

# Bank of America Shares Brand Updates

## “What Would You Like the Power to Do?”

Charlotte

Bank of America today shared additional updates to its brand positioning and logos that represent continued evolution of the brand that began in November 2018.

The company, which reported record 2018 earnings and was named Euromoney’s 2018 World’s Best Bank and the only bank on the 2019 Fortune Best Large Companies to Work For, introduced the question “What would you like the power to do?” as the centerpiece of its repositioning in 2018. This reflects the company’s progress at executing its strategy to serve people, companies of every size, and institutions through its eight lines of business, through a unified client-branded experience.

The positioning illustrates the impact that employees, clients, and communities can have when they have the power to achieve their goals and the company’s role as a partner invested in their success.

“We are committed to living our purpose and driving responsible growth on a unified basis for all we serve,” said Chief Executive Officer Brian Moynihan. “We are taking these next steps in the way our brand is seen over the coming weeks and months to better reflect this.”

The new positioning will be supported by a multiyear advertising campaign featuring clients, communities and partners. The first phase premiered in [November 2018](#). The second phase launched in early February 2019 through a series of local print advertisements in the company’s 92 consolidated U.S. markets. The ads feature the Bank of America president in each market asking “What would you like the power to do?” and demonstrate how the bank serves employees, clients, and the community. New advertising supporting the brand positioning and brand campaign will continue to roll out over time.

In November 2018, Bank of America also introduced an [updated corporate logo](#) as a visible reflection of the progress of the company, the first update to the Flagscape logo in two decades. [Today’s updates include:](#)

- **Bank of America remains our enterprise brand and also represents our banking services for people and companies.**

This includes Consumer and Small Business, the Private Bank and our

businesses focused on companies (Global Commercial Banking, Global Transaction Services, Business Banking, Wholesale Credit, and parts of Corporate Banking). As part of this, U.S. Trust will transition to the Bank of America brand as the Bank of America Private Bank.

- **Merrill will serve as the sub-brand for our investing and wealth management offerings, representing the continuum of capabilities across wealth management, from self-directed to full-service advisory services.**

Merrill Edge Self-Directed, Merrill Guided Investing, Merrill Lynch Wealth Management and Merrill Private Wealth Management (formerly our Private Banking and Investment Group) will transition to this sub-brand.

- **BofA Securities will represent our institutional broker-dealer businesses**, including Global Markets, Investment Banking, and Capital Markets.

#### Bank of America

Bank of America is one of the world's leading financial institutions, serving individual consumers, small and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. The company provides unmatched convenience in the United States, serving approximately 66 million consumer and small business clients with approximately 4,300 retail financial centers, including approximately 1,800 lending centers, 2,200 Merrill Edge investment centers and 1,500 business centers; approximately 16,300 ATMs; and award-winning digital banking with more than 36 million active users, including over 26 million mobile users. Bank of America is a global leader in wealth management, corporate and investment banking and trading across a broad range of asset classes, serving corporations, governments, institutions and individuals around the world. Bank of America offers industry-leading support to approximately 3 million small business owners through a suite of innovative, easy-to-use online products and services. The company serves clients through operations across the United States, its territories and more than 35 countries. Bank of America Corporation stock (NYSE: BAC) is listed on the New York Stock Exchange.

For more Bank of America news, including dividend announcements and other important information, visit the [Bank of America newsroom](#). Click [here](#) to register for news email alerts.

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