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Vontobel: moving forward with a clear position

The globally active financial specialist has sharpened its identity: self-assured, engaged, and future focused. Vontobel will use its new brand presence to strengthen its client experience.

With a sharper identity and a new brand presence, Vontobel is positioning itself even more distinctively and relevantly vis-à-vis its clients. Its aim is to create a unique Vontobel experience highlighting distinct client benefits. Involving its employees around the globe, Vontobel has distilled the beliefs and behaviors that form the basis for its conduct and actions: taking ownership, an unwavering confidence in the future, and the ability to pursue and successfully capture opportunities – even against consensus – for the benefit of clients.

Zeno Staub, CEO of Vontobel, stated: “In times of constant change, you gain the trust of others by being clear about what you stand for. For this reason, we have clarified the convictions underlying everything we do at Vontobel. It was not a question of reinventing Vontobel – but after years of strong growth, we wanted to ensure that our company’s DNA is clearly visible and to adapt it for the future. In essence, Vontobel is about personal responsibility, acting with foresight to seize opportunities, and thinking independently to get our clients ahead. Our sharpened identity sends out a visible signal and helps us convey what drives us and how we create value for our clients.”

Core elements of Vontobel’s identity will be incorporated into recruitment and performance as well as development processes. This underscores their importance for sustainable client satisfaction and for the future success of the company.

In addition, Vontobel’s distinct profile will help the company to continuously attract the best talent in the future. Over the last decade, Vontobel has achieved strong profitable growth and has almost doubled its headcount. The company is already an attractive employer and wants to continue its global expansion across all its businesses in the future. At the end of August 2017, the globally active wealth and asset manager and product specialist presented ambitious targets for 2020 and reaffirmed its strong growth strategy.

Vontobel’s sharpened identity is also expressed through its brand presence, which has been completely renewed. A new logo, visual design elements, and a succinct style of language form the basis for a brand presence that makes reference to past achievements while communicating Vontobel’s future aspirations more clearly. This includes a logo that consists solely of the word mark “Vontobel,” giving the company’s operations worldwide a distinct image. The palette of colors, which echoes the Vontobel family’s coat of arms, symbolizes the company’s roots and reflects Vontobel’s future digital focus.

Patrick Farinato, Global Head of Marketing and Communication at Vontobel, stated: “Especially in today’s digital world, a strong and consistently implemented brand is essential for the client experience. It creates clear distinction in a competitive environment. It is a strong signal and a promise to our clients as well as a source of internal motivation. Last but not least, the new visual identity shows that this process was not about creating a new Vontobel but about the further development of a strong brand for the future.”

Vontobel was supported in this process by the global brand firm MetaDesign.

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Vontobel in brief

At Vontobel, we actively shape the future. We create and pursue opportunities with determination. We master what we do – and we only do what we master. This is how we get our clients ahead. As a globally operating financial expert with Swiss roots, we specialize in wealth management, active asset management, and investment solutions. We empower our colleagues to take ownership of their work and bring opportunities to life. Because we are convinced that successful investing starts with assuming personal responsibility. We relentlessly question the achieved, striving to exceed the goals and expectations of our clients. The registered shares of the Vontobel Holding AG are listed on the SIX Swiss Exchange. The Vontobel families' close ties to the company guarantee our entrepreneurial independence. We consider the resulting freedom an obligation to assume social responsibility as well.

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