

BANK OF AMERICA



PLANNING AND VISUAL EDUCATION

2019 Student Design Competition

Invitation to Design

The 2019 PAVE Design Challenge invites you to create the ideal on-campus free-standing pop-up banking experience for students at the beginning stage of the financial journey.

What would you like the power to do?

At Bank of America, we ask this question every day of all those we serve. It is at the core of how we live our values, deliver our purpose and achieve responsible growth.

Our Values:

Deliver together. Act responsibly. Realize the power of our people. Trust the team.

Our Purpose:

To help make financial lives better, through the power of every connection.



The Design Challenge

Your challenge is to design a semi-permanent freestanding pop-up experience that is high-tech, high-touch, and can live on your college campus and serve as a place for everyday banking, travel, auto, and/or student loan support, credit card advice, financial education and ATM transactions.

Program Requirements:

- **2 ATMs** located in a covered area. They can be on the exterior or interior of the structure. This is an opportunity for you to design an innovative ATM experience so no machine specifications are being provided.
- **Service desk or teller experience:** When coming in for a quick consultation, what should that experience be? Is it a live person greeting you? A virtual assistant? A person via video?
- **Private meeting room** that will accommodate 2-4 people, ~250 SF.
- **Video conference room** for 1 on 1 conversations with a video financial advisor, ~100 SF.
- **Open seating area** that can flex to be used for educational seminars with 10-15 participants, This is open for a little creative programming as you think about what would drive curiosity in students to want to engage in this pop-up. ~500 – 600 SF.
- **1 ADA compliant, client-facing restroom.**
- **Lockable storage** for belongings of 2 Financial Advisors.
- **Total SF not to exceed 1200 SF** with a **max height of 14 feet**. Do not include back of house space.
- Must be self contained and climate controlled.



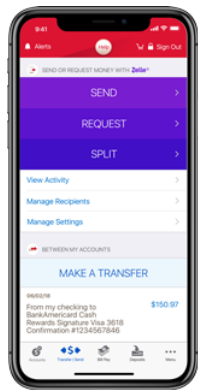
Delivering an Omni Banking Experience

Retail banking is undergoing a transition from transactions to relationships, and channel capabilities are rapidly evolving to serve Client needs and expectations.

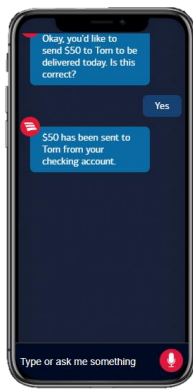
Bank of America's digital banking channel is best-in-class, streamlining transactions through capabilities like mobile check deposit, virtual assistance, quick transfers, and tools to manage spending and budgeting. At the same time, digital cannot fully supplant the physical banking experience, where Clients want to engage through relationships to support complex banking needs.

As Clients increasingly cross digital and physical channels, their expectations for a disparate, multi-channel experience are evolving into expectations for a consistent, integrated, and personal omni-channel experience. We aim to deliver.

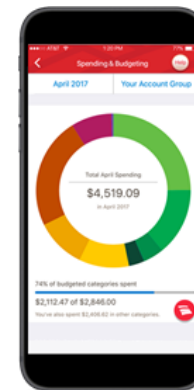
Consider this an invitation to reimagine what it means to have an integrated, high-tech, high-touch experience in a physical space.



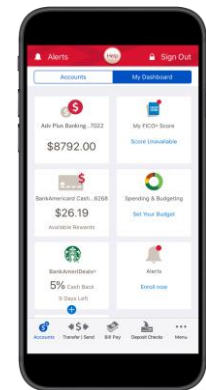
Zelle Transfers



Erica: Virtual Assistant



Spending and Budgeting



Schedule an Appointment



Bank of America Brand Identity

Bank of America recently announced our new brand identity. It is part of a larger repositioning effort that is grounded in the tagline, **“What would you like the power to do?”** This campaign is intended to demonstrate the impact Clients and communities can have when they feel empowered to achieve their goals. It speaks to the role Bank of America wants to have as a partner in their success.

What would you like the power to do?

Our **new logo** has a sophisticated all-caps style that better emphasizes our name and reinforces Bank of America as a premier global financial services provider working to fulfill our Clients’ **holistic financial needs**. The flagscape update reflects a more **modern brand** that delivers both **cutting-edge technology and high-touch solutions** for Clients. The use of our logo is intended for the scope of this competition only and may not be used for any other purpose.



Before



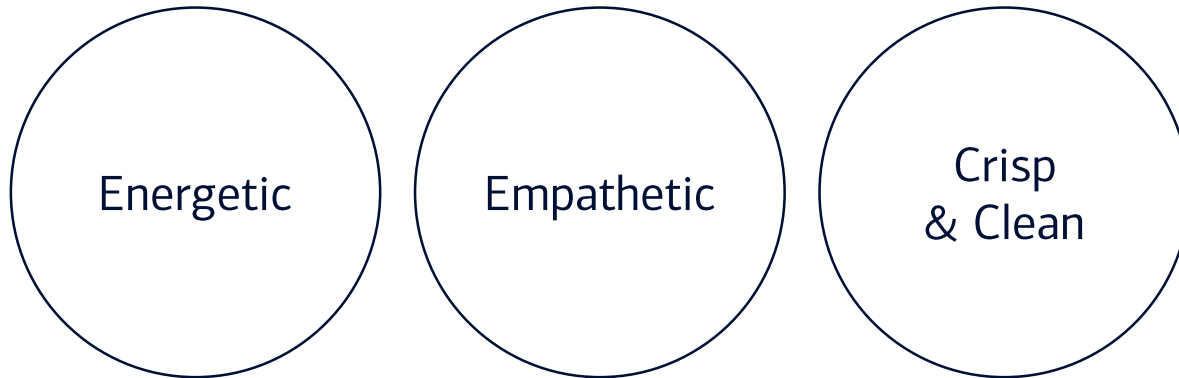
After



Design Principles

Bank of America is evolving the design of our Financial Centers in order to align with our new brand identity and support the rapidly changing experience of banking.

