PITCAIRN



Great brands are built on consistency.



This manual is intended to define Pitcairn's brand identity standards.

Using the brand correctly is extremely important, so we ask that this guide is always referred and adhered to when writing, designing, producing, or directing branded communications.

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This section offers an outline of Pitcairn's brand positioning. It is the written portion of our brand which documents who we are and what we believe in, and which also creates the strategic foothold for our visual identity.

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PITCAIRN POSITIONING



OUR BRAND IDEA

Family Moves Us Forward.

We stand apart as the firm that sees people beyond their portfolios. Holding an ultra high net worth is a tremendous responsibility. Our personable, holistic approach to wealth and family management unlocks new doors to confidence, turning trepidation into triumph. Unlike other firms, the family-forward experience we provide allows our clients to think bigger, stress less, and live more.

Our Brand Definitions

Pitcairn

Our parent brand, a leader in providing integrated financial & family services to UHNW families.

Wealth Momentum®

The name of our integrated service model and governing corporate philosophy —that families grow better when we take a holistic approach to their wealth.

Your Wealth Canvas™

The name for the “secret sauce” behind delivering our family services. Not a brand in and of itself, but a way to deliver our brand experience.

The Gen7 Project

A Pitcairn sub-brand, it’s our thought leadership & learning arm that offers community building programs, group learning, educational content, and certifications to everyone in our target audience, not exclusive programs for current clients.

Our Brand Architecture

PARENT BRAND

Pitcairn

- Wealth Momentum
  - Investment Management
  - Financial Services
  - Family Learning & Engagement

SUB-BRAND

Pitcairn Gen7

SUB-BRAND

Pitcairn TBD

Wealth Momentum is our overarching service model within the parent Pitcairn brand. Wealth Canvas is our family services model within Wealth Momentum.

Gen7 is our only true sub-brand. If future sub-brands are developed, they should be treated similarly.

Our Positioning Statement

Pitcairn is a shared single family office for multi-generational wealthy families and existing single family offices. We grow portfolios and people, helping families navigate the individual, interpersonal, and institutional challenges that come with prosperity. Unlike other firms, family is written in our DNA. It is the one constant that has propelled our own family's success as well as the success of our clients. Ultimately, we believe family is what moves us forward: from ourselves, to our communities, and even society as a whole.

WHAT IS A POSITIONING STATEMENT?

The positioning statement answers the important questions of our brand: Who we are, who we serve, what we do, how we're different, and why we exist. Though it might read like a promo, our positioning statement is not for the public. Rather, it's an internal tool to help align our staff and inform our business/ marketing strategy.



Our Mission

To create a home for the world's wealthiest families where people and portfolios grow.

WHAT IS A MISSION?

Our day-to-day goal as an organization. It provides a sense of unity within our team, giving us clear and simple statement that guides our daily decisions.



Our Vision

We imagine a world where every wealthy family can think bigger, stress less, and live more so humanity can keep climbing higher.

WHAT IS A VISION?

A declaration of our organization's long-term goal. It's a succinct statement that serves as a benchmark for our organization's strategic decisions. It will never change.



Our Brand Values

01 ## Curiosity

Constantly exploring, learning, and turning new ideas into best practices

02 ## Collaboration

Sharing everything we've learned and soaking up the expertise of others

03 ## Innovation

Staying one step ahead of market trends and fast-changing technologies

04 ## Integrity

Providing a client experience that is clear, honest, and consistent

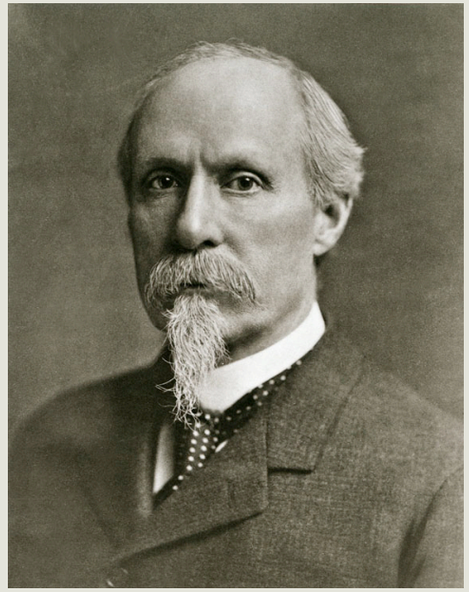
05 ## Excellence

Delivering better outcomes for the families who put their trust in us

Our Story

Founded in 1923 as a single-family office by the sons of industrialist John Pitcairn, Jr., Pitcairn reinvented itself not once but twice over the next century: first in 1987 as a trust company that began inviting other families to share in its investments; and then, in the mid-2000s, as a true family office that gave other families the same excellent client experience—a comprehensive, integrated approach to multi-generational wealth management, in all its human complexity—that it had provided all along to the Pitcairn family.

Pitcairn, in other words, has shown that it is both enduring and adaptive—a stable foundation for dynamism and transformation. Indeed, It is the capacity to adapt to a changing world, overcome adversity, and learn from its mistakes that has made Pitcairn so durable. This reflects not only the challenges that firm and family alike have had to navigate, but also the realization that families and their needs change over time, and that Pitcairn must change with them. This, more than anything, has enabled Pitcairn to stand the test of time.



Creating the Wealth

1841-1923

The Pitcairn story, like so many cherished American success stories, begins with an entrepreneurial immigrant.

Born in 1841, John Pitcairn, Jr. fled famine in Scotland at age five and journeyed to America with his parents and older brother, settling near Pittsburgh. At 14, he dropped out of school to work as an “office boy” at the Pennsylvania Railroad, where his aptitude and eagerness to learn helped him rise quickly through the ranks. John’s work with the railroad also gave him insight into the region’s burgeoning oil and gas sector. He soon formed an investment partnership that drove innovations in the production, refinement, and transportation of natural gas, earning a small fortune.

In 1883, John co-founded the Pittsburgh Plate Glass Company (PPG). The first commercially successful manufacturer of plate glass, PPG leveraged cutting-edge technology to build a 60 percent market share in the American glass market by 1900. Riding PPG’s success,

John became an early private equity investor and had stakes in companies across a range of sectors— manufacturing, banking, chemicals, and even sugar—by the time of his death in 1916. Entrepreneurship was only part of John Pitcairn's story. Respected by his better-known peers (John D. Rockefeller asked him to arbitrate a dispute between Standard Oil and independent oil producers), John was a devoted family man who fathered six children with Gertrude, his wife of 40 years. Deeply religious, he also poured energy and treasure into the community of Bryn Athyn, Pennsylvania, where he erected a cathedral and founded a school. It was these values—integrity, community, service—that he would pass on to the next generation, along with his wealth.

Establishing the Family Office

1923-1958

Recognizing the importance of clear-eyed succession planning, John tapped a non-family PPG executive to succeed him as president and board chair. But he looked to his three sons, Raymond, Theodore, and Harold, to steward the family legacy. And he emphasized the value of doing so as a united front, illustrated by Aesop's fable about a bundle of sticks: individually, each stick can be snapped; bound together, they remain strong and unbroken.

In 1923, seven years after their father's death, the three sons pooled their wealth into a holding company, The Pitcairn Company, that would manage their combined assets, largely PPG stock. Raymond, the eldest, led this effort, sparing no expense in hiring the best tax lawyers, estate planners, and accountants to oversee the affairs of their three households. This made it all the more efficient for them to consolidate their resources.

At the same time, the brothers were very different people. Raymond was a lawyer, Lincoln scholar, art collector, and amateur architect who finished building the Bryn Athyn cathedral his father had started. Theodore, the middle son, became a minister and founded his own church in the Philadelphia area. The youngest son, Harold, inherited his father's entrepreneurial flair: An avid aviator and inventor, he founded what became Eastern Airlines and helped develop the autogiro, a precursor to the helicopter.

"And he emphasized the value of doing so as a united front, illustrated by Aesop's fable about a bundle of sticks: individually, each stick can be snapped; bound together, they remain strong and unbroken."

