

A new bank account of Gruppo Banca Carige

FutureBrand creates CARIGE's new on line product identity

FutureBrand created a strategic positioning - which gave life to a brand name and visual identity - to launch on the market a new on line deposit bank account by Gruppo Banca Carige, one of Italy's leading bank groups, operating in the finance, insurance and social security business, with more than 1.000 points of sale and 2 million clients around the Country.

The product meets the general need for safe, protected and profitable investments. According to its own methodology, FutureBrand has shaped a customized strategic path for Banca Carige's new product, leading to a positioning granting consistency with the Group's values and offering innovative features to its Clients. According to the positioning, the new deposit account is safe and profitable because is endorsed by Carige, synonymous of prudence and growth.

CONTOCONTO.it is the name created by FutureBrand and summing up both the new product positioning and benefit. An easy name, sounding sound and solid, in full accordance with Banca Carige's tradition.

The new account logo is a nest with an egg inside, the visual representation of the concepts of protection, care and growth. The brand colour is perfectly in line with Banca Carige visual identity.



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FutureBrand

