

Brand Guidelines

Atlantic

PRIVATE WEALTH

Messaging

- 3** Our Value Proposition
- 4** Positioning Statement
- 5** Brand Personality
- 6** Our Approach
- 7** Our Values

Why choose Atlantic Private Wealth?

Every single client's portfolio – and we mean every single one – is built on the same belief. That a financial plan should be more than a collection of funds. Above all, it's a reflection of your life and how you want to live it.

POSITIONING STATEMENT

Who we serve and what we do:

For high-net-worth families, individuals, businesses, foundations and institutions, Atlantic Private Wealth invests heavily in building relationships to understand our clients' priorities, passions and goals. We provide hyper-personalized service to help you accomplish your goals, know what's possible and adjust as things change.

BRAND PERSONALITY

The Atlantic Private Wealth brand behaves and communicates with a set of traits that resonate with our clients:

Progressive

Innovative

Contemporary

Experienced

Wise

Consistent

Disciplined

Supportive

Thoughtful

Rigorous

Helpful

Friendly

Honest

Accomplished

OUR APPROACH

1

Just like your perfect playlist, there's a unique formula to planning your financial life.

We believe one size fits none and modern wealth management is for people from all backgrounds. That's why we started Atlantic Private Wealth — to create the most personal, human way possible for clients to optimize their life and their finances.

2

It's not just about money — it's about your life.

Money is just fuel for living the life you want, which means something different to everyone. That's why we start by truly getting to know you, your values and your stresses. We'll align your strategy and your choices to your values and intentions to build a plan financial plan that hits all the right notes.

3

Think about us as your partner in finances and life.

We'll work together to set goals, give purpose to your money and build peace-of-mind into your financial future. Beyond that, we'll be in your corner consistently to continually improve your outlook and help you navigate as things in life change.

Why Atlantic Private Wealth?

Money is a resource to help you live the life you want to, and our depth of knowledge and strategies will make sure you do. Our rigorous approach is backed by established academic theory and decades of evidence and experience.

OUR VALUES

What makes Atlantic Private Wealth different?

Accountability

We act as a fiduciary that is free and clear of bias, avoiding unnecessary risks and investing our own money alongside our clients.

Integrity

We provide sound investment advice that is evidence-based and grounded in established theory, and have a decades-long track record of earning successful returns for our clients.

Humanity

Money is personal, which is why no two financial lives are the same. We're here to understand what matters most to you and help you accomplish your life's wishes. Together, we'll build a roadmap for reaching your financial goals at every stage of life.

Fulfillment

We believe investing isn't just about an end goal, it's important to understand what's possible and enjoy the journey along the way.

Logo Usage

- 9** Primary Logo
- 10** Secondary Logos
- 12** Logo Spacing

PRIMARY LOGO

Atlantic
PRIVATE WEALTH

Atlantic
PRIVATE WEALTH

SECONDARY LOGOS

Stacked Private Wealth

Atlantic PRIVATE
WEALTH

One Line

Atlantic PRIVATE WEALTH

Atlantic Only

Atlantic

Atlantic

PRIVATE WEALTH

308 WEST ROSEMARY STREET
CHAPEL HILL, NC, USA
000-000-0000

@AtlanticPW
The Client's Guide
to Wealth Management

Dear John Doe,

Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisl metus, consectetur ut venenatis sit amet, imperdiet at nunc.

Donec facilisis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisl at faucibus. Praesent posuere sodales libero, sed lacinia lacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisl varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus. Pellentesque et orci scelerisque nisi faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisl et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue iaculis porttitor.

Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim. Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in, euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc. Integer tristique sit amet leo vel feugiat.

Andrew Blass
Founder

Andrew Blass



LOGO SPACING

Keep the logo clear of competing text, images and graphics.

Always surround the logo with clear space equaling the width of the logo's letter c.

The space between the word Atlantic and the words Private Wealth should be equal to the width of the letter t in Atlantic.

