

Figure Eight: ●●

WORTH DOING WELL

FIGURE 8 INVESTMENT STRATEGIES

OLD

Figure
Eight:

NEW



Welcome to Figure 8

Figure 8 Investment Strategies is an independent Registered Investment Advisor dedicated to providing clients with sound and sustainable investment advice. We offer global investment management, personalized financial planning, and innovative strategies for creating social and environmental impact.

Our clients are individuals, families and non-profit organizations seeking a trusted relationship, comprehensive advice, shared values and the opportunity to create change.

Our mission is to find and deliver sustainable solutions for investors and the world. This means guiding clients to prioritize and meet their unique financial goals, managing diversified portfolios designed to deliver financial and social returns, and advocating for an inclusive world of finance that provides access to all. Our team brings decades of experience and accumulated skill to the field, along with the humility to know this work isn't easy. Our unwavering commitment is to collaborate with our clients and partners over the long term to find solutions.

Photo by: Matthew Paley | www.paleyphoto.com

Social



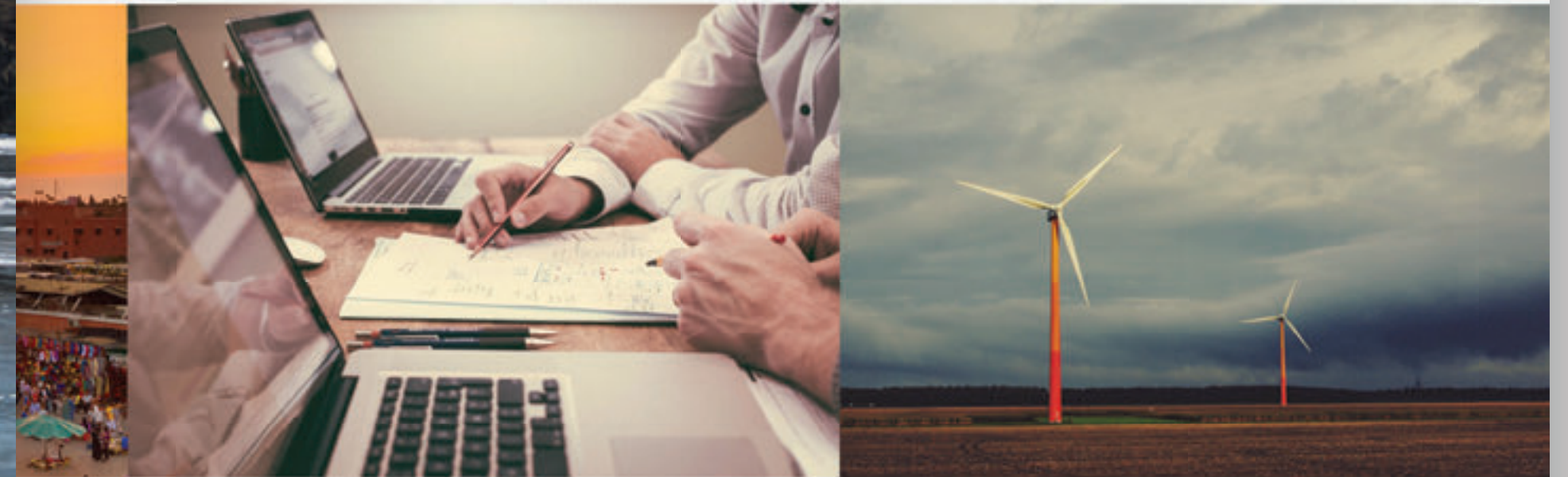
Contact

Figure 8 Investment Strategies, LLC
Phone 208.385.0078 | Email info@figure8investing.com

Search Site



OLD



Personalized and Comprehensive OUR SERVICES

Advice and services.

Designed to meet each client's goals, with a focus on transparency and consciousness around environmental and social impact where it can make the most difference.

Integrating active sustainability-focused equity investments into your portfolio. Environmental, social and corporate governance (ESG) factors are becoming an increasingly important part of many of our clients' investment decisions.

