Anduin

Brand Standards

Last updated: February 2024

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Introduction

Anduin

The Anduin Brand Standards are intended to provide guidance and empower you with the tools to implement and represent our brand appropriately in everyday practice and across all media. It identifies our values, logo, colors, typography, design elements, assets, and more.

If you have any questions, please contact the Anduin Marketing Team.

Anduin Brand Standards

Brand Values

We are efficient, powerful, trusted, and innovative.

Brand values drive everything we do with colleagues, clients, and partners. More than just words, they are the traits that define us and represent the core beliefs shared at Anduin. By defining our values, we are making a commitment to how we want to do business.

Efficient

We make the complex simple with the aim to streamline as we go.

Powerful

We bring top performing software with brilliant usability to life.

Trusted

We are client-centric with everything we do.

Innovative

We are transforming business transactions across the industry.

Brand Voice and Tone

Brand voice is consistent and unchanging. It is our personality, style, and point of view in our communications with each other, our clients, and our partners. We hold ourselves accountable to be efficient, powerful, trusted and innovative.

Brand tone expresses our brand voice and personality allowing for nuances depending on context.

[View the glossary of Anduin's most commonly-used terms](#).

Anduin is...

- Transformative
- Knowledgeable
- Advisory
- Intelligent
- Optimistic
- Passionate
- Accessible
- Supportive
- Reliable
- Cutting Edge
- Professional

Anduin is not...

- Cold
- Complicated
- Elitist
- Authoritative
- Directive
- Overly Formal

Mission Statement

A **mission statement** is an action-based statement that declares the driving force behind Anduin and why we do what we do.
It is posted externally on our About Us page and should be included in any Anduin pitch.

Our focus is always on our clients.

We aim to provide critical technology infrastructure for more efficient and painless private capital market transactions.

Anduin brings trust, liquidity, and set standards to the $14T private markets so investing is as easy as the public markets.

Boilerplate

A **boilerplate** is a consistent overview of our company. It is an elevator pitch that describes what we do.
It should be used on any external media, at events, and when you are asked to speak about Anduin.

Anduin is empowering lasting investor relationships in the private markets. Whether engaging your LPs with our marketing-focused data rooms or providing a secure, collaborative environment to navigate the complex fund subscription process, connecting LPs and GPs efficiently is our obsession.

Our ecosystem has helped 34,000+ investors onboard at 660+ funds and raise over $84+ billion in capital globally.
Check us out at anduintransact.com.

View all versions here.

Anduin Icon

Anduin Blue

HEX: #48AFF0

RGB: 72, 175, 240

CMYK: 66, 25, 0, 6

PANTONE®: 298 C

Anduin Transactions' name originates from the Great River in the Lord of the Rings books, Anduin.
We admire the values embodied within its pages—integrity and empathy.

The Anduin icon is very river-like in both color and shape as it represents our commitment to streamlining and guiding the flow of information into and throughout the private markets. See our original brainstorming from 2014.

Anduin Logo

Full color

Anduin Blue

HEX: #48AFF0

RGB: 72, 175, 240

CMYK: 66, 25, 0, 6

PANTONE®: 298 C

Anduin Black

HEX: #182A38

RGB: 24, 42, 56

CMYK: 57, 25, 0, 78

PANTONE®: 533 C

The Anduin logo default is full color and shown above. The full color version should be used as often as possible including digital instances, signage, stationary, and light-based media against a white background.

The Anduin logo is consists of the blue logo / icon mark and black logotype (see details above for specifics).

Anduin Logo Variations - Black & White

Full color

Black

White

There are instances when other versions of the Anduin logo may be preferred. The Anduin black logo can be used on corporate literature where a sleek design style is ideal against a white or light-colored background. The Anduin white logo be used on black, Anduin blue, or dark backgrounds.

The Anduin logo should be used against a solid white, black, or colored background when possible; however if a graphic or photo is preferred a white or black underlay can be used.

