

Clarity through restraint

01 / OPEN MONOGRAM



DESIGN INTENT

The open gold WQ gives this direction a light, assured presence. WealthQuant remains the focal point, with ADVISORS beginning beneath the W of the wordmark. Generous spacing and restrained color give the new advisory firm a clear signature for digital and print.

WHAT IT BRINGS

An open, versatile direction with a clear hierarchy.

Heritage, with a clearer read

02 / SERIF REFRESH



DESIGN INTENT

This new direction takes its cue from WealthQuant's existing white-on-black serif identity. Mixed-case WealthQuant gives the name a clearer word shape, while the shorter ADVISORS line sits beneath the W and is easier to find than the original fine service descriptor. The WQ also aims to read more clearly than the original interlock, which can look like VQ.

REFERENCE: EXISTING LOGO



The firm's existing all-caps mark and long service line are the legibility reference for this refresh.

A bold standalone mark

03 / SCULPTED MONOGRAM



DESIGN INTENT

The solid WQ turns the initials into a compact, decisive silhouette. Its broad shapes give the symbol more presence in a site header, social avatar and other small branded spaces. The shared wordmark and gold ADVISORS placement keep the family resemblance intact.

WHAT IT BRINGS

The boldest symbol of the four, with a direct digital presence.

Precision and expression

04 / MULTILINE MONOGRAM



DESIGN INTENT

Parallel gold paths build a layered WQ with a more distinctive rhythm. It has the most character when the mark is given room to breathe, while the shared wordmark keeps it recognizably WealthQuant. A simplified small-size version should be tested for compact applications.

WHAT IT BRINGS

A signature mark for prominent placements and print detail.

Four directions, one name

Each lockup uses a gold WQ, a black WealthQuant wordmark, and ADVISORS anchored beneath its W.



01 / OPEN MONOGRAM

Clarity through restraint

A clear, open monogram



02 / SERIF REFRESH

Heritage, with a clearer read

Formal heritage with a clearer read



03 / SCULPTED MONOGRAM

A bold standalone mark

A compact, confident symbol



04 / MULTILINE MONOGRAM

Precision and expression

A distinctive layered signature