

nø cap ventures

private equity boutique + venture launchpad · est. 2017 · luxembourg + london

01 · the wordmark

Always lowercase: nø cap ventures. The ø is the mark and it is non-negotiable: never “No Cap”, never all caps, never a plain o. Logotype set in Poppins SemiBold. Clear space around the wordmark equals the height of the ø. Do not recolour, distort, outline or add effects. Legal entity: no cap holding S.à r.l., Luxembourg.

02 · the ø rule

The ø replaces o only in brand words and short labels: pørtfolio, abøut, the bøok, nø letter. One ø per word, maximum. Never inside body copy, legal text or long-form writing. When in doubt: plain o.

03 · vøice

Lowercase display lines, sentence-case body. British English. Short declarative sentences. Numbers over adjectives. No em or en dashes, ever: commas, colons, full stops. Discreet by default: no superlatives, no exclamation marks, no jargon. The work speaks; the copy stays quiet.

04 · imagery

Hyper-real, serene mountain worlds with quiet surrealism: stone, moss, water, mist, floating rock fragments, at most one architectural element per scene. No stock photography, no people, no logos inside artwork. Dramatic yet welcoming.

05 · typøgraphy

display · space grotesk

Body · Inter, sentence case

data + labels · jetbrains mono

logotype · poppins semibold

Display and labels lowercase; body and legal in sentence case. Mono carries every number, date and tag.

06 · cøLOUR

paper	#F2EFE9
surface	#E9E4DC
hairline	#D8D2C8
taupe	#6B645A
charcoal	#201D1A
møss · the accent	#4F7355
ink · dark contexts	#0E0E18
heritage purple	#582C83

Paper is the ground, charcoal the voice, møss the single accent: one accent per surface, never more. Ink hosts dark contexts such as artwork and video. Heritage purple survives in easter eggs only.

07 · bøilerplate

nø cap ventures is a private equity boutique and venture launchpad established in 2017. Based in Luxembourg with a London presence and global reach, it builds, backs and operates ventures across tech, finance, real estate and culture.

short form:

nø cap ventures. private equity boutique + venture launchpad. luxembourg + london, est. 2017.

08 · assets + cøntact

Logo files, artwork and press photographs are shared on request: write to pr@nocapholding.com with outlet and context. Please do not recreate, trace or restyle the wordmark.