

CARING MENTOR

AS A CARING MENTOR, WE PROVIDE PEOPLE WITH PRODUCTS, SERVICES AND EXPERIENCES, THAT HELP THEM CREATE **GOOD STORIES FOR THEMSELVES, FOR OTHERS, FOR BUSINESS, FOR THE COMPANY, AND FOR THE ENVIRONMENT.**

BECAUSE THIS IS OUR HOME, AND WE BELIEVE THAT EVERYONE DESERVES A SECURE FINANCIAL FUTURE.

ATTRIBUTES
OF OUR
DNA:



Brand attributes determine why we exist, how we work and what we do.

HOW WE WORK?

With credible financial advice and services we prepare our users for whatever may come next.

Win-win

From a wide range of our services we always offer users the ones that suit their needs best.

Accessibility

We are there for our users, whenever and wherever they need us.

Social responsibility

We behave responsibly towards users, community and environment.

WHAT DO WE DO?

One stop shop

We are one stop shop for all banking, insurance and investing services.

Consulting

We consult and guide our users.

Trust

With expert knowledge and excellent local market understanding we are the go-to place for all financial questions.

BRAND IDENTITY CONCLUSION

BRAND ATTRIBUTES

Set of characteristics that identify brand's physical appearance, character and personality.

Trust
Consulting
Accessibility

Win-win
One stop shop
Social responsibility

BRAND BENEFITS

FUNCTIONAL

We always provide reliable, credible and understandable advice and tailor-made services.

EMOTIONAL

Even if one has little or no financial knowledge, they can be prepared for the future.

NLB

BRAND FOUNDATIONS

Pillars of brand's behavior that determine its culture, product and service development, user relations and communication.

Care
Knowledge
Understanding

Safety
Trust
Modernity

BRAND PERSONALITY

Set of human characteristics that we want people to relate with our brand. They determine the tone and style of brand's behavior and communication.

Confident
Respectable
Advanced
Inspiring

Emphatic
Accessible
Positive