

THE BOOK OF BANK 78

B R A N D G U I D E L I N E S



**Welcome
to tomorrow**

At Bank 78, we understand that every financial transaction tells a story—a narrative of dreams taking shape, opportunities being seized and horizons expanding.

"Everywhere money moves" tells a story about not just our philosophy but a reflection of endless possibilities.

As we usher you "Into Tomorrow," we're committed to turning each transaction into a stepping stone towards a future filled with potential.

Welcome to tomorrow

The role of our brand and visual identity

As a communicator for Bank 78, your role is pivotal. You are the voice and image of our brand, a guardian of our reputation. Your creativity shapes public perception, creates understanding and forges connections with every facet of the Bank 78 experience.

This guide is your companion in that journey. It provides you with the tools—from grasping the essence of our brand platform to applying our visual and verbal style. These guidelines serve as your roadmap for the fundamental principles that define our communication strategy.

Our aim is that these guidelines streamline your workflow, offering a clear structure to channel your creativity, ensuring that every message we send resonates with the soul of Bank 78.

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A close-up photograph of a person's hands weaving on a wooden loom. The person is wearing a red shirt and a patterned apron. The background is blurred, showing other people and equipment in a workshop setting. A white diagonal line runs across the right side of the image.

BELIEFS & MESSAGING

Bank 78 is on a mission to make online banking:

Personal.
Seamless.
Genuine.

Personality Tenets

The Personality Tenets of Bank 78 embody our core character and guide our interactions with customers. We're wholly accessible, embracing inclusivity to serve a diverse clientele.

Approachability is key, ensuring that we're warm and open in every conversation.

While we innovate with modern banking solutions, we maintain a collaborative spirit, working alongside our clients as partners.

Accessible



Exclusive

Approachable



Formal

Traditional



Modern

Collaborative



Directive

Timeless



Contemporary

Expressing Our Brand

Bank 78 is:

- + Personal. Engaging.
- + Accessible. Inclusive.
- + Bold. Visionary.
- + Unwaveringly sincere.

is not:

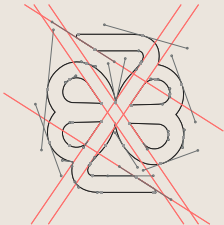
- Impersonal or generic.
- Elitist or intimidating.
- Passive or unadventurous.
- Dispassionate or mediocre.

Describing The Product

- Bank 78 is:**
- + A financial confidant.
 - + A gateway to possibility.
 - + Intuitive, detail-oriented.
 - + Fluid, modern, refined.

- is not:**
- Merely a service. Just an app.
 - Plain or unremarkable.
 - Complicated or over-engineered.
 - Just another feature.

The story behind our emblem



It is a masterful blend of symbolism and design, encapsulating the values and aspirations of a bank with soul.

At first glance, the figure forms an hourglass, representing the essence of time—timeliness in transactions, transparency in dealings. The hourglass shape also ingeniously integrates the number '7', reflecting the bank's foresight and wisdom.

Rotated horizontally, this hourglass transforms into the image of a bow tie. This isn't just a stylish accessory but a deeper symbol of Bank 78's commitment to leadership, truth and excellence. It represents the bank's role as a guide and mentor in the financial world, embodying professionalism with a personal touch.

The number '8' within the symbol, or as we like to think of it, the double 8, doubles down on this imagery of a bow tie. It reinforces the notion of infinite possibilities, abundance, continuity and mirroring the endless opportunities Bank 78 provides its customers.

More than a mere emblem, it's the narrative of Bank 78—a saga of dedication, a map of our values and a compass pointing toward a prosperous future.



DESIGN BEHAVIOUR

Our design behavior is a thoughtful reflection of our core values and mission brought to life through distinctive visual elements that communicate our commitment to excellence, knowledge and innovation.

Design Behaviour

The Hourglass

This design is employed across our materials to denote our swift and transparent services. In visual layouts, it may frame content or be used as a background pattern, subtly reinforcing the message of efficient and clear banking.

Example:

- Website Navigation: In the web interface, the hourglass figure highlights the loading time, emphasizing quick access and processing speed.



The Number 7

This figure is more than a number; it is integrated into graphic elements to symbolize the depth of our knowledge.

Example:

- Marketing Campaigns: Feature the number 7 prominently in campaigns that highlight Bank 78's seven core values or the seven steps to financial freedom, underscoring the bank's comprehensive approach.



The Double 8 (Bow Tie)

The Double 8 = Bow Tie

Representing endless possibilities, it's a dynamic element in our visual toolkit.

Example:

- Customer Experience Touchpoints**

Use the Double 8 as the universal icon for customer service across Bank 78's digital platforms, symbolizing a commitment to excellence and transparent service.

