Introducing St. Louis Trust & Family Office

St. Louis, MO, September 28, 2021 — St. Louis Trust & Family Office today announced the launch of its new name, visual identity, and tagline. At the heart of this launch is a change of the company name from The St. Louis Trust Company to St. Louis Trust & Family Office to better reflect the company's core offering, family office services.

Founded in 2002, St. Louis Trust & Family Office advises families of significant wealth in all matters encompassing investing, estate planning, tax planning, risk management and philanthropic strategies.

"At St. Louis Trust & Family Office we constantly strive to provide the highest level of care and ultimately, peace of mind, for the families we serve," said Julie Lilly, Chief Executive Officer. "As we approach our 20th birthday, our new name feels fresh and current and also keeps our St. Louis roots at the forefront."

The company also unveiled a new tagline today — "Family, Always." — the essence of which reflects the company's deep understanding that family comes first, always.

"We differentiate ourselves by our high-touch client service approach to wealth management for families with significant wealth," Lilly said. "Today's reboot of our logo, visual identity and positioning is a clear reflection of the value we deliver to our clients — customized, independent investment management and family office services."

ArchBridge Family Office is an independent, multi-family office and trust company that advises 65 clients on more than $13 billion of investment assets and more than $16 billion of total wealth. Founded in 2002, ArchBridge Family Office provides holistic, high-touch client service including customized, independent investment management and a full range of family office and fiduciary services. The firm serves a limited number of clients with substantial wealth in order to maintain very low client-to-employee ratios. Visit archbridge.com to explore how the firm manages complexity with unmatched expertise and a Family, Forward focus.