Anduin Logo Variations - Stacked
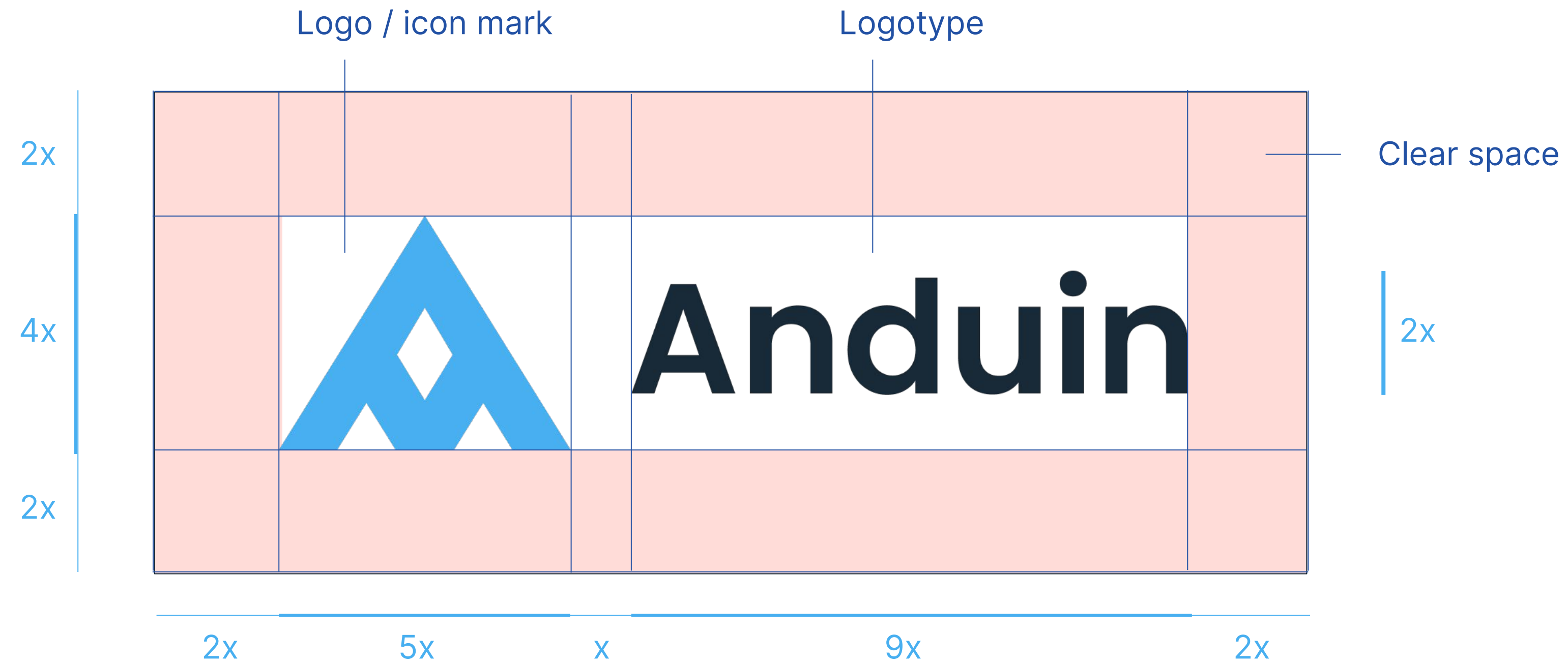
Full color

Black

White

The Anduin full color logo is also offered in a stacked version for instances where a vertical logo fits better. Our stacked Anduin logo is also available in black and white variations so you can choose the appropriate version for your use.

Breathing Space

2x

Logo / icon mark

Logotype

Clear space

4x

Anduin

2x

2x

2x   5x   x   9x   2x

We measure the clear space around the Anduin logo as equivalent to the space between the logo mark
(also known as the Anduin icon) and the logotype.

The clear space around the entire Anduin logo should be twice (2x) the width of the space between the logo mark and logo type.

Breathing Space - Stacked

This page is a work in progress.

Contact <u>Andrew Smith</u> if you have any
logo-related questions in the meantime.

Incorrect Logo Usage

As the Anduin brand is creating awareness and recognition in the industry, it is also important to point out the incorrect uses that can occur.

Always use our logo at 100% opacity.
DO NOT reduce transparency (unless directed by design).

Only use the variants supplied.
DO NOT recolor our logos.

Always use our logo at the correct angle.
DO NOT skew or add any 3D effects.

Avoid the appearance of sub-branding.
DO NOT use with other words or design elements.

Always use our logo in the correct proportion.
DO NOT stretch, compress or distort the logo in any way, shape or form.

Always ensure our logo is completely visible on any material on which it is used.
DO NOT crop or bleed the logo.

Product Section

This page is a work in progress.

Contact Julien Houbin if you have any
product-related questions in the meantime.

Color Palette

Anduin Blue	**Anduin Black + Font**	**Anduin Mist**	**Anduin Mint**	**Anduin Dark Mint**	**Anduin Navy**	**Anduin Dark Blue**
HEX: #48AFF0	HEX: #182A38	HEX: #231F20	HEX: #96DBD4	HEX: #33BDB0	HEX: #2251A4	HEX: #162950
RGB: 72, 175, 240	RGB: 24, 42, 56	RGB: X, X, X	RGB: 150, 219, 212	RGB: 51, 189, 176	RGB: 34, 81, 164	RGB: 22, 41, 80
CMYK: 66, 25, 0, 6	CMYK: 57, 25, 0, 78	CMYK: X, X, X, X	CMYK: 27, 0, 3, 14	CMYK: 54, 0, 5, 26	CMYK: 51, 33, 0, 36	CMYK: 23, 15, 0, 69
PANTONE®: 298 C	PANTONE®: 533 C	PANTONE®: XXX	PANTONE®: 565 C	PANTONE®: 7465 C	PANTONE®: 7685 C	PANTONE®: 2767 C

Anduin's color palette has been strategically curated and should be used with care to ensure proper branding and representation wherever it is used.

Typography

Poppins

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()?

Inter

Inter Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()?

Poppins Bold is the font used for all headings throughout our website and designed materials.

Inter Normal is the font used for all body and content copy throughout our website and designed materials.

Arial as the default font for customer facing materials created without design help or in platforms where designed fonts are not allowed (i.e. Hubspot emails).

