



Brand Guidelines

This document establishes the strategic foundation for the Philotimo Ventures identity. It provides the structural framework required to ensure absolute consistency across all institutional touchpoints while maintaining our core standard of excellence.

At Philotimo Ventures, our brand is a direct manifestation of honor-driven execution. It reflects our commitment to integrity, our unique structural advantages, and a steadfast respect for capital. This unified identity is a critical asset in reinforcing long-term trust with global institutional allocators.

These guidelines are designed to ensure that every piece of communication applies this precision with intentionality, bridging sophisticated capital with legacy-defining assets and leaving a lasting institutional impression.

Welcome

01 Introduction

- 06 The Meaning of “Philotimo”
- Core Values
- Mission
- Vision

02 Brand Tone of Voice

- 08 Verbal Identity Overview
- The Four Core Voice Pillars
- Grammatical & Structural Rules
- Vocabulary & Framing

03 Brandmarks

- 10 The Philotimo Ventures Logo
- 12 The Philotimo Ventures Symbol
- 13 Logo Colors
- 14 Flexible Lockups
- 15 Logo Placement
- 16 Safe Zone & Minimum Size
- 17 Logo Partneeships
- 18 Logo on Imagery
- 19 Logo Misuse

04 Color

- 26 Color Pallette
- 27 Core Pairings
- 28 Color In Use

05 Typography

- 30 Typeface
- 31 Typography Specifications
- 32 Text Alignment & Layout Rules

06 Elements

- 34 Creative Panels

07 Photography

- 38 Hospitality
- 40 Pure Landscapes
- 41 Urban Landscapes
- 42 Corporate

08 Grid System

- 44 Grid System
- 47 Alternative Flexibility Grid

09 Application

Contents

06

The Meaning of “Philotimo”
Core Values
Mission
Vision

01

Introduction



**Bridging
sophisticated capital
with legacy assets.**

The Meaning of “Philotimo”

For Philotimo Ventures, Philotimo is stripped of regional sentimentality and elevated into a foundational operational methodology. It is redefined as Honor-Driven Execution, a strict, unspoken code of conduct rooted in institutional integrity, absolute respect for capital, and an unyielding commitment to delivering on one’s word. It represents the perfect convergence of classical virtue and contemporary corporate discipline, serving as the ultimate ethical anchor for every strategic deployment we undertake.

In the global investment landscape, this philosophy translates into an uncompromising adherence to structural permanence and fiduciary duty. We do not view Philotimo as an abstract cultural concept, but as a measurable standard of governance. It dictates how we structure our Luxembourg platform (RAIF), how we mitigate risk at the asset level, and how we curate our long-term alignments. It is the invisible architecture that guarantees transparency, protecting the interests of institutional allocators, sovereign wealth, and premier family offices.

Ultimately, Honor-Driven Execution means that our word is our strongest contract. From ground-up ultra-luxury developments to the precise engineering of cross-border financing, every operational phase is executed with calm authority and analytical rigor. By aligning this deep-seated sense of professional honor with world-class Tier 1 partnerships, Philotimo Ventures does not merely look for speculative market gains; we build legacy-defining assets that stand as a testament to structural discipline and permanent value.

Core Values

Calm Authority
The platform operates with measured confidence and discipline. It explicitly avoids market hype, speculative volatility, and promotional noise, focusing entirely on rational, long-term fundamentals.

Institutional Rigor
Top-tier governance is embedded in the brand’s DNA. From the Luxembourg fund architecture to active portfolio oversight, structure is utilized as the ultimate tool for risk mitigation.

Curation & Selectivity
Selectivity defines every relationship. Philotimo Ventures focuses exclusively on premier, high-advantage assets and aligns only with long-term partners who value patience, structure, and execution over presentation.

Mission

Philotimo Ventures triggers value creation by deploying global capital into high-barrier Mediterranean asset classes. The platform operates through a strict multi-compartment structure, ensuring absolute compliance and risk-mitigated exposure.

Vision

To build a multi-compartment institutional investment platform operating across hospitality and healthcare sectors, beginning with a fully deployed Greek Hospitality Compartment and successfully expanding into international markets.

08

Verbal Identity Overview

The Four Core Voice Pillars

Grammatical & Structural Rules

Vocabulary & Framing

02

Brand Tone of Voice

Verbal Identity Overview

The verbal identity of Philotimo Ventures is the precise textual reflection of its visual structure. Just as the geometric mark and grid system rely on proportion, alignment, and strict spatial discipline, the brand’s language must be measured, deliberate, and authoritative without arrogance.

Philotimo Ventures speaks like an understated European institutional investor: calm, intellectually deep, highly disciplined, and completely devoid of market hype.

The Four Core Voice Pillars

To maintain absolute textual consistency across all touchpoints (proposals, website copy, investor relations, and digital platforms), communications must strictly adhere to the following four pillars:

1. Institutional & Disciplined

The language reflects rigorous corporate governance, Luxembourg-level structuring, and analytical clarity. It avoids emotional exaggeration, retail marketing buzzwords, and speculative promises.

Mindset: Speak from a position of structural permanence and risk mitigation.

2. Discreet & Selective

The brand communicates high-tier exclusivity and curated alignment. It does not actively seek mass attention or pitch aggressively; instead, it invites long-term capital allocators into a refined, high-barrier ecosystem.

Mindset: Selectivity is a sign of operational discipline, not arrogance.

3. Purposeful & Value-Driven

The core concept of “Philotimo” is translated internationally as honor-driven execution and a steadfast commitment to delivering on one’s word. The identity’s Greek undertone is expressed with cultural sophistication and integrity, not folklore sentimentality.

Mindset: Ethics and financial precision are intrinsically linked.

4. Concise & Rational

The communication style values the audience’s time. Sentences are structured clean, clear, and punchy, prioritizing structural arguments and concrete metrics over narrative fluff.

Mindset: Say less, but with absolute clarity.

Grammatical & Structural Rules

Third-Person Objective Perspective:

To retain a threedimensional institutional authority, avoid overusing first-person pronouns (“we”, “our”, “us”). Instead, anchor statements on the entity name or the structural assets.

Example:
“Philotimo Ventures provides an institutional platform” instead of “We provide an investment platform”.

Active Voice over Speculation:

Present data, strategy, and partnerships as active, concrete frameworks. Avoid predictive, defensive, or hyper-promotional adjectives (“revolutionary”, “unprecedented”, “guaranteed”).

Nouns over Adjectives:

Lean heavily on precise corporate and structural terminology (“governance”, “framework”, “alignment”, “mitigation”, “execution”) rather than decorative descriptors.

Vocabulary & Framing

Communications should prioritize structured, analytical terminology that reinforces capital preservation and strategic risk mitigation. We choose words that communicate permanence and precision over market volatility or promotional hype.

Instead of speculative growth, we state:
“Calculated deployment and risk-adjusted returns.”

Instead of generic or flashy partnerships, we state:
“Strategic alignment with Tier 1 global operators.”

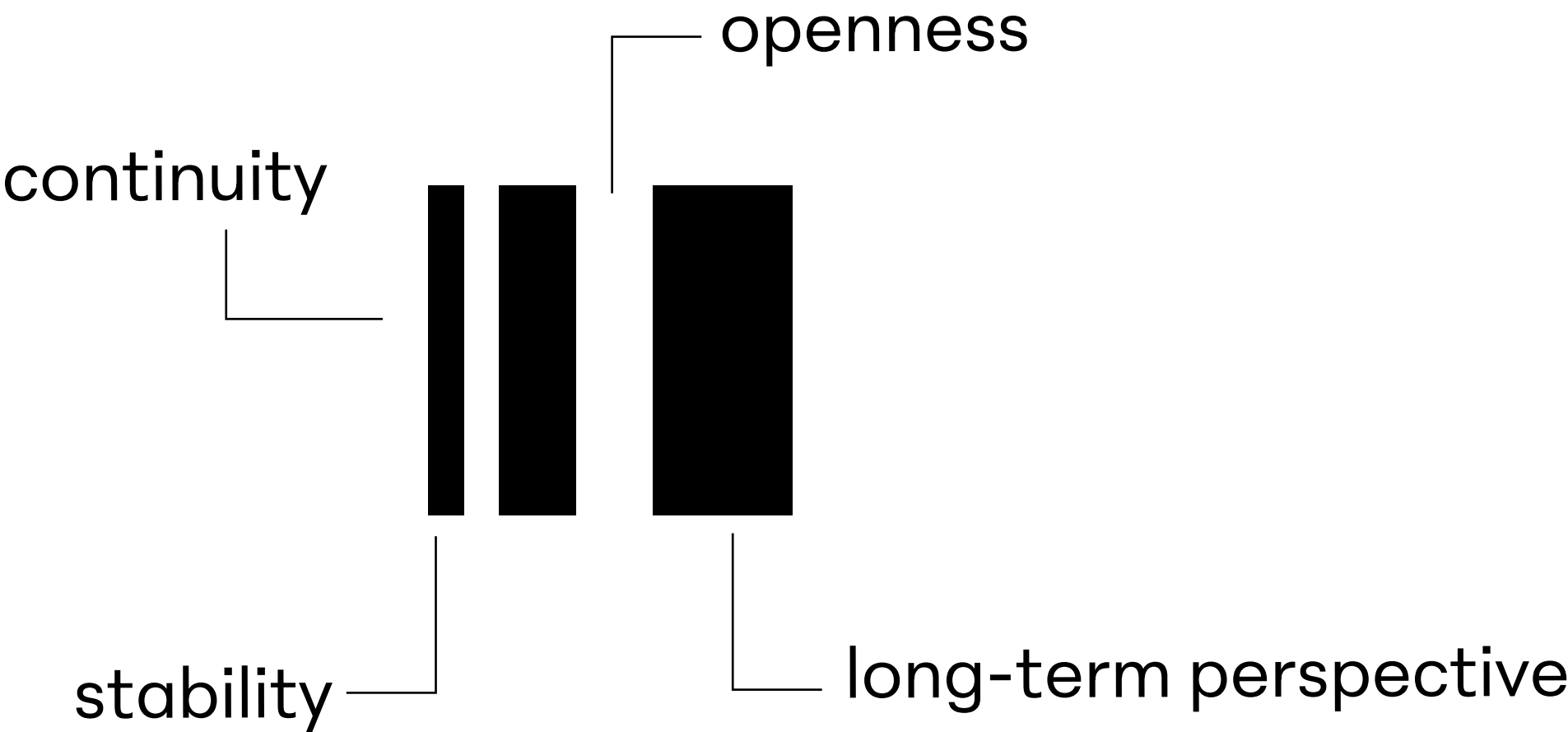
Instead of marketing-driven promises, we state:
“Honor-driven execution and institutional governance.”

- 10 The Philotimo Ventures Logo
- 12 The Philotimo Ventures Symbol
- 13 Logo Colors
- 14 Flexible Lockups
- 15 Logo Placement
- 16 Safe Zone & Minimum Size
- 17 Logo Partneeships
- 18 Logo on Imagery
- 19 Logo Misuse

The Philotimo Ventures Logo

Inspired by the Doric simplicity and clean lines of modern architecture, the Philotimo Ventures logo serves as a visual translation of the platform's core values. The composition is built around a linear evolution of form: starting with a slender bar representing stability, evolving into the calculated cadence of continuity, and culminating in a solid block that signifies a visionary, long-term perspective.

The intentional use of negative space introduces the element of openness to strategic opportunities and transparent, institutional design. This structural narrative is perfectly balanced by the extended, tracking-focused typography of the brand name, which has been carefully selected to ground the identity with an air of contemporary luxury and enduring prestige.



The Philotimo Ventures Logo

The Philotimo Ventures logo is our most essential visual asset and should always be the primary graphic element representing our brand.

Consistent application of the logo is crucial to maintaining brand recognition and reinforcing our market presence. To preserve the integrity of our identity, the logo must always remain unaltered. It should never be modified, redrawn, distorted, or misused in any way.

