

The Art of Banking

Tomorrow, the sustainable and digital banking provider from Hamburg, is renewing its own look: brand, logo and debit card are changing radically. With this advance Tomorrow wants to bring more humanity into the cold business world.

“The aspiration to drive sustainable and positive change in society and the economy is now reflected even more in the brand image,” said Jakob Berndt, co-founder of the sustainable fintech. The new appearance makes the desire for change tangible: **through warmth and humanity**. Tomorrow also designed its product range in a fundamentally different way: A few months ago the premium account Tomorrow Zero, with a clear focus on climate protection was launched. Tomorrow is currently working on a feature that enables users to track the Co2 footprint of their personal consumption. A sustainable and digital investment product will follow later this year. **The provider from St. Pauli wants to differentiate from other neobanks in terms of content and appearance.**

The rebranding was developed by the Berlin creative agency “Social Social”, which specializes in social ventures. The new corporate identity is based on the hand-painted pictures of the Berlin artist duo “Platform”. Friedemann Heckel, one of the two artists, proudly says about the result: “With the combination of hand-painted paintings in a digital context, we have created a new aesthetic that is very unseen and creates a special tension.” In this unique visual language – especially in the context of the digital economy and banking – Tomorrow intends to rethink and revolutionize the world of finance. About Tomorrow: The company is the first European player to combine two major topics: “Mobile Banking” and “Sustainable Finance”. The social business from Hamburg has been offering a current account since March 2019 and already generated over 30,000 customers. In the future, a digital platform around finance with positive impact is to be developed.

About Tomorrow: The company was founded by Inas Nureldin, Michael Schweikart and Jakob Berndt to contribute to a better, more sustainable future. Since March 2019, it has been offering a contemporary checking account for everyone holding a smartphone and a healthy moral compass. In the future, a digital platform will be developed for all aspects of finance with a positive impact.

Contact

Lilli Staack • lilli@tomorrow.one • 0172-4225456 • Tomorrow GmbH • Karolinenstraße 9 • 20357 Hamburg

Tomorrow