Typography Sample

Delight investors with customized data rooms

- Secure, intuitive data rooms to represent your fund through:
  - custom branding
  - documents
  - videos

- Access insights into who has seen what and when to drive investor engagement

Anduin
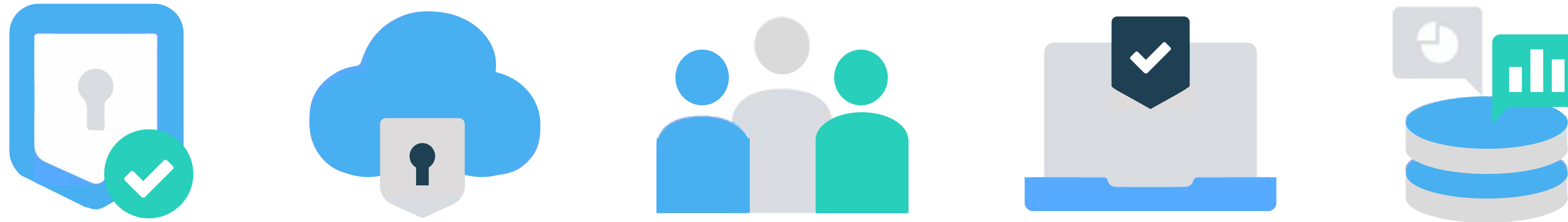
Iconography

Iconography is the use of visual images, symbols, or figures to represent complex ideas, subjects, or themes in a similarly stylized manner. Examples of icons created and used by Anduin are above.

A library of icons will be created, but in the meantime contact the marketing team for any icon needs.

Imagery - Photography

Welcome Drake Paulson!

Photography shows the real-life happening behind the Anduin brand. Our photography should be high quality whenever possible and evoke positivity and action.

The photos we use, including headshots like the above, can be cropped out and left on a solid background, or designed onto a nice, visually appealing background.

Imagery - Illustration
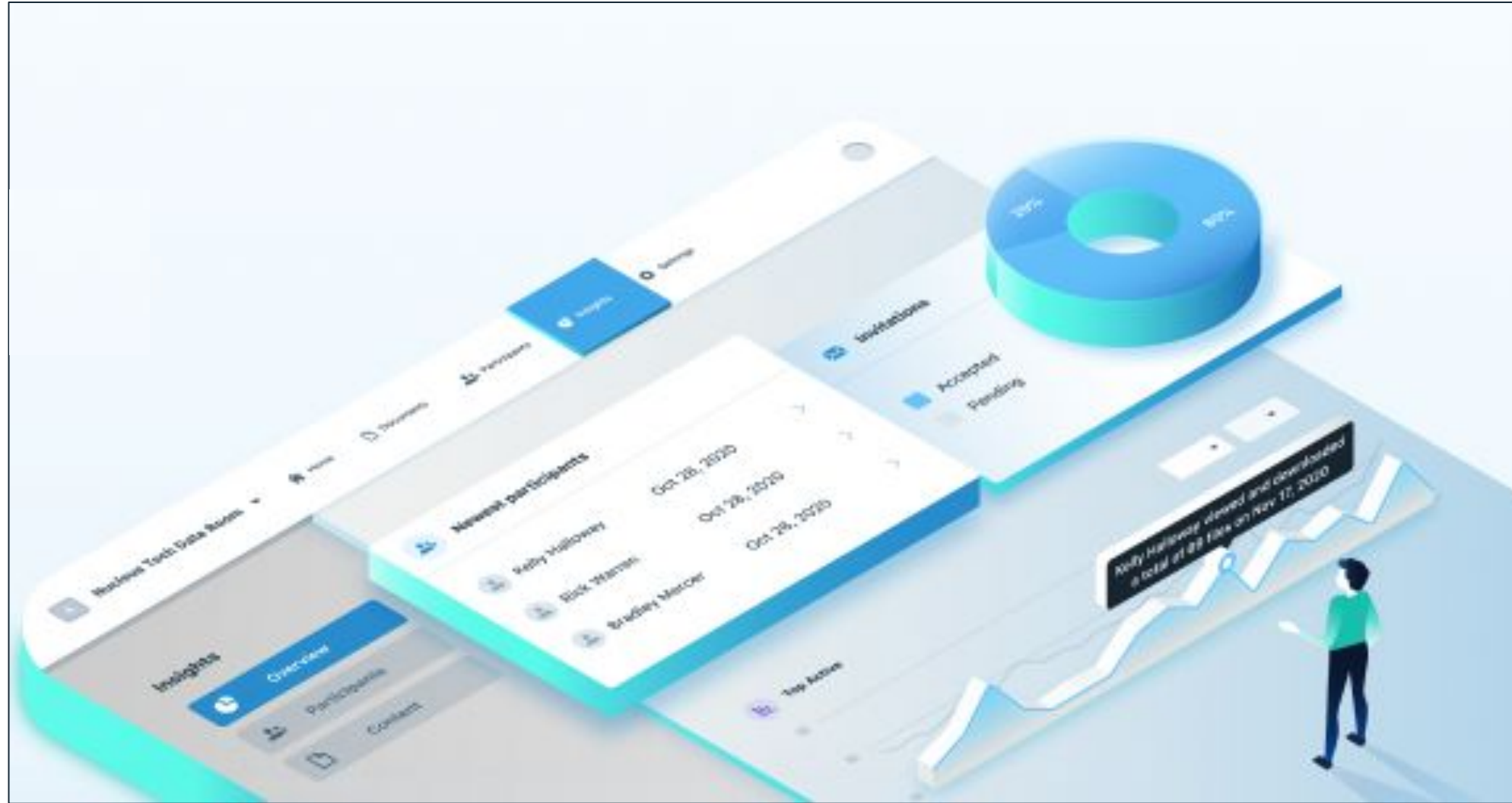
Illustrations are vital to any brand. Anduin's illustrations are futuristic, light, clean, and include our products when possible to represent how we are striving to be efficient, powerful, trusted, and innovative in the private markets.