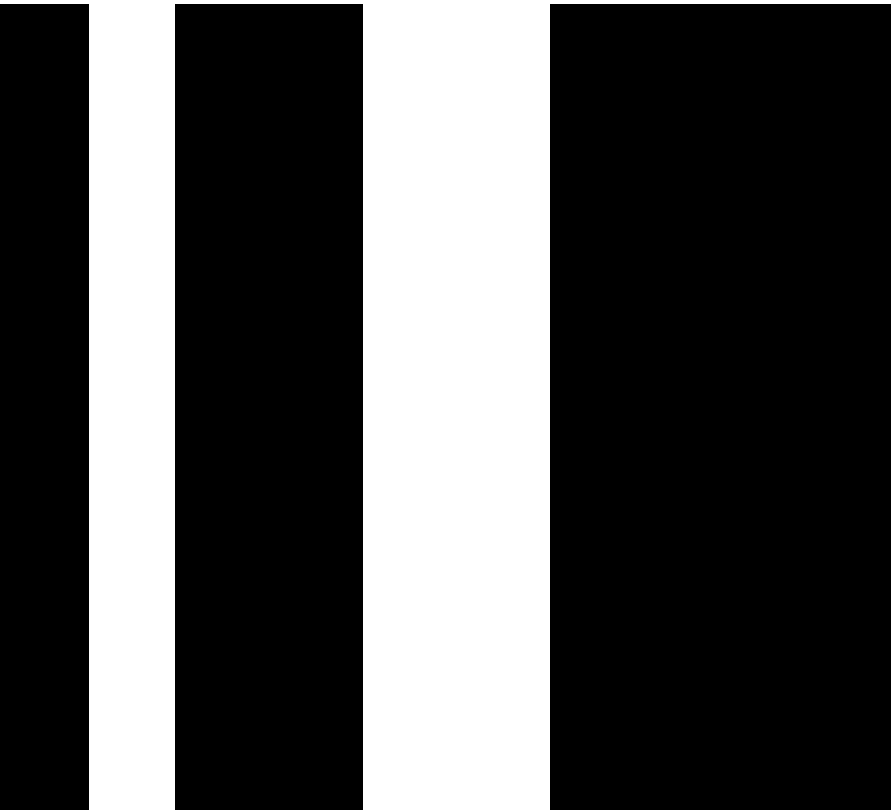


The Philotimo Ventures Symbol

The Philotimo Ventures Symbol stands as the pure essence of our visual identity. Stripped of excess, the progression of its elements communicates the transition from foundational stability to continuous growth and final realization. The intentional use of negative space introduces openness and clarity, allowing the mark to function with absolute precision.

This standalone mark is designed for versatile use across secondary brand applications, digital environments, and contexts where a minimalist, non-typographic presence is required to represent the fund.

To preserve the visual balance and long-term recognition of the brand, the symbol must always be applied with precision. It should never be modified, rotated, or combined with unapproved typographic elements.



Logo Colors

To ensure maximum visual impact and reinforce brand recognition, the Philotimo Ventures logo must always be applied with absolute clarity and high contrast. Maintaining high contrast between the brand marks and the background is essential for legibility, ensuring the identity remains sharp, professional, and readable across all mediums.

When placing the logo over backgrounds, complex textures, busy patterns, or unapproved colors must be avoided. The identity functions best when surrounded by sufficient breathing room and clean, solid tones that uphold its structural integrity.



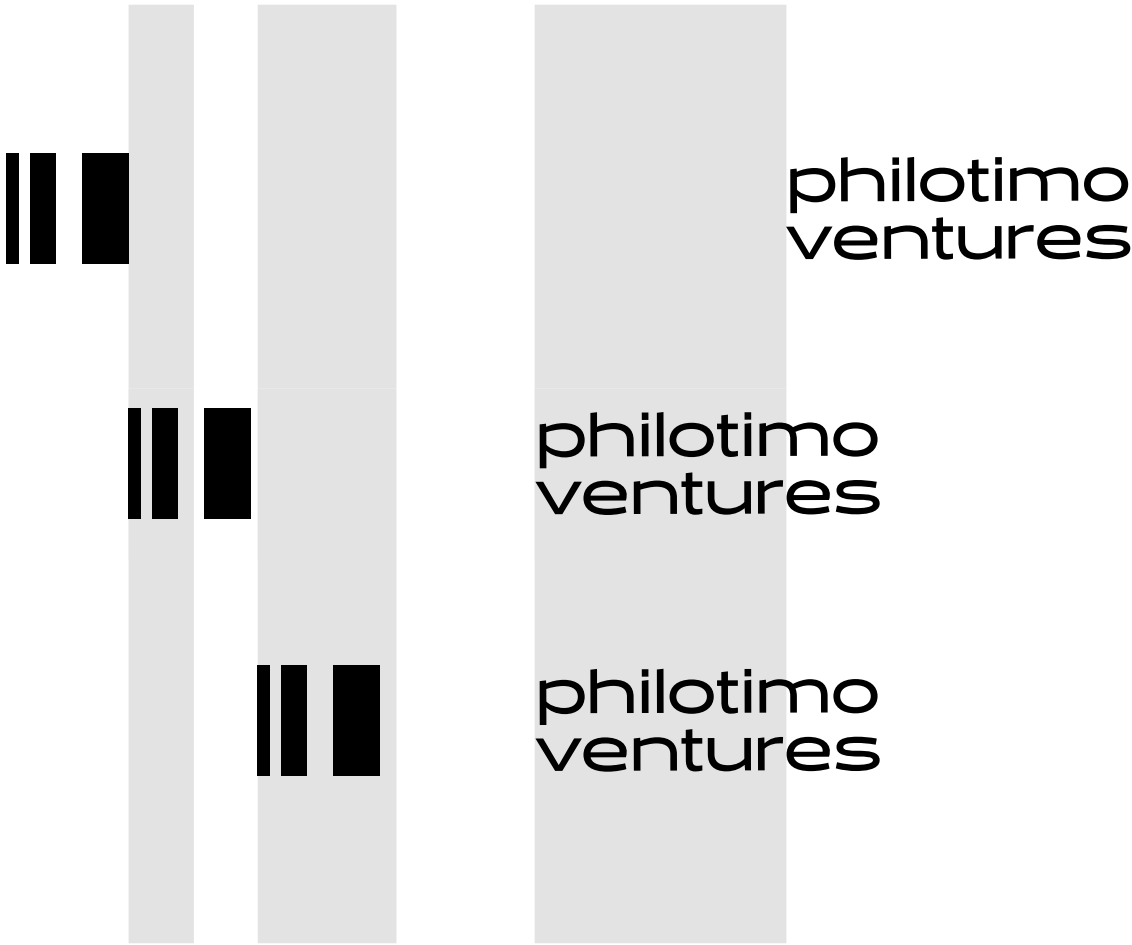
Monochrome



Flexible Lockups

To allow layout flexibility across various applications, the symbol and the wordmark can be separated and placed independently within a canvas. However, this separation must always adhere to a strict structural grid.

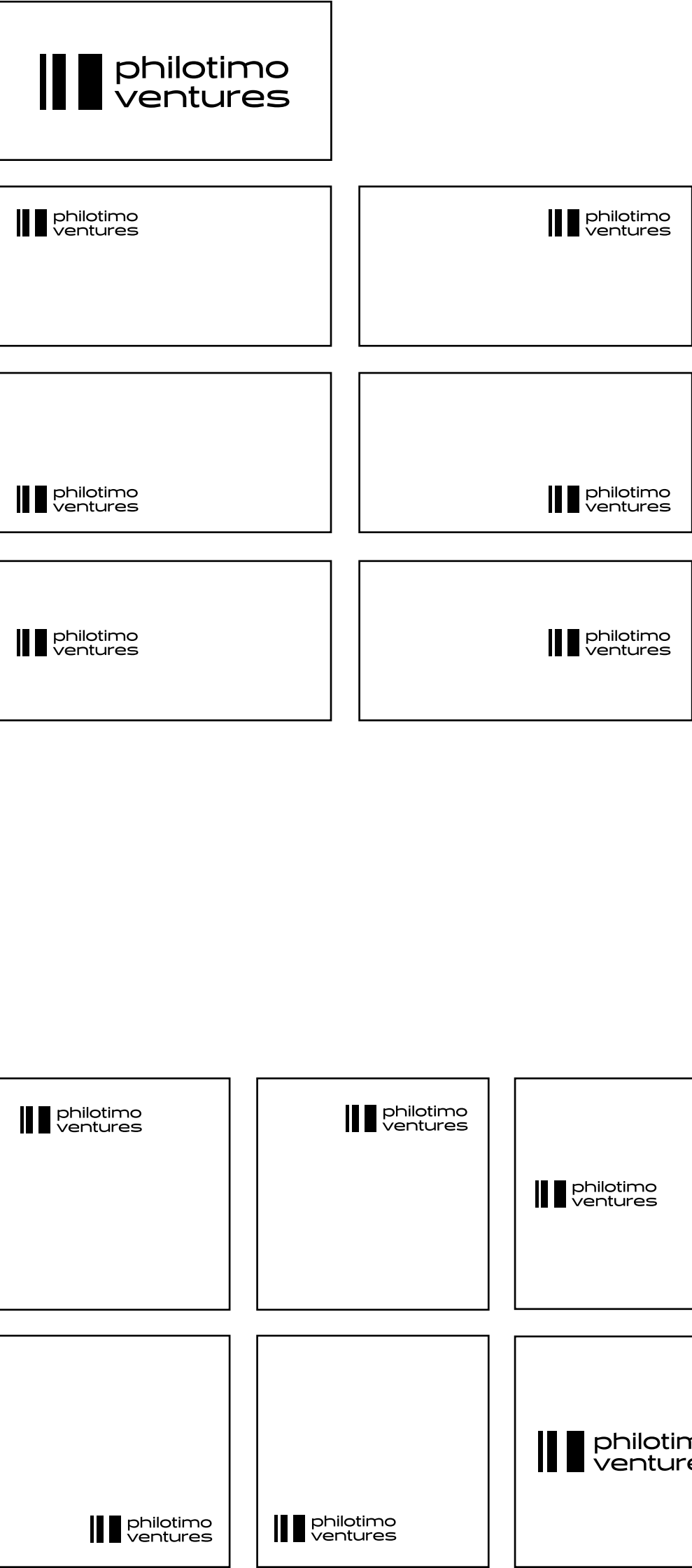
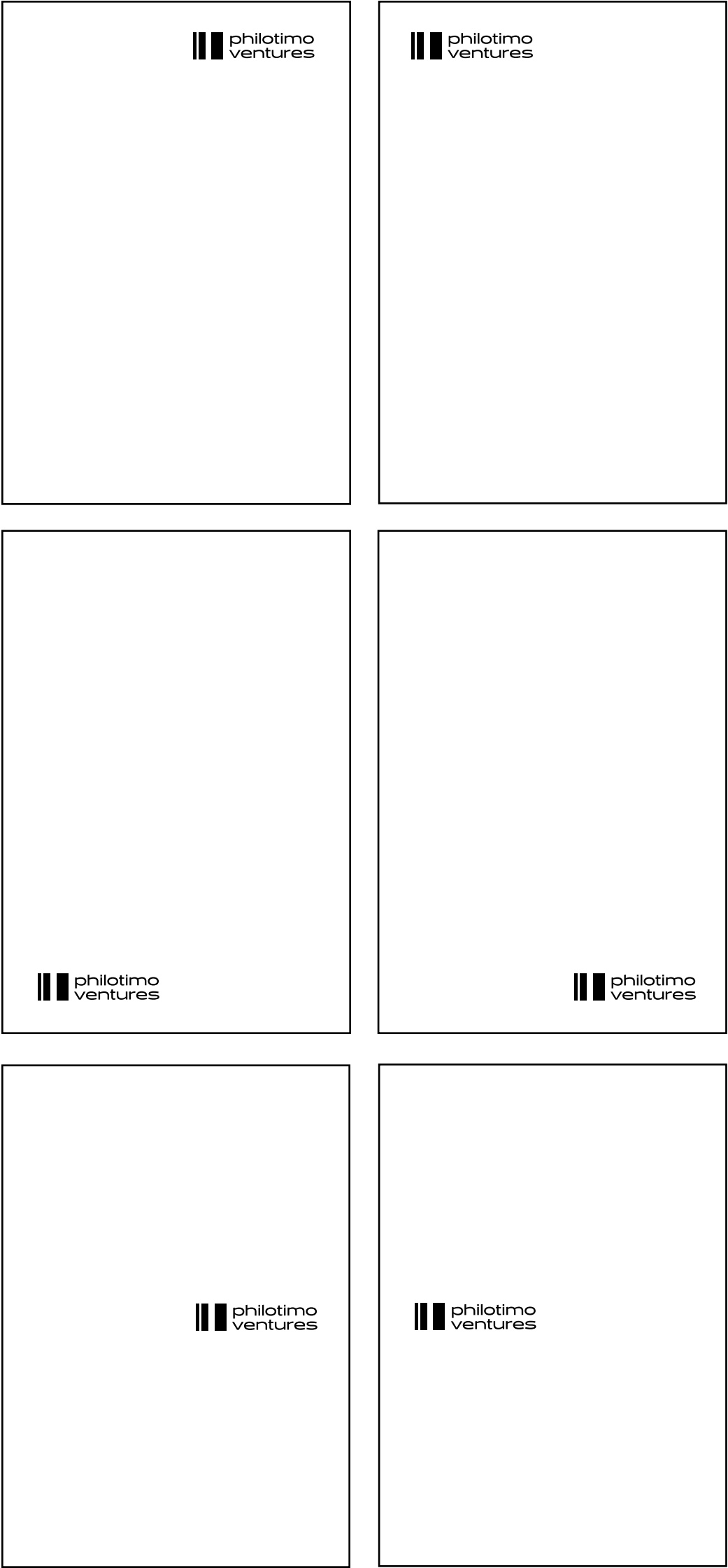
The vertical position, spacing, and alignment of the wordmark are directly dictated by the structural lines and thickness of the symbol's columns. Even when positioned on opposite edges of a layout, the elements must always maintain a perfect, calculated alignment based on this underlying grid to preserve visual balance and cohesion.



