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- Client:** Brand Partners
- Business:** Branding for financial institutions including branch planning, design and buildouts; presentations, kiosk design, window/wall graphics, ATM design.
- Target Market:** Financial institutions
- Strategy:** Branch planning and buildouts often involve retrofits of multiple properties with unique architectural requirements. Consistent branding is key to creating a unified look and feel to clearly communicating the correct message.



Sun Trust

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Client: Sun Trust (continued)

**Solutions** SUNTRUST

We give you credit for starting your own business.

It's your life. Let us insure it for you.

Our mortgage process is easy.

We'll help you get there.

Small Business Banking

We understand small business. About 110 years ago we were one.

SUNTRUST

*Small Business Brochure*

*In-bank Kiosk - "Virtual Banker"*

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**Client:** HSBC  
**Business:** Financial Institution  
**Target Market:** Both local and international banking customers  
**Strategy:** HSBC is one of the largest financial institutions in the world. They were opening a branch office in Manhattan. The office needed to embody both a “neighborhood” feel and an “international” feel to reflect the two sub-offices to be housed within the branch.

The solution was to use two walls defining the respective areas. The “international” wall had a backlit transparency box the length of the wall with full color international flags, and the names of countries running above it in two rows of pin letters. A tickertape flashes the current market results above that.

The “neighborhood” wall had backlit sepia portraits of typical customers with the name of New York City streets in one row of pin letters underneath.

Red lacquer walls in HSBC special red unified the space.



