

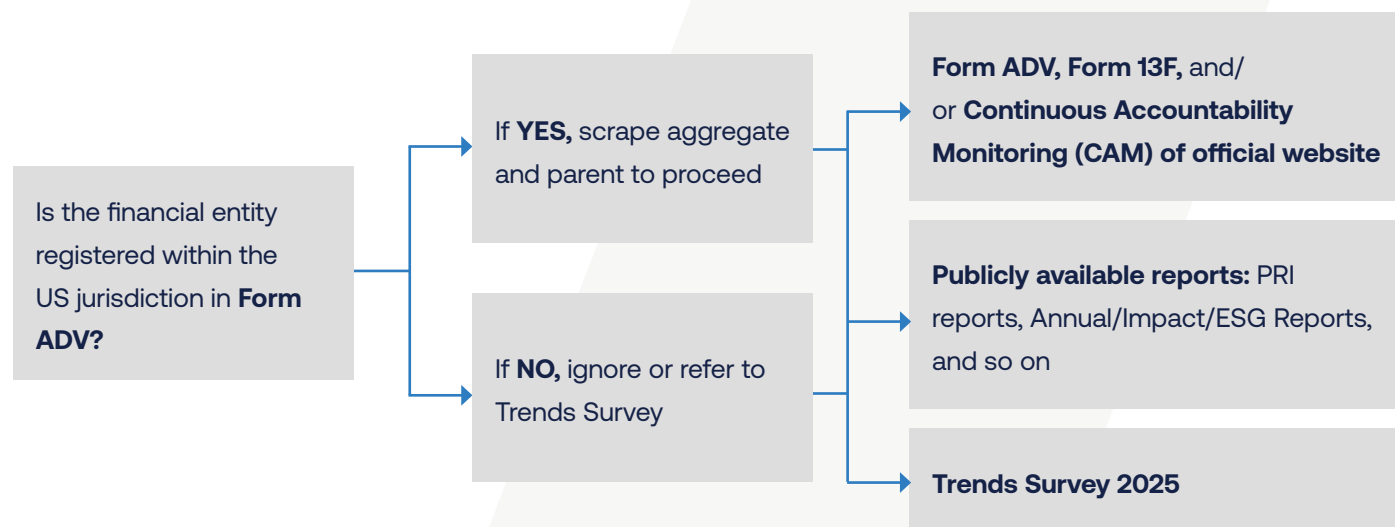
US/SIF

US SIF Trends Report Methodology

2025/2026

This Trends Report 2025 aims to identify **Assets Under Management allocated for Sustainable Investments (AUM for SI)** that are domiciled in the United States. **US-domiciled assets under management (US AUM)** are financial assets or investments that are legally registered and operated under the jurisdiction of the United States. **US-domiciled assets** are those that are governed by US tax laws and regulations, regardless of the nationality or residency status of the owner. The numbers can be found in Item 5.F.(2)(c) of Form ADV of SEC, by searching the name of the organization at <https://adviserinfo.sec.gov/>.

The procedure of identifying US AUM for SI is demonstrated in Figure *.



The 2025 Trends Report streamlines the methodology by focusing on AUM at the organizational level, rather than calculating AUM at the level of individual funds, products, plans or strategies as in 2022. 2024 established a new baseline.

In some cases, there are likely asset managers who made investments in the US but did not file Form ADV. There are a few reasons.

1. EXEMPTIONS:

Certain types of asset managers are exempt from the Form ADV filing requirement. These exemptions may include:

- / Those with less than \$100 million in assets under management (AUM).

- / Certain registered investment companies (RICs), such as mutual funds and ETFs.
- / Intrastate advisors who do not offer their services to non-residents of their state.

2. NON-REGISTERED ADVISORS:

Some investment advisors may be operating without registering with the SEC or their state securities regulator. These advisors may not be required to file Form ADV.

3. ERRORS OR OVERSIGHTS:

In some cases, asset managers may simply have made an error or oversight and failed to file Form ADV.

Therefore, for the entities that we did not find Form ADV, we used their AUM numbers in their survey responses.

¹ The PRI defines stewardship as: "The use of investor rights and influence to protect and enhance overall long-term value for clients and beneficiaries, including the common economic, social and environmental assets on which their interests depend." See the website: <https://www.unpri.org/investment-tools/definitions-for-responsible-investment-approaches/11874.article#Stewardship>

For Asset Managers, US AUM for SI = US AUM (per Form ADV) x Share of Sustainable Investment (%).