Logo Placement

To maintain compositional balance across various formats, the logo must be positioned in specific grid locations. Approved placements generally include the corners and the lateral margins of the canvas.

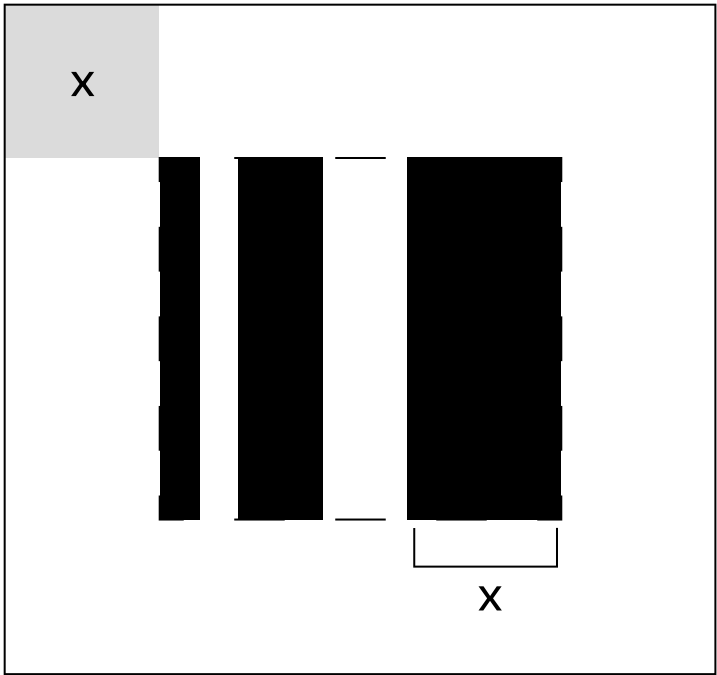
Please note that absolute center placement is strictly reserved for square and horizontal layouts. For vertical formats, the logo must always adhere to corner or edge alignments. In every application, ensure the logo is surrounded by sufficient clear space to preserve its structural presence.



Safe Zone & Minimum Size

To protect the visual prominence of our identity, a mandatory safe zone must always surround both the logo and the symbol. This area must remain entirely clear of typography, imagery, and other graphic elements. The minimum clear space is defined by the variable “X”, which equals the exact width of the symbol’s solid block.

Safe Zone

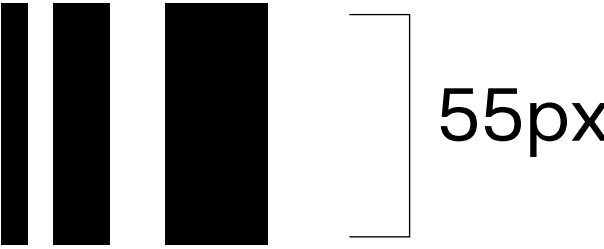


To maintain absolute legibility and prevent rendering distortion across digital platforms, a minimum size requirement has been established. The logo and the standalone symbol should never be reproduced at a height smaller than 55 pixels.

Minimum Size Logo



Minimum Size Symbol



Logo Partnerships

Logo Separation:
The distance between the primary identity and a partner logo is defined by a central vertical dividing line. The mandatory exclusion zone on both the left and right sides of this dividing line is determined by the variable “X”, which equals the exact width of the symbol’s largest solid block.

Visual Alignment:
Partner logos must be optically centered vertically in relation to the main logotype. The height of the secondary logo should not exceed the baseline and cap-height boundaries of the primary typography.



Logo on Imagery

When placing the logo over photography, maintaining legibility and visual clarity is paramount. The choice between the dark and light version of the identity is directly determined by the tone and brightness of the underlying image.

The light version must be utilized on dark or high-contrast backgrounds, while the dark version is reserved for light, clear areas of an image. In cases where the background introduces complex textures or busy patterns, subtle dark or light gradients must be applied to create a clean surface, ensuring the identity always remains perfectly readable.



Logo Misuse

To preserve the integrity and professional standing of the Philotimo Ventures brand, the logo must always be reproduced accurately. Any unauthorized modification weakens the visual impact and consistency of our identity.

The examples shown here illustrate specific misuses that must be strictly avoided. The logo should never be altered, distorted, or reconfigured under any circumstances. Always utilize the approved master artwork files provided.



Do not add shadows



Do not distort



Do not make outline



Do not add gradient



Do not add other elements



Do not use colors not specified



Do not rotate



Do not lock-up text



Do not rearrange the elements



Do not change the size of elemnts



Do not use multiple colors











- 26 Color Pallete
- 27 Core Pairings
- 28 Color In Use

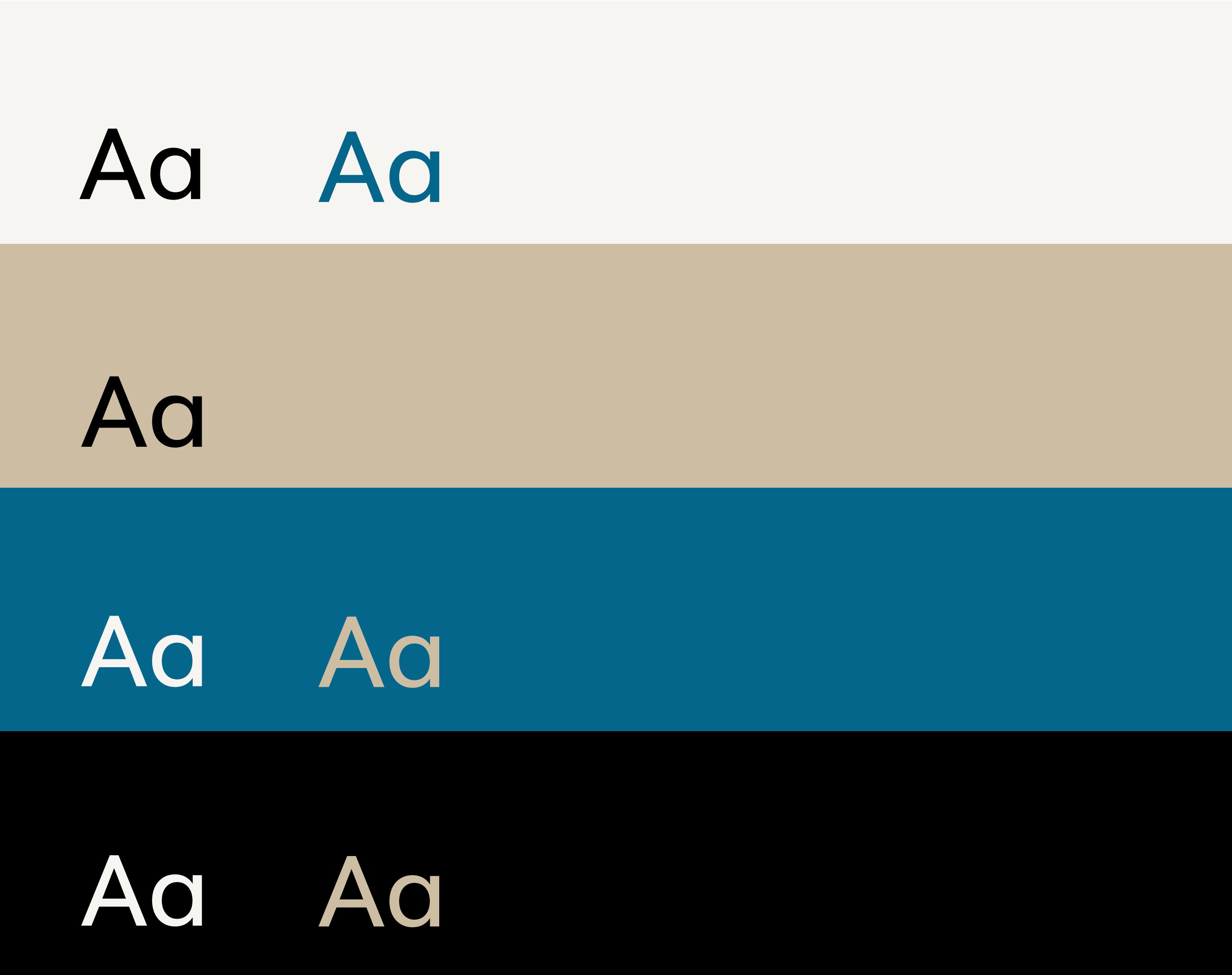
Color Pallette

The Philotimo Ventures color palette is deliberately restrained, designed to communicate stability, clarity, and precision. It combines deep tones with natural, muted shades to provide strategic versatility across print and digital media.

RGB 248 / 246 / 242 HEX #f8f6f2 CMYK 2 / 2 / 3 / 0	Parian Marble
RGB 205 / 189 / 192 HEX #cdbda2 CMYK 20 / 22 / 37 / 0	Sahara Wrangler
RGB 5 / 102 / 141 HEX #05668d CMYK 92 / 56 / 27 / 6	Deep Aegean
RGB 0 / 0 / 0 HEX #000000 CMYK 75 / 68 / 67 / 90	Absolute Black

Core Pairings

To ensure optimal visual contrast and typographic legibility, color combinations must strictly follow the approved pairings shown below. These core pairings dictate how text and backgrounds interact across all brand communications to maintain a clean, high-end editorial look.



Color In Use

The core color pairings come to life through a balanced interplay of solid color blocks, high-end photography, and structured typography. When creating layouts, color should be used deliberately to establish a clear visual hierarchy and divide information seamlessly.



How LPs Evaluate
Luxury Hospitality
Investments

At Philotimo Ventures, we believe luxury hospitality investing requires a combination of disciplined underwriting, operational expertise, and long-term vision.



- 30 Typeface
- 31 Typography Specifications
- 32 Text Alignment & Layout Rules

05

Typography

Typeface

The core color pairings come to life through a balanced interplay of solid color blocks, high-end photography, and structured typography. When creating layouts, color should be used deliberately to establish a clear visual hierarchy and divide information seamlessly.

Peridot PE Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;! ? & #

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;! ? & #

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 .,:;! ? & #

Regular
Medium
Bold

Aa

Typography Specifications

Headlines & Display Typography:
To achieve a premium, editorial aesthetic, large titles must utilize a tight leading set between 100% and 105% of the font size (e.g., Font: 42 pt / Leading: 43 pt).
Avoid default auto-leading settings.

Subheadlines / Secondary Typography:
To achieve a premium, editorial aesthetic, secondary titles must utilize a tight leading set at 106% of the font size (e.g., Font: 36 pt / Leading: 38 pt).
Avoid default auto-leading settings.

Body Text / Paragraph Typography:
To achieve a premium, editorial aesthetic, paragraphs must utilize a structured leading set at 121% of the font size (e.g., Font: 14 pt / Leading: 17 pt).
Avoid default auto-leading settings to ensure absolute legibility.

Testimonials & Quotes Typography:
To maintain an authoritative yet elegant presentation, testimonials must utilize a strict hierarchy: the quote is set in Regular weight with clean typographic quotation marks, the name in Bold, and the title in Regular (1–2 pt smaller). All components must utilize a structured leading set at 121% of the font size to ensure consistent text density and absolute legibility.

