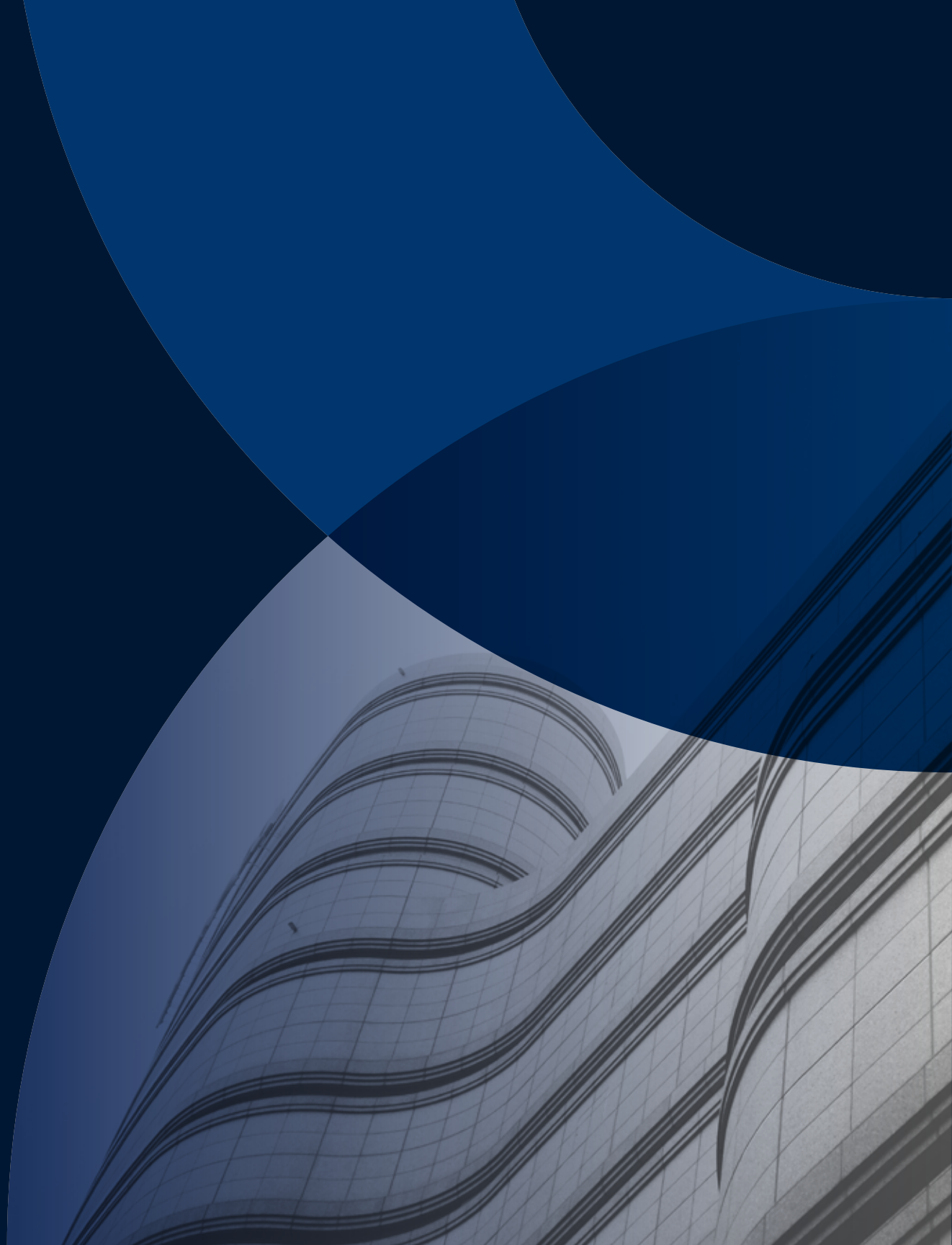




SCP INVESTMENT

BRAND GUIDELINES
VOLUME 1.0



INTRODUCTION

This document sets forth verbal and visual guidelines for SCP Investment’s brand expression.

