

The Internet Fund

New logo launches value-driven tech strategy in *The Wall Street Journal*

How do you capture the energy of Tech stocks while encouraging long-term investing?

The Internet Fund — the first mutual fund dedicated to technology investments — needed to quickly establish a strong visual identity reflecting its unusual value-driven technology strategy.

The new logo design resembles an information sign on the highway, giving potential clients a clear signal that the company is forward-thinking and willing to share its investment knowledge.

The Internet Fund design system is featured in *Logos: Making a Strong Mark* (Rockport Press).

SERVICES

- Logo
- Website Design
- Identity System
- Branding
- Print Communication System
- Exhibition
- Advertising Campaign
- Email Marketing/Banner Ads



Banner ads



The diamond-shaped logo is the linchpin for a family of fund identities.



The marketing campaign features a series of ads in *The Wall Street Journal*, *Money* magazine and other financial publications.



Tradeshow exhibition.