WealthQuant
ADVISORS

EDITION 02

Brand standards.



The WealthQuant Advisors identity.
A practical guide to consistent use.

IDENTITY / COLOR / TYPOGRAPHY / SOCIAL

A complete kit. One consistent identity.

Use these files for WealthQuant Advisors. They preserve the current black-and-gold identity, original wordmark, corrected Q shape and refined ADVISORS label.

01

Choose a logo.

Primary on light. Reverse on dark. Use the WQ monogram where a full logo would be too small.

02

Choose a format.

SVG / PDF / EPS for scalable artwork. Transparent PNG for everyday placement. JPG for a solid background.

03

Choose the right size.

File names include layout, color and pixel width. Social files include their exact canvas dimensions.

Fastest start: 02-Logos / PNG-Transparent for a logo. 05-Social for profile graphics. Open START-HERE.html to browse the package visually.

Wealth planning. Timed right.

Calm. Precise. Human.

The identity pairs a recognizable gold WQ with clear typography and deliberate space. It should feel established, thoughtful and easy to understand.

01

Clarity

Make the service and the next step easy to understand.

02

Timing

Use rhythm, measured rules and considered detail.

03

People

Give real people and natural conversation a central place.

The complete name comes first.



The horizontal logo combines the original WQ monogram and custom WealthQuant wordmark with the refined ADVISORS label. Use this complete lockup for primary brand identification.

ADVISORS ALIGNMENT

The label uses 0.40em tracking and ends beneath the Q. Scale the complete artwork together; do not adjust the label independently.

One fixed relationship between the parts.

Use the complete master. The monogram, wordmark and ADVISORS label have fixed proportions and positions; enlarge or reduce them together.



01

WQ monogram

Original silhouette and Q-tail gap.

02

WealthQuant wordmark

Custom artwork; do not retype it.

03

ADVISORS descriptor

x is its cap height. Tracking is fixed at 0.40em.

Master aspect ratio: 1600 : 273 (5.86 : 1). Dimension lines and pins are references, not part of the artwork.

Give the logo a measured protection zone.

x is the height of the capital letters in ADVISORS. Keep at least 2x clear on all four sides of a complete lockup. Mark-only spacing is shown on the supporting-lockups page.

UNIT REFERENCE



Cap height of ADVISORS.

Enlarged here for clarity. x scales with the logo.



PROTECTED AREA

Keep text, photography, rules and page edges outside the shaded protection zone. The supplied files have a tight artboard: add this space in your layout.

At this diagram size: x = 18.48pt and 2x = 36.96pt. Use the proportional rule at every other size.

Choose a size that keeps the label legible.

Use the full logo at 150px wide or above; 220px is preferred. Below 150px, switch to the WQ monogram.

FULL LOGO / DIGITAL





MONOGRAM / DIGITAL



32px is the minimum mark width. Use 64px or more when space allows.



FULL LOGO / PRINT

45mm is the preferred minimum print width. Print this page at 100% / Actual Size to preserve the physical ruler. Digital examples above use 1pt as a 1px layout reference.

The right version for the surface.

All five supplied versions are shown below at the same width and centered within matching sample panels.



Primary

Gold mark, black name, Deep Gold label.



Reverse

Gold mark and label; white name.



Gold only

One-color artwork for selected finishes.



Black only

Single-color artwork on light surfaces.



White only

Single-color artwork on dark surfaces.

SAME GEOMETRY

Only the color changes.

Do not add gradients, strokes or shadows to a flat logo master.

One identity, at different proportions.

Both samples share the same centerline. Each artwork is centered inside its own panel without stretching.



Stacked lockup

Ratio 1100 : 820. Leave 2x clear, using this lockup's ADVISORS cap height.



WQ monogram

Ratio 964 : 533. Leave at least w / 8 clear on all sides, where w is the monogram width.

Keep the artwork intact.

The examples show the actual treatment being described: correct proportions, compression, protected space and an intrusion into that space.

USE



Keep proportions

The complete artwork scales together.

AVOID



Do not compress

Flattening changes the monogram and lettering.

USE



Preserve clear space

Keep the entire 2x protection zone empty.

AVOID



Keep copy outside the zone

Here the small headline enters the protection zone.

Black. Gold. White.

The screen values are the color masters. Keep the monogram gold, the wordmark black or white, and use Deep Gold where small text needs more contrast.

Black

#000000

RGB 0, 0, 0

CMYK 0 / 0 / 0 / 100

WealthQuant Gold

#BDAD84

RGB 189, 173, 132

CMYK 0 / 8 / 30 / 26

White

#FFFFFF

RGB 255, 255, 255

CMYK 0 / 0 / 0 / 0

CMYK percentages are process working equivalents. They are not a Pantone match or a substitute for a print proof. The included color CSV, ASE, ACO, GPL, CSS and JSON files keep handoffs consistent.

