

Banca Transilvania - A Strong Romanian brand with a New Look

- BT has a new brand identity that is now even more suggestively related to Romania, novelty, reputation and energy
- The bank's logo has been redesigned with a broader color scheme: yellow, red and blue
- The Bank's new brand identity preserves the elements that have made it visible, attractive and highly valued
- The story of BT's brand started 22 years ago, in Cluj-Napoca, with a team of 13 persons

Banca Transilvania has a new brand identity, pointing to authentic local features, modernity, respect and energy, all core values of BT. This is the second rebranding process in BT's history, after the one in 2003: the logo has been redesigned, and the color scheme - yellow, red and blue - completes Banca Transilvania's new visual language.

BT's new brand identity preserves the elements that have made it visible, attractive and highly valued in the past, which were easily recognizable too: *the shield* - as the logo's graphical element, *BT yellow*, and *Zâmul (the Fairy Man)*, a character that renders the bank's communication unique and friendly. Banca Transilvania *remains The Bank for Entrepreneurial People*, 1 of 3 start-up entrepreneurs choosing BT.

"Banca Transilvania continues its development and consolidation phase and the newly launched brand concept reaffirms our identity: a Romanian bank and local champion, that shows respect, dedicates passion and embraces innovation in the support provided to the Romanian entrepreneurial initiative, from vision to fact" - says Mr. Horia Ciorcilă, Banca Transilvania's Chairman.

The rebranding project was accomplished in cooperation with Brandient, a Romanian brand strategy and design company. The rebranding process underwent several stages, such as: audit, visual identity redesign, brand and communication strategy outlining, respectively implementation, the latter stage being currently in progress both at the bank's level and among the entities within Banca Transilvania Financial Group.

The story of Banca Transilvania brand began 22 years ago in Cluj-Napoca, with a team of 13 people. Nowadays, BT is one of the leading banks in Romania, channeling its activity on three business lines: Corporate, SME and Retail. First and foremost, Banca Transilvania is about people: over 7,300 employees and more than 2.2 million clients. The employees' average age is 34 and for 1,600 of them, BT is the first place of work.

BT brand architecture includes over 20 sub-brands of the companies from Grupul Financiar Banca Transilvania, product and services brands, foundations, sport competitions, banking café and bank shopping events. Banca Transilvania is considered to be one of the top 100 strongest Romanian brands in 2016, being ranked 22nd, notably 20 positions higher compared to the previous year. The ranking was published in September 2016 by BIZ magazine.

The bank's top management strongly believes that the excellent results recorded over the years have created favorable grounds for new approaches and successful projects within the entire Financial Group, which are to be materialized under the new visual identity.

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