

Why We Chose the Bison

How Capital-FORCE picked a logo that actually means something, and why the bison beat the bull, the falcon, and one very confused owl.

Capital-FORCE didn't just grab a random animal for its logo. The bison won after a serious branding process because it matches how the firm thinks about investing: steady, built for tough conditions, and ready to face storms instead of running from them. The article walks through why the bison fits the firm's California roots and western mindset, then frankly explains why other animals didn't make the cut. The falcon felt too high-frequency. The bull only works in up markets. The cheetah chases too much. It seems the owl was just too mysterious for an ETF firm that values clarity. Behind the humor is a real point: your brand should match what you actually believe, and for Capital-FORCE, that means choosing a symbol that connects to resilience, discipline, and moving through uncertainty with purpose instead of panic.

We didn't just wake up one morning at Capital-FORCE, open a stock photo site, and say, "That animal. Put that on everything." The bison earned its spot on our logo the hard way—by surviving a brutal branding process that involved strategy decks, spirited debates, and at least one person saying, "Are we *really* going to put a giant cow on our ETFs?"

Spoiler: yes. Yes, we are. And here's why.

Why a bison belongs in investing

From an investing perspective, the bison is oddly perfect. It's not a sprinter, not a show horse, and definitely not the drama queen of the animal kingdom. It's built for the long haul: strong, steady, and capable of moving through tough environments without losing its mind every time the weather changes.

That's how we think about investing. Markets shift, headlines flare, volatility spikes—and the bison doesn't start day-trading or panic-stamping its way across the plains. It keeps moving with purpose. That's the temperament we want embedded in Capital-FORCE:

- Stay grounded when conditions get noisy.
- Conserve energy for what matters most.
- Move with conviction, not impulse.

If you're looking for a mascot that suggests "slow and steady discipline with serious resilience," a bison beats a hyperactive animal mascot every time.

The American West and a California home base

We're headquartered in California, and the bison gives a nod to the broader spirit of the American West. It's not just about geography; it's about mindset. The West has long been a symbol of open horizons, exploration, and building new things in places others overlook.

A bison on our logo connects us to that frontier DNA. This isn't about nostalgia for dusty saloons—it's about:



- Independent thinking: Not just following the herd (even if the herd is literally made of bison).
- Big-sky perspective: Seeing beyond next week's market move.
- A builder's mentality: Creating something durable, not disposable.

In a world where brands sometimes feel interchangeable, the bison roots Capital-FORCE in a specific place, story, and sensibility. We're not "generic global finance entity #47." We're a firm with western grit and long-range vision baked into our visual identity.

How a bison reacts to a challenge

Here's the part that really sold us: when a storm rolls in, bison don't run away from it—they turn toward it and move through it. They'd rather face the weather, get to the other side faster, and get back to grazing.

From an investing standpoint, that's exactly how we think about market challenges:

- You can't outrun volatility forever.
- You can't hide from every downturn.
- You can, however, prepare, position, and move through it intelligently.

At Capital-FORCE, we're not trying to dodge every rain cloud or pretend drawdowns don't exist. We're focused on designing strategies that acknowledge risk, factor in uncertainty, and help investors keep moving forward. The bison is a reminder: storms are inevitable; panic is optional.

The animals that didn't make the cut

Of course, the bison didn't just walk in and get the job. We considered a few other candidates. Think of this as the outtakes reel from the Capital-FORCE logo auditions.

1. The Falcon

Pros:

- Razor-sharp vision.
- Lightning-fast.
- Very dramatic in slow motion.

Cons:

- A little too "high-frequency trader with feathers."
- Feels like it's constantly dive-bombing in and out of positions.

We ultimately said no because our philosophy isn't about ultra-fast, hyper-reactive moves. We prefer thoughtful, rules-based decisions over swooping in and out of the market like a feathered algorithm on espresso.



2. The Bull

Pros:

- Iconic Wall Street symbol.
- Everyone recognizes it instantly.

Cons:

- Always in “up only” mode.
- Pretends bear markets are just awkward rumors.

We passed because we’re building for full market cycles, not just bull-market optimism. A logo that only celebrates one direction of the market felt incomplete. Plus, we didn’t want anyone to think Capital-FORCE is just perpetual cheerleading for the next rally.

3. The Cheetah

Pros:

- Very fast.
- Looks amazing on a pitch slide.

Cons:

- Built for short bursts, not long distances.
- Accidentally sends the message: “We chase things.”

Since one of the core behaviors we *discourage* is chasing—chasing trends, chasing fads, chasing the last hot theme—the cheetah was politely escorted out of the branding process. Great animal. Terrible metaphor for disciplined, long-term investing.

4. The Owl

Pros:

- Symbol of wisdom.
- Quiet and observant.

Cons:

- Mostly active at night.
- Skews “mysterious woodland professor” more than “transparent ETF firm.”

We love thoughtful analysis, but we don’t want our brand to feel like investment decisions are made in the dark, in a tree, at 2 a.m. Owls are great for children’s books and Hogwarts. For a firm committed to clarity and accessibility, we needed something more grounded and real-world.



Where “Investing Greatness” meets the bison

Our motto— “Investing Greatness”—is not about being the loudest voice in the room or promising some mythical, risk-free path to riches. It’s about the quality of how you invest: the process, the discipline, and the mindset you bring to every decision.

That’s where the bison and the motto lock together:

- Greatness is *steady*, not frantic. The bison doesn’t sprint in circles every time the wind shifts. Likewise, we focus on consistent, repeatable investment processes rather than reactionary moves.
- Greatness is *resilient*. Just as the bison is built to handle real weather, we design portfolios to navigate real-world market conditions, not just perfect backtests.
- Greatness *faces the storm*. The bison’s instinct to move into the storm mirrors our belief that long-term investors must be prepared to endure periods of discomfort to reach better outcomes.

The logo and the motto tell the same story from two angles: the visual (bison) and the verbal (“Investing Greatness”). Together, they signal that Capital-FORCE is about strength with intention, courage with discipline, and a long-term commitment to helping investors move through uncertainty instead of being ruled by it.

The serious work behind a not-so-serious story

Underneath the humor, choosing the bison was a deeply strategic decision. We wanted an icon that:

- Reflects our investment temperament.
- Connects authentically to our California and American West roots.
- Supports a narrative of resilience, discipline, and forward motion.
- Aligns naturally with our core promise of “Investing Greatness.”

So yes, we joke about holding animal auditions and rejecting the cheetah for being too “chase-y.” But behind the jokes is a serious point: brand decisions should reinforce what you actually believe and how you actually behave. The bison does that for Capital-FORCE.

In a crowded industry of clichés, abstract circles, and interchangeable shades of blue, we chose a symbol with weight, history, and a very specific behavior when storms roll in. That’s not just a logo choice — it’s a daily reminder of the way we intend to invest, communicate, and lead.

Investors should consider the investment objectives, risks, charges and expenses carefully before investing. For a prospectus or summary prospectus with this and other information about the Fund, please call (800) 324-3998 or visit the Capital-FORCE website at <https://www.capforceetf.com>. Read the prospectus or summary prospectus carefully before investing.

Investing involves risk, including possible loss of principal. There is no guarantee that any investment strategy, including Capital-FORCE’s evidence-based and dynamic approaches, will be successful or achieve its objectives.

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