

Why We Chose the Color Blue Green

Not an Accident: How One Shade of Blue-Green Came to Define Our Investing Voice

Not an accident is right. We debated, tested, and overthought our way into one very specific shade of blue-green because it does something most colors can't: it quietly tells you how we think about risk, discipline, and long-term returns before you read a single word. If you've ever wondered how a "simple" color choice can signal an entire investing philosophy such as who we serve, how we show up in storms, and why we refused to settle for default Wall Street blue then this story is for you.

If you've ever seen our logo which is of course the proud, unbothered bison standing strong against the wide western sky, you might've wondered: *Why that shade?* Why that deep, confident **Blue-Green (#0043c5)** that feels like dusk before a great idea happens? Why those glints of **Gold (#b48212)** and **Brown (#5b3d2c)** that warm it up like a Californian sunset over a well-worn leather saddle?

Well, saddle up, partner, because this is the story of how Capital-FORCE found its colors and why they perfectly capture who we are: investors, innovators, and modern cowhands in the great frontier of finance.

The Legend of the Blue-Green Bison

Let's start with the main event: the **Blue-Green**.

Not blue. Not green. Something in between, like the color you see when opportunity shimmers on the horizon and you're smart enough to chase it before the crowd arrives. Blue-Green #0043c5 is confidence in a bottle. Bold enough to say, "We've got the numbers handled," and calm enough to assure you, "There's no rush, we've got this."

When we were first designing the Capital-FORCE logo, we sat around a conference table arguing (and maybe a little caffeinated) about which color could capture our investing philosophy. Blue was too old-school corporate; green was too obvious (and frankly, every bank already looks like a forest). But the moment Blue-Green landed on the big screen, everyone stopped talking. One partner leaned back and said, "That's it. That's the color of conviction."

In branding psychology, Blue-Green represents *trust, strategy, and clarity* which is the trifecta of investing greatness. It suggests intelligence with a touch of adventure. It's the color of deep oceans, wide skies, and, conveniently, profitable portfolios. It's also the color that makes our golden bison pop like a pioneer hero out of the modern digital prairie.

And let's be honest, it just looks great on a polo shirt.

Gold: The Rush Isn't Over

Next came **Gold (#b48212)**: the color of California dreams, the glint of ambition, and, yes, the eternal reminder that this whole enterprise began with someone striking it rich in the dirt.

Gold isn't just a nod to the literal *Gold Rush* that built much of our home state's history, it's a metaphor for the calculated courage of every investor. Those forty-niners weren't just swinging pickaxes; they were



performing early venture capitalism. They staked claims, took risks, and changed the course of industry (sometimes while wearing excellent hats).

At Capital-FORCE, that same golden hue runs through our veins. It reminds us that wealth is not about luck, it's about anticipating opportunity before it glitters. It reminds clients that fortune favors bold preparation. We like to think of Gold as our color of optimism: radiant but never reckless, luxurious but earned.

From a design standpoint, Gold acts as our accent color which we believe is a beacon of success cutting through Blue-Green's cool composure. Psychologically, it evokes triumph and trustworthiness, pushing that subtle message: *your investments are in hands that know where gold really comes from: foresight and grit.*

Brown: Tougher Than a Pair of Cowboy Boots

Finally, let's talk **Brown (#5b3d2c)**: the workhorse color. The unsung hero. The smell of leather, dust, and determination. When we chose Brown, it wasn't just because it paired beautifully with our palette (though... it does). It's because this shade embodies stability, practicality, and that unshakeable western ethic: work hard, stay grounded, deliver results.

In color psychology, brown roots people in reality. It's the color of honesty, warmth, and trust. And let's face it, the modern financial world sometimes forgets those values exist. We decided Brown would be our subtle rebellion against all that digital flash and get-rich-quick shine. Ours is the color of old saddlebags full of long-term investments.

You can trust a cowboy boot made from Brown. You can trust an investment strategy grounded in it, too.

What Colors Do to the Mind

Now, if all this sounds poetic, there's still a good deal of science behind it. Studies show that color affects emotional perception in milliseconds. Blue tones foster calm confidence, golds elevate optimism and prestige, browns ground the viewer in reliability.

That's why branding isn't just decoration, it's psychology with a paintbrush. At Capital-FORCE, the combined palette tells a story:

- **Blue-Green:** "We see clearly into the future."
- **Gold:** "We believe in growth worth celebrating."
- **Brown:** "We do it with integrity, the old-fashioned way."

So, every time a visitor hits our homepage or sees our logo, they're not just seeing colors – they're *feeling* conviction, heritage, and trust, even if they can't put their finger on why.

The Great Color Rejection of 2026

Of course, before we settled on this triumphant trio, we flirted with others. Like any good cowboy, we had to break a few broncos before we found the right ride. Here are four colors that almost made the cut and why they didn't survive the branding roundup:



- **Crimson Red (#d7261e):** Looked powerful, sure, but too aggressive. It screamed “stock market volatility” rather than “steady growth.” Plus, red next to a bison made it look like we were one charging horn away from a rodeo disaster.
- **Forest Green (#2e7d32):** Classic, yes, but too expected in the finance world. We didn’t want to look like an ATM or a credit union trying to sell you savings bonds shaped like trees.
- **Slate Gray (#6b6b6b):** The minimalists made their case: “It’s sleek! It’s modern!” But the partners decided it didn’t represent our energy or ambition. It was like dressing a bull in a tuxedo: classy but missing the point.
- **Sunset Orange (#ff7c00):** Vibrant and memorable, but dangerous territory. Orange might get attention, but it doesn’t always inspire trust in long-term investment contexts. For some reason, people see it and think “startup app,” not “financial fortress.”

We waved goodbye to each with a polite tip of the hat and returned to what felt authentic: the colors of the land, the sky, and ambition itself.

Investing Greatness In Color

At the end of the trail, branding is storytelling. It’s how we signal what we stand for before anyone reads a single word about our strategies. At Capital-FORCE, our palette does the heavy lifting: Blue-Green steadies the hand, Gold captures imagination, and Brown reminds us to keep our boots on solid earth.

Together, they represent what we call *Investing Greatness*. Our belief that modern investing still has room for courage, heart, and hard work. When clients see our colors, we want them to feel the same mix of excitement and discipline that drove pioneers westward. The frontier may have moved from dusty trails to digital markets, but the mindset remains the same: seize the horizon but do it with purpose.

So yes, when you click onto our site and see that bison standing tall in Blue-Green light with golden highlights and brown undertones, you’re not just looking at a logo but you’re seeing a century’s worth of spirit, filtered through color psychology and a half-dozen caffeine-fueled branding meetings.

And that, partner, is how we painted *Investing Greatness*.

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