For clients seeking comprehensive investment management, the Figure 8 relationship begins with **financial planning**, to build a personalized strategy for meeting each client's goals and values over time. The financial planning process includes identifying goals for retirement, children's education and estate planning, and for providing family support and charitable giving, both here & abroad. Financial planning services are also available separately.

Throughout client portfolios, we integrate **impact strategies** to invest in solutions designed to combat climate change, improve water and energy consumption, bring education and employment opportunities to underserved populations, boost community economic development and create more equitable outcomes around the world. Impact investment opportunities are evolving rapidly; Figure 8 aims to be at the forefront in delivering impact investment opportunities to clients.

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Search Site

YOUR MONEY. MAKING CHANGE.

We work with clients to invest for financial prosperity and intentional social impact. The goal: A system that's more sustainable and equitable for all.

LET'S CONNECT



NEW

WE ARE INVESTORS.
WE ARE PLANNERS.
WE ARE CHANGEMAKERS.

Figure 8 Investment Strategies

WHO WE ARE

[Overview](#)

[Team](#)

WHAT WE DO

[Overview](#)

[Impact Framework](#)

[FAQ](#)

PERSPECTIVES

[News & Views](#)

[Newsletter](#)

LOG IN

[Clients](#)

[Help Center](#)

CONTACT US

INTEGRATED APPROACH

...ts in a comprehensive way that includes both financial planning and investment management, of social and environmental impact at every stage of the process. Our financial planning is focused ure goals and provides the context for investment decision-making. With our investment se our expertise to implement and work towards those long-term objectives.

FINANCIAL PLANNING

...anning starts with discovery – what are the things you want for your life? What are the things you the world? This is always a unique process. Sometimes our focus is on important basics like ment or saving for college. Often our work is more expansive and we're exploring how our clients

FIGURE

WORTH

DOING

WELL



WOORTRH

DOING

WELL



Manifesto

The American dream is broken.
Oh. Have I misspoken?
Just squares on a board.
Round round we go.
It's time to collect I suspect.
Pass go.
No no.

Our privilege is an assemblage
of right time and right place.
And if you thought it was a race,
You'll be sad to learn
it was not a matter of pace,
but rather your starting place.

Welcome to the capitalist cathedral.
Home to a market of medieval.
Come one, come all.
Watch them line up,
and watch them fall.
If you look upon a street named Wall,
you'll see they stand tall,
on the shoulders of the small.
Built from marble stone cold,
never favoring
those who break the mold.

Systems hide inequity.
We have the responsibility
to stand
for ideals that will lend a hand,
not only for ourselves,
but for all willing to reprimand.

We can use our money
to shift the balance of what is.
That is our hypothesis.
Because that will be the antithesis
of growth in the eyes of greed
where our money will finally be freed
to make real change.
And while this may seem strange,
it can't be more odd
than to laud and applaud
at the fraud
of a system with no conscious.

Prosperity doesn't mean charity.
Let's bring a new clarity
to investing with insight
to not just grow,
but to do what is right
for a future far more bright.

Our current path doesn't have to be.
If we can all just look around and see
that our dollars are ballots.
They work like mallets
to build something stronger than
before.
And if we choose,
we don't have to choose more.
We can choose better
to sustain a more prosperous forever.

Figure Eight. Worth doing well.

