



# VEKTOR

BY  
INVESTPUPPY

BRAND & NAMING DOCUMENTATION

## The Brand Story

*The Name. The Mark. The Meaning.*

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.

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## 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.

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### 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.

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### 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.

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## 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.

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### 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.

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### 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.

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### 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.

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### 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.

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#### 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.

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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.

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#### 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.

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#### 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.

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#### 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.

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#### 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.

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#### 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.

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