

# The T Card System

## America's Digital Money









# THE BANK OF THE UNITED STATES

# Scratchboards

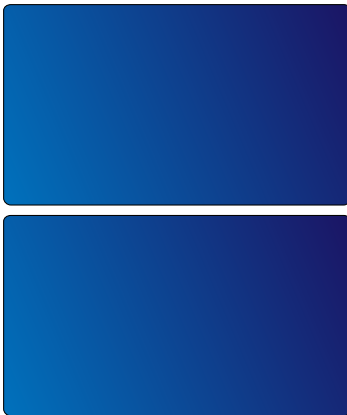
North American Department of the Treasury : Thesauri Americae Septentrionalis : Americae Septentrionalis Omni Argentaria

MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS

## T CARD SYSTEM



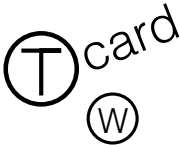
T CARD  
SYSTEM



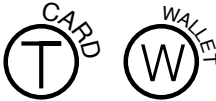
tcard



wallet



T CARD>>>>



ABM AUTOMATIC BANKING MACHINE





# Word List

honesty  
integrity  
money  
cash  
security  
safety  
accessibility  
patriotic  
American  
lasting  
stability  
solvency  
accepted  
member  
efficient  
service  
friendly  
ubiquity  
convenient  
high tech  
technology  
future  
past  
unique  
possible  
savings  
United States Of America  
gernerosity  
public

# Three Words

## Cost Effective

We don’t pay our executives millions of dollars, we don’t give billions of dollars to Wall Street in dividends and we certainly don’t bribe ourselves billions of dollars to get access to the Federal Government. And most importantly we do not rely on taxpayer bailouts to keep running. We lower your fees, your taxes, your interest on loans because we don’t answer to profits, executive pay or Wall Street.

## Accessible

This product is available worldwide at any machine that accepts SmartCard money. Almost all countries will have places where you can use your T Card. We are the Federal Government and we operate in all corners of the globe so you can rest assured you can find a branch anywhere you want.

# Trust

People need to feel trust in the bank in order to put all their life savings into it. We don’t ganble with people’s deposits, nor do we pay ourselves more for making more profits. We are under no pressure to defraud your nor sell you things you can’t afford or don’t need. Also unlike our competition we do not finance terrorism, drug cartels, dictators, nor assist in tax evasions to name a few crimes.

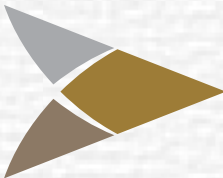
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Banks

MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS

Banks with basic merchant services and electronic payment systems.

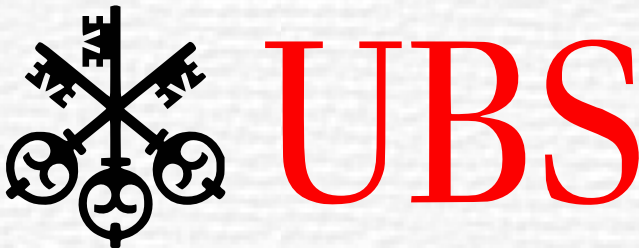


BNY MELLON

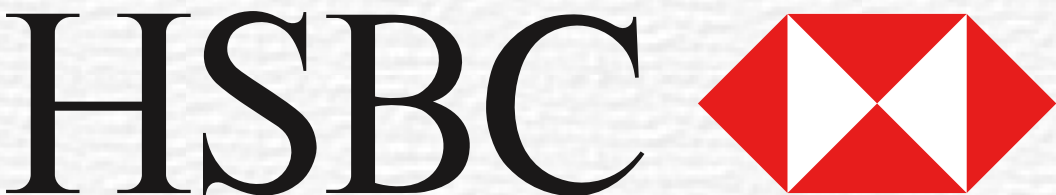


BNP PARIBAS

MIZUHO



Banks that also issue money.



The Royal Bank of Scotland





Creative Brief

Brian Imagawa | T Card System

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Page 1

What is our task?

The idea of the campaign is to design an awareness campaign intended to inform primarily small business owners and working class people of the merits of the new T Card system. This new campaign will be a web based, print and motion spot to highlight the benefits of the T Card System. The other goal is to inform as many people as possible of the existence of the system as well as its benefits.

Why are we doing this?

Our administration feels that the core message is that the T Card is good for the economy, good for your pocketbook and good for small business. By allowing freer access to money and reducing the financial strain of getting money that mostly affects working class and small businesses consumer spending can pick up because consumers will have more money for themselves and not the big banks. Imagine if you could save thousands per year on bank fees and cash access fees, and merchant fees you could do a lot more buying to help the economy.

Who are we talking to?

Small business owners and working class people

What are we trying to achieve?

The idea of the campaign is to design an awareness campaign intended to inform primarily small business owners and working class people of the merits of the new T Card system.

How are we going to do this?

Explain how the system will save them money and how it gives them safe and secure access to their money.

What is the main idea we need to communicate?

The T card will save you money.

Why should they care?

They can save money with the new system.

They can access their money more readily, more secure than cash, easier than credit and debit cards.

They can expand their payment options.

What do we want them to do?

Our administration hopes millions of Americans will sign up for the T Card on its launch and hope that millions of merchants will be ready to accept them on launch day.

How do we want them to feel about the brand?

Belonging in a group of T Card Members, accomplished in freeing themselves from the big banks, independent from banks and their fees, and confidence in the bank's stability.

Creative Brief

Brian Imagawa | T Card System

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Page 2

!

What are our requirements?

Logo, Voice Recording for Radio, InDesign motion graphics, FCC (Federal Communications Commission) Approval, OMB (Office of Management and Budget) approval for all the forms, GSA (Government Services Administration) approval to issue communications, OIG (Office of the Inspector General) legal approval on all advertising messages, FTC (Federal Trade Commission) resources for regulating commercial applications, DOJ (Department of Justice) authorization for the creation of the Bank of the United States Police Department, the Treasury Department for all management, photos of cash registers and P.O.S. terminals, official forms and letters, webhosting, professional photographers, coders, heralds, proofreaders, lawyers, bankers, graphic designers, and media time and space.


