

OTP bankcard design brief

Background information on OTP Bank

OTP Bank is the leading bank in Hungary, offering high quality financial services and digital banking solutions for more than **18,5 million clients in 11 countries**. We serve our clients with more than **35 thousand employees**, in more than **1,400 branches** and with over **4,000 ATMs**.

The cornerstones of the group's strategy is **growth** – both organic and acquisitive, **stability, profitability and innovation**.

OTP Bank is also a responsible service provider and an active player in society; sustainability is a key value to make an impact through enriching **cultural values, promoting sports** and **improving financial culture**.

Brand values

OTP can be described as a brand person as such a leader, who provides safety in everyday life, shows the way forward and offers new opportunities.

He wants to be the first, but knows that in order to be the first, he has to take care of all of us. He impacts our life. Based on his knowledge and experience he continuously innovates and develops. Always strives to be better, to be able to give more, while remaining valuable and useful for the people around him.

Mission: OTP listens to its customers and based on its competency the bank innovates continuously, so that customers can always rely on the bank's simple, comfortable and better financial solutions.

Brand values:

Customer-centered
Continuous development
Knowledge
Growth
Legacy

OTP Brand visualization

Visual style of OTP Group

The visual world of OTP has to deliver a reliable, competent and helpful banks' image who puts customers first in its every product and service, to be able to provide them comfortable, simple and efficient banking. We cannot suggest a parental or a dependent relationship, but a friendly, polite and caring partnership. Our appearance has to be admissible, understandable and has to reflect our modern mindset, dynamism and continuous work for development.



Appearance

Design has to be fresh and long-term at the same time. The appearance is always simple, clean and easily comprehensible, never messy, crowded or ornate. Our design cannot be alienating or excluding.

Patterns

The logo of the OTP Bank is well known and appreciated, it means stability and reliability for a long time. Our emblem dominates the new corporate identity. Its roundness and loveable form resonate the design on every platform.

Colours

We keep the basic green colours that belongs to OTP brand for the past almost 15 years, but we take progressivity and modernity with supplementary colours that are used consistently in every channel and surface. Regarding textures sustainability and eco-friendly design is expected.

Logo usage

OTP Bank logo can be used according to these simple rules:



It is fundamental rule in case of the logo, that a free space equalling at least on the third of the size of the emblem must be left around the logo. The logo can be used in coloured version or white on dark backgrounds. No other colours are allowed.



Main brand colours:

OTP Light green:

CMYK: 70,0,100,0

RGB: 82,174,48 (sRGB)

Pantone: 368C

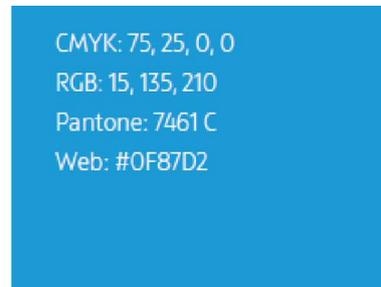
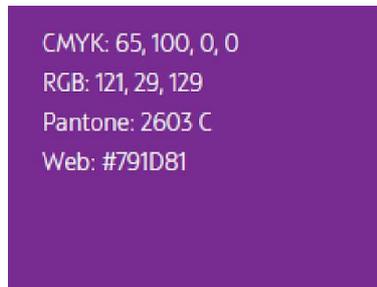
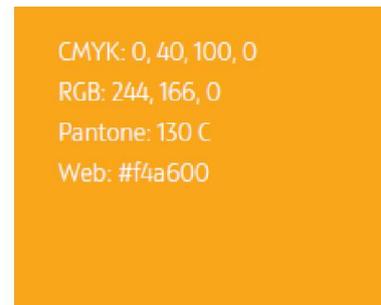
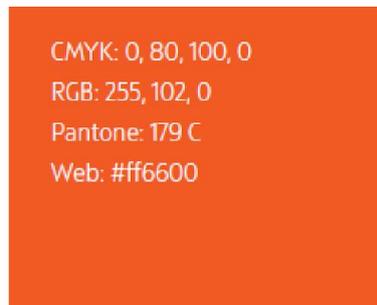
Web: #52ae30

Lab: 64,-46,52

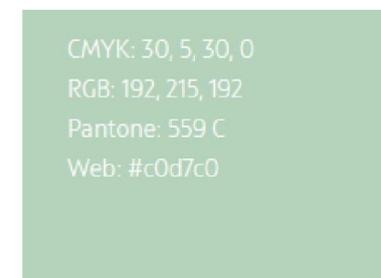
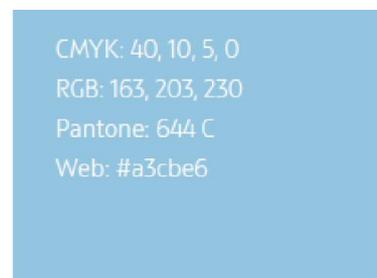
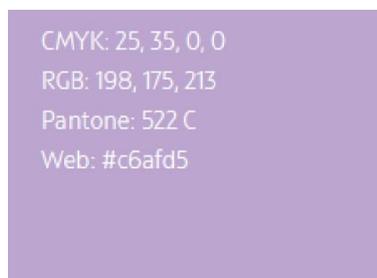
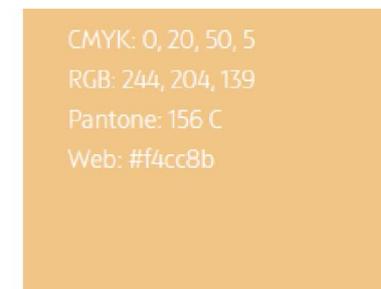
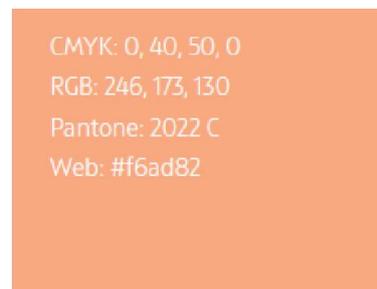
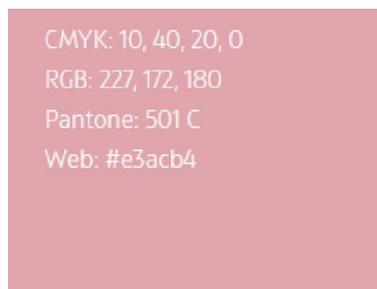


OTP dark green:
CMYK: 100,0,85,45
RGB: 0,102,72 (sRGB)
Pantone: 342C
Web: #006648
Lab: 35,-54,14

Other brand colours that can be used for design, but not for background:



Pastel colours and background colours:



- Premium and business line should also be fresh and innovative but elegant and professional at the same time.
- The card line should be easily recognizable that it belongs to the same brand.
- We do not prefer stock photos, but we encourage to use unique vector graphical design.
- Round, organic design is preferable to squares and sharp lines.
- We are open for any new technology that is used now in bank card production. The design can have metallic or fabric effects. We are open for vertical bank card design as well.
- Please follow the Mastercard card design standards while working on this task. Place the Mastercard and OTP Bank logos on the card front side, besides the mandatory like card number, expire date and debit and contactless signs. See some examples here:

