



Brand Guide

Custody and trust for every account.

Three rules, then the system.

1 • Ground truth beats memory

Every hex value and type face here was measured from the deployed theme stylesheet. If you need a value that is not in this guide, read it from the source — do not guess it from an older deck.

2 • Web and produced differ

The live site is set in Source Serif 4 and Inter, self-hosted. Produced decks, PDFs and one-pagers may substitute Georgia and Arial, because the reader may not have the web faces installed.

3 • Claims carry evidence

Structural facts are countable and may be stated. Platform figures always carry their lineage attribution. Regulatory and charter language is quoted exactly — see Claims discipline.

This guide is the single source of truth for the Investor Services identity. Where an existing asset disagrees with it, the guide wins and the asset gets corrected.

01

Brand

Who we are, what we are called, and the sentence everything else has to agree with.

What Investor Services is — and how we say it.

THE ELEVATOR PITCH

Investor Services is the client-facing custody experience of Institutional Trust Company — self-directed IRAs, employer plans, trusts, and alternative and digital assets on one directed-custody platform. It is powered by A8 Core™ and secured by B5 Secure™: every request is authorized per record and denied by default.

The category

Directed custody and trust — retirement, health, wealth, and alternative and digital assets on one platform.

The role in the stack

The custodian of record — layer 3 of the four-layer stack.

The security position

Powered by A8 Core™ and secured by B5 Secure™ — named components, not claims Investor Services makes about itself.

The proof posture

Every request authorized per record and denied by default — the model behind the platform's \$0 security-loss record (lineage-attributed).

One stack, four layers.

The canonical description of how the brands relate, and the wording to reuse.

1**InvestNow™**

Find it

The retail discovery surface.

2**A8 Core™**

Clears, settles, records

The account operating system.

3**Investor Services**

Custodies it

The custodian of record.

4**B5 Secure™**

Authorizes every record

The enforcement layer.

"Find it on InvestNow. A8 Core™ clears, settles and records it. Investor Services custodies it. B5 Secure™ authorizes every record it touches."

Get the name right first.

The brand name, the operating entity and the IP holder are three different things and are not interchangeable in copy.

Brand name	Investor Services — two words, title case. Wordmark sets INVESTOR at 800, SERVICES at 500.
Never written	InvestorServices · Investor-Services · IS in customer copy (internal shorthand only)
Operating entity	Institutional Trust Company — a South Dakota non-depository trust company in formation, seeking its charter; not currently accepting accounts
IP holder	Todd Yancey — trademarks and related IP remain solely with Todd Yancey
Copyright line	© 2015–2026 Todd Yancey. Various trademarks and intellectual property shall remain solely with Todd Yancey.
Press contact	press@investorservices.com
Sibling marks	A8 Core™ and B5 Secure™ always carry ™ on first prominent use; “powered by A8 Core™ · secured by B5 Secure™” is the standing credit line

02

The mark

The aperture, its construction, and the six things that break it.

Measured, not eyeballed.

The geometry is regular and regenerable from these numbers. The polygons in every official file are copied verbatim from the live header — never redrawn.

Form	The aperture — a six-facet opening on a regular hexagon, shared by the whole family
Canvas	viewBox 0 0 120 120, centre 60,60
Outer radius	52 (hexagon circumradius) · inner radius 22 (facet tips)
Hexagon vertices	60,8 · 105.03,34 · 105.03,86 · 60,112 · 14.97,86 · 14.97,34
Motion	Six facets sweep clockwise; inner points offset from the vertex bisector — that offset is the spin
Optical weight	40.6% of the canvas is inked (measured on the rasterised mark)
Minimum sizes	24 px mark alone · 28 px in a lockup (live header uses 34 px) · 8 mm in print
Clear space	The height of the inner opening on every side — nothing enters it

Three treatments, by ground.



Hero blue — gradient #173359 → #5B8FC7 · light grounds



Solid deep — under 32 px, single-colour, print



Reversed — mandatory on deep or midnight grounds

The gradient runs corner to corner, top-left to bottom-right at 45° — do not change the angle; it is what makes the facets read as lit from one side. Use the solid mark below 32 px or anywhere a gradient will band.

Protect the mark.

