

Mercantil

Banco Mercantil established itself as one of the most important and recognized Banks of Venezuela for over 80 years. Mercantil grew new business units in insurance and wealth management services. It also expanded its geographical coverage to South Florida, Houston, Switzerland, Panama and Curacao. Having become a transnational Corporation, the brand's identity became separate from what the company had become. Mercantil needed a refreshment to fit the company's business realities.

BrandVission identified that Mercantil's brand was scattered in many different identities. Taking this as a starting point, BrandVission developed a complete branding program that would unify all brands as well as evolve the company's identity into a consolidated, world class brand that conveys the organization's accomplishments and would express their vision of a promising future. Based on the concept of empowerment, Mercantil's brand became synonym of Dynamism, Solidness and Vision offering a complete set of integrated financial services.

The new brand was launched with a massive media coverage which included first page of seven national and regional. Nowadays, the Mercantil brands identifies the holding company as well as its operations across the world presenting itself as a great ally that "empowers the world" of its clients, while building a relationship based on freedom, commitment and reliance.

Year: 2007



BrandVission

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