Our essence; progress and adapt without losing the strategic basis of the Bankinter brand.

2018, a year of new developments.

Brand

Brand

The same image: online and offline

During 2017, the heads of Brand laid the foundations for the harmonisation of Bankinter's offline image with its online image, which the year before had been subject to an in-depth treatment, with the aim of aligning it with the requirements demanded by the new digital era and the brand's DNA.

Throughout 2016 and 2017, the principles and tools were established that permit Bankinter to create an authentic and singular digital experience. As part of this, a structural template was introduced that standardises the brand in all the areas where it is present.

To organise and offer a single image, in 2016 a common decision tree was defined, for creation of apps, in three parameters, each with a different colour. In this way, a visual system was created for Bankinter that enables the customer to intuitively identify the apps. To that was added a specific visual movement that was created for these apps, which was more subtle and elegant than with the first redesign. At the same time, some of the elements of the corporate identity were updated, such as the use of colour.

The logic of the Bankinter colour palette can be summarised in these four basic types of colour use: backgrounds, texts, secondary and interaction. In this way the brand is created both visually and in terms of interactive experience, maintaining orange as the predominate colour.

Likewise, a new digital font was designed that, without losing the structure of the current one, maintains the same personality as the original and adapts perfectly to the new digital environments. The change was made without any disruptions that might disorientate customers and maintaining the style that has characterised Bankinter for the last dozen years.

Bankinter	Lenguaje digital		mayo 2017
Paleta principal	Bankinter naranja #ff7300 R255 G115 B0 / Bankinter naranja accesible #f96a00 R249 G106 B0	Bankinter turquesa ligero #c1e5e1 R193 G229 B225	Bankinter turquesa #10e5d5 R16 G229 B213	Bankinter alerta #db2a21 R219 G42 B33
El color es un elemento identitario esencial, por eso, su correcto uso es fundamental para el éxito y la coherencia visual de nuestra marca.	Bankinter negro #191b1c R25 G27 B28	Bankinter gris ligero #eaefef R234 G239 B239	Bankinter verde #2cde73 R44 G222 B115	Bankinter marrón #8c5b35 R140 G91 B53
El naranja principalmente, pero también los grises y el blanco son los colores que predominan en la identidad visual de bankinter y por lo tanto unos protagonistas gráficos.	Bankinter gris oscuro #2b3135 R43 G49 B53	Bankinter gris muy ligero #f3f5f5 R243 G245 B245	Bankinter oro #baa060 R186 G160 B96	Bankinter amarillo #fad430 R254 G212 B48
	Bankinter gris #52595b R82 G89 B91	Bankinter gris frío #617077 R97 G112 B119	Bankinter oro ligero #ccb276 R204 G178 B118	Bankinter amarillo ligero #ffe754 R255 G231 B84

Traditional environment

The next challenge, which was embarked on in 2017, was to transfer the changes made in the digital corporate identity to the traditional environment (posters, stationery, signage and so on), so as to clearly express the positioning of the brand and its consistency across all environments.

To help do this, a set of brand principles were developed within which a new visual and verbal language was created to offer a single and homogeneous experience, adapted to the modern day. The essence underlying the entire process centres on progressing and adapting to modern times, but without losing the strategic basis of the Bankinter brand.

After a long year's work, the new developments are expected to be implemented during 2018.

A new measurement metric for the Bankinter brand

The brand is one of the Company's assets, and as such needs to have a metric that reflects with tangible data, the major importance that this intangible asset has. A new measurement system has been introduced that allows better management of the changes to Bankinter's brand and its impact on the business.
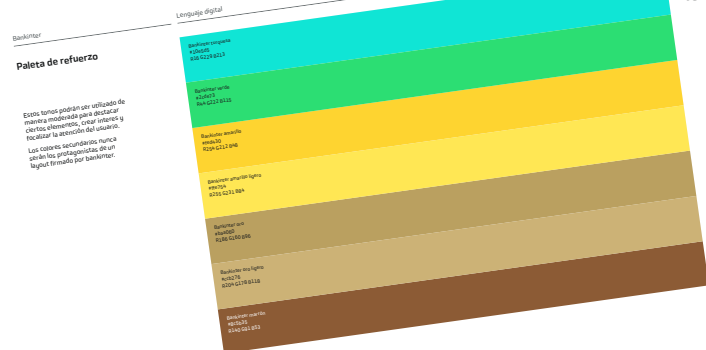
Bankinter
Lenguaje digital
mayo 2017