Many of these illustrations will live on our website, then move into external assets and materials like decks, proposals, and more.

Anduin Brand Standards
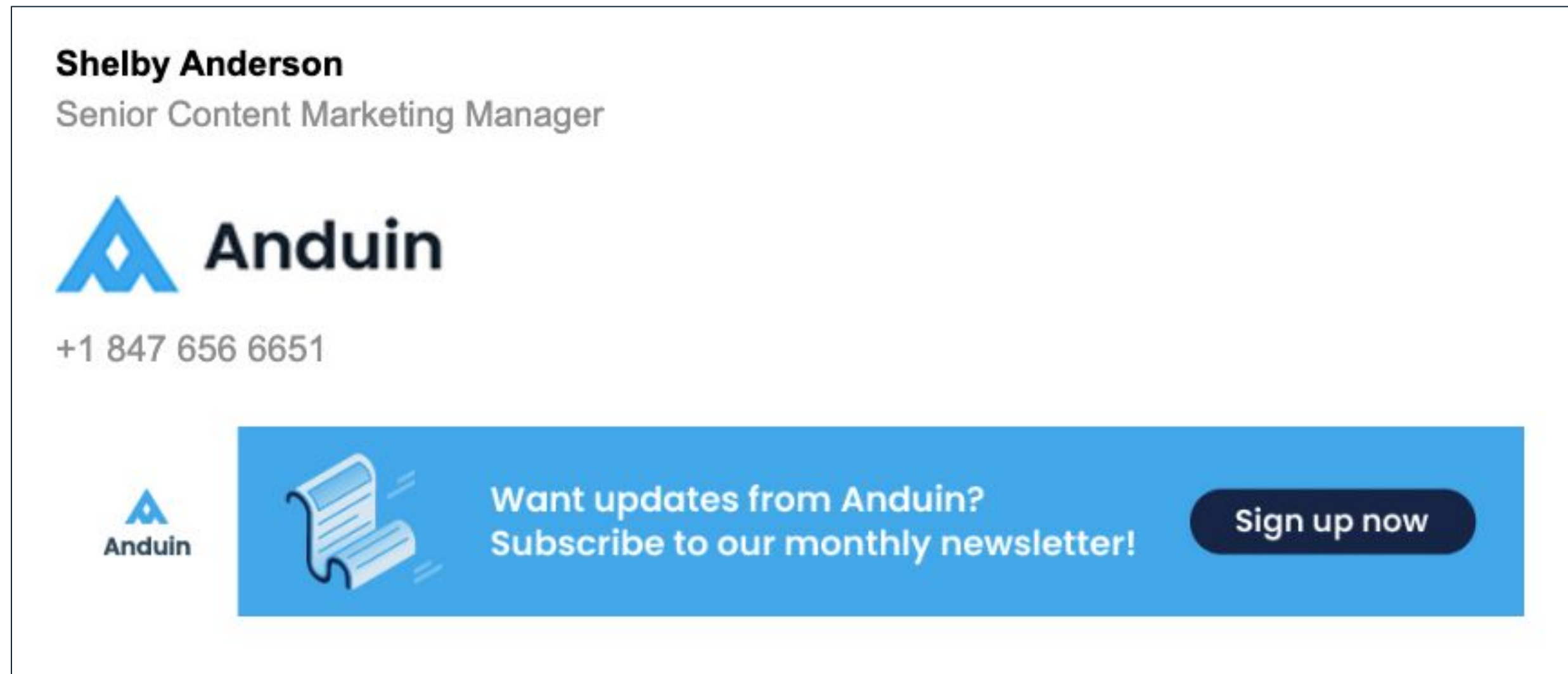
Email Signatures

Email signatures not only inform recipients who we are, they showcase professionalism for both an individual and their company. All Anduin colleagues should use our branded email signature and promotional banner if available to convey our cohesiveness and reputation as a worthy partner.

The font is Arial and should be 2 pt smaller than the body copy font. Access our email signature template here.

Business Cards

Shelby Anderson

SENIOR CONTENT MARKETING MANAGER

+1 (847) 656-6651
shelbyanderson@anduintransact.com
anduintransact.com

Anduin

Anduin business cards are to be used externally with customers and prospects to exchange information at business meetings, conferences, and industry events. Each business card should include your name, title, email address, phone number, and anduintransact.com with our inverted logo on the back.

The font for your name is Poppins Bold and the remaining text font is Inter Normal.

Please contact Amelia Rice to have business cards printed.