Headline Large
Bold or Medium
Leading: 100-105%

Subheadlines
Bold or Medium
Leading: 106%

Body Text
Regular
Leading: 121%

Testimonials
Quote: Regular
Name: Bold
Title: Regular (1-2pt smaller)
Leading: 121%

A timeless investment.

How LPs Evaluate Luxury Hospitality Invstments

As investors, we believe that being close to founders, operators, and decision-makers provides a significant advantage. The delegation reaffirmed our conviction that some of the most valuable insights are gained through direct engagement with the people building businesses, allocating capital, and driving change.

“True value in the investment landscape is not discovered through data distortion, but through the deep structural alignment of vision, relationships, and patience.”

Alexander Georgiou
Managing Partner, Philotimo Ventures

Text Alignment & Layout Rules

To maintain a disciplined, authoritative, and high-end editorial look across all layouts, text alignment must strictly adhere to the following framework:

Primary Alignment: Left alignment is the core brand standard for all headlines, subheadlines, and extended paragraphs. This ensures an organic text density and an optimal, elegant reading flow.

Justified Text : Full justification is generally discouraged to prevent awkward word gaps. However, as an exception, it may be utilized strictly within structured content blocks or design boxes to maintain geometric clean lines, provided that “Justify Left” is applied and the text remains visually cohesive.

Left alignment

As investors, we believe that being close to founders, operators, and decision-makers provides a significant advantage. The delegation reaffirmed our conviction that some of the most valuable insights are gained through direct engagement with the people building businesses, allocating capital, and driving change.

Justified Text

As investors, we believe that being close to founders, operators, and decision-makers provides a significant advantage. The delegation reaffirmed our conviction that some of the most valuable insights are gained through direct engagement with the people building businesses, allocating capital, and driving change.

34 Creative Panels

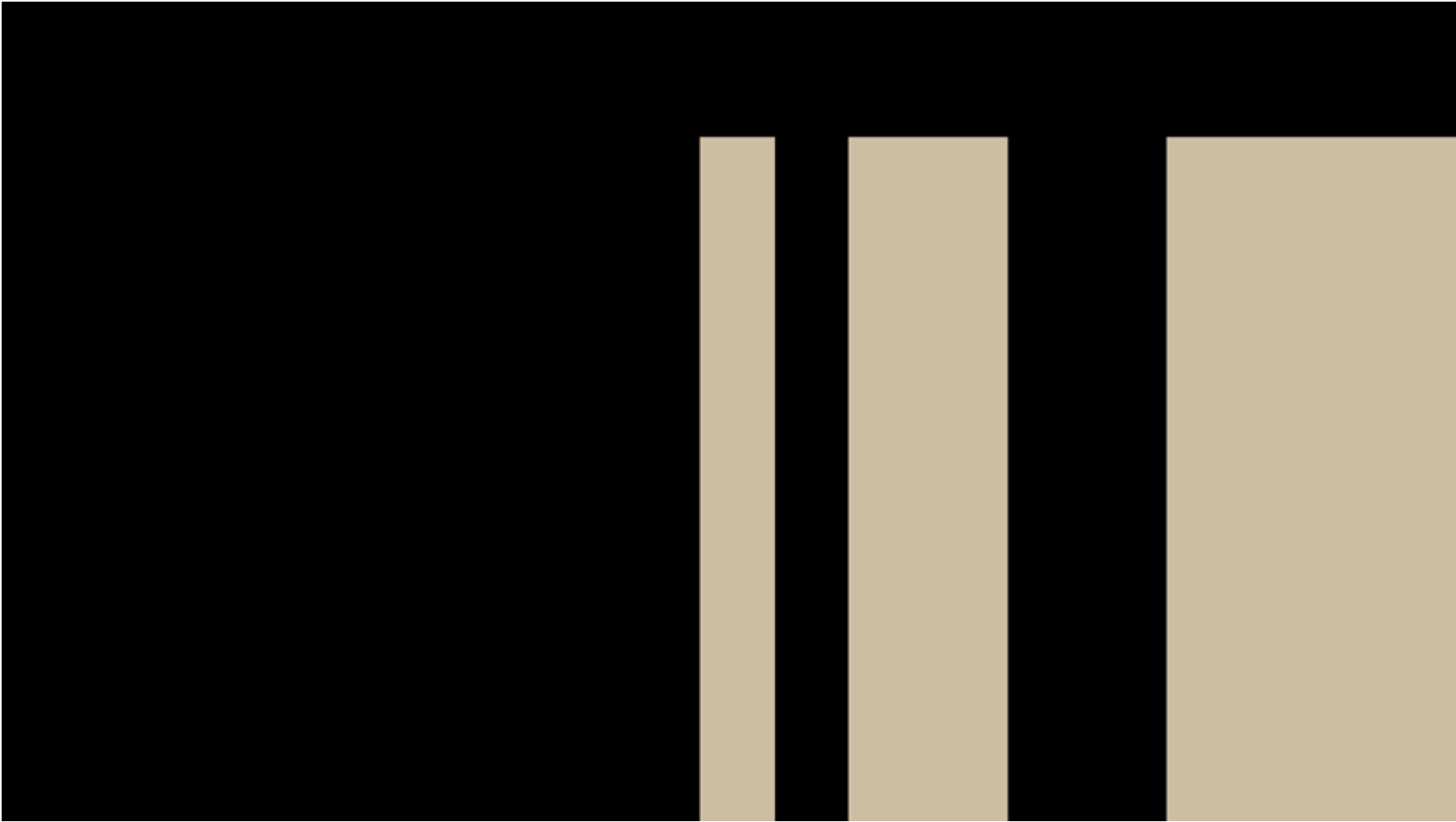
Creative Panels

Vertical Panels:
To create vertical frames or columns of color, use the logo mark in its default orientation. The horizontal width remains strictly locked to the grid, while the height can be adjusted freely.

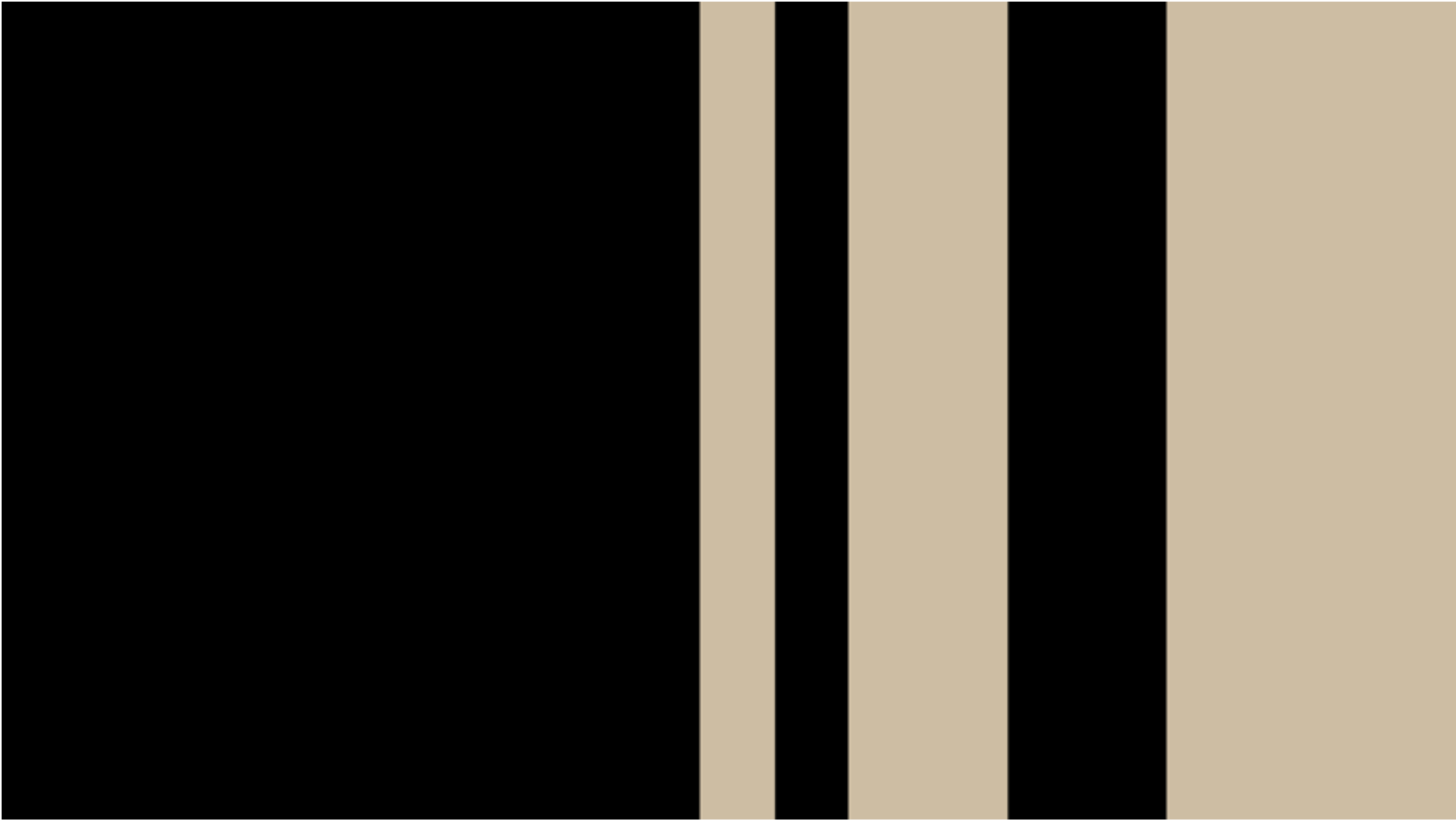
Prohibition of Native Axis Stretching:
You may only alter the non-proportional dimension after establishing the lock. For vertical frames, never stretch the width. For horizontal frames (after rotation), never stretch the height. Distortion of the mark’s core thickness is strictly prohibited.

Usage Note: Horizontal Flipping
The logo mark is permitted to be flipped or mirrored horizontally, provided that the thickest/largest box of the mark is always positioned facing towards the outer corner of the page or canvas.

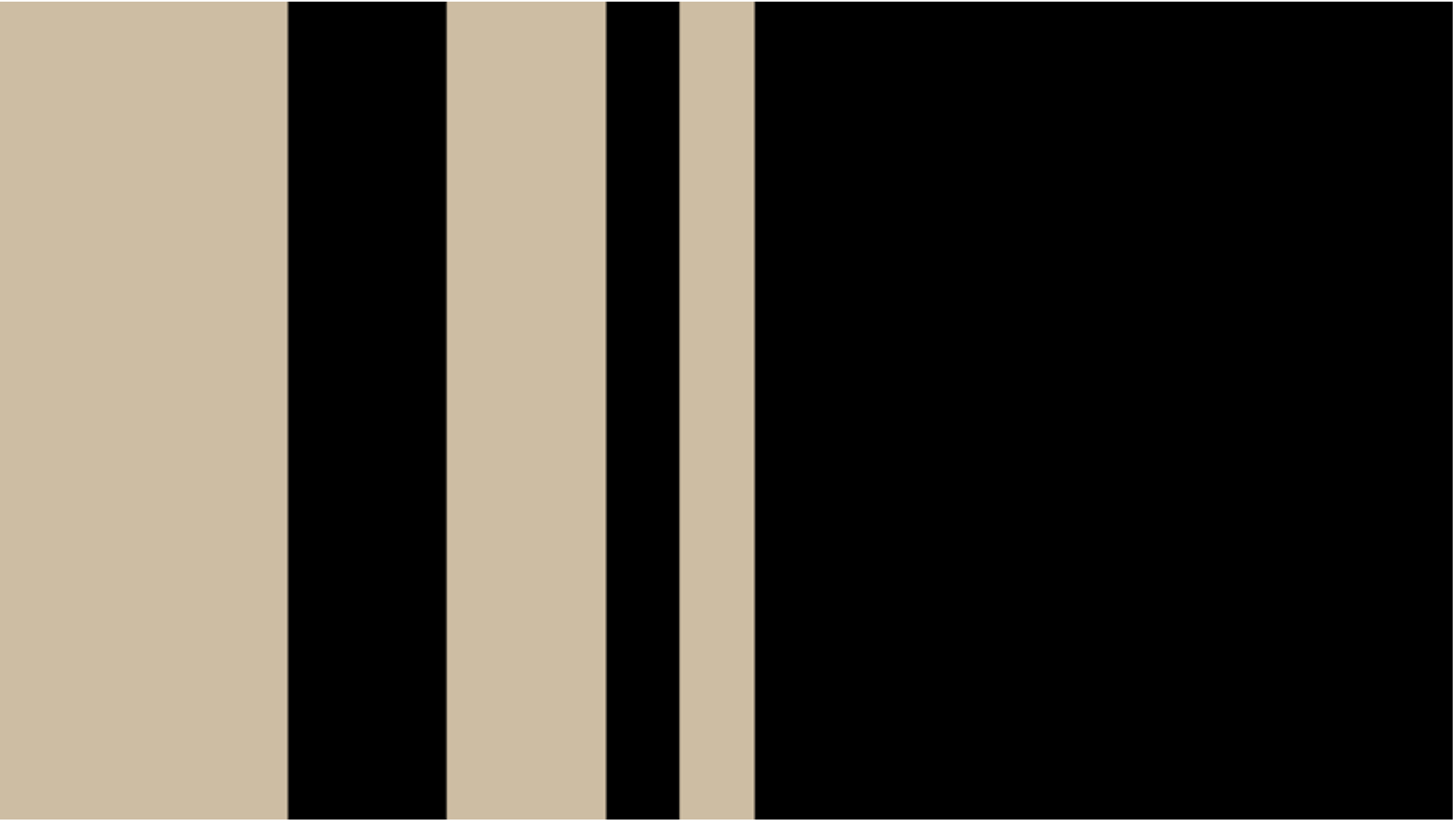
Vertical Panels (step 1)