The three brothers' lives were not without heartache. Raymond struggled to support his own eldest son's battle with alcoholism and terminal illness. Theodore grew estranged from his brothers, sending his lawyer to represent him at shareholder meetings. Harold's life, meanwhile, ended tragically, in an apparent suicide. Yet through it all, the three men managed to keep their family bundle together.

Diversifying

1958-1987

That family bundle was growing quickly. The brothers had fathered over 20 children among them, which meant that by the mid-1950s, when those children had their own spouses and children, the family office was already managing the affairs of dozens of clients.

With his eldest son unable to succeed him, Raymond identified his son-in-law, James "Jim" Jungé, as the most promising alternative. A talented chemical engineer, businessman, and manager who had been born into modest means, Jim would help revive PPG's sagging fortunes. He also oversaw sweeping changes at the Pitcairn family office, which he joined in 1958 before becoming its president in 1963. On his watch, Pitcairn sold a big chunk of PPG stock and built a more diversified portfolio that included real estate, venture capital, and private equity. It also developed an "institutional-quality" investment department on par with major banks and wealth managers— remarkable for a single-family office.

In 1979, Jim Jungé stepped down from his role as Pitcairn's president, though he remained as board chair. But the shift from G3 to G4 proved rocky. The cousin who succeeded Jungé, Kirk Pendleton, repeatedly clashed with other family members before resigning in 1983. Meanwhile, as the total number of family members continued to multiply—and as individual and household asset levels became more varied—some in the family began to clamor for more liquidity, frustrated at having their assets tied up in trusts controlled by the family office.

Recognizing the need to make Pitcairn's governance more democratic and inclusive, Jim's son, Dirk, created the "auxiliary board" in 1982. An early version of a family council, the board trained family members for leadership and facilitated communication with the larger family group. Notably, half of its founders were women—intentionally so. This signaled a growing commitment to diversity of a different kind in a firm long run by men.

Even so, it was becoming increasingly clear that dissenting family members would need to be allowed to take their money out. The firm thus sold off the rest of the PPG stock in its portfolio and liquidated the holding company in 1986. The following year, the remaining family members reconstituted the firm as the Pitcairn Trust Company, inviting other, non-Pitcairn families to join them.

In Transition

1987-2007

Of course, as Chris Kerr later put it, "Declaring yourself a multi-family office doesn't make you a multi-family office…You've got to learn a different way of serving others versus serving yourself." That journey unfolded over the next 20 years.

After the 1987 transition, Pitcairn began building proprietary investment products it would offer to client families, including the Family Heritage Fund, which invested in other family-controlled firms. At the same time, Pitcairn also began to venture into leveraged buyouts (LBOs), with occasionally disastrous results.

"Some at Pitcairn saw a different future. They believed the firm should "sell who we are," as Clark Pitcairn put it—the integrated client experience that Pitcairn had established from the beginning. One of the most determined of these voices was Leslie Voth, a non-family professional who had joined the firm in 1993."

By then, another family conflict had begun to unfold, spurred by dissenters who favored more conservative, low-fee investments. The conflict was protracted, personal, and deeply painful, with the dissenters eventually leaving in 1993. The episode nonetheless underscored an important lesson: keeping the family together at all costs is not always possible or wise. Pitcairn instead embraced "free association," whereby clients and shareholders alike should remain only when they valued the services Pitcairn could provide.

More positive developments highlighted the firm's enduring capacity for innovation and entrepreneurialism. Chief among these was the formation in 1996 of the National Philanthropic Trust (NPT), a charitable vehicle for client families eager to engage in philanthropy but reluctant to set up their own private foundations.

Still, as the new millennium dawned, Pitcairn maintained a narrow focus on investments that left it battling it out in a competitive market for retail clients.

Some at Pitcairn saw a different future. They believed the firm should "sell who we are," as Clark Pitcairn put it—the integrated client experience that Pitcairn had established from the beginning. One of the most determined of these voices was Leslie Voth, a non-family professional who had joined the firm in 1993. She began cultivating relationships with industry thought leaders who shared her vision.

To go to market with that vision would require a different culture. Unfortunately, many of Pitcairn's longtime professionals (including some who had rendered excellent service to the Pitcairns them- selves) were unable to adjust to that "growth mindset." At the end of 2006, then, Pitcairn parted ways with its leadership team—a gut-wrenching but necessary step for getting where it needed to go.

Becoming a True Family Office

2007-PRESENT

In 2007, Dirk Jungé took over as Pitcairn's president while continuing as board chair. The firm gradually embraced the integrated, comprehensive set of services Voth had envisioned, courting families who truly needed and were prepared to pay for these services.

In some ways, Pitcairn had come full circle: embracing the "full-service" approach that Pitcairn family members had enjoyed before the 1987 transition. But this time, the services were built to be tailored to the needs of individual households.

As part of this shift toward individualized services, Pitcairn moved in 2008 to wind down its proprietary investment products in favor of an open-architecture investment platform. In doing so, it continued its longstanding embrace of cutting-edge technology, which now included online platforms that let clients track their investments. The timing of this shift—just before the Great Recession—proved challenging. But in the long term, it was the right move for Pitcairn and for its clients.

Other shifts followed. Around 2010, Pitcairn began taking on single-family offices (SFOs) as clients, bringing to bear insights from its own experience as an SFO. The following year, it became a founding member of Wigmore, a global knowledge-sharing association of leading family offices. And in 2012, Leslie Voth took the helm as Pitcairn's first woman president. Pitcairn would embrace diversity and inclusion, recognizing the need for its staff to mirror client families where women decision-makers were increasingly common.



In recent years, Pitcairn has enjoyed robust growth: from $3 billion in assets under advisement in 2015 to $7 billion in 2022. It accomplished this, in part, by making clear why Pitcairn—the only wealth manager with a 100-year history, a comprehensive suite of services, and likable and caring professionals at the top of their fields—was a "market of one," as Andy Busser put it.

In 2017, Pitcairn unveiled its "Wealth Momentum" service model. With it, Pitcairn managed to visualize for clients how it combined hard skills like investment advice and tax planning with soft skills (in education, governance, philanthropy, and family relationships) to help families sustain their wealth momentum across generations. Likewise, in 2020, Pitcairn unveiled the Gen7 project, a learning lab that helped cement Pitcairn's position as a thought leader in the industry.

Epilogue

THE NEXT CHAPTER

As it approaches its centennial, Pitcairn is now at another inflection point. With ambitious plans to grow, it must determine how to achieve its goals without losing sight of the values that distinguish it from its competitors, not least its fiduciary mindset. It must also strike a balance between celebrating a story that now extends well beyond the Pitcairn family, on the one hand, and recognizing that much of what makes the firm special is intertwined with that story: a rare 100-year-old family in which members of the seventh generation are still being born millionaires.

Finally, with Voth herself planning to step down in 2024, the firm faces another turning of the page. What will the next 100 years look like? If the last century is any guide, Pitcairn will remain uniquely qualified to share lessons—many of them hard-won, written in the scars from past wounds—with families that have yet to experience the trials and transitions that Pitcairn has. In doing so, it will continue to help other families "see around corners," even as it writes the next chapter of its own story for future generations.

OUR TAGLINE

Where Wealth and Families Grow.



WHAT IS A TAGLINE?

An accessible and memorable expression of who we are that's meant to intrigue, not explain every detail of our organization.



PITCAIRN MESSAGING



SECTION 02A

What to Say

Brand Messaging





How Effective Brand Messaging Works

Pitcairn has many layers. In one piece of collateral, we may be writing for several distinct audiences at once. This messaging playbook helps us navigate these layers and deliver a consistent, on-brand message, no matter which audience we're writing for.

LEVEL ONE

Core Brand Message

The overarching thing that we want to communicate; the single brand message that applies to all of our audiences.

LEVEL TWO

Audience-Specific Messages

Messages tailored for each of our audience segments that appeal to their emotions while staying rooted in our "Core" message.

LEVEL THREE

Proof Points

How we back up our audience-specific messages; proof that there's substance to our claims.