A quiet supporting palette.



Deep Gold

#7B693D

Small text / links

Paper

#F4F1EB

Warm page grounds



Slate

#4C5960

Editorial dark panels



Sage

#6D786A

Supporting editorial fields



Charcoal

#323232

Secondary dark surfaces



Body

#585C65

Body copy on light

Rule

#DADDD9

Borders and rules

Start with neutral surfaces. Use gold selectively; supporting colors add structure rather than competing with the logo.

Give important words enough contrast.

Use 4.5:1 for normal text and 3:1 for large text as design targets. Logo artwork is handled separately; small functional text should use the stronger pairs below.

Black on white

21.00:1 contrast

Gold on black

9.47:1 contrast

Deep Gold on white

5.34:1 contrast

White on slate

7.23:1 contrast

Brand Gold on white is 2.22:1. Keep it for logo artwork and decorative elements; use Deep Gold for small labels and links on light backgrounds.

W3C: contrast minimum

Manrope supports the identity.

Manrope

Open, clear and deliberately understated. The included font files cover Light, Regular, Medium, SemiBold and Bold, plus variable TTF and WOFF2 versions.

The WealthQuant wordmark remains custom artwork. Do not replace it by typing the name in Manrope.

Aa 0123456789

Light 300

Aa 0123456789

Regular 400

Aa 0123456789

Medium 500

Aa 0123456789

SemiBold 600

Aa 0123456789

Bold 700

Manrope: font files and SIL Open Font License

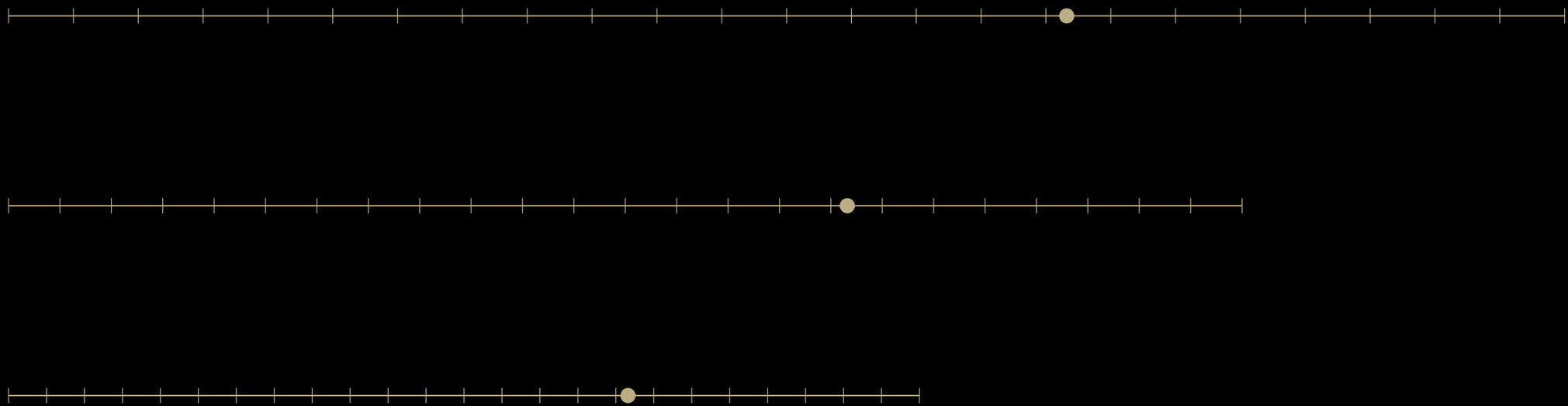
Scale creates order.

ROLE	WEIGHT	DESKTOP	TABLET	MOBILE
Display	300	72 / 80	56 / 64	42 / 48
Section heading	400	44 / 52	38 / 45	32 / 40
Body	400	18 / 30	18 / 30	17 / 28
Navigation	500	14 / 20	14 / 20	14 / 20
Label	600	12 / 16	12 / 16	11 / 16

Values are size / line height in pixels. Keep body copy untracked. Use approximately 0.12em tracking for short uppercase labels. ADVISORS in the logo is a separate, fixed artwork treatment.

A rhythm of timing and perspective.

Fine rules, measured ticks and one quiet point of emphasis echo the planning-and-timing idea without becoming decorative noise.



Use an 8px spacing base. Digital gutters: 80px desktop / 48px tablet / 24px mobile. Let imagery and whitespace carry the hierarchy; keep corners and rules precise.

Keep the people. Make room for the brand.



Natural interaction

Preserve the supplied people, side-by-side laptop pose and recognizable expressions.

Warm light and materials

Keep gold, wood and dark backgrounds cohesive. Avoid unnatural skin tones.

