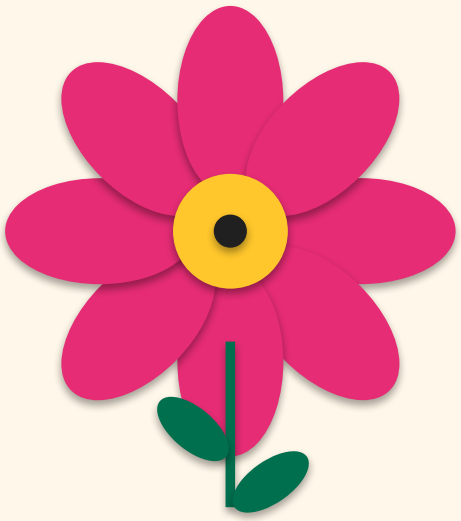
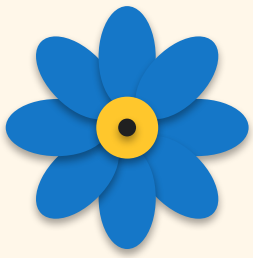


BANKING FEELS LIKE HOME.



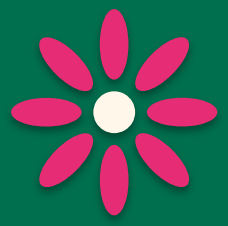


LA BANCA TAMBIÉN PUEDE SENTIRSE COMO EN CASA.



A bilingual brand platform for tanda.
Strategy / Art direction / Speculative launch

MONEY IS PERSONAL.



Banking should feel like it understands you.

LANGUAGE

Clear words in the language you choose.

CLARITY

Less jargon. More confidence.

BELONGING

An experience that feels familiar.

Design hypothesis based on TANDA's founder brief; customer research is still required.

ONE BRAND IDEA.
TWO LANGUAGES.
ROOM FOR EVERYONE.



Banking feels like home.

La banca se siente como en casa.

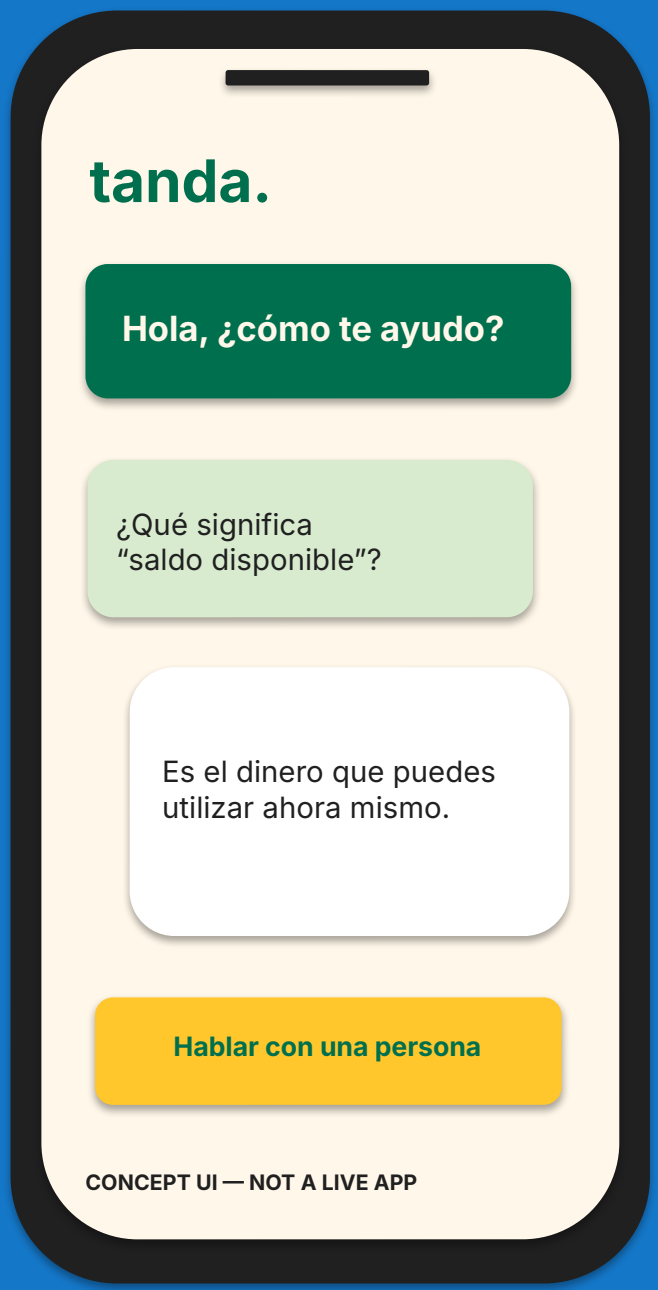


Warmth without confusion. Culture without exclusion.
Personality without sacrificing financial clarity.

YOUR MONEY.
YOUR LANGUAGE.
YOUR PACE.

Tu dinero. Tu idioma.
A tu ritmo.

A more approachable way to understand everyday banking.



THERE IS NO ONE WAY TO GROW.

For your first paycheck. For your family.
For whatever comes next.



FIRST PAYCHECK

Start with confidence.



FAMILY BUDGET

Make room for everyone.



NEXT CHAPTER

Move at your own pace.

A tu manera. En cada etapa.

A LITTLE MORE COLOR. A LOT MORE CLARITY.

Artful identity.
Simple everyday experience.



ORIGINAL ART DIRECTION • NO CARD ISSUED

A potential artist-led card series inspired by Mexican botanical and tile traditions.

THREE PILLARS.
ONE CONSISTENT VOICE.



01 SIMPLICITY

Make money feel easier.

Hazlo sencillo.

02 COMMUNITY

Made with community in mind.

Pensado para nuestra comunidad.

03 CONFIDENCE

Understand more. Worry less.

Más claridad. Más confianza.

ONE IDEA.
MANY TOUCHPOINTS.

01

SHORT-FORM SOCIAL

Bilingual creative, 15–30 sec explainers.

02

COMMUNITY PARTNERS

Artist and local-business collaborations.

03

AUDIO + OUTDOOR

Simple memorable copy, EN / ES.

04

LANDING EXPERIENCE

Transparent concept page + research signup.

CREATIVE WITH A JOB TO DO.



These are proposed tests, not campaign results.

DISCOVER	Reach, impressions, 3-second views
UNDERSTAND	Message recall, bilingual comprehension
TRUST	Qualitative confidence + concern themes
EXPLORE	Qualified concept-page visits, research opt-ins



THE FUTURE SHOULD FEEL FAMILIAR.

tanda.

Banking feels like home.
La banca se siente como en casa.

CONCEPT ONLY — NO ACCOUNTS, CARDS OR BANK PARTNER ARE LIVE.