



otpbank

BANKCARD DESIGN

A BEAUTIFUL PROBLEM

The role of the credit card usage is more important than ever:
it's fast, effective, easy to follow-up, and
the credit card itself is our must have
accessory,

But it should be more
personalized and it should
give an experience as well.



SOLUTION

We propose an innovative and modern solution that puts customers first.

The user is able to have a tailor-made credit card which does not only fit into their hands functionally but it's design is based on their creativity.

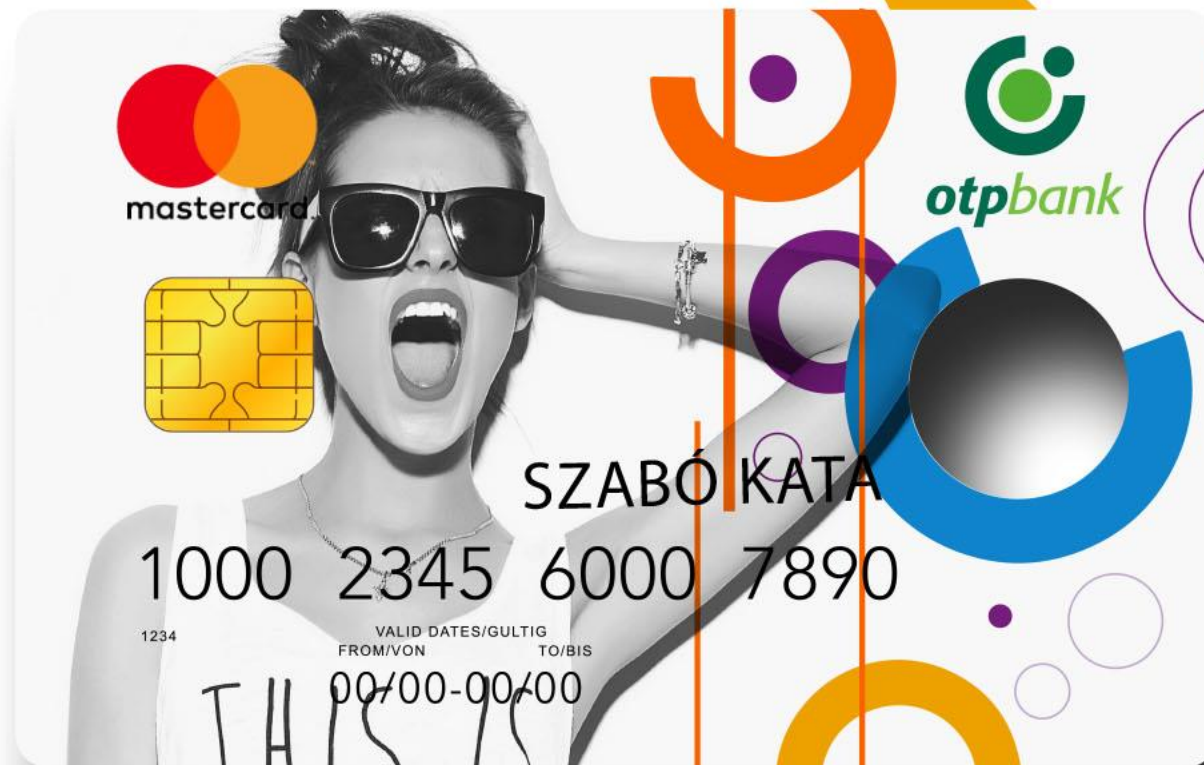


JUNIOR

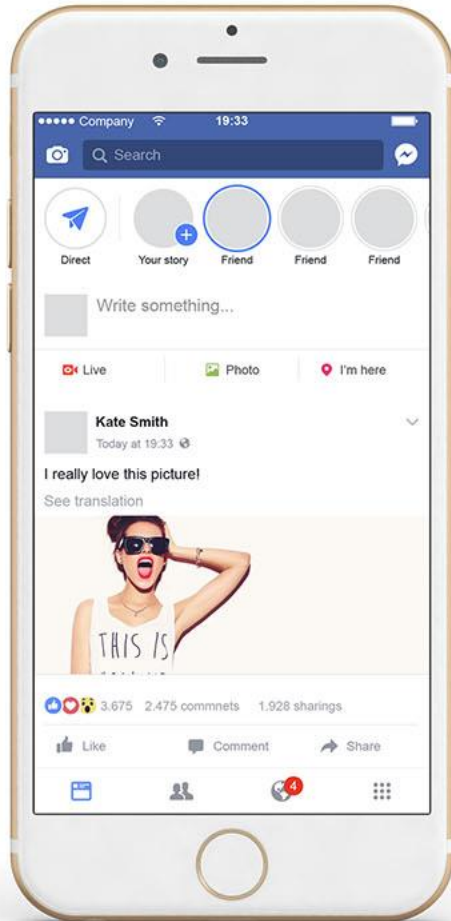
The first card of the young, bold customers should visualize their personality and reflect their creativity as well.

