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Title: Barclays Bank Brand Guidelines

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customers of their financial needs and how Barclays is helping/ enabling them to achieve the same.

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Title: Barclays Bank Brand Guidelines

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from Barclays Bank PLC to the ring-fenced bank. A number of potentially

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material legacy conduct matters need to be resolved at acceptable cost. A way forward to capture the opportunity and mitigate the risk of the UK's exit from the EU needs to be found, depending on the final

**Building the bank of the future -**

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our brand June 2017 5 Our multi-brand portfolio Our portfolio of iconic brands offers real choice for customers and businesses. So we can meet the needs of much wider audiences through our scale and reach. The value of our portfolio is driven by our brands distinct and

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powerful associations that appeal to  
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best-known brands. Together they allow the Group to serve the breadth of financial needs of a diverse range of millions of customers every day.

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