VEKTOR

BY

INVESTPUPPY

BRAND & NAMING DOCUMENTATION

The Brand Story

The Name. The Mark. The Meaning.

For DPMs, family office principals, and prospective partners

InvestPuppy

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Named for the mathematical object that has both magnitude and direction. Designed so that a portfolio manager and a designer reading the mark arrive at the same understanding. Built by practitioners with decades inside the system — and a clear-eyed view of where it was failing.

01 · Why Vektor — A word that earns its place.

The name was not chosen for memorability alone — though it achieves that. It was chosen because it encodes the platform's core proposition in a single word.

THE MATHEMATICAL ORIGIN

In mathematics, a vector is a quantity defined by two inseparable properties: magnitude and direction. It is not enough to know how much force is applied — you must know where it is going. A vector without direction is just a number. A vector without magnitude is just a guess. Together, they define a precise, actionable quantity. A well-constructed portfolio strategy requires exactly the same two things: capital weight and signal direction. Vektor encodes both into its name.

THE DELIBERATE SPELLING

We chose Vektor with a K, not Vector with a C. This is not affectation — it is a considered brand decision with three specific consequences: distinctiveness in a crowded fintech namespace, trademark clearance from the many Vector-named entities already registered globally, and a signal — subtle but present — that this product was built with precision and intention rather than assembled from defaults.

02 · The Mark — A logo that is also a mathematical statement.

The Vektor wordmark is not a logo with a concept attached — it is a concept expressed as a logo. Every geometric decision maps directly to something the platform does.

THE V — ASYMMETRIC BY DESIGN

The two strokes of the V are not equal. The left arm is visibly heavier — a thick, structural stroke representing the weight of capital deployed. The right arm is lighter and longer, extending past cap height before terminating in the arrowhead. It represents the signal, the trajectory, the algorithmic direction that determines where capital moves.

THE ARROWHEAD — NOTATION, NOT DECORATION

In vector mathematics, a quantity is denoted by placing a right-arrow above the variable name. The arrowhead integrated into Vektor's right stroke is that notation, realised as a structural element of the letterform itself. One continuous object. One continuous intention.

> **Gold applied everywhere is decoration. Gold applied once — to the directional element only — is meaning.**

03 · The Colour System — Three colours. Each one earns its place.

The palette was not assembled — it was specified. Each colour has a defined role and a defined rule governing where and how it appears.

Near-black (#0A0A0F) — Primary background. Canonical dark ground.

Platinum (#E8E8EC) — Primary mark colour. All letterforms.

Amber Gold (#C8A96E) — Accent. Arrowhead strokes only in the primary mark.

> **Colour discipline: the single-application rule for gold applies specifically to the primary mark. In document applications, gold functions as a structural accent to signal directional elements. Gold appears where something specific is being signalled, and nowhere else.**

04 · The Parent Brand — The tension that became an asset.

InvestPuppy is an unconventional name for a company building institutional-grade financial infrastructure. The tension was noted — and resolved.

The answer was architecture. By separating the product brand — Vektor — from the parent brand — InvestPuppy — with sufficient visual and typographic distance, the product name carries the institutional weight while the parent name sits beneath it as a maker's mark rather than a brand identity.

> **"A firm secure enough in its institutional credentials to operate under an irreverent parent brand — and to present that name in a spaced stamp treatment beneath a mark of genuine quality — is communicating something interesting about its own self-assurance."**

A NOTE ON THE NAME

We thought of it, we dismissed it as not serious. We spent several days on very serious, professional-sounding names. Entirely forgettable, all of them. One week later there was one name we still remembered, and we felt something for it we couldn't explain or argue away. It's still the name.

One of us loved it immediately. The other doubted his co-founder’s mental stability — for the first time in ten years. The doubter spent a week trying to find something better — more serious, more professional, more forgettable. Nothing stuck. He came back to the name that had seemed ridiculous. It still seems a little ridiculous. That’s the point.

> **The investment industry has no shortage of firms that look the part. We built one more interested in performing it. InvestPuppy is a deliberate choice — a signal that we have no interest in replicating the infrastructure, the attitude, or the self-importance of the firms we are here to displace. Vektor is what that conviction produced. Not built by outsiders imagining what the industry needs — but by practitioners who spent decades inside it, and chose to do something better.**

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05 · The Brand in Practice — What the brand does in a room.

A brand is not what it says about itself. It is what it makes a reader feel in the first three seconds before any claim has been evaluated.

WHEN THE BROCHURE LANDS ON A DESK

The cover — dark ground, Vektor mark anchored prominently, gold arrowhead against a controlled dark surface — is designed to produce one instinctive response: this is not a consumer product.