This design is used in interactive buttons, such as chat support and call-to-action prompts, reflecting the bank's leadership in customer care.

- Employee Representation**

Incorporate the Double 8 Bow in employee uniforms, name tags, and business cards. This distinctive design underscores the staff's role as leaders and mentors in financial services.

- Branding and Marketing Materials**

Feature the Double 8 prominently in all marketing materials, from online ads to promotional videos.

It serves as a visual shorthand for the bank's commitment to guiding customers with wisdom and clarity, resonating with the dual themes of continuous support and leadership.



BRAND AT A GLANCE

Logo & Identifier



Colours



Pattern



Icons



Typefaces

Primary Typeface - Sora

Sora

 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*

Illustrations



Photography



Tagline

#EverywhereMoneyMoves



LOGO & IDENTIFIER

Logo & Identifier

Logo

Created by Trunition, The Bank 78 logo, conceived to embody the spirit of a bank with soul, stands as our most identifiable mark. It's a contemporary classic—simple yet profound, capturing our vision and values.

The design unites an hourglass and the Double 8, symbolising timely and transparent banking, wisdom and endless possibilities.

The hourglass reflects our efficiency and foresight, while the bow tie, doubling as the figure '8', reinforces our commitment to leadership and perpetual growth.

This logo is to be displayed across all Bank 78 communications, ensuring it is used as intended to maintain the integrity of our brand.

Identifier

Bank 78 Identifier is what distinguishes our logo apart from others and reinforcing our ethos.

It accompanies our logo on most branded content, although it may be subtly integrated when "Bank 78" is already prominent in the message, or when used in a context that clearly signifies our brand identity.

The logo consists of the word "bank" in a lowercase, sans-serif font, followed by the number "78" in a significantly larger, bold, sans-serif font.

Bank 78 Identifier



Logo

Logo Sizing

Scaling the Identifier

For Bank 78, the identifier should consistently maintain a height that is half that of the overall logo to ensure balance and harmony in our branding.

This proportion is to be preserved across all uses unless specified otherwise for special applications.

Minimum Scale

Our logo should always be presented with clarity and impact. Therefore, the minimum height for the Bank 78 logo should be no less than 10mm in printed materials or 50px for digital use, guaranteeing visibility and recognition at all times, unless an alternative specification is provided for specific use cases.



Bank 78 Identifier



Logo

Logo Sizing Chart

Standardized Print Size

The first chart provides dimensions for the Bank 78 Logo and Identifier for standard paper sizes, ensuring our branding is consistently represented across all print materials.

Special Print Format

The second chart outlines the sizing for the Bank 78 Logo and Identifier for use in specialized print formats, accommodating a range of print mediums.

Standardized Digital Size

For digital platforms, the third chart specifies dimensions for the Bank 78 Logo and Identifier, tailored for common digital applications to guarantee clarity and visibility.

Digital Variance

Given the variability of screen resolutions, the Logo and Identifier must remain clear and legible in all digital contexts. These charts serve as a baseline reference.

Additional Notes

Should your required use not align with the sizes on our charts, please refer to these guidelines for the nearest suitable dimensions.

For unique scenarios, the Bank 78 Brand Team is available for guidance. For smaller print sizes where legibility might be compromised, adjustments may be made according to the printer's specifications to ensure the integrity of our brand visuals.

A Standardized Print Size

Paper Size	Logo Size	Logo Size
A6 (105x148.5mm) *	10mm	5mm height
DL (99x210mm)	10mm	5mm height
A5 (148.5x210mm) *	13mm	6.5mm height
200x200mm	17mm	8.5mm height
210 x 210mm	18mm	9mm height
A4 (210x297mm) *	18mm	9mm height
US letter	18mm	9mm height
A3 (297x420mm)	24mm	12mm height
A2 (420x594mm)	36mm	18mm height
A1 (594x841mm)	50mm	25mm height
A0 (841x1189mm)	70mm	35mm height

The minimum logo size is 10mm, unless specifically advised otherwise.

Any logo smaller than 10mm must be accompanied by an identifier of the same height, i.e. if the logo is 8mm, the identifier must be 8mm in height.

B Extreme Print Format

Paper Size	Logo Size	Logo Size
A0	160mm	105mm height
Blow Up (10000 x 10000 mm)	864mm	507mm height

C Standardized Digital Size

Type	Logo Size	Logo Size
Mobile Example (320x568px) **	30px	30px height
MPU Ad (300x250px)	40px	20px height
Half-page Ad (300x600px) **	44px	22px height
Leaderboard (980x250px)	50px	25px height
Desktop Example (1024px plus) **	50px	25px height

The minimum logo size is 30px, unless specifically advised otherwise. Any logo smaller than 30px must be accompanied by an identifier of the same height.