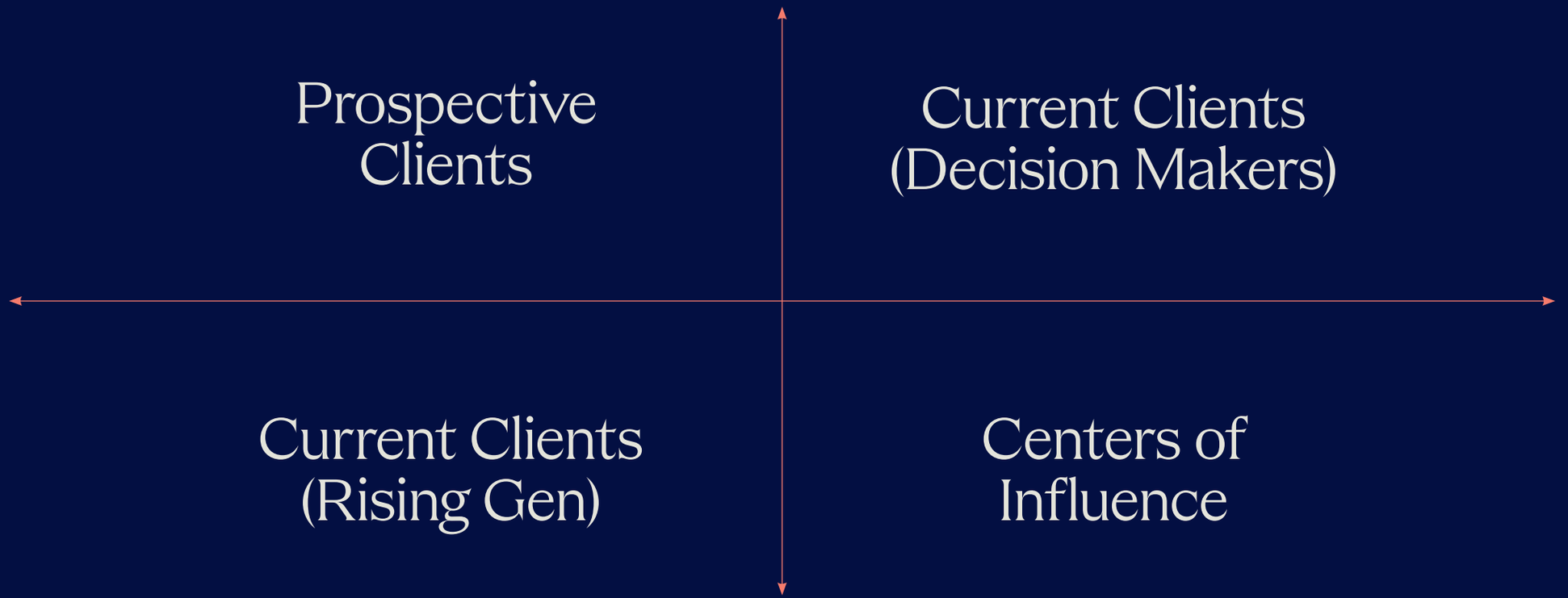
OUR CORE MESSAGE

Pitcairn is a home where people and portfolios grow.





Our Audience Segments



AUDIENCE SEGMENT

Prospective Clients

OUR CORE MESSAGE

Pitcairn is a home where people and portfolios grow.

SECONDARY MESSAGE ONE

Pitcairn helps you protect and grow your family's wealth from year to year and generation to generation.

What to Highlight:

- Assets under management
- Our role in forging wealth 3.0
- Historical returns
- Wealth Momentum service model

SECONDARY MESSAGE TWO

Pitcairn is where family meets family — we have a level of empathy that other firms can't match because family is at the center of our firm's history and DNA.

What to Highlight:

- Our 100+ year history as a firm
- Our team, a combination of Pitcairn and non-Pitcairn family members
- Wealth Momentum service model

SECONDARY MESSAGE THREE

We are capable of helping clients through even the most complex and sophisticated challenges that come with being a wealthy family.

What to Highlight:

- Case studies of current/former clients
- Our firm's history navigating challenge and change

AUDIENCE SEGMENT

Current Clients (Decision Makers)

OUR CORE MESSAGE

Pitcairn is a home where people and portfolios grow.

SECONDARY MESSAGE ONE

Family learning is a cornerstone of keeping wealthy families together and successfully transferring wealth from one generation to the next.

What to Highlight:

- Gen7 + related programs
- Wealth Momentum service model
- Wealth Canvas learning experience
- Case studies of current/former clients

SECONDARY MESSAGE TWO

We offer holistic services beyond portfolio management that can help give you a greater sense of freedom and confidence in your future.

What to Highlight:

- Wealth Momentum service model
- Wealth Canvas learning experience
- Successful coordination with outside tax and insurance professionals

SECONDARY MESSAGE THREE

There's power in community. By connecting and learning with others like you, you will feel more confident and equipped to take on present and future challenges.

What to Highlight:

- Gen7 + related programs
- Events

AUDIENCE SEGMENT

Current Clients (Rising Gen)

OUR CORE MESSAGE

Pitcairn is a home where people and portfolios grow.

SECONDARY MESSAGE ONE

We are a modern firm whose principles transcend generations, helping families keep and grow their wealth for over a century and counting.

What to Highlight:

- Our 100+ year history as a firm
- Rising Gen Cohort
- Content written on changes in modern wealth landscape

SECONDARY MESSAGE TWO

Learning about financial management early can help you achieve more now and as you grow into your prosperity.

What to Highlight:

- Wealth Canvas learning experience
- Rising Gen Cohort
- Case studies of current/former clients

SECONDARY MESSAGE THREE

There's power in community. By connecting and learning with others like you, you will feel more confident and equipped to take on present and future challenges.

What to Highlight:

- Gen7 + related programs
- Rising Gen Cohort
- Events

AUDIENCE SEGMENT

Centers of Influence

OUR CORE MESSAGE

Pitcairn is a home where people and portfolios grow.

SECONDARY MESSAGE ONE

We have successfully serviced multi-generational wealthy families for a century and counting, contributing to our strong reputation in the space.

What to Highlight:

- Case studies of current/former clients
- Our 100+ year history as a firm
- Our role as pioneers in Wealth 3.0

SECONDARY MESSAGE TWO

We offer holistic wealth and family management services that can complement what you offer to your clients.

What to Highlight:

- Wealth Momentum service model
- Wealth Canvas learning experience
- Testimonials from other tax, financial, and/or insurance professionals

SECONDARY MESSAGE THREE

Our services have evolved from our past as a single family office. We are equipped to help modern, multi-generational wealthy families protect and grow their wealth.

What to Highlight:

- Wealth Momentum service model
- Case studies of current clients
- Gen7 + related programs

SECTION 02B

How to Say It

Voice & Tone





Brand Voice is the authentic personality of our brand.

Picture our brand as a person: What attributes would we use to describe how that person talked?

01

Composed

Controlled,
but not stale.

02

Warm

Personable,
but not casual.

03

Intelligent

Expert, but not
unapproachable.

Composed

Controlled, but not stale.

"Each member of our multi-disciplinary, multi-generational Pitcairn team, as well as our firm's leadership, will be proactive with our interaction and communication."

"Our entire team—from relationship managers to leadership—believe in the power of communication. When it comes to your family's success, we promise to communicate early and often."

"Our one-of-a-kind, extraordinary team does it all. Whether you're talking to a relationship manager or one of c-suite execs, we'll be so proactive in our communication you'll be shocked."

Too Restrained

Just Right

Too Fickle

Warm

Personable, but not casual.

"As a wealth management advisor, we help protect, grow, and keep clients' wealth. This enables better outcomes year-to-year, decade-to-decade, generation-to-generation."

"This is a home where your portfolio and your family grow. We help you keep and increase more of your wealth so your family—today and for generations to come—can achieve more."

"To us, you're like family. Tell us your goals, and we'll show you how to protect, keep, and even grow your wealth. That way, the next 5 years, 5 decades, and 5 generations will be filled with good memories and financial safety—who knows what you can accomplish!



