SoundCapital™

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SoundInsight N°35

Good design can appeal.
Excellent design delivers on its promise.

Around a year ago, we redefined our brand – in mindset, form, and appearance. With a rebranding that makes our philosophy of holistic wealth management visible: individual, forward-looking, innovative.

Today, we are especially pleased to share with you: SoundCapital has been awarded the international Red Dot Design Award 2025 in the category "Brands & Communication Design."

This award recognizes not only the design itself, but the idea behind it: design as an expression of lived excellence.

More than just a new visual identity, this award celebrates a commitment to excellence – made visible through design. A brand promise in motion.

«In search of good design» – The Red Dot Award

The Red Dot Design Award is one of the largest design competitions in the world and has established itself internationally as one of the most coveted quality seals for outstanding design. To ensure a professional evaluation of its wide diversity, the award is divided into three disciplines: Product Design, Brands & Communication Design, and Design Concept.

Our Brand Identity – Where Form Meets Character

Our new brand identity reflects our philosophy of holistic wealth management: personal, innovative, and distinctive.

The split "C" in our logo symbolizes a stylized pair of hands – representing protection, foresight, and trust.

The stylized flower: a symbol of the uniqueness of every portfolio – nurtured with time, knowledge, and experience. Our perspective: holistic and innovative.

A fresh approach to our digital presence: clear, modern, and bold – surprisingly daring yet elegantly refined.

SoundCapital™

KiloKilo – The Minds Behind It

The specialized digital agency KiloKilo, based in the heart of Zurich, is the ideal partner for us when it comes to design and programming. With dedication, precision, and a focus on what truly matters, the agency has elevated our new brand identity to a level of excellence.

THANK YOU!

Our Essence: Excellence – Beyond Design

Our new brand identity reflects our philosophy of holistic wealth management: personal, innovative, and distinctive.

We are a leading provider of holistic wealth management – independent, focused, and with a long-term perspective. Our technologically advanced platform creates transparency and efficiency, while our consolidated investment expertise ensures a clear, evidence-based investment process. Thanks to a strong network with leading banks, a dedicated team in Zurich, Basel, and Kreuzlingen, and more than CHF 4.5 billion in assets under management, we continue to grow sustainably and steadily.