



**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 communities
- 3 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.

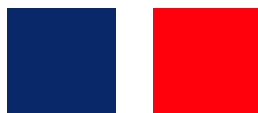
## Strengths

- 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





*Trust Worthy*



*Patriotic*



*Clean*



*Structure*



*Respectable*



*Friendliness*

*Changing the world*







Pyramid Bank | USA







Pyramid Bank | USA

## *who we are?*

Pyramid 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



*Research Brief*

# Creative Brief

## Mission statement

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

## Attributes

Clean  
Professional  
Unique

## Our name

Pyramid Bank USA is a special name because Pyramid has the same meaning in every language. Pyramid 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  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue-Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Georgia-Bold Italic**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Target Audience

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

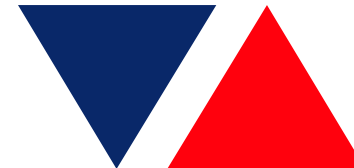
## Images



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



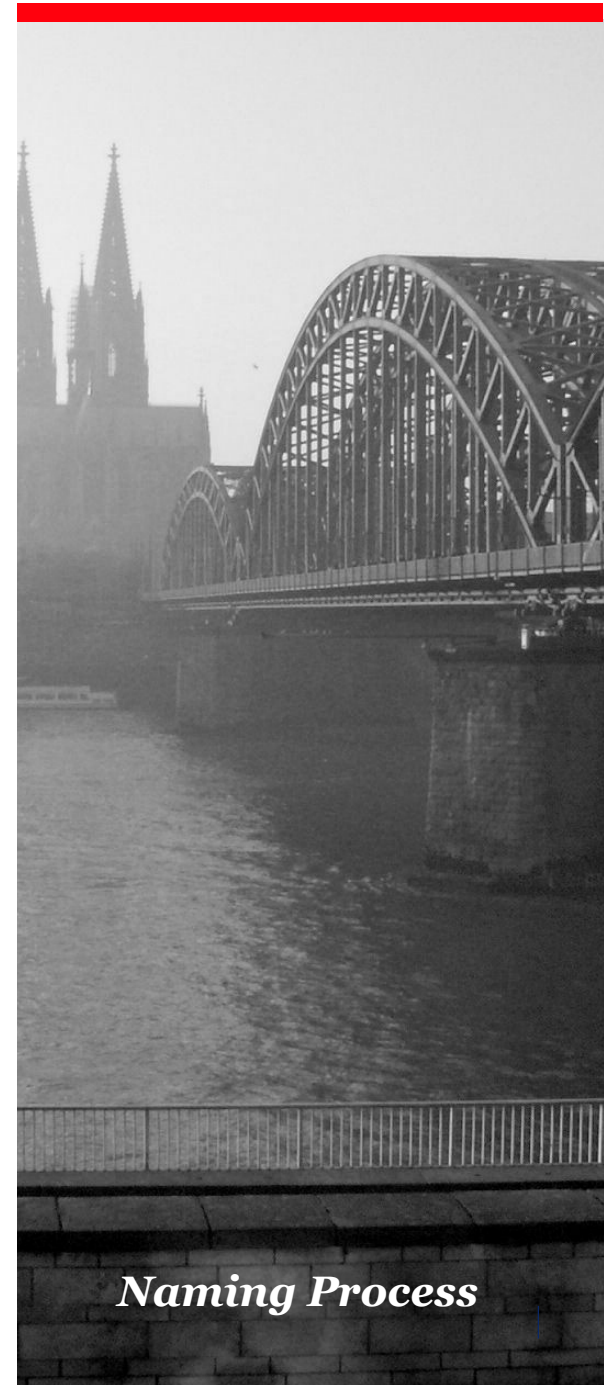
RGB-255,1,13  
CMYK-0,99-100-0





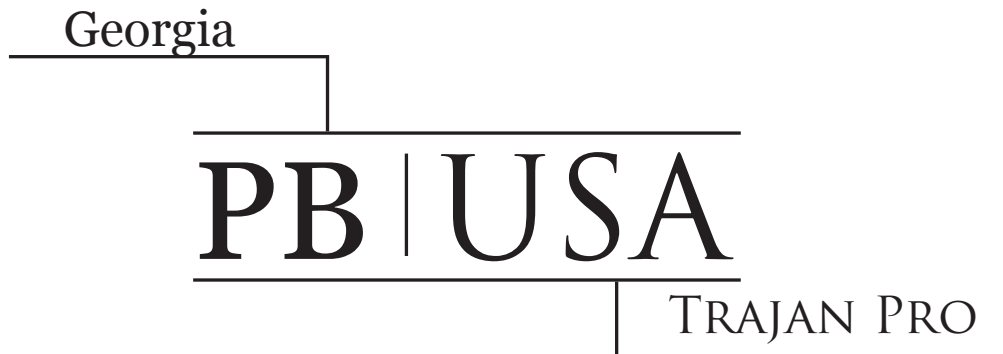
Architecture	Power	Compare
Structure	Power	Particulate USA
Building	Power	Jingxi
aid	aptitude	nationalize
Structure	Sway	Capital / Profit
Structure		loyal
Pyramid - Piramid		Vigor
Bank		GI
Constitution		
Essence		
Generation		
Support		
Inception		
* Pyramid Bank USA		* Sway Bank USA
* <u>Piramid Bank USA</u>		* Vigor Bank
* aid Bank USA		GI Bank USA
* essence Bank USA		
* Kapital Bank USA		
* Loyal Aid Bank USA		
* Inception Bank USA		