Presentation Template
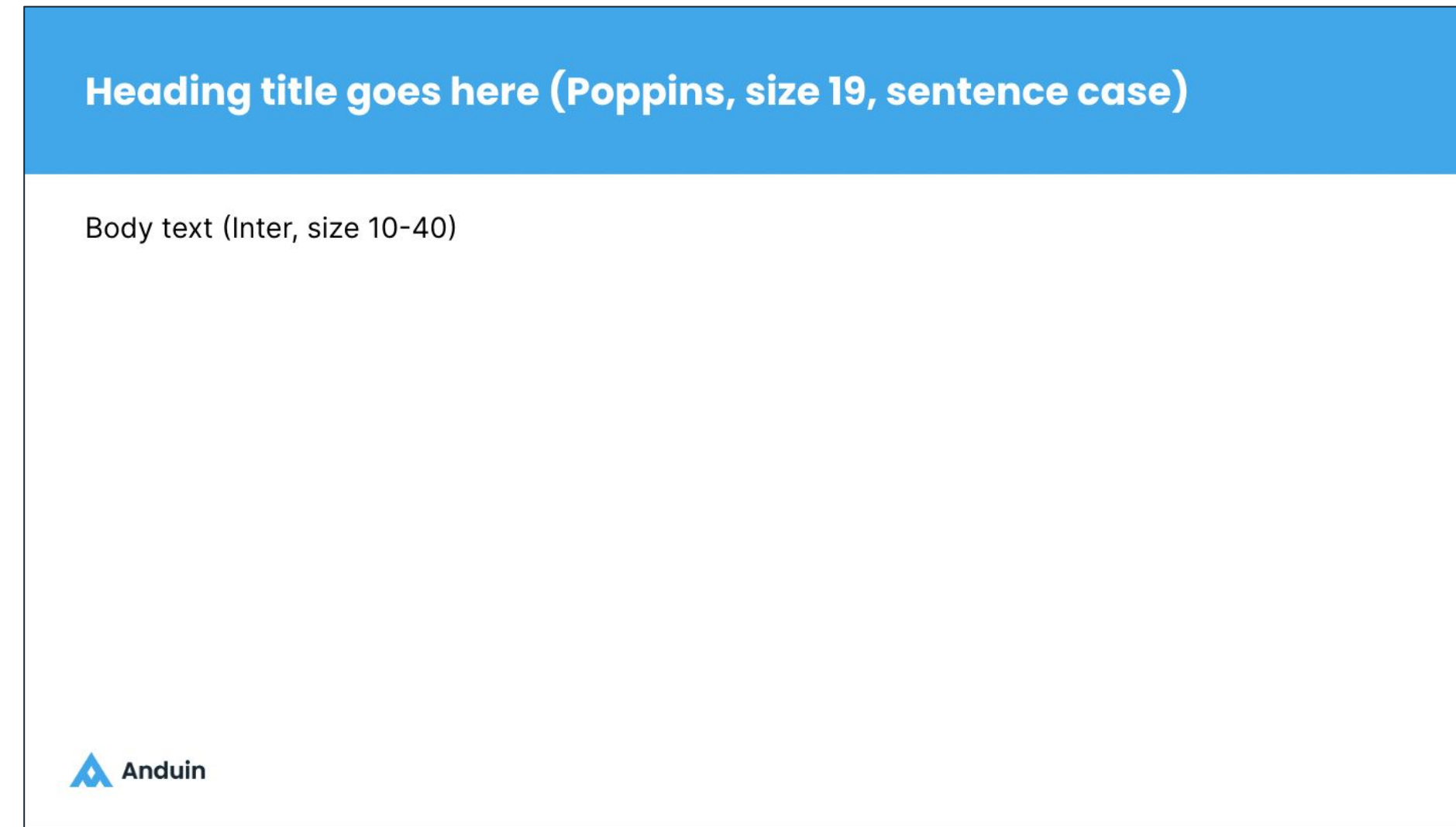
The Anduin presentation template is to be used internally and externally with clients and prospects.
Our deck includes the Anduin full color logo in the bottom left corner; the white version of the logo can be used as needed.
If a minimalist look is required, the Anduin icon can be used if the Anduin full color is shown once prior.

