



ARTIVEST

BRAND STYLE GUIDE

WHO WE ARE

Artivest is a technology-driven alternative investment platform.

We simplify the way fund managers and investors connect by streamlining technology, operations, and sales services for our clients.

OUR VALUES



Excellence

Execute; Aim higher; Celebrate success; Learn from failure; Have exacting ethics



Teamwork

Do your best; Act like owners; Be compassionate; Listen and empathize; Be open and honest



Honesty

Test everything; Trust data; Be authentic; Participate in feedback; Be candid



Simplicity

Be direct; Synthesize; Make choices; Use fewer steps; Design simply



Creativity

Investing is an art; Use a fresh perspective; Promote flexibility; Innovate; Test the limits



Freedom

Trust each other; Use logic; Enable decision-making; Create space; Empower our customers

OUR LOGO

The Artivest logo combines several elements that come together to create an abstract mark that's simultaneously gemlike and mountainlike – a symbol of balance, perspective, strength, elegance, and durability.

Our company logo is the most visible representation of our brand. Used effectively, our logo will help build greater awareness and understanding of our company.



LOGO VARIATIONS - LOCKUP

Vertical Logo

Our primary logo is a horizontal lockup of our emblem and logotype. However, when space is limited, you can use the vertical version or the Artivest emblem on its own.

Artivest Vertical Logo



Artivest Emblem

While the full Artivest logo should be used as an introduction to the brand, the emblem can be used to close communication or to complement the standard logo. (For example, on the footer of a webpage where the standard logo is already used.)

Artivest Emblem



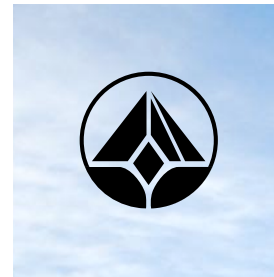
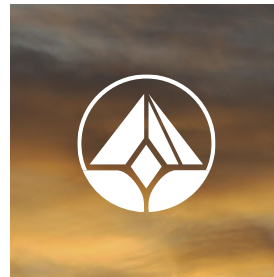
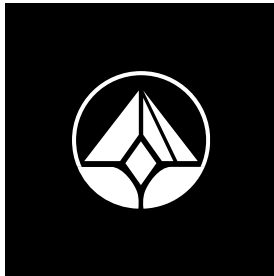
LOGO VARIATIONS - COLOR

Two Color

The two color logo should only be used on white. Do not place this over any imagery. This is ideal for documents, booklets, or stationery.

One Color

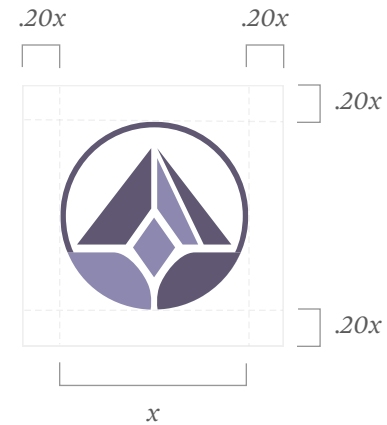
The one color logo works best on black or dark colors. Use a white version on top of photos, or in video when necessary. When using over photography, be sure the logo doesn't get lost in the background.



LOGO SPACING

Clear space frames the logo, separating it from other elements such as headlines, text, imagery, and the outside edges of printed materials. X is equal to 1/10th the width of the logo. For greater impact, allow even more space around the logo.

For the mark used without the logotype, the minimum clear space should be 1/5 the width of the mark.



LOGO ABUSE & MISUSE



✘ Do not apply any special effects to the logo



✘ Do not add graphics or elements to the logo



✘ Do not stretch, distort, or rotate the logo



✘ Do not crop the logo



✘ Do not place the logo over complex backgrounds



✘ Do not change the colors of the logo



✘ Do not desaturate or use the logo in greyscale



✘ Do not contain the logo inside another shape



✘ Do not personify the logo



✘ Do not multiply or use the logo as a pattern



ARTIVEST

✘ Do not create a new lockup of the logo



This is text

✘ Do not use the logo as a watermark behind text



ARTIVEST

✘ Do not recreate or change the font of the logotype



Headline


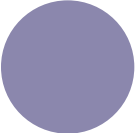
✘ Do not lock up the logo with copy or other logos






ARTIVEST

✘ Do not use the logotype without the logo emblem

COLOR PALETTE





The Artivist color palette is subtle and almost monotone. When laying out pages, documents, or creating illustrations based on this color palette, they should feel crisp & refined.