If legibility of the identifier becomes difficult, resort to using the logo on its own. Do not attempt to adjust the spacing of the identifier.

Margin & Spacing

To ensure our brand's presence is both prominent and clear, we have established specific guidelines for the space around the Bank 78 logo, maintaining its integrity across all mediums.

Logo

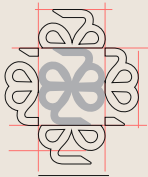
The Bank 78 logo must have a minimum clear space equivalent to half its width on all sides. This exclusion zone ensures the logo's visibility and impact remain uncluttered.

Close Proximity

When the logo and identifier are used together, such as on a business card, the spacing between them must be at least equal to the width of the logo to preserve brand clarity and aesthetics.



Bank 78 Identifier



Logo

A young man and woman are sitting on the grass outdoors, smiling and looking at their notebooks. The man is wearing an orange fuzzy jacket and blue jeans, and the woman is wearing a white jacket over a pink shirt and tan pants. They are both holding pens and appear to be studying or writing. In the background, there is a brick building with arched windows.

WORD MARK

Primary Wordmark on Midnight Black

bank78

Midnight Black on Alabaster

bank78

Midnight Black on Celeste

bank78

Alabaster on Federal Blue

bank78

Midnight Black on Tea Rose

bank78

LOGO MARK



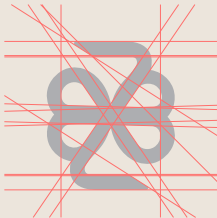
Logomark



7+8 +  + 

Construction

On the right side, the construction of the logomark is illustrated.



LOGO USAGE



Wordmark Misuse

Maintaining a consistent brand presentation is crucial for making Bank 78's brand identity recognizable.

Below are examples that showcase various incorrect uses of the brand's wordmark.



DO NOT - apply outlines



DO NOT - apply effects



DO NOT - apply gradients



DO NOT - skew or stretch



DO NOT - change orientation



DO NOT - change kerning



DO NOT - mix colours



DO NOT - fill with patterns

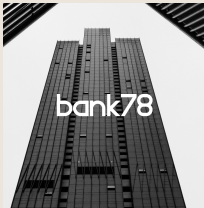
Wordmark Usage



DO NOT – place wordmark on a busy background



DO NOT – place wordmark on an image with low contrast



DO – use a minimal and high contrast background image

Logomark Misuse

Consistent presentation of the brand is vital for the recognition of Bank 78's brand identity.

The examples provided below illustrate several improper uses of the brand's logomark.



DO NOT – apply outlines



DO NOT – apply effects



DO NOT – apply gradients



DO NOT – skew or stretch



DO NOT – change orientation



DO NOT – change layout



DO NOT – mix colours



DO NOT – fill with patterns

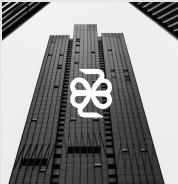
Logomark Usage



DO NOT – place logomark on a busy background



DO NOT – place logomark on an image with low contrast



DO – use a minimal and high contrast background image



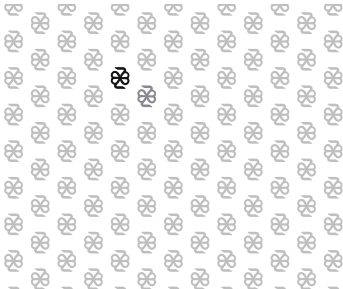
**BRAND
PATTERN**

Logo Pattern

The initial variation of the brand pattern incorporates the logomark with a 50% horizontal offset and a 100% vertical offset.

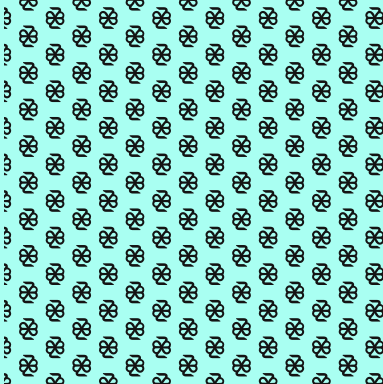
This pattern can be applied to apparel, photography, merchandise or social media.

Subsequent pages will display some of these variations.

