



It is likely you have seen our logo many times, on your account statements, our business cards, emails, letterhead, and signs. There is a very intentional reason we selected this symbol to represent our business and our company ethos.

The symbol in our logo is a variation of the traditional Irish “Claddagh,” which is often seen on jewelry given as an expression of love. In the 1700s, an Irish peasant was taken from his homeland and forced to work for a goldsmith, who taught him his craft. Many years later, the peasant was allowed to return to Ireland, where he found his love still waiting for him. He designed the Claddagh and crafted it into a ring for her. The components of the traditional Claddagh represent love, loyalty, and friendship. The Claddagh’s most common symbolism of love is not lost on us here at Flaharty Asset Management. We love what we do and love the relationships we have with our clients. Here is how the additional symbolism in our version of the Claddagh more specifically represents us and our corporate mentality:



The globe in the middle represents the diverse mix of our team and our clients. Although we are each coming from a different place, we are all working toward a common goal.

The hands, in addition to friendship, represent our “service first” attitude. They are a constant reminder to us that you have placed your trust and treasure in our hands and we are careful with that responsibility.

The crown symbolizes not only our loyalty and fidelity to you, but also represents wealth. Whether in the form of financial riches, financial confidence, free time, or independence; wealth that has been accumulated through hard work and careful saving must be protected and used wisely.

Thank you for letting us share our story with you. The character represented by this symbol is very important to all of us at Flaharty Asset Management, and we strive to ensure that this is reflected in all facets of your experience with us.