Key Dates

Example: Week 1

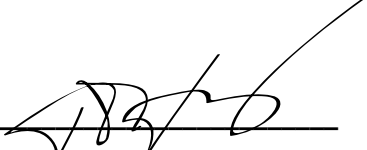
Week 7

Week 14

Client approval:

  
Barack Obama  
President of the United States

AM approval:

  
Thom Hartmann  
President of the Bank of the United States



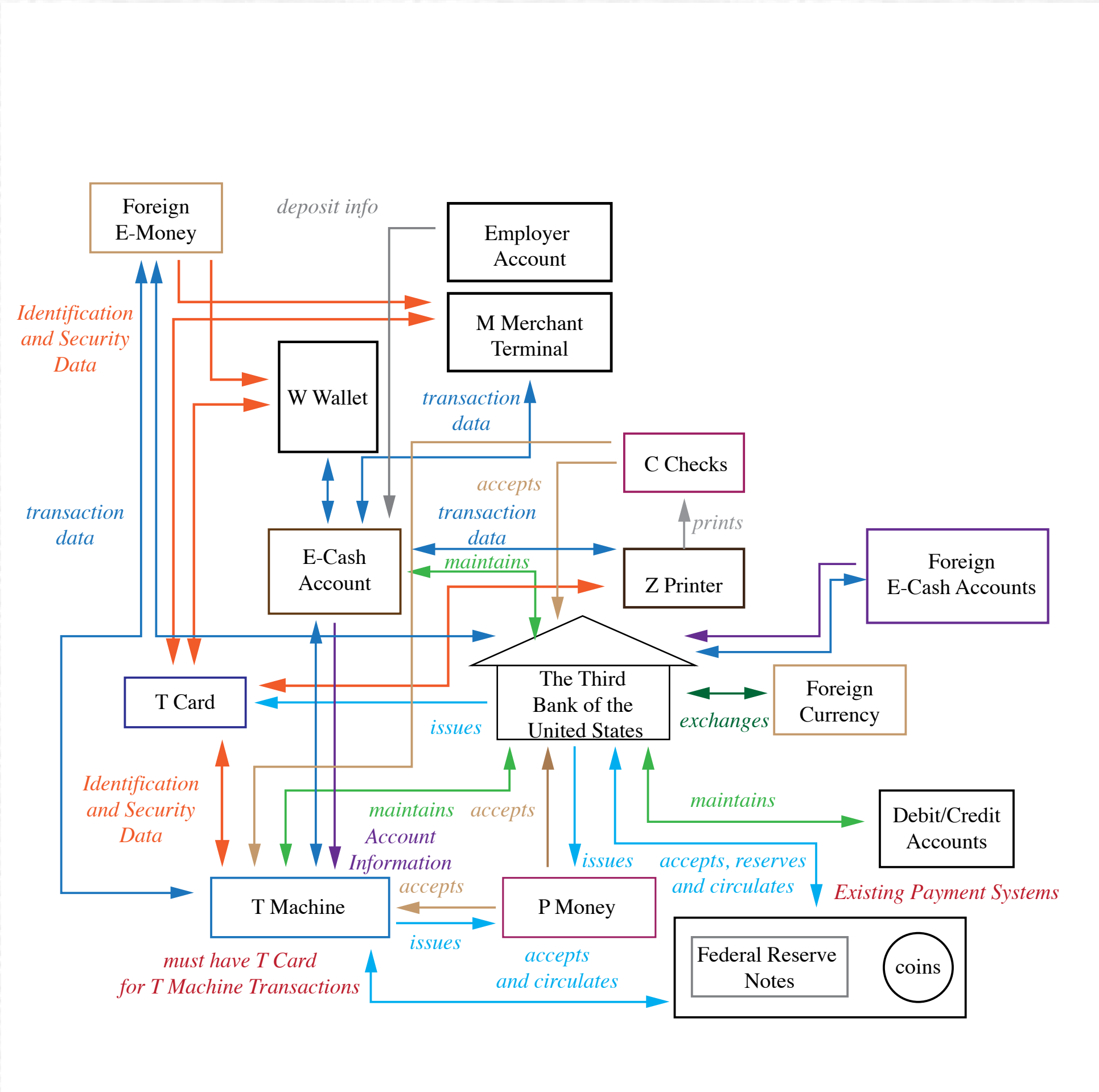
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Research & System

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The System



A Tribute To America's First Responders





# THE BANK OF THE UNITED STATES

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## Personas

MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS



Persona 1: Andy  
Occupation: Auto Repair  
Position: Owner

Andy is an owner of a small business and he is looking for ways to maximize his overhead and reduce costs. The T Card will help him by expanding his payment methods and offering him a valuable service at little to no fees.



Persona 2: Maria  
Occupation: Student  
School of Acting

Maria is a student of acting at a certain University in San Francisco, she part times as a waitress. She makes very little and much of her pay goes to bank fees. She needs a way to bank without breaking her financial situation.

## Benefits

Both Personas will benefit greatly from the T Card because the T Card will allow them access to their money with no fees. The T Card is modernizing the way we look at money and the way we handle our daily expenses. This will save money not only for these two but you too. Even large businesses will benefit greatly.