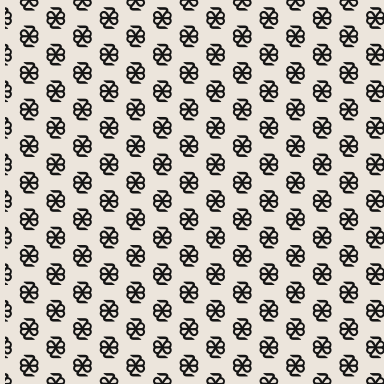




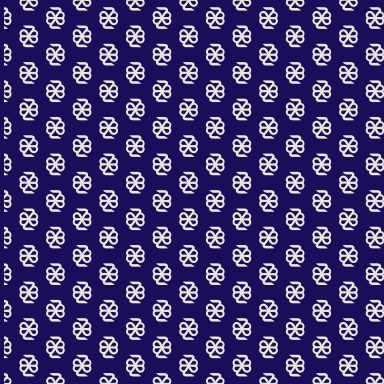
Midnight Black on Celeste



Midnight Black on Alabaster

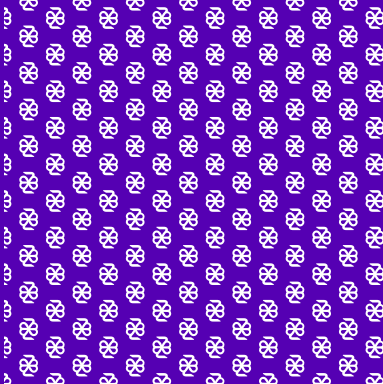


Alabaster on Federal Blue

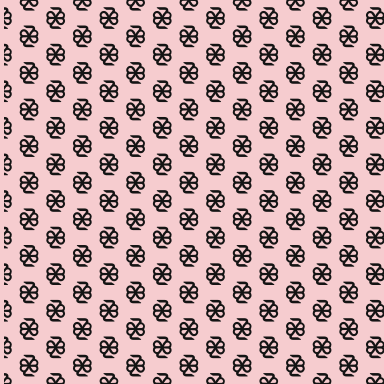




White on Chrysler Blue



Midnight Black on Tea Rose





COLOURS

Foundational Hues

Bank 78's primary colors are created to set the stage for financial storytelling with integrity and imagination. Alabaster and Celeste (turquoise) paint a canvas of boundless potential, representing the innovative and expansive spirit of our services.

Night infuses a sleek, modern vitality, while White provides a clear, honest foundation for our narrative.

Onyx, a deep, resonant black, is included for its power to convey solidity and depth, grounding our identity in strength and sophistication.

Celeste

HEX #A0FFFF
R169 G255, B242
C28%, M0%, Y52%, K0%

Alabaster

HEX #E0E0DC
R235 G229, B220
C6%, M8%, Y11%, K0%

Onyx

HEX #3D3D3D
R61, G61, B61
C65%, M61%, Y60%, K49%

Night

HEX #1A1A1A
R20 G20, B20
C73%, M67%, Y65%, K81%

White

HEX #FFFFFF
R225 G225, B225
C0%, M0%, Y0%, K0%

Narrative Shades

Our secondary palette tells the story of Bank 78's diversity and vibrancy. Federal Blue signifies our deep-seated trust and prudence.

Violet symbolizes the creativity and innovation at our core, while Robbin Egg is reminiscent of new beginnings and open skies.

Tea Rose adds a soft human touch to our visuals and Brunswick Green stands for growth and renewal.

Fire Engine Red injects energy and action, indicative of our dynamic approach to banking, while Chrysler Blue rounds out the palette with its spirited, forward-thinking hue.

Federal Blue

HEX #1A65A
R=26 G=14 B=90
CMYK 100 100 27 33
LAB 10 25 -44
GRAYSCALE 90

Violet

HEX #D68FED
R=214 G=143 B=237
CMYK 23 47 0 0
LAB 60 39 -37
GRAYSCALE 32

Robbin Egg

HEX #00C9E8
R=0 G=217 B=232
CMYK 62 0 15 0
LAB 79 -42 -21
GRAYSCALE 40

Tea Rose

HEX #F6CCCC
R=246 G=204 B=207
CMYK 1 23 9 0
LAB 86 15 4
GRAYSCALE 15

Fire Engine Red

HEX #DD312F
R=208 G=33 B=47
CMYK 12 100 91 3
LAB 46 65 40
GRAYSCALE 66

Brunswick Green

HEX #003D37
R=0 G=61 B=55
CMYK 90 51 69 54
LAB 22 -20 -2
GRAYSCALE 84

Chrysler Blue

HEX #550083
R=85 G=0 B=179
CMYK 81 93 0 0
LAB 25 56 -74
GRAYSCALE 82

Color Ratio

At Bank 76, we dress our brand in colors that speak of potential and trust, aligned with our philosophy of a bank with soul. Our color scheme is deliberate, ensuring each hue has its place and purpose.