Crear movimiento Bankinter en el contexto de otros lenguajes de diseño

Cuando el movimiento Bankinter se combina con un lenguaje como Material, el lenguaje Bankinter nunca se impone. De esta forma la experiencia siempre es natural y predecible para el usuario.

El lenguaje Bankinter deja que los otros lenguajes se apoderen de la apariencia para centrarse en lo que realmente resulta útil al usuario. Por ejemplo, cuando el lenguaje Bankinter se combina con Material, este toma la apariencia de Material (curvas de movimiento, motion paths, etc), se centra en la coreografía (por ejemplo dejando los CTAs para el final) y hace que Material sea vuelva más sutil y contenido.

Bankinter
Lenguaje digital

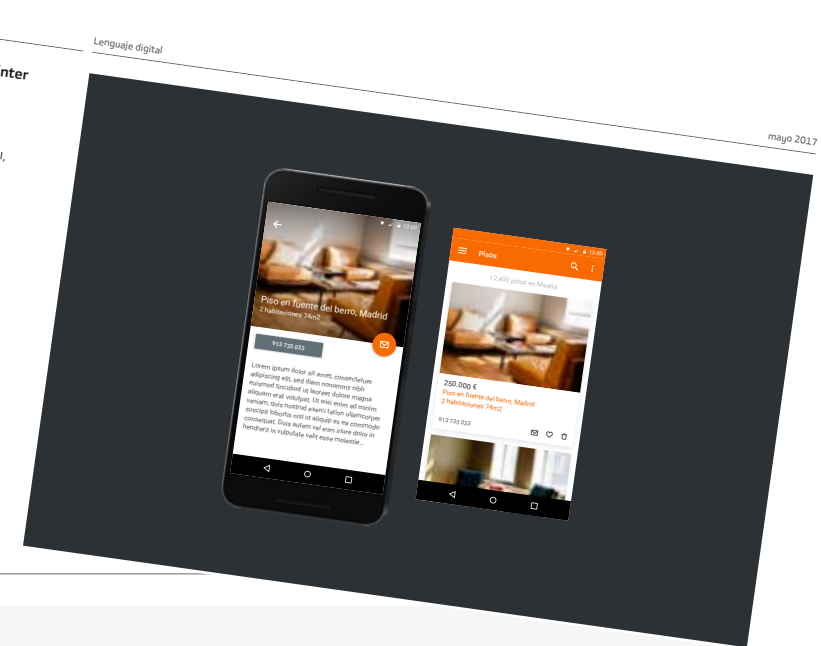**Combinaciones de color sobre fondos claros**

El sistema de uso de color Bankinter está diseñado para ser accesible AA. Es esencial ser consistente no solo en color si no en combinaciones de color.

Para mantener la accesibilidad AA recomendamos restringir las combinaciones de color a las que puedes ver en este documento. Sin embargo, en caso de crear nuevas combinaciones, es esencial no crear nuevos colores y comprobar que cada nueva combinación cumple las restricciones AA y los valida con el departamento de marca de Bankinter.

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SECUNDARIO   PRIMARIO

Bankinter
Lenguaje digital
mayo 2017

Paleta de refuerzo

Estos tonos podrán ser utilizado de manera moderada para destacar ciertos elementos, crear interés y focalizar la atención del usuario.

Los colores secundarios nunca serán los protagonistas de un layout firmado por bankinter.