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Supporters

## A Sampling of Some Groups Supporting the T Card



Big Box Stores



Botique Stores



Workers Unions



The 99%



First Responders



Our Troops



Artists



Politicians

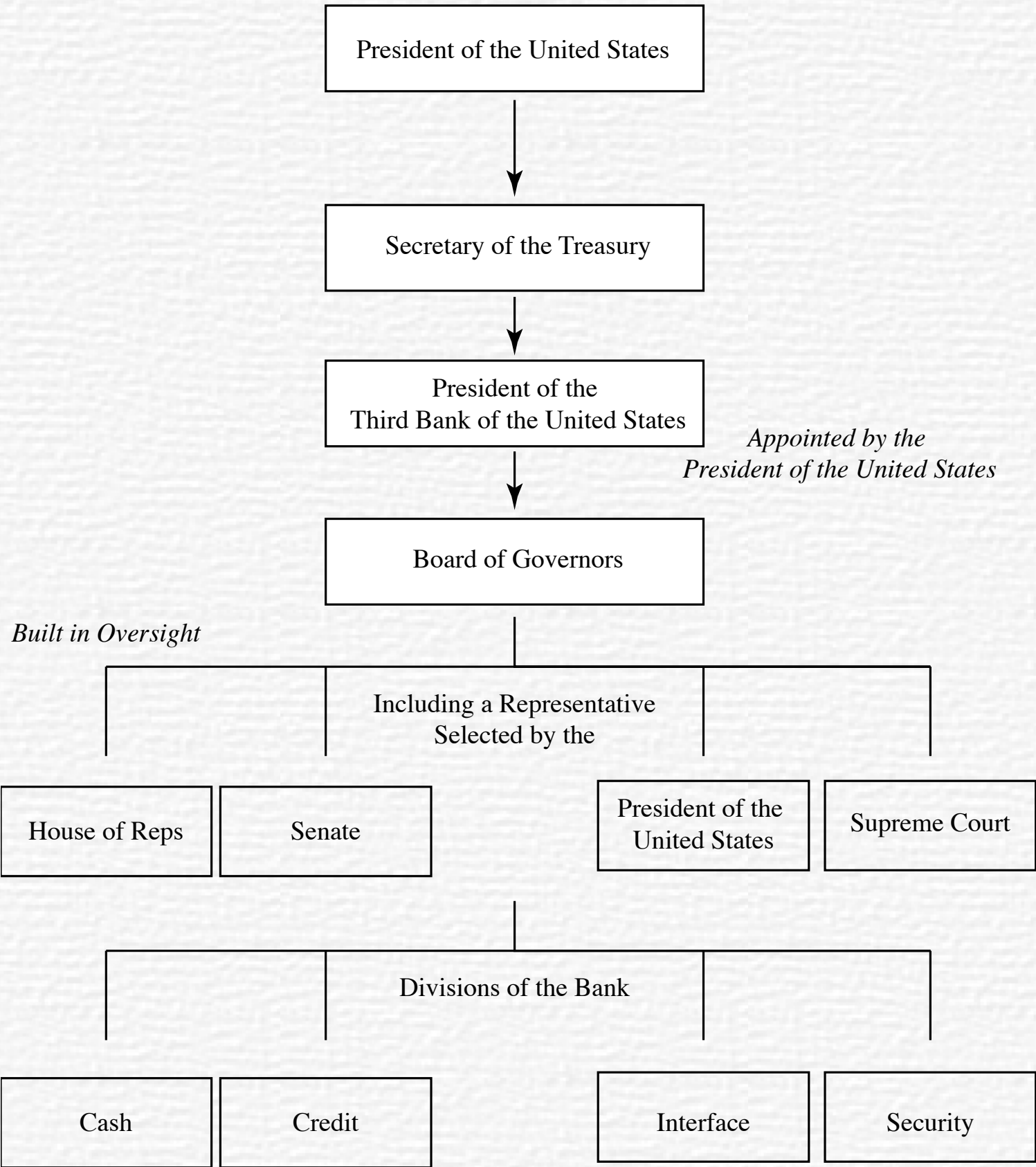


THE BANK OF THE UNITED STATES

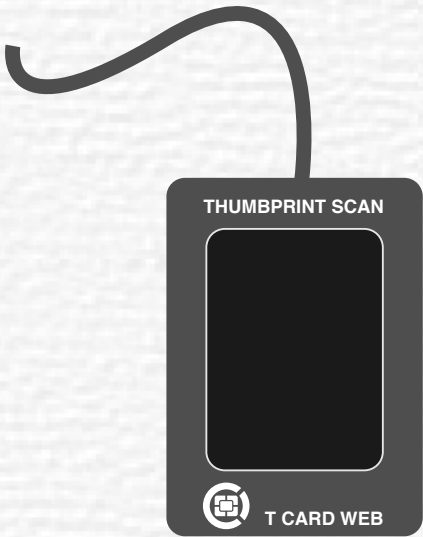
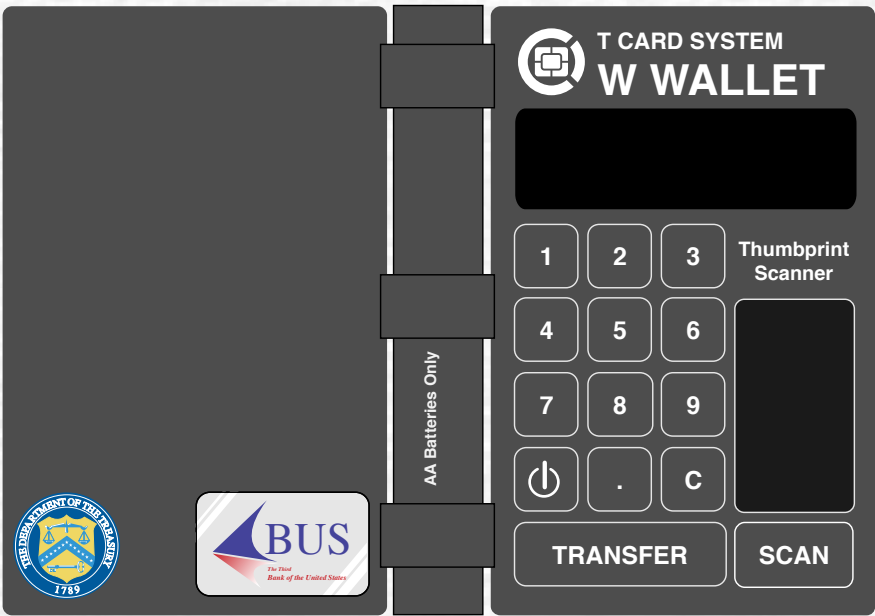
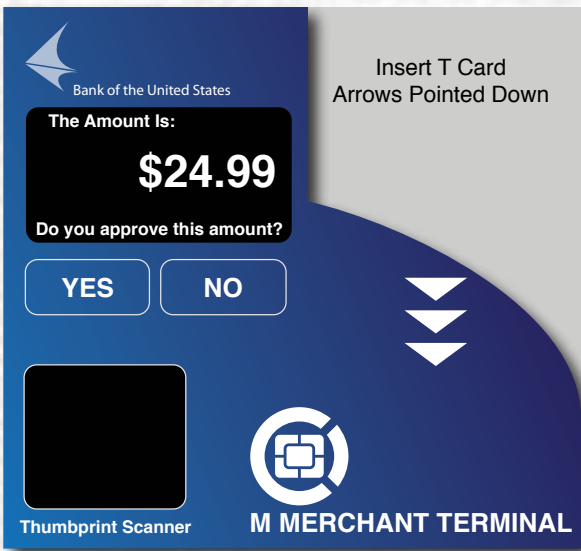
The System

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MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS



An independent police agency called the Bank of the United States Police Department will be responsible for the security of the bank and its properties.