Vertical Panels (step 2)



Vertical Panels (optional flip)



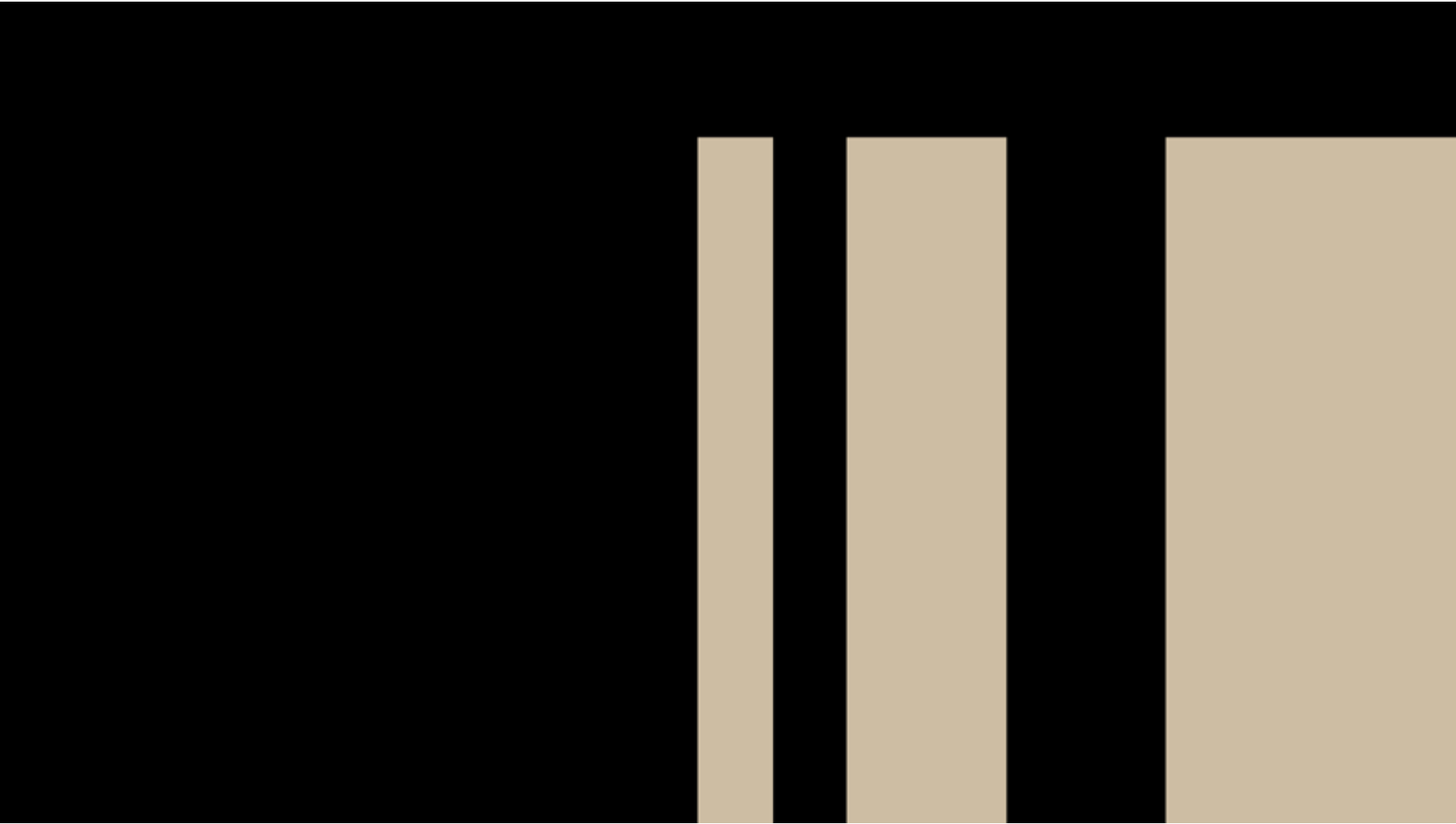
Creative Panels

Vertical Panels:
To create vertical frames or columns of color, use the logo mark in its default orientation. The horizontal width remains strictly locked to the grid, while the height can be adjusted freely.

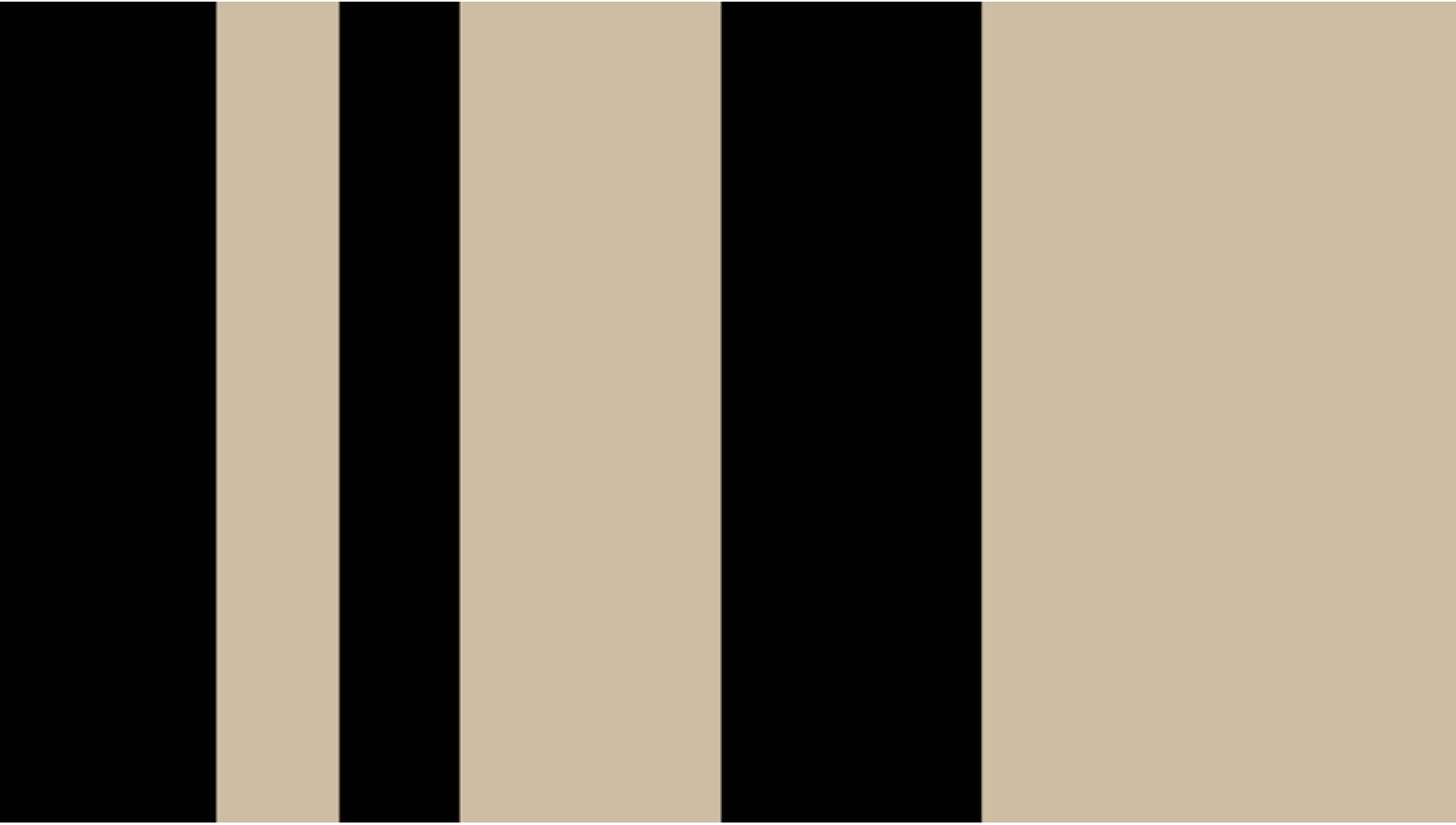
Prohibition of Native Axis Stretching:
You may only alter the non-proportional dimension after establishing the lock. For vertical frames, never stretch the width. For horizontal frames (after rotation), never stretch the height. Distortion of the mark’s core thickness is strictly prohibited.

Usage Note: Horizontal Flipping
The logo mark is permitted to be flipped or mirrored horizontally, provided that the thickest/largest box of the mark is always positioned facing towards the outer corner of the page or canvas.

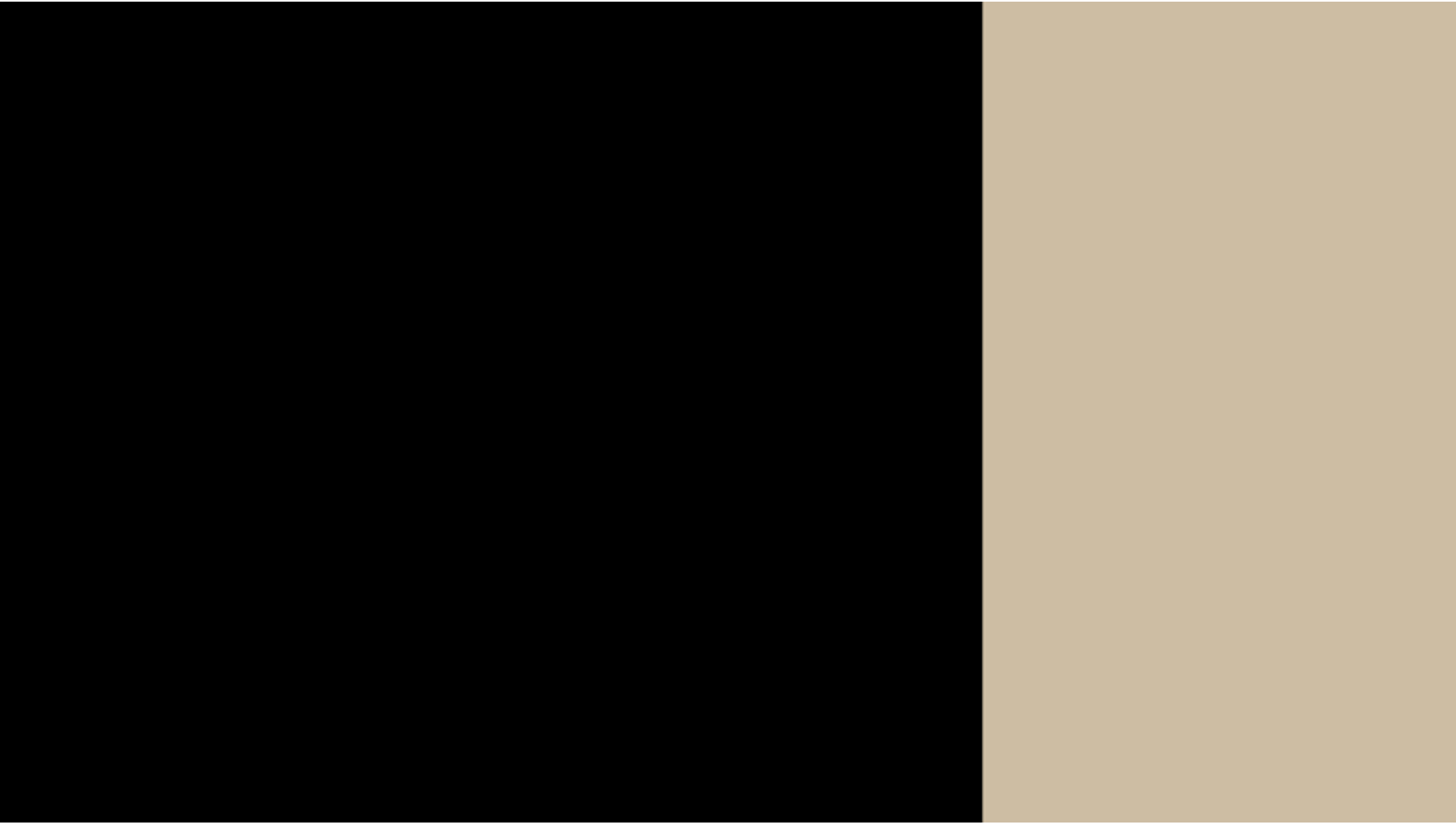
Vertical Single Panel (step 1)



