



The private market, on open rails.

The retail discovery surface — layer 1 of the four-layer stack.

ELEVATOR PITCH

InvestNow is where private-company shareholders, investors, and the companies themselves meet — a private-market marketplace custodied by Investor Services, cleared and recorded on A8 Core™, and secured to the per-record standard of B5 Secure™. Verify once with an Investor Passport, then select, fund, and secure in a single motion.

THE MARK



The aperture — a six-facet hexagonal opening — signals a controlled opening into custody: closed by default, opened by a measured amount. Gradient runs #173359 → #5B8FC7, top-left to bottom-right. Solid or white below 32 px.

THE WORDMARK

Two words, two weights: INVEST at 800, NOW at 500, set in Inter, tracked +0.02em. The weight contrast is the device — never one weight. Minimum sizes: 24 px mark, 96 px full lockup. Clear space: the height of the inner opening, every side.

Pair mark and wordmark with one mark-width of space between them. Never recreate the wordmark in another typeface.

COLOUR



Deep

#173359



Deep 2

#1E4670



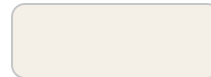
Sky 2

#5B8FC7



Sky

#A6D7F0



Travertine

#F4EFE7



Slate

#3D4A54

TYPOGRAPHY

Source Serif 4

Headlines and page titles — shared with the Investor Services theme.

Inter

Body, navigation, labels and tables. INVEST 800, NOW 500.

DO

- ✓ Use on deep navy or travertine grounds
- ✓ Preserve clear space — the height of the inner opening on all sides
- ✓ Keep the two-tone wordmark: INVEST 800, NOW 500
- ✓ Carry the demonstration notice with any product claim

DON'T

- ✗ Recolor, stretch, rotate, or add effects
- ✗ Imply a live marketplace, orders, or accounts
- ✗ Place the mark on busy imagery
- ✗ Detach the platform figures from their lineage attribution

"Find it on InvestNow. A8 Core™ clears, settles and records it. Investor Services custodies it. B5 Secure™ authorizes every record it touches."