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*Brand Central - Citi*

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able to manage multiple  
tasks / activities at the  
same time. Able to  
communicate Citi's brand and  
employment value proposition  
over competitors through  
campaign. Citi

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Organized and self-directed;  
able to manage multiple  
tasks / activities at the  
same time. Able to

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communicate Citi's brand and employment value proposition over competitors through campaign.

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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*



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But brand guidelines go far beyond a logo or icon. It's in their colors, imagery, fonts, tone, and even the feeling you get when you see one of their ads. In this article, we're going to look closer at what brand guidelines are, 12 examples from companies that nailed it, and some tips for how to create brand guidelines of your own.

*12 Great Examples of Brand Guidelines (And Tips to Make*

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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

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and interiors for both the Blue environments and those for CitiGold.

## *Citibank – Story*

Citi's mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress. Please be advised that this site is not optimized for use with Microsoft Internet Explorer 6.

## *Mission & Value Proposition - About Us | Citi*

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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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Pentagram: Pentagram was approached by Citi in spring 1998 when the bank first announced its combination with insurance giant Travelers, then the largest merger in the world. Working with consultant Michael Wolff, Pentagram's recommendation was to unify the merged en

## *Citibank Identity - Fonts In Use*

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,

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Technology & Innovation  
(CiTi).

## *Public Relations / CiTi Branding*

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Review the current Citibank Vulgar Language Policy. Make your User ID and Password two distinct entries. Make your User ID and Password different from the Security

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Word you provided when you applied for your card. Use phrases that combine spaces and words (i.e., "An apple a day"). NOTE: 1 space only between each word or character. You should not:

*BrandSource Credit Card: Log In or Apply - Citibank Online*

Citi's brand purpose became a core part of its vision, values, and business practices, providing the foundation for all Citi's marketing and advertising activities. The implementation program was initiated in 2007—the new Citi-centric logos were unveiled, and the umbrella



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icon was sold back to Travelers (a sale that helped finance the ...

*Citi: Developing a global brand promise - BrandEBook.com*

Open a bank account from Citi checking and savings accounts and CDs, to banking IRAs. Apply for a personal loan, or learn how to invest in your financial future.

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