

Recursive Capital — Media Kit

Logo assets, usage guidelines, and boilerplate for press, interviews, and articles

What's in this kit

- recursive-capital-logo.svg / .png (x1, x3) — black, for use on light backgrounds
- recursive-capital-logo-white.svg / .png (x1, x3) — white, for use on dark backgrounds

Use the SVG wherever the platform supports it (web, print layout tools) for the sharpest result at any size. Use the PNG when SVG isn't supported (most word processors, slide decks, some CMS image fields) — x1 for standard use, x3 for large-format or high-resolution placement.

How to use the logo

- Use the files exactly as provided, at any scale, preserving the original proportions.
- Pick the variant that matches the background: black logo on light backgrounds, white logo on dark.
- Give the logo clear space around it — roughly the height of the bracket mark on all sides — so it isn't crowded by text or other elements.
- Reproduce it in print, on screen, in video, and in presentations without asking first.

What not to do

- Don't recolor, recreate, or retype the wordmark using a different or matched font — always use the provided file, never re-set the text yourself.
- Don't stretch, skew, rotate, or otherwise distort the logo.
- Don't add drop shadows, outlines, gradients, or other effects.
- Don't place it on a busy background or a background with insufficient contrast.
- Don't isolate or reuse just the bracket mark or just the wordmark as a separate logo — they're used as a single lockup.
- Don't extract, edit, or redistribute this as an editable/vector text file with the underlying typeface — these files are finished artwork, not a font.

Boilerplate

Short: Recursive Capital is Africa's leading venture capital fund investing in early-stage Bitcoin companies.

Longer: Recursive Capital is a venture capital fund backing visionary founders building Bitcoin infrastructure across Africa. Since 2022, the fund has supported early-stage companies building the infrastructure to power the next generation of innovation, progress, and abundance on the continent.

Questions

For anything not covered here — a variant you need that isn't included, a usage question, or a request outside ordinary editorial/press use — contact the team before proceeding rather than guessing.

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