The logo can be sized down to a minimum of 144 pixels or 1.5 inches. When using the logo smaller than 1.5 inches, choose from one of the secondary logo options.



Atlantic
PRIVATE WEALTH

1.5 inches

Brand Elements

- 14** Color
- 15** Typography
- 16** Patterns
- 17** Iconography
- 18** Photographic Styles

COLOR

Consistent use of color is essential in establishing a recognizable identity.

These values ensure a consistent color across web, mobile and print platforms.



Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000
PMS Black 6C
PMS Black 6U



Dark Gray

CMYK 61/52/42/13
RGB 106/108/119
HEX #6a6c77
PMS Cool Gray 10C
PMS Cool Gray 10U



Light Gray

CMYK 18/14/9/0
RGB 206/207/217
HEX #cecf d8
PMS 427C
PMS 427U



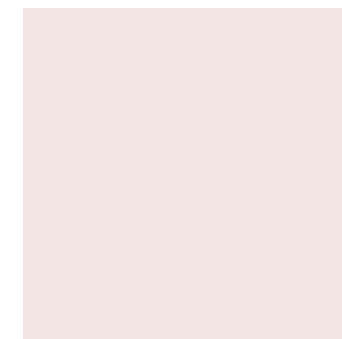
Teal

CMYK 77/34/37/4
RGB 60/134/147
HEX #3c8693
PMS 321C
PMS 321U



Coral

CMYK 0/76/54/0
RGB 242/111/114
HEX #f26f72
PMS 178C
PMS 178U



Blush

CMYK 1/11/7/0
RGB 249/228/225
HEX #f9e4e1
PMS 9021C
PMS 9021U



Blurred Gradient

Coral + Blush + Teal + Black
Gradient angles and color mixing can vary based on application.

TYPOGRAPHY

Print

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

ITC Avant Garde Gothic Pro Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Mulish Regular

Web

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Poppins Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

