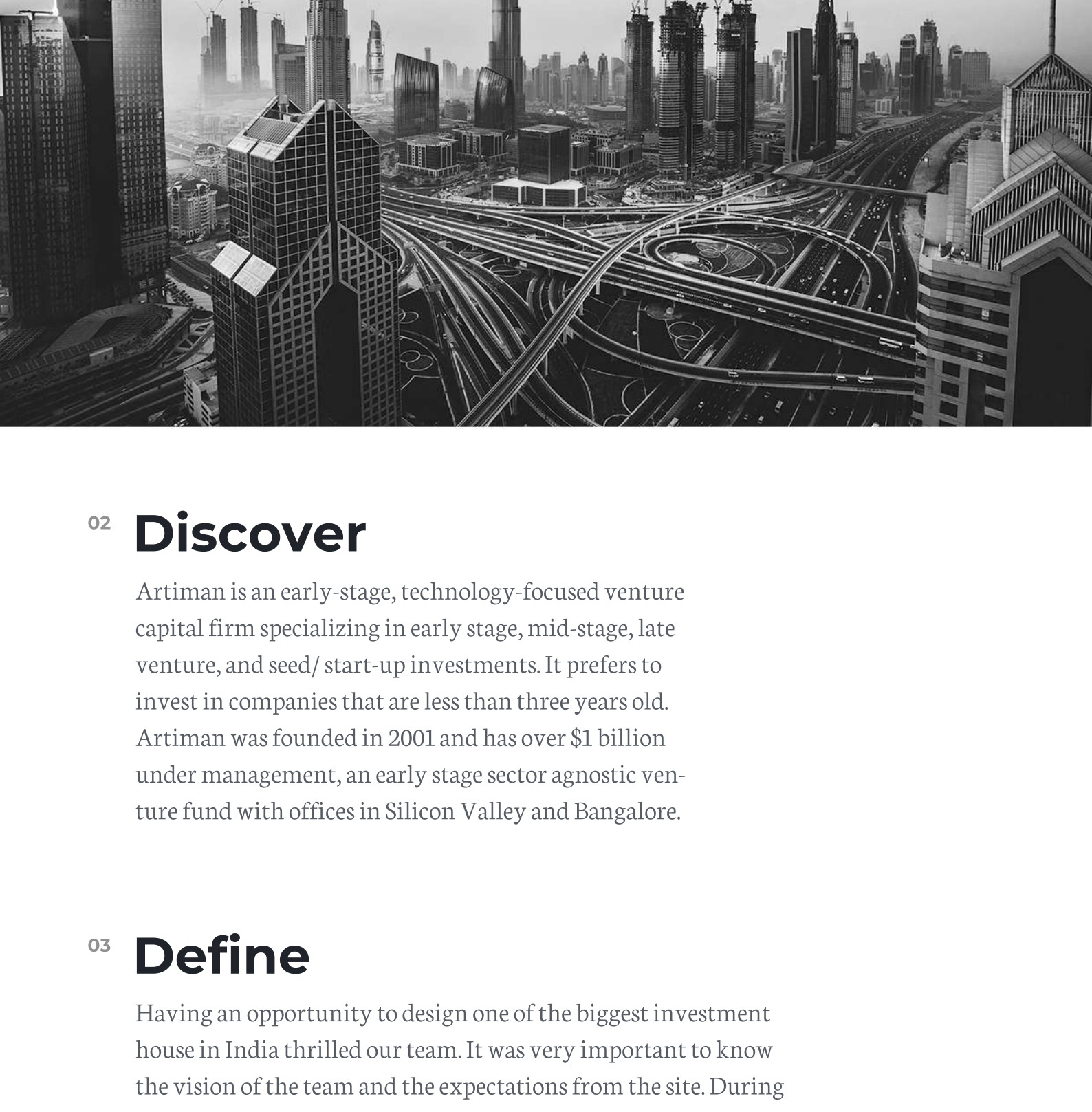




CLIENT PROJECT PLATFORM
Artiman **Venture Capital** **Web**

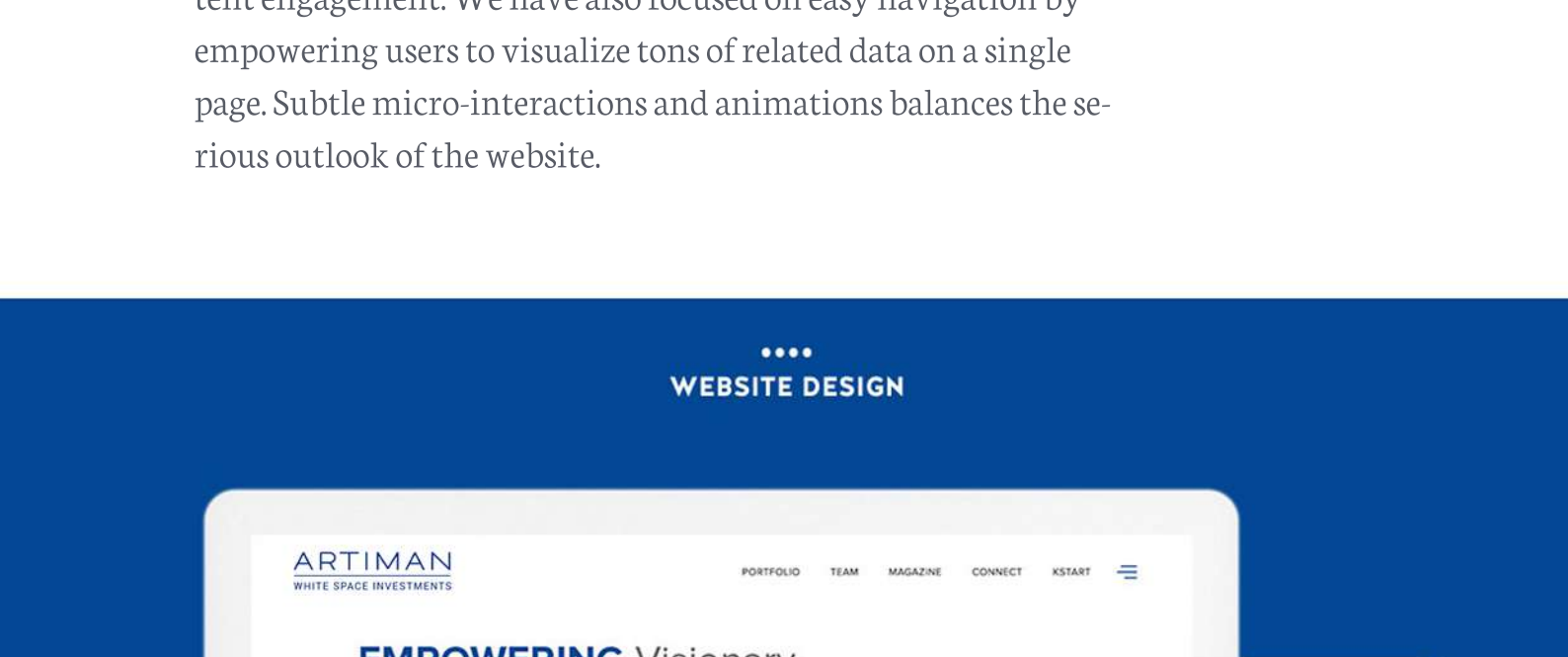


02 Discover

Artiman is an early-stage, technology-focused venture capital firm specializing in early stage, mid-stage, late venture, and seed/start-up investments. It prefers to invest in companies that are less than three years old. Artiman was founded in 2001 and has over \$1 billion under management, an early stage sector agnostic venture fund with offices in Silicon Valley and Bangalore.

