

Design Brief – Redesigning the Nordea Youth Program

The Client

Nordea Bank AB, commonly referred to as Nordea, is a Nordic financial services group operating in Northern Europe. The bank is the result of the successive mergers and acquisitions of different Finnish, Danish, Norwegian and Swedish banks. In October this year Nordea will move its headquarter to Helsinki. It currently serves 11 million private and 700,000 active corporate customers. The main age segment of its customers is in the range of 30-50 years with stable income. Nordea offers further special programs for minors (Children and youth 7-17 years program), youth program (Check-in for 18-28-year-olds program) and a Premium Service including investment services.

Task

*As part of the current move, the management decided to extend their youth program to attract new customers. Even though Nordea invested so far a lot of thought and effort into the youth program services, recent market analysis resulted in very little awareness and positive perception within the target age group. The favored solution by the leading management was to create an own visual brand of the youth program, especially the urban young employees and entrepreneurs - to better target and represent needs and wishes of this generation. As part of this new image campaign Nordea is looking for a **new visual identity**. It should combine the current reliable and trustworthy image with a more approachable, and trendy perception. That is why you, an external designer, are asked to make a first visual exploration to this task in form of a **moodboard**.*

*In the end you will have the opportunity **to present** your thoughts together with the created moodboard and how these could be used as design elements for later branding in print and web (e.g. in Fig. 2).*