Vertical Single Panel (step 2)



Vertical Single Panel (step 3)



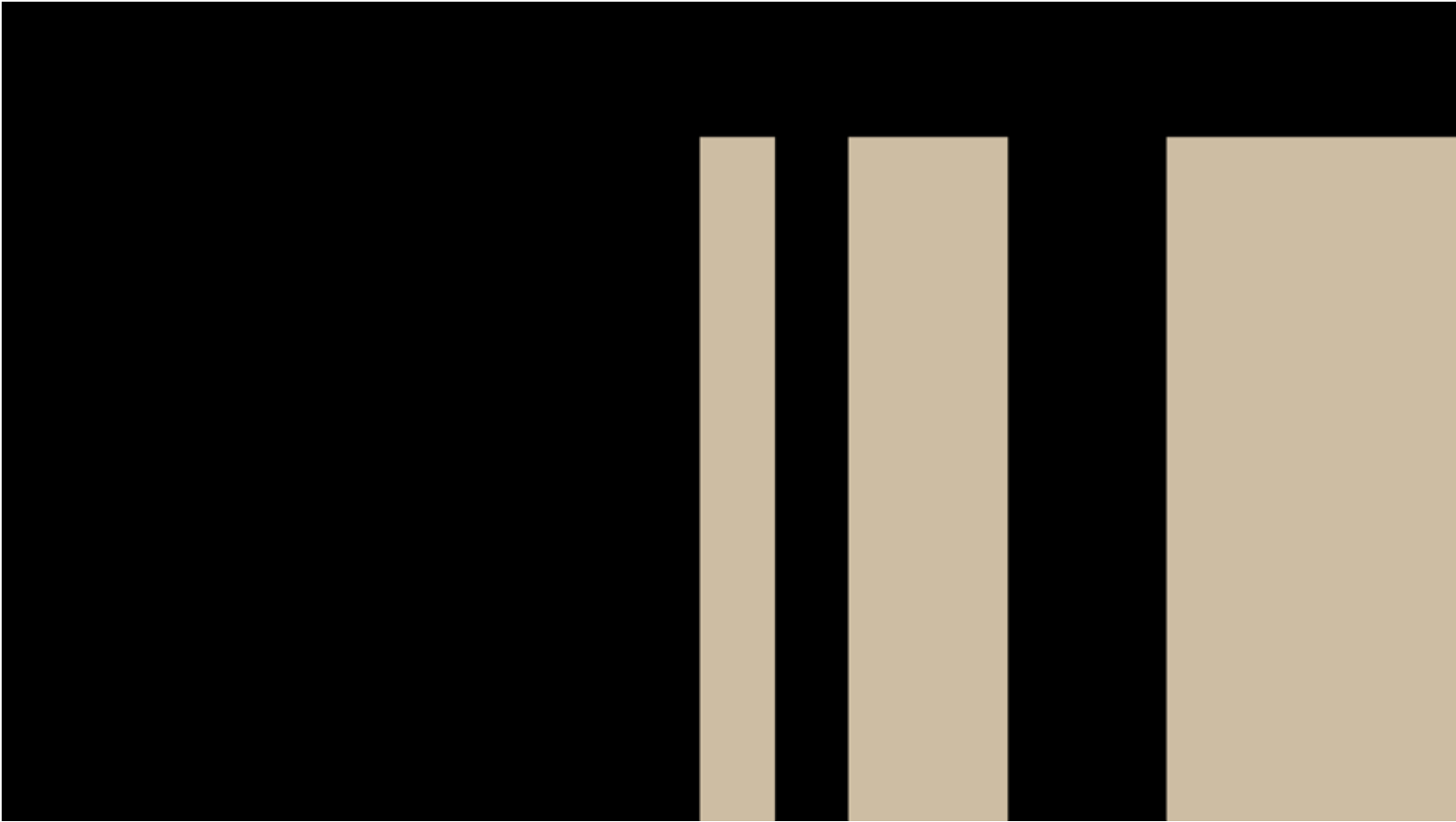
Creative Panels

Horizontal Panels:
To create horizontal bands, dividers, or banners, the logo mark is rotated 90 degrees. Once rotated, the height of the resulting band remains strictly locked to its new proportion, while the width can be extended freely across the canvas.

Prohibition of Native Axis Stretching:
You may only alter the non-proportional dimension after establishing the lock. For vertical frames, never stretch the width. For horizontal frames (after rotation), never stretch the height. Distortion of the mark’s core thickness is strictly prohibited.

Usage Note: Horizontal Flipping
The logo mark is permitted to be flipped or mirrored horizontally, provided that the thickest/largest box of the mark is always positioned facing towards the outer corner of the page or canvas.

Horizontal Panels (step 1)



Horizontal Panels (step 2)



Horizontal Panels (step 2)



- 38 Hospitality
- 40 Pure Landscapes
- 41 Urban Landscapes
- 42 Corporate

Hospitality

Our photography style reflects architectural precision, institutional excellence, and premium aesthetics. Visuals must always feel authentic, modern, and high-end, utilizing natural light, sharp contrasts, and clean, uncluttered compositions that exude subtle luxury and confidence.



Hospitality

Showcasing luxury resorts, minimal infinity pools, and high-end coastal landscapes. The color palette must lean into deep Mediterranean blues, crisp whites, and warm earthy tones, capturing elite destinations and the concept of expansive opportunity



Pure Landscapes

Our landscape imagery captures the raw, timeless elegance of the Greek and Mediterranean terrain. Visuals must focus on authentic natural beauty, avoiding over-saturated filters or artificial enhancements.



Urban Landscapes

Focused on geometric symmetry, modern high-rises, and sophisticated structural design. While explicit leading lines are not always mandatory, the overall framing must retain a clean, architectural perspective that symbolizes growth, stability, and scale



Corporate

Depicting high-level meetings, boardroom interactions, and collaboration. Avoid staged, artificial poses, favor candid, natural-light settings, premium interiors, and top-down perspectives of boardrooms that signal transparency and strategic focus.



- 44 Grid System
- 47 Alternative Flexibility Grid

06

Grid System

Grid System

The grid system is generated directly from the anatomy of the logo mark. By translating the vertical bars of the mark into structural layout columns, the design ensures an organic, visual connection between the brand identity and the composition of any canvas.

Responsive Columns:
The layout relies exclusively on vertical columns derived directly from the exact proportions, widths, and structural intervals of the logo mark’s vertical bars.

Infinite Vertical Flow:
There are no predetermined horizontal constraints or baseline grids. Content and layout elements scale and flow freely along the vertical Y-axis.

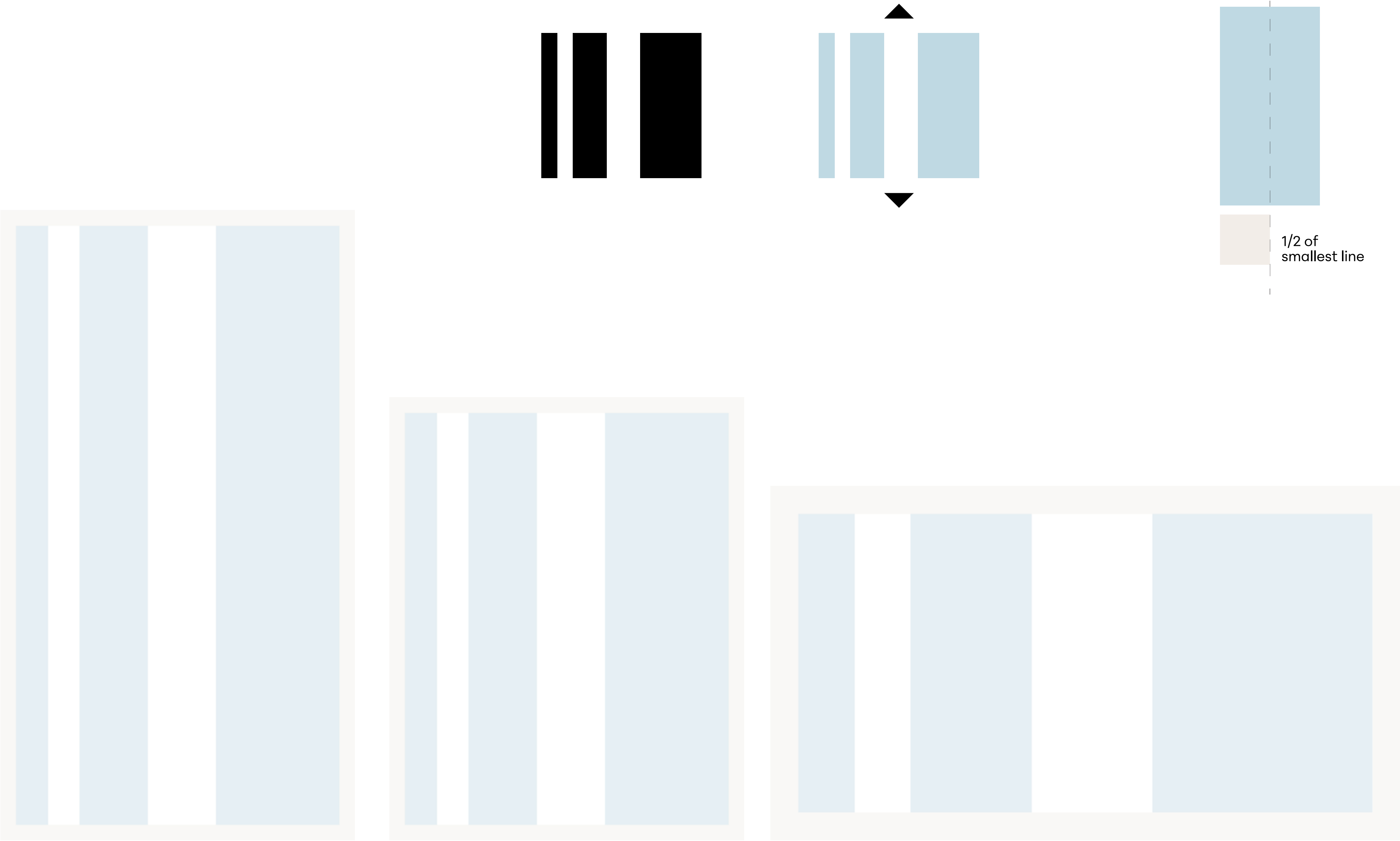
Margin Definition:
The document’s outer safety margins (left and right edges) are mathematically defined as exactly half (1/2) the width of the narrowest vertical line/column within the grid matrix.

Methodology

Dynamic Scaling & Placement:
Position the logo mark centered on the canvas. Scale it uniformly until the combined width of the logo mark plus the calculated margins perfectly matches the total width of the page.

Margin Extraction:
Establish the final left and right page margins based on this scale. The safety margin on each side is precisely half (1/2) the width of the resulting narrowest column.

