



A global branding journey

Our 20-year partnership has shaped a cohesive brand expression that has helped this financial organization make its global mark.

For Bank of America it began with a vision—to bring together a full suite of financial services that gives customers better ways to manage their financial lives and businesses. Today, Bank of America serves millions of customers in more than 150 countries with 5,770 banking centers, 17,750 ATMs, and 25,900 global offices and facilities. Over the past 20 years, Monigle's environmental branding team has been a trusted partner, helping build and implement Bank of America's brand.

Environmental Branding
Brand Conversion Program
Facility Surveys
Site Signage and ATM Design
Bidding and Sourcing
SignChart® Software

**Environmental
Branding and
Program Management**

MONIGLE



Consistency Is Key

As Bank of America acquired other institutions to help increase its national and global network, it became even more important to maintain and grow a consistent brand presence. As a trusted environmental branding partner since 1992, we've established and executed against design standards that have helped knit together every aspect of Bank of America's financial services, from retail banking, home loans, and wealth management to over 16,000 ATM locations.

One Brand, Limitless Scope

In 1998, NationsBank acquired BankAmerica Corp. This merger created the very first coast-to-coast retail bank and set the stage for Bank of America to enter other sectors like private banking for high-net-worth individuals and credit card issuing with subsequent acquisitions of MBNA and US Trust. As Bank of America's lines of business have grown, the brand image has evolved and expanded with our help. Monigle's design and standards encompass environmental branding for the financial giant's broad footprint

as well as site-specific designs for individual locations. This includes interior and exterior signage, ATM surrounds, specialized branding walls, and more. Our proprietary project management software, SignChart®, has provided the tools necessary to implement environmental branding at thousands of Bank of America locations worldwide.

The Power of Visibility

Today Bank of America has 5,500 retail banking offices and 16,300 ATM locations worldwide. The environmental branding and signage we've created and codified for Bank of America has played a vital role in brand building as the retail and ATM experience is a highly visible and prominent touchpoint for consumers. Managing global identities starts with a trusted partnership and demands incredible oversight and quality control. Our expertise has helped Bank of America grow a global brand as they continue to expand their network into new and existing markets.

Monigle Associates Inc.
T 800.346.4710

mail@monigle.com
www.monigle.com