

Kinetics Mutual Funds

Specialized and innovative, Kinetics was among the first asset management firms to focus on the commercial potential of the Internet and Internet-related technologies through its aptly named Internet Fund.

Intelligence

Both small and new to the investment marketplace, Kinetics needed to quickly establish a strong visual identity, one which would reflect the firm's unusual value-driven technology strategy. The look needed to be distinctive, yet sufficiently adaptable to serve Kinetics' branding needs over the long term. The identity must balance the aggressiveness of the Internet with the conservativeness of traditional mutual fund investing.

Inspiration

The stylized diamond logo created by Langton Cherubino Group was inspired by road signs, suggesting an investment philosophy informed by active but disciplined securities selection. The graphic tone underscores the advantage of insightful research as the key to unlocking the uncertain but promising potential of technology.

Langton Cherubino Group

Design Intelligence / Design Inspiration
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Tradeshow exhibition



Identity system

 **The Internet Fund**

 **The Paradigm Fund**

 **The Medical Fund**

Trade ad campaign



Collateral

