

TEXO Ventures

6034 W Courtyard Dr, Suite 100

Austin, TX 78730

www.TEXOVentures.com

Corporate Identity Guidelines - Fact Sheet

Company Description	TEXO Ventures invests in innovative healthcare companies, providing both capital and collaboration to accelerate companies towards successful commercialization.
Founding Partners	Randall Crowder Jerry DeVries Philip Sanger, M.D.
Founded	October 2009
Investment focus	Early-stage healthcare companies with focus on Health IT, Technology-enabled Services, Home Healthcare, Managed Care, Chronic Disease Management, Medical Devices, Functional Diagnostics and Imaging, Personalized Medicine.
Pledge Fund Investments	Alafair Biosciences (www.alafairbiosciences.com) Employer Direct Healthcare (www.edhc.com) Precedent Health (www.precedenthealth.com) Ortho Kinematics (www.orthokinematics.com) Televero Health (www.televerohealth.com), formerly "Waldo Health" Wenzel Spine (www.wenzelspine.com)
TEXO Ventures I, LP Investments	OpenMarkets (www.openmarketshealth.com) SwipeSense (www.swipesense.com) Employer Direct Healthcare (www.edhc.com) Televero Health (www.televerohealth.com), formerly "Waldo Health" IsoStem (currently in stealth mode due to proprietary technology)
Press inquiries	Randall Crowder Managing Partner Crowder@TEXOVentures.com

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Corporate Identity Guidelines - Logo, Tag line, Icon and Graphic Element

Logo

The TEXO Ventures logo should be placed on a white background when possible. The colors used in the logo are PMS 367 for the top segment and PMS 356 for the bottom segment or their CMYK or RGB equivalents.

Tag line

The TEXO Ventures tag line is...

Font - Tahoma

When used in conjunction with the logo, the tag line should be centered below the logo, exactly the same width as the logo with a single line space separating it from the logo.

Icon

The TEXO Ventures icon has been developed to allow easy recognition at a reduced size and low resolution.

Graphic elements

The primary graphic elements used in the TEXO Ventures marketing material is the colored icon (top segment - 25% of the primary color PMS 367 and bottom segment - 10% of the primary color PMS 356 or their CMYK or RGB equivalents).



We Build Innovative Healthcare Companies



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Corporate Identity Guidelines - Typography and Color Palette

Typography

The primary corporate font is the Helvetica font family. The tag line font is Tahoma. If Helvetica is unavailable (i.e. multimedia restrictions etc) the Arial font family can be used as a substitute for Helvetica. Helvetica and Arial are sanserif fonts of choice. Times Roman is the serif font family of choice.

Helvetica Font Family

Helvetica Regular, Oblique, Bold, Bold Oblique

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&*()_+=[{}|;:'",./<>?

Helvetica Condensed Regular, Oblique, Bold, Bold Oblique

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&*()_+=[{}|;:'",./<>?

Arial Font Family

Arial Regular, Italic, Bold, Bold Italic

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&*()_+=[{}|;:'",./<>?

Arial Narrow Regular, Italic, Bold, Bold Italic

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&*()_+=[{}|;:'",./<>?

Tahoma Font Family

Arial Regular, Italic, Bold, Bold Italic

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&*()_+=[{}|;:'",./<>?

Times Roman Font Family


Times Roman, Italic, Bold, Bold Italic


abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz 1234567890!@#%^&*()_+=[{}|;:'",./<>?


Color Palette

The color palette is defined to provide a recognizable identity and give consistency to all TEXO Ventures material.


Primary Colors


 PMS 367
R: 189 B: 215 G:143


 PMS 356
R: 51 B: 132 G:69

 Black


Secondary Colors

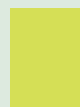
 PMS 1807
R: 158 B: 41 G:43

 PMS 351
R: 173 B: 232 G:191

 PMS 5535
R: 31 B: 56 G:46

Accent Colors

 PMS 2995
R: 0 B: 166 G:222

 PMS 389
R: 201 B: 219 G:3