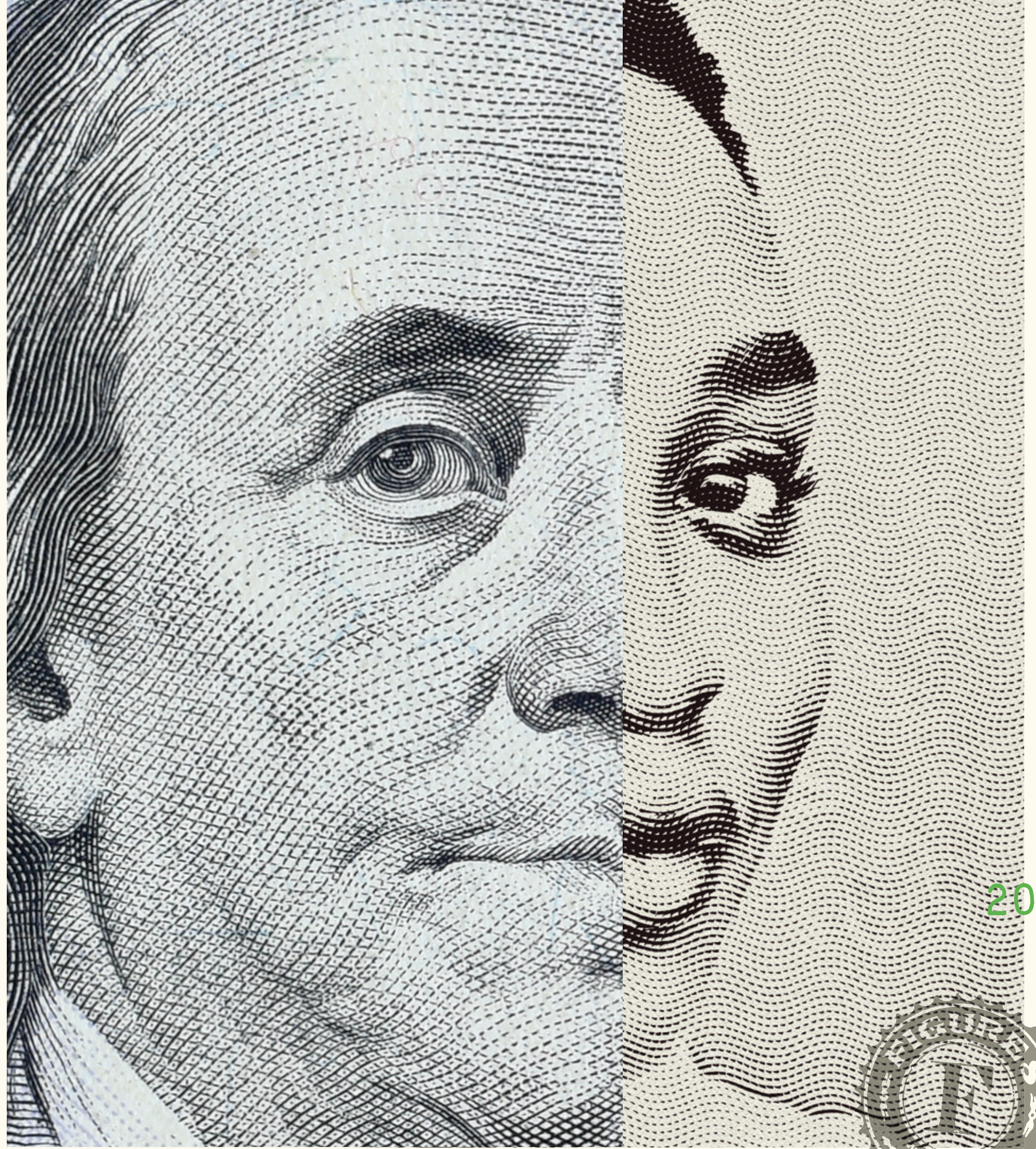


Every single day, we have a choice on where to invest, spend, earn, and give our money. Whether we know it or not, we're using our money to support or undercut our values every day. When we recognize our dollars are ballots, we can use them to vote for things that align with our values.

FIGURE:

**HELPING YOU
MAKE YOUR MONEY
MAKE
CHANGE**

WORTH DOING WELL



JUXTAPOSING PHOTOGRAPHY

A narrative of two sides of a coin or lived experiences. It not only represents what we are fighting to make good, but the system we are working within to make change.