Dominant Space (60%)

Our signature Alabaster and Celeste cast a canvas of endless possibilities, while grounding elements of Night and White anchor our presence in the reality of sound financial practice.

Strategic Depth (30%)

With a story told in color, our secondary palette - from the authoritative Federal Blue to the vibrant Chrysler Blue - charts our course through diversity and opportunity.

Finishing Strokes (10%)

Accents like Tea Rose and Brunswick Green, carefully chosen for their warmth and richness, highlight key actions and initiatives, symbolizing growth and passion.

60%
Midnight Black

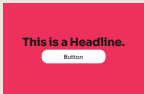
60%
Alabaster

30%
Celeste

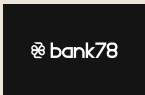
30%
White

10%
Onyx

Color Misuse



DO NOT – use color overlays as effects



DO NOT – use HEX#000000 as black (wrong color)



DO NOT – use a low contrast color for typography



DO NOT – use wrong color proportions



DO NOT – use too many secondary colors (in one composition)



DO NOT – color text headers, sub-headers or body copy



TYPOGRAPHY

Typeface

Sora font family

Sora, the chosen typeface for Bank 78, is created from the foundation of forward-thinking design principles. It embodies both the tradition and the evolution of typography.

With a design that is both modern and versatile, Sora is perfect for digital platforms and print, providing a seamless experience in every medium.

At Bank 78, Sora is our visual voice, a font that represents clarity and innovation in every curve and line. Optimized for contemporary applications, it carries our message of financial integrity and transparency across all communications.

Thin ExtraLight Light Regular
Medium SemiBold Bold ExtraBold

Display vs Text

Display

Our display typefaces at Bank 78 are created for impact. They bring a slender and graceful structure to the forefront, ideal for making a statement.

Their refined contours are perfect for large-scale applications—where each character is an opportunity to express our brand.

Text Clarity

Our text fonts are the workhorses—robust, clear and readable.

Designed for the daily flow of information, they ensure that every word we communicate is accessible and straightforward, facilitating a smooth reading experience at any scale.

Guided Application

To maximize the effectiveness of our typefaces, we provide specific guidelines.

These are not just rules but pathways to expressive, brand-aligned typography that speaks with clarity and authority.

Sora Semi Bold

300 Weight
Optical Kerning
0 Tracking

Sora Regular

400 Weight
Metric Kerning
0 Tracking

Partnering with you to understand and support your financial ambitions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque fermentum interdum pulvinar. Mauris et erat viverra, dignissim augue vitae, aliquet mauris. Donec placerat lectus at neque suscipit, vel accumsan tortor pellentesque. Vivamus ut lobortis leo. Duis a sem sed odio sodales auctor. Donec sit amet sem id sapien ullamcorper volutpat. Etiam nec aliquam sapien. Mauris enim lorem, accumsan id orci vitae, maximus ultricies sem.

Sed efficitur leo in viverra finibus. Donec non nisl id ante ornare mattis. Nam neque neque, auctor eu felis nec, congue facilisis justo. Nunc ultricies porttitor dictum. Phasellus posuere dolor faucibus neque lobortis ornare nec sed ipsum. Nunc malesuada ultricies elit ut ultricies.

Vestibulum laoreet, lacus sit amet ultricies vulputate, odio sapien mollis metus, non suscipit magna augue at ligula. Vestibulum sit amet nisl eu nibh placerat ultricies nec ac lacus. Cras ut metus condimentum, pretium justo vel, fermentum metus. Etiam dapibus erat pulvinar libero pulvinar, vitae commodo magna tincidunt.

Hierarchy

At Bank 78, we shape our narrative with a keen sense of order, ensuring our typography leads the eye from the most compelling headlines down to the fine details, all anchored to a consistent grid.

This structured layout reflects our commitment to straightforward, accessible communication, emphasizing what matters most to our clients.

Header

Sora Extra Bold – 72px
Line height: 88px
= 4x base unit height

**This is a big headline
in Sora Extra Bold**

Sub header

Sora Semi Bold – 36px
Line height: 44px
= 2x base unit height

**This subheader is set
in Sora Semi Bold**

Body copy

Sora Regular – 18px
Line height: 37px
= 1x base unit height

As we navigate the dynamic currents of the global economy, we recognize the power of unity in driving progress and transformation. Together, we harness the latest technologies, explore new frontiers, and pioneer groundbreaking solutions that propel us towards a more inclusive, resilient, and prosperous financial future for all. Join us as we chart the course.

As we navigate the dynamic currents of the global economy, we recognize the power of unity in driving progress and transformation. Together, we harness the latest technologies, explore new frontiers, and pioneer groundbreaking solutions that propel us towards a more inclusive, resilient, and prosperous financial future for all. Join us as we chart the course.