	RGB	HEX
Artivist Purples		
	96 - 88 - 115	#605873
	139 - 135 - 173	#8B87AD

	RGB	HEX
Neutral Palette		
	18 - 18 - 18	#121212
	74 - 74 - 74	#4A4A4A
	217 - 217 - 217	#D9D9D9
	238 - 238 - 238	#EEEEEE
	245 - 245 - 245	#F5F5F5

SUPPORTING COLOR PALETTE

While the Artivest purples are our primary brand colors, the extended palette colors can be used as backgrounds, accents, CTAs, and for contrast in graphics & presentations.

	RGB	HEX
Secondary Purples		
	96 - 88 - 115	#1F1C2C
	139 - 135 - 173	#3F3B51
	217 - 217 - 217	#BOADD8
	238 - 238 - 238	#EEEDF2

	RGB	HEX
Extended Palette		
	18 - 18 - 18	#6EC4F4
	74 - 74 - 74	#9BDAFD
	217 - 217 - 217	#E8F7FF
	238 - 238 - 238	#6F7FA6
	245 - 245 - 245	#BCC9E9
	217 - 217 - 217	#AAB871
	238 - 238 - 238	#BFCA94
	245 - 245 - 245	#E3B035

GRADIENTS

Gradients can be used to add depth or directionality to extended backgrounds. Transitions should be subtle, and direction can vary based on focus and application.

