

ARCHITECTURE OF GTBANK IN NIGERIA: A CASE STUDY OF SELECTED GTBANKS IN LAGOS STATE

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ABSTRACT

The continuous changing faces of banking in Nigeria to attract more customers and get more conspicuous in the face of the populace is becoming a vital indicator in the growth of the banking sector. Guarantee trust bank of Nigeria is one of the key players in the banking industry that has tend to use the key element of Architecture in branding their organization and hence stand tall in the face of the users. This paper seeks to analyze selected gtbanks in Lagos state, to itemize and identify the key indicators in the Architecture of this branch in the view of observing its qualitative impact on the environment and the urban landscape in general. This research tend to use the qualitative research approach to observe all the virtues of the bank and observe how this technically influences the Architecture of the building. More so, this research made us to understand the impact of Architecture in organization structure and branding in the growth of their business values.

Keywords: Criticism, Building Envelope, Cladding, Facade, Branding.

I. INTRODUCTION

The late 20th century witnessed the emergence of several private financial institutions. Amongst these, which has influenced and changed the horizon of the banking institution through their "BANKITECTURE" philosophy, is GTbank. GTbank is a leading Nigerian bank with operations in Anglophone and Francophone West Africa, as well as the United Kingdom.. The Bank has evolved over the decades and now posed an Asset base of over I trillion Naira, shareholders' funds of over 190 billion naira and has been able to employ over 5,000 people in Nigeria, Cote D'ivore, Gambia, Ghana, Liberia, Sierra Leone and the United Kingdom. This strong financial base has enable them to embark on serial expansions into every part of the nations from east, west, south and north, using their artistic horizon, colors and principles of their banking in their Architecture. Guaranty Trust Bank plc became a publicly traded company in September 1996, and it received the Nigerian Stock Exchange President's Merit Award that year, as well as in 2000, 2003, 2005, 2006, 2007, 2008, and 2009. The Bank received a universal banking license in February 2002 and was later designated as a settlement bank by the Central Bank of Nigeria (CBN) in 2003.(Gtbank, 2021).

HISTORY OF INNOVATION AND SERVICE

Guaranty Trust Bank plc was founded in 1990 as a limited liability company with a license to provide commercial and other banking services to Nigerians.The bank began operations in February 1991 and has since expanded to become one of Nigeria's most respected and service-oriented financial institutions..(Gtbank, 2021). Guaranty trust bank grew exponentially through its ranks from 1990 when it was licensed as a limited liability company, to 1996 when it became publicly quoted company and won the stock Exchange President's Merit award that same year and subsequently in the years 2000, 2003, 2005, 2006, 2007, 2008 and 2009(Gtbank, 2021). This continued successfully through 2004, 2007, 2011 and to 2013 when the bank was issued a USD 400,000,000 Euro bond at a coupon rate of 6%; the least obtained by a Nigerian company in the international capital market.

BRAND AND CULTURE

Retail banking requires consumer, mass marketing - a step-change from the business to business relationship marketing of corporate banking. GTBank changed its advertising agency, rebranded with a more consumer-oriented look and embarked upon unprecedented investments in creating consumer awareness during 2006(Maklan & Knox, 2009).

Since its inception in 1990, GTbank has maintained a corporate bias and a strong service culture that has enabled it to develop its clientele base and key financial indices year after year.Its operating style, employee behavior, and service delivery models are all based on eight core principles appropriately called the orange laws, which correspond to the bank's vibrant orange corporate colors. GTbank has a set of 8 orange rules which

are principles for progression, success, relationships and life. These rules are the foundation principles of the GTbank legacy:

- 1 Simplicity
- 2 Professionalism
- 3 Service
- 4 Friendliness
- 5 Excellence
- 6 Trustworthiness
- 7 Social responsibility
- 8 Innovation

Professionalism, ethics, competence, and outstanding customer service are the cornerstones of the GTbank value system. It has a philosophy of excellence and goes to great lengths to make the iconic slogan "the customer is king" a reality by always delivering to its customers. The bank maintains a highly competitive atmosphere in which employees can learn the company's philosophy and apply themselves to everything they do. From the entry level to the Managing Director, employees are called by their first names – no "Sirs or Madams." Furthermore, it has an open door policy to promote a sense of equality among employees and to ensure that everyone is available at all times.. All these principles are meant to reflect in their Architecture and given as brief to any prospective consultant vying for their projects. Figure 1 shows the changing identity of gtbank from inception till date.

Launch Identity (1990)	New identity (2006)

Figure 1: GTBank A Changing Corporate Identity (source: GTBank: A Changing Corporate Identify by Dr stan Maklan and Professor Simon knox)

The real challenge for the GTBank brand is to appeal to new people without detracting from its professional, ethical and service-orientated reputation built over almost 20 years of hard work(Maklan & Knox, 2009).

