



HATTERAS

INVESTMENT PARTNERS

Brand Style Guide • September 2022

Our brand is a representation of who we are and how we do business. So, it’s imperative that every communication—presentations, reports, and marketing materials—consistently and accurately convey our values.

Use this guide when developing any message originating from Hatteras Investment Partners. By aligning all communications with our distinctive visual and voice attributes, we will solidify our brand in the marketplace and create meaningful connections with our clients.

3	Our Brand
5	Logo
8	Color Palette
13	Typography
16	Imagery
19	PowerPoint
21	Brand Identity



Our Brand

Our Brand

Hatteras Investment Partners creates performance-focused private investment solutions designed to help Advisors build better portfolios. All communications and marketing materials within the brand should represent our core characteristics.

OUR COMPANY

Hatteras Investment Partners is a boutique alternative investment specialist founded by David Perkins in 2003. We provide our clients easy-to-use investments that remove many of the obstacles, complications, and barriers associated with true alternative investment programs.

OUR CORE VALUES

- Passion to Make it Better
- We Before Me
- Relentless Solution Focused
- Get Stuff Done
- Mission Ready
- Be in Charge of Yourself
- Listen and Make Connections

OUR AUDIENCE

We feel strongly that the value added is not Hatteras. We believe the true value added is the trusted Financial Advisor; be it an RIA, a Family Office or a Consulting Firm.

OUR MISSION

Our mission is to strengthen the relationship between the Advisor and Investor through performance-focused private investment solutions.



Logo

Logo

Our logo is rooted in our history. The stripes within the Hatteras Investment Partners logo are inspired by the guiding beams of the Cape Hatteras Lighthouse in North Carolina.

Based on our logo artwork, the black-on-black supergraphic is our most sophisticated design element. It is a feature that is bold, dynamic, and uniquely ours.

HATTERAS

Font - Magneta

INVESTMENT PARTNERS

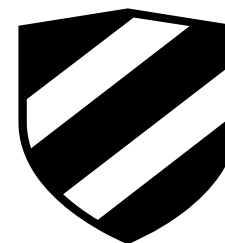
Font - Gilroy



HATTERAS

INVESTMENT PARTNERS

Vertical Format (Preferred)



HATTERAS

INVESTMENT PARTNERS

Horizontal Format

Logo Usage

Whenever implementing the Hatteras logo, take a moment to consider the application. Brand consistency can only be achieved if guidelines are thoughtfully adhered to.

How NOT to Use Logo:

- do not distort, stretch, or alter the logo in any way
- do not use the logo in colors that are not provided
- do not have graphics interfere with the logo's clearspace
- do not outline the logo
- do not increase / decrease size of icon without doing same to type and vice versa
- do not adjust placement of icon when with type



a



b



c



d



e



f

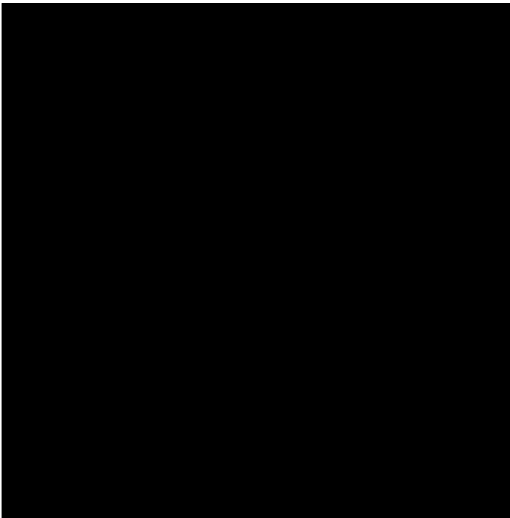


Color Palette

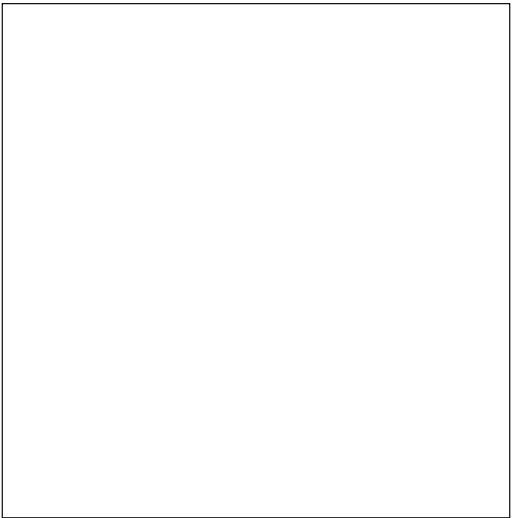
Primary Color Palette

It cannot be overstated that a color palette is a paramount branding tool that aids in building a strong and thought-provoking visual identity. The Hatteras color palette was selected to appear crisp and professional, helping to reinforce company values to audiences, both internal and external.

