

Plus Ultra AM

Plus Ultra AM Ltd. is a London based, "green" Asset Management Fund with a focus on renewable energy and reduction of CO2 emissions.

The identity has been constructed through a rhythmic, modular progression revolving on its axis, capable of communicating both the concept of energy and photovoltaics, represented by the sun as a symbol of renewable energy, and resulting in a clear and direct communication of the typology of the investment offer of Plus Ultra. The corporate identity translates this way Plus Ultra AM's focus on sustainability, one of the principal drivers of their activities.