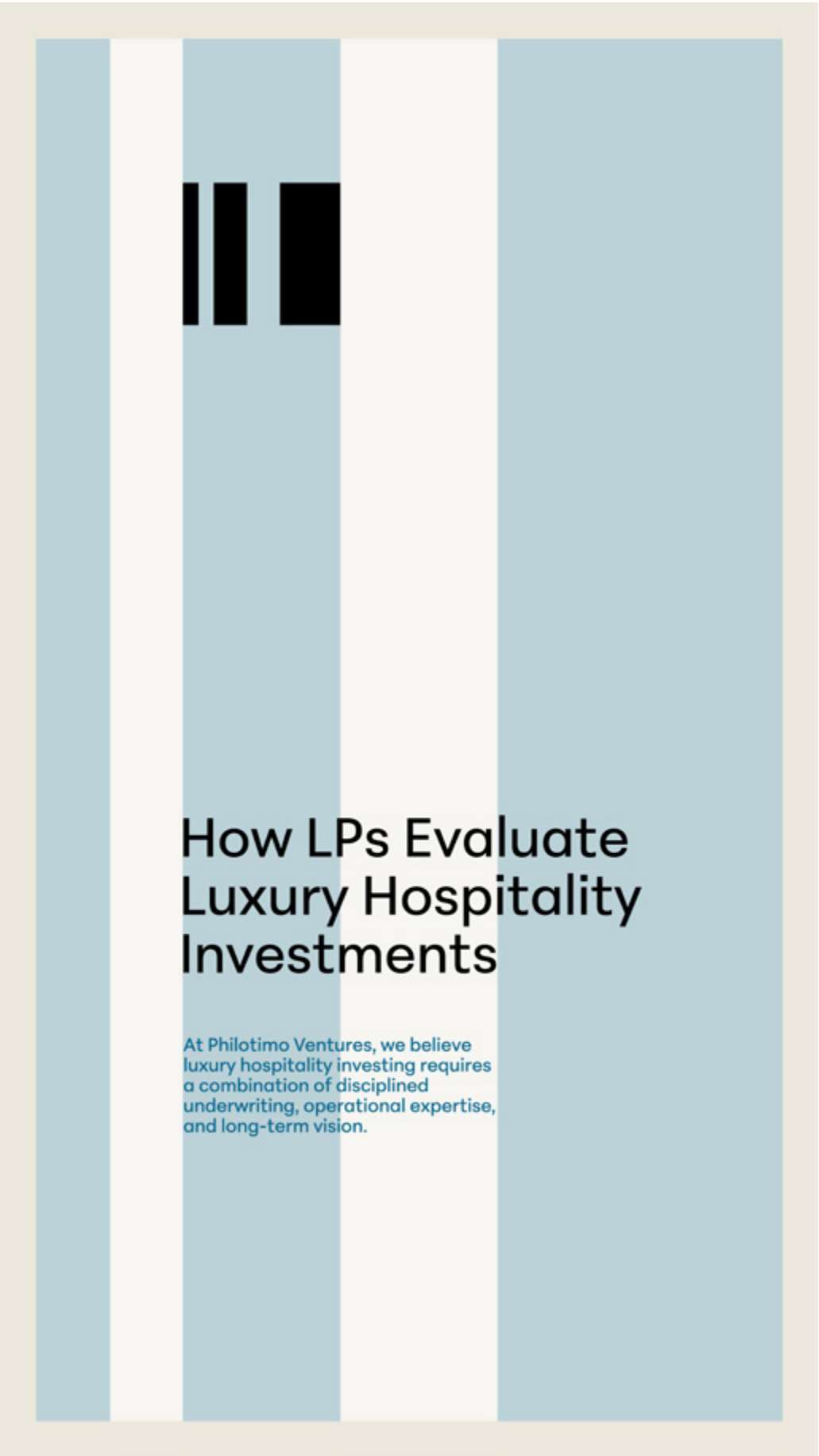
Vertical Axis Projection:
Once the horizontal scale and margins are locked, project the vertical grid lines upward and downward to span the entire height of the page.



Examples

Compliance Restriction:

Asymmetrical scaling or distortion (stretching) of the logo mark along the horizontal axis (width) to force a fit is strictly prohibited. The system must always scale proportionally, allowing the grid to adapt naturally to portrait, square, or landscape formats.



Examples



Alternative Flexibility Grid

For complex layouts or instances where the dynamic system is less optimal, this alternative option offers enhanced flexibility and can be applied seamlessly to any page dimension.

Alternative Responsive Columns:
This layout option always utilizes exactly six equal-width vertical columns, creating a highly adaptive and balanced canvas regardless of page orientation.

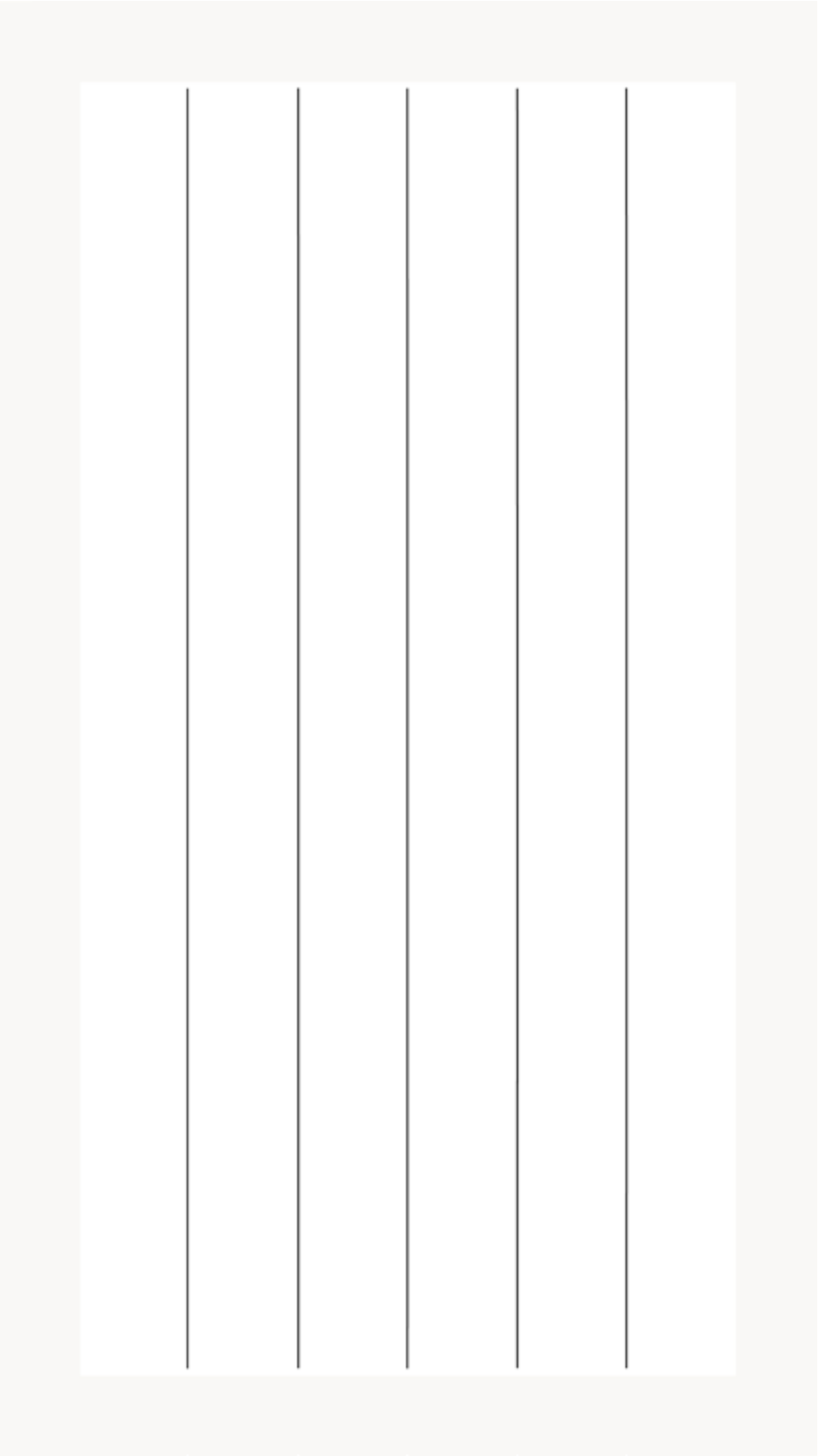
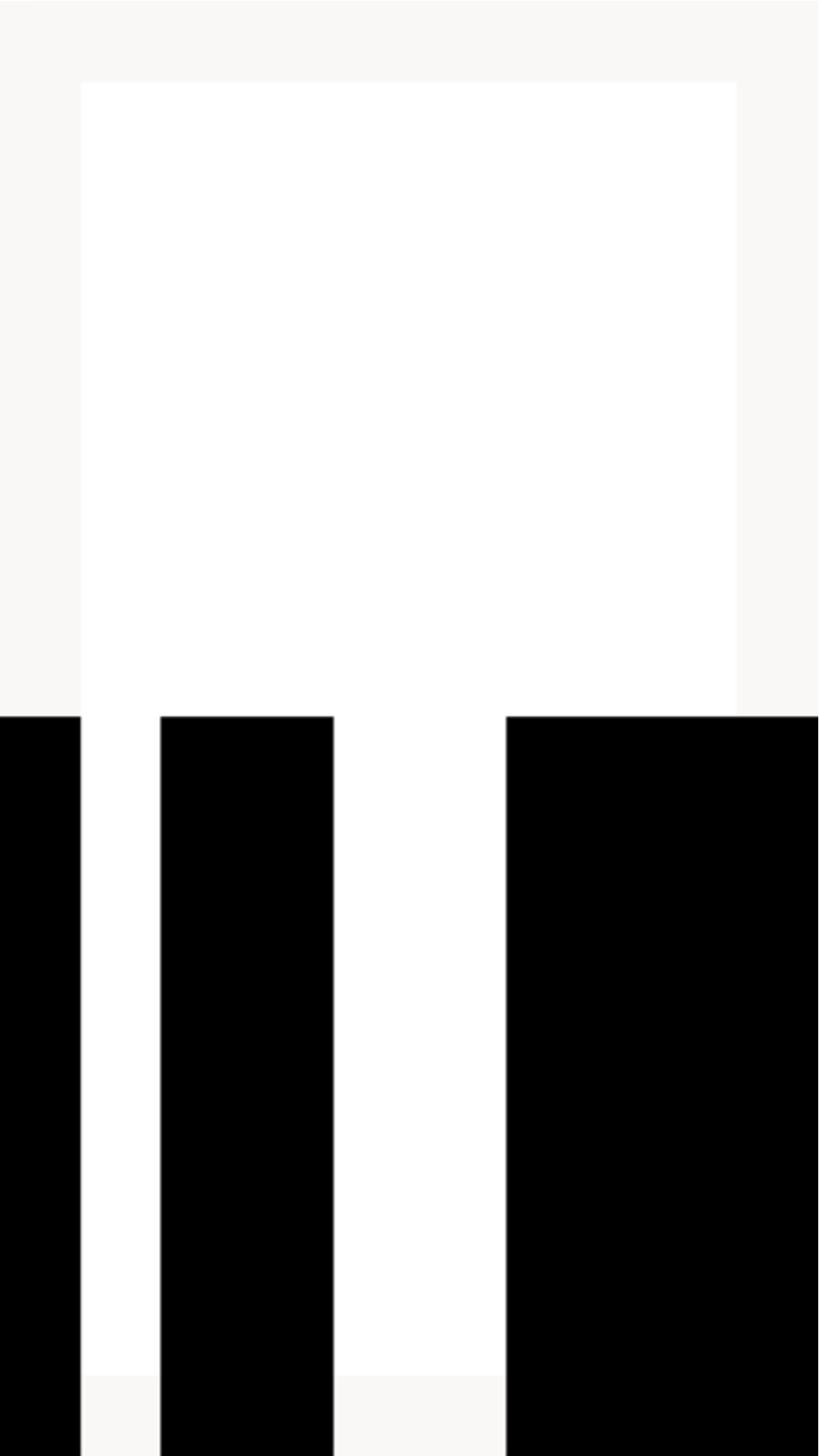
Alternative Margin Definition:
The outer safety margins are standardized. The left and right margins are defined as exactly equal to the width of the narrowest vertical line of the logo mark.

Methodology

Margin-Led Sizing:
Set the logo mark on the page and scale it uniformly until its total width spans from the left to the right margin.

