

case study: corporate identity



A member of the  Kansas City Life Group of Companies

Generations Bank
New Business Launch

For the launch of Generations Bank, a new financial institution offering consumers a complete line of banking products and services on-line, trust was identified as an essential ingredient within the brand positioning. Generations Bank needed to offer more than convenience and superior products.

Generations Bank's product marketing and customer segments were conceptually associated with four stages of financial growth. A visual metaphor linking these four life stages with the seasons of the year provide an elegant method for presenting specific products and services. Defining the strategic framework for a customer-focused site was critical to providing the sense of security necessary for long-term account relationships.

Developing Generations Bank's corporate identity as an expression of the "life's financial seasons", and incorporate these elements into the Generations Bank website provides a foundation for the brand. The site brought together strategy, image and brand to establish a strong presence for Generations Bank.

