

## Bogotá's Bank

A new image for a renovated bank

FutureBrand worked for the new identity of the Bank of Bogotá. Entity that has an active profile and a leadership condition in the Colombian market. It is placed as the second bank in the financial sector for assets and utilities. Moreover, the bank offers several products and electronic services portfolio, and a dynamical web site, which allows the company to offer its services 24 hours a day, anywhere around the world. The project involved Buenos Aires and New York offices.

In 2005, FutureBrand started to define the Bank's brand strategy which included brand architecture. The work consisted of organizing its brands in a corporate and in a product level and creates a visual identity with the mission of simplifying the bank connection with its clients. In order to make this possible, a brand strategy was supported on a deep analysis of the sector: industry, business, competitors, consumers and tendencies.

The Bank of Bogotá logotype had been redesigned without forgetting his history. The circular logo shape opens and the bird becomes more agile and deeper onto its new representation, showing a fresh chromatic range that reinforces the nationality of the bank.

The changes made in the visual identity reinforce those assets related to commitment, integrity, higher agility and renovated spirit.

Office: Buenos Aires & New York  
Date: 2008



FutureBrand

