Athabasca Capital

Visual *identity.*

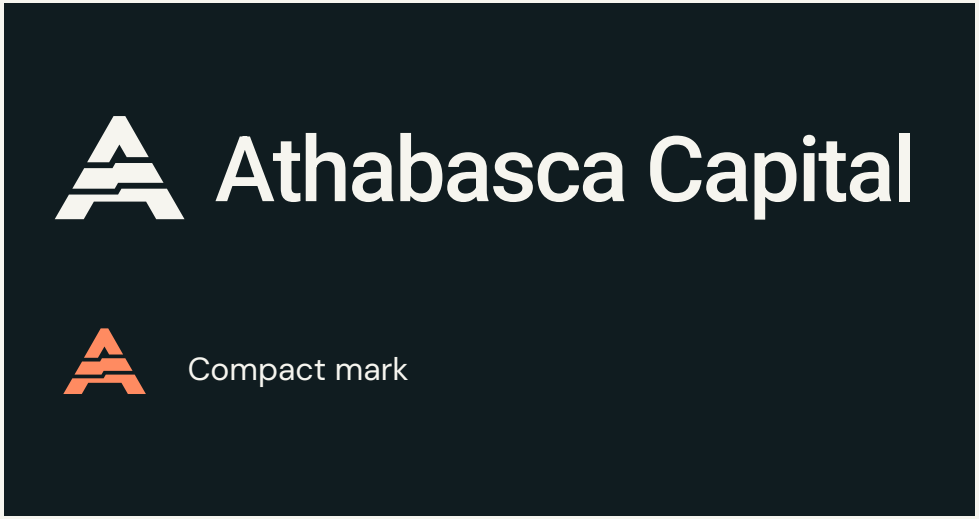
The mark, wordmark and visual language of Jason Ma's personal venture firm.

NOVEMBER 2026

The shoreline mark

Three bands trace a waterline through the letter A. The name comes from Lake Athabasca, near where founder Jason Ma grew up.





Clear space

Leave at least one quarter of the mark's width on all four sides of a standalone mark or lockup.

Minimum sizes

Use the symbol at 24 px and the lockup at 156 px or larger. The square favicon is optimized for tabs.

Palette

Deep lake	Paper	Signal orange	Slate
#101C20	#F6F5EF	#FF8B61	#496067
Primary surface	Light surface	Accent	Secondary text

Typography

DM Sans

Headlines, navigation and body copy. Use regular for reading and medium for labels and actions.

Instrument Serif Italic

Use for a few words of emphasis in a headline. Keep descriptions and interface text in DM Sans.

Capital for the *frontier.*

Putting it to work



Website & decks

Use the horizontal lockup on a quiet field. Set long copy in deep lake on paper. Reserve signal orange for a point of emphasis or a clear action.

Social profiles

Use the square avatar for company profiles and the wide cover on Jason’s LinkedIn profile. The cover keeps the lower left free for a profile photo.

Firm description

Athabasca Capital is Jason Ma’s personal venture firm, investing in frontier technology and crypto since 2021.