The Share of SI were self-disclosed on their websites and/or recently published reports. In the PRI Report 2024, the Share of SI was reported in indicator ID OO18. The specific question asked was “Do you explicitly market any of your products and/or funds as ESG and/or sustainable? - Provide the percentage of AUM that your ESG and/or sustainability-marketed products or funds represent.” If the Share of SI is not directly disclosed in website/reports or PRI reports, it is calculated as Global Sustainable AUM / Global AUM.

For Asset Owners, US AUM for SI = US AUM (per Form 13F) x Share of Sustainable Investment (%).

The Share of SI were self-disclosed on their websites and/or recently published reports. If the SI% is not directly disclosed in website/reports or PRI reports, it is calculated as Global Sustainable AUM / Global AUM.

US Stewardship AUM¹ was calculated as US AUM x (%) Assets under stewardship.

Stewardship % = Asset Class breakdown of Total AUM x Stewardship % in Asset Class. The indicator PGS 10 in the PRI Report 2024 provided the number for Stewardship %.

The US AUM for Asset Managers was from Form ADV. The US AUM for Asset Owners were from Form 13 F, by 2024.

Out of the 968 Asset Managers that we can find in the US, 257 disclosed required information, and 137 reported their AUMs in their PRI reports. Out of the top 400+ Asset Owners, 61 disclosed relevant information and reported it in their PRI reports. In addition to the data from Form ADV and Form 13F, the Trends Report used the data from Trends Survey 2025 and publicly disclosed data from the PRI Reports, Annual Reports, Impact Reports, ESG Reports and others.

Eliminating Double Counting

One of the most significant methodological improvements in the Trends Report 2024 was its resolution of double-counting.

The double-counting problem stems from the relationship between asset owners and asset managers. Asset owners are organizations or individuals that pool large sums of money for investment to meet future liabilities or objectives. They often hire asset managers to invest on their behalf. Asset managers are entities that invest and manage assets for clients or asset owners.

To address this issue, we utilized Form 13F filings to determine the amount of assets directly invested by asset owners (in-house investments)². These assets do not overlap with those managed by external asset managers. By focusing on in-house investments for asset owners and combining this data with the AUM reported by asset managers, we have effectively eliminated the double-counting problem, resulting in a more accurate representation of the total SI AUM.

This methodological refinement significantly enhances the reliability and precision of our findings, providing a clearer picture of the true scale of sustainable investments in the market.

² Form 13F is a quarterly report filed by institutional investment managers with over \$100 million in AUM to the Securities and Exchange Commission (SEC). More details on Form 13F can find at <https://www.sec.gov/divisions/investment/13faq>.

/ 2025 Survey on US Sustainable Investing Trends

US SIF invites you to participate in our 2025 Survey on US Sustainable Investing Trends.

This annual survey aims to gather data to map the current landscape and major trends of sustainable investments in the United States. **The survey will take approximately 15 minutes to complete.**

Please note: You will no longer be asked to give AUM information as we are collecting and analyzing that data in a different manner (see Trends Methodology 2024). You may also note that we are recording responses from broader market participants. These questions will continue to evolve over time.

All information provided in the survey will be kept confidential and used solely for research purposes, data will be aggregated or anonymized for use within published research reports.

Part 1: About You and Your Organization

This background information will remain confidential and only for tracking and statistical purposes.

1. Your Name

2. Your Job Title

3. Your Email Address

4. Name of your organization

5. Website of your organization

6. US headquarter(s) or US office(s) of your organization. Enter city and state:

7. What is your organization type? (please select the best fit):

- Asset manager/ Wealth Manager/ Financial Advisor (firm that invests and manages portfolios of securities or assets on behalf of clients)
- Asset Owner or Institutional Investor (organization that pools large sums of money to invest with the goal of meeting future liabilities or objectives, usually hiring asset managers to invest on their behalf)
- Individual investor or retail investor (individual or household investing their personal wealth and savings, often through asset managers or directly in securities like stocks and bonds)

- Academic Institution (An educational organization focused on both teaching and research, granting academic qualifications, not limited to Universities)
- Professional data/research provider (Offers specialized expertise and resources for collecting, analyzing, and interpreting data to support decision-making)
- Non-Governmental Organization (NGO) (a non profit organization which focuses on local, national, or international level to address issues in support of the public good)
- Other (please specify)

8. If you are an asset manager, please indicate if your organization manages the following financial instruments (please select all that apply)

- Mutual Fund
- Exchange-Traded Fund (ETF)
- Separate Accounts
- Hedge Fund
- Fixed Income (investment-grade bonds and high-yield bonds)
- Private Equity and/or Venture Capital
- Real Estate Investment Trust (REIT)

- Real Estate and Infrastructure (unlisted)
- Loan Funds
- Closed-End Funds
- Co-mingled Funds
- Variable Annuities
- Community Development Credit
- Alternative Investments (private debt, commodities, etc.)
- Other (please specify)
- Not an asset manager

9. If you are an asset owner or institutional investor, please indicate the sub-type of investor. Note: If multiple options are applicable, please choose the one that is most relevant.

