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## SALTMARSH UNVEILS NEW BRAND IDENTITY, ROOTED IN LEGACY AND BUILT FOR THE FUTURE

**Tampa & Pensacola, FL (June 6, 2025)** – Saltmarsh, one of the Southeast’s most respected firms, has unveiled a fresh brand identity that reflects more than 80 years of legacy, values, and vision for what’s ahead.

The firm’s new visual identity is more than a design evolution; it’s a tribute to Saltmarsh’s founding principle, “Achieving success by contributing to the success of others.” This core belief, expressed through the 33 Fundamentals of [The Saltmarsh Way](#), continues to guide the firm’s mission to serve clients, care for communities, and cultivate enduring partnerships.

At the heart of the brand is a revitalized logomark, symbolizing collaboration, connection, and growth, reinforced by a warm, modern design built for both trust and transparency. The new brand also honors the firm’s storied history, embracing a legacy of service and commitment to clients under the banner “Saltmarsh,” the name and identity the firm has cherished since its founding in 1944.

Saltmarsh Financial Advisors, the firm’s registered investment advisor (RIA) affiliate, will likewise rebrand with a complimentary brand identity. The unified branding reinforces the strong partnership and collaboration that exists as the firm serves joint relationships on both sides of the house.

“This evolution isn’t just a new look,” said Lee Bell, CEO of Saltmarsh. “It’s a declaration of our commitment to staying grounded in who we’ve always been, while boldly signaling where we’re going. Moving our brand in this direction is exciting on many levels, reflecting our growth focus and dynamic approach to service while celebrating the history we’ve created together.”

This marks the beginning of a new chapter for Saltmarsh, underscoring the firm’s commitment to serve as a trusted partner to clients as they navigate increasingly complex financial dynamics and look ahead to new opportunities. It also follows a recent announcement that Saltmarsh has joined forces with [Ascend](#), the leading professional services partner in the country, sending a clear message that the firm is poised for growth, with a clear vision for the future.

“We approached this process with a deep respect for the legacy we’ve built over the past five generations in business, balanced with the clarity to evolve it for what’s next,” said Jayme Terrell, Saltmarsh’s Director of Firm Development & Communications and leader of the branding process. “It’s a new look, yes, but more than that, it’s a promise to our clients and our team that we are rooted and ready for the future.”

The new branding will roll out across all Saltmarsh locations and communication channels throughout 2025. For more about Saltmarsh and its reimagined brand identity, visit [www.saltmarshadvisors.com](http://www.saltmarshadvisors.com).

### **About Saltmarsh**

Saltmarsh is a 'Top 200' business advisory and consulting firm with more than 170 professionals nationwide. Since 1944, the firm has provided a range of financial services, including tax, accounting and related advisory services, employee benefits consulting, valuation and transaction advisory services, managed security and IT services. Saltmarsh offers industry-tailored solutions to clients in the financial institution, construction and real estate, manufacturing, healthcare, government, and nonprofit sectors.

Saltmarsh has been recognized by *Accounting Today* as a Regional Leader, Best Firm to Work For and ranked #4 nationally as a Best Firm for Young Accountants. The firm is also a proud recipient of [ClearlyRated's Best of Accounting™ Award](#), based on a world-class [Net Promoter® Score \(NPS\)](#) rating from current clients. For more about Saltmarsh, please visit [www.saltmarshadvisors.com](http://www.saltmarshadvisors.com).

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