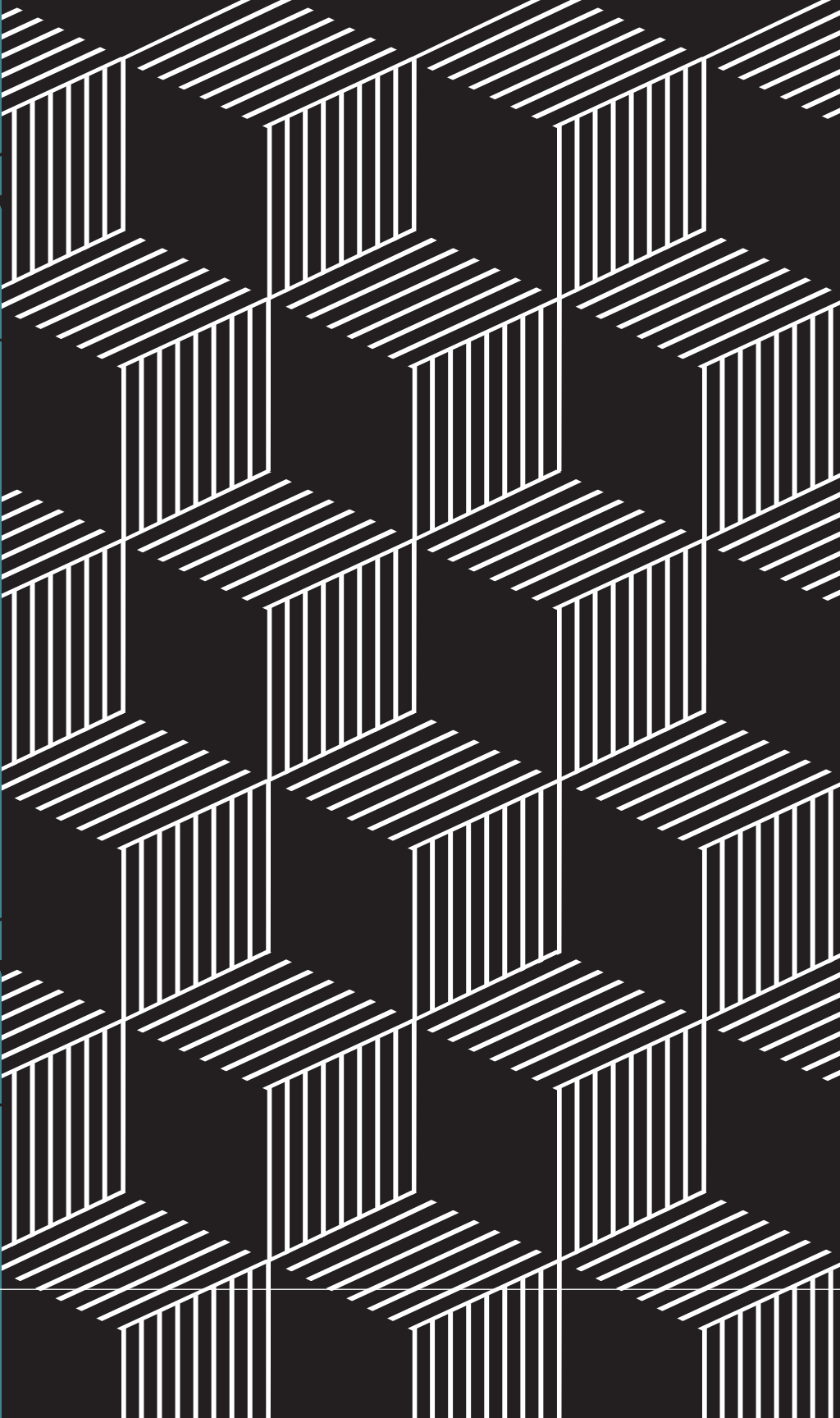
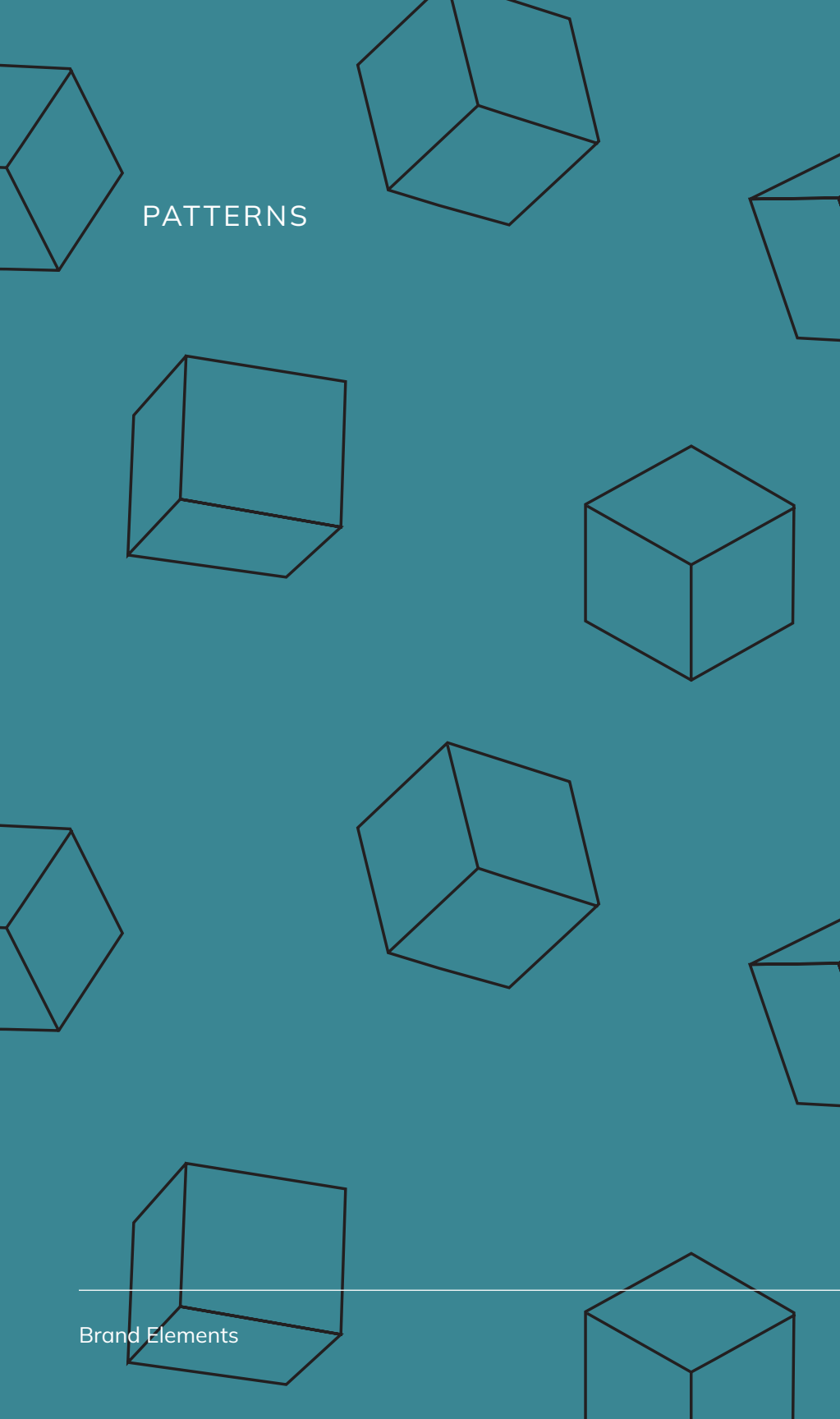
Mulish Regular

