

JOSE GONZALEZ PROCESS BOOK







Mission Statement

The Mission Statement for Bank of America is to offer lending and investment product that

- 1. Serve low-and moderated-income individual and families
- 2. Improve underseverd low-and moderated-income communities3 Create sustainable Practice for the long Haul.

Prime Target Markets

Bank of America Target Market Low moderated income community. They also like to target Small business.

Strengths

- Size
- Cleaning up
- · Well know

Weaknesses

- Legal expenses
- Weak second quarter earnings

Colors



Mission Statement

Most company have one or two principles that they follow, bu Citibank has four.

1.Common Purpose

One team, with one goal: serving our clients and stakeholders.

2. Responsible Finance

Conduct that is transparent, prudent and dependable.

3. Ingenuity

Enhancing our clients' lives through innovation that harnesses the breadth and depth of our information, global network and world-class products.

Prime Target Markets

Citi Primary target is the middle class. Citi ban led the way in 2013 lending 50 percent to the middle class, that includes business and home owner.

Strengths

- Six consecutive quarters of beating
- Credit losses declining

Weaknesses

- Loan loss
- Not a lot big marketing

COLOR



Mission Statement

To be the best financial services company in the world

Prime Target Markets

JP Morgan Chase Bank is one of the biggest banks in the global scenario, so their primary target market is just not the USA is the world.

Strengths

- · Biggest bank in the world
- Good use of black and white photo is their ads
- Wold biggest lenders

Weaknesses

- Mounting debt
- · Not good use of negative space

COLOR















Changing the world









who we are?

Piramid Bank USA is a fictional independent mutual bank, and their goal is to serve with pride on working hard to understand the consumer need, so they can deliver a service in a committed and personal way.

Attributes

Clean Professional Unique



Creative Brief

Mission statement

Like our meaning of our name Piramid Bank USA Mission is to build a structure to make a better way of banking.

Target Audience

Piramid Bank USA major Target audience are people that are not bank savvy. People that need structure when it come to banking

Attributes

Clean Professional Unique

Our name

Piramid Bank USA is a special name because Piramid has the same meaning in every language. Piramid comes from Indonesia language and its the translation of pyramid. Pyramid stands for monumental structure with a square or triangle base on sloping side that meet in point at the top, especially one built as a royal tomb in ancient Egypt

Typography

Georgia-regular ABCDEFGHIKLMNOPQRSTUVWXYNZ abcdefghiklmnopqrstuvwxynz

Helvetica Neue-Regular ABCDEFGHIKLMNOPQRSTUVWXYNZ abcdefghiklmnopqrstuvwxynz

Georgia-Bold Italic ABCDEFGHIKLMNOPQRSTUVWXYNZ abcdefghiklmnopqrstuvwxynz

Images



The image are going to be clean, black and white minimal use of text and very professional.