For process color printing, use the CMYK values specified here. These values have been determined to provide the most accurate match to their PANTONE® equivalents. RGB values are also provided and should be used for digital and online presentations. If CMYK is not possible, the specified PANTONE® colors may be substituted.










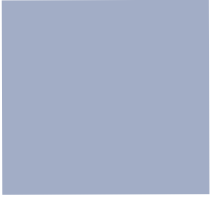


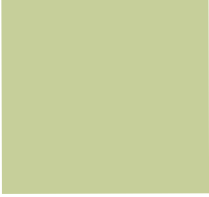

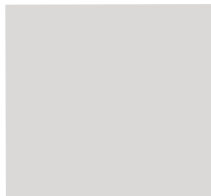

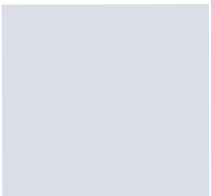


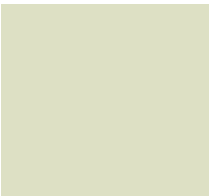
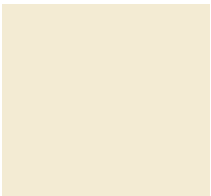


C=100 M=100 Y=100 K=100
R=0 G=0 B=0
#000000
PMS Black 6C



C=0 M=0 Y=0 K=0
R=0 G=0 B=0
#FFFFFF
PMS 11-0601 TBX
Bright White


Secondary Color Palette

						
C=53 M=44 Y=44 K=9 R=125 G=125 B=125 #7D7D7D PMS=2332C	C=100 M=58 Y=30 K=10 R=0 G=94 B=133 #005E85 PMS=7469C	C=62 M=43 Y=18 K=0 R=109 G=133 B=170 #6D85AA PMS=2123 C	C=68 M=72 Y=29 K=11 R=100 G=83 B=122 #64537A PMS=2096 C	C=87 M=28 Y=79 K=14 R=5 G=125 B=87 #057D57 PMS=342 C	C=40 M=15 Y=79 K=0 R=164 G=183 B=95 #A4B75F PMS=2303 C	C=18 M=21 Y=74 K=0 R=214 G=190 B=98 #D6BE62 PMS=7751 C
						
C=32 M=27 Y=27 K=5 R=168 G=166 B=166 #A8A6A6 PMS=2331C	C=62 M=28 Y=21 K=0 R=102 G=155 B=180 #669BB4 PMS=2170 C	C=37 M=26 Y=11 K=0 R=160 G=173 B=198 #A0ADC6 PMS=2122 C	C=41 M=43 Y=18 K=6 R=149 G=135 B=161 #9587A1 PMS=2094 C	C=52 M=17 Y=48 K=8 R=120 G=162 B=138 #78A28A PMS=5565 C	C=24 M=9 Y=47 K=0 R=198 G=207 B=153 #C6CF99 PMS=7493 C	C=11 M=13 Y=44 K=0 R=229 G=212 B=156 #E5D49C PMS=614 C
						
C=11 M=9 Y=9 K=2 R=218 G=217 B=217 #DAD9D9 PMS= 420C	C=23 M=10 Y=8 K=1 R=191 G=207 B=218 #BFCFDA PMS= 2717C	C=11 M=8 Y=3 K=1 R=220 G=222 B=231 #DCDEE7 PMS= 5305C	C=14 M=15 Y=6 K=2 R=210 G=204 B=215 #D2CCD7 PMS= 2092C	C=22 M=7 Y=20 K=3 R=192 G=208 B=197 #C0D0C5 PMS= 5585C	C=12 M=5 Y=24 K=1 R=221 G=224 B=196 #DDE0C4 PMS= 5803C	C=4 M=5 Y=18 K=0 R=243 G=235 B=211 #F3EBD3 PMS= 7499C

Color Usage in Charts & Graphs


For graphs or charts utilizing information pertaining to Stocks, Bonds or Hedge Funds, the following colors have been selected to be used in those instances:

