Nations Trust Bankâ€™S New Identity



Nations Trust Bank unveiled its new brand identity, ushering a new image that represents core values of flexibility, simplicity, responsiveness and innovativeness.

Ajit Gunawardene, Chairman, Nations Trust Bank, stated, “This rebranding exercise

is only one of the initiatives which the bank will implement as part of the Board-approved Strategic Plan. We have now got all the elements in place and look forward to the next phase of growth."

Zulfiqar Zavahir, Director / CEO, Nations Trust Bank, said, "The Nations Trust Bank brand mark is of central importance to our identity going forward. Its unveiling comes at an opportune moment. We are poised to usher in a new level of convenience and services targeted specifically at our customers."