Dark Gradient

#1F1C2C

#3F3B51



Middle Gradient

#3F3B51

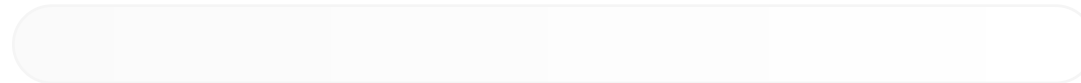
#605873



Light Gradient

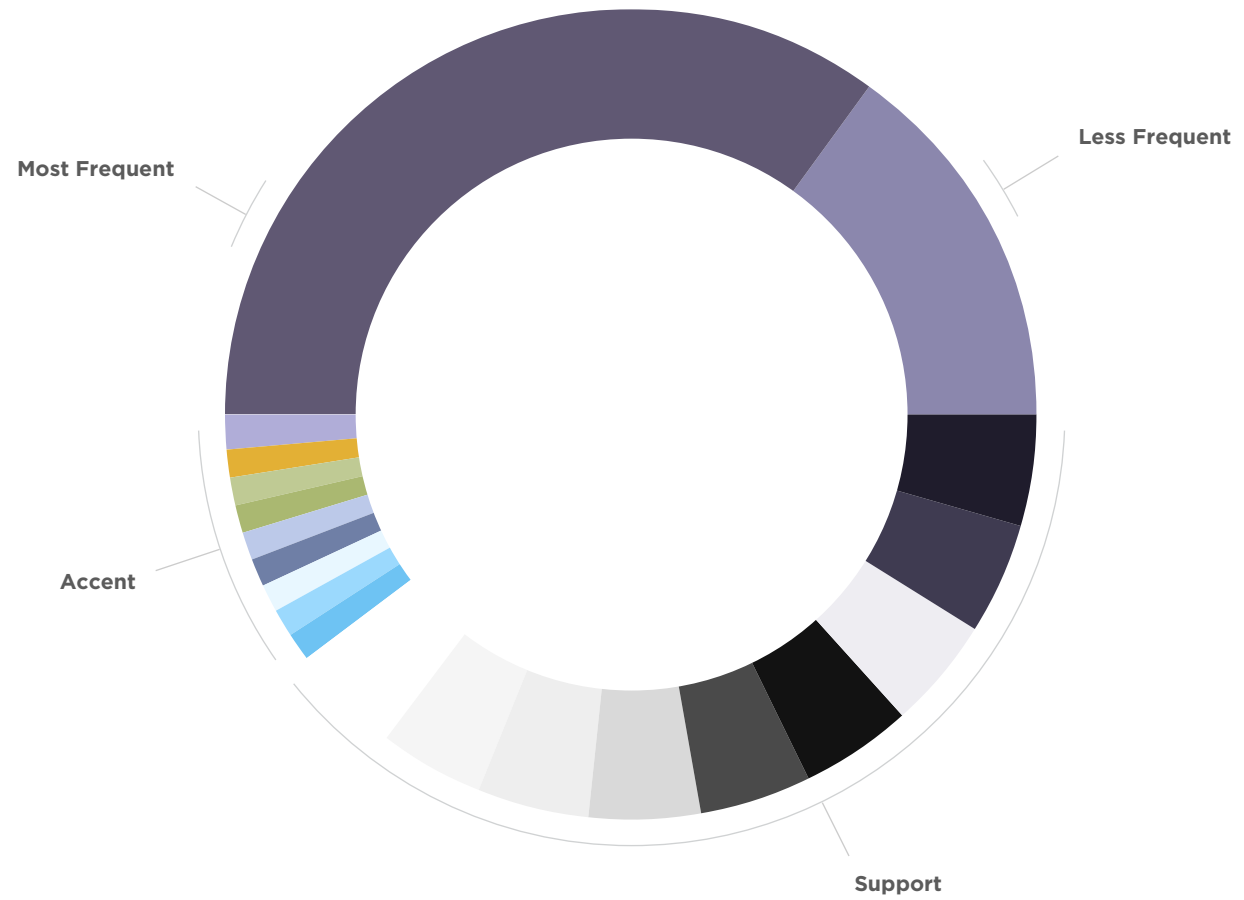
#FAFAFA

#FFFFFF



COLOR USE

Application



TYPOGRAPHY

Our primary typeface is Gotham. This sans-serif font face comes in a range of weights to suit a multitude of purposes. This typeface should always be used as the primary application in the visual identity.

Mercury is our secondary serif font, which should be used for body copy.

Gotham

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

LIGHT
BOOK
MEDIUM
BOLD
ITALIC

Mercury

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

ROMAN
SEMIBOLD
BOLD
ITALIC

HIERARCHY OF TYPE (WEB)

Gotham

Page Title Light, 48px

Gotham

Blog Post Header Light, 36px

Gotham

Header Light, 32px

Gotham

Blog Post Header Light, 36px

Gotham

Page Title Subheader Book, 16px

GOTHAM

CTA Medium Uppercase, 16px

Gotham

Feature Title / Name Medium, 16px

Gotham

Job Title Light, 16px

GOTHAM

Tab Header Medium Uppercase, 14px

Mercury Text G1

Body Copy Roman, 16px

Mercury Text G1

Bold Copy Bold, 16px

Mercury Text G1

Emphasis Copy Bold, 16px

Gotham

Attribution Book Italic, 14px

Gotham

Publish Date Light, 14px

Gotham

Site Disclaimer Light Italic, 14px

Mercury Text G1

Feature Description / Blog Disclaimer Roman, 14px

Mercury Text G1

Bold Disclaimer Bold, 14px

TYPOGRAPHY STYLE (PRINT)

Title - Gotham Light, #605873

Introduction - Gotham Light, #4A4A4A

Header - Gotham Bold, #605873

Subheader - Gotham Medium, #605873

Body - Mercury Text G1 Roman, #4A4A4A

Bullet - Mercury Text G1 Roman, #4A4A4A,
Bullets #605873

Pullquote - Gotham Light, #8B87AD
Oversize quotations #8B87AD

Quote - Mercury Text G1 Roman Italic, #4A4A4A
Line #8B87AD

Lorem ipsum dolor

Nulla feugiat ante non arcu condimentum laoreet. Sed tempus dui id velit bibendum convallis.

Cras eu orci a sagittis

Suspendisse quis mattis orci

Donec sed aliquet magna, ac dignissim felis. Etiam consectetur bibendum ante, eu vestibulum nisl interdum eget. Etiam tristique neque erat, sit amet blandit urna ornare eget. Aenean consequat tellus metus, ac fringilla metus semper a.

- **Maecenas** et pulvinar turpis.
- **Curabitur** tincidunt justo id urna commodoi
- **Id commodo** urna elementum

“Vivamus egestas accumsan ligula.”

Eu faucibus dui aliquam sit amet. Donec eu nunc magna. Ut tristique quis risus sed fringilla. Aenean rutrum diam nisi, dapibus lacinia felis commodo et.