Stocks




C=100 M=58 Y=30 K=10
R=0 G=94 B=133
#005E85
PMS=7469C

Bonds

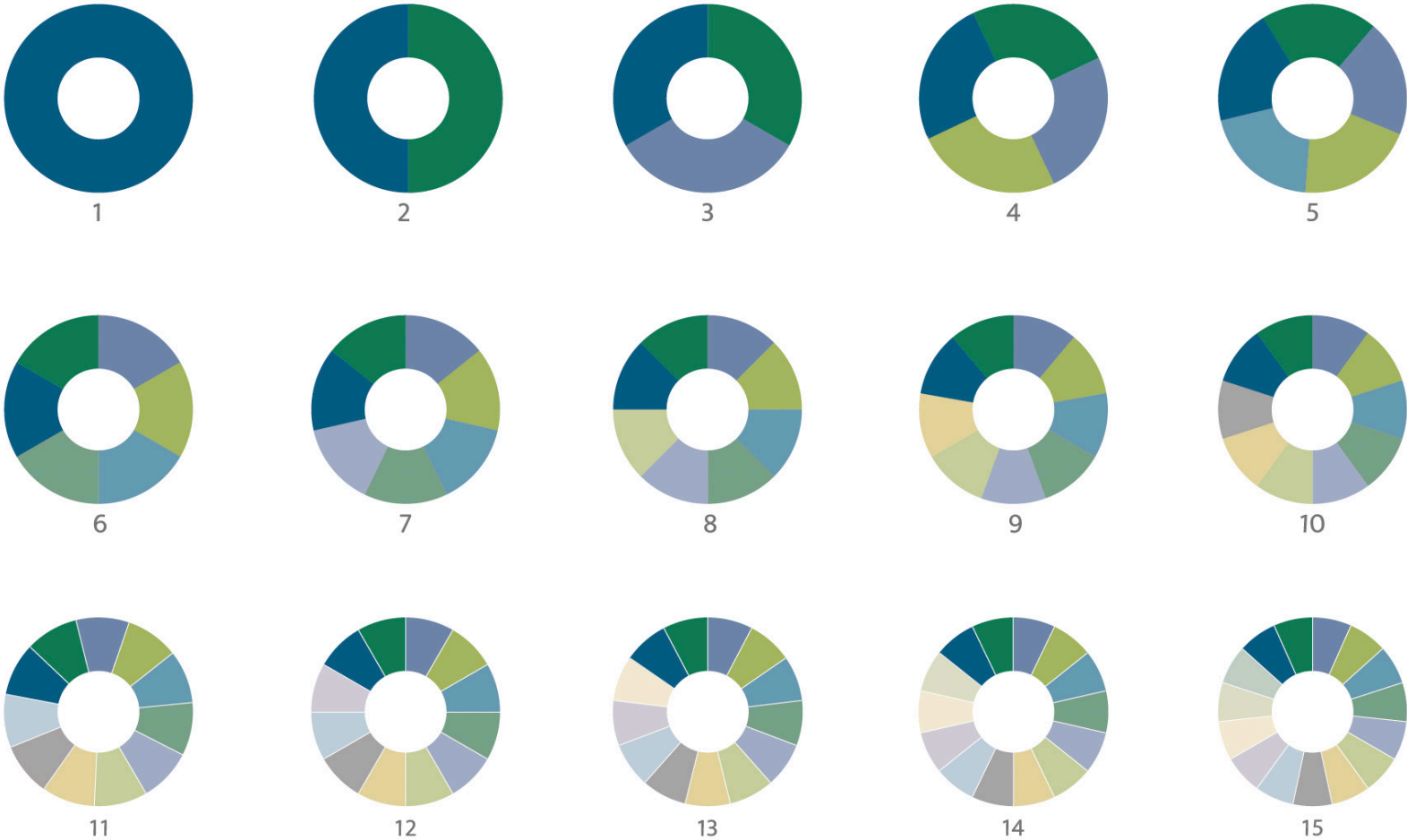


C=40 M=15 Y=79 K=0
R=164 G=183 B=95
#A4B75F
PMS=2303 C

Hedge Funds




C=87 M=28 Y=79 K=14
R=5 G=125 B=87
#057D57
PMS=342 C



Color Usage in Charts & Graphs


For graphs or charts utilizing information pertaining to Stocks, Bonds or Hedge Funds, the following colors have been selected to be used in those instances:

