



First Bank and Trust

fbtonline.com

For the redesign of First Bank and Trust, the official bank of the New Orleans Saints, Mudbug provided strategy, custom programming and graphic design to pull focus back into a site that had outgrown itself. A strong and professional richly hued look reinforces the bank's branding and NFL affiliation, helping to create memorability and inspire confidence. With an improved navigation structure and site map and conveniences like the Google-embedded ATM locator and site-wide search, the path to sought-after information and services becomes clear.



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