

JOHNSON INVESTMENT COUNSEL UNVEILS NEW BRAND

Refreshed identity reflects growth, while honoring firm's heritage

Earlier this year, Johnson Investment Counsel unveiled a new brand. We believe these changes give us a contemporary appearance while reflecting who we've become. We've added people, expanded our service offerings, and grown our presence to become one of the leading investment advisors in the region. We've done this while staying true to the values we were founded on more than 50 years ago - honesty, integrity, and transparency.

Our refreshed brand also clarifies how we serve our clients through four primary divisions: Johnson Wealth Management, Johnson Family Office Services, Johnson Trust Company, and Johnson Asset Management.

Visually, the brand includes a new logo, updated colors, revised typefaces, interior updates to Johnson's offices, and a redesigned website that's more visually compelling and easier to navigate. Our website will also showcase how Johnson engages with the community and will include a focus on our women's initiative.

We've made an effort to recruit a diverse team to support our growing business. We believe our firm has a great balance of wisdom and experience along with fresh perspectives and innovative thinking to move the firm forward.

While our brand might look different, we continue to have an unwavering focus on giving our clients the peace of mind to have faith in us through uncertain times. The changes we made reflect this - we remain committed to our heritage as a true partner to those who trust us with their assets.

If you're a current client, we believe you'll appreciate these changes. If you'd like to learn more about us, please check out our website.

Jason Jackman
President, Johnson Investment Counsel

» WEALTH MANAGEMENT

» FAMILY OFFICE SERVICES

» TRUST COMPANY

» ASSET MANAGEMENT

CINCINNATI

CINCINNATI-KENWOOD

CLEVELAND-AKRON

COLUMBUS

DAYTON

JOHNSONINV.COM



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