



Berenberg presents its new brand identity: Visibly different, consistent in content

Hamburg. Berenberg presents a fundamentally revised brand identity. Based on the new brand strategy, a visual identity with a fresh colour scheme, updated coat of arms and the graphic leitmotif 'Pulse of Progress' has been created. The tradition-steeped company now visibly communicates to the outside world what has already changed strategically and culturally. The aim is to communicate cooperation with diverse customer groups, entrepreneurial thinking and agile, cross-bank collaboration more strongly to the outside world and make them visually tangible.

The new brand image was developed together with the internationally active, multi-award-winning agency **Design Bridge and Partners**. The development process, which lasted several months, focussed on the question of how values such as responsibility, independence and entrepreneurial aspirations can be presented in a contemporary form.

'With the rebranding, we are focussing on what is at the core of our work: the trusting relationship between client and contact person,' says **Klaus Naeve, member of the extended Executive Board and responsible for Wealth and Asset Management**. 'We are a company with history, but at the same time strategically agile. Our teams work closely together and decision-making channels are short - this creates room for manoeuvre and speed. Making this culture visible was a key aim of the new look.'

The new design deliberately picks up on elements of the company's own history - the retention of the company colour orange with reference to its founding history and the coat of arms, which has now also been optimised for digital and international applications in a modernised form. The 'Pulse of Progress', a central graphic element, stands for movement, networking and progress - guiding principles that characterise Berenberg's positioning in the market.

The rebranding is part of a broader transformation: in addition to traditional asset management for (high) net worth private clients, Berenberg now offers investment solutions for various client groups, from private clients to family offices and various institutional investors.

The bank is also successfully active in the German private debt market, where it offers various sub-strategies in the corporates, shipping, green energy and digital infrastructure asset classes. Berenberg has been well positioned in investment banking for many years, from research to support for capital market transactions. The bank



is very successful in the area of supporting and coordinating IPOs, as is currently the case with Pfisterer and Innoscripta.

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Berenberg offers a considerably wider range of products and services than the majority of private banks.

'A new design often signals the start of a strategic realignment,' says Laura Ottern-dorf, Head of Marketing at Berenberg. 'For us, it was the other way round: the cultural and entrepreneurial change has long since taken place – now we are making it visually tangible.'

'At Berenberg, everything starts with the people. There is a lot of experience and entrepreneurial behaviour in the team and a strong partnership with all clients. That's how we came up with the idea of the pulse, which sets the pace for life, releases strength and energy and through which projects are initiated and realised for the future,' says Martin Steinacker, Executive Creative Director at Design Bridge and Partners.

The new brand identity will be gradually introduced in all business divisions and markets.

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About Berenberg

Berenberg was founded in 1590 and is today one of Europe's leading private banks with its Wealth and Asset Management, Investment Bank and Corporate Banking divisions. The Hamburg-based bank is managed by personally liable partners and has a strong presence in the financial centres of Frankfurt, London and New York.

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