



BRAND GUIDELINES

2026

THE STORY

The Dave Cantin Group logo must project trust, authority, leadership, and foundational strength - doing so instinctively and with credibility appropriate to the wealth management sector.

- Integrates key elements of the legacy DCG logo, including the shield and vertical bars
- Signals growth and forward momentum through the ascending bar motif
- Conveys strength, stability, and protection through the shield form
- Represents past, present, and future via the layered foreground/background bar composition
- Reflects a multi-point, multi-asset perspective through the manifold bar system

BRAND ELEMENTS | LOGO

PRIMARY LOGO



WHITE LOGO



SECONDARY LOGO



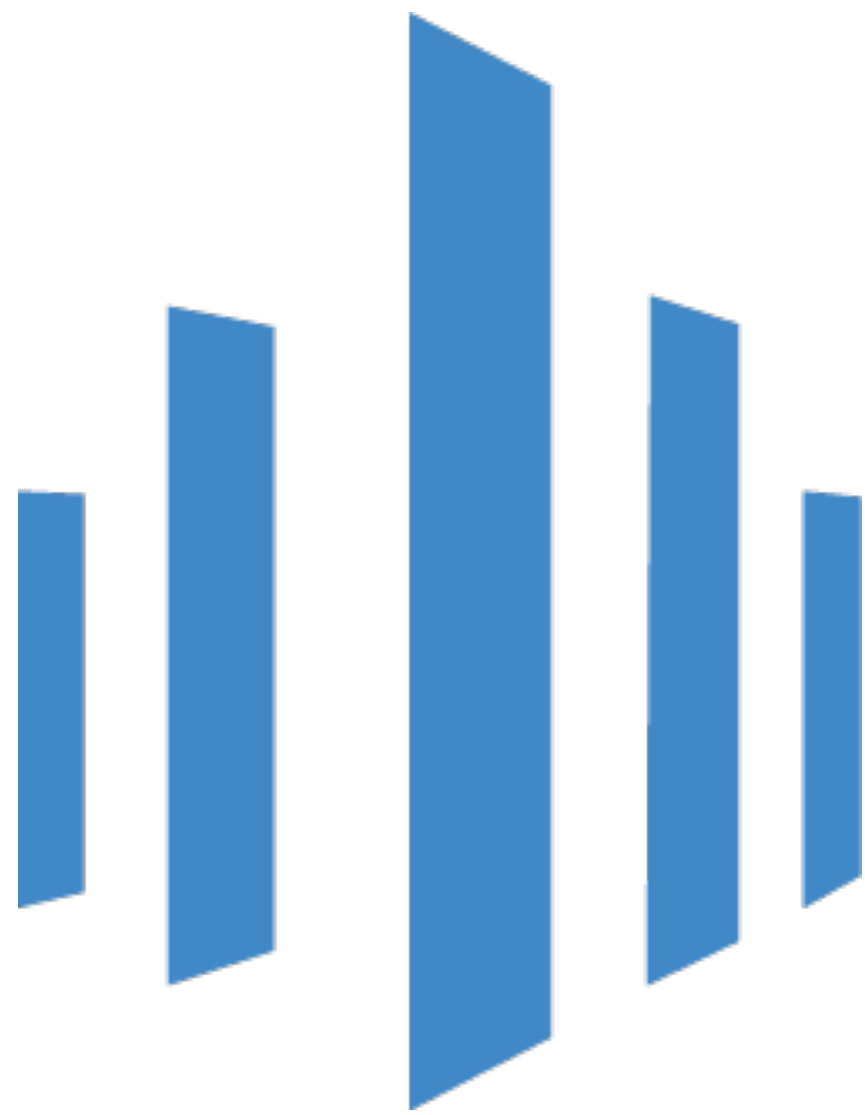
LOGO WITH TAGLINE



BRAND ELEMENTS | LOGO SYSTEM | CLEAR SPACE



Clear Space



LOREM ISPOM SUM INTE IT USBIO

**Inc verores esti, nosum se nontiquium, nequem re,
con senit? Ex sed commo viventes consuliis.**

Abut esi ium pertatus aurbi similnem temulto reviditemus ad pereis crescrum
iaetem ete es nos perena, Ti. Fuidiem is lia ducondeludes Martiam mentis. Ice
non iam et quituium in se aut ingullabus, nossim di tatus ete in diustor inatus
ac molius et; esigitatquis in te tatiemi mprobis

Transparency: 80% →

TYPOGRAPHY | COLORS

FONT

The Dave Cantin Group wordmark uses a typeface that feels confident, disciplined, and authoritative - like a composed leader who doesn't need to raise their voice to command respect.

