



IDEA
BANK

INT_004
COM_004

3/24

Status/Status:
An/Year:
Amplasament/Location:
Suprafață construită/Built area:
Client/Client:
Premii/Awards:

Built/Construit
2015
București, România
200m²
Idea Bank
-

CUMULUS

IDEA
BANK

INT_004
COM_004

4/24



1 Recepție
Reception



2 Recepție
Reception



3 Sală meeting
Meeting room

The project for environmental branding comes as a part of the new brand vision implemented by Brandient.

The general concept in arranging Idea Bank branches takes into account the brand's characteristics and values: simple, fresh, honest, informal, powerful, different. The specific design elements, the materials used and the proposed layout contribute to a relaxed and attractive atmosphere for customers and create a strong image on the market.