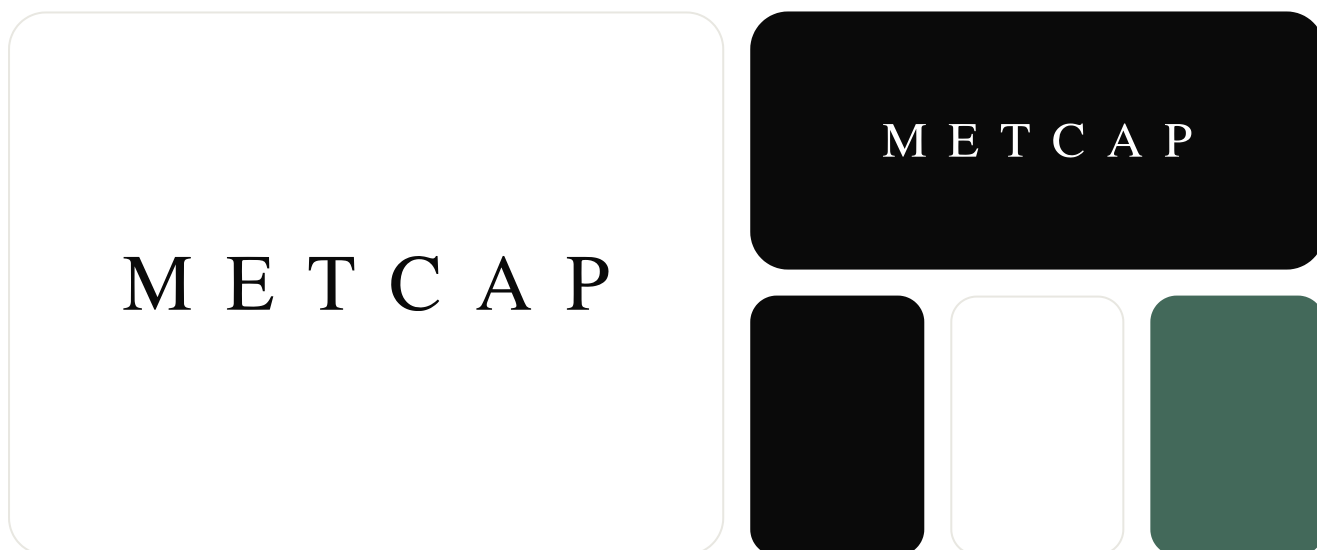


BRAND GUIDELINES · PUBLIC EDITION

Using the METCAP brand.

For press, partners and portfolio companies. The mark, the colours, the typefaces and the rules for using them. Seven pages.



METCAP is a private capital and markets firm in Tallinn. Asset Management · Private Equity / Credit · Corporate Finance · Markets.

THE MARK

One wordmark. One monogram. Two surfaces.

Use the supplied files. Do not redraw, re-set, re-space or recolour them. Black on white or light grey; white on matte black. Nothing else.



ELEMENT	USE	SURFACE
Wordmark	The default. Articles, partner pages, event materials, co-branded documents.	White, light grey #F4F4F2, or matte black #0A0A0A.
Monogram	Tight spaces only: avatars, app icons, favicons. Never next to the wordmark.	Same.

Name

Write METCAP in capitals, as one word. The legal entity is METCAP holdco OÜ. The descriptor is “Private capital & markets”. Do not set the name in a serif or letter-spaced style to imitate the mark: in running text it is plain type.

Files

SVG for screen and print, PNG with transparent background where SVG is not accepted. Download from the media kit on metcap.eu, News & media. If you need another format, ask: info@metcap.eu.

SPACE AND SIZE

Give it room. Do not alter it.

Keep a clear space of one cap height of the M on every side. Nothing enters it: no text, no other logo, no edge.



Minimum size

Wordmark 90px wide on screen. Below that, use the monogram (16px high minimum) or leave the mark out.

Co-branding

Place partner logos outside the clear space, at equal optical height, separated by space and not by a line.

Placement

Top left or bottom left. Centred only when it stands alone.

M E T C A P

✗ Do not stretch or condense.

M E T C A P

✗ Do not recolour.

M E T C A P

✗ Do not type it in another font.



✗ Do not place it on a photograph or pattern.

M E T C A P

✗ Do not add shadows, outlines or boxes.

M E T C A P

✗ Do not rotate, stack or crop.

COLOUR

Black, white and one green.

The identity is mostly white. Matte black is the ink: text, the mark, one button. Green is a trace: an underline, a label, a check. It is never a background.

Matte black
#0A0A0A

White
#FFFFFF

Green
#43695A

COLOUR	HEX	RGB	CMYK
Matte black	#0A0A0A	10 / 10 / 10	0 / 0 / 0 / 96
White	#FFFFFF	255 / 255 / 255	0 / 0 / 0 / 0
Green	#43695A	67 / 105 / 90	36 / 0 / 14 / 59

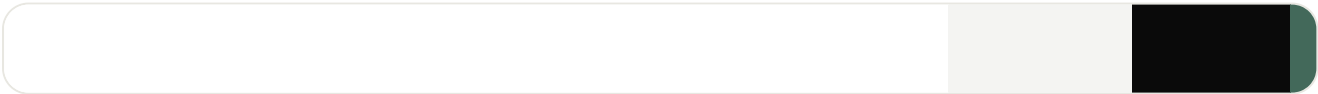
SUPPORTING NEUTRALS

Tile
#F4F4F2

Hairline
#E8E7E1

Body grey
#63635E

Secondary grey
#5C5C57



Proportion in any layout: white 70 to 80%, light grey 10 to 15%, black 8 to 12%, green 2% or less. Black is matte, never pure #000000.

