



VENTUM BRAND GUIDELINES

2026



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INTRODUCTION

These guidelines outline the appropriate use of the Ventum branding. Use these guidelines to apply the Ventum brand consistently across media and marketing materials.

These guidelines are a living document and will be expanded upon and adapted as the brand identity and its applications grow.

Should there be any questions, please reach out sarah@archerandco.co

PRIMARY BRAND LOGO

The Ventum logo exists as a primary brand logo and six sub-brand logos.

The primary brand logo is to be used on the main branded materials and media unless it is specific to one of the sub-brands.



The Ventum logo with the Beacon filled in is the primary logo and should be used in most applications. It is especially suited for embroidery, placement over photographic backgrounds, and situations where the logo appears at sizes smaller than 2 inches, ensuring optimal clarity and legibility.



The outline Beacon logo is a secondary option and may only be used when the logo is reproduced at sizes larger than 2 inches and placed on solid-coloured backgrounds that provide sufficient visual contrast. This ensures the finer line work remains clear, legible, and consistent with Ventum's visual standards.

SUB-BRAND LOGOS

The Ventum brand has six sub-brand logos which are to be used only on branded materials and media specific to that are sub-brand.



COLOUR VARIATIONS

Filled (Primary) Logo

This is the official logo and is to be used on all applications when possible. It is to appear on black and dark coloured backgrounds.



Colour Logo

The colour logo is to be used on white backgrounds when application is digital and/or holds the contrast well.



Single colour logo – Black

This single-colour logo is only to be used when no colour printing is possible, such as on faxes.



Single colour logo – White

This single-colour logos are only to be used when no colour printing is possible, such as on faxes.



LOGO FILE FORMAT USAGE GUIDES

It's important to choose the correct logo file format for the correct application. This is because graphics and colours behave differently depending on the medium in which they're viewed.

Application	File Format				
PRINT (always CMYK and 300 DPI)					
Business cards Stationery Brochures All professionally printed documents	EPS Best quality for printing & transparency	AI Editable logo file & transparency	PDF Best for printing & transparency	TIFF High quality larger file size	JPEG Don't scale larger
WEB / DIGITAL (always RGB and 72 DPI)					
Websites Digital documents Email signatures Digital ads & banners Apps	PNG for transparent backgrounds & stays sharp	SVG Best option for scalable transparency	JPG for non-transparent backgrounds	WEBP Smaller file size with transparency	

LOGO

MINIMUM SIZE

In order to ensure the logo's readability across all communications, there is a minimum size for print and digital formats.

There may be occasional exceptions, but please stick to the minimum sizes wherever possible.

Digital

Minimum width 70 px.

Print

Minimum width 25 mm.



LOGO

SMALL USE LOGO

For rare, but necessary applications where the logo is smaller than the minimum recommended size, a small use logo has been designed. Please only use this logo based on size or printing constraints.

Digital

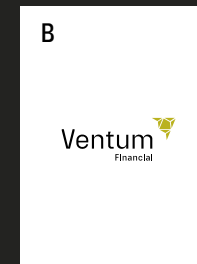
Use width 55 px – 70px

Print

Use width 15 mm – 25 mm.



55 px / 15 mm
Minimum size



A) White+Gold (sm).pdf

B) Black+Gold (sm).pdf

LOGO

AREA OF ISOLATION

The area of isolation should always be at least the size of the upper case V of the logo type.

Using clear, unobstructed space around the logo strengthens the impact of the identity. This area of isolation protects the design integrity of the logo, and enhances its visual impact.

Do not place text, graphics or images closer than the guidelines prescribe. Keep the logo at least the designated distance from the edge of the page.



Logo clearspace = the height of the uppercase V

LOGO

LOGO DON'TS

The success of the Ventum brand depends on the logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.



Don't use the workmark alone



Don't reposition the icon



Don't stretch or squeeze logo



Don't rotate logo



Don't use gradients or shadows



Don't use against low-contrast



Don't place on busy backgrounds



Don't change opacity



Don't create your own logo lockup



Don't change the colour of the wordmark or icon



Don't change the font within the wordmark or sub-brand

LOGO

TAGLINE

The Ventum brand has two tagline versions: one short and one long.

Usage of these taglines will be dependant on the application.

Lock-up arrangements will also be dependant on the applications.

