



**BRENTWOOD
GROWTH**

Brand Guidelines

About

At Brentwood Growth, we believe every business sale is a celebration of hard work and vision—a moment to truly realize the value of a lifetime's effort.

We exist to bring Wall Street-level expertise and unwavering dedication to Main Street businesses, creating transformative opportunities for owners of businesses valued between \$3 million and \$100 million. Our clients are considering a sale in the near-term, wanting to scale their business for a potential future sale, or establish a self-managing company.

Our team, with deep roots in top investment banks, private equity, and consulting, is driven by a passion for empowering business owners to achieve exceptional outcomes.

We are committed to positioning every client for success and making the most of this pivotal, once-in-a-lifetime moment.



Brand Guidelines



Logo

Our logo is the cornerstone of our visual identity and must be treated with consistency and care.

The Brentwood Growth logo features an intricate **Celtic knot** design in gold, symbolizing several key aspects of our business approach:

Partnerships & Relationships: The interweaving strands represent how Brentwood Growth connects business owners with the right buyers and resources. Each intersection in the knot symbolizes a successful partnership or transition.

Value Creation: The continuous, flowing pattern reflects their process of building and enhancing business value. The gold color represents the premium worth they help owners discover and create.

Trust & Expertise: The knot's symmetry and professional design convey reliability and established expertise in business valuations and sales. The infinite nature of the pattern suggests long-term relationships and ongoing support.



Brand Guidelines



Logo Usage

Never modify, distort, or alter the logo's colors or appearance. The minimum reproduction size is 25mm in width for print and 90px for digital to maintain legibility.

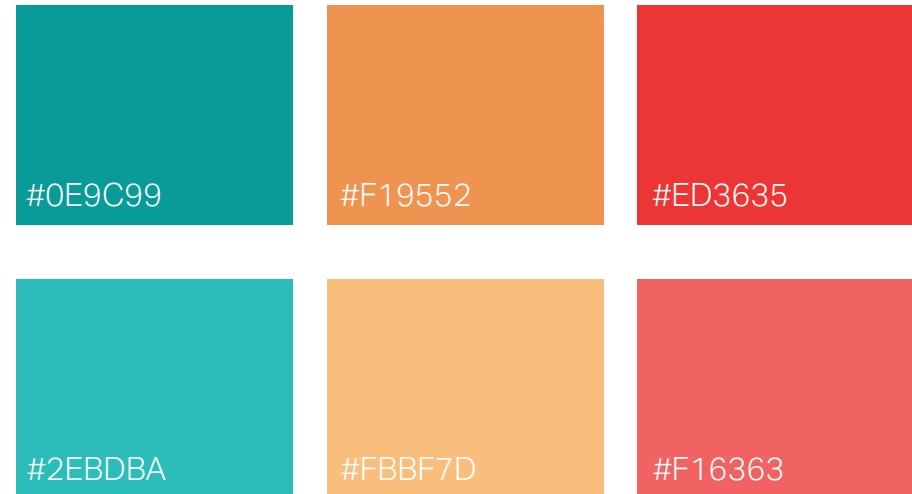


Colors

PRIMARY



SECONDARY



Typefaces

Typography plays a vital role in expressing our brand identity. It communicates more than just words—it conveys our professionalism, precision, and forward-thinking approach.

We use Aktiv Gortesk for it's bold, contemporary edge, embodying our expertise and confidence.

Complementing this, Montserrat adds a clean, modern, and approachable design, ensuring clarity and consistency in our communications.

Together, these typefaces create a sophisticated and trustworthy visual language, reinforcing our commitment to excellence and innovation.

Aktiv Grotesk - Bold

Aktiv Grotesk - Medium

Aktiv Grotesk- Light

Montserrat - Bold

Montserrat - Medium

Montserrat - Light

Closing

At Brentwood Growth, we are driven by a purpose: to bring unmatched expertise, integrity, and dedication to every partnership.

Adhering to the guidelines outlined in this document is essential for preserving the integrity and consistency of our brand. By following these standards, we ensure a cohesive visual and narrative experience that reinforces our identity across all touchpoints.



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Brentwood Growth | brentwood-growth.com

1 Clubhouse Drive , Hingham, MA, United States, Massachusetts