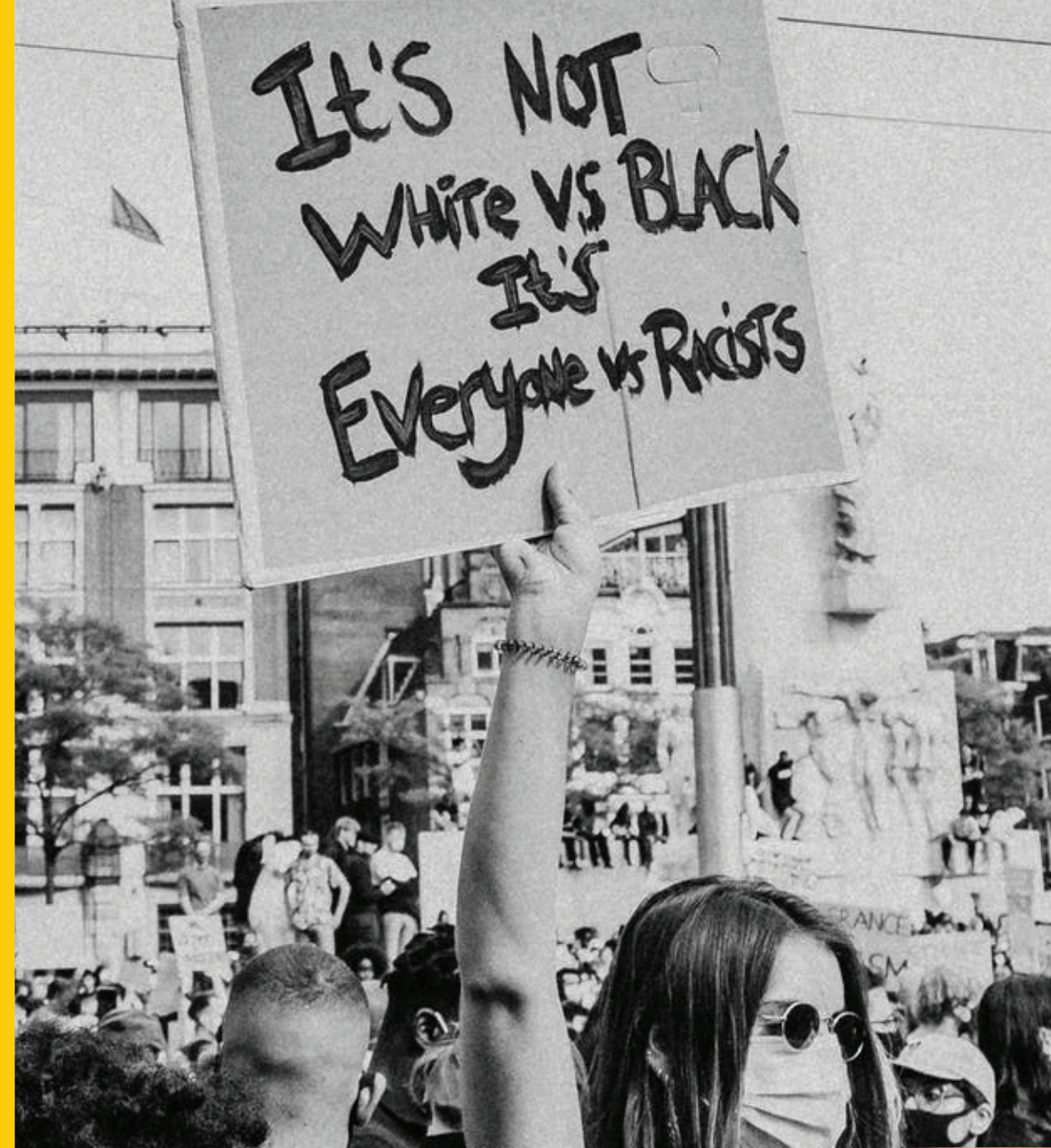
**The Systems We
Work Within**



**The Values We
Fight For**



FIGURE:



**YOU'RE
EITHER
PART
OF THE
SYSTEM**



**OR YOU'RE
BRAVE
ENOUGH
TO CHANGE IT**



**WORTH
DOING
WELL.**

YOU'RE EITHER PART OF THE
SYSTEM

OR YOU'RE

BRAVE

ENOUGH TO CHANGE IT

WORTH DOING WELL

Figure Eight:

Intention

Strategy

Equity

Stability

Sustainability

Empathy

The abstract figure 8 acts as a colon, signaling a connection between what comes before it and what precedes it.

It also represents balance, specifically balancing what is enough for ourselves and how we can use our wealth to make the world more sustainable and equitable for all.

The background features a grayscale image of a city skyline, including several tall skyscrapers. The image is overlaid with a complex, wavy, and textured pattern that resembles a woven fabric or a digital mesh, creating a sense of depth and movement. The overall color palette is muted, with various shades of gray and a prominent blue for the text.