- Public (sovereign wealth funds, pensions funds, etc.)
- Endowment (nonprofit institutions like universities and hospitals)
- Private foundation
- Insurance company
- Faith-based or religious institution
- Labor union
- Other nonprofit (excluding endowment, foundation, faith-based, and labor union)
- Family office
- Other (please specify)
- Not an asset owner or institutional investor

10. Did your organization participate in the 2024 Sustainable Investing Trends Survey?

- Yes
- No
- Unsure

Part 2: Sustainable Investing Trends

In this section we ask questions to track the evolution of sustainable investment considering the drivers, emerging investment themes and future expectations of sustainable investing.

If you are a retail investor, NGO or an academic, feel free to respond to 'other' and add any comments or indicate that it is not applicable (n/a) and move to the next question.

11. What are the **key drivers of your integration of sustainability or ESG factors in investment selection and/or shareholder advocacy? Please select all drivers that apply from the list below.**

- To meet regulatory/legislative requirements
- To fulfill the fiduciary duty
- To meet client/beneficiary demand
- To improve returns over time
- To address financially material risks near term
- To minimize risk
- To fulfill mission, values, or faith
- To make positive social or environmental impact
- To help fulfill one or more of the UN Sustainable Development Goals
- To complement charitable giving
- Other (please specify)

12. Does your organization **intend to increase sustainable investing in the United States in the next 12 months?**

- Significantly increase our allocation to sustainable investments
- Moderately increase our allocation to sustainable investments
- Maintain our current level of allocation to sustainable investments
- Decrease our allocation to sustainable investments
- Unsure/Not yet decided
- Other (please specify)

13. Beyond your organization, what are your expectations about sustainable investing in the United States over the next 1-2 years?

- Significant Growth
- Moderate Growth
- Remain at current levels
- Moderate Decline
- Significant Decline
- The outlook is uncertain

14. Please indicate which of the following UN Sustainable Development Goals (SDGs) you are currently focusing on through your sustainable investments, as well as which SDGs you anticipate being highest priority areas for your investments over the next 1-3 years.

	Current focus (select all that apply)	Priority for next 1-3 years (select all that apply)
No Poverty (SDG 1)	<input type="checkbox"/>	<input type="checkbox"/>
Zero Hunger (SDG 2)	<input type="checkbox"/>	<input type="checkbox"/>
Good Health and Well-Being (SDG 3)	<input type="checkbox"/>	<input type="checkbox"/>
Quality Education (SDG 4)	<input type="checkbox"/>	<input type="checkbox"/>
Gender Equality (SDG 5)	<input type="checkbox"/>	<input type="checkbox"/>
Clean Water and Sanitation (SDG 6)	<input type="checkbox"/>	<input type="checkbox"/>
Affordable and Clean Energy (SDG 7)	<input type="checkbox"/>	<input type="checkbox"/>
Decent Work and Economic Growth (SDG 8)	<input type="checkbox"/>	<input type="checkbox"/>
Industry, Innovation and Infrastructure (SDG 9)	<input type="checkbox"/>	<input type="checkbox"/>
Reduced Inequalities (SDG 10)	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable Cities and Communities (SDG 11)	<input type="checkbox"/>	<input type="checkbox"/>
Responsible Consumption and Production (SDG 12)	<input type="checkbox"/>	<input type="checkbox"/>
Climate Action (SDG 13)	<input type="checkbox"/>	<input type="checkbox"/>
Life Below Water (SDG 14)	<input type="checkbox"/>	<input type="checkbox"/>
Life On Land (SDG 15)	<input type="checkbox"/>	<input type="checkbox"/>
Peace, Justice and Strong Institutions (SDG 16)	<input type="checkbox"/>	<input type="checkbox"/>
Partnerships for the Goals (SDG 17)	<input type="checkbox"/>	<input type="checkbox"/>
N/A	<input type="checkbox"/>	<input type="checkbox"/>
Comment		

15. Within your current U.S.-based sustainable investment portfolio, please identify the degree to which you are investing in the below thematic areas.

