

01.9 BRAND

Bankia

THE BRAND IS A VALUABLE ASSET FOR BANKIA. THE STRONGER THE BRAND, THE MORE ATTRACTIVE THE BANK WILL BE TO CUSTOMERS AND INVESTORS.

A brand is much more than the logo and its colours; it is also the way an institution relates to its stakeholders and the promise it makes to them.

For that promise to be kept, and to be felt to have been kept by the target audiences, Bankia has concentrated its efforts on keeping the brand aligned with its guiding principles, working to make the bank close and transparent in all its forms of expression.

Bankia wants to meet the targets it has set itself, grow in trust, be more attractive and valuable to its stakeholders and increase its customers' satisfaction year after year, generating value for the business.

BANKIA BRAND TRACKING

	2016	2017
AVERAGE CUSTOMER SCORE	6.40 ↑	6.83 ↑
% OF CUSTOMERS WHO GIVE BANKIA A SCORE BETWEEN 8 AND 10	34.9	42.9
% OF CUSTOMERS WHO GIVE BANKIA A SCORE BETWEEN 5 AND 7	48.9	45.7
% OF CUSTOMERS WHO GIVE BANKIA A SCORE BETWEEN 1 AND 4	16.2	11.4

Source: GfK

The bank works to design actions that will give tangible form to the brand commitment, developing tools, services, solutions and products that are relevant and respond to customers' needs, as well as serving to transmit its values.

Improving perceptions of the Bankia brand is a goal shared by the entire organisation and achieving that goal will reinforce the efforts made by all areas of the bank towards that end. The brand is a valuable asset and the stronger it becomes and the wider its

reach, the more attractive it will be to professionals, investors and customers.

According to a study performed by GFK, Bankia scores 6.83 points on a scale of 1 to 10, marking an improvement on the result obtained one year ago (6.4).

In order to reach this conclusion, GFK conducts a number of 20-minute online interviews with members of the general population aged 18 to 74 in Spain. The sample distribution is by gender, age and Autonomous Community, with the results being weighted to ensure representativeness.

A SOLID LOGO

Bankia is a brand, not a generic term, which is why its initial “B” is always capitalised, representing the bank’s strength and solvency. It is open, hence its ending in -ia, and international in character, with the word bank at its root. The “n” and the “k” are contracted as a sign of integration and projection into the future.

Its six letters are written in a lime green colour (technological, committed, environmental, brilliant) and set against a mahogany brown background (experienced, deep-rooted, solvent, warm), forming a solid, powerful logo that is representative of the brand.

Although Bankia is “clothed” in lime green and mahogany brown, its livery includes other, secondary colours, which have been defined in order to refresh and lighten the brand: two tones of brown and a sky blue, plus white.

One of fundamental elements of Bankia’s visual identity is its

typeface, which has been specially designed for the bank, with no rough edges, open and reliable, giving it personality and consistency over time.

A BRAND PRESENT AT LARGE EVENTS

As a brand, Bankia sponsors and is present at large educational, sporting, business, social and cultural events.

In particular, it is an Official Sponsor – and the Exclusive Sponsor among financial sector firms – of the Madrid

Book Fair; sponsor of the “Edades del Hombre” cultural promotion and historical heritage exhibition; and sponsor of important trade shows such as Salón Mi Empresa, Forinvest and Spain Startup South Summit.

According to the version for Spain of the BrandZ ranking, presented by Kantar Millward Brown in September, Bankia is in 17th place among the 30 most recognised brands, with a value of 1,072 million dollars (some 874 million euros). The Interbrand ranking of top Spanish brands puts Bankia in 19th place out of 30, with a valuation of 505 million euros.

The capital letter represents the solvency, strength and authority of a strong, pioneering corporation.

Open ending in ia, protective.



Ends of strokes: attention to detail.

“K” Compact and integrative.