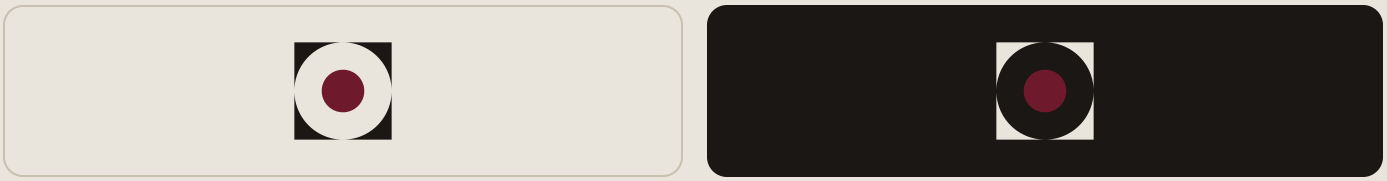
Pentiv

Pentiv brand sheet

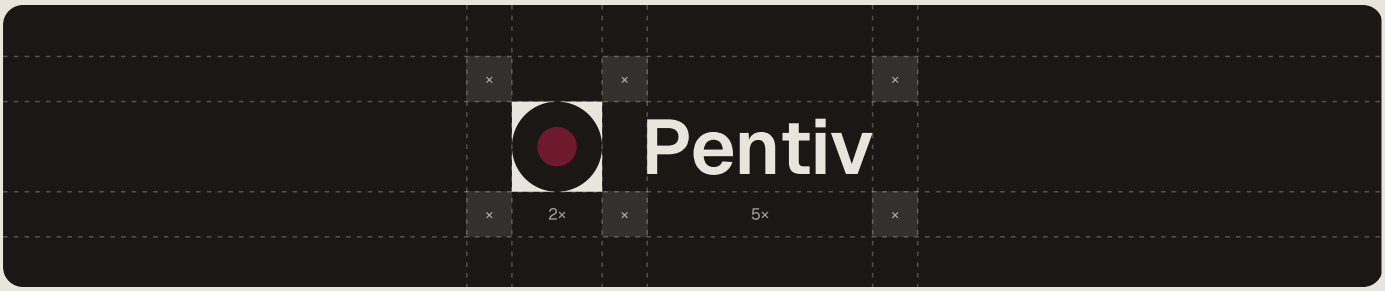
Pentiv (NYSE American: PTIV): the brokerage intelligence platform for the mortgage industry.

Logo



The mark: a square frame, an inscribed circle, four corner pendentives, and a wine keystone. It pairs with the wordmark as the lockup. Use the supplied files only: SVG for print and web, PNG where vectors are not supported, each in a light-ground and dark-ground version.

Clear space



Maintain clear space around the logo to keep it visible and unmistakable. The minimum is one ×, half the mark's width, on every side. Keep text, graphics, other logos, and page edges outside the dashed boundary, at any size.

Color

Primary

Paper	Ink	Wine
#EAE5DC	#1A1714	#6E1A2C

Secondary

Deep paper	Crown wine	Garnet
#DDD7CB	#8F3242	#D4808E

Wine is the lead brand color; paper and ink carry the ground. The secondary tones support: deeper paper surfaces and the wine family's lighter accents.

Typography

Geist, at every weight

All Pentiv material sets in Geist (an open font by Vercel). Sans only: no serifs, no monospace, headlines lead.

Using the mark

- Clear space around the mark: half the mark's width on all sides
- Minimum digital size 24px for the mark; below 90px of width, use the mark alone instead of the lockup
- Do not rotate, recolor, stretch, add effects, or redraw the mark
- On photography or color, place the mark on a paper or ink tile

Approved boilerplate

About Pentiv

Pentiv (NYSE American: PTIV) is the brokerage intelligence platform for the mortgage industry. It unifies the data, workflows, and applied intelligence behind recruiting, onboarding, retention, borrower engagement, and renewals, working from one system of record. Its tools cut administrative work, surface the opportunities already sitting in a brokerage's book, and help brokerages scale while their agents serve more clients, close more business, and grow their books. Pentiv was built inside Pineapple Financial's network of 700+ agents, with more than $10 billion originated all time. For more information, visit [website].