



**GULF  
CAPITAL**  
BANK

# BUILDING A BRAND *You Can Bank On*

## BACKGROUND

Gulf Capital Bank is the first new, built from the ground-up, bank in Texas in decades. We wanted to build a brand that would stand out in the sea of banks, but that still had Texas roots.





REDEFINING  
*The Value*  
OF A BANK





## CRAFTING A *Legacy*

We drew inspiration for the brand from the Republic of Texas currency. The Republic of Texas Navy was represented on its currency. All 6 ships in the Texas Navy were Schooner class sailboats outfitted with their signature Jib sails.

These triangular jib sails increase performance, reduce turbulence and help guide ships in bad weather. All attributes you'd want in a bank. This reference helps us craft our brand story of Texas roots, Gulf Coast location and strong performance no matter the conditions.

BUILDING THE  
*Brand*

GULF CAPITAL  
BANK



GULF  
CAPITAL  
BANK

GCB

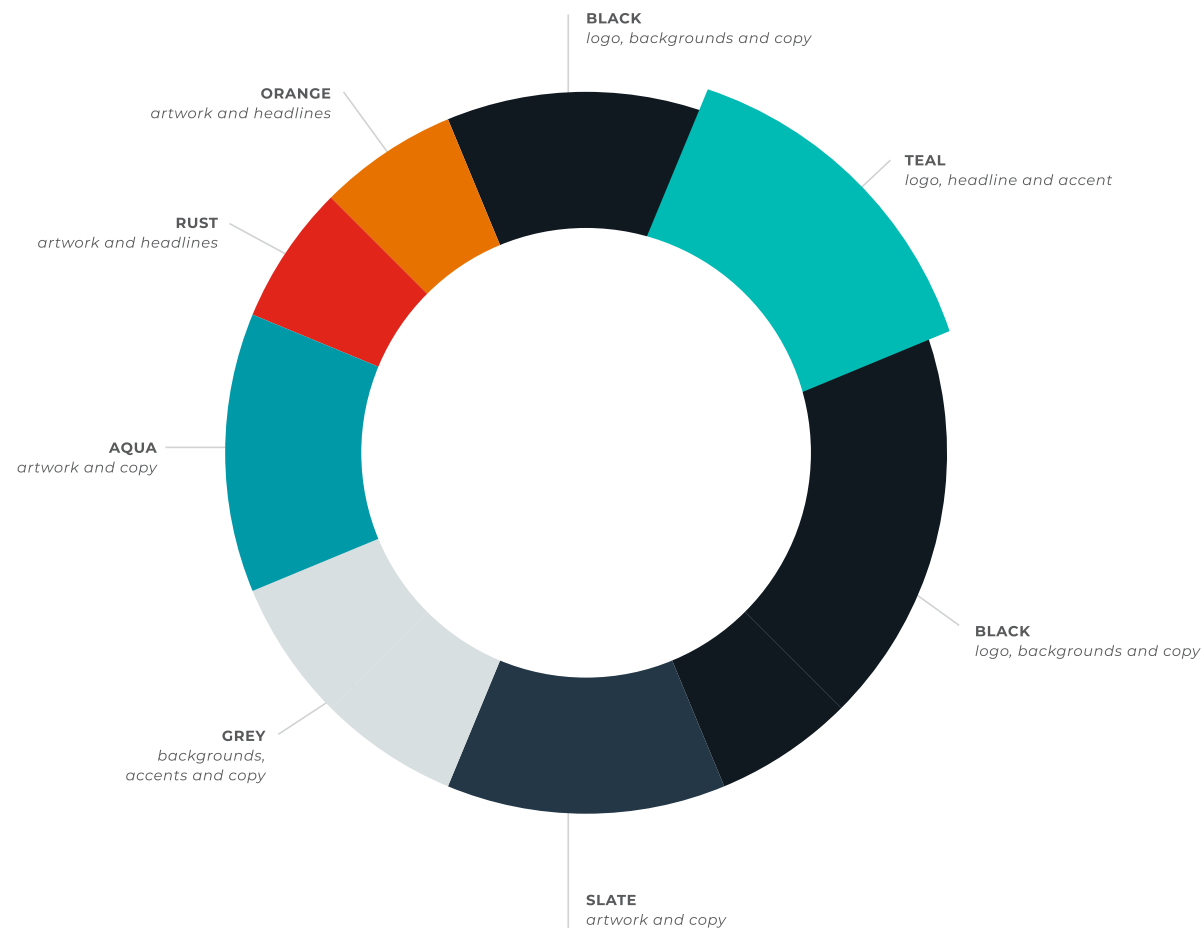


## THE LOGO

The logo mark is a stylized modern take on the jib sails of the Texas Navy. The sleek lines and bold shapes form an arrows showing forward an upword movent. The mark is paired with a modern typeface that has been modified for the logo.



