



MEDIA KIT

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Welcome to our MEDIA KIT

This document provides key brand assets and guidelines to support your coverage of Novastone Partners.

NOVASTONE PARTNERS EUROPE WEBSITE

NOVASTONE PARTNERS NEWSROOM

NOVASTONE PARTNERS MEDIA CENTER



NOVASTONE PARTNERS

OPERATOR-LED BUYOUT FUND II

COMPANY OVERVIEW

Novastone Partners is the investment arm of Novastone. As fund advisors we are exclusively focused on acquisitions sourced through the Novastone Operator-Led Buyout Program.

In contrast to traditional buyout firms that identify the target company first, we start by finding exceptional operators. Together, we identify the acquisition target that aligns with their industry expertise and is best positioned for transformative growth. Our carefully selected operators serve as the optimal solution to succession, becoming the next-generation CEOs.

Please refer to our official **One-Pager** for a concise overview of the Resources section in our Newsroom.

NEWSROOM

NOVASTONE PARTNERS

OUR KEY TEAM



CHRISTIAN MALEK

Managing Partner
Group CEO



DANIEL GÄRTNER

Managing Partner
Head of European Operations



GEORGE BASSILY

Managing Partner
Head of NA Operations



TORGE BARKHOLTZ

Managing Director
Advisory & GP Director NP



OUR BRAND IDENTITY



OUR LOGO





Our logo versions

HORIZONTAL PRIMARY

VERTICAL SOCIAL MEDIA/PROFILES

ICON MAINLY MERCHANDISING

PRIMARY POSITIVE

USAGE: Full color Logo for white, light-gray or light-NP Colors background



POSITIVE BLACK

USAGE: Black Logo for other brands light backgrounds or one color needs



NEGATIVE WHITE

USAGE: White Logo for all dark backgrounds



You can find and download our **LOGO FOLDER** (ZIP) in the Resources section of our Newsroom.

[NEWSROOM](#)



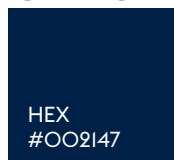
Our Logo safe space

Maintain clear space around the logo equivalent to the height of the letter “N” in “Novastone”. This ensures visibility and impact in all formats.



Our Logo colors

OXFORD BLUE



HEX
#002147

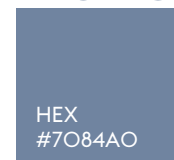
#002147 is a color that combines sophistication with reliability, making it ideal for businesses and brands that wish to convey a strong, trustworthy, and professional image.

RGB
R: 0
G: 33
B: 71

CMYK
C: 99%
M: 84%
Y: 43%
K: 49%

HSL
Hue: 150
Sat: 255
Lum: 36

BLUE GRAY



HEX
#7084A0

#7084A0 is a versatile and elegant color that conveys calmness, sophistication, and professionalism, making it suitable for a variety of design contexts.

RGB
R: 112
G: 132
B: 160

CMYK
C: 61%
M: 42%
Y: 24%
K: 7%

HSL
Hue: 153
Sat: 51
Lum: 136



Brand colors

PRIMARY COLORS

HEX #002147	HEX #7084A0	
RGB R: 0 G: 33 B: 71	CMYK C: 99% M: 84% Y: 43% K: 49%	RGB R: 112 G: 132 B: 160
	CMYK C: 61% M: 42% Y: 24% K: 7%	

SECONDARY COLORS

HEX #07426B	Zürich Blue	RGB R: 7 G: 66 B: 107	CMYK C: 100% M: 72% Y: 33% K: 20%
HEX #585858	Granite	RGB R: 88 G: 88 B: 88	CMYK C: 59% M: 49% Y: 48% K: 41%
HEX #7FBCDB	Sky Blue	RGB R: 127 G: 188 B: 219	CMYK C: 53% M: 12% Y: 9% K: 0%
HEX #EAEFF4	Polar Blue	RGB R: 234 G: 239 B: 244	CMYK C: 10% M: 4% Y: 3% K: 0%
HEX #F2F2F2	Light Gray	RGB R: 242 G: 242 B: 242	CMYK C: 6% M: 4% Y: 5% K: 0%



BRAND FONTS

PRIMARY BRAND TYPEFACE

Euclid Flex

Used across all documents, presentations, and digital content.
This is a licensed font and is not included for redistribution.

LOGO

Do not attempt to recreate it.
Always use the official logo files provided.

You can find and download our **LOGO FOLDER** (ZIP) in the Resources section of our Newsroom. ➡

NEWSROOM

PUBLIC USE TYPEFACE

Open Sans

For external use or in cases where Euclid Flex is unavailable, please use: **Open Sans**, a free, modern sans-serif font available via Google Fonts. It maintains a clean and professional appearance aligned with our brand tone.

DOWNLOAD OPEN SANS FONT



Disclaimer

This document and its contents are intended solely for Press and Institutional Partners.

All brand assets included are property of Novastone Partners AG and may not be altered or redistributed without prior written consent.

**FOR MEDIA INQUIRIES OR BRAND USAGE APPROVAL
CONTACT:**

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thank you

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