Confidence - wide stance and balanced proportions feel self-assured, never tentative

Discipline - clean lines and tight structure reflect control, rigor, and professionalism

Authority - squared edges and firm geometry communicate decisiveness and leadership

Aa
**Allumi Std
Extended**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Abcdefghijklmn
opqrstuvwxyz

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Abcdefghijklmn
opqrstuvwxyz**

Aa
Allumi Std

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Abcdefghijklmn
opqrstuvwxyz

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Abcdefghijklm
nopqrstuvwxyz**

COLORWAY

Blue consistently signals qualities tied to trust, stability, and intelligence. It's one of the most universally "safe" and credible colors in brand psychology.

- **Evokes clarity, professionalism**
- **Reduces anxiety, creates composure**
- **Is rational rather than emotional**
- **Signals authority, legacy**

Primary Color



HEX: 2d354f
RGB: 45, 53, 79
CMYK: 86, 77, 44, 39

Secondary Color



HEX: 4188c7
RGB: 65, 136, 199
CMYK: 74, 38, 0, 0

Accent Color



HEX: 12b796
RGB: 18, 183, 150
CMYK: 75, 0, 54, 0

Accent Color



HEX: 909294
RGB: 144, 146, 148
CMYK: 46, 37, 36, 2

BRAND MESSAGING | KEY MESSAGE



To win for our clients by working harder, thinking smarter, and pushing further. We outpace the field, confront challenges head-on, and pursue every path to mutual success.

Brand Promise

We are in the ideas business. Our mission is to think differently, solve creatively, and turn bold thinking into the best possible outcomes for clients - unlocking value that others miss.

Internal Mission

ADVISORS. ADVOCATES. ALLIES.

Tagline

Pillars

CLIENTS' BEST INTERESTS

We don't chase transactions; we build partnerships grounded in fearless honesty and accountability. As advocates for our clients, we're committed to having the tough conversations that drive the best decisions, always prioritizing the client's best interests.

THE POWER OF US

Every client gets the *whole* DCG team and network - a diverse, deep collection of experienced specialists, informed perspectives, and an industry network of thousands of relationships united by one purpose: client success.

ADVANCEMENT THROUGH INVESTMENT

DCG is unique; we invest in innovation and resources for the betterment of our clients, including: extensive research, third-party data, proprietary analytics, and leading AI technology - constantly evolving to exceed client expectations.