Too Cold

Just Right

Too Flippant

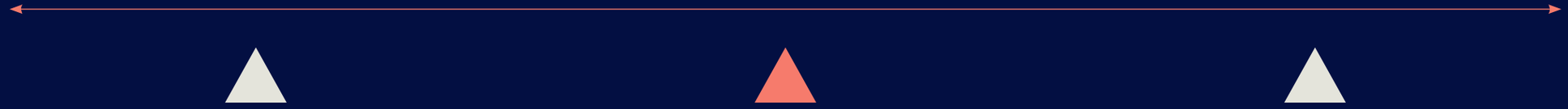
Intelligent

Expert, but not unapproachable.

"Big job numbers and companies earning a lot of money, combined with Washington figuring out the debt ceiling negotiations, means good things for the stock market."

"When you combine a robust employment report, strong corporate earnings, and debt ceiling negotiations which avoided default, you find new life injected into the stock market."

"An exceptional employment report married with strong, almost unfathomable corporate earnings combined with the recent debt ceiling negotiations that took that fear of an unprecedented default off the table have buoyed the stock market in an environment that finally feels more torpid than turbulent."



Too Vapid

Just Right

Too Overwrought

Different situations call for different tones.

While our brand voice will always remain consistent, our tone may vary slightly depending on the situation. Which should our brand voice adopt to make sure the message gets through?

SCENARIO ONE

When Pitcairn publishes blog and web marketing content, we strike a balance between authoritative and casual. Write with a single person in mind. In other words, the experience of reading our blogs and web marketing content should feel like having a conversation with an intelligent but warm person. Be empathetic. Use concise, efficient language. Always keep the reader in mind.

SCENARIO TWO

When Pitcairn publishes investment advice, market analysis, or similar commentary, we shouldn't be afraid to be authoritative. We are the experts, so we should sound like it: use definitive statements, make confident claims, and be clear. Don't lean on big, unnecessary jargon. Instead, be calm, clear, and concise.

SCENARIO THREE

When Pitcairn posts on social media, we can loosen up our ties a little. While we should stay positioned as experts, here we can invite more audience participation and be a bit more playful. Avoid using too many exclamation points and emojis. Instead, be a bit more empathetic and compassionate to create a more appropriate tone for social media.

6 Essential Tips for Writing as Our Brand

01 Write with our voice words in mind

Think of our brand as a person: that person should sound composed, warm, and intelligent.

02 Simplify, simplify, simplify.

If you can cut out a word while maintaining the integrity of a sentence, do it.

03 Ask, “what audiences am I writing for?”

We don’t write for ourselves. We write for our audience. Before sitting down to write anything, first review the relevant audiences to remind yourself what messages motivate them most.

04 Lead with the end benefit.

To avoid burying key ideas in mountains of text, lead with the thing that your audience wants most. This is especially important when writing headlines.

05 Revisit this guide every 6 months.

Our brand can change over time. Twice a year, review this guide in full and confirm that everything is still accurate. Make small updates wherever necessary.

06 Keep this guide close by.

As a writer for the Pitcairn brand, it’s important to keep the guidelines for our messaging fresh in your mind.

PITCAIRN VISUAL BRAND



Primary Logo

The primary logo is the core brand mark of the Pitcairn brand. As the brand's most recognizable visual asset, it should always be implemented consistently and never altered in any way.

A



B



Color Formats

In addition to a neutral black and white, the primary logo may be set in four colors from the core palette: Sky, Cosmos, Coral, and Mist.

It may also be used over an image—provided there is enough contrast—in either white or Mist.

A. Over image
B. Sky over Mist
C. Mist over Sky
D. Coral over Cosmos
E. Coral over Mist
F. Cosmos over Mist
G. Mist over Cosmos



B
PITCAIRN

C
PITCAIRN

D
PITCAIRN

E
PITCAIRN

F
PITCAIRN

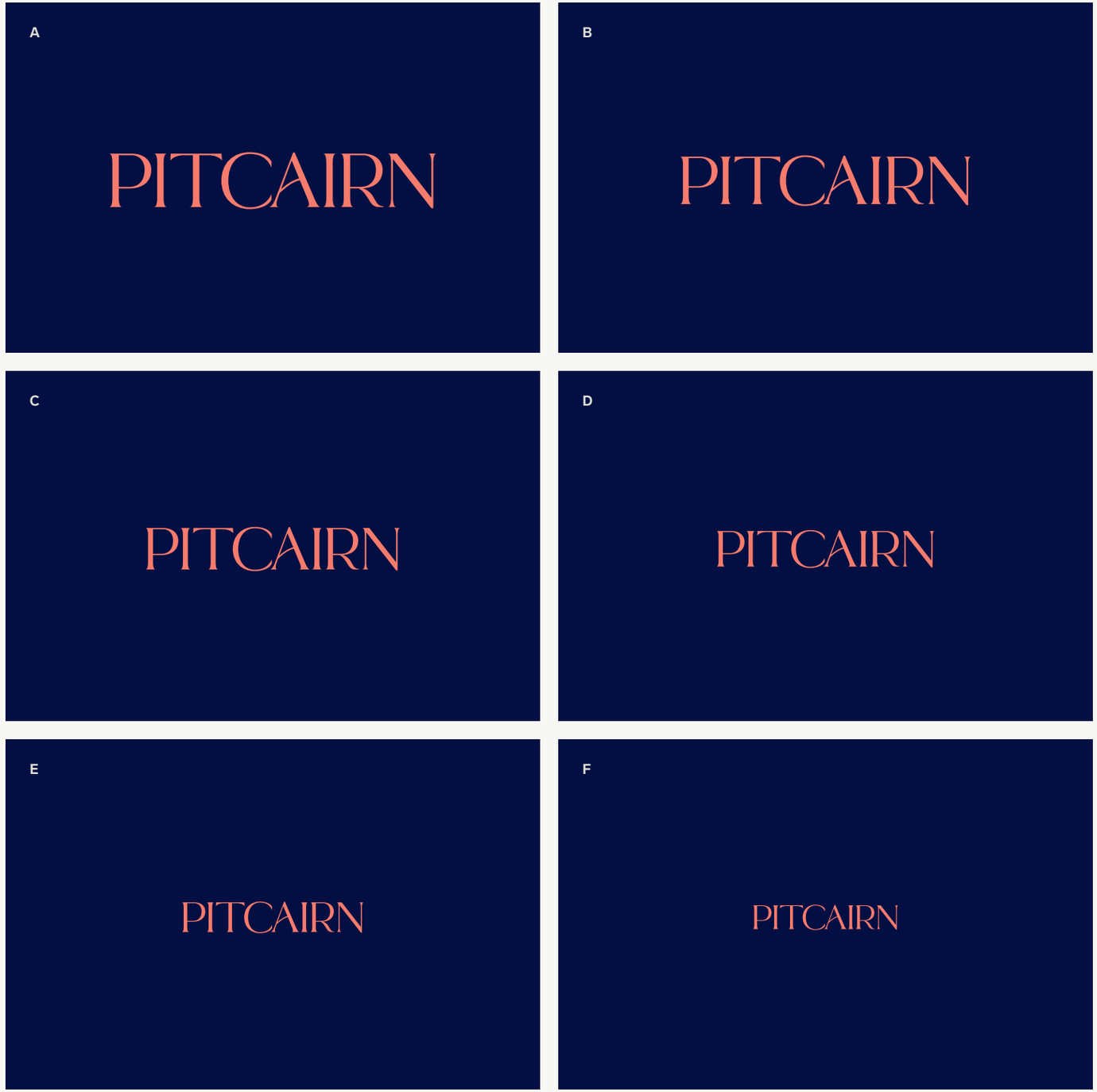
G
PITCAIRN

Minimum Sizing

Choosing a scale for the logo should be determined on a case-by-case basis so that the Pitcairn branding remains intact.

The minimum acceptable width of the Pitcairn logo is 1 inch wide. See size examples to the right.

A. 2.25 inches wide
B. 2 inches wide
C. 1.75 inches wide
D. 1.5 inches wide
E. 1.25 inches wide
F. 1 inch wide



General Usage

To preserve brand strength, all elements of the Pitcairn logo should be kept intact. Please refer to these examples of how NOT to use the provided logo.

