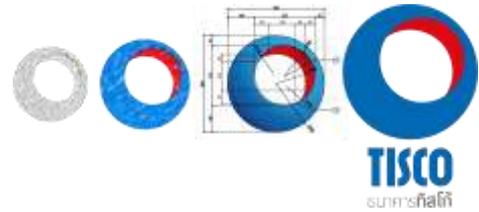


For immediate release

The launch of the newly re-branded TISCO Bank

The evolution of a brand



TISCO was established in 1969 as the first investment bank in Thailand. It has since developed several financial services to serve the increasing needs of the Thai growing economy and has become one of the leading financial institutions of the country.

About a year ago TISCO embarked on a new page in its successful journey by a taking a new look at its brand and how it reflects the bank ethos. Fenn Designers were privileged to be part of this journey.

Fenn Creative team worked alongside TISCO’s visionary directors to conceive the complete new look of the Brand.

We generate a design guide that defines the WHY (**TISCO Brand Style Guide**), WHAT (**TISCO Standards Prototypical Manual**) & HOW (**How to use TISCO Manuals**) of the “New Brand”.



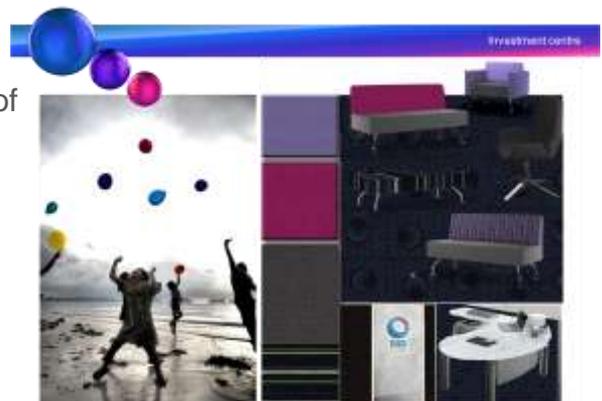
The concept was driven by 3 main principles;

*Prioritise the Message; Strong Logo presence, open, transparent, uncluttered.

*Memorable Colour Story; a consistent colour story that is memorable through TISCO’s unique design features.

*A new image that reflects the ethos of TISCO Bank; Catering to the full SPECTRUM of the people.

The next step was the implementation of the design guide throughout all TISCO’s bank branches in Bangkok and in the rest of Thailand’s provinces which we are currently undertaking.



For immediate release

The newly opened & re-branded TISCO's head office bank



About Fenn Designers

Architects | Planners | Interior Designers

Fenn operates as a team of highly experienced designers guided by a collective vision to deliver the best designs and services to clients. Fenn believes in a holistic approach to design that evolves from the narrow focus on aesthetics to embrace other disciplines working together to create synergy between people and places.

Lead by the vision of Dr. Chafia Ferhat an Architect, Planner and her daughter Lydia, an Interior Designer who has returned to Thailand to join the practice after graduating from Florence, Italy.

**To arrange an interview with the minds behind the TISCO Rebranding concept,
Please contact:**

Lydia F. Tiasiri
PR Manager

Aekamon Sivakoses
PR Assistant

f.lydia@fenndesigners.com

s.aekamon@fenndesigners.com

+662 714 3995-6

fennprm@fenndesigners.com

www.fenndesigners.com