Short Tagline



Long Tagline



VOICE

It's the tone, rhythm, punctuation, sentence length, and word choices that bring Ventum's personality to life across everything we write presentations, social media posts, collateral, you name it.

Adopting a consistent Voice not only activates our brand strategy, it helps us connect with specific audiences, no matter who is putting fingers to keyboard.

Our Personality

Knowledgeable
Principled
Innovative

Write like we talk

We're not wildly informal, but we are conversational, using colloquialisms and contractions.

Our writing is seasoned, thoughtful, and measured. By constantly having an ear to the ground, we know things others do not.

So try to leave people with something to think about.

Be clear. Be concise. Be bold.

We aren't sheep - our advisors are as different as our clients.

We skate to where the puck is going - we're known for being ahead of the curve.

We have an indomitable spirit - we don't give up, we just find a different way.



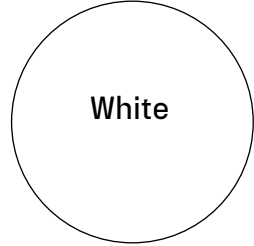




We don't take shortcuts.

We do things the right way because that's the right way to do them.

We use both our tenacity and foresight to uncover new opportunities where others may not be looking yet, and find solutions when others may have given up.

After all, we are founded on experience, and powered by insight.

COLOUR

Primary Brand Colours	Secondary Brand Colours	Tertiary Brand Colours
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Ventum Midnight</p> <p>CMYK: 71, 65, 66, 72 RGB: 35, 35, 33 HEX: 232321</p> </div> <div style="text-align: center;">  <p>Ventum Gold</p> <p>CMYK: 18, 10, 100, 16 RGB: 185, 178, 65 HEX: B9B241</p> </div> <div style="text-align: center;">  <p>White</p> <p>CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: FFFFFFFF</p> </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Ventum Yellow</p> <p>CMYK: 14, 7, 93, 0 RGB: 224, 215, 86 HEX: E0D756</p> </div> <div style="text-align: center;">  <p>Deep Grey</p> <p>CMYK: 61, 54, 60, 32 RGB: 89, 87, 82 HEX: 595751</p> </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Pale Gold</p> <p>CMYK: 8, 7, 42, 4 RGB: 225, 215, 157 HEX: E1D79D</p> </div> <div style="text-align: center;">  <p>Silver Grey</p> <p>CMYK: 0, 0, 0, 10 RGB: 230, 231, 232 HEX: E6E7E8</p> </div> </div>
<p>PANTONE: Black 5C PANTONE: Black 5U</p> <p>PANTONE: 399C PANTONE: 103U</p>	<p>PANTONE: 3965C PANTONE: 3965U</p> <p>PANTONE: 4285C PANTONE: 4294U</p>	<p>PANTONE: 616C PANTONE: 615U</p> <p>PANTONE: Grey1C PANTONE: Cool Grey 1U</p>
<p>Primary Usage Guidance:</p> <ul style="list-style-type: none"> • Use liberally. • Ventum Gold can be leveraged for headlines, no body copy. 	<p>Secondary Usage Guidance:</p> <ul style="list-style-type: none"> • Use as accents and colour pops. • No more than 15% of a graphic should feature these colours. • Do not set Ventum Yellow in any text. 	<p>Tertiary Usage Guidance:</p> <ul style="list-style-type: none"> • Use as background colouring. • Do not set font's in these shades. • No more than 20% of a graphic should feature these colours.

TYPOGRAPHY

Our brand typefaces are **Extatica** and **Aptos**.

Extatica

Extatica is used for all quality marketing and branded items such as stationery, reports and website.

Extatica Thin

Extatica Thin Italic

Extatica Light

Extatica Light Italic

Extatica Regular

Extatica Regular Italic

Extatica Medium

Extatica Medium Italic

Extatica Semi Bold

Extatica Semi Bold Italic

Extatica Bold

Extatica Bold Italic

Aptos

Aptos is to be used in internal documents and presentations created using applications such as Microsoft 365 apps, as well as in email and email signatures.

Aptos Light

Aptos Light Italic

Aptos Regular

Aptos Italic

Aptos SemiBold

Aptos SemiBold Italic

Aptos ExtraBold

Aptos ExtraBold Italic

TYPOGRAPHY
SAMPLE

HEADLINES

Extatica
Regular / Light > Uppercase

FOUNDED
ON EXPERIENCE.
POWERED
BY INSIGHT.