03 Define

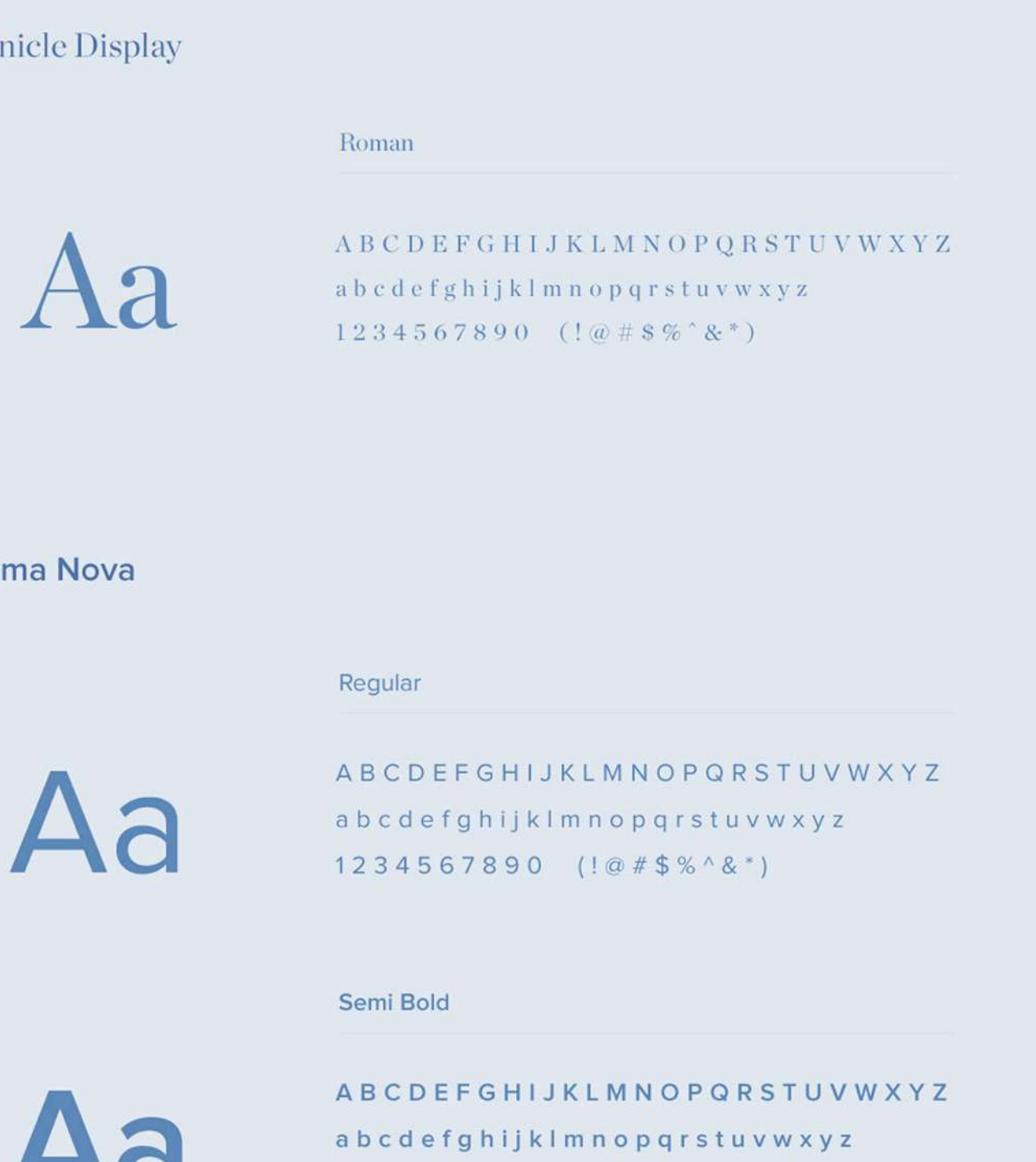
Having an opportunity to design one of the biggest investment house in India thrilled our team. It was very important to know the vision of the team and the expectations from the site. During our meetings, it was very clear that the prime focus had to be given to the Portfolio Companies along with the events and updates to keep the community active. Needs were more around the strategic display of content in an appealing format.



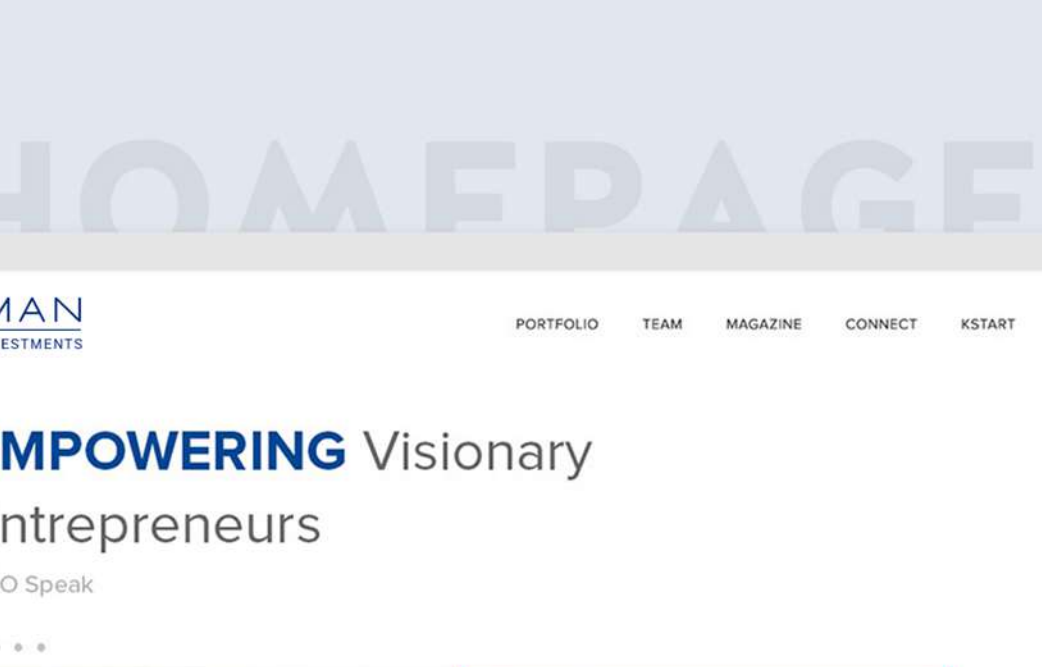
04 Design

We started by defining the brand elements and the primary color was taken from the logo; in line with its vision of adding warmth and vibrancy to its portfolio companies, orange was introduced as the secondary color with few other elements to emphasize the brand personality that is synonymous to growth and building leaders of tomorrow. The whole website has been crafted in cards layout style with lot of white spaces for greater content engagement. We have also focused on easy navigation by empowering users to visualize tons of related data on a single page. Subtle micro-interactions and animations balances the serious outlook of the website.

