

HSBC Brand identity video transcript

NARRATOR:

When we are opening up to new ideas, new people and new perspectives, it's important we understand how they come together and come to life. Introducing the HSBC brand identity, a collaborative effort with our global creative community designed to streamline, simplify, and strengthen our core brand identity. With a digital first creative direction that's accessible by design, created to give us the freedom to deliver digital experiences at speed and scale, making our brand identity and services more diverse, inclusive and welcoming for our customers.

So how do we do this? We bring our hexagon to life in three ways, with our iconic, open, and cropped hexagons. The colour red has always been HSBC, and the HSBC will always be the colour red. But we've introduced the broader range of reds to give us more flexibility and hero different areas of our business. We've widened our photographic lens, our imagery is cinematic and expansive. It celebrates the full diversity of the people, businesses, and the communities we serve, and integrate seamlessly with our hexagon and colours. Illustration supports our brand and tells stories that photography can't, in a style that marries the playful with the premium. Built from old block colours that are easy to adapt across different markets.

You'll recognise our type because it's everywhere, from our buildings to our social media typography is part of our DNA, based on Univers, our original brand font. We have focused how we used it in creative headlines to land stories in clearer, more distinctive and effective ways.

Here are some simple principles to help guide you: Make it proudly HSBC. Our logo is instantly recognisable. Embrace our Hexagon's angles by using them throughout customer experiences.

Lead with red. Express our internationalism and help customers see the world the way we see it. Be open, inclusive, and above all, human.

It's our job to continue opening up a world of opportunity. That starts here, today, with all of us.
(CHIMING MUSIC)



