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INNOVATE | INFLUENCE

Far-reaching in both geographical scope and vision, The Citigroup Private Bank has over 100 offices in 30 countries, and serves more than 25,000 of the world's most successful and influential families. Our challenge was to personalize the institution while emphasizing the breadth and depth of its services. By combining portraits of Citigroup's global leadership with text that articulated specific regional cultural practices, we created a unique impression that a large organization could truly operate with a local perspective.

CLIENT

The Citigroup Private Bank

SEGMENT

Finance

SERVICES

Event Literature
Global Capabilities
Communication
Graphic Standards
Law Firm Group Branding
New Product Communication
Photography