A. Do not place the logo on a background with insufficient contrast.

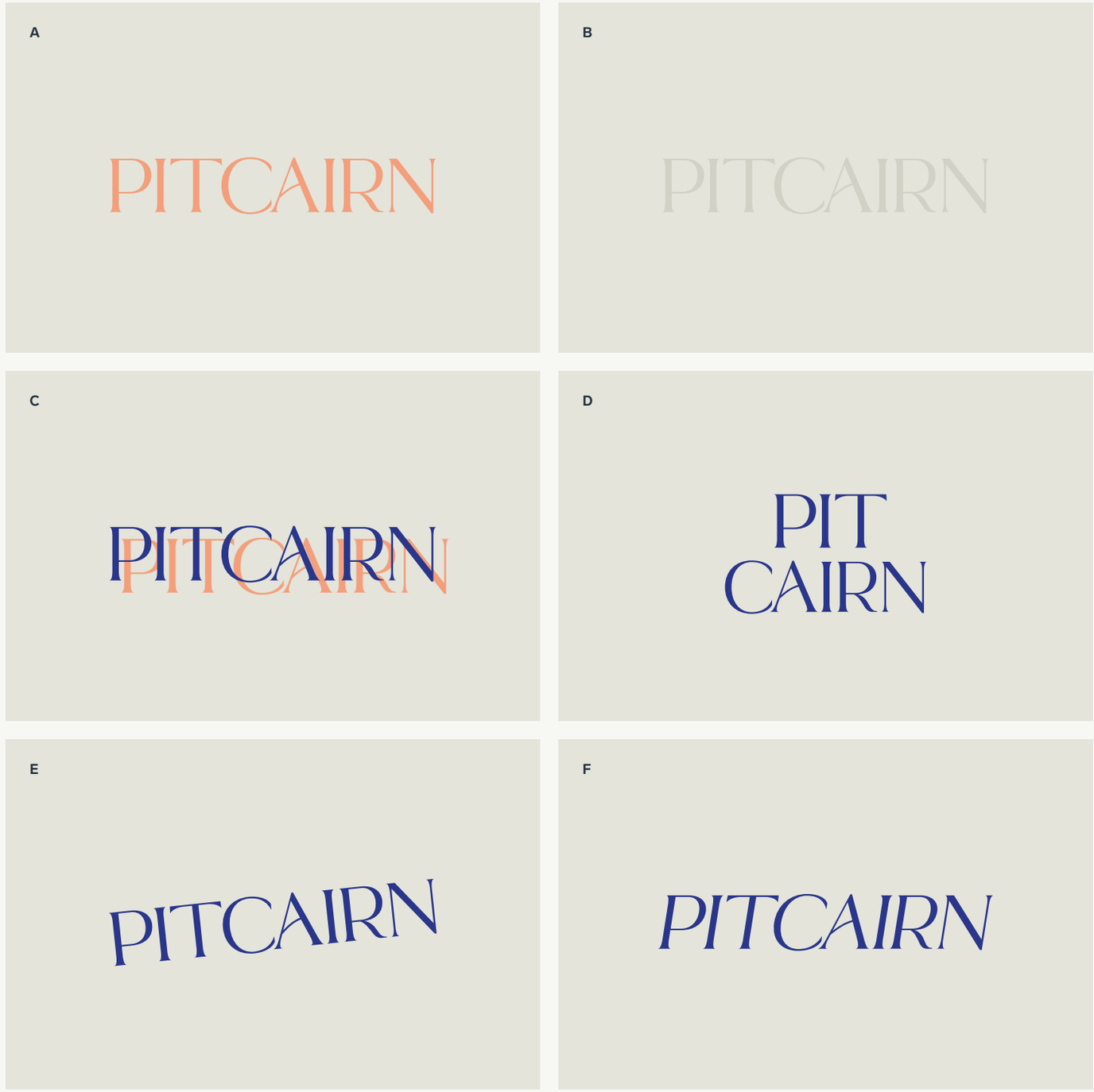
B. Do not reproduce the logo in a tint or screen.

C. Do not add extraneous effects to the logo, including a drop shadow or a stroke.

D. Do not change or modify the logo (or any of its letterforms) proportions or positions.

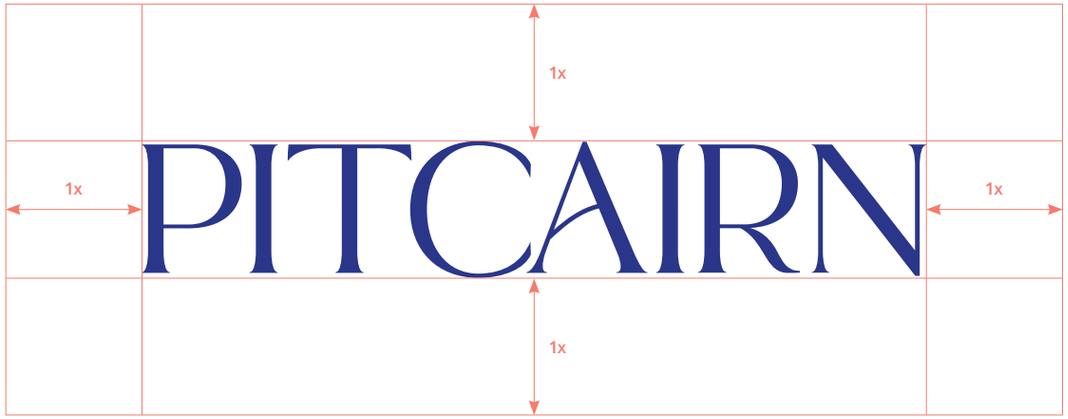
E. Do not rotate or misalign the logo.

F. Do not skew or distort the logo.



Clearspace

Always maintain adequate clearspace margins around the logo. Allow for margins equal to the logo height above, below and at both sides.



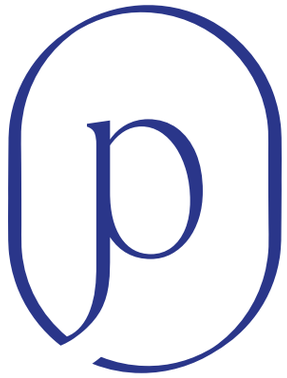


Secondary Monogram

In addition to Pitcairn's primary logo, a secondary monogram treatment may be used as a simplified mark to convey the brand.

While not part of the primary logo, the monogram can be juxtaposed with the primary logo, or used purely as a graphic element within compositions.

A



B



Brand Typefaces

The typefaces to the right can be used to develop a typographic hierarchy for all Pitcairn materials.

Apris should be used as the principal typeface for all major headlines. It can also be used for secondary subheads and other prominent text callouts.

Lab Grotesque can be used for secondary headlines and subheads, callouts, and other title content. It can also be used for body copy, footnotes, captions, and other small labels.

PRINCIPAL TYPEFACE

Apris

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Thin, Light, Regular, **Medium**, **Bold**, **Black**

SECONDARY TYPEFACE

Lab Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Thin, Light, Regular, **Medium**, **Bold**, **Black**

Type Hierarchy

HEADLINE
Apris Light

SUBHEAD
Lab Grotesque Light

BODY
Lab Grotesque Light

CALLOUT
Apris Medium
Lab Grotesque Medium

Where Wealth and Families Grow.

Pitcairn is a home where people and portfolios grow.

Curabitur ligula sapien, tincidunt non, euismod vitae, posere imperdiet, leo. Etiam sollicitudin, ipsum eu pulvinar rutrum, tellus ipsum laoreet sapien, quis venenatis ante odio sit amet eros. Aenean vulputate eleifend tellus. Praesent ut ligula non mi varius sagittis. Nullam tincidunt adipiscing enim. Quisque id mi. Suspendisse eu ligula. Maecenas vestibulum mollis diam. Donec mollis hendrerit risus. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus lorem ipsum dolor sit amet.

Duis vel nibh at velit scelerisque suscipit. Vivamus quis mi. Ut varius tincidunt libero. Aliquam erat volutpat. Curabitur blandit mollis lacus. Vestibulum facilisis, purus nec pulvinar iaculis, ligula mi congue nunc, vitae euismod ligula urna in dolor. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. In auctor lobortis lacus. Sed cursus turpis vitae tortor. Duis vel nibh at velit scelerisque suscipit.