	No interest or investments	Emerging interest but no investment	Invested in this area (single fund or low value)	Invested in this area (multiple funds or medium value)	Invested and it is a growth area
Affordable Housing or Urban Development:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean Water or Sanitation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education or Workforce Development:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy Transition or Climate Solutions:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Inclusion or Microfinance:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forestry or Natural Resources Management:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health or Well-being:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Human Rights or Social Justice:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure or Transportation:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturing or Circular Economy:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Equity or Community Development:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable Agriculture or Food Systems:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology or Innovation for Sustainability:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Life On Land (SDG 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peace, Justice and Strong Institutions (SDG 16)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partnerships for the Goals (SDG 17)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N/A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comment					

*** 16. Which of the following sustainability standards or frameworks does your organization utilize in the investment decision making or for reporting purposes? Please select all that apply.**

- Using our own criteria
- UN SDGs (UN Sustainable Development Goals)
- IRIS+ (Impact Reporting Investment Standards)
- SASB Standards (Sustainability Accounting Standards Board)
- IFRS Sustainability Disclosure Standards (developed by ISSB)
- GRI Standards (Global Reporting Initiative)
- UN PRI (Principles for Responsible Investment)
- UNGC (UN Global Compact)
- EU CSRD (European Corporate Sustainability Reporting Directive)
- EU SFDR (Sustainable Finance Disclosure Regulation)
- TCFD (Task Force on Climate-related Financial Disclosures)
- TNFD (Task Force on Nature-related Financial Disclosures)
- CDSB Framework (Climate Disclosure Standards Board)
- CDP (Carbon Disclosure Project)
- SBTi (Science-Based Targets initiative)
- EU PAB (Paris Aligned Benchmark)
- EU CTB (Climate Transition Benchmark)
- GHG Protocol for Emissions Calculations
- Other (please specify)

17. How did the following events or issues affect your decision on whether to increase sustainable investments in 2025 and beyond? Please rate each factor on a scale.

	Decreased sustainable investment	No effect or N/A	Increased sustainable investment
Political environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regulatory changes (Climate disclosure, ERISA, EPA regulations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geopolitical events (e.g. war in Ukraine, conflicts in the Middle East, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Global convenings (e.g., COP, UNGA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Severity and frequency of catastrophic climate events (e.g. CA wildfires, flooding, tornados, heat)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pandemic (e.g., COVID-19, AMR outbreak, Bird flu etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implications of climate change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of biodiversity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food insecurity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Migration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artificial intelligence (AI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inflation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indigenous Peoples' rights (land rights, cultural heritage, participation and consultation, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anti-ESG attacks (including political consequences)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greenwashing claims	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greenhushing behavior (deliberate silence or lack of transparency on sustainability efforts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability reporting standards (e.g., ISSB, GRI, CSRD, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The shift from active to passive strategies among cost-conscious investors (from actively managed funds towards simply track a market index)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client-driven customized investing (personalized to align with each individual client's preferences)			

18. Please elaborate on the impact of the above issues on your investment strategies or decisions, particularly with regards to those you felt challenging, or if you feel specific issues, events, barriers, challenges, or developments are missing from the list.

Part 3: Strategies for Sustainable Investing

In this section we ask questions to track the application of sustainable investment strategies and how this has changed over time.

If you are a retail investor, NGO or an academic, feel free to respond to 'other' and add any comments or indicate that it is not applicable (n/a) and move to the next question.

19. Does your organization employ the following strategies in sustainable investments? Please select all that apply.

- **Negative/exclusionary screening:** to avoid or exclude certain issues, companies, or sectors based on sustainability characteristics that are deemed unsustainable, irresponsible, unacceptable, or controversial.
- **Integration of sustainability or ESG characteristics:** to consider sustainability or ESG risks or opportunities in financial analysis and investment decision making.
- **Positive/best-in-class screening:** to invest in sectors, companies, or projects selected for positive sustainability performance relative to industry peers.
- **Sustainability-themed investing:** to select assets or make investments specifically related to sustainability in single- or multi-themed funds.
- **Impact investing:** investment in companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return, which can range from below market to market rate.
- Other (please specify)

20. How do you expect the strategies of your organization to change over the next three years

	Decrease	Maintain	Increase	N/A
Negative/exclusionary screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integration of sustainability or ESG characteristics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positive/best-in-class screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainability-themed investing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impact investing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Which of the following products or industries have you excluded (fully or partially) from your investment portfolio? Select all that apply.