MEANS WITH MEANING.

WORTH DOING WELL
Figure Eight.



Figure Eight.



WORTH DOING WELL

FIGUREINVESTMENTS.COM

V.01

**Brand Visual
Identity Guidelines**

100% Recycled Paper
Printed in the USA

Logo

This is the primary brand logo. When possible, this logo should be used. If other variations are needed, we've provided a supporting logo family.

Figure Eight!

004

TRUSTWORTHY

Our logo is bold just like our mission. It's a sturdy logo, able to stand it's ground and stand out.

TRANSPARENT

Our logo is straightforward and easy to read. No fine print here.

APPROACHABLE

The rounded characters of our logo give it a sense of approachability and friendliness.

PRIMARY LOGO

Figure Eight!

BRANDLETS



Figure Eight!

COLORS

Our color palette is bright and vibrant and needs thoughtful application. The following pages outline the approve usage guidelines.



GRAPHICS COLOR COMBINATIONS

The following color combinations are the only approved usage of our color palette.

In regards to **messaging and typography**, the approved color combos on the previous page supersede this page.

Only two colors should be paired at a given time (outside of black, green, and white).

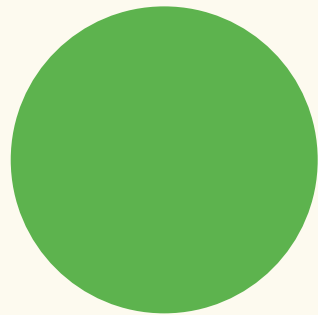




PMS 2217 C

STRATEGIC

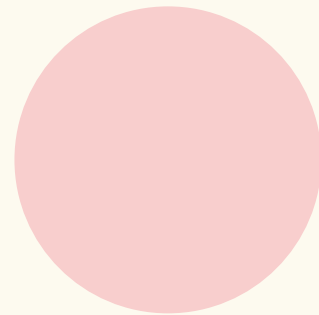
CMYK 90, 45, 60, 62
RGB 06, 58, 55
HEX 063a37



WARM RED C

FEARLESS

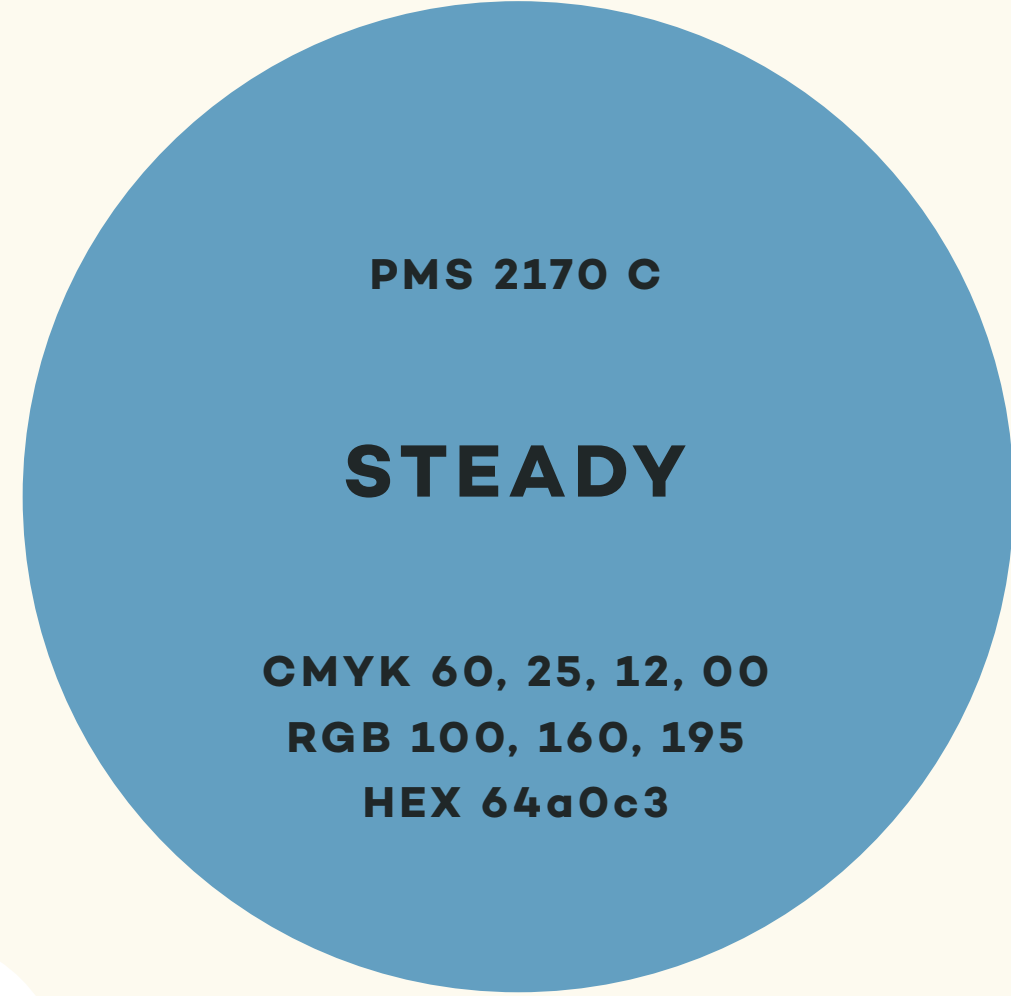
CMYK 00, 80, 75, 00
RGB 250, 90, 70
HEX fa5a46