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OUR FOUNDATION

WHY

We believe clients benefit from having their capital managed by investment managers who have a proven track record of investing, a proven track record of building institutional businesses and a passion for investing — all at fair and equitable fees.

HOW

We gathered a team of colleagues: who knew and trusted each other; who had hedge fund and multi-manager fund investment experience; who were experts in fundamental long/short equity investing; who had institutional investment and operational backgrounds.

WHAT

SCP Investment manages capital on behalf of investors worldwide through SCP-managed alternative investment fund solutions and through outsourced CIO (OCIO) services. SCP invests across asset classes, across the liquidity spectrum, and across structures.

OUR MISSION

**WE WORK
TO CREATE
SOMETHING OF
PERMANENCE.**

OUR MISSION

To provide superior, institutional-quality investment solutions through SCP-managed alternative investment funds and through outsourced CIO services, all with fair and equitable pricing to investors.

OUR PRINCIPLES

We provide excellence...built on:
Experience. Ongoing learning. Trust. Humility. Partnership.

BRAND ASSETS

PRIMARY LOGO ON LIGHT BACKGROUND

The SCP Investment logo is a foundational element. The typography and mark should always be shown together in the primary and secondary lockups. The full color logo is preferred and should be used whenever possible.

The colors in the mark should go from dark to light and only use the primary color palette. The first portion is Denim, the second portion is Ocean, and the third is Sky.

Whenever the logo is used, a clear zone must surround it to separate it from other elements. The size of the clear zone is determined by the height and width of one portion of the mark. No graphic elements should ever overlap or invade the logo.

PRIMARY



SECONDARY



PRIMARY LOGO ON DARK BACKGROUND

The colors in the mark should be in contrast to the background color for legibility.

PRIMARY



SECONDARY



LOGO ALTERNATES ON LIGHT BACKGROUND

When full color use is not available, the one-color black version should be used. The single-color logos may be used with and without opacity in the mark.



LOGO ALTERNATES ON DARK BACKGROUND

When colors are limited, the one-color white version should be used. The single-color logos may be used with and without opacity in the mark.



HOW NOT TO USE THE LOGO

When using the logo, never change the proportions or spacing between the mark and typography. To ensure the logo is consistently applied, always use the electronic logo files provided by The Loom Collective.



Do not use the logo in colors that aren't provided.



Do not add drop shadows, bevels, or other effects.



Do not distort, stretch, or alter the logo in any way.



Do not center align the logo.



Do not outline the logo.



Do not use the logo in different colors.



Do not crop the logo.



Do not use the icon or logo to clip an image.



Do not stack the logo and icon.



Do not retype the logo.



Do not skew the logo.

TYPOGRAPHY

Color text may be used. Choose colors from the brand palette that have high contrast for optimal legibility.

Degular, Aktiv Grotesk, and Aktiv Grotesk Condensed are available for desktop and web via Adobe Typekit.

Purchase “Degular” Desktop, Web and App fonts from the link at the bottom of its column. Use Archivo when Degular is not available. [Download Archivo](#)

Purchase “Aktiv Grotesk” Normal and Condensed from the link at the bottom of its column. Use Lato when Aktiv Grotesk is not available. [Download Lato](#)

Aa

Degular

HEADLINE

Degular is the accent typeface used for titles, tag-lines and quotes. The weight of the font will shift per copy type to support hierarchy and readability.

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[PURCHASE FONT](#)

Aa

Aktiv Grotesk

BODY COPY

Aktiv Grotesk is the primary typeface used for titles, tag-lines and body copy. The weight of the font will shift per copy type to support hierarchy and readability.