- Alcohol
- Animal testing
- Biomedical Research e.g. Abortifacients, Stem Cell Research
- Controversial Weapons
- Fossil fuels (coal, oil & gas)
- Gambling
- Human Rights based exclusions
- Nuclear energy
- Pornography
- Private Prisons
- Tobacco or Vaping products
- UNGC Violators (Companies)
- Weapons and Military suppliers (broader than controversial weapons)
- Other (please specify)
- None of the above

22. Do you apply the following **Environmental Sustainability Criteria in your investments? Please choose all applicable.**

- Climate Change (GHG emissions, energy usage and efficiency, transition to net-zero, carbon footprint, etc.)
- Nature/Biodiversity (water, land, forests, biodiversity, ecosystem, etc.)
- Waste and Pollution (toxic emissions, waste management, pollution of air, water, and soil, etc.)
- Other (please specify)
- None of the above

23. Do you apply the following **Social Sustainability Criteria in your investments? Please choose all applicable.**

- Human Rights (child labor, forced labor, discrimination, etc.)
- Labor Standards (fair compensation, workplace safety, freedom of association, DEI, etc.)
- Product Responsibility (product safety, ethical marketing, customer well-being, etc.)
- Community (community development, affordable housing, rights of indigenous people, etc.)
- Other (please specify)
- None of the above

24. Do you apply the following **Governance Criteria in your investments? Please choose all applicable.**

- Board Structure and Composition (independence, diversity, expertise, etc.)
- Executive Compensation
- Shareholder Rights (proxy voting, engagement, etc.)
- Business Ethics (bribery, corruption, anti-competitive practices, etc.)
- Transparency and Disclosure
- Other (please specify)
- None of the above

25. Does your organization consider these shareholder advocacy activities to be a core component of **asset stewardship? Please select all that apply.**

Asset stewardship is the responsible management and oversight of investments to ensure they create long-term value. It's essentially acting as a responsible owner on behalf of investors. This involves engaging with companies you've invested in (investee companies) to influence their practices and decisions for the benefit of all shareholders.

- **Shareholder Resolutions:** Filing proposals for vote at company annual general meetings (AGMs) on sustainability or ESG issues.
- **Proxy Voting:** Voting on ballot items included in company proxy statements for AGMs.
- **Shareholder Engagement:** Communicating directly with company management teams or boards on sustainability or ESG matters.
- **Investor Coalitions:** Participating in investor coalitions or initiatives focused on sustainability or ESG.
- **Public Policy Advocacy:** Submitting comments on public policy consultations related to sustainability or ESG, or advocating at the local, state, and national levels.
- Other (please specify)
- None of the above

26. Has your organization **changed how you communicate or describe your approach to sustainability?**

- Yes - we have evolved our approach and this is formalised in a policy / definition
- Yes - we have evolved our approach but this is not formalised
- No - we have not changed our approach
- Other - please provide detail

Approach to
Sustainability

27. Where you have made changes, what are the new definitions or explanations used by your organization?

- Sustainable Investment
- Responsible Investment
- Climate Change
- Other

Sustainable Investment - Shifting Perspectives

The shift in politics has created challenges for sustainable investment and those who work in our industry. We'd like to know how your organization is responding and what your frustrations and hopes for the future are.

If you are a retail investor, NGO or an academic, feel free to respond to 'other' and add any comments or indicate that it is not applicable (n/a) and move to the next question.

28. To what extent has the **shift in US political environment impacted your organizations approach to sustainability / ESG**

- We no longer use the acronym ESG
- We have reduced our US fund offerings
- We focus on demonstrable financial materiality
- We have reduced stewardship activity
- No impact
- Other (please specify)

29. To what extent has this impacted your own team or job?

- Reduced Budget
- Reduced Headcount
- Reduced external communications and marketing related to sustainable investing or ESG
- No impact

- We're increasing our budget, team and focus
- Other (please specify)
- Not able to answer

30. Given the current context, what are your greatest frustrations or challenges in your work as a sustainability professional?

31. What do you think the future holds?

- This is a cyclical set back
- This is a permanent set back
- The outlook will change with a new political administration
- A career in sustainability no longer feels sustainable
- I remain hopeful and committed to working on sustainability
- Other (please specify)
- None of the above

32. How do you believe sustainable investing in the US will evolve in the next 5 years? Share your thoughts here.

33. In your opinion, what actions, initiatives, or developments would be most impactful for meaningfully increasing the adoption of sustainable investing practices in the United States? Share your thoughts here.

The survey is now complete!

Thank you for taking the time to complete the survey.

We look forward to sharing the results in our Trends Report 2025 which will be released later in the year.

If you have any questions, please feel free to reach out to the US SIF Research team at research@ussif.org

The logo for US/SIF, featuring the letters 'US' and 'SIF' in a bold, white, sans-serif font, separated by a white diagonal slash. The background is a dark blue gradient with a light gray triangle in the top left corner and two white diagonal lines crossing the page.

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