

ORIGINAL VERSION

FILIALE

WWW.DEUTSCHE-BANK.DE



Filiale suchen

PROPOSAL

DEUTSCHE BANK FILIALE



COMMENTS

In the Deutsche bank web site there is an icon for searchig for Filiales/ offices. They use a house and clarify with text that this means Fileales.

The usage of the icon for house is confusing because we tend to think of family not of a corporation. My propolsal is to use current localization icon with the brand logo to give it a stronger meaning for users. I consider that the icon used before with out the text is not helpful. With this modification they can use in localization maps and other media.