

Building Brand Equity

To capitalize on the strength of our brand, it is important that we take every opportunity to communicate and reinforce our identity.

A.



BANK OF ST. PETERSBURG

Design 'A' (original):

- it is an illustration of a specific bridge tied to the Bay Area
- symbol seems out of proportion to the typography
- this 2-color logo is difficult to reproduce consistently

B.



BANK OF ST. PETERSBURG

Design 'B' (revised):

- mark becomes an icon representing the concept of a bridge
- cables have been thickened and set more symmetrical
- image is more in proportion to the type
- logo will always print in one color: either gold, white or black
- is more consistent with our signage