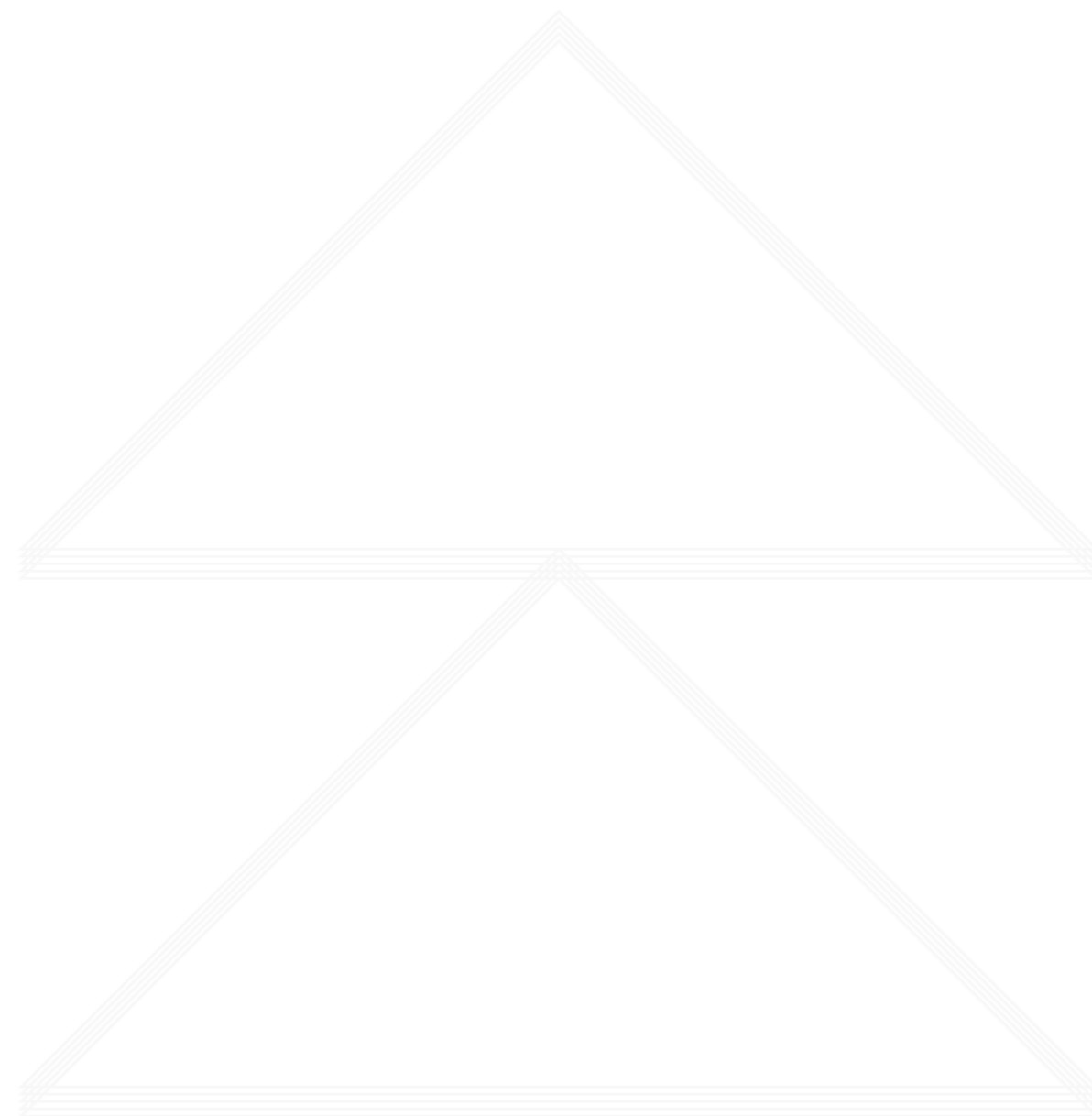
Pattern



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Alternative investments, Fintech services

