

## Barclays Bank Brand Guidelines

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~~Brand equity in the Marketing strategy of Barclays – By repositioning itself as “go to Bank” in the year 2014 Barclays have recreated a culture of trust. Barclays has through its recent advertisements have tried to educate customers of their financial needs and how Barclays is helping/ enabling them to achieve the same.~~

~~Marketing Strategy of Barclays - Barclays Marketing Strategy~~

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~~from Barclays Bank PLC to the ring-fenced bank. A number of potentially material legacy conduct matters need to be resolved at acceptable cost. A way forward to capture the opportunity and mitigate the risk of the UK's exit from the EU needs to be found, depending on the final~~

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~~GUIDELINES Section one Welcome to our brand June 2017 5 Our multi-brand portfolio Our portfolio of iconic brands offers real choice for customers and businesses. So we can meet the needs of much wider audiences through our scale and reach. The value of our portfolio is driven by our brands distinct and powerful associations that appeal to different~~

~~Lloyds Banking Group Guideline (update)~~

~~Lloyds Banking Group is best known for its portfolio of financial services brands that features many of the UK's best-known brands. Together they allow the Group to serve the breadth of financial needs of a diverse range of millions of customers every day.~~

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