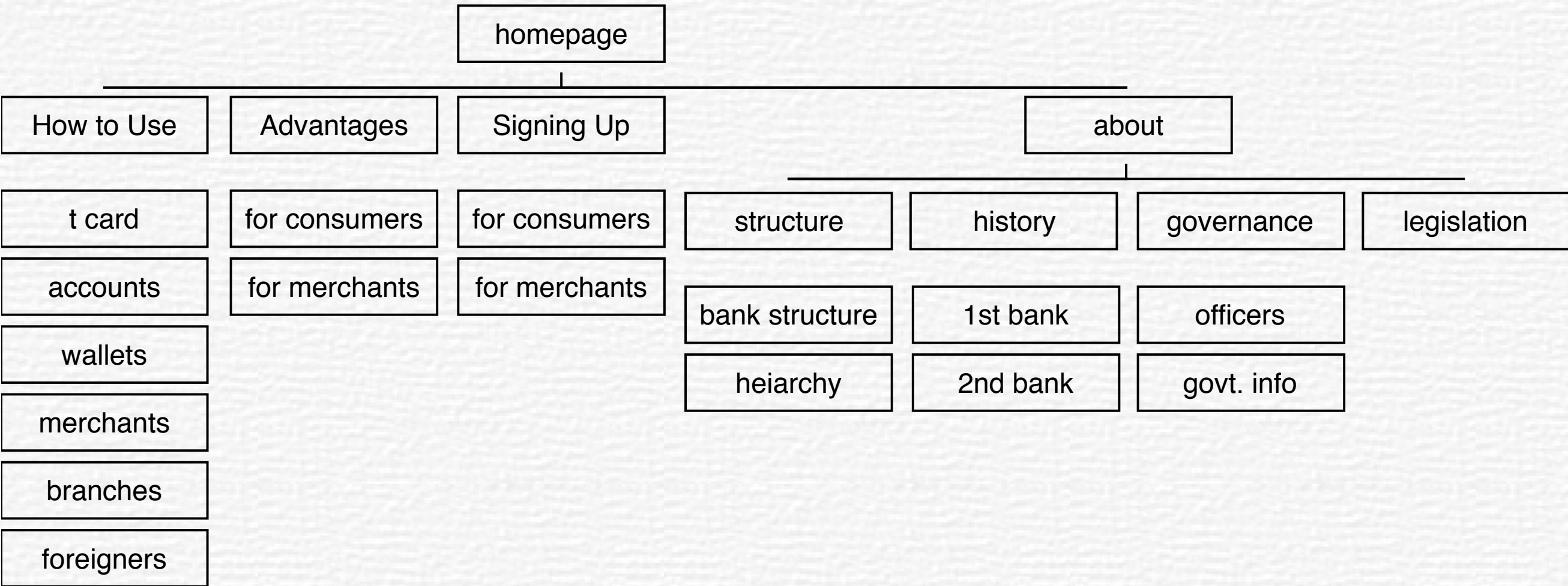
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Website

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Informative Website



Colors

Red (165,0,0)	Blue (0,165,0)	Money Color (0,85,0)	Golden (247,234,80)
Silver (186,211,211)	Royal (96,0,32)	Natural Green (175,240,175)	Sunshine (247,193,80)

Fonts

Times New Roman

the quick brown fox jumps over the lazy dog

Helvetica

the quick brown fox jumps over the lazy dog

Rationale

These fonts are used in abundance in every day life to an extent where some may say they are cliché. However an aura of stability and trust are exuded from them. One of the most important emotions that people must feel when doing business with a bank is confidence.

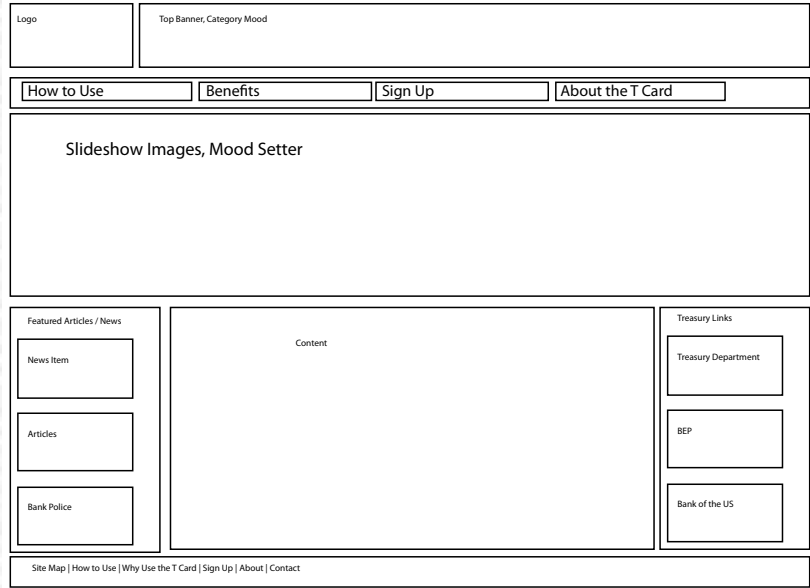
Times New Roman is a conservative font that has remained unchanged for the past 81 years when it was designed by Victor Lardent for the British newspaper *The Times*. This font is an easy to read serif font that does not call attention to itself yet is elegant in form and style.

Helvetica is a Neue Haas Grotesk font and is perhaps the most recognizable font in the history of fonts as it is used everywhere. It is a squarely set font that is good for headlines and titles where sans serif is called for. For the purposes of a bank this is a good font because it does not call attention to itself so the patron can concentrate more on the content rather than the font and design.

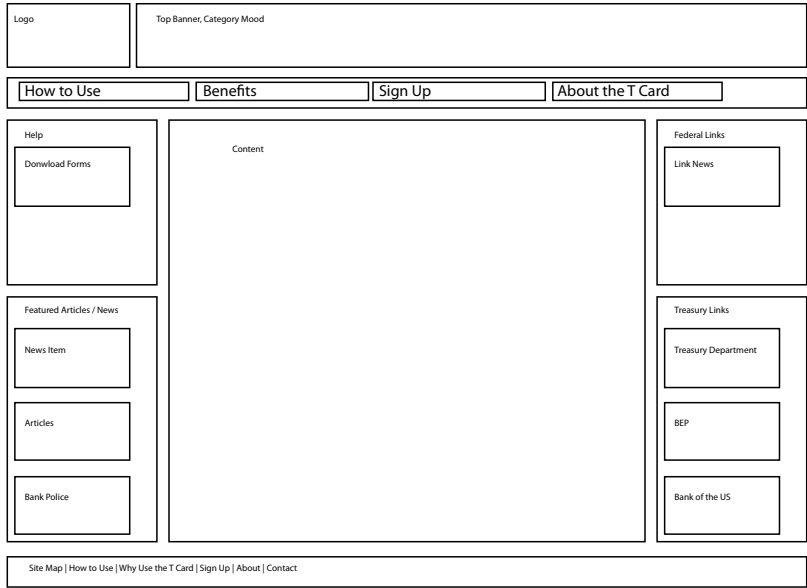
Nothing says Government more clearly than the use of these fonts.

