

Brand guide

The Investor Services identity — logo, color, and type. Please keep the marks intact and legible.

The mark



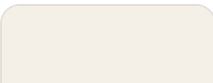
The aperture — a six-facet hexagon opening inward — signals a secure opening into custody. Keep clear space equal to the height of its inner opening on every side; minimum size 24 px (mark) / 96 px (full lockup).

The wordmark

INVESTOR SERVICES

Two-tone: **INVESTOR** weight 800, **SERVICES** weight 500, set in Inter and tracked slightly open. Pair the mark and wordmark with one mark-width of space between them. Don't recreate it in another typeface.

Color

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

Typography

Headlines — Source Serif 4

Custody and trust for every account.

Body — Inter

Clear, quiet, and legible at every size — all running text, labels, and UI.

Usage

Do

- ✓ Use on deep navy or travertine backgrounds
- ✓ Preserve clear space and minimum size
- ✓ Keep the two-tone wordmark weights

Don't

- ✓ Recolor, stretch, rotate, or add effects
- ✓ Substitute the retired spiral/shield marks
- ✓ Place the mark on busy imagery