



ZURICH, 16.12.2021

**GERMAN DESIGN AWARD WINNER:
BERGOS RECOGNISED FOR EXCELLENT COMMUNICATIONS DESIGN
FOR BRAND IDENTITY**

Zurich: The Swiss private bank BERGOS AG was honoured for its new brand image at this year's "German Design Awards".

In January 2021, Bergos AG established itself as an independent Swiss private bank following its complete takeover by a group of renowned entrepreneurs. To mark the occasion, a new logo was developed, ushering in a comprehensive rebranding process and a new visual identity for the bank. Developed with the help of New York-based design firm noformat, the new emblem not only symbolises the bank's roots that go back four centuries, but also points to the future and Bergos' unique identity.

Dr. Peter Raskin, CEO and partner of Bergos, says: ""We are thrilled that our logo has been recognised at this year's German Design Awards. I am particularly proud of the very thoughtful and collaborative approach: every element of the logo was carefully considered and discussed – not only within the team, but also with the owners of our bank. The result is not only aesthetically pleasing, but also unique in its function: our logo can be used to explain our entire story. It is a really elegant and strong emblem."

Ian Brewer, Creative Director and owner of noformat, says, ""We are grateful for Bergos' trust in us to design this beautiful brand. It was a collaborative process from the start - the dedicated Bergos team who were instrumental in the creative process and our designers who took pleasure and care in the elaboration. We are very proud of the result and are delighted with the award, which recognises the collaborative effort."

The logo is rich in meaning: the ship in the centre of the new logo refers to the bank's historical connection to shipping. It is flanked by a lion and a bear, respectively symbols of Bergos's home city of Zurich and its former parent company, Joh. Berenberg, Gossler & Co. KG. The ship, strengthened by a tail wind, sails on three waves that represent the three ages of the bank in Switzerland: Berenberg Bank (Schweiz) AG, Bergos Berenberg AG and now finally Bergos AG.

Bergos AG employs over 100 people in Zurich and Geneva. Since 2018, it has belonged to a group of renowned entrepreneurs who, from their own experience, understand the needs of wealthy clients. And we have a clear focus: Human Private Banking.



BERGOS AG

Bergos AG, which recently split from the Berenberg Group and established itself with new partners, is an independent Swiss Private Bank with headquarters in Zurich and offices in Geneva. Originating from the 1590 founded Joh. Berenberg, Gossler & Co. KG, it has been active for international private clients and entrepreneurs in the Swiss financial centre for over thirty years. The Swiss Private Bank specialises in asset and wealth management. For the more than 100 employees, the focus is on providing expert advice in all known liquid and non-liquid asset classes, as well as in alternative investments such as real estate, private equity or art. For entrepreneurial clients, it provides access to M&A and other corporate finance services. Bergos AG offers private clients, entrepreneurs and their families a holistic service that spans several generations and, in addition to investment recommendations, focuses on security, neutrality, internationality and cosmopolitanism.

MEDIA CONTACT

Bergos AG
Kreuzstrasse 5
8008 Zurich, Switzerland

Aurelia A. Rauch
Director of Communications
communications@bergos.ch
www.bergos.ch

MEDIA CONTACT - representative

GLT Communications AG
Utoquai 37
8008 Zurich, Switzerland

Jorg R othlisberger
Founder & CEO
Tel +4144 396 90 90
Mobil +4175 44 88 000
jr@glt-communications.ch