

## Meritus Launches New Branding & Website

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In an effort to “honour the past as we build momentum for the future,” Meritus has launched new branding and a redesigned website.

A spokesperson said, “At Meritus, this past year gave us a chance to reflect and an opportunity to rethink things a little. We realized that, though we’ve evolved over the years, it wasn’t reflected in our brand, and it was time for us to come together for a brand refresh.

“We started our journey by remembering and appreciating why we do what we do. We believe it’s a real privilege to serve the families we serve, and to be a part of the Bermuda community. The trust that is put in us is a great honour and responsibility and we have a renewed commitment to earning that trust every day.

“We anchored our brand in a new tagline, Family Forward, because it speaks to how we honour the past as we build momentum for the future, through humanity and empathy, generational respect, expansive vision, and progress in motion. It balances our continued strong commitment to all generations of families, with our even more pronounced commitment to philanthropy and living with purpose.

“We also created a new look, with a more personal feel, that echoes that sentiment. Explore how our brand refresh has come to life in our new website, [meritustrust.com](https://meritustrust.com).

“For more information about Meritus and our evolution, please contact Sara Schroter at [sschroter@meritustrust.com](mailto:sschroter@meritustrust.com).”

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