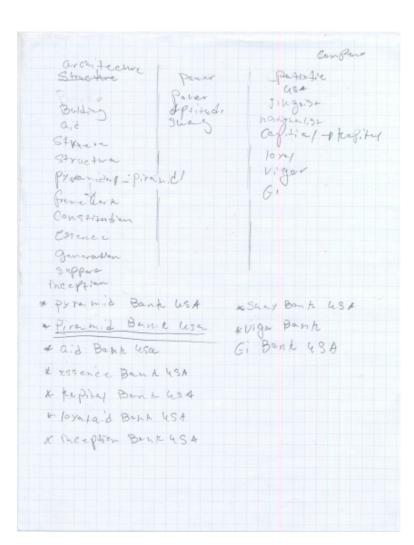
Color

RGB-9,40,105 CMYK-100,93-30-21

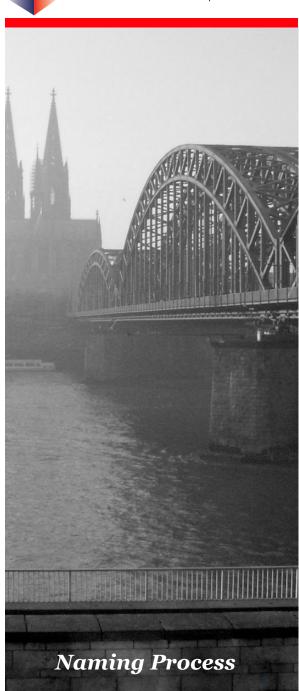


RGB-255,1,13 CMYK-0,99-100-0





Pyramid Bank USA
Piramid Bank USA
Aid Bank USA
Essence Bank USA
Kepital Bank USA
Loya Aid Bank USA
Inception Bank USA
Sway Bank USA
Vigor Bank
GI BANK USA



Initial Design

Font Name Company initial

Georgia PB | USA

Adobe Caslon Pro PB | USA

COPPERPLATE PB USA

Didot PB USA

Minio Pro PB USA

Adobe Garamond Pro PB USA

Palatino PB USA

TRAJAN PRO PB | USA

Typo3 PB USA

Helvetica Neue PB USA

Georgia

PB | USA

TRAJAN PRO

Font Name Company name Name Design

Georgia Pyramid Bank | USA

Adobe Caslon Pro Piramid Bank | USA

COPPERPLATE PIRAMID BANK USA

Didot Piramid Bank | USA

Minio Pro Piramid Bank | USA

Adobe Garamond Pro Piramid Bank USA

Palatino Piramid Bank USA

Trajan Pro PIRAMID BANK | USA

Typo3 Piramid Bank | USA

Helvetica Neue Piramid Bank USA

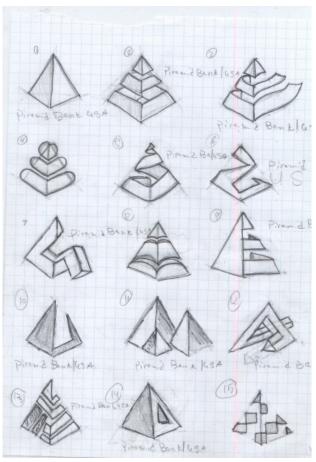
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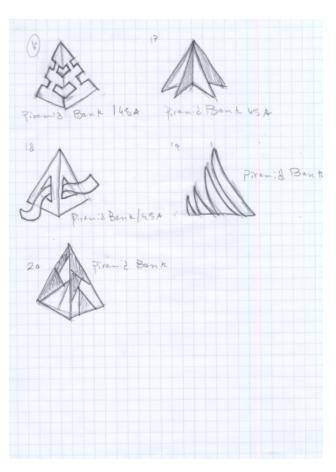
Piramid Bank | USA

Trajan Pro









Logo Design Black And White



Piramid Bank | USA



Piramid Bank | USA



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Piramid Bank | USA



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Piramid Bank | USA





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Piramid Bank | USA





Bank of America



style guidelines

Piramid Bank USA is a fictional independent mutual bank, and their goal is to serve with pride on working hard to understand the consumer need, so they can deliver a service in a committed and personal way.

Color

RGB-9,40,105 CMYK-100,93-30-21



CMYK-0,99-100-0

Typography

Georgia-regular ABCDEFGHIKLMNOPQRSTUVWXYNZ abcdefghiklmnopgrstuvwxynz

Trajan Pro-regular ABCDEFGHIKLMNOPQRSTUVWXYNZ ABCDEFGHIKLMNOPQRSTUVWXYNZ

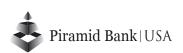


How to use the logo









Piramid Bank USA logo are only in use in this design phases with a good complimentary black and white photo.

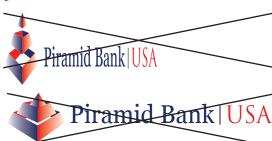
How not use the logo



Never change the background color or the color of the logo.



Never change the typeface of the logo.



Never stretch, confidence, rotate or otherwise distort the logo.

Never manipulate the icon unless given specific permission to do so.







David Marco Piramid Bank USA Manager

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