
background.

As the 10th oldest bank in the country, BankProv (formerly The Provident Bank) has been deeply rooted in the communities we serve for nearly 200 years. With a nationwide marketing strategy planned for the future, the Bank needed a natural distinction from the numerous other institutions drawing the name "Provident" throughout the country. In addition, the Bank needed an entirely new destination website to function as an online portal for the savvy new business clientele that they were seeking to onboard, particularly in the cryptocurrency/digital asset space.

The old website had a hyper-local feel with a traditional green and gold color scheme and community-focused content. It lacked content, interactivity, clear navigation and usability. Even though BankProv was transitioning from a branch-based model to a global online strategy, we were also sharply focused on continuing to serve our current clientele. The new look and feel also needed to emphasize a strong people focus, showing the faces of the professionals who are behind the bank.

After more than a year of an extensive self-discovery process, complete with client, employee and stakeholder interviews and a detailed competitive analysis, The Provident Bank rebranded to BankProv in July 2020 and launched the new website as the cornerstone of the rebrand.

the new bankprov.

BankProv chose Vital Design out of Portsmouth, NH, as our strategic partner on the website design and development because their services went well beyond giving our website a facelift. The team at Vital had the ability to introduce a sleek, cutting-edge look that properly conveys our heightened digital capabilities, by pulling from their expansive experience with other tech-focused industries.

The redesign showed that even though BankProv is one of the oldest banks in the country, it is our mission to embrace new technologies in FinTech and digital currency to better serve our customers. Our new website featured motion graphics with moving globes and nodes that have an ethereal, futuristic feel. The homepage truly became a showpiece to set the tone for our rebrand.

By expanding our company and leadership pages, we also reaffirmed our values of strong community relations and a focus on sponsorship. We balanced the new modern elements by retaining strong people-first imagery on the personal and business banking pages.

A strong mobile experience was also a top priority. Here, Vital wanted to push beyond just stacking and shrinking sections to fit on mobile devices. Instead, smaller screens get a curated experience with menus, sliders, and fonts, all carefully optimized for maximum readability on the go.

Please see the attached, supporting link to our website, case study by Vital Design and static images of our old website. Thank you for considering BankProv for this award!