

Intro:

Create is HSBC's global, customer-centric design system.

It's a modular system that adapts to our customer and colleagues' goals, no matter the channel.

Our community has all the tools they need to create iconic customer experiences that deliver HSBC's brand promise.

Through the Design Thinking stages, we create and test experiences that guide our customers towards opportunity:

- Creative standards provide best in class guidance that makes it easy to produce iconic work while being accessible by design
- Design toolkits, and component libraries are made from the creative communities reusable building blocks
- Photography and illustration libraries are international, inclusive, and diverse, this reflects the customers and communities we serve
- Tone of voice guidance ensures we speak to our customers conversationally, just how we like being spoken to.

Maintaining brand and design consistency is incredibly challenging, so we've created solutions to simplify things:

- Create Direct is a triaging system that connects colleagues together when questions and queries are raised
- The Design Guild steers the system with new customer requirements and insights
- Governance and approvals ensure customer experiences meet the highest standards, ensuring they are accessible to everyone.

With almost 80,000 people in over 60 markets using Create, our open-design culture is key:

- Regular meet-ups, like create.live, are held to inspire and connect our internal and external teams
- Living Walls are a real-time showcase of the latest cross channel customer experiences
- Contributions from our community help the system evolve organically while driving alignment and adoption.

Create provides flexibility within a framework to help us solve the most complex design challenges in the financial world. It supports the entire HSBC customer experience from apps to airports.

When you see the world as a connected system you see opportunity everywhere.

Visit create.hsbc

End device:

HSBC Opening up a world of opportunity