The fonts used throughout should be Poppins Bold for all headings and Inter Normal for all body text.
Access the latest Anduin presentation template here.
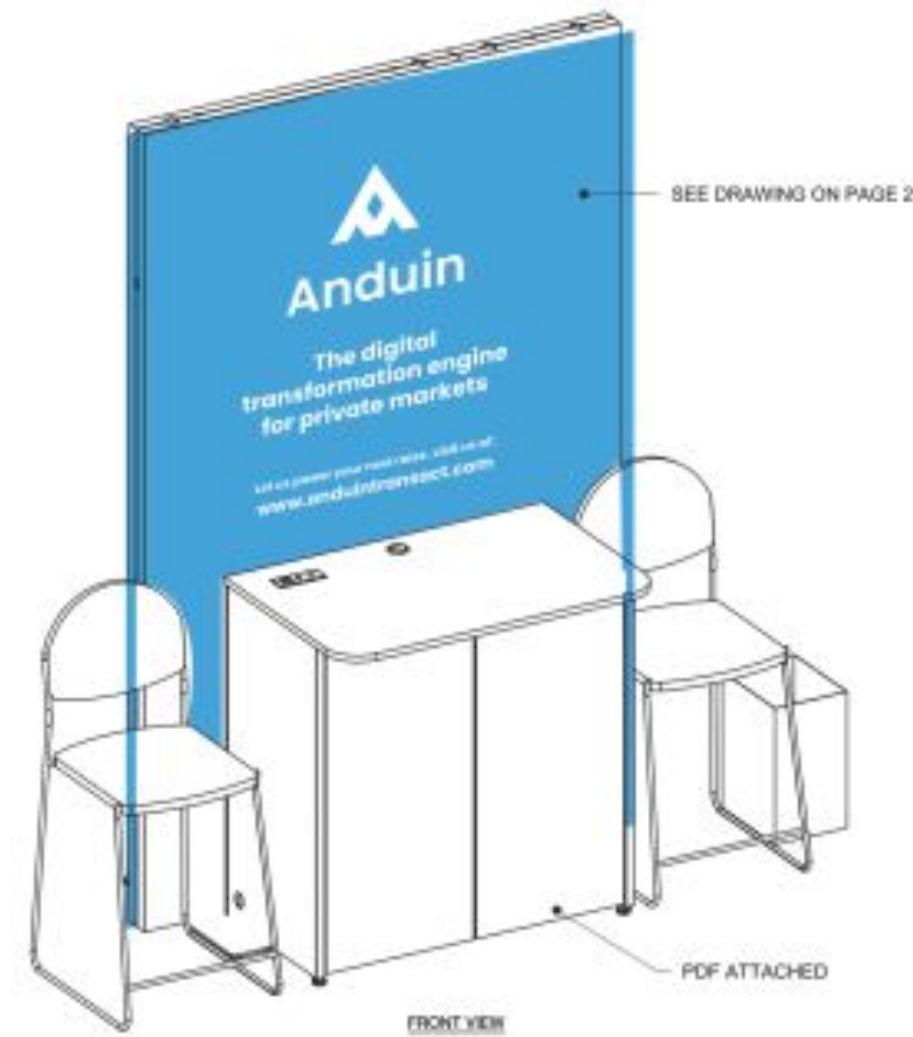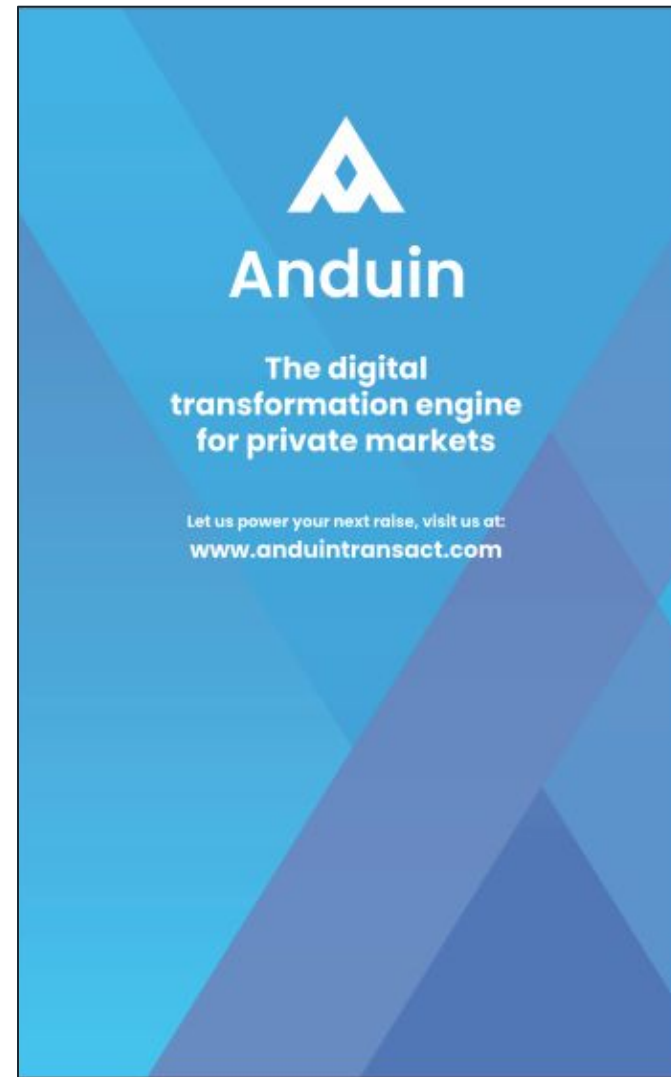
