

ARIXA CAPITAL

Corporate Brand Guide

Table of Contents

Introduction/About Arixa Capital Advisors	3
Why provide these guidelines?.....	4
Corporate Logo	5
Corporate Colors	7
Corporate Fonts.....	8

Introduction

Welcome

Arixa Capital Advisors, LLC

Arixa Capital Advisors is a real estate investment management firm based in Los Angeles, California. Founded in 2006, the Company specializes in managing co-mingled discretionary investment funds that originate loans secured by real estate. Specifically, Arixa makes loans to developers who purchase, renovate and resell luxury homes in coastal California markets such as Los Angeles, Orange County, San Diego and the San Francisco Bay Area. Arixa also operates a fund that purchases, renovate and rents single family homes in California and the Midwestern U.S. The Company measures its success by the consistency of its track record and ability to generate attractive risk-adjusted returns for its investors who include high net worth individuals and families, registered investment advisors, and increasingly institutional investors such as endowments.

Company Information

Arixa Capital Advisors, LLC

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Los Angeles, CA 90024

310-905-3050

www.ArixaCapital.com

Guidelines

Why?

Because a brand is a terrible thing to waste!

A significant investment, in terms of both time and dollars, has been put into ensuring a consistent, superior experience with Arixa Capital Advisors. This experience extends to every Arixa touch point - from our product to our packaging, to our marketing materials, to our web site, to the way we answer the telephone. This brand strategy influences the operation of our business to ensure a consistent brand behavior in the marketplace and a consistent brand experience for our customer.

If our customers expect a particular experience when they use an Arixa product or speak with an Arixa representative, then we can be expected to do everything in our power to ensure that they receive that experience.

It is for this reason that we have developed these guidelines. By ensuring that every aspect of our brand is optimized, we can assume a systematic development of a strong, coherent brand that will enhance profits, revenue and longevity of Arixa Capital Advisors.

Please read through this document to not only learn the correct use of Arixa graphic elements but to also see what images/graphics are available to you.

We thank you for abiding by, and applying, these guidelines to whatever aspects of our brand you choose to utilize.

If there is ever any doubt as to the correct use of a logo or graphic element, please email your query to:

Winnie L. Chow
wchow@arixacapital.com

Corporate Logo

ARIXA CAPITAL

- The above logo is the only accepted version of the Arixa logo. No other versions, no other fonts, no other height to width ratios will be accepted. The only acceptable variation of the logo is in the color as shown below.
- Logos can be scaled but proportionately only. Under no circumstance shall the ratio between width and height vary.
- The distance from the letters to the containing box must remain proportionately constant, both vertically and horizontally.

positive
(when placed on a light background)



color
when placed on a light background, only Dark Grey PMS432 or Black, depending on media, are acceptable. The letters and box must ALWAYS be the same color.

negative
(when placed on a dark background)



color
when placed on a dark background, only white is allowed.

Logo (continued)

- Acceptable:

ARIXA CAPITAL

- Unacceptable:

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Corporate Colors

Arixa Capital has an established corporate color palette which consists of the following colors:

- Main color



Pantone: 432 C
 CMYK: 77; 63; 53; 41
 RGB: 54; 66; 74
 HEX: #36424a

- Whenever possible and appropriate PMS432 Grey must be used.
- Percentages of PMS432 Grey are acceptable.
- When a secondary accent color is needed, PMS288 Blue (and 10% for a lighter blue) may be used.

- Acceptable accent color

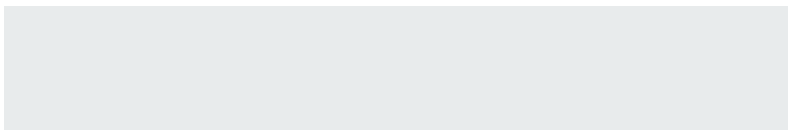


Pantone: 288 C
 CMYK: 100; 86; 26; 20
 RGB: 0; 44; 118
 HEX: #002c76

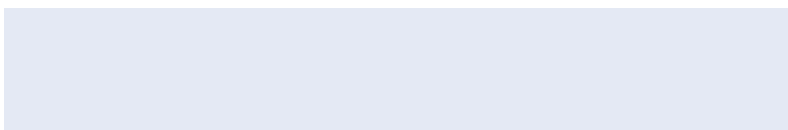
- Preferred variations



Pantone: 60% 432 C
 CMYK: 56; 42; 39; 6
 RGB: 121; 130; 136
 HEX: #798288



Pantone: 10% 432 C
 CMYK: 12; 7; 6; 0
 RGB: 221; 226; 230
 HEX: #dde2e6



Pantone: 10% 288 C
 CMYK: 9; 5; 2; 0
 RGB: 229; 233; 241
 HEX: #e5e9f1

Corporate Fonts

Arix Capital has established the following fonts as acceptable for every application. These have been divided into title fonts (large, headlines, simple callouts) and body copy fonts. If there is any question as to which font to use, Palatino Linotype should be used.

- **Palatino Linotype - default Choice**

Can be used in normal/book or bold styles

Palatino Linotype - Normal

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890

Palatino Linotype - Bold

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890

- **Raleway - headlines, simple callouts, limited usage**

The light variation should be used in most instances. Medium can be used if necessary for emphasis. Raleway should never be used in a paragraph.

Raleway - Light Variation

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890

Raleway - Medium Variation

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890