Stocks




C=100 M=58 Y=30 K=10
R=0 G=94 B=133
#005E85
PMS=7469C

Bonds

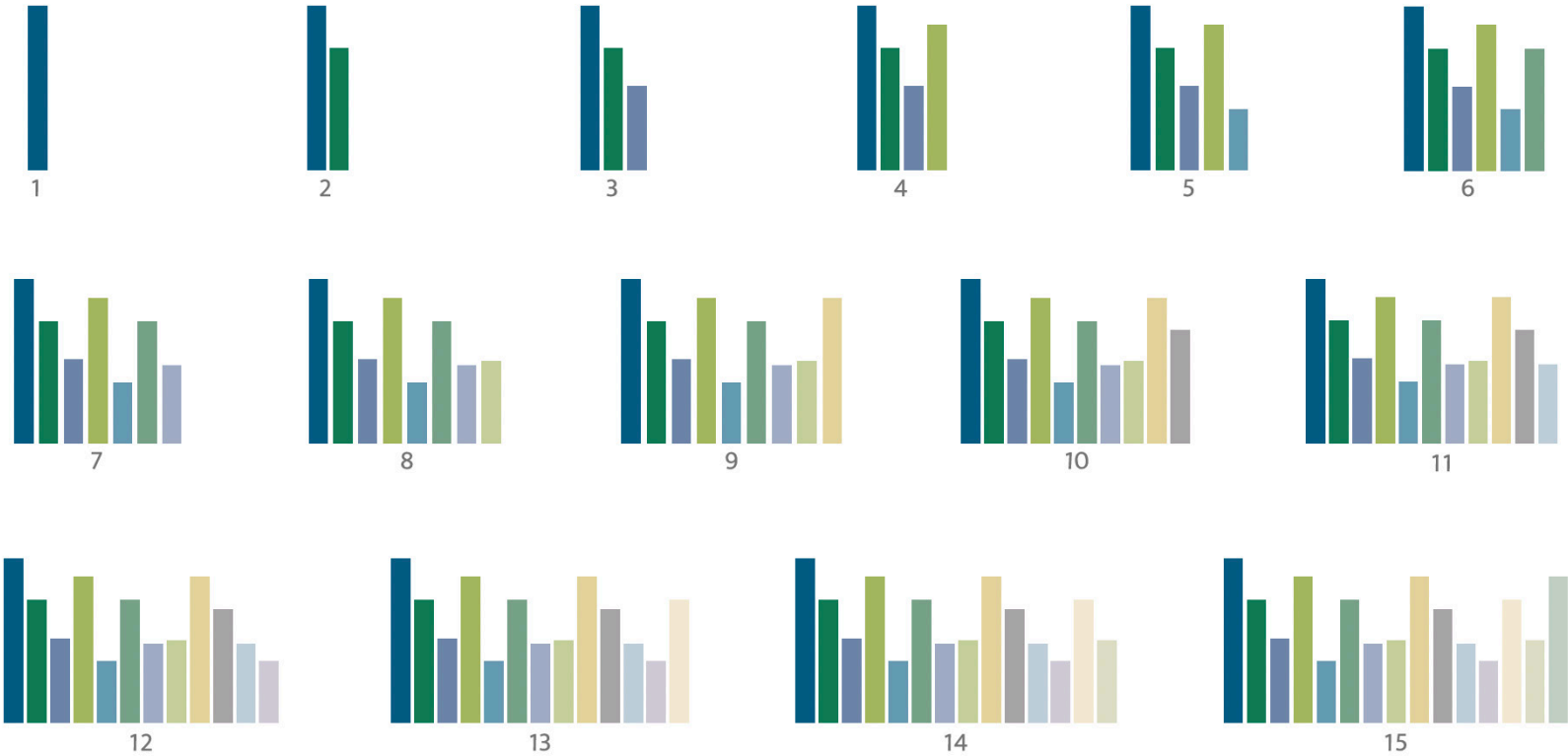


C=40 M=15 Y=79 K=0
R=164 G=183 B=95
#A4B75F
PMS=2303 C

Hedge Funds



C=87 M=28 Y=79 K=14
R=5 G=125 B=87
#057D57
PMS=342 C





Typography

Typeface: Arimo

Used in PowerPoint presentations and printed collateral. Arimo is a contemporary sans-serif typeface that is clean, highly legible, and ecokes the professionalism and excellence Hatteras Investment Partners continues to pursue.

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!\$&@*) 0123456789

Font Weights

- Regular
- Italic*
- Bold**
- Bold Italic***

Hierarchy + Weights

Headline _____ **Headline**

Font-weight: Bold, Bold Italic
Case: Title Case

Subheading _____ **Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt**

Font-weight: Regular, Bold
Case: Sentence Case

Body Copy _____ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam suscipit lobortis nisl.