Zoom Backgrounds
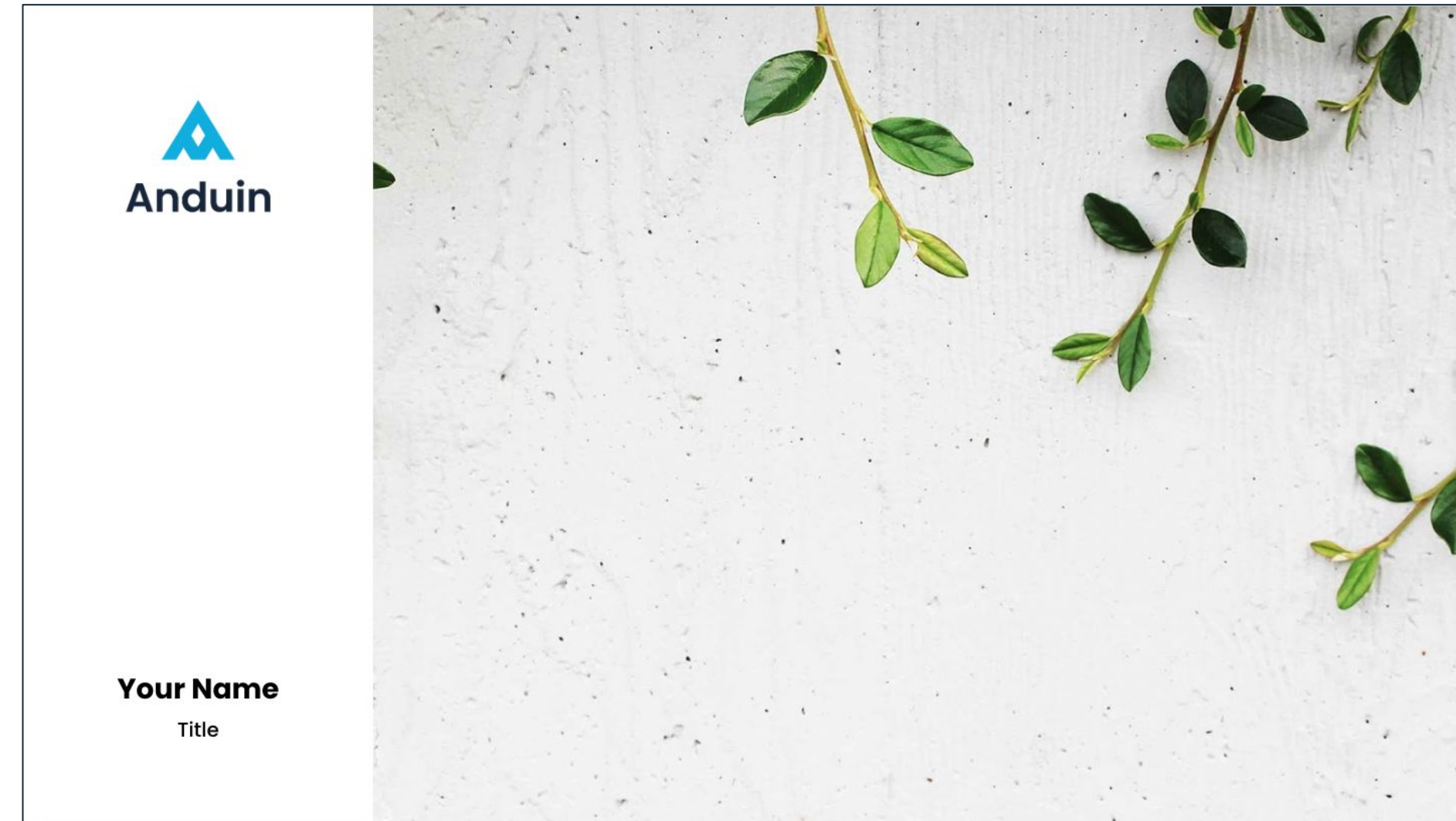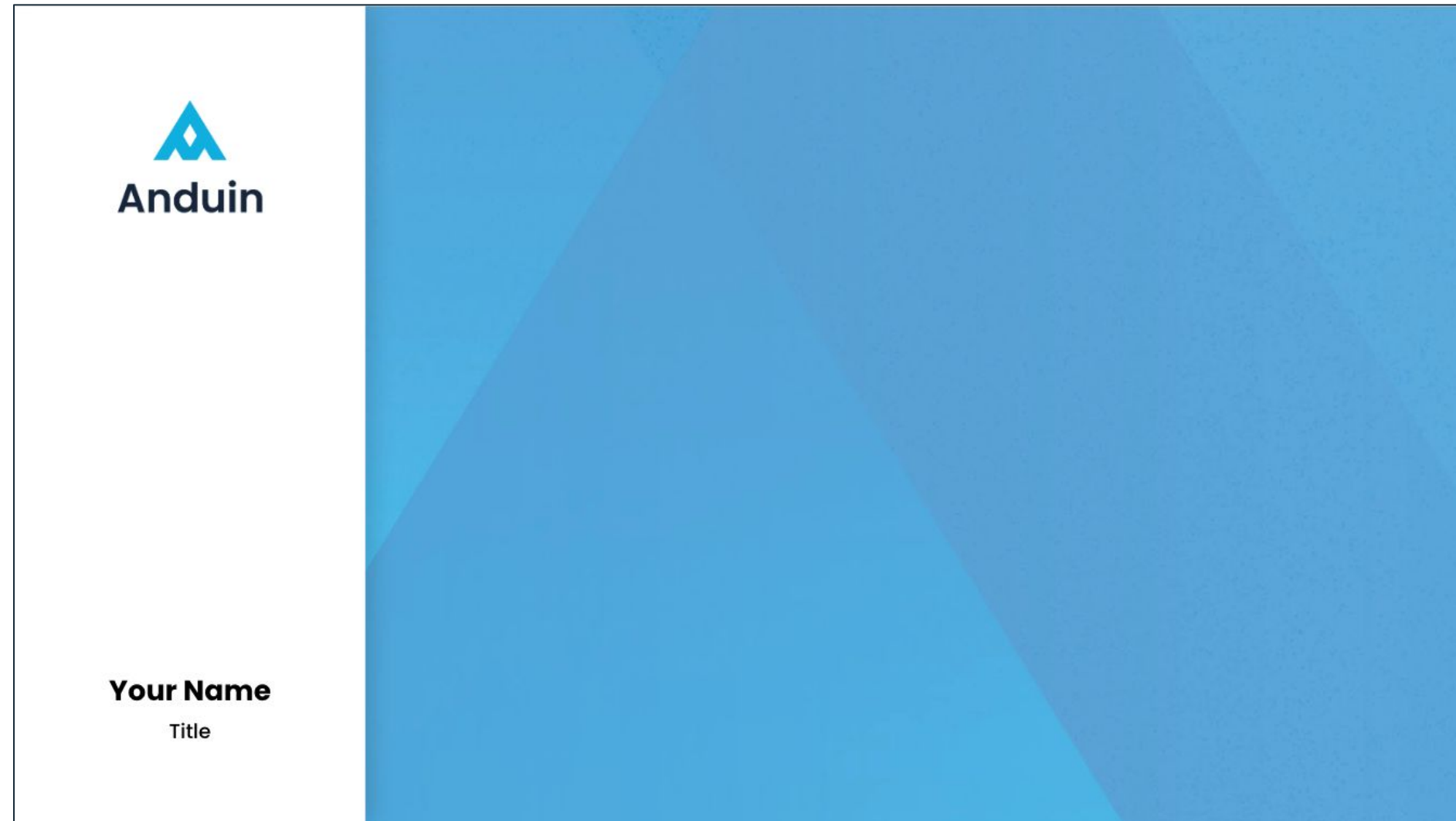
Our Anduin Zoom backgrounds can be used for any calls whether externally with clients and prospects, or internally with colleagues.