WEBSITE DESIGN



COLOR PALLETTE



TYPOGRAPHY

Chronicle Display

Roman

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (!@#\$%^&*)

Proxima Nova

Regular

Aa

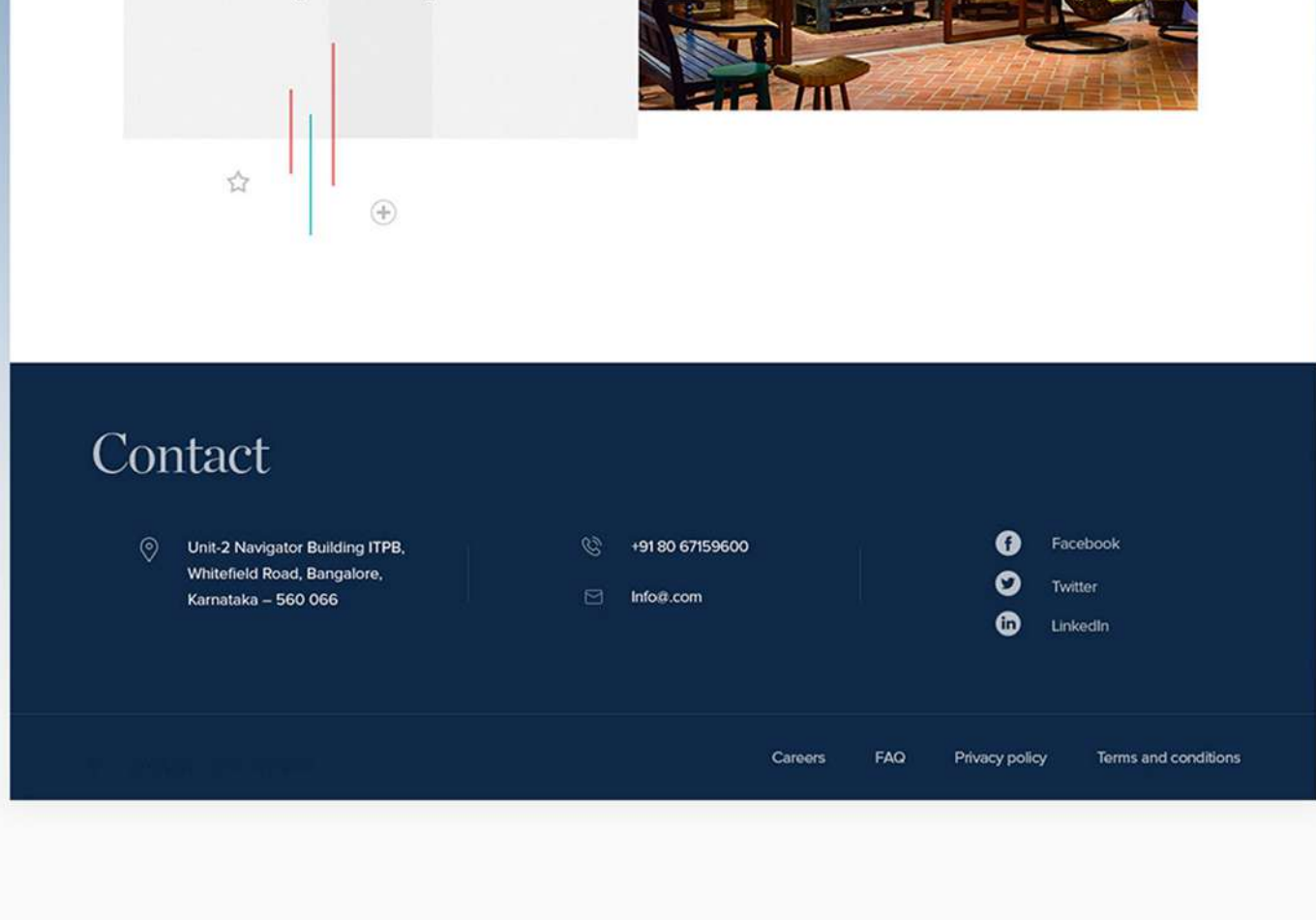
ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (!@#\$%^&*)

Semi Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (!@#\$%^&*)

HOMEPAGE



launched KSTART

A unique seed program for early stage startups

We help amazing founders with disruptive ideas build next-gen companies.



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INNER PAGES

