



The Challenge

BBVA experienced a rapid growth through acquisition that resulted in inconsistent and antiquated brand expression for their ATM network. Additionally, they have developed high profile marketing partnerships with professional associations such as the NBA, and sports venues like BBVA Compass Stadium in Houston, Texas.

BBVA Compass:

Implementing a consistent ATM brand network nationwide

After an initial successful design and installation of creative surrounds at BBVA Compass Stadium, Sterling ATM was selected to design and implement a consistent ATM brand for their entire ATM network.

The Result:

Sterling developed a family of cost effective products to project a clean and updated look to their ATMs. We managed every aspect of the implementation from site survey to manufacturing and installation. From high-end custom locations like Houston Tower and BBVA Compass Stadium, to refurbishment of one-off ATM structures, Sterling is living up to their creed of *Keeping it Simple*.

