

Brandimage designs the new outdoor signage for Crédit Agricole branches

Paris, October 13, 2015—Brandimage, a leading global consultancy of brand equity architects and designers, announced that it had created a new outdoor signage style guide for Crédit Agricole.



Crédit Agricole, a premier banking institution in France with 39 regional head offices and 7,000 branches, turned to Brandimage to define a new style guide for the outdoor signage for its network.

This new Crédit Agricole signage style guide simultaneously incarnates the brand's original values (proximity, a committed regional presence) and reflects on its ambitions for future success.

Another ambition for the new branding is consistency in the brand's expression throughout its design landscape whilst still offering flexibility to regional offices.

Brandimage designed a modern and powerful concept that places the CA sign at the heart of its graphic environment. A concept that the regional branches can roll out over time according to their needs.

A symbol of openness as well as the brand's powerful ident, this sign is majestically highlighted in every aspect of the concept, with a volume effect that creates movement. It is also supported by a lighter and revamped brand typeface. Rounded shapes and the dominant white color reinforce the design's modern appeal.

Local adhesion is expressed by a graphic and iconographic system that promotes every region, every province.

Powerful and modular, this new signage concept concentrates the essential markers of the Crédit Agricole identity, encouraging consistency for the entire network whilst respecting the diversity of regional characteristics.

ABOUT BRANDIMAGE - DESGRIPPES & LAGA

Brandimage is a global consultancy of brand equity architects and designers. Brandimage creates brands that drive brand performance. Brandimage is part of the brand development group of SGK. SGK is part of Matthews International Corporation (NASDAQ GSM: MATW). For more information visit: <http://www.brand-image.com>

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