

FUNDHOUSE

investment clarity

CORPORATE STYLE GUIDE 2016



FUNDHOUSE OVERVIEW

We provide fund research, ratings and portfolio construction advice to financial advisers and institutions. Our goal is to assist our clients make informed investment decisions on behalf of the end investor. The core of our business is an experienced team performing qualitative fund research - where we aim to understand the factors which drive investment success. We believe that through research based insight and an independent business model we can improve the investment outcome for clients in the markets where we operate.

THE BRAND IDENTITY

Because we bring clarity to all our clients facing the investment industry, we decided to use low poly imagery and connect the dots wiring as the key elements that drive the brand from an image perspective. This means that there will be no clutter by emotion driven imagery. We have chosen 5 main wireframe images for the initial role out, but aim to change them over time, in order to keep the brand fresh.

BRAND LOGOS

Our primary logo is the two below. Should the size of the logo be used smaller than 235px (pixels) in width, the tagline will get dropped.

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BRAND COLOUR PALLETTES



Primary Colour
Used for fonts and
Elements
R:31
G:78
B:121



Secondary Colour
Used for Background
R:7
G:37
B:65



Offset Colour
Used for fonts and
Elements
R:128
G:128
B:128



Offset Colour
Used for fonts and
Background
R:255
G:255
B:255

BRAND FONTS

Headings

RAWENGULKSANS

This is the main font that gets used in our logo tagline as well. We use this on headings on the majority of the branding document. This can be used for heading s and subheadings in either blue, black, grey or white.

Heading Size: 18pt Uppercase only

Sub Heading Size:14pt

Line Spacing: Expanded 1.2pt

Headings

CLANPRO

This is a secondary font we use on the website for a main heading in blue and white. It will most likely be used only on some print and web elements.

Body Content

Calibri Light

This is the main font we use for all our body content on all our documents, website and print elements.

Size: 11pt

Line Spacing: 1.15pt

Quotes

Calibri Light

On quotes we make the font size larger than the normal body font and set the colour to be blue. It can also be in italics.

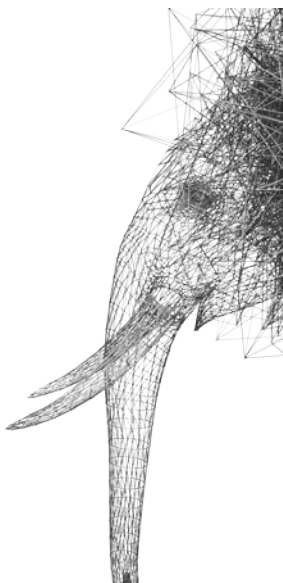
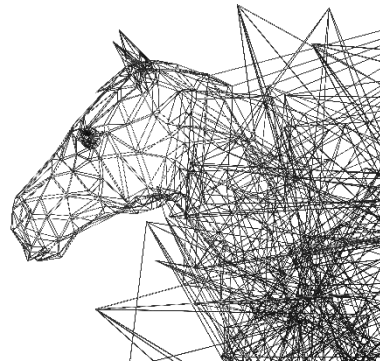
Size: 12pt