OUR APPROACH

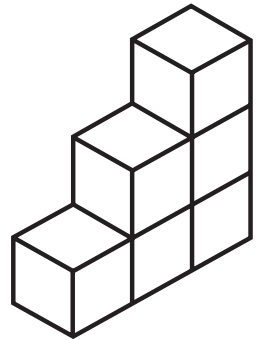
Just like your perfect playlist, there's a unique formula to planning your financial life.

We believe one size fits none and modern wealth management is for people from all backgrounds. That's why we started Atlantic Private Wealth — to create the most personal, human way possible for clients to optimize their life and their finances.

PATTERNS

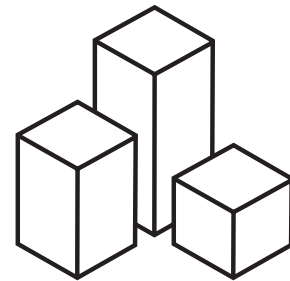


ICONOGRAPHY



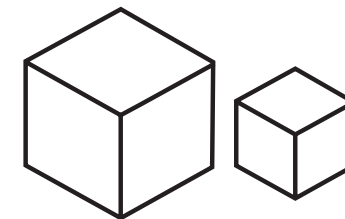
Integrity

We provide sound investment advice that is evidence-based and grounded in established theory, and have a decades-long track record of earning successful returns for our clients.



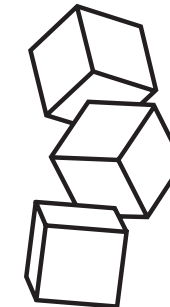
Humanity

Money is personal, which is why no two financial lives are the same. We're here to understand what matters most to you and help you accomplish your life's wishes.



Accountability

We act as a fiduciary that is free and clear of bias, avoiding unnecessary risks and investing our own money alongside our clients.



Fulfillment

We believe investing isn't just about an end goal, it's important to understand what's possible and enjoy the journey along the way.

PHOTOGRAPHIC STYLES



Black and White



Color Overlay



Gradient Overlay

Atlantic

PRIVATE WEALTH