AKTIV GROTESK LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AKTIV GROTESK REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AKTIV GROTESK MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AKTIV GROTESK BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[PURCHASE FONT](#)

Aa

Aktiv Grotesk Condensed

DATA SHEETS

Aktiv Grotesk Condensed is the primary typeface for data sheets as it allows for a large amount of content to be cleanly organized. The weight of the font will shift per copy type to support hierarchy and readability.

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

[PURCHASE FONT](#)

TYPOGRAPHY USAGE

Use Degular for titles, tag-lines, and quotes or any text meant to be highlighted. Aktiv Grotesk is the primary typeface used for titles, tag-lines and body copy. The weight of the font will shift per copy type to support hierarchy and readability.

DEGULAR
SEMIBOLD

AKTIV GROTESK
REGULAR

We have a passion for success.

We gathered a team of colleagues: who knew and trusted each other; who had hedge fund and multi-manager fund investment experience.

DEGULAR
BOLD

AKTIV GROTESK
REGULAR

WE HAVE A PASSION FOR SUCCESS.

We gathered a team of colleagues: who knew and trusted each other; who had hedge fund and multi-manager fund investment experience.

AKTIV GROTESK
MEDIUM

AKTIV GROTESK
LIGHT

We have a passion for success.

We gathered a team of colleagues: who knew and trusted each other; who had hedge fund and multi-manager fund investment experience.

AKTIV GROTESK
BOLD

AKTIV GROTESK
REGULAR

We have a passion for success.

We gathered a team of colleagues: who knew and trusted each other; who had hedge fund and multi-manager fund investment experience.

COLOR PALETTE

The primary color palette is modern, stable and sophisticated while the accent colors embody the bold energy of SCP Investment. The primary colors may be used for background color, body copy, logo color, and substrate color.

Gradients of the primary colors (and select accent colors) may be used. Gradients should range from 100% opacity to 0% opacity of the single color. Gradients can be used with photography and other graphic elements to create a layered look.

The accent colors may be used for patterning and highlighted information but should not be more than 30% of an overall collateral piece.

Use RGB values when viewing on screen and CMYK for printed pieces.

