

Citi Brand Guidelines

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Citi Brand Guidelines

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Brand Central - Citi

After recommending that Citi retain its existing "arch" identity and apply it across the organization, Landor created a master brand strategy around the idea of one unified Citi. The new branding system affixed "Citi" to the names of the majority of its offers and used different-colored text to distinguish retail from institutional businesses. The umbrella was replaced with the red arc universally, which was imbued with a

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true brand purpose as a clean, modern symbol connecting clients ...

Citi: Developing a global brand promise - BrandEBook.com

Citi and the global private sector have a tremendous opportunity to address global ethical, social and environmental challenges through our core business operations. Citi's commit

Policy and Standards | Citi

CiTi branding page. As part of a rebranding effort and in conjunction with a nearly completed campus renovation project, the organization announced a change to its name in 2014, becoming the Center for Instruction, Technology & Innovation (CiTi).

Public Relations / CiTi Branding

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improper use of Citrix's trademarks or copyrighted material may constitute infringement and unfair competition in violation of federal, state and ...

Brand Protection Guidelines for Third Parties - Citrix

In the mid of 2006, the executives of Citigroup, a giant in global banking, proposed to contract the company's brand name and make it only citi. They also wanted to change the design of the brand logo. The new brand name and look came in front in February 2007 after a 14 month review done by several bank executives and designers.

Citi Branding Strategy | World Finance

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Mission & Value Proposition - About Us | Citi

Citibank interiors have two division, Citibank “Blue” environments and the more luxurious “affluent customer” environments for CitiGold. Part of the all-encompassing design program for Citibank included the brand identity and interiors for both the Blue environments and those for CitiGold.

Citibank — Story

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Citibank Brand Identity Guidelines - bitofnews.com

The shade of blue that defined Citicorp’s visual identity was incorporated from the outset in the form of a blue brand wall, an arresting expression of the brand that is now a key feature of Citibank branches worldwide.

Citibank - Pentagram

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Citibank Brand Identity Guidelines - 1x1px.me

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Brand Guidelines - Skype

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