Wireframes:

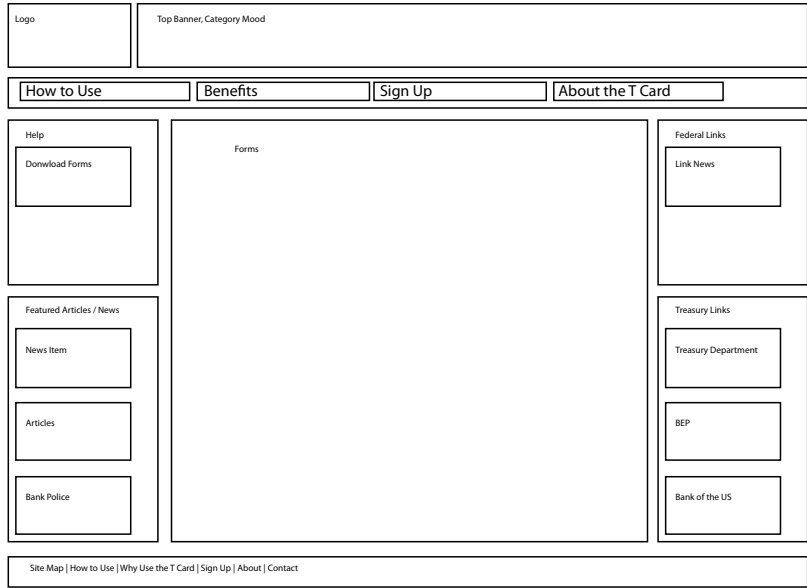
Home



Category



Signup





Homepage

Logo

Top Banner, Category Mood

How to Use

Benefits

Sign Up

About the T Card

Slideshow Images, Mood Setter

Featured Articles / News

News Item

Articles

Bank Police

Content

Treasury Links

Treasury Department

BEP

Bank of the US

Site Map | How to Use | Why Use the T Card | Sign Up | About | Contact



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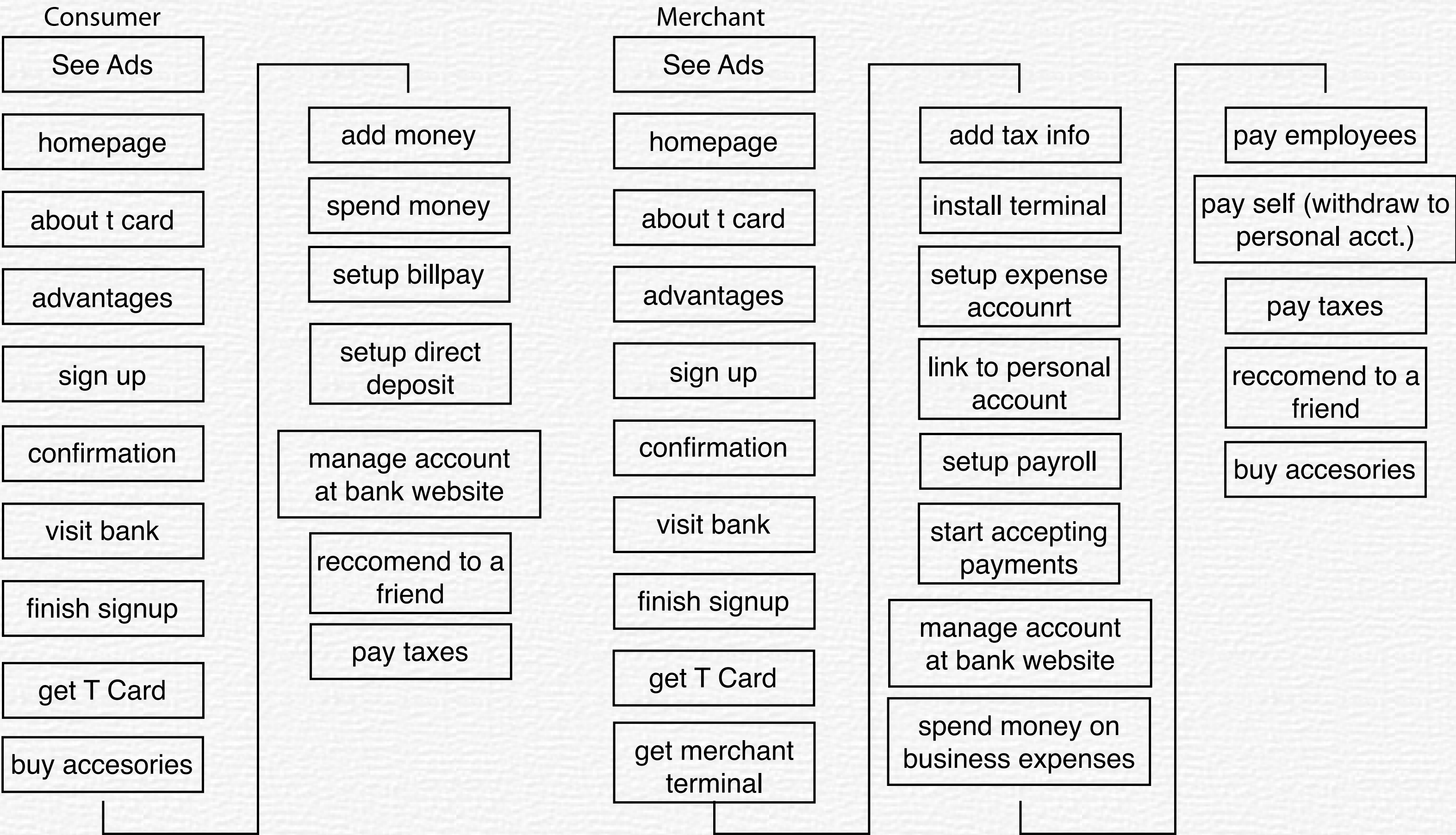
BEP

Bank of the US

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User Flow





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Brand Positioning

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MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS

Old Banks



The way the banks are currently operating is not a fair way to operate, nor is it efficient. When the banks control the money they can give themselves everything. Look at the results of the last audit of the Federal Reserve Bank, the big banks gave themselves 26 trillion dollars in 0% loans in a short span after the stock market crash of 2008. Our administration wants to position our opponent the “Federal Reserve Bank” as an inefficient organization for the purposes of enriching the large bank’s investors and executives.



Our new bank stands for small business and competitiveness. We are the bank that charges no fees to use our system. We will make life easier for the less fortunate. Unlike big banks we do not gamble on Wall Street that means **safety**. We are independent from Wall Street and profits, we are stable and committed. We don’t have customers, we have members who are a part of our community.