PRIMARY



NAVY

#001733

C 97 R 0
M 84 G 23
Y 48 B 51
K 62

DENIM

#123669

C 100 R 18
M 87 G 54
Y 32 B 105
K 20

OCEAN

#2169B5

C 87 R 33
M 60 G 105
Y 0 B 181
K 0

SKY

#6BABD9

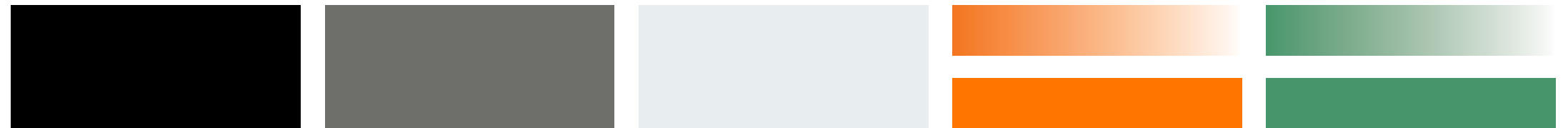
C 56 R 107
M 20 G 171
Y 2 B 217
K 0

LIGHT BLUE

#C4D9F0

C 21 R 196
M 8 G 217
Y 0 B 240
K 0

ACCENT



BLACK

#000000

C 100 R 0
M 100 G 0
Y 100 B 0
K 100

GRAY

#6e6e6b

C 57 R 110
M 49 G 110
Y 51 B 107
K 17

OFF WHITE

#e8edf0

C 8 R 232
M 3 G 237
Y 4 B 240
K 0

ORANGE

#ff7500

C 0 R 255
M 67 G 117
Y 100 B 0
K 0

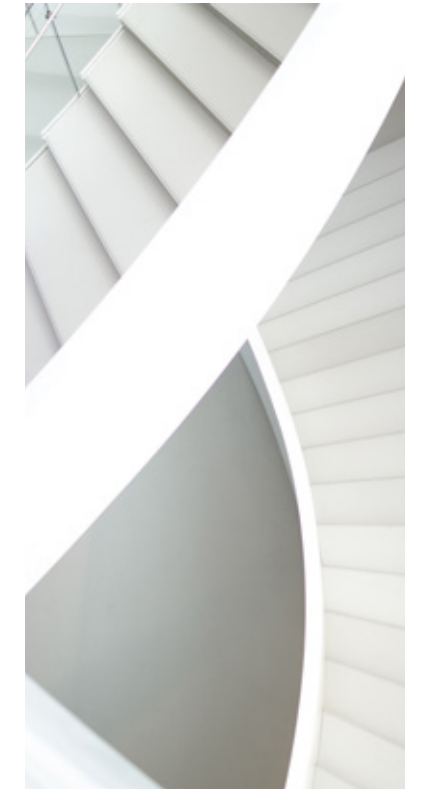
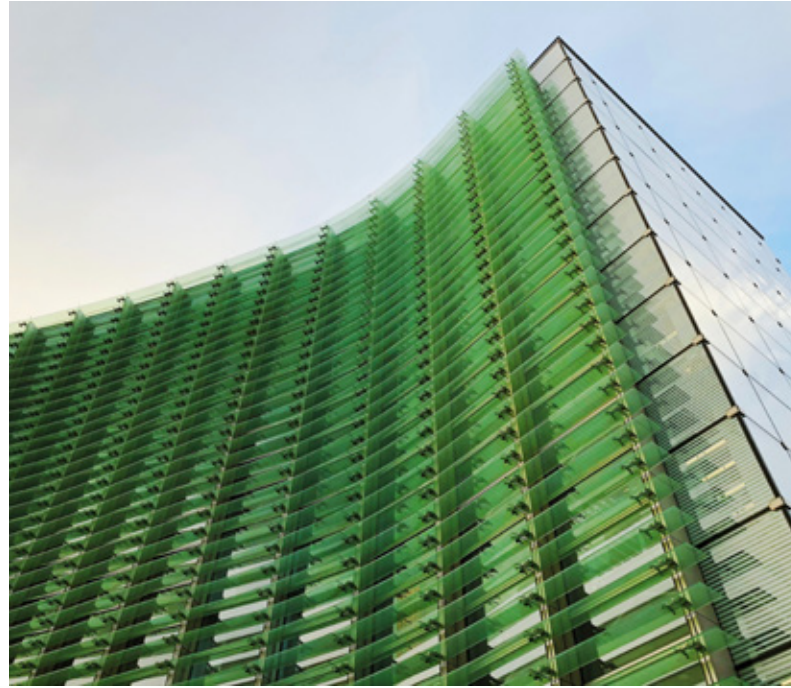
GREEN

#47966b

C 74 R 71
M 20 G 150
Y 72 B 107
K 4

PHOTOGRAPHY

Photography should have bright, natural lighting without sepia or yellow hues. Photography should be used to illustrate high-level goals and ideas. These high-res photos are available for SCP Investment's use. Photos should be selected to support any written content.



PATTERNING

Patterns 01-02 use the shapes from the logo to continuously rotate to create unique compositions. These patterns should use the primary color palette in various shades. These patterns can be multiplied over photography to create depth.

Do not use patterns 01-02 in combination with 03-06.

When using photography, reference pattern 02. Use half circles to house photos and layer with 01 shapes.

Gradients can be used in patterns 03-06 to create transparency. These patterns should be overlaid onto photography or a background color to create depth. These patterns can use both the primary and accent color palettes.

