

Geneva, March 04, 2026

FORUM FINANCE has a new Corporate Identity

At FORUM FINANCE, we understand our brand as a direct extension of the way we think, make decisions, and support our clients. For this reason, following a rigorous process of strategic reflection and positioning analysis, we have undertaken a comprehensive update of our corporate identity, including the evolution of our logo and the entire visual system of the brand.

This change responds to a clear objective: to strengthen the recognition of FORUM FINANCE, clarify our message, and more accurately project the values that guide our daily activity. It is not a mere graphic redesign, but a strategic decision aimed at consolidating our positioning and preparing the firm for the present and future challenges of the financial sector.

Reclaiming the Strength of the FORUM Name

One of the central pillars of this repositioning has been the recovery and enhancement of the name FORUM. Rather than relying on our initials that are not always immediately recognizable or universal, we have chosen to highlight the word FORUM in our name: it is short, distinctive, and powerful, directly associated with the world of finance and instantly recognisable across all contexts.

FORUM is a name that requires no interpretation: it is understood, remembered, and pronounced in the same way in every language and cultural environment. This clarity reinforces our commitment to communicating in a transparent, direct, and coherent manner, both with our clients and with the market.

The Roman Forum as a Conceptual Foundation

The central concept inspiring the new visual identity of FORUM FINANCE is the Roman forum, conceived not as a decorative reference, but as a structural and conceptual foundation deeply aligned with our activity.

In ancient Rome, the forum was the space where economic, legal, institutional, and public life converged. It was a place of meeting, dialogue, exchange, and decision-making, built upon principles of order, stability, and permanence. This idea of a shared, solid, and structured space lies at the heart of FORUM FINANCE's renewed identity.

From a formal perspective, the design is based on essential and rational geometry, inspired by the ground plans of Roman forums and their architectural structures. Fundamental shapes — square, semicircle, triangle — are not only present in the logo, but form a distinctive visual language, consistently applied across all communication materials.

The word **FORUM**, typographically composed in a strong, uppercase treatment, can be interpreted as a top-down view or an abstract perspective of these architectural spaces, reinforcing concepts of structure, balance, and a comprehensive, global vision. This deliberately simple geometry provides clarity, legibility, and timelessness, and has been designed to endure.

An Identity Aligned with Our Values

The new corporate identity has been designed to more precisely reflect the values that define FORUM FINANCE:

- **Trust**, as the foundation of long-term relationships
- **Transparency**, in analysis and communication
- **Flexibility** to deliver tailored solutions
- **Excellence**, in every decision and every service
- **Stability**, as guarantee of continuity
- **Independence** at all times, with a focus on your interest

The choice of a contemporary sans-serif typeface introduces modernity and differentiation from more traditional financial-sector codes, while the color palette, based on deep blue tones with subtle green nuances and carefully selected contrasting accents, reinforces perceptions of solidity, professionalism, and a distinctive identity.

A Brand Designed for All Environments

The result is an identity that is simple, clear, and highly recognisable, designed to perform with equal effectiveness across digital environments, corporate documentation, physical spaces, and institutional communications. A brand that has gained visibility, coherence, and expressive strength, while maintaining the restraint and rigour that characterise FORUM FINANCE.

This new phase reflects our commitment to communicating more clearly who we are, how we work, and what differentiates us, leveraging a unique name and an identity fully aligned with our approach to finance and our relationship with our clients.

We sincerely thank you for the trust you place in FORUM FINANCE and invite you to join us in this evolution, which strengthens our commitment to excellence, clarity, and long-term vision.

FORUM FINANCE