TYPOGRAPHY

Two typefaces.

Inter sets everything. JetBrains Mono sets code, figures, dates and tables. Both are open source and free to use. The serif of the wordmark is not a text typeface and is used nowhere else.

INTER · 400 / 500 / 600

Aa

Regular · body
Medium · headlines, labels
SemiBold · small titles

JETBRAINS MONO · 400 / 500

0.0775

14.09.2026
EUR 25,000,000
pool.issue(tranche="A")

HEADLINE

We own and build, rather than watch.

BODY

METCAP acts as an owner and adviser rather than a passive shareholder, working alongside management on strategy, capital structure and financing.

RULE	DETAIL
Headlines	Inter Medium, tight tracking (−0.025em), sentence case, ending with a period.
Body	Inter Regular, line height 1.5, body grey on screen and matte black in print.
Labels	Inter Medium, uppercase, tracking +0.12em, small.
Never	Light or bold weights, italics, serif text faces, all-caps sentences.

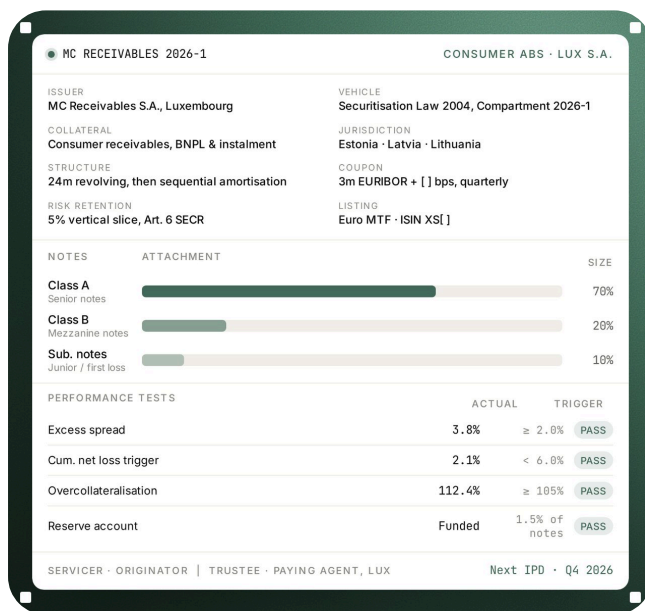
IMAGERY

The forest, and the work.

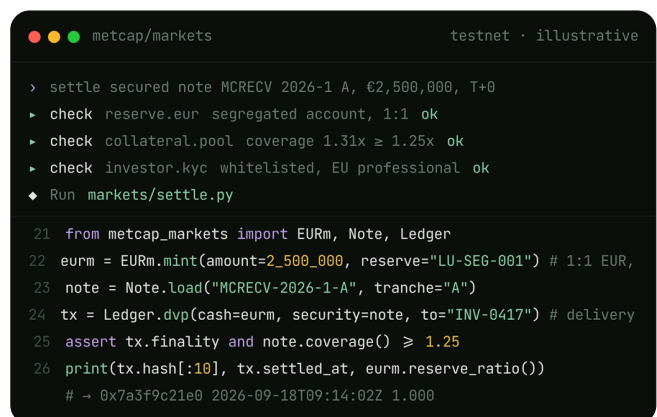
Two image families. Nature stands for the ownership lines: Asset Management and Private Equity / Credit. Technical panels show what the firm does in Corporate Finance and Markets. Everything else is plain typography.



Nature series. Baltic and Nordic forest, ridge, valley and coast. Natural colour, mist or low cloud. One image per view, rounded corners, no text over it.



Technical series: a securitisation term sheet in the green frame. Illustrative.



Technical series: a settlement terminal. Illustrative.

Panels are illustrative. They are built for the identity and show no real transaction, client or system. If you reproduce one, keep the "Illustrative" caption.

Use

- ✓ Images from the media kit, uncropped where possible.
- ✓ One image per page or post.
- ✓ Credit: METCAP.

Do not use

- ✗ Stock imagery with the METCAP name: handshakes, skylines, abstract 3D.
- ✗ The mark or text placed over an image.
- ✗ Filters, tints or black-and-white conversions.

USING THE BRAND

For press and partners.

You may use the METCAP name and mark to refer to the firm in editorial coverage, partner listings and event materials, following these pages. Any other use needs our consent in writing.

DO

- ✓ Use the files from the media kit, unaltered.
- ✓ Place the mark on white, light grey or matte black.
- ✓ Keep the clear space and the minimum size.
- ✓ Write METCAP in capitals, in plain type, in running text.
- ✓ Name the business lines exactly: Asset Management, Private Equity / Credit, Corporate Finance, Markets.
- ✓ Use the boilerplate below when describing the firm.

DO NOT

- ✗ Alter, recolour, animate or redraw the mark.
- ✗ Use the mark as part of another name, logo or product.
- ✗ Imply endorsement, partnership or investment that does not exist.
- ✗ Describe METCAP as a bank, a fund manager or a licensed investment firm.
- ✗ Use earlier versions of the mark or the identity.

BOILERPLATE

METCAP is a private capital and markets firm based in Tallinn. It manages its own balance sheet, owns and builds financial companies including ESTO, Indexo and Mintos, advises companies on AI operations, finance functions and capital raising, and develops financial market infrastructure. Around 500 people work across the group and its portfolio companies.

CONTACT

Press and brand enquiries

info@metcap.eu
metcap.eu · News & media · Media kit

METCAP

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