# THE BANK OF THE UNITED STATES

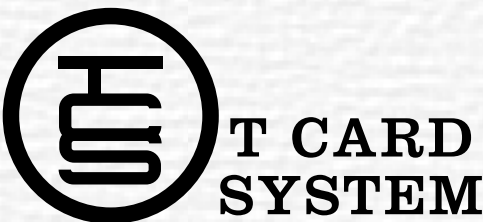
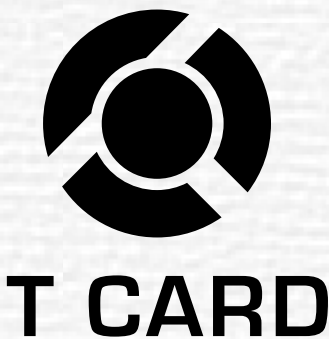
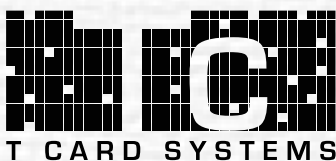
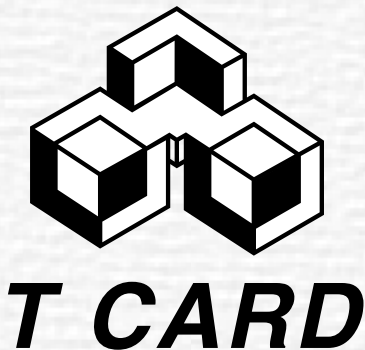
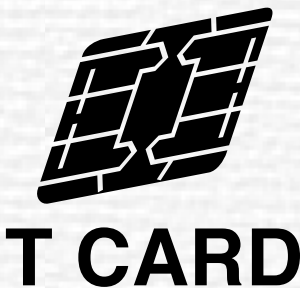
## Logo Development

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tCard









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MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS





## Logo Variations

1







T CARD

2







T CARD

3



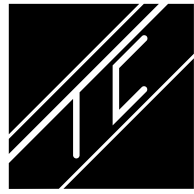
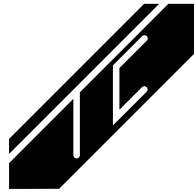


T CARD

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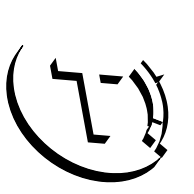

T CARD SYSTEMS

5







T CARD

6





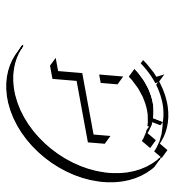

T CARD

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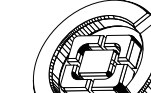



T CARD

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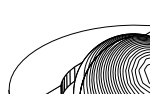



T CARD

9







T CARD

10






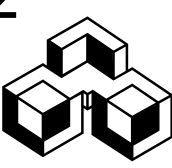
T CARD

11







T CARD

12






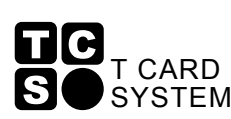
T CARD

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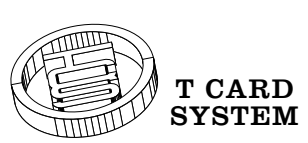
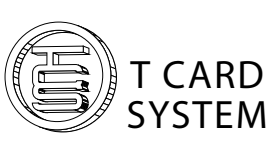


T CARD

14





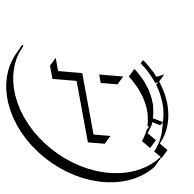

T CARD

15





T CARD

16



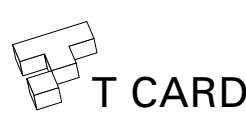
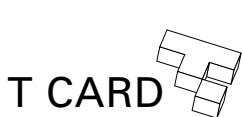
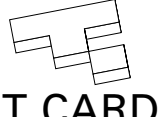

T CARD

17




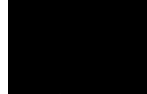


T CARD

18







T CARD

19

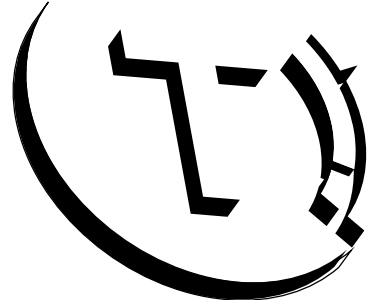


T CARD

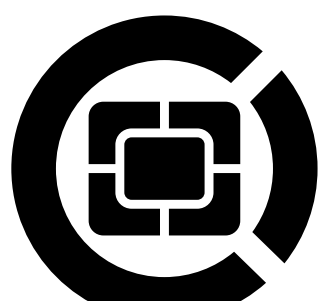
20




T CARD



T CARD



T CARD



tCard



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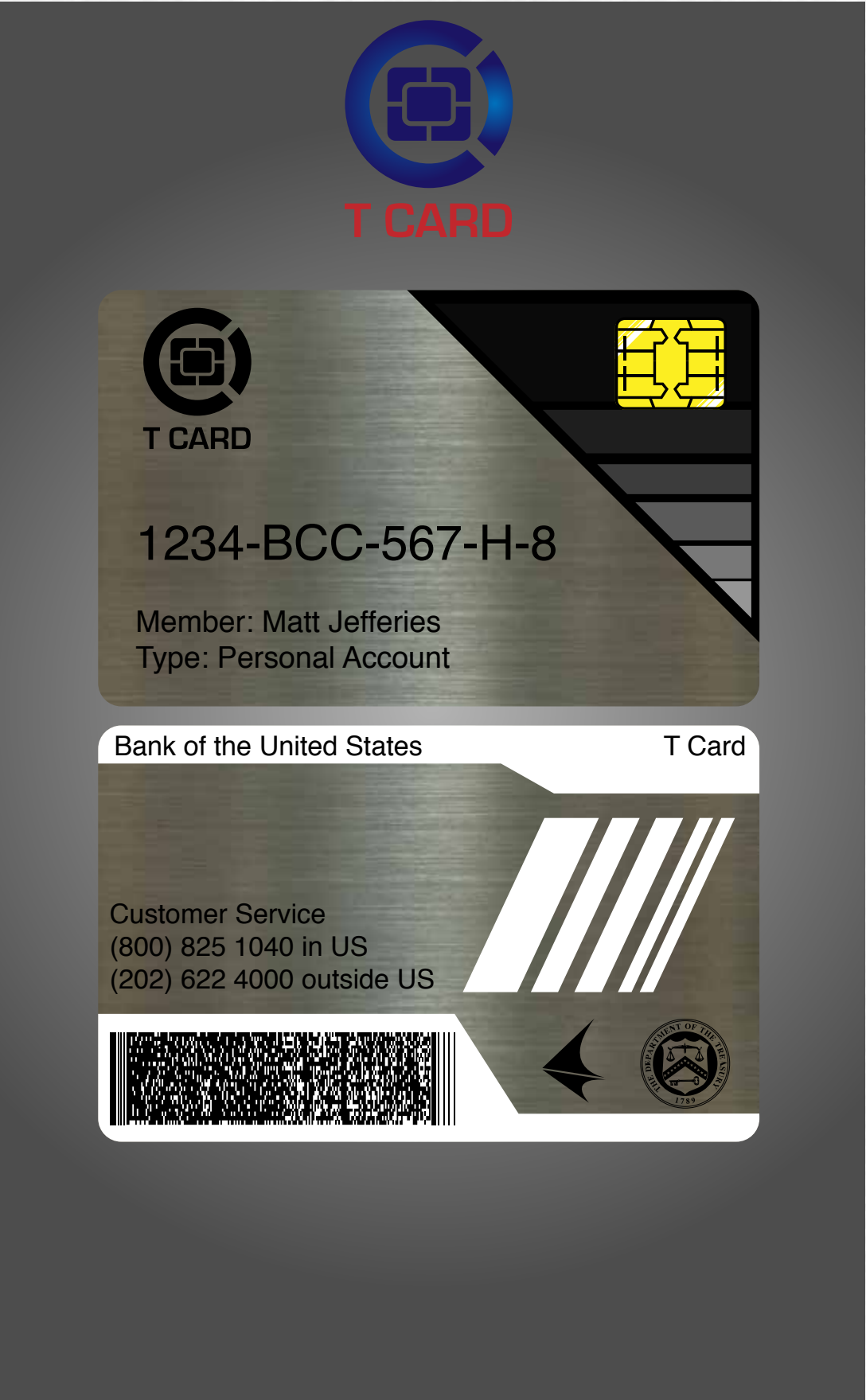
## T Card Concepts

MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS

Option 1:  
Clear



Option 2:  
Aluminum


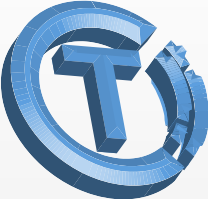


Option 3:  
Black





Techie







Possible Colors

Sub-Headline

This nation keeps looking forward.

a text link >>

Photo Style



Headline

Our administration feels that the core message is that the T Card is good for the economy, good for your pocketbook and good for small business. By allowing freer access to money and reducing the financial strain of getting money that mostly affects working class and small businesses consumer spending can pick up because consumers will have more money for themselves and not the big banks. Imagine if you could save thousands per year on bank fees and cash access fees, and merchant fees you could do a lot more buying to help the economy.

Button



Grey



### Possible Colors



### Photo Style



### Sub-Headline

This nation keeps looking forward.

[a text link >>](#)

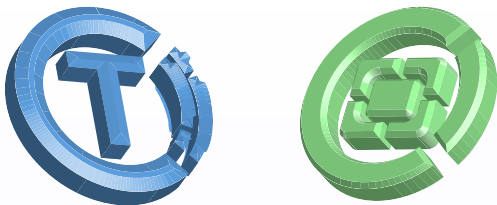
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Button



Chippy



Possible Colors

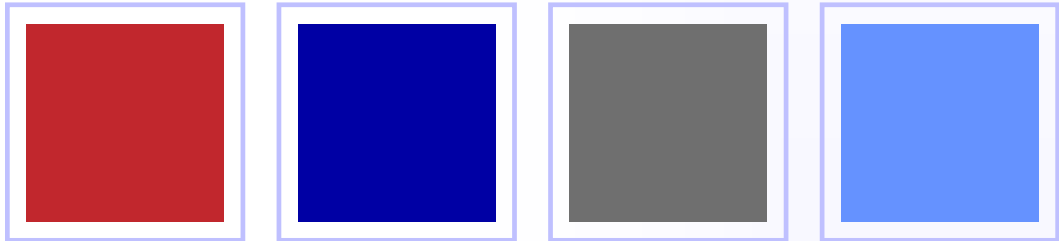


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Button



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Postal Marketing

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MOOD BOARD | WORD LIST | WEBSITE | BRANDING | LOGO | THREE DIRECTIONS | SCRATCHBOARDS

Priority Mail Marketing





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Checks and Cash

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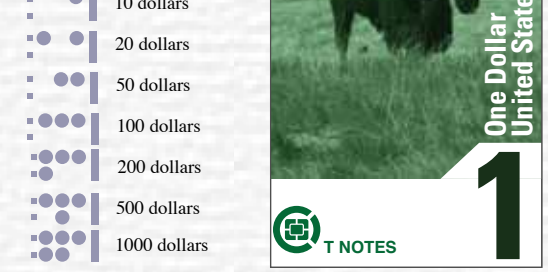
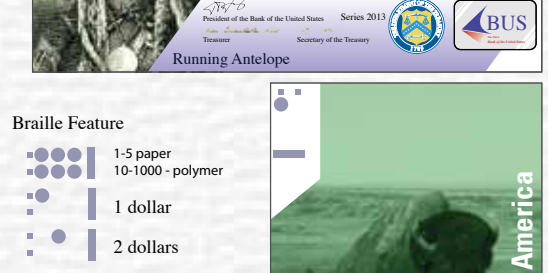
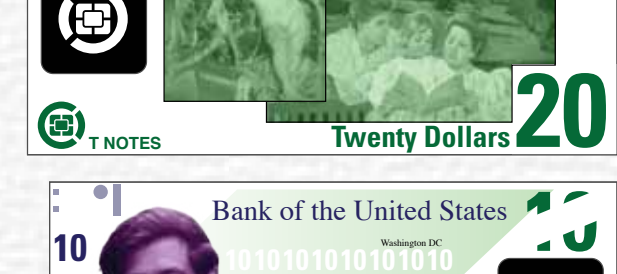
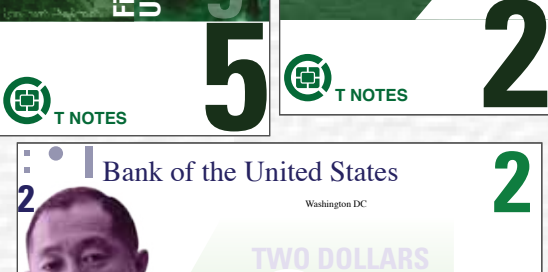
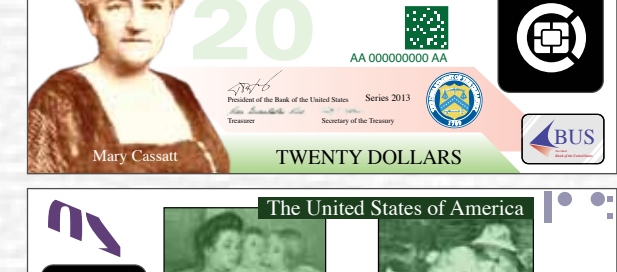
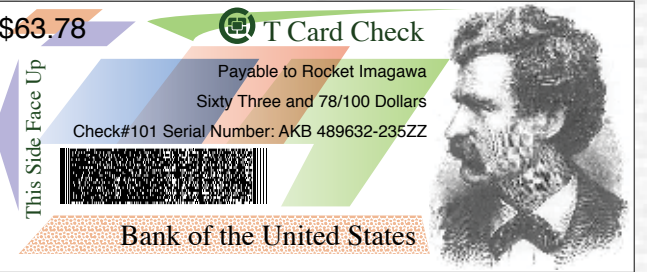
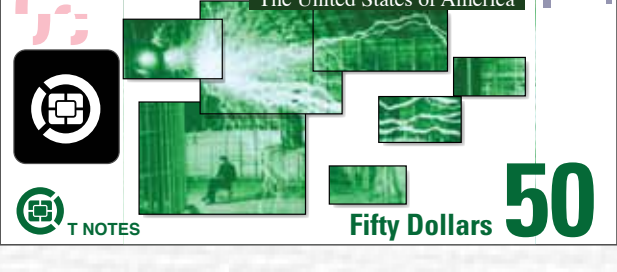
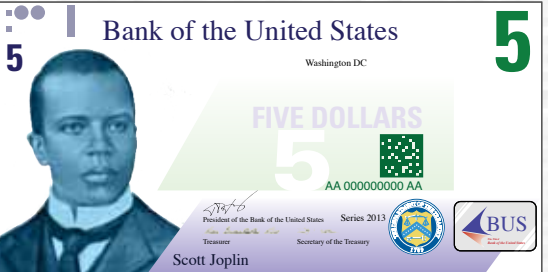
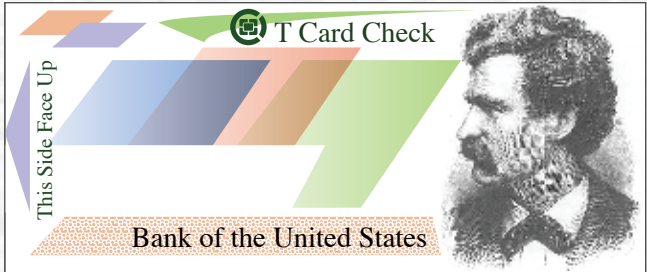
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Printed Money and Checks