THE ARCHITECTURE OF GTBANK

INNOVATION is the orange rule that drives the creativity in the bank branding and Architecture. According to Dayo Ogunremi a key staff of GTbank, " It is an unspoken rule that No two branches are alike", Hence the need to engage the consultant architects in finding new frontiers for our "BANKITECTURE".

A few years ago, before GTbank and other new generation banks were born, banks preferred directly functional but soulless Architecture. Architecture doesn't have to be totally about functionality, there should be room for the building to delight and entertain the senses and appeal to the consciousness of Arts. The directors of GTbank are not ashamed to brief their Architect to strive for the "WOW FACTOR". For this both the bankers and their customers smile to the bank. With the evolving changes in Architecture, GTbank has been able to adapt

and align themselves with these to support their principles. GTbank challenge their consultant to strive to meet up with the global requirements of Architecture in terms of venustas, firmistas and utilitas. GTB building catches body of the observer. What is the reason for this? It's because each house, whether leased or purchased, has its own distinct design and construction statement. (Emilia, 2016).

GTB building, Lawanson Busstop, Surulere in figure 2 below showing the verse use of materials and dynamism in design.



Figure 2: Gtbank lawanson (source: <http://emiliaorbita.blogspot.com>)

The building's front facade has aluminum profile strips that are protected by iron bars. These iron bars seem to be raising the aluminum, causing it to slant to one side of the frame. Other building features, such as the window, are designed and built to slant to the same side of the building, giving it a consistent fall. The building's aesthetics include brown-colored Perspex that is framed with aluminum profiles and backed by slanted iron bars. It also made use of a shading system.(Emilia, 2016). This is one of the gtbanks design that's unique amongst several other gtbanks designed by Arc james inedu George. However amongst several Gtbank the most common material is the Rheinzink aluminium cladding as seen in figure 3, Gtbank ogba..



Figure 3: Gtb ogba showing the rheinzink cladding(source: authors photography)

Another beautiful gtbank to observe is the gtbank unilag alumni. It's a beauty to behold, expressing all its element itemized in their values and culture and the use of lines to accentuate their architecture. The task was to design a bank branch that included a new University Alumni administration building as well as a student-interactive gallery. The project aimed to continue Guaranty Trust Bank's push to open branches on university campuses, bolstering the bank's long-term commitment to Nigerian education and youth. (MOE, 2021). MOE Architects further describes the building area as 1147.4 sq. m which sits on a 4360 sq m site. The buildings main program of retail banking, Inside and around staggered interlocking cubes, alumni administration and student body cultural space are created. Local Abeokuta stone and Rheinzink (a German cladding technology)

are used to clad the proportional cubes. The zinc cladding was then individually re-crafted on-site by artisans to accommodate the connecting diagonal geometry). This simple and restricted material palette was intended to convey not only the dynamic juxtaposition of a commercial and institutional narrative, but also the local and global. The interior spaces are wide and open plan, with large diagonal and circular windows and a concrete ribbed floor system.



Figure 4: Gtbank unilag alumni exterior view (source : MOE Architects)

Figure 4 shows the beauty of the gtbank unilag, the use of material and dynamism is design conceptualization.



Figure 5: Gtbank unilag at night (source: MOE architects)

Figure 5 celebrates the beauty of the gtbank unilag alumni architecture, the fusion of rectilinear shapes and flexibility of the Rheinzinc material in incorporating light within its shell.

ZINC FAÇADE SYSTEMS

The face of a building is its facade. It becomes the architectural design's calling card with RHEINZINK. RHEINZINK's robust device kit will astonish you with its diversity and ability to accommodate almost every architectural style. RHEINZINK facade cladding has a timeless quality, needs no maintenance, and will provide durable security for generations. Apart from its excellent material properties and appealing look, zinc has a number of other long-term benefits to offer: RHEINZINK is non-combustible and can provide lightning and electrosmog protection to buildings. (rheinzink, 2021). It is no coincidence that the RHEINZINK brand is now associated with building efficiency and long-term value in over 30 countries. The simple grey tones make for efficient individuality as well as modern, transparent architecture.

II. CONCLUSION

The brand theories of Gtbank is making it grow in statute within the banking industry, its bespoke architectural culture and concept set it apart from the other banks. This growing statute is as a result of their understanding

of the impact of architecture as a major branding element in today's sales theory. Gtbanks respect for architecture has made the general masses to appreciate the banks brand culture and influencing other banks to adopt their culture of "BANKITECTURE" after seeing the impact it is having on their global brand. Having more than 250 branches spread all over Nigeria and abroad without having a repeat of any single architecture is a mean feat to be appreciated.

III. REFERENCES

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