Line Spacing: 1.15pt



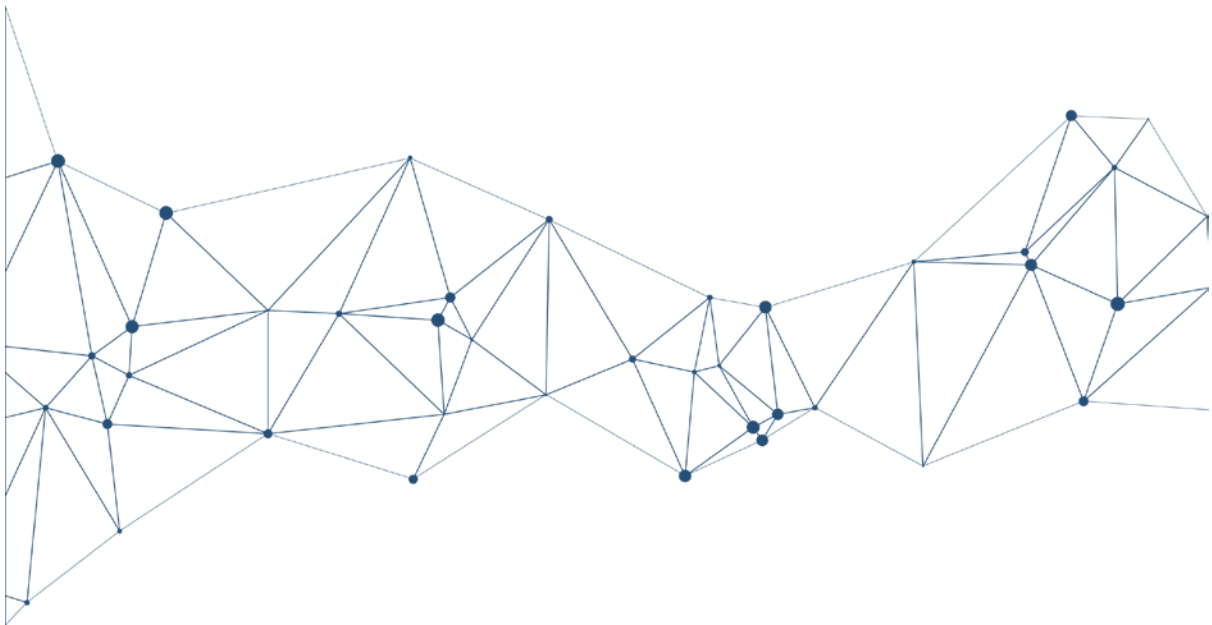
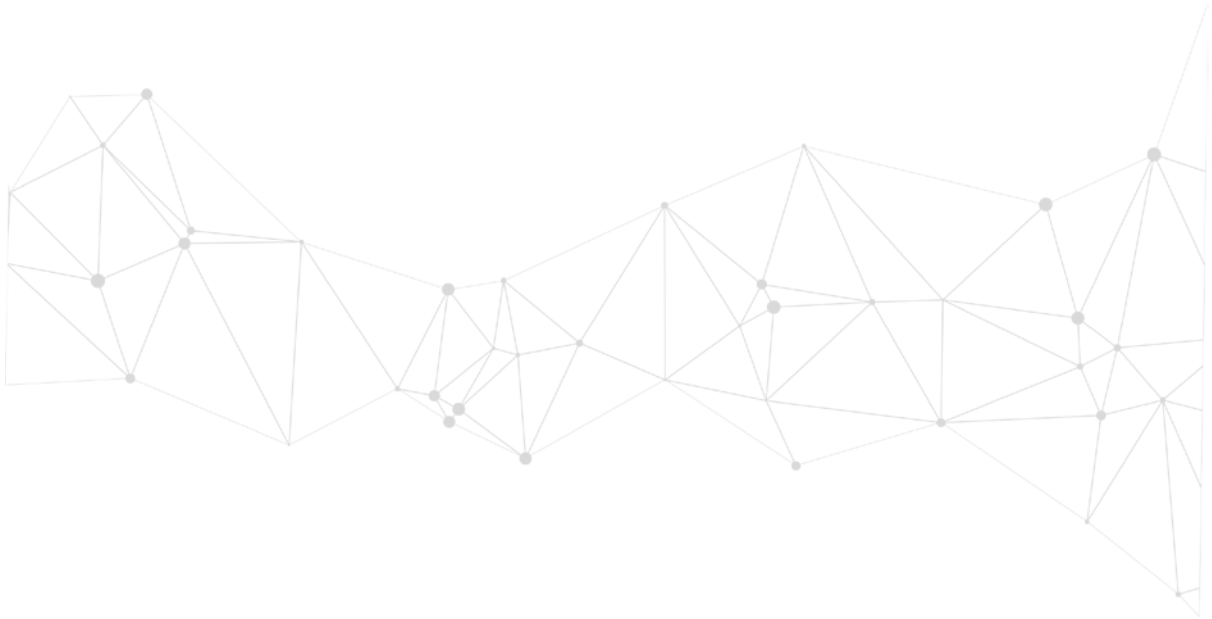
BRAND IMAGERY

The images below are high-res images we purchased. We had to extract them to PNG format.