This deck includes an array of background options to choose from with options to personalize with your name and title.
Access the Anduin Zoom background deck here.

Event Collateral

Event collateral is an physical extension of the Anduin Brand that clients, prospects, and partners can see in real-life.
Our event collateral should always include the Anduin logo at an appropriate size. Ideally our collateral should also include the Anduin blue, an succinct amount of text, and the anduin.com URL.

This does not apply to tablecloths, which should only have the Anduin logo.
Please contact Shelby Anderson for any event collateral needs.

Merchandise

Anduin Blue

HEX: #48AFF0

RGB: 72, 175, 240

CMYK: 66, 25, 0, 6

PANTONE®: 298 C

Handle decal
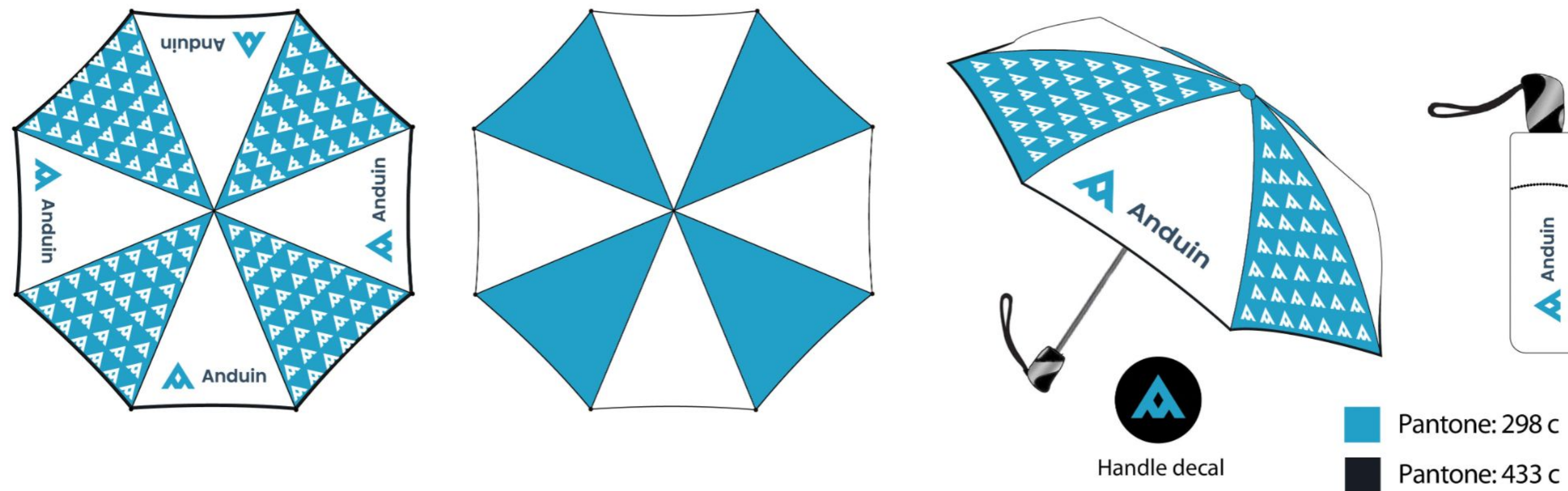
Pantone: 298 c
Pantone: 433 c

Merchandise is another physical extension that brings the Anduin Brand to life through items like mugs, towels, socks, umbrellas, awards, and more. Regardless of the item, the Anduin logo and icon should be correctly used as far as spacing, color, and at a size that is legible.

The Anduin icon can be used in a uniform pattern (see above). Please contact Amelia Rice for any merchandise needs.

Anduin Brand Standards

Thank you for reviewing Anduin's Brand Standards.

If you have any questions about this guide, please contact
the Anduin Marketing Team at marketing@anduintransact.com.