TENACITY THAT GETS THE BEST RESULT

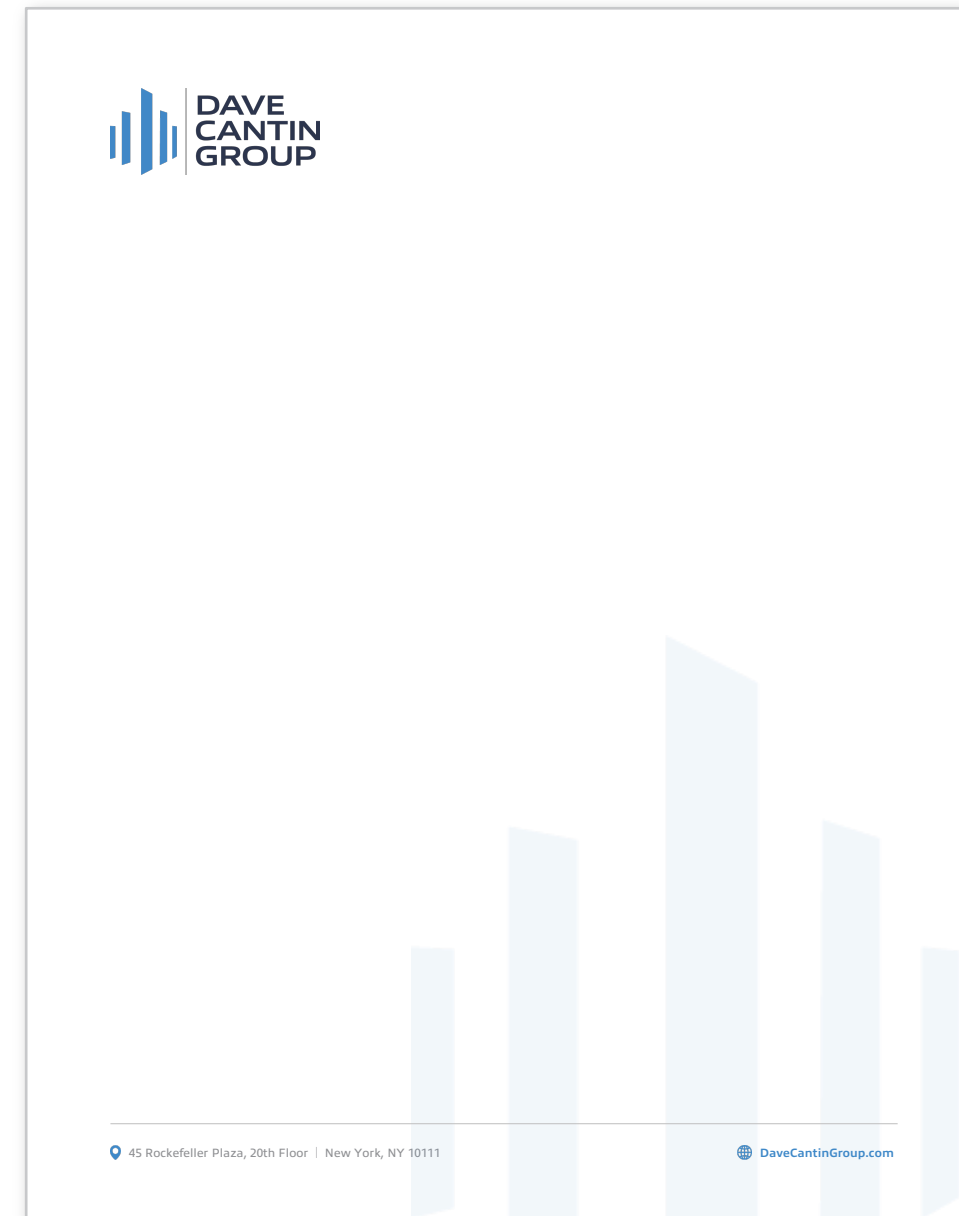
We have a relentless passion for our clients to succeed. Where others see obstacles, we only see opportunities to create the best outcome.

