

Global Bank Centro Express – Loan Center

Faster financing for more customers in new modern, appealing and efficient branches



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.

With 23 years of operations, we can proudly say that 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
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ 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 loan customers. To offer the best product and value to a growing customer group, Global Bank planned to open a new type of branch. These new type of branch locations will be stand alone entities, with its own space that are separate from the banking branches. At times the banking branch and the loan centers may be located in the same building, yet should appear as two different spaces.

The new Global Bank loan centers shall be more of a retail space and must be highly visible and have a vibrant appearance, yet must be directly recognized as part of a Global Bank customer service location.

The Global Bank loan centers need a name, a logo, a visual identity and a space design.

Solution

Cultéva, in collaboration with the Global Bank cross-departmental team, named the loan centers Global Bank Express Center.

A new branch space was designed as a vibrant, light and uplifting space with a open and welcoming atmosphere.

The new logo lock-up and visual identity was designed to work independently and also work side-by-side with the Global Bank signs.

The new space design for Global Bank Express Center with solutions for the facade and the interiors, as well as the signage, was collected into a manual to simplify the rollout.

“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