

Berkeley Financial Unveils New Corporate Identity, Logo, and Websites

Berkeley Financial rebrands with new logo, corporate statements, and modern websites to enhance client experience and drive innovation.

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Berkeley Financial, an upcoming leader in private banking, wealth management, and investment services, is proud to announce a complete transformation of its corporate identity. This evolution includes a new logo, updated corporate statements, a refreshed positioning, and two state-of-the-art websites: berkeley.com for Berkeley Financial and berkeleybank.com for Berkeley Bank & Trust.



The updated corporate identity reflects Berkeley Financial's ongoing commitment to innovation, excellence, and providing bespoke financial solutions that align with clients' evolving needs. The new branding, under the tagline "Banking Upgraded," symbolizes a step forward towards a more modern and client-centric approach to banking.

Juan Livinalli, Director of Berkeley Financial, shared his thoughts on the new identity: "Our transformation is about more than a new look—it's about reinforcing our promise to provide personalized, forward-thinking financial solutions. The new logo, corporate statements, and websites represent our dedication to staying at the forefront of financial services, ensuring our clients receive the best possible experience."

The redesigned websites provide an enhanced user experience, improved functionality, and comprehensive insights into the services offered by both Berkeley Financial and Berkeley Bank & Trust. These platforms have been crafted to better serve the needs of high-net-worth individuals, institutions, and those seeking a trusted partner in their financial journey.

Visit www.berkeley.com and www.berkeleybank.com to explore the new digital experience and see how Berkeley Financial is embracing the future of banking.

About Berkeley Financial

Berkeley Financial is a forthcoming leader in private banking, wealth management, and investment services. With a commitment to excellence, integrity, and innovation, Berkeley Financial provides tailored financial solutions that empower clients to achieve their goals. The company serves a diverse clientele, ranging from high-net-worth individuals to institutions, with bespoke strategies and expert guidance.

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