- 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*

<i>Font Name</i>	<i>Company initial</i>
Georgia	PB   USA
Adobe Caslon Pro	PB   USA
<b>COPPERPLATE</b>	<b>PB   USA</b>
Didot	PB   USA
Minio Pro	PB   USA
Adobe Garamond Pro	PB   USA
Palatino	PB   USA
TRAJAN PRO	PB   USA
Typo3	PB   USA
<b>Helvetica Neue</b>	<b>PB   USA</b>





**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**

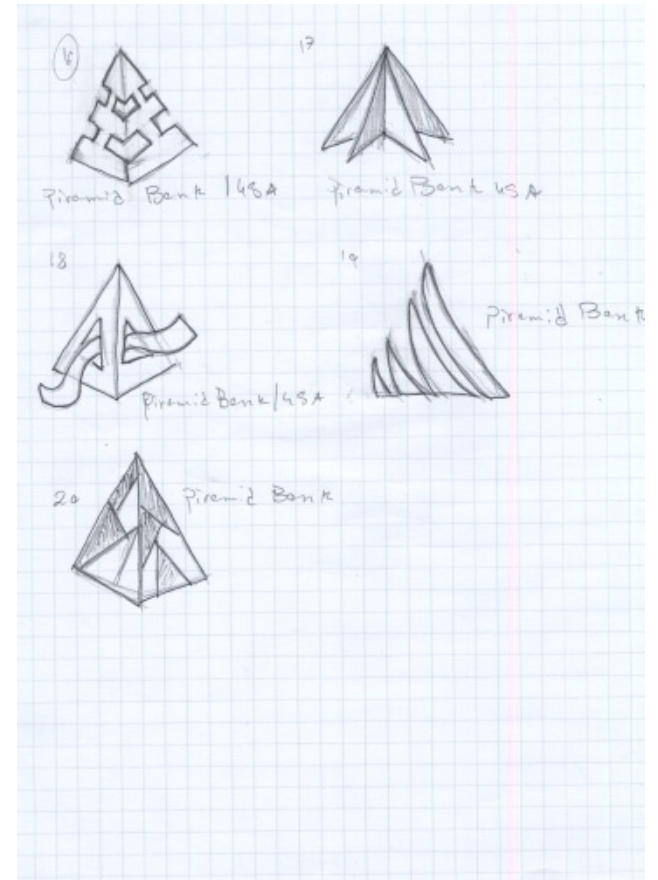
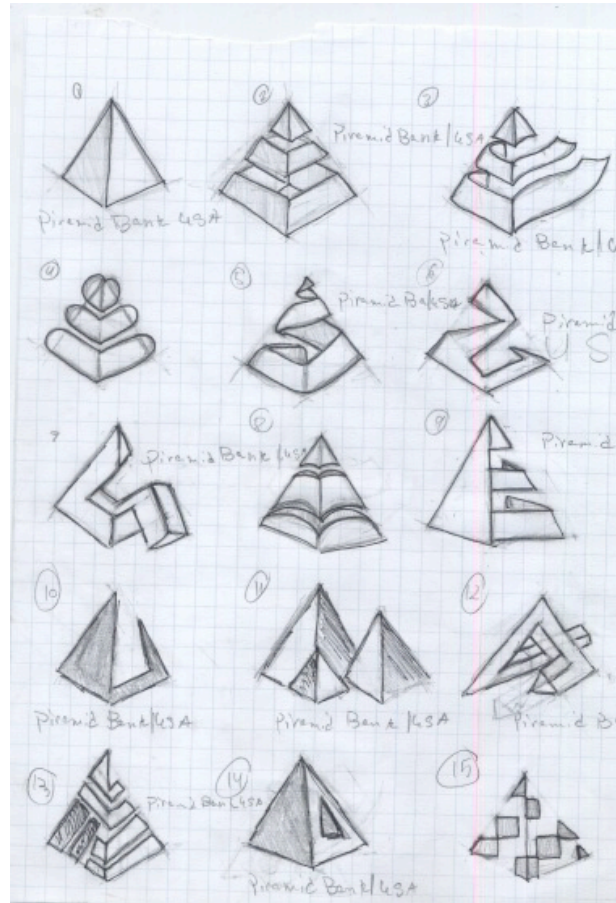
Georgia