# BUILDING THE Brand



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nopqrstuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789!/?<>=+

Aa

SECONDARY: DIN CONDENSED  
abcdefghijklmnop  
nopqrstuvwxyz  
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Aa

TERTIARY/ACCENT: EMATODAS REGULAR  
abcdefghijklmnop  
nopqrstuvwxyz  
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## BRAND ELEMENTS

The brand comes to life with a color palette inspired by the Gulf Coast region and is unique among the ocean of sameness in the banking world. A wave line element represents the winds that fill the sails and waves our ship rides on. Clean and modern typography paired with an exciting brush script font brings a professional energy to the brand.



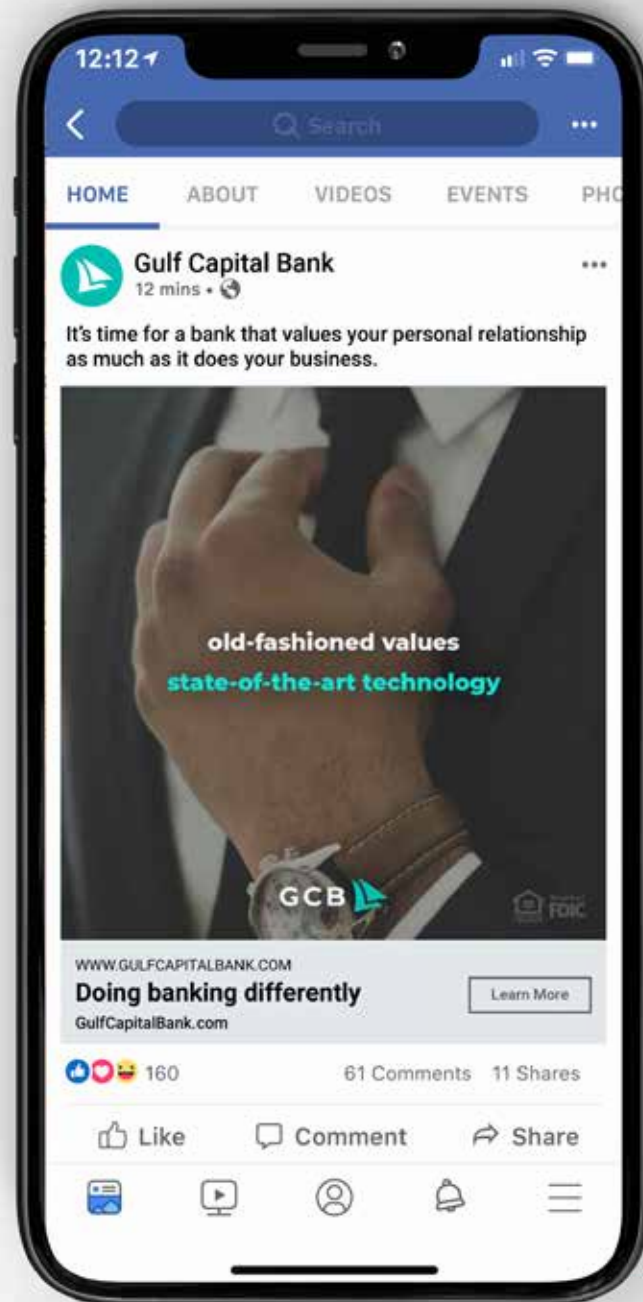
The brand was introduced to the world through a sleek website design and fashionable debit card design.



We helped the business of the bank with their customer facing banking app and custom stock certificate design.







## CAMPAIGN

The branding came to life in the banks first ever ad campaign featuring digital, social and print work.



## Modern Building

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BUILDING  
*Better*  
FINANCIAL FUTURES