Font-weight: Light, Regular
Case: Sentence Case
Color: #000000
*White *For darker backgrounds

Typeface: Merriweather Sans

Used in web applications and company ID materials. Merriweather is a contemporary sans-serif typeface that is clean, highly legible, and evokes the professionalism and excellence Hatteras Investment Partners continues to pursue.

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!\$&@*) 0123456789

Font Weights

- Regular
- Italic*
- Bold**
- Bold Italic***

Hierarchy + Weights

Headline

Font-weight: Bold, Bold Italic
Case: Title Case

Headline

Subheading

Font-weight: Regular, Bold
Case: Sentence Case

Lorem ipsum dolor sit amet,
consectetur adipiscing
elit, sed diam nonummy nibh
euismod tincidunt

Body Copy

Font-weight: Light, Regular
Case: Sentence Case
Color: #000000
*White *For darker backgrounds

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation
ullam suscipit lobortis nisl.



Imagery

Graphic Elements

A rich dynamic can be achieved by an overlay of color in a multiplied layer or a reduced opacity layer on top of licensed stock imagery.



C=100 M=58 Y=30 K=10
R=0 G=94 B=133
#005E85
PMS=7469C

Photography

Carefully selected stock imagery can be the perfect complement to Hatteras Investment Partners' branding, not only offering a graphic backdrop to marketing materials but furthering brand visibility through intentional implementation. All approved imagery should share

Hatteras Investment Partners' standards and a commitment to being an industry leader.

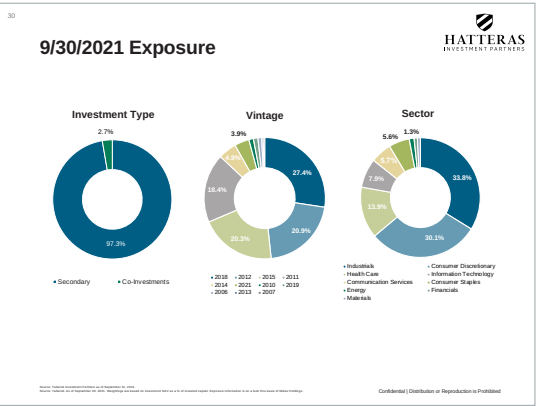
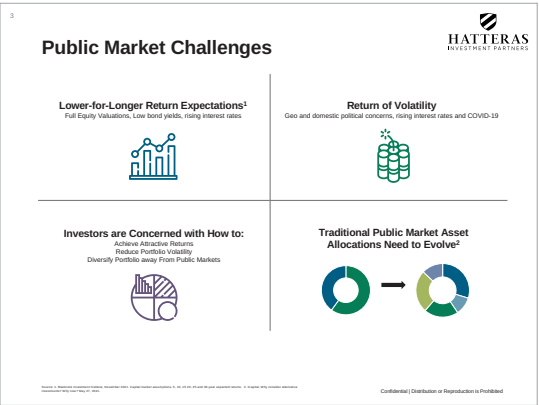
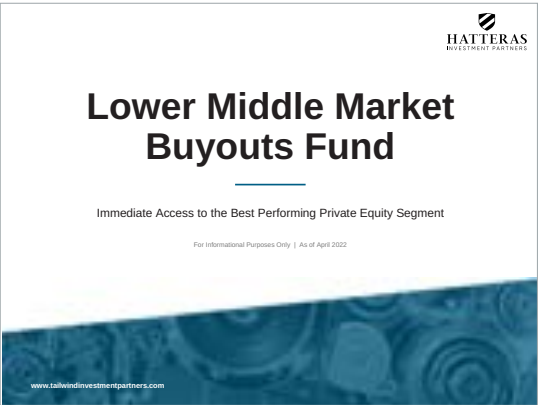




PowerPoint

PowerPoint Decks

Hatteras presentations are crisp and clean utilizing white space whenever possible. Images are used sparingly with color overlay and charts & graphs will follow color usage priority for consistency.



Size and Position ——— Ensure that the Headlines in Powerpoint are set to Size and Position as follows:

1 Line:
Horizontal Position 0.64”
Vertical Position 0.59”

2 Lines:
Horizontal Position 0.64”
Vertical Position 0.21”





Brand Identity

Brand Identity

Hatteras' identity materials set the tone for communication as well as reinforce company values + integrity. Utilized on business cards, letterhead, and envelopes, Hatteras Investment Partners' branding sets a professional tone and continues to share a consistent brand voice across all channels.





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