A consistent WQ

Preserve the corrected Q tail. Treat the clock scene as campaign imagery, separate from the flat logo masters.

Hero artwork: AI-edited composite based on a supplied photograph. Original photo is included separately.

Plain words. A considered tone.

SIGNATURE LINE

Wealth planning. Timed right.

Use one clear idea at a time. Describe the person, the decision and the next step. Keep claims concrete and supported.

01

Clear

Explain a service in familiar language.

02

Measured

Choose precise statements over superlatives.

03

Human

Write as a thoughtful guide, with room for the person behind the plan.

04

Consistent

Use WealthQuant Advisors in formal identification and the complete logo in first-use branding.

Headers designed for the placement.



LinkedIn company Page

4200 × 700px primary / JPG or PNG under 3MB. A 1128 × 191 compatibility file is included separately.

ALSO INCLUDED

LinkedIn personal: 1584 × 396px.
Facebook: 851 × 315px and 1702 × 630px.
Signature photo and Essential graphic alternatives.



Dashed boxes show conservative copy-placement guides, not guaranteed platform crop boundaries.

Build a recognizable feed and Story style.



Square post

1080 × 1080px



Portrait post

1080 × 1350px



Story / Reel cover

1080 × 1920px

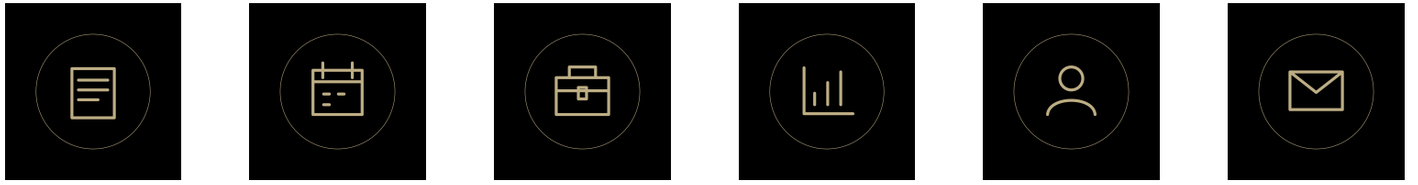
Use the WQ where the name is already shown.





Instagram has no profile-header banner. Use the monogram avatar, launch posts, Stories, Reel covers and six highlight covers in this package.

The circle shows the platform crop. The dashed circle is an 80% placement guide: keep the monogram inside it. Upload the supplied square image without these reference marks.



Keep key details in the center.



X header / 1500 × 500px

The upper and lower edges may crop. Keep the lower-left profile overlap clear; verify positioning in the upload preview.



YouTube / 2560 × 1440px

All logo and copy sit inside a conservative 1542 × 422px center area, within the scaled safe area. JPG is below the 6MB limit.

Dashed boxes are reference guides. Upload the clean artwork from the platform folder.

Use the right file for the job.

SVG	Scalable web and editable vector artwork. All logo lettering is outlined.
PDF / EPS	Vector handoff for Illustrator, layout software and production suppliers.
PNG	Transparent everyday logo placement and crisp social graphics.
JPG	Flattened artwork on a solid background; compact social upload option.
WebP	Lossless transparent web artwork, where the system supports it.
CMYK PDF / TIFF	Process-color print artwork. TIFFs are tagged with Generic CMYK at 300 dpi.
ICO / web icons	Browser favicon, Apple touch icon, Android icons and web manifest.
ASE / ACO / GPL	Color libraries for Adobe applications and other palette-compatible tools.

Start with the master. Export for the use.

ARTWORK	TRANSPARENT PNG WIDTHS	RECOMMENDED USE
Horizontal	320 / 640 / 1280 / 2560	Headers, documents, signatures
Stacked	320 / 640 / 1280 / 2560	Centered and taller applications
Monogram	32 / 64 / 128 / 256 / 512 / 1024 / 2048	Icons, avatars, compact branding

For print: choose vector PDF or EPS first. The process CMYK values are starting points; approve a proof on the actual stock. For foil, engraving or embroidery, use the one-color master and let the supplier specify the finishing process. RGB/CMYK conversions do not define a metallic ink.

Everything stays together.

01 Style guide

This PDF and a compact color reference.

02 Logos

15 vector masters and their raster / print exports.

03 Colors

HEX, RGB, working CMYK and application palettes.

04 Typography

Manrope font files, web font and license.

05 Social

Finished graphics, editable SVGs, guides and size index.

06–09 Supporting files

Web icons, source artwork, previews and build source.

DIMENSION AND TYPE REFERENCES

LinkedIn Page images

LinkedIn personal covers

Facebook Page covers

Instagram photo resolution

X header images

YouTube channel branding

Dimension references checked 02 Nov 2026. Meta help pages restricted automated access; confirm their crop in the uploader.