

INTRODUCING OUR NEW CORPORATE IDENTITY

New Look.

The Woodley Farra logo is a graphic representation of our business philosophy. The blue wave element is a visual simplification of the power of money compounding over time.



Independent Research & Investment Management

New Slogan.

"Independent Research & Investment Management" is a summary of our core business model, an approach that has proven itself over time to be an effective strategy for managing our client's investments.

New Typeface.

The graphic is paired with a strong traditional font indicative of the traditional values we bring to investment management.

Woodley Farra embarked on this new initiative to clearly and accurately present our company and our brand. We remain dedicated to providing quality services that exceed our clients expectations, by being responsive, prepared, accurate and professional. Our ability to provide independent research and applied knowledge and experience in selection of investments enable us to deliver effective advice and superior client service.

Our new logo and tagline represent our devotion to continually improve our processes, services and results through the use of traditional and trusted solutions.

Donald F. Woodley, CFA

Donald F. Woodley, CFA

George S. Farra, CFA

George S. Farra, CFA

Michael P. Manion

Michael P. Manion