WHEN THE MARK IS EXAMINED CLOSELY

The asymmetric V is designed to reward attention. A quantitatively literate reader sees the vector notation immediately. A reader without that background feels the precision without naming it.

WHEN THE NAME IS MENTIONED IN CONVERSATION

Vektor is pronounceable in every major language. It is short enough to anchor in memory after one hearing. The K is distinctive enough to be correctly spelt after one reading.

WHEN IT APPEARS IN A DUE DILIGENCE DOCUMENT

'Platform: Vektor' on a vendor questionnaire reads as a system name, not a company name. It has the right register for compliance documentation without requiring explanation.

WHEN IT APPEARS ON THE CLOSING PAGE OF A PRESENTATION

The canonical mark — VEKTOR in Termina Bold, gold arrowhead, BY INVESTPUPPY in spaced lighter weight beneath — centred on near-black as the final visual a prospect sees. It does not announce itself. It simply stands there.

Vektor is named for the mathematical object that has both magnitude and direction — because a portfolio strategy without capital weight is guesswork, and a capital weight without a signal is stasis. The K distinguishes the mark in a crowded namespace and signals intentionality. The asymmetric V encodes the magnitude-direction duality into the letterform architecture. The gold arrowhead is the vector notation symbol — not a decorative accent, but a mathematical statement realised in a single geometric stroke. Termina Bold unifies the wordmark in a geometric system that reads as engineered rather than styled. Near-black and platinum communicate institutional precision. Gold, applied once, marks the direction. By InvestPuppy, set beneath in spaced full capitals, turns an unconventional parent name into a maker's mark. Every element earns its place. Nothing is decorative.

Brand and naming documentation — public distribution.

Contact: contact@investpuppy.com

The Full Document Suite

Organised by access tier — not a catalogue, a map.
Full reading-order guidance in the Due Diligence Navigation Guide.

UNGATED — 29 DOCUMENTS

VEKTOR COMMERCIAL

– Vektor At a Glance

● **Vektor Brand Story (you are here)**

– Vektor Platform Brochure

– Due Diligence Navigation Guide

– What Vektor Is Not

– Why Not the Incumbents?

– Why Vektor

– Reference Output — SGX Equity Mandate

VEKTOR RESEARCH PAPERS

– WP-09: Risk and Limitation Disclosure

– WP-10: Evaluating Performance

OUR BETTER WAY

– BW-01: Technical Debt

– BW-02: Vektor House Implementation

– BW-03: The Configurability Gap

– BW-04: AI as Instrument

UNVARNISHED

– UNV-01: Why Implementations Fail

– UNV-02: Nobody Owns It

– UNV-03: Complexity as Cover

– UNV-04: Plan Last

– UNV-05: The Change Request Trap

– UNV-06: Invisible Stakeholders

– UNV-07: The Hammer, the Tool, and the Methodology

– UNV-08: Life After Live

– UNV-09: The U in UAT

– UNV-10: Nine Women

– UNV-11: The AI Revolution — Automating Bad Practice at Scale

– UNV-12: Model Bank — the perfect solution for banks that don't exist

– UNV-13: The parameter that broke the camel's back

WHITE PAPERS

– WP-12: Rebalancing: Drift Thresholds and Disclosure

– WP-13: Portfolio Valuation Methodology

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REGISTRATION REQUIRED — 13 DOCUMENTS

VEKTOR COMMERCIAL

– Vektor FAQ

– One Platform, Three Delivery Models

– Reference Output — SGX · NASDAQ · LSE · 21 May 2026

VEKTOR RESEARCH PAPERS

– WP-Index · Research Series Index

– WP-01: Quantitative Portfolio Construction

– WP-02: Signal Optimisation

– WP-03: Capital Allocation

– WP-04: Indicator Selection

– WP-05: Multi-Currency

– WP-06: Audit and Compliance

– WP-07: Technical Architecture

– WP-08: AI and ML Philosophy

WHITE PAPERS

– WP-11: Signal Robustness Architecture — Why walk-forward validation was considered and discarded

How to register: <link href="https://investpuppy.com/research">investpuppy.com/research</link>

NDA REQUIRED — 8 DOCUMENTS

VEKTOR COMMERCIAL

– First 90 Days

– Mutual Non-Disclosure Agreement

– Proof Partners Programme

– Workflow Integration Guide

– Vektor Operational Walkthrough — Client to Portfolio Valuation

– Proof Partners Agreement

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– Alloy Partners Programme

OTHER

– Vektor OpenWealth Integration — Commercial Overview

Available once a Proof Partners conversation begins. Start at <link href="https://investpuppy.com/proof-partners">investpuppy.com/proof-partners</link>