BODY COPY

Extatica
Light > Sentence Case

We've been at this for a while. Cycle after cycle. We've seen it all. But this experience doesn't make us rigid or inflexible.

On the contrary, it makes us open to new thinking and fresh ideas. We use our tenacity and foresight to uncover new opportunities where others may not yet be looking, and to find solutions when others may have given up. Our ability to see around the corner, and deliver with expertise and integrity, builds long-lasting trust.

DETAILS AND DATES

Extatica
Semi Bold > Sentence Case

What separates us? Some only ask why. We also ask why not.

GRAPHICS

THE BEACON

The Ventum icon that is known as the Beacon can be used on its own as a graphic element, either anchored in the top right corner of an application or centered within a graphic panel.



THE BEACON WITH PHOTOGRAPHY EMBEDDED

When using the Ventum icon with photography embedded, the icon must always maintain visual clarity and brand impact. To ensure legibility and consistency, the icon with photography embedded may only be placed on top of a solid coloured background. The background colour should only be a Ventum brand colour. Please refer to pg. 14 to see the complete Ventum palette.

Use of non-branded colours, gradients, textures, or patterned backgrounds is not permitted.

Adequate contrast between the solid background, and the photographic icon, must be maintained at all times to ensure the mark remains strong, clean, and unmistakably Ventum.

The icon with photography embedded must never be reproduced smaller than 4 inches in width or height in any application. This minimum size preserves detail, balance, and recognizability across print and large-format uses.



BRAND PHOTOGRAPHY

Abstract photography plays a key role in expressing Ventum Financial's **forward-looking mindset and sense of momentum**. Rather than documenting literal subjects or environments, this style emphasizes motion, energy, light, and form to evoke progress and possibility.

Blurred movement, dynamic angles, and layered compositions are encouraged to suggest speed, transformation, and growth, visually reinforcing Ventum's position as a company that is constantly evolving and looking ahead towards the future.