Using their social media profile, they can have a tailor-made design, regarding their profile colors.

Our proposed design is youthful and inspired by the energetic tones of the target group.



VISUAL CONCEPT

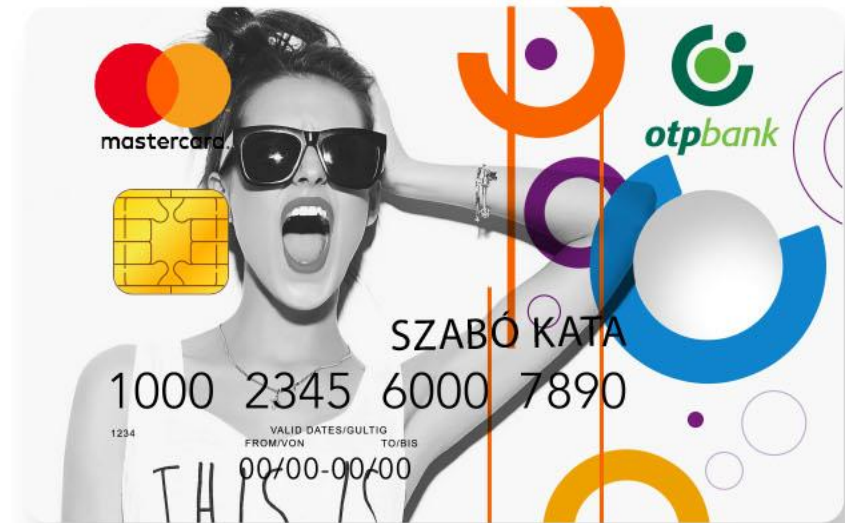


pattern form
logo elements

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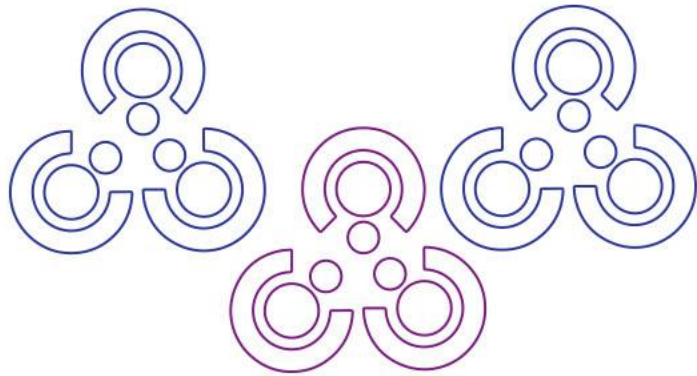
MASS

Most of the customers are using this type of card, but it still has to be lovable for everyone regardless of age and gender.

We give them the opportunity to design their card online whatever they want from our tools.



VISUAL CONCEPT



pattern form
logo elements

+



customized
background gradient

GOLD

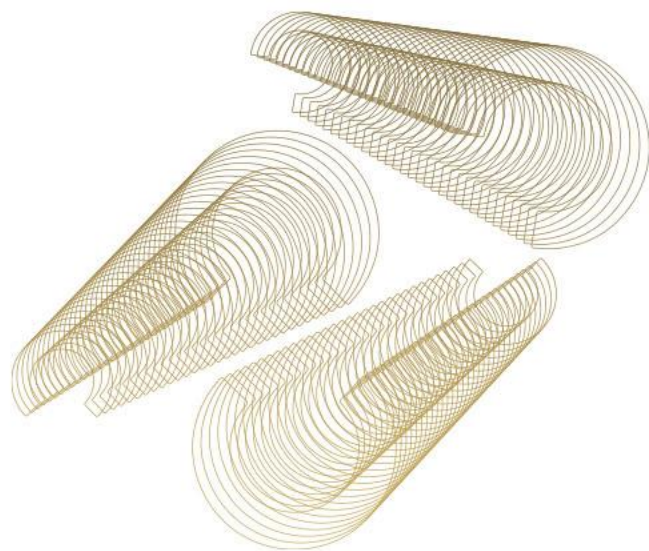
A premium credit card is like an elegant pen in the customers' pockets. It should be elegant, innovative and fresh.

To make it tailor-made we engrave the signature of the customer into the premium looking credit card.

In line with contemporary minimalist trends, this direction gives the card a more exclusive touch.



VISUAL CONCEPT



pattern form
logo elements

Bónusz Eszter

engraved signo



gold platina

THANK YOU