Nunc interdum lacus sit amet orci. Suspendisse feugiat. Donec interdum, metus et hendrerit aliquet, dolor diam sagittis ligula, eget egestas libero turpis vel mi. Sed hendrerit.

Suspendisse faucibus nunc eters pellentesque amegestas la cuser a ante convallis vitae iaculis dime lorem ipsum dolor amet.

John Dougherty, Designer

Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo. Etiam sollicitudin, ipsum eu pulvinar rutrum, tellus ipsum laoreet sapien, quis venenatis ante odio sit amet eros. Aenean vulputate eleifend tellus.

Praesent ut ligula non mi varius sagittis. Nullam tincidunt adipis enim. Quisque id mi. Suspendisse eu ligula. Maecenas vestibulum mollis diam. Donec mollis hendrerit risus. Aliquam lorem ante, dap ibus in, viverra quis, feugiat a, tellus lorem ipsum dolor sit amet.

Core Palette

Colors define a mood and provide character to the brand. Brand colors are just as important to the brand as the logo itself. It is imperative that the same Pantone, CMYK, and RGB builds are utilized to maintain visual consistency.

Pantone is preferred for most print production or offset print projects. **CMYK** is preferred for digital press projects. **RGB** is for digital use.

SKY	
PANTONE	2126c
RGB	42 54 138
CMYK	100 95 10 1
HEX	#2A368A

COSMOS	
PANTONE	2766c
RGB	3 15 66
CMYK	100 96 37 50
HEX	#030F42

CORAL	
PANTONE	170c
RGB	246 123 108
CMYK	0 65 53 0
HEX	#F67B6C

CHAMPAGNE	
PANTONE	163c
RGB	243 159 123
CMYK	2 44 51 0
HEX	#F39F7B

MIST	
PANTONE	2330c
RGB	228 228 219
CMYK	10 7 12 0
HEX	#E4E4DB

OCEAN	
PANTONE	2224c
RGB	21 102 117
CMYK	89 47 44 16
HEX	#156675

SAGE	
PANTONE	7536c
RGB	162 162 138
CMYK	39 30 48 1
HEX	#A2A28A

FLOW	
PANTONE	317c
RGB	162 210 210
CMYK	36 4 18 0
HEX	#A2D2D2

SLATE	
PANTONE	7546c
RGB	33 48 60
CMYK	84 69 53 54
HEX	#21303C

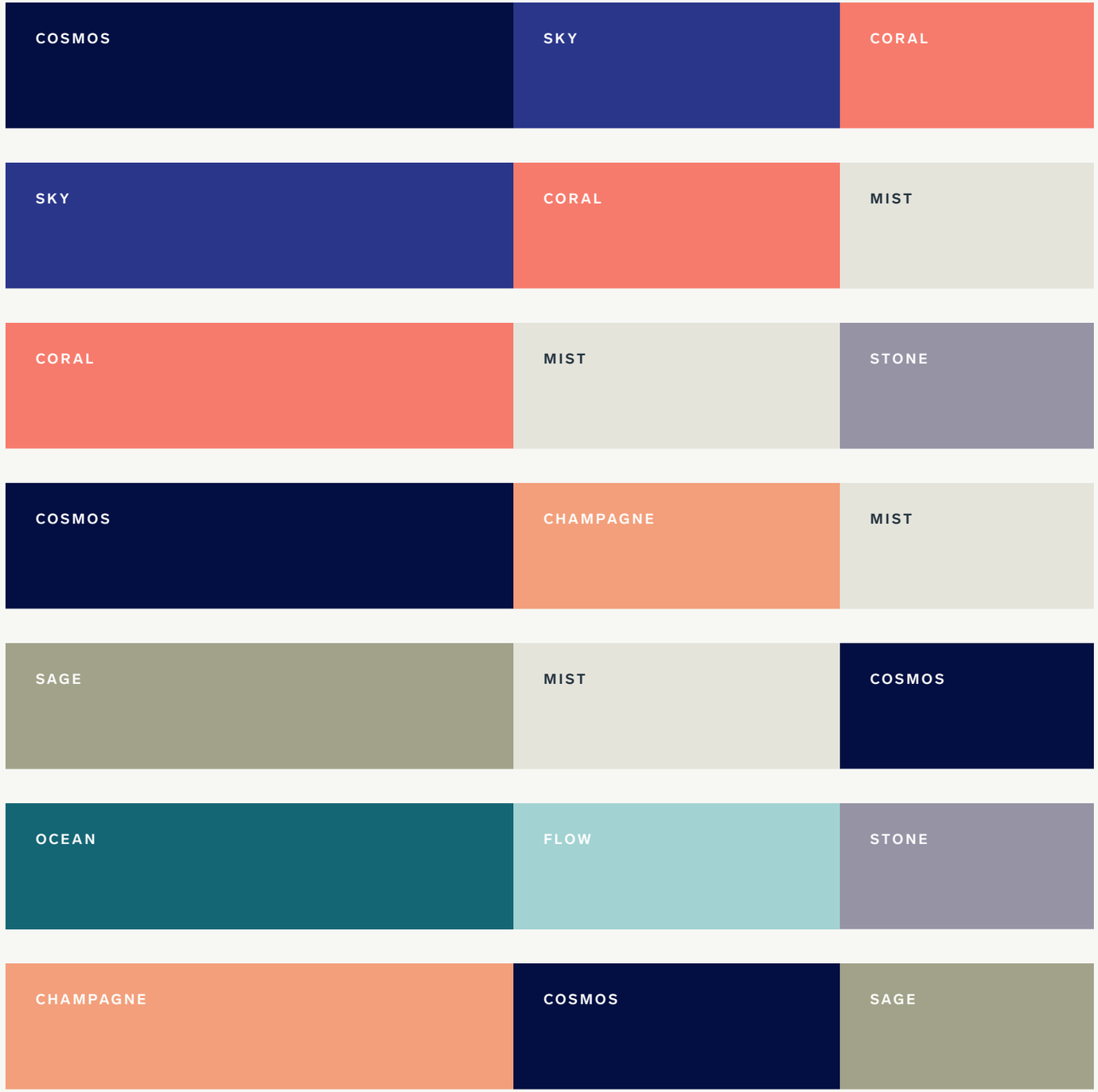
STONE	
PANTONE	7660c
RGB	150 147 165
CMYK	44 39 25 1
HEX	#9693A5

METALLIC GOLD PANTONE 875C

Color Pairings

Individual colors from Pitcairn's core palette can be combined in a variety of different ways. Potential combinations include—but are not limited to—the examples to the right.

For ideal tonality, it is important to maintain a satisfying level of contrast between individual colors.



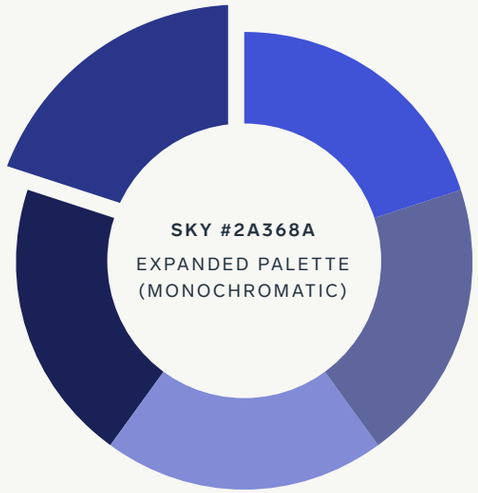
Expanding the Core Palette

When a wider variety of colors are required for graphs and charts in presentations, fact sheets, market updates, and more, we recommend using the **Adobe Color Wheel** tool. Please use the following directions:

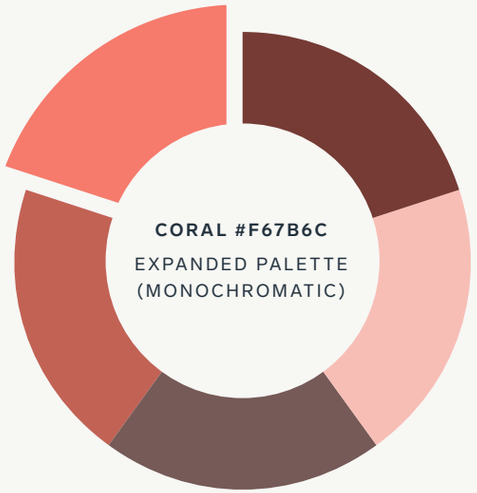
A. Enter the hex code of a core palette color in the first box, titled “Base Color”. Ensure the arrow is in the first color box (it will be visible at the bottom). The color harmony will be based on what color you put here.

B. Please choose colors only from the **Monochromatic** or **Shades** options in the left panel. Other selections within this panel will vary the palette too far.

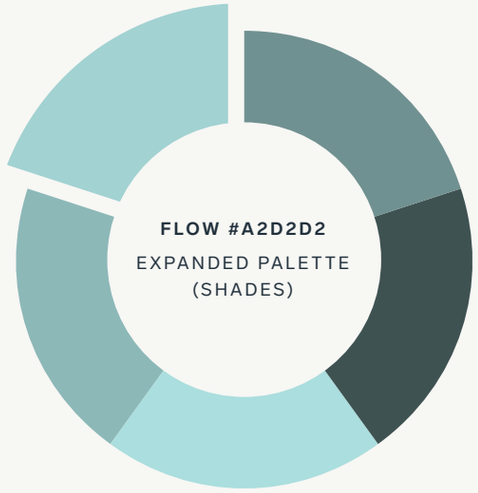
The examples to the right illustrate expanded palettes created from a base color within the core palette.



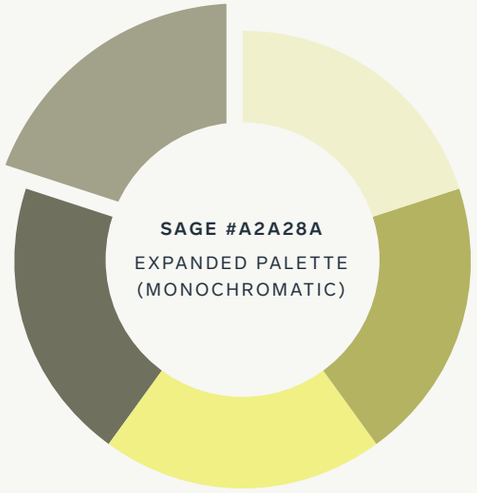
#4052D6 #5E669D #818BD6 #1A2157



#753B34 #F7BEB6 #755A57 #C26255



#709191 #3F5252 #ABDEDE #8DB8B8



#F0F0CC #B3B362 #F0F084 #70705F

Photography

THEME A - NATURAL WONDERS

This collection captures candid moments between family members set in lush natural surroundings. Images feel contemplative and intimate, celebrating themes of generational growth and renewal.

All brand imagery should be well lit and of high resolution(at least 3000 pixels wide) on its shortest side. Blurry, grainy, or low quality imagery should not be used even if its content is engaging.









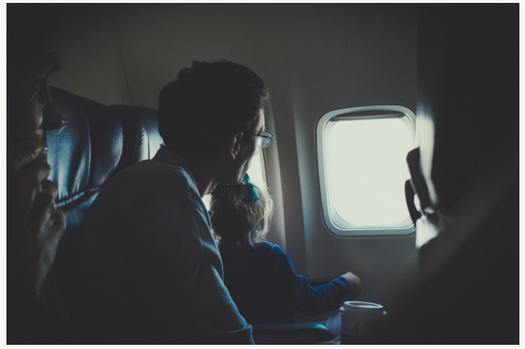



Photography

THEME B - FAMILY FORWARD

This collection captures moments depicting bold exploration, movement, and learning. Images reflect an ideology of continual growth, celebrating the spirit of “live more, stress less”.

All brand imagery should be well lit and of high resolution(at least 3000 pixels wide) on its shortest side. Blurry, grainy, or low quality imagery should not be used even if its content is engaging.









Photography

THEME C - GENERATIONAL EXCELLENCE

This collection captures moments of focus and learning between family members a generation apart. Images reflect a sense of shared values and celebrate the wisdom transmitted between generations.

All brand imagery should be well lit and of high resolution(at least 3000 pixels wide) on its shortest side. Blurry, grainy, or low quality imagery should not be used even if its content is engaging.









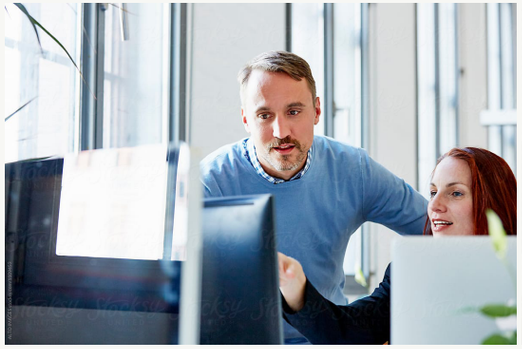



Photography

THEME D - PITCAIRN PEOPLE

This collection captures Pitcairn team members in candid workplace environments. These stock images can be used as visual references for future Pitcairn photo shoots.

All brand imagery should be well lit and of high resolution(at least 3000 pixels wide) on its shortest side. Blurry, grainy, or low quality imagery should not be used even if its content is engaging.












Illustration

The Pitcairn brand possesses its own unique illustration style. These elegant, monochromatic engravings can be used sparingly as visual flourishes to provide context and character to branded content.

Note:
The four illustrations to the right are for **example purposes only** and should not be used within Pitcairn materials.