PMS 116 C

OPTIMISTIC

CMYK 01, 20, 100, 00
RGB 255, 205, 00
HEX ffd000



PMS 2170 C

STEADY

CMYK 60, 25, 12, 00
RGB 100, 160, 195
HEX 64a0c3

Worth doing well.

Figure Eight's Service.
If you're going to invest, invest with intention.

Positive ROI, Positive Outcomes

Money, Values

Encouraging Activation, Giving Permission

Manifesto

The American dream is broken.
Oh. Have I misspoken?
Just squares on a board.
Round round we go.
It's time to collect I suspect.
Pass go.
No no.

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of right time and right place.
And if you thought it was a race,
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where our money will finally be freed
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Let's bring
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And if we choose,
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to sustain a more prosperous forever.

Figure Eight. Worth doing well.



Brand Visual Identity Guidelines

V 01 FIGUREINVESTMENTS.COM

BRAND VISUAL IDENTITY GUIDELINES V.01

ABOUT THE BRAND

Mission

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

FIGUREINVESTMENTS.COM

Manifesto

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Systems hide inequity. We have the responsibility to stand for ideals that will lend a hand, not only for ourselves, but for all willing to reimagine.

We can use our money to shift the balance of what is. That is our hypothesis. Because that will be the antithesis of growth in the eyes of greed where our money will finally be freed to make real change. And while this may seem strange, it can't be more odd than to laud and applaud at the fraud of a system with no conscious.

Prosperity doesn't mean charity. Let's bring a new clarity to investing with insight to not just grow, but to do what is right for a future far more bright.

Our current path doesn't have to be. If we can all just look around and see that our dollars are ballots. They work like ballots to build something stronger than before. And if we choose, we don't have to choose more, we can choose better to sustain a more prosperous future.

Figure Eight. Worth doing well.

Figure Eight's Service, If you're going to invest, invest with intention.

Positive ROI, Positive Outcomes

Worth doing well.

Money, Values

Encouraging Activation, Giving Permission

MESSAGING STYLE

For marketing materials with a lot of content, we limit our fonts to the primary, secondary and body font to help maintain visual ease and clarity when reading dense material.

WE BELIEVE KNOWLEDGE BELONGS TO EVERYONE.

We want to share what we know. And it's our mission to empower a new and inclusive generation of investors.

GO

is the primary brand logo. In possible, this logo should be used. Other variations are needed, we've added a supporting logo family.

Figure Eight!

TRUSTWORTHY
Our logo is bold just like our mission. It's a sturdy logo, able to stand its ground and stand out.

TRANSPARENT
Our logo is straightforward and easy to read. No fine print here.

APPROACHABLE
The rounded characters of our logo give it a sense of approachability and friendliness.