Six failure modes. Each one is a rejection, not a preference.

**Don't stretch, condense or distort**

Scale proportionally, always.

**Don't recolour outside the palette**

Hero blue, solid deep, or white. Nothing else.

**Don't add shadows, glows or outlines**

The mark carries no effects.

**Don't place it on busy imagery**

Contrast must reach 4.5:1 behind the mark.

**Don't set the wordmark in one weight**

The two-weight contrast is the device — 800 then 500.

**Don't substitute retired marks**

The spiral and shield marks are retired; the rejected three-bar ledger never shipped.

03

Colour

A warm light ground, one navy-to-sky ramp, and the accessibility floor that rules them.

Deep navy, travertine, one sky ramp.

**Deep**

#173359

Primary brand navy — wordmark first word, deep grounds

**Deep 2**

#1E4670

Support navy — gradients, hover states

**Sky 2**

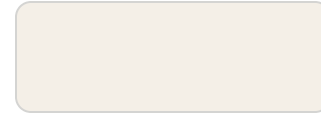
#5B8FC7

Accent — gradient end, links on dark

**Sky**

#A6D7F0

Light accent — second word on dark grounds

**Travertine**

#F4EFE7

Warm light ground — icon tile, section grounds

**Slate**

#3D4A54

Neutral text support

Deep navy carries authority; travertine carries warmth. Sky tones are accents and gradient ends — see the next page before using them as text.

Measured, not assumed.

Every pairing below was computed against the WCAG 2.1 relative-luminance formula. Any new pairing must be measured the same way before it ships.

SAMPLE	FOREGROUND	GROUND	RATIO	WCAG AA
Primary text on white	#173359	#FFFFFF	12.69:1	PASS
Primary text on travertine	#173359	#F4EFE7	11.09:1	PASS
Slate support text	#3D4A54	#FFFFFF	9.11:1	PASS
Sky 2 as text on white	#5B8FC7	#FFFFFF	3.39:1	AA-LARGE
Sky text #3A648D on white	#3A648D	#FFFFFF	6.2:1	PASS
Sky text on travertine	#3A648D	#F4EFE7	5.42:1	PASS
White on Deep	#FFFFFF	#173359	12.69:1	PASS
Sky on Deep	#A6D7F0	#173359	8.22:1	PASS

The one trap: Sky 2 #5B8FC7 fails as text on every light ground (3.39:1 on white). It is a mark, gradient and accent colour — for sky-family *text* on light, use Sky text #3A648D, which passes everywhere it is needed. Status must also carry a word or a glyph; colour is never the only channel.

04

Typography

Two type systems — one for the browser, one for everything you hand someone.

Source Serif 4 and Inter.

Both faces are self-hosted on the site. They are the correct faces for anything rendered in a browser.

Aa Bb Cc — Source Serif 4

Display. Headlines, page titles and section titles — the custody voice: quiet, set, serified.
Weight 600, tight leading.

Aa Bb Cc — Inter

Body, navigation, labels, tables and the wordmark. Body 400/500; wordmark first word 800, second word 500, tracked +0.02em.

Display — Source Serif 4	Weight 600. Page titles, hero lines, card headings.
Body — Inter	400 and 500. Running copy, navigation, labels, tables.
Wordmark — Inter	800 + 500, letter-spacing 0.02em, 0.34em word gap, baseline-aligned.
Produced assets	Georgia (display) and Arial (body) as metric-safe substitutes off the web.

05

Voice & claims

How the brand sounds, the sentences it does not say, and what may be stated on whose authority.

How it sounds.

Steady

Custody language is calm and exact.
We state; we do not hype.

Precise

Custody is not brokerage. Directed is not discretionary. A charter in formation is exactly that.

Honest

Platform figures always carry the lineage attribution and the date.

Concrete

Named account types and named mechanisms beat adjectives every time.

"Investor Services is the client-facing custody experience of Institutional Trust Company — self-directed IRAs, employer plans, trusts, and alternative and digital assets on one directed-custody platform. It is powered by A8 Core™ and secured by B5 Secure™: every request is authorized per record and denied by default."

What may be stated, and on whose authority.