Standardized Subdivision:
Divide the active layout space between these margins into six identical columns.

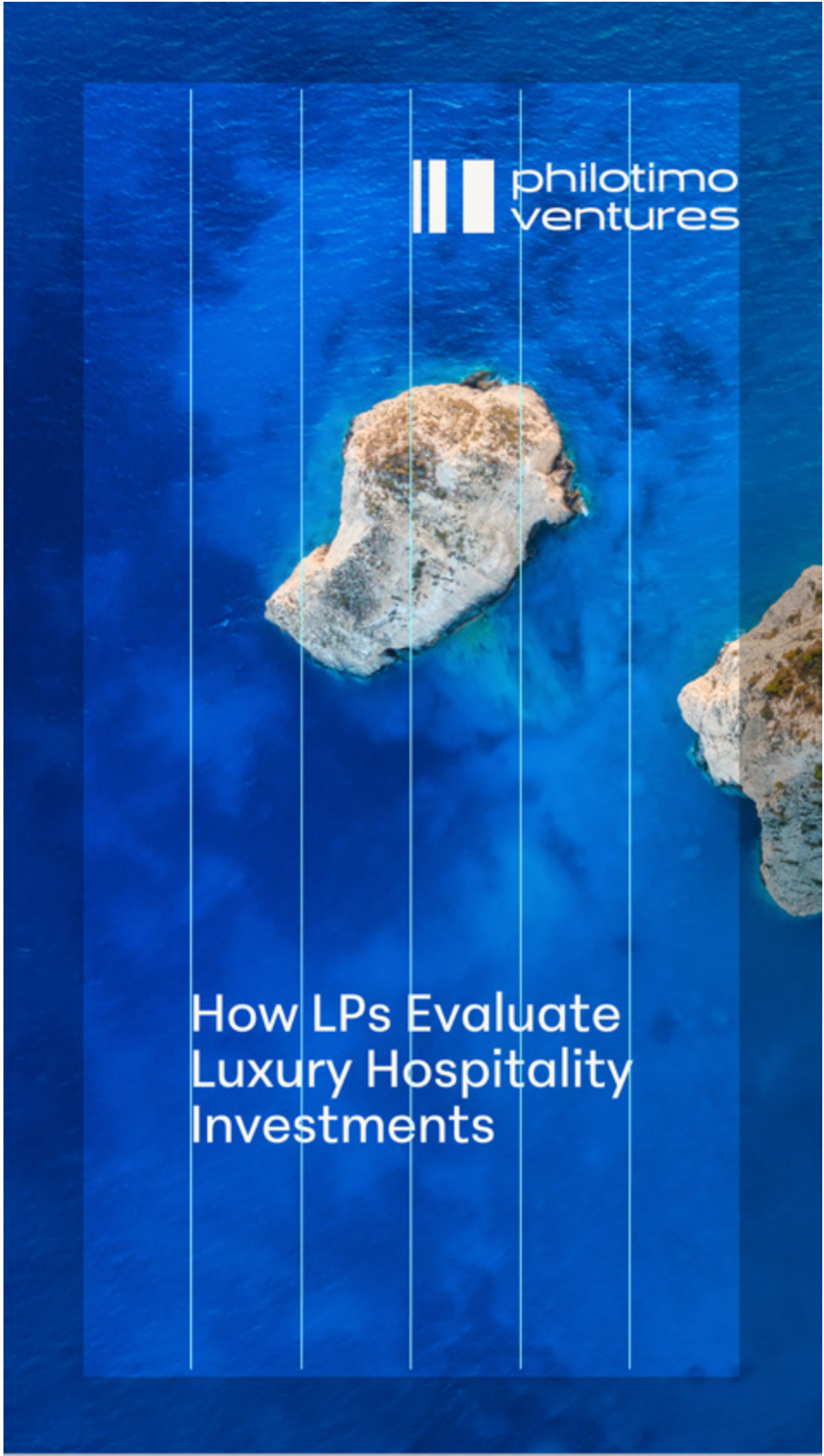
Vertical Axis Projection:
Project these six uniform vertical lines across the entire Y-axis to fill the page height.



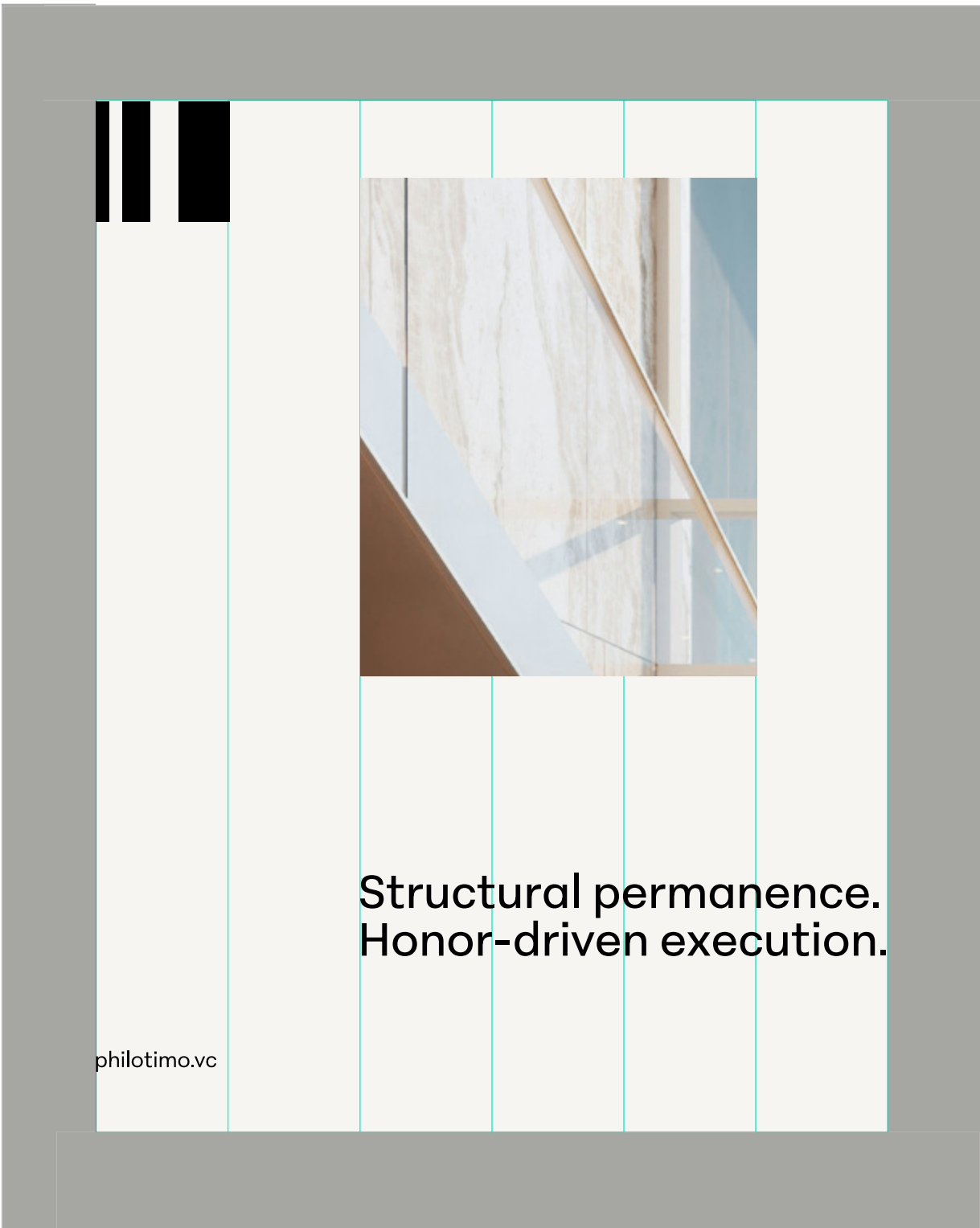
Examples

Compliance Restriction:

Asymmetrical scaling or stretching of the logo mark along the horizontal axis to force a fit is strictly prohibited. The system must always scale proportionally, and structural extension is authorized exclusively along the vertical axis.



Examples



04

Application





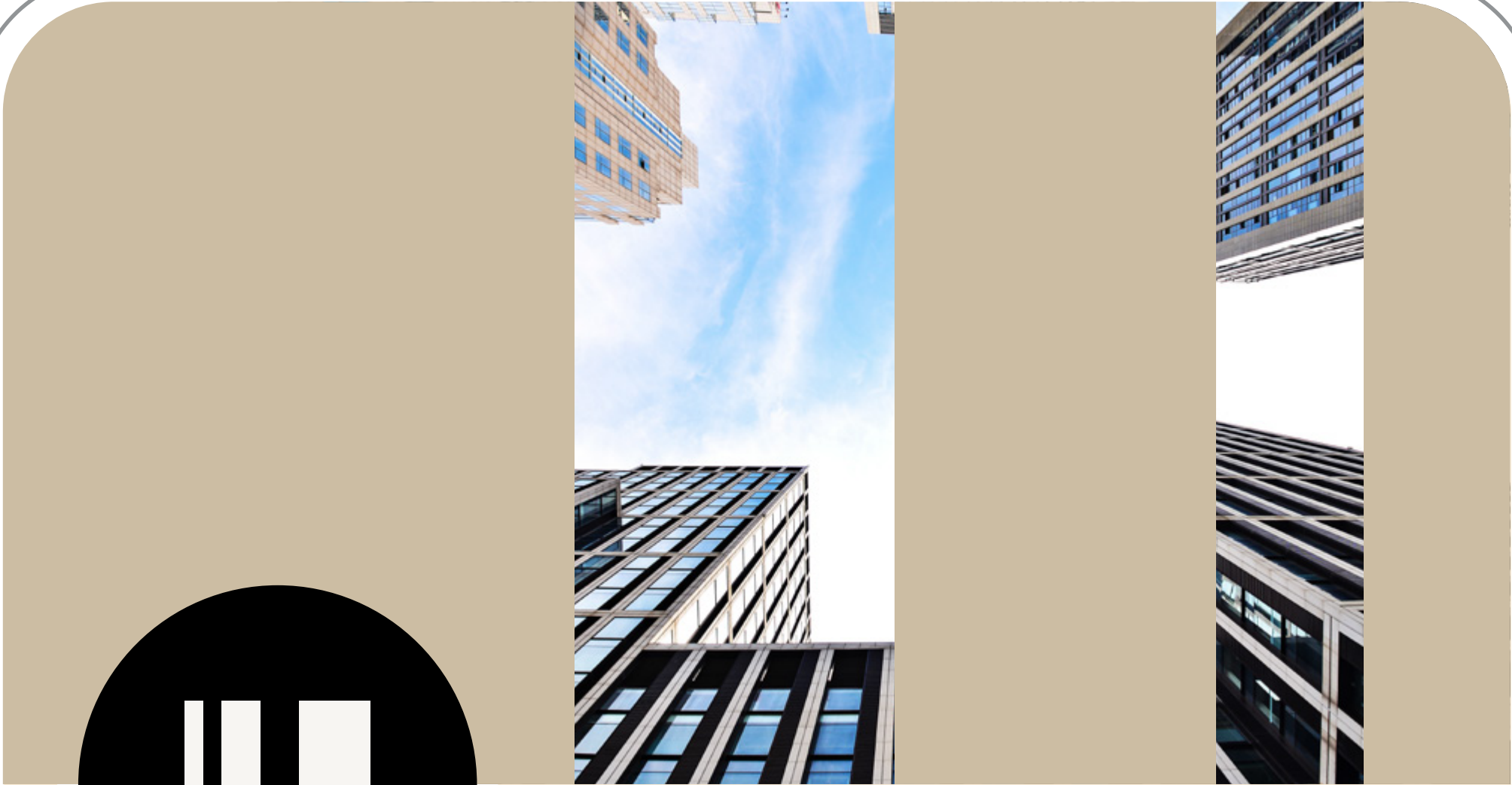












Philotimo Ventures

@philotimo_ventures

Follow



How LPs Evaluate
Luxury Hospitality
Investments

How LPs Evaluate
Luxury Hospitality
Investments

At Philotimo Ventures, we believe
luxury hospitality investing requires
a combination of disciplined
underwriting, operational expertise,
and long-term vision.





philotimo
ventures



At Philotimo Ventures, we believe
luxury hospitality investing requires
a combination of disciplined
underwriting, operational expertise,
and long-term vision.