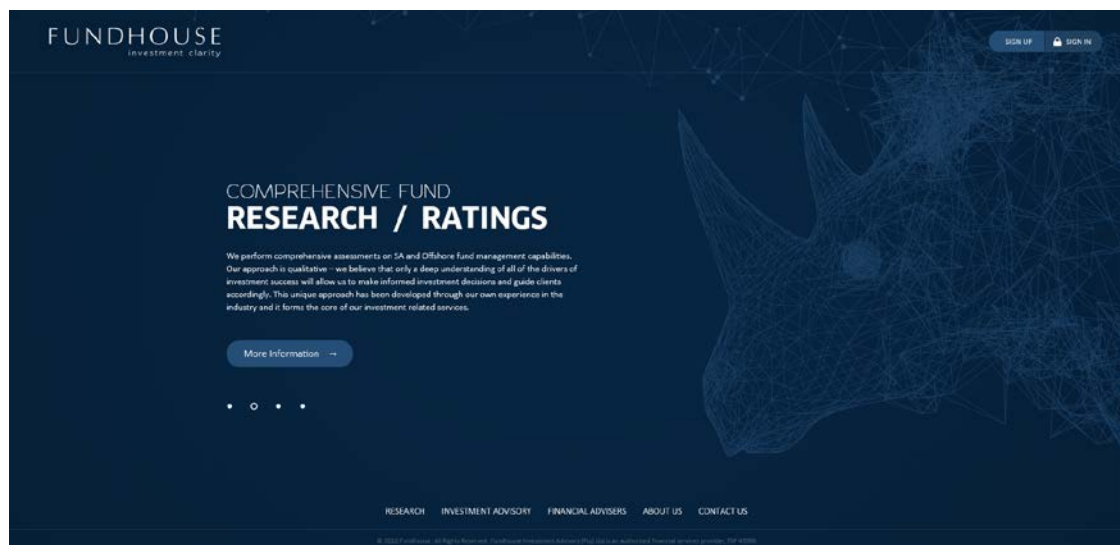
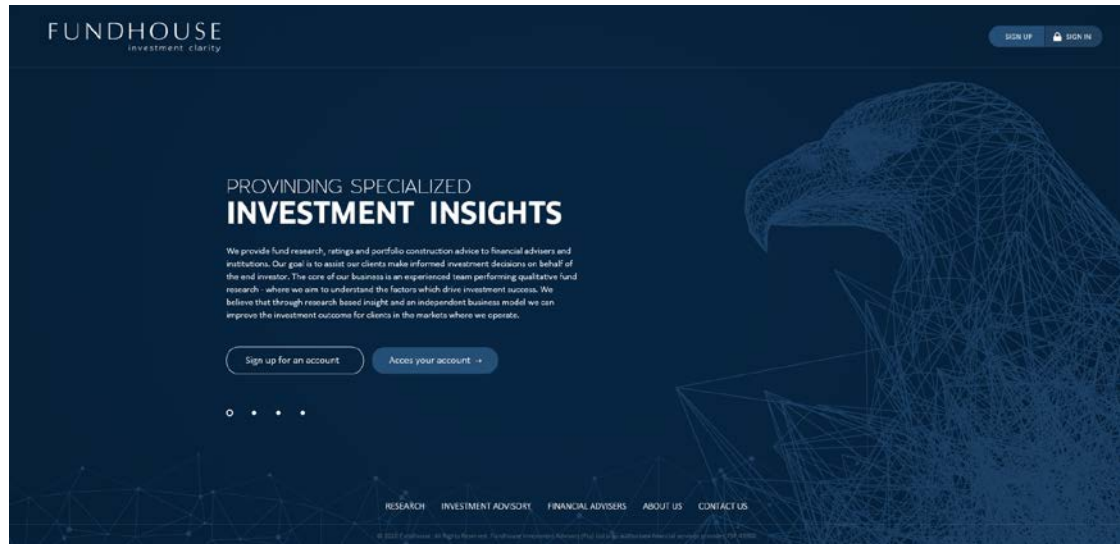
BRAND ELEMENTS

The elements below are the connecting the dots imagery that we use through the brand as a key identifier. This should be used as a type of watermark to not over power the content.



BRAND WEBSITE

Below are the first 4 slides of the home page along with a secondary page. As you can see we use the dark blue as the background and the primary blue to show the main elements and imagery. The secondary page changes colour as it flows into a white background.



MODEL PORTFOLIOS INVESTMENT ADVISORY

We build and manage research driven model portfolios for financial advisors and their clients. This service combines our investment expertise and industry leading fund research, making use of our FAS Discretionary Fund Management license to offer advisors an end to end, managed investment service. Through this service we develop and build custom portfolios for an adviser's client base, and then implement these efficiently using the adviser's preferred USF(s) and our FAS Cat II license.

More Information →



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PRACTICE DEVELOPMENT FINANCIAL ADVISORS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vulputate lorem sapien, et venenatis neque. Morante vel, in eu porttitor metus. Proin eros augem, gravida eu nunc nunc, vehicula nunc ante. Sed et lorem quis velit nulla mollis. Praesent a nunc urna. Donec condimentum non magna non porttitor.

More Information →



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COMPREHENSIVE FUND RESEARCH AND RATINGS

We perform comprehensive assessments on SA and Offshore fund management capabilities. Our approach is qualitative - we believe that only a deep understanding of all of the drivers of investment success will allow us to make informed investment decisions and guide clients accordingly. This unique approach has been developed through our own experience in the industry and it forms the core of our investment related services.



How do we rate funds

Our research process focuses on all elements which drive long term investment success. In this we include the business structure within which the fund operates, the fund management team, their beliefs and principles they follow in making decisions, team dynamics and culture as well as evidence of investment process being followed consistently. This approach offers the highest degree of comfort that the fund is being managed appropriately.