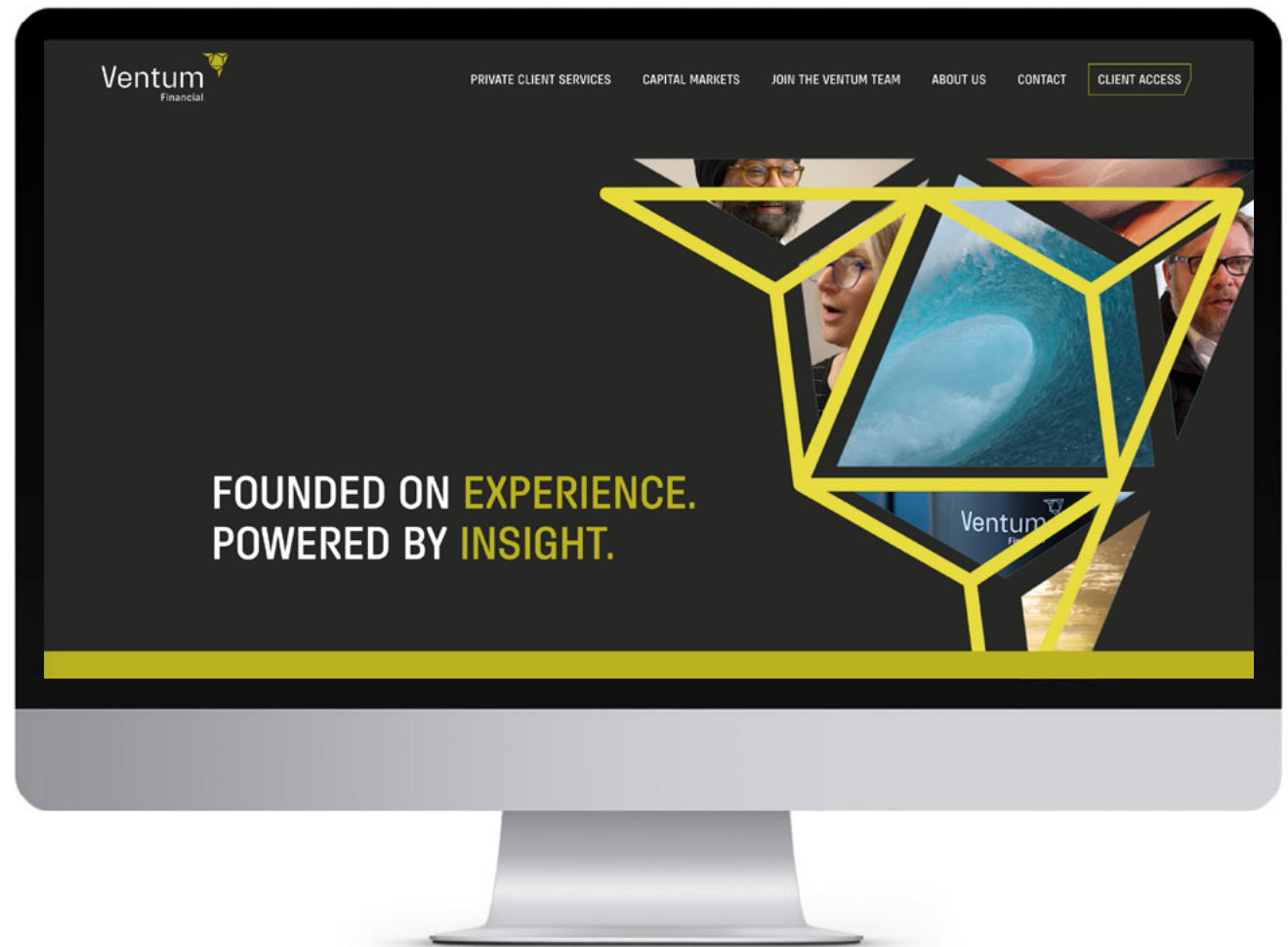
BRAND ASSETS

BRAND PHOTOGRAPHY

When used consistently, abstract imagery helps separate Ventum from conventional financial visuals and anchors the brand firmly in the future. These photographs should feel purposeful and refined, never decorative, and should align with the brand's modern, confident tone. By focusing on atmosphere and direction rather than specific outcomes, abstract photography allows Ventum to communicate ambition, innovation, and momentum in a way that feels both sophisticated and timeless.



WEBSITE



PRINTED
COLLATERAL



THIS IS VENTUM

WE ARE ONE OF CANADA'S LEADING INDEPENDENT FIRMS.

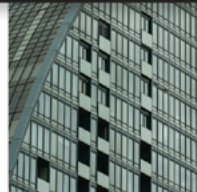
With approximately \$108 in assets under administration/management, more than 120 advisor teams across 13 offices nationwide and a team of 400 employees committed to advisor and client success – we provide the platform and stability that you and your clients expect.

At Ventum, you have the freedom to run your business your way, with the resources, culture and leadership to support you at every step.


WHY ADVISORS CHOOSE VENTUM

- Independence and Autonomy:** True entrepreneurial freedom to build and run your business the way you choose to. At Ventum, we bring the best for wealth managers and transactionally focused advisors. It is a unique differentiator for our firm and our advisors.
- Leadership & Collaboration:** Experienced executives and a culture built on transparency, trust and teamwork.
- Flexibility:** Balance work and life with the autonomy to structure your business in our attractive downtown office, remote or in a hybrid form.
- National Presence, Local Support:** An experienced regional and branch management team, and administrative teams across Canada that provide local support.

VENTUM |



A LETTER FROM DAVID CUSSON, CEO



At Ventum, we believe trust is earned through dedication, service, and a relentless commitment to doing good for all. We are not a bank, but we are bound by legacy systems that limit innovation. Instead, we are a modern, independent financial institution where Advisors and clients thrive together.

Our purpose is clear: to empower experts, deliver exceptional client experiences, and provide access to opportunities that go beyond wealth management. We are a broad range of clients, including individuals, families, entrepreneurs, and professionals, helping them define and achieve their financial goals with confidence.

Ventum is embracing technology to meet clients where they are. Whether it is how to live with an Advisor, through our digital platform, or via experiences tailored to emerging generations, we are integrating tools and solutions that make wealth management more personal, seamless, and forward-looking.

The disclosure is an invitation to see who we are, to feel what it means to belong, and to discover the Ventum difference: personal, independent, and visionary.

With trust,
David Cusson
Chief Executive Officer

VENTUM |

SIGNAGE





THANK
YOU