This is how the brand should feel:



Our people come born with can-do optimism and determination, and a get-it-done spirit.

We are understanding, supportive listeners. And above all, we're human.

Less is more. Less content. Less steps. Less friction.

Bank of America is currently updating the design of our Financial Centers to better represent our new Brand Identity. Therefore we are intentionally not sharing any images or renderings with you so that you might have the opportunity to provide your own translation of what this means for the physical space. We are focused on:

Creating an **intuitive** and **welcoming starting point** for our Clients.

Providing a **dynamic and flexible open space** to allow for a **variety** of conversations.

Re-thinking the **teller experience** to create more **meaningful interactions**.

Providing **inviting + secure spaces** for **personalized** conversations.



Color + Materials Palette

The materials palette is intended to be fresh, modern, trustworthy and inviting. The patterns are for use in branding the space. Red provides the primary brand recognition but should not overwhelm the space. Blue plays a supporting role. This is a starting point for your project. Your design should feel like an extension of this palette, but can be tailored and localized to fit into the fabric of your campus and community.



Visual Identity

A modern logo reflecting a contemporary brand that delivers both cutting-edge technology and high-touch solutions for our Clients. The brand is a symbol of a culture of service today, and one that looks to what the future holds for our Clients, the communities we serve and our teammates.

Primary

Preferred, full color

Use our primary full-color logo on white (or light enough) backgrounds whenever possible.



Single color, white

Use our white logo on dark backgrounds (e.g. images, darker patterns, blues and reds):

- “on camera” backdrops
- ideally only as a sign-off, if the full-color logo has already appeared (e.g., web footer)



Secondary



Research

Learn more about Bank of America and its competitors to enhance your understanding of this design challenge. Suggested research strategies include:

- Download the Bank of America app on your phone to better understand the digital experience
- Visit a few of your local Bank of America Financial Centers
- Visit some of our competitors to better understand the experiences they are providing
- Focus group with fellow students to understand what they need from an on-campus bank
- Explore what environments, services, and experiences outside of banks might inspire the ideal experience for Bank of America, e.g. better conversations, teller interactions, and digital interactions
- Watch our latest ad campaign: [What would you like the power to do?](#)
- Recommended Reading:
 - [Bank of America Unveils New Brand Positioning – “What would you like the power to do?”](#)
 - [The Balancing Act: Omnichannel Excellence in Retail Banking](#)
 - [Omnichannel Banking Goes Beyond Seamless Transactions](#)
 - [Omnichannel Banking: From Transaction Processing to Optimized Customer Experience](#)



Final Deliverables

- Concept statement that describes the design direction and how it delivers on Bank of America's values (limit to two paragraphs)
- Image strategy (Format: mood board of no more than 10 images) that inspires and visually describes the experience
- Floor plan that includes a client journey overview
- 1-2 perspective views in context (optional birds-eye view or exploded isometric)
- 2-3 vignette views of key experiences including ATM, video conference room, service desk/teller experience and lounge/educational flex space
- Materials palette
- Your name and school should NOT appear in any of your presentation materials.
- Note: illustrations can be hand or computer generated. You will be judged on the quality of the renderings and their ability to clearly and dynamically tell the story of your concept.



Entry Requirements and Format

**Entries must be received by
5pm Eastern Standard Time on
Thursday, November 7th, 2019.**

Send to:

ATTN:
Rebekah Sigfrids (PAVE Design Entry)
Bank of America
50 Rockefeller Plaza, Suite 309
New York, New York 10020

- This competition is open exclusively to undergraduate college students.
- Students may enter as a team of two or submit an individual entry.
- Each student must complete and submit an online entry form.
- Students from the same school can send multiple projects in one package
- Entrant name(s) and school name(s) should not appear anywhere on the presentation pages or cover.
- Mailed submission **MUST INCLUDE**: Physical/printed entry, registration and disclaimer form(s), pdf version of your finished project on a thumb drive (labeled with your name). All materials must be kept together (binder clips preferred, but feel free to be creative).
- Design may be hand-drawn, rendered, photographic, and/or computer-generated
- 8.5"x11" or 8.5"x14" size format, total length of submission not to exceed 14 single-sided or 7 double-sided pages (excluding cover page)
- Entries will not be returned; students are advised to keep a copy of their entries.
- Do not contact Bank of America about the competition. All questions should be directed to info@paveglobal.org.



Judging

The team of judges from PAVE and Bank of America judge all entries blindly.

- **15% Design Concept:** Imagination, inspiration, and creativity
- **25% Space Solution:** Traffic flow, fixture layout, merchandise exposure, adjacencies, form, and organization
- **25% Interior/Architectural Design:** Style, appropriateness, colors and materials, fixtures, use of technology, lighting, and merchandise presentation
- **25% Branding:** Logo color, style, signage, graphics, and integration of technology
- **10% Quality and professional presentation** of work



THANK YOU

We are excited to see YOUR vision for
The Bank of America Experience!