Clients use our ratings as an independent guide to make informed investment decisions.



How do we select funds

We aim to rate funds which are in the best interest of our clients.

This includes:

- Funds which are widely held in existing portfolios
- Client requested funds
- New funds coming to market where there is client interest
- Funds which are offered on investment platforms (ISPs)
- Funds we identify based on various factors



The rating process

We cover each fund comprehensively by following these steps:

Information Gathering

For each fund we gather reporting information and evidence in order to evaluate the management of the fund. This includes due diligence questionnaires as well as our own research. We also perform analytical studies on each fund using independent tools, and we evaluate the fund manager's own analysis.



Fund Manager Visit

We use this time to test that the day to day management of the fund is in line with what is expected and documented. We try to avoid marketing presentations whenever possible, and prefer to drive these sessions through informed questioning. We try to establish if a fund is credibly managed, how the team works as a unit and various other elements which provide context.



Rating Meeting

Each team member arrives at an independent assessment of the fund. We then debate the rating elements until we have clarity on which Tier rating should be allocated. Each rating is driven by a single member to ensure our conviction levels are reflected in the rating.

FUND MANAGEMENT COMPANIES WE COVER

RECM

Sanlam

REZCO
ASSET MANAGEMENT

360ONE

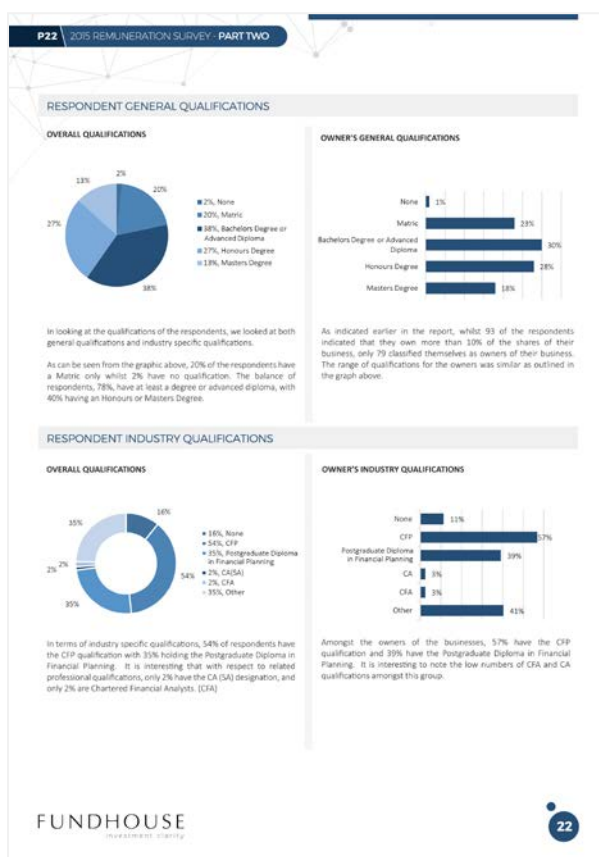
BRAND SURVEY EXAMPLE

Below is an example of the Remuneration survey we have done that follows the brand's look and feel.



INDEX 2015 REMUNERATION SURVEY	
TABLE OF CONTENTS	EXECUTIVE SUMMARY
	Purpose page: 2
	Sample page: 3
	Benefits page: 4
	Report Layout page: 5
	The ISA landscape page: 6
	Drilling down into the different business types page: 8
PART 1: SCOPE OF THIS SURVEY	
	About Fundhouse page: 11
	Purpose page: 12
	Sample page: 13
	Methodology page: 15
	Benefits page: 16
	Limitations page: 17
	Report Layout page: 18
PART 2: THE IFA LANDSCAPE	
	Services Offered page: 20
	Clients per Practice page: 20
	Assets Under Management page: 20
	Assets Under Management per Client page: 20
	Number of Employees page: 21
	Respondent General Qualifications page: 22
	Respondent Industry Qualifications page: 22
	Roles of Respondents page: 23
	Experience of Respondents page: 23
	Remuneration - Financial page: 23
	Financial Benefits & Perks page: 25
	Retirement Plans page: 25
	Leaves page: 26
	Financial Remuneration page: 27
	Non-Financial Remuneration page: 27
	Frustrations page: 27
	Managing People page: 28
	Hiring People page: 29
	The Industry page: 30
PART 3: DRILLING DOWN INTO THE DIFFERENT BUSINESS TYPES	
	Number of Employees page: 33
	Number of Clients page: 33
	Clients per Employee page: 34
	AUM per Practice Type page: 34
	Remuneration page: 35

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BRAND EMAILER EXAMPLE

Below is an example of the Remuneration survey we have done that follows the brand's look and feel.