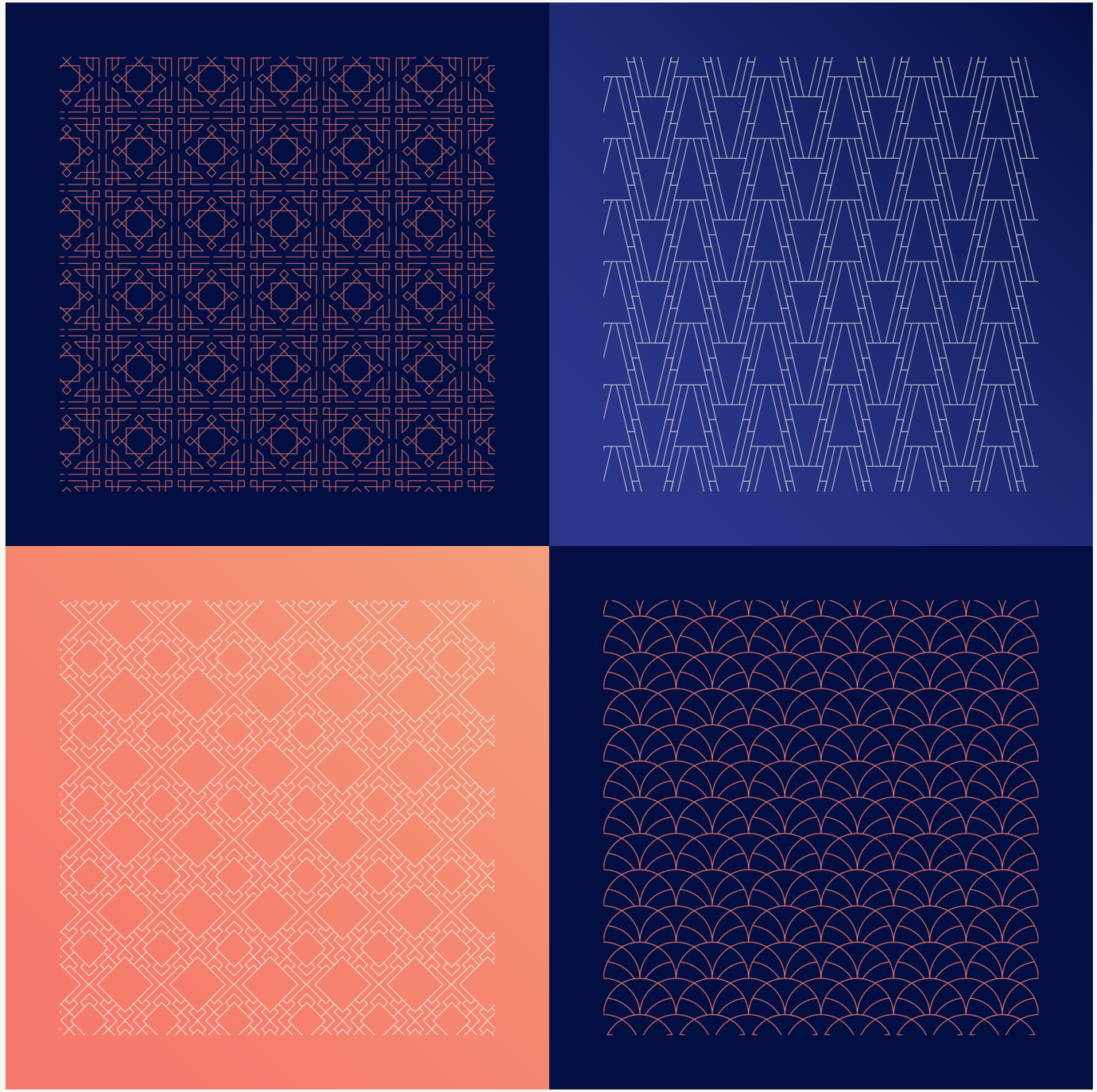






Patterns

The Pitcairn brand includes a range of patterns inspired by timeless art deco motifs. These patterns can be used in conjunction with other brand elements to give branded materials increased depth and sophisticated elegance.

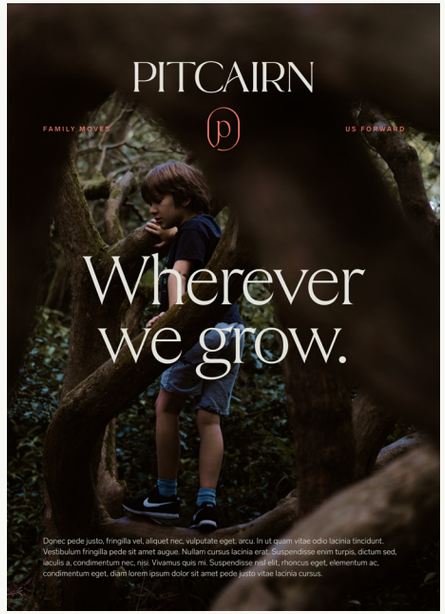


Layout Tips

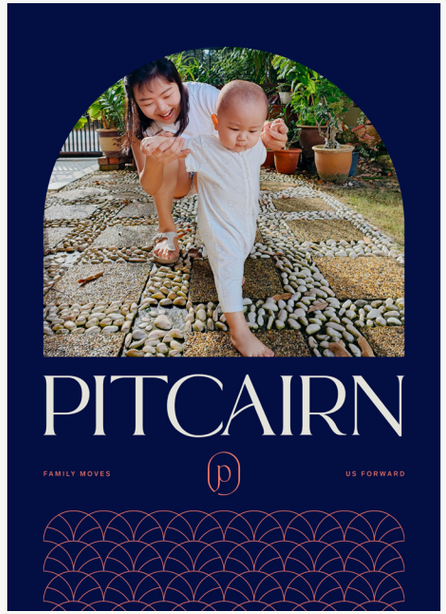
We recommend designing within grid systems when possible to keep layouts clean, open, and modern. The following layout tips are suggested:

A. Off-centered or full flood imagery
B. Large type and/or logo moments
C. Potential vertical usage of the logo
D. Overlapping type, imagery, and elements
E. Monogram integration
F. Pattern integration

Despite these underpinnings, our layouts are not static or redundant. Designers should use creativity when working with layout elements shown in the sample layouts to the right.



FULL FLOOD IMAGERY
LARGE TYPE MOMENTS
MONOGRAM INTEGRATION



LARGE LOGO MOMENT
PATTERN INTEGRATION
MONOGRAM INTEGRATION



OFF-CENTERED IMAGERY
LARGE TYPE MOMENTS
OVERLAPPING ELEMENTS







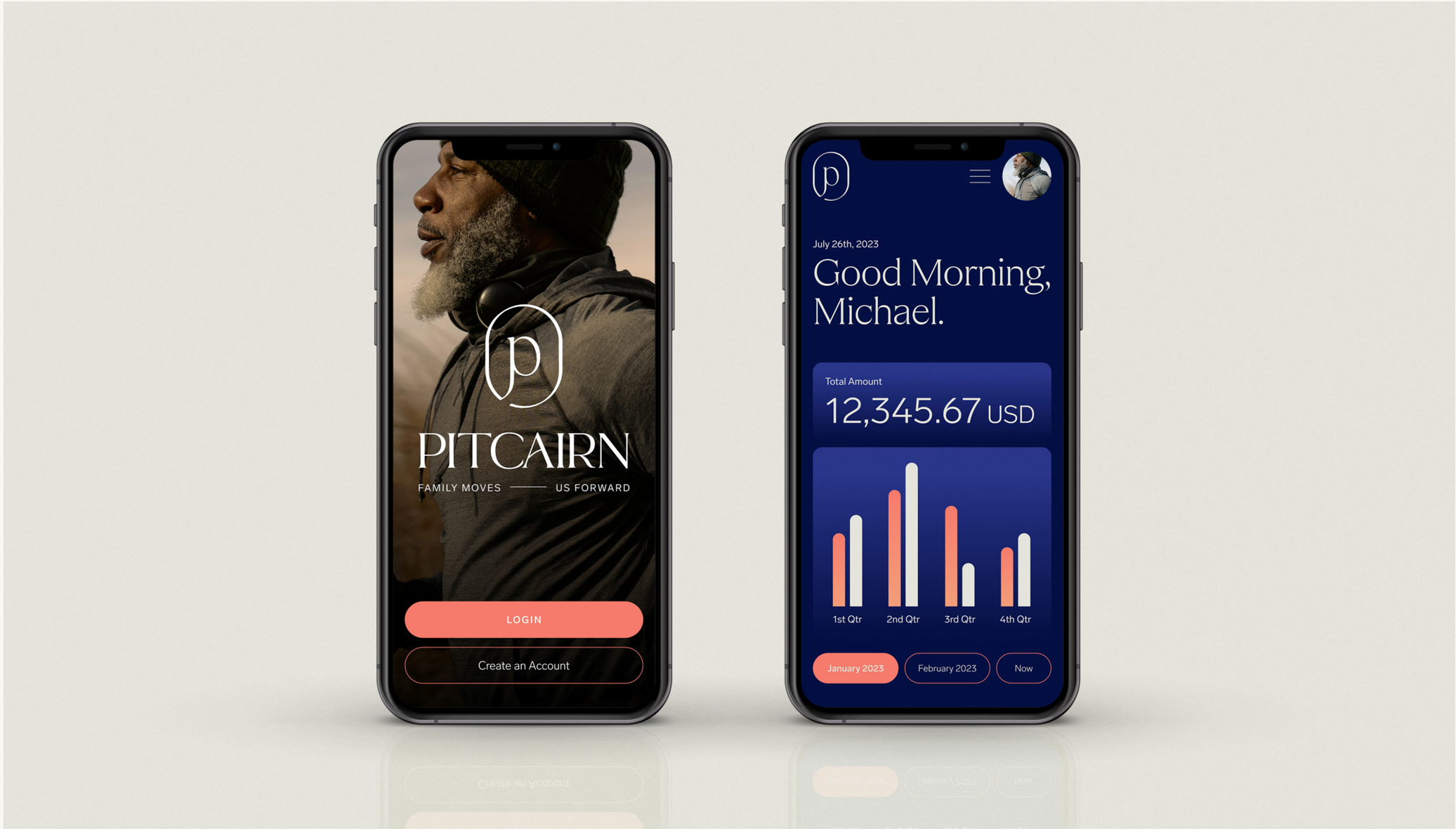
Brand Application

EXAMPLE A - BUSINESS CARDS



Brand Application

EXAMPLE B - APP SCREENS



Brand Application

EXAMPLE C - AD SERIES



Brand Application

EXAMPLE D - WEB BANNER



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