

Banco Provincia

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FutureBrand designed the new visual identity for Banco Provincia (the Bank of the Province of Buenos Aires). This financial institution with a traditional background has renovated its brand to confirm its inclusive, advisor and committed personality, through a change that updates the brand, according to current times. For the Bank authorities there exists the need to lead the institution towards the “excellence in public service”.

In 2008 FutureBrand started to define the strategy for Banco Provincia with the main goal of make its clients to perceive the bank as a competitive entity and with possibilities of competing on an equal footing against a private bank. This task implied the organization of its companies in a corporative level, the definition of its brand architecture, and the creation of its new visual identity, to make it more up-to-date and equally recognizable.

The characteristic color green remains while the symbol takes a new silhouette but respecting the Bank tradition. The shape of the province gets more refined at the time that resambles a letter P remarking the presence of Buenos Aires in the logo.

The final result is a clean proposal, with no redundancy and easy reading, that was adopted by the logos of all the companies that belong to the Group Banco Provincia: Leasing, Life insurances, Mandate, Insurances, Occupational hazard insurances, Little companies, Funds, Stock market and Payments.



FutureBrand



Date: 2008

Office: Buenos Aires