The T Card checks and printed money are to ensure anonymous transactions. They are also handy when the power is out and there is no cell phone signal.

The purpose of this is to complement the electronic money and retain monetary control within the Treasury Department. I chose famous American writers scientists and musicians.

The check printer is displayed below.



- Braille Feature
- 1-5 paper
  - 10-1000 - polymer
  - 1 dollar
  - 2 dollars
  - 5 dollars
  - 10 dollars
  - 20 dollars
  - 50 dollars
  - 100 dollars
  - 200 dollars
  - 500 dollars
  - 1000 dollars

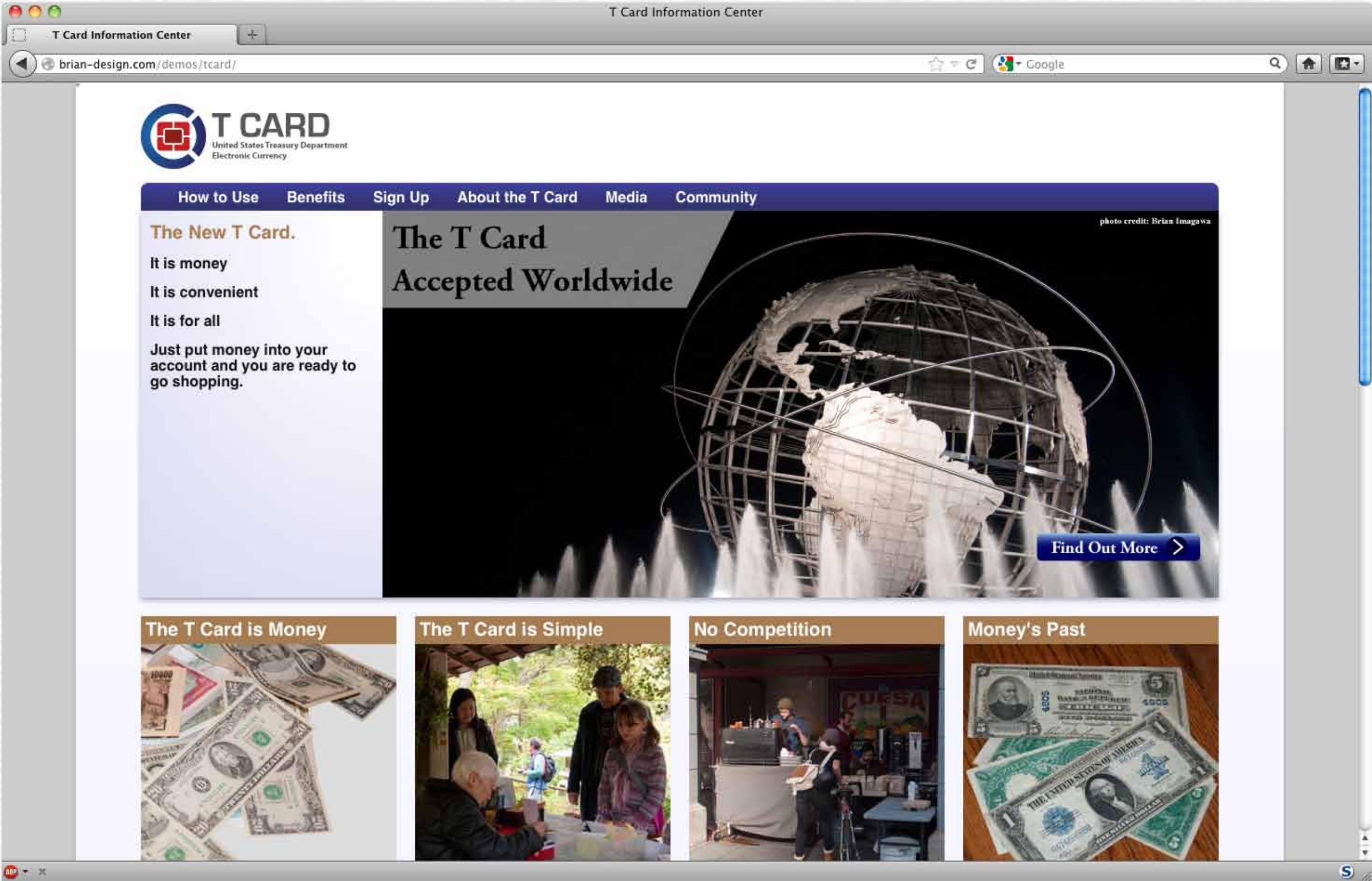


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