PRIMARY LOGO

SECONDARY LOGO

BRANDLETS

LIGHT BACKGROUNDS

DARK BACKGROUNDS

FIGURE EIGHT LOGO VARIATIONS

BRAND VISUAL IDENTITY GUIDELINES V.01

BRAND LOGO

Safe Area

FIGUREINVESTMENTS.COM

A solid figure eight connects what comes before it and what precedes it. It also serves as an abstract, balanced figure 8.

Stability Equity Sustainability Strategy

COLORS

Our color palette is bright and vibrant and needs thoughtful application. The following pages outline the approve usage guidelines.

CONFIDENT **STRATEGIC** **OPEN**

OPTIMISTIC **STEADY** **FRIENDLY** **INNOVATIVE** **FEARLESS**

GRAPHICS COLOR COMBINATIONS

The following color combinations are the only approved usage of our color palette.

In regards to **messaging and typography**, the approved color combos on the previous page supersede this page.

Only two colors should be paired at a given time (outside of black, green, and white).

MESSAGING & ACCESSIBILITY

The following color pairings are based on the WCAG's AA standard. Any key messaging must follow these guidelines.

Supporting graphics that don't convey a key message have more flexibility.

Key:

Ax: Works at any size
A: Works at 18pt font or higher

PRIMARY & SECONDARY FONT

These font styles will do the bulk of the work in our various messaging efforts.

Headline fonts should only be used in All Caps.

Body copy fonts should use Sentence Case.

CAMPTON BOLD | HEADLINES

ABCDEF

ABCDEFGHIJKLMNPOQRSTUVWXYZ

CAMPTON BOOK | BODY COPY

Aa Bb Cc

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

BEBAS NEVE REGULAR | HEADLINES, SUB-HEADLINES

AA BB CC DD EE FF GG

ABCDEFGHIJKLMNPOQRSTUVWXYZ

TYPOGRAPHY

Typography is both giving distinction and trying to our brand.

Typography takes cues from screen and brick (long poster design, a with a rich history in stat).

EMPOWER EMPOWER EMPOWER EMPOWER

WE NEVER ME

WE ARE

WE WE WE

PARTNERS
STRATEGISTS
ACTIVISTS
IMMIGRANTS
INNOVATIVE
REFUGEES
WOMEN-OWNED
LEARNERS
LEADERS
CHANGE MAKERS

JUXTAPOSING PHOTOGRAPHY

Refer to this diagram when creating new juxtaposed imagery.

LINE UP THE PHOTOS IN A SYMMETRICAL WAY

THE SYSTEM WE WORK WITHIN

- WALL STREET
- INVESTING
- BANKS
- FEDERAL RESERVE
- STOCKS
- 401K
- STRIBLES OF POWER
- FINANCIAL INSTITUTIONS
- CHARTS
- ENTRIES IN POWER

THE SYSTEMS WE FIGHT FOR

- SUSTAINABILITY
- EQUITY
- SOCIAL JUSTICE
- EDUCATION
- ECONOMIC DEVELOPMENT
- EMPLOYMENT
- NETING
- ENERGY CONSUMPTION
- WATER SOLUTIONS
- GLOBAL IMPACT

JUXTAPOSING PHOTOGRAPHY

This style of photography is an artful narrative of two sides of a coin or lived experiences.

It not only represent what we are fighting to make good, but the system we are working within to make change.

GRAPHIC STYLES

Mixing multiple fonts in highly graphic and impactful designs is a great way to nod to the blockprint style of art.

This typographic approach should be limited to short powerful statements.

CREATING SOCIAL CHANGE

COMBATING CLIMATE CHANGE

ALWAYS LOOKING AHEAD

ESTABLISHED NOT THE ESTABLISHMENT

THE VALUE OF GOOD VALUES

Figure Eight

WORTH DOING WELL

Figure Eight

WORTH DOING WELL

LISA COOPER
CEO & Founder

CFA®

Office: 208.385.0078
Direct: 208.841.6962

lisa@figure8investing.com
FIGURE8INVESTING.COM

LISA COOPER
CEO & Founder

CFA®, CPA®

Office: 208.385.0078
Direct: 208.841.6962

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