BUSINESS USE TEMPLATES | BUSINESS CARD | LETTERHEAD

Actual size for standard 2" x 3.5" business card

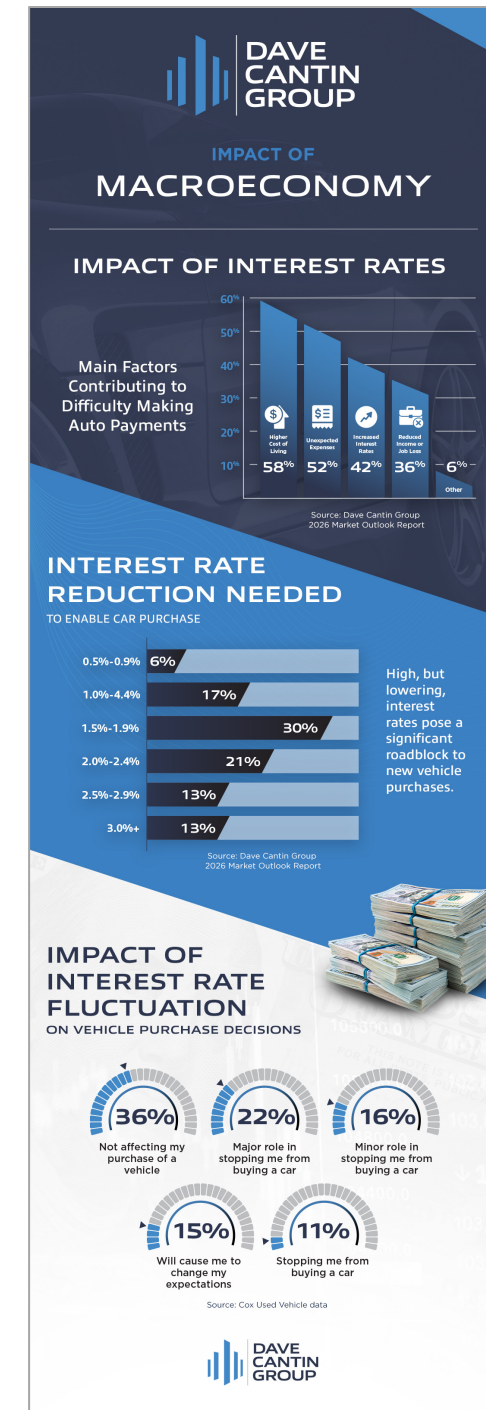
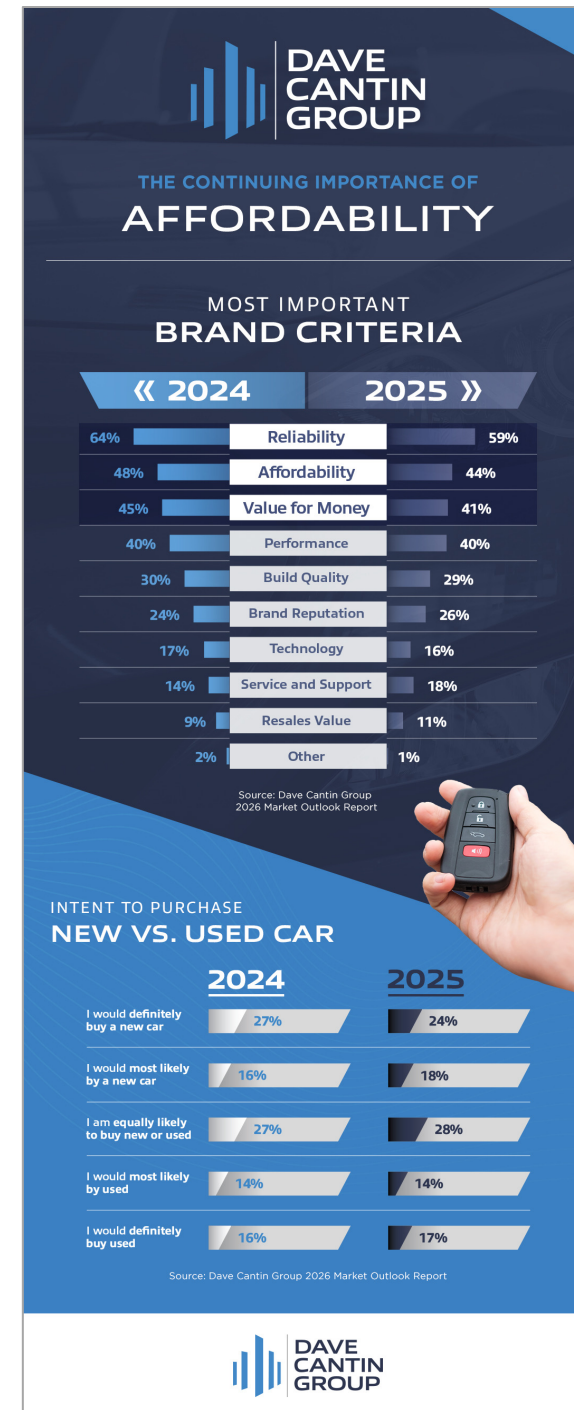


Actual size 8.5" x 11" letterhead



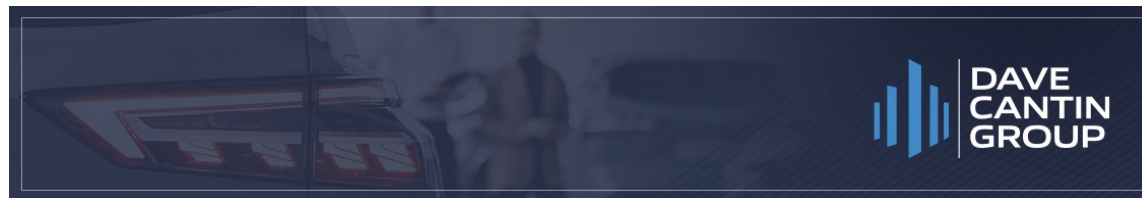
BUSINESS USE TEMPLATES | DISPLAYING DATA

Presenting data in a clear and visually engaging way is an important part of the Dave Cantin Group brand. Examples of graph styles can be seen on this page. It is important to maintain consistency when designing data visualizations.