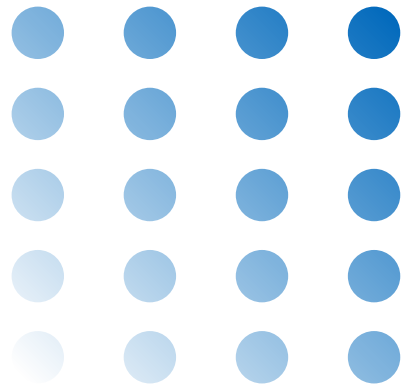
01



02



03



04



05



06

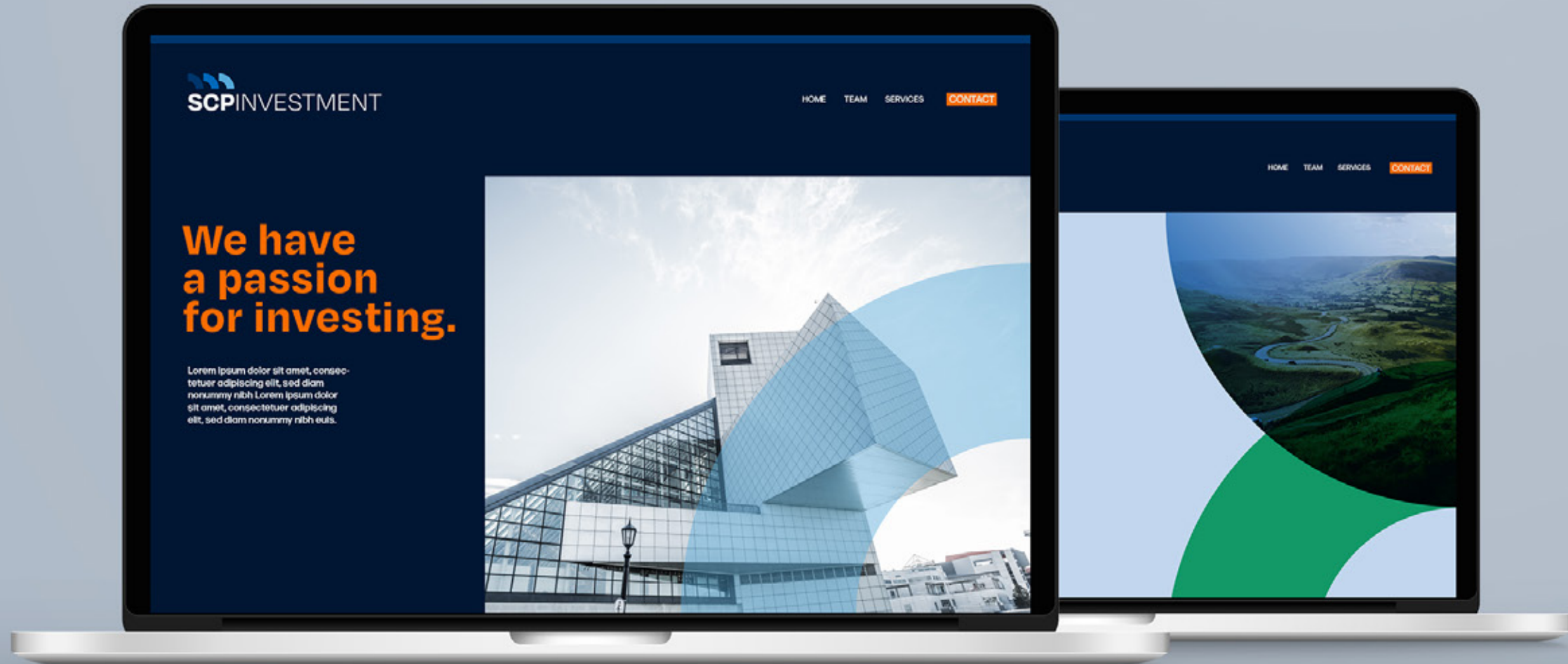


APPLICATIONS

APPLICATIONS



APPLICATIONS



APPLICATIONS





THANK YOU

PREPARED FOR
SCP INVESTMENT

PREPARED BY
THE LOOM COLLECTIVE
CHICAGO, IL
[THELOOMCOLLECTIVE.COM](https://theloomcollective.com)