

BRAND GUIDELINES

NewGroundCapital

New Ground Capital brand is:

- INTEGRITY
- INDEPENDENCE
- INNOVATION

LOGO

The NGC wordmark is only ever black or reversed (white).
The wordmark is always in this horizontal format,
the words are NOT to be used separately or stacked (vertical format).

NewGroundCapital

~~New
Ground
Capital~~

~~New Ground Capital~~

COLOURS

The NGC brand is predominantly black & white, with the use of 2 accent colours:



PMS 3288 U

C83 / M27 / Y60 / K8
R33 / G135 / B118



PMS 669 C (85%)

C48 / M59 / Y18 / K48
R88 / G69 / B96

TYPOGRAPHY

Print

AVENIR NEXT ULTRA LIGHT (CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Next Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/?&%#@

Avenir Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/?&%#@

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/?&%#@

Web/Digital (System Font)

Lucida Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/?&%#@

Lucida Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/?&%#@

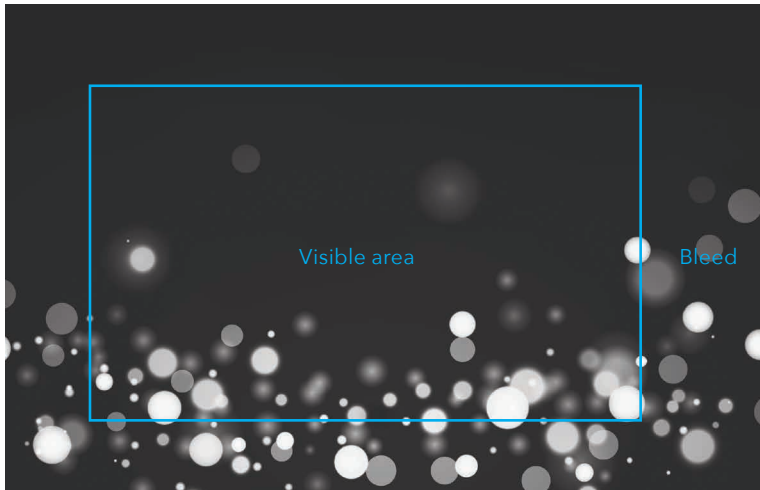
SUPPORTING GRAPHICS

'Innovation' dots image

A key feature of the NGC brand identity is the dots 'innovation' image.



Positioning: Dots are concentrated at the bottom, graduating to the middle/top. The dots must be at similar scale across all applications.



Cropped area: The image supplied allows for bleed. The visible area should be as indicated above.

Semi-transparent Circle Device



New Ground Purple with 90% transparency



Bright green line
C85 / M10 / Y61 / K10



New Ground Green with 90% transparency



Bright purple line
C72 / M100 / Y45 / K0

APPLICATION EXAMPLES

HOME ABOUT PEOPLE CONTACT

A NEW APPROACH TO CAPITAL

NewGroundCapital

NewGroundCapital Using imagination and integrity to open doors

New Ground Capital brings a new approach by creating innovative capital and investment opportunities for the benefit of New Zealand and New Zealanders.

Our unique capital solutions focus on stability and growth while creating smart investment opportunities that genuinely make a difference for New Zealand.

New Ground Capital Ltd. T +64 21 783 043 or 0800 783 043 info@newground.co.nz



Roy Thompson

Managing Director

+64 21 783 043

roy@newground.co.nz

www.newground.co.nz

NewGroundCapital

Level 2, 6 Vulcan Lane, Auckland Central, Auckland 1010
PO Box 3131, Shortland St, Auckland 1140, New Zealand



NZ investors are relatively experienced and comfortable with residential property as an asset class yet despite this the NZ investment market currently does not provide professionally managed and diversified residential property investment opportunities.

New Ground Capital aims to address this long-standing gap in the market through the creation of the NZ Residential Property Fund. This new fund has two primary objectives:

1. To open up the residential property sector to the full spectrum of investors who seek long-term exposure to this compelling asset class but with professional management of their investment.
2. To create longer term, higher quality and professionally managed rental homes for households who are either saving toward home ownership or who elect to rent long term.

In achieving these objectives, the new fund will be the first of its kind in the NZ market, offering both investors and renting households with options that have not previously been available to them.

The Fund will appeal to investors who wish to invest in residential property but who do not have the wish or ability to fulfill these desires through direct investment where they are required to manage the property.

Through the introduction of longer term leases, ranging from 3 to 7 years, we will be creating attractive accommodation options for families not yet able or not wishing to purchase a home in the medium term, but who nevertheless wish to vest themselves in their home and their community in the meantime.

From a local and national government perspective, the proposed Fund will also play a part in helping overcome the current pressures in the housing market, by creating a new pool of capital for the construction of new housing and new options for renting families.

IMPORTANT LEGAL NOTICE:

New Ground Capital Limited (New Ground) is considering making an offer of securities to the public. No money is currently being sought and no applications for securities will be accepted or money received unless the subscriber has received an investment statement. New Ground is seeking preliminary indications of interest. Indications of interest should be made to us at info@newground.co.nz. No indications of interest will involve an obligation or commitment of any kind. This information does not constitute an investment statement, prospectus or any form of offer to the public in terms of the NZ Securities Act 1978 and is solely intended to provide information to stakeholders and interested parties.

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