

Global Bank – Branch Design Standards

CULTÉVA

Increased visibility and customer appeal with new materials, brighter colors and a cosmopolitan look



Background

Global Bank, a 100% Panamanian capital bank, started operations on June 30, 1994, it was originally conceived as a purely corporate bank. After acquiring 100% of Colabanco in 1999, Global Bank became the first banking group that started the mergers and banking acquisitions in Panama. This transaction tripled the assets of Global Bank. In 2006, Global Bank reaches one billion in assets and inaugurated its Head Office, located on Calle 50.

Global Bank is a private bank with Panamanian capital in terms of assets and that we currently have 36 branches and 9 Express Centers nationwide.

Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- ✓ 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- ✓ 7 Retail Store & Fixture Design

Challenge

Global Bank is committed to offering financial services with a high quality of customer service and fast response to meet the need of our customers. To maintain its brand value with its customer base, Global Bank plan to standardize its branch design in a process to update and modernize its customer experience and brand appearance.

Global Bank is today recognized as one of the main private equity banks in Panama, servicing more than 165,000 customers and plan to continually update its branches throughout the country.

Our vision of promoting the country's economic development and implementing strategies that allow the growth of the local financial market and offer a better service to create new opportunities for growth. With that in mind Global Bank needs a new branch design with standards and guidelines to enable us to meet our lofty goals.

Solution

In collaboration with the Global Bank cross-departmental team, Cultéva lead an effort to assess the current state of the branches and developed a proposal for a facelift that would evolve into a new design.

A flexible solution was created for a new and modern Global Bank branch design. The design direction was organized into a manual with standards and guidelines that described all elements required to plan out any type of branch by management in co-operation with their partnering architects and suppliers.

Cultéva developed a set of key design signatures and organized them in a user-friendly document to be used as a planning tool, design guide, and technical standard.

"Working with Culteva was a very rewarding experience. Their professionalism, experience and dedication was crucial to the success to increase the recognition of our brand. It would be a privilege to work with Culteva again."

–Jessica Schaw, VP Marketing, Global Bank