Piramid Bank | USA

TRAJAN PRO



Logo Process





*Logo Design Black And White*



Piramid Bank|USA



Piramid Bank|USA



Piramid Bank|USA



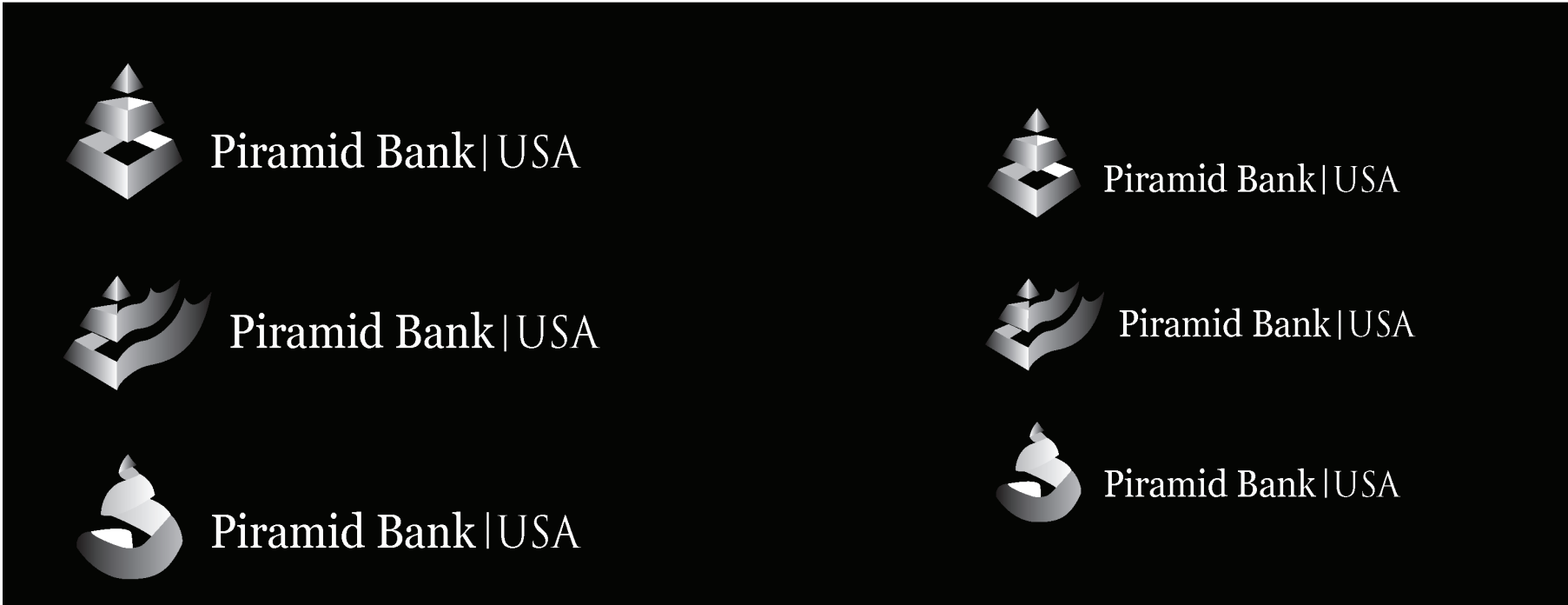
Piramid Bank|USA



Piramid Bank|USA



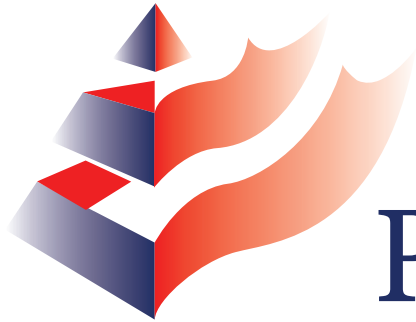
Piramid Bank|USA



*logo in color*



Piramid Bank | USA



Piramid Bank | USA



Piramid Bank | USA



*Logo in color & inverted*



Piramide Bank | USA



Piramide Bank | USA



Piramide Bank | USA



Piramide Bank | USA



Piramide Bank | USA

*Logo vs competitor*



Pyramid Bank | USA

citibank®

CHASE 

**Bank of America**



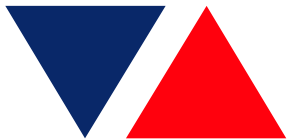
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CMYK-0,99-100-0

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Georgia-regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

TRAJAN PRO-REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## style guidelines



# Piramid Bank | USA

## 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.







Pyramid Bank | USA

2002 1999 1705 1422

2002

Valid Thru 12/14

John Dow







**Pyramid Bank | USA**  
**We are here for you**

**Investment | Insurance**