Hierarchy

Header

Sora Extra Bold - 72px
Line height: 88px
= 4x base unit height

**This is a big headline
in Sora Extra Bold**

Sub header

Sora Semi Bold - 36px
Line height: 44px
= 2x base unit height

**Sub headers are always set in Bold.
They are 1/2 size of the headline and go
over two or three lines.**

Hierarchy

Header

Sora Extra Bold – 72px
Line height: 88px
= 4x base unit height

This is a big headline
in Sora Extra Bold

Sub header

Sora Semi Bold – 36px
Line height: 44px
= 2x base unit height

Small Headline

Body copy

Sora Regular – 18px
Line height: 30px
= 1x base unit height

As we navigate the dynamic currents of the
global economy, we recognise the power of unity
in driving progress and transformation. Together,
we harness the latest technologies, explore new
frontiers, and pioneer groundbreaking solutions
that propel us towards a more inclusive, resilient,
and prosperous financial future for all.
Join us as we chart the course.

As we navigate the dynamic currents of the
global economy, we recognise the power of unity
in driving progress and transformation. Together,
we harness the latest technologies, explore new
frontiers, and pioneer groundbreaking solutions
that propel us towards a more inclusive, resilient,
and prosperous financial future for all.
Join us as we chart the course.

Hierarchy

Headline 1

Sora Semi Bold – 72px
Line height: 88px
= 4x base unit height

Sub headers are always set in Bold.
They are 1/2 size of the headline and go
over two or three lines.

Section Headline

Sora Semi Bold – 36px
Line height: 44px
= 1x base unit height

Section headline

Body copy

Sora Regular – 18px
Line height: 32px
= 1x base unit height

As we navigate the dynamic currents of the	As we navigate the dynamic currents of the
global economy, we recognize the power of unity	global economy, we recognize the power of unity
In driving progress and transformation. Together,	In driving progress and transformation. Together,
we harness the latest technologies, explore new	we harness the latest technologies, explore new
frontiers, and pioneer groundbreaking solutions	frontiers, and pioneer groundbreaking solutions
that propel us towards a more inclusive, resilient,	that propel us towards a more inclusive, resilient,
and prosperous financial future for all.	and prosperous financial future for all.
Join us as we chart the course.	Join us as we chart the course.

Hierarchy

Caption

Sora Regular - 18px
One line only

THIS IS A CAPTION

Header

Sora Extra Bold - 72px
Line height: 88px
= 4x base unit height

This is a big headline

Bullet Points

Sora Light - 18px
Line height: 22px
= 1.2x base unit height

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- At vero eos et accusamus et odio dignissimos ducimus qui blanditis praesentium voluptatum deleniti atque corrupti quos dolores.

A full-page landscape photograph featuring a calm, turquoise lake in the foreground. The lake's surface is a perfect mirror, reflecting the surrounding environment. On the right side, a dense forest of tall, dark green evergreen trees lines the shore. In the background, majestic mountains with rugged, rocky peaks are visible. The upper portions of these mountains are covered in patches of white snow and are bathed in a warm, golden-orange light, suggesting the low sun of either sunrise or sunset. The sky above is a mix of deep blues and greys, with some lighter patches where the sun's rays break through. The overall mood is serene and awe-inspiring.

PHOTOGRAPHY

Photography: Why and where

At Bank 78, we engage photography to capture and convey real-world narratives, ensuring our communications resonate within the broad spectrum of public life.

We utilize imagery to forge authentic connections, especially when abstract icons or illustrations fall short.

Whether spotlighting individual stories or highlighting communal issues, our visual selections are as purposeful and personable as our approach to banking.

Below are some examples of identified areas where photography is needed within our communications.

EDITORIAL



- Artist Feature
- Lifestyle

PUBLIC SITE (BANK78.CO)



- Interviews
- Experts & opinion leaders
- Events & initiatives
- Header images

Photography: Why and where

At Bank 78, our photographic style is uniquely ours, encapsulating four key characteristics that define our visual narrative.

Employ these qualities as a guide for our photographic endeavors, from directed shoots to curated image selections.

Framing Our Story:

Our imagery captures individuals within the context of their environment. We look beyond the subject to the world they navigate, showcasing the breadth and impact of our financial solutions within their lives.

A



Naturally Illuminated

We believe in the clarity and honesty of natural lighting to illuminate our values of transparency and integrity in every image.

B



Purposeful Framing

Each photo is thoughtfully composed, just as we thoughtfully tailor our financial solutions, showing our clients' worlds through a lens of understanding and precision.

C



Genuine Moments

Authenticity is the cornerstone of Bank 78's imagery. We forgo artificial enhancements to present the genuine character of our clients and their financial narratives.

IMMERSIVE CONTEXT



We capture individuals within the landscapes of their lives, underlining our dedication to understanding and serving within their unique financial environments.

DETAIL ORIENTED



Every image is curated to focus on the fine details, reflecting our precise approach to financial services and the careful consideration we put into every client interaction.

EXPANSIVE OUTLOOK



Our photography hold wide, open perspectives that speak to the broad horizons of opportunity we provide, mirroring the vast potential we see in our clients' futures.

Diverse Imagery Collection

Bank 76 draws from a diverse collection of high-resolution, license-free imagery to create a visual narrative that mirrors our commitment to accessible and dynamic financial services.

Our selection process harnesses platforms like Unsplash to curate a library that resonates with our brand's ethos, at no extra cost.

Evolving Visual Narrative:

This strategy infuses our communications with freshness and relevance, ensuring that our visuals remain as innovative and approachable as the banking solutions we provide.



Clarity +

At Bank 78, our visual narrative, termed "Clarity+", is tailored to digest the core values of precision, approachability, and innovation.

Clarity+ is defined by several key features:

- Vibrant, yet balanced color saturation, reflecting our energetic yet calculated approach to financial solutions.
- Use of clear tones with subtle range to represent transparency and openness.
- A strategic focus on selective depth of field, ensuring the subject remains at the forefront, just as our clients' needs do.

- 1 Background:**
Purposefully softened to underscore the clarity in our financial solutions.
- 2 Centre:**
Sharp focus at the core of the image, symbolizing our clients' objectives at the heart of our services.
- 3 Contrasts:**
Subtle, thoughtful contrasts that mirror the nuanced and detailed approach we take to every client interaction.
- 4 Colours:**
A palette that's vibrant yet refined, mirroring our dynamic yet prudent financial strategies.
- 5 Foregrounds:**
Deliberately softened, similar to our approachable service that puts people before numbers.
- 6 Vignetting:**
Delicate, guiding focus points in our visual storytelling, similar to the personalized guidance we provide to our clients.



Clarity + Treatment

At Bank 78, our photographic aesthetic, dubbed Clarity+Treatment, reflects our ethos of transparency and precision.

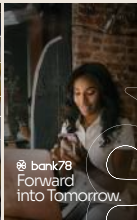
This unique visual treatment pairs with imagery set against uncluttered backdrops to create compositions that convey clear and focused messaging.

The harmonious fusion of colours within this treatment echoes our meticulous attention to detail and the seamless experience we provide.

In selecting images for Clarity+, we prioritize a singular point of interest against a distraction-free setting, ensuring that the subject stands out with unequivocal clarity.

This strategic choice enhances the Clarity+ treatment by ensuring a cohesive, polished look that embodies our brand's upscale and distinguished character.

Moreover, our logo is subtly integrated within the images, with a gradient effect that gently transitions across the visuals, reaffirming our brand's understated yet impactful presence.

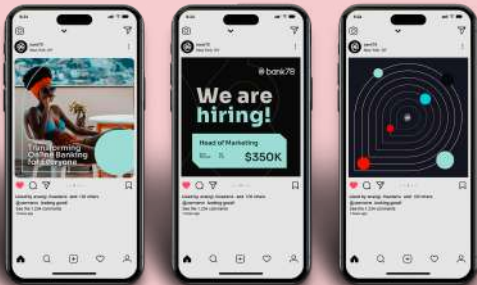


A photograph of three diverse professionals walking through a modern office hallway. On the left, a woman with long dark hair, wearing a light grey sweater, is smiling and looking towards the camera. In the center, a man with short grey hair, wearing a bright red blazer over a white shirt, is looking slightly upwards and to the right. On the right, a woman with brown hair tied back, wearing a light pink long-sleeved shirt and white pants, is smiling and looking towards the right. She is holding a pair of glasses in her right hand. The background shows a brick wall on the left and glass-walled offices on the right, with a blurred interior of another office space in the distance.

BRAND IN ACTION

SOCIAL MEDIA







Social Grid

Columns

Width: 180px
Gutter: 20px

Margins

Top & Bottom: 45px
Left & Right: 50px

Brightening Up Banking

Choosing mnemonics as our design approach was deliberate.

It bridges familiarity with memorability, ensuring that each aspect of the logo is not only

aesthetic but also meaningful, guiding our philosophy of offering intuitive and reliable banking services.



Social Banner



Margins

Left & Right: 38px

Columns

Width: 80px, Gutter: 15px

Facebook Banner

Desktop

820px x 312px



YouTube Banner

Desktop

2560px x 1440px



LinkedIn Banner

Desktop

1584px x 396px



Twitter Banner

Desktop

1500px x 500px



PRINT ADS

A close-up, slightly blurred photograph of a person's hands working on a desk. The person is wearing a pink sweater. Their hands are holding and pointing to various documents. One document is a dark blue architectural floor plan with white lines. Another is a color photograph of a modern building with a glass facade. There are also spiral-bound notebooks, a pen, and a paper clip on the desk. The overall tone is professional and creative.







MERCHANDISE









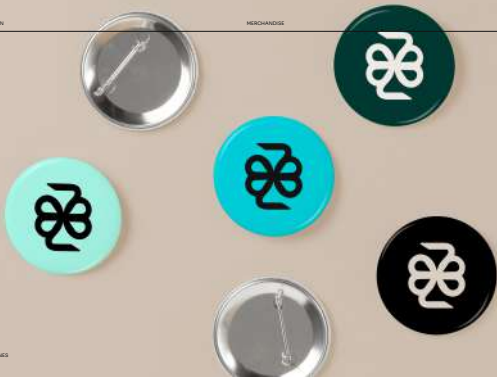
























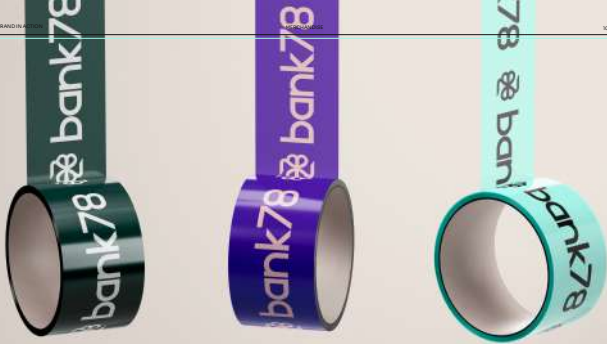








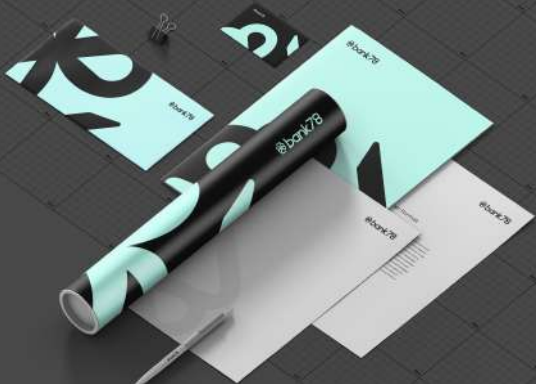






A man with dreadlocks and sunglasses, wearing a green jacket, is holding a notebook and pen. He is standing in front of a bridge and a city skyline. The word "STATIONERY" is written in large white letters across the bottom of the image.

STATIONERY















A photograph of two men in business suits shaking hands in an office setting. The man on the left is wearing a dark blue suit and a patterned tie. The man on the right is wearing a light blue suit, a pink shirt, and a striped tie. They are both smiling. In the background, there is an American flag and a white door. The word "SIGNAGES" is overlaid in large white letters at the bottom left.

SIGNAGES

 bank78

**Banking for
the Future,
Available Today**

400+

Business lectures



Experience Elevated Banking.



ICONS

Mobile icon

iPhone



180px by 180px (60px x 60px @ 3x)

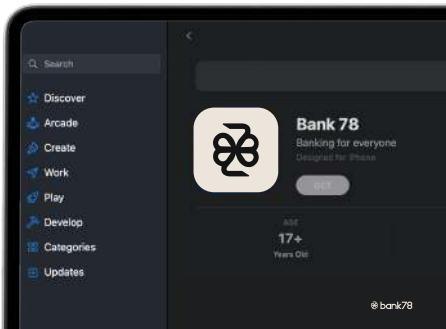
Android



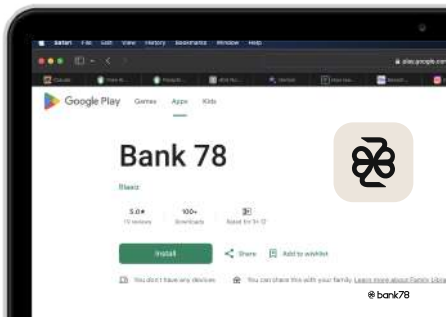
120px by 120px (60px x 60px @ 2x)



Apple App Store



Google Play Store



For further details on our visual identity and guidance on its optimal use, feel free to reach out at brand@bank78.co.
Let's make every creation distinctly ours!