BRAND APPLICATIONS | SOCIAL

Social cover image



BRAND APPLICATIONS | SOCIAL





Jeff Wyler Automotive Family acquired Midwestern Automotive Group's luxury platform which added \$500 MILLION IN VALUE

BRANDS INVOLVED



DAVE CANTIN GROUP served as the exclusive sell side advisor

The Jeff Wyler Automotive Family is the right steward for the next era, and I'm grateful to the Dave Cantin Group for guiding this complex process with integrity and care.

Mark Brentlinger, Owner, Midwestern Auto Group

What a fantastic, professional job Dave Cantin Group did for Mark Brentlinger. I could genuinely tell Dave and his team cared about making sure this deal was the right fit. I can't thank you enough.

David Wyler, Owner, The Wyler Group

KEY POINTS

- The Dave Cantin Group advised Brentlinger's succession plan for nearly two years, building his team to manage legal (Stephen Dietrich and Brooke Sizer from Holland & Knight) and private wealth management (Joseph Simmel from Goldman Sachs).
- The historic \$500 million (total acquisition value) acquisition of this single-campus, luxury unicorn platform is among the largest ever by a privately held company, demonstrating unique luxury platforms do not trade at prescribed multiples.
- DCG accomplished Brentlinger's objective, finding a family-owned business that would keep the platform "Ohio owned" and provide his team with even greater personal and professional opportunity.



MOR
2026 MARKET OUTLOOK REPORT

DAVE CANTIN GROUP

2025 IS IN THE REARVIEW MIRROR.

THE 2026 MARKET OUTLOOK REPORT WILL TELL YOU WHAT'S HAPPENING NEXT.

Stay ahead of the trends and industry-driving stories shaping automotive retail industry in 2026.

DCG's Market Outlook Report delivers expert insights, in-depth analysis, and actionable strategies to navigate what's next.

FORCES DEFINING AUTOMOTIVE RETAIL IN 2026

- The Impacts of Consumer Affordability Challenges
- Navigating a Complex Economy in 2026
- How the Midterm Elections May Impact Automotive
- Why Auto Group Scale Matters More Than Ever
- How Manufacturers Are Trying To Shape Their Dealer Networks
- Game-Changing EV Technology on the Horizon
- What's Driving M&A in 2026

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AVAILABLE NOW

AS SEEN IN: Forbes | FASTCOMPANY | CNBC | Automotive News



DAVE CANTIN GROUP

EXPECT THOUGHTFUL STRATEGY AND GAME-CHANGING IDEAS FROM YOUR M&A COMPANY.

Dave Cantin Group is the only full-service advisor in retail automotive M&A, leading the industry with resources that shape better client decisions.

JumpIQ The Tech to Power Your Decisions

NAMED 2024 DEALERSHIP SOLUTION OF THE YEAR BY AUTOTECH BREAKTHROUGH.

Introducing JumpIQ, a proprietary AI-powered machine learning platform designed for automotive dealership owners. The JumpIQ Owner's Suite empowers owners to boost business performance, strengthen competitive position, and leverage market insights to optimize the worth of their most important asset(s): the new-car franchise.

DAVE CANTIN GROUP MOR 2026 MARKET OUTLOOK REPORT

Industry-Leading Intelligence

DCG's Market Outlook Report reveals the trends shaping retail automotive and what they mean for your next move.

AS SEEN IN

Forbes | FASTCOMPANY | CNBC | Automotive News | CBT NEWS

M&A • STRATEGIC PLATFORM REVIEWS
OFF-MARKET ACQUISITIONS • BUSINESS VALUATIONS



DaveCantinGroup.com



MOR
2026 MARKET OUTLOOK REPORT

DAVE CANTIN GROUP

DCG's Market Outlook Report Delivers Expert Insights, In-Depth Analyses, and Actionable Strategies To Navigate What's Next

STAY AHEAD OF THE TRENDS SHAPING 2026

- AFFORDABILITY REMAINS THE DEFINING CONSUMER STORY
- CHINA RETREATS & REDIRECTS; ITS BRANDS DON'T NEED THE U.S. TO WIN GLOBALLY
- POLICY & REGULATION CONTINUE TO DRIVE UNCERTAINTY
- DATA BECOMES A DIFFERENTIATOR IN 2026
- EV GROWTH SLOWS BUT ELECTRIFICATION IS HERE TO STAY
- WHAT'S DRIVING M&A IN 2026

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