WE SAY

- Custody and trust for every account
- Powered by A8 Core™ · secured by B5 Secure™
- Authorized per record, denied by default
- Institutional Trust Company — in formation, seeking its charter
- Platform figures with the lineage attribution and date

WE AVOID

- “Chartered trust company” — the charter is being sought, not held
- “FDIC insured”, “SIPC covered”, or any protection not actually in place
- Platform figures detached from the lineage attribution
- “Bank” — a trust company is not a bank
- Performance promises of any kind

“\$16B+”, “2.3M+” and “\$0” describe the security and processing integrity of the ISCP→A8 Core™ platform lineage as of December 31, 2025 — never investment performance, and never assets on these sites. A dated “last updated” line on a legal page is itself a factual claim — never re-date a document that was not revised.

06

Assets

Where everything lives — icons, logos, guides — with its real path.

One icon system, no conflicts.

The 2026-08 correction: theme favicon files and the WordPress Site Icon now carry the same approved art, ending the two-system conflict.

The tile	The family aperture on travertine #F4EFE7 — identical across Investor Services, InvestNow and MyFreeIRA by design; the browser tab shows the family
WordPress Site Icon	website-site-icon-512.png — set in Appearance → Site Identity; feeds the 32/192/180 links WordPress emits
Theme favicon links	wp-content/themes/investor-services/assets/brand/favicon.ico · favicon.svg · apple-touch-icon.png · site.webmanifest — byte-identical art to the Site Icon, so the two systems can never disagree
PNG ladder	16 · 32 · 48 · 64 · 96 · 128 · 180 · 192 · 256 · 384 · 512, plus maskable-512 for PWA masks
Search eligibility	Square, stable URL, ≥ 48 px multiple — the 192 icon is the one Google reads
The rule	Never ship a favicon whose art differs from the Site Icon — a tab that disagrees with the search result is a brand defect

Everything, with its real path.

MARKS AND ICONS

```
wp-content/themes/investor-services/assets/brand/  
  favicon.ico · favicon.svg  
  apple-touch-icon.png · site.webmanifest  
  icon-16 ... icon-512.png · maskable-512.png  
  investorservices-aperture-mark.svg / -4096.png  
  investorservices-wordmark-full-color.svg / .pdf / -4096.png  
  investorservices-wordmark-reversed.svg / .pdf / -4096.png
```

GUIDES AND LIBRARY

```
wp-content/themes/investor-services/assets/brand/  
  Investor-Services-Brand-Guide-v2.pdf    this document  
  brand-guide.pdf    the one-page guide  
uploads/ – WordPress media library  
  2026/08/investorservices-site-icon-512.png    Site Icon source
```

The media page – /media/ – links the marks,
both guides, and the press contact.

All paths are relative to <https://investorservices.com/>. Keep filenames and URLs stable once indexed.

What earlier assets got wrong, and what is still open.

A brand guide that hides its own errors cannot be trusted as a source. These were found by measuring the live sites.

"powered by FISCP" in the v1 one-pager footer

That name was retired in favour of A8 Core™ in July 2026. Corrected: the credit line is "powered by A8 Core™ · secured by B5 Secure™".

Site Icon pointed at a deleted attachment

Corrected 2026-08: the Site Icon and the theme favicon files now carry the same approved travertine aperture.

Sky 2 used as text on light grounds

Open — fails 4.5:1. Use Sky text #3A648D for sky-family text on light; a content pass is queued.

One page to keep open.

COLOUR TOKENS

Deep	#173359
Deep 2	#1E4670
Sky 2	#5B8FC7
Sky	#A6D7F0
Travertine	#F4EFE7
Slate	#3D4A54

TYPE

- Display: Source Serif 4, 600
- Body: Inter 400 / 500
- Wordmark: Inter 800 + 500, +0.02em
- Produced: Georgia / Arial

THE FOUR THINGS

- One family mark; the wordmark differentiates
- Sky 2 is never text on light — use #3A648D
- Figures always carry the lineage attribution
- The charter is being sought — quote the status exactly



Custody and trust for every account.

Questions, or a new asset to review: press@investorservices.com

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Institutional Trust Company